West Oxfordshire Local Plan 2031
SUBMISSION DRAFT INCLUDING PROPOSED MODIFICATIONS

November 2016

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1. **INTRODUCTION**

1.1 This is the Local Plan for West Oxfordshire. It sets out a vision of the District in 2031 and provides an overarching framework to guide and deliver that vision. The plan has been shaped by extensive community engagement which has helped to ensure that it focuses on those issues of greatest significance to West Oxfordshire. Some of these issues are locally specific such as traffic congestion on the A40, whilst others are broader in nature including housing affordability, climate change and the need for economic growth.

1.2 A strong message received throughout the preparation of the Local Plan is that this part of the country is a special place which is highly valued by the people who live here and which must not be eroded by incremental decisions to accommodate inappropriate future development or other change. A key challenge for the Local Plan is to deliver the new development that is needed to support economic growth in a way that does not compromise the quality of life and the environment enjoyed by those who live and work in the District.

1.3 The Local Plan is therefore underpinned by a general presumption in favour of ‘sustainable development’ and seeks to articulate what this means in the context of West Oxfordshire and how it will be achieved.

**The Role and Status of the Local Plan**

1.4 Local Plans sit at the heart of the planning system, setting out a vision and framework for the future development of an area. They seek to identify how much development is needed, what type, where it will take place and when it will come forward as well as what infrastructure is needed to support it. Local Plans should be aspirational but realistic about what can be delivered.

1.5 All local authorities are required to prepare a Local Plan and once adopted, applications for planning permission must be determined in accordance with the plan unless material considerations indicate otherwise.

1.6 In this regard Local Plans help to provide certainty for local communities, service providers and those looking to invest or move into an area. Local Plans also provide an overarching framework for Neighbourhood Plans which can be prepared by local communities to guide development at the local level. Once made (adopted) neighbourhood plans form part of the statutory planning framework alongside Local Plans. This Local Plan also provides a context for the preparation of a future Area Action Plan (AAP) at Eynsham to address Oxford City’s unmet housing needs.

**The Plan Period**

1.7 This Local Plan covers the 20-year period 1st April 2011 – 31st March 2031. It will however be reviewed on a regular basis to ensure it remains relevant and appropriate typically every 5 years or so. In particular an early, focused review of the plan is likely to be needed to take account of unmet housing need arising from Oxford City.

1.8 Partnership working through the Oxfordshire Growth Board is currently underway to determine the extent of this unmet need and how it should be addressed across the County. If through this process, an element of additional housing is apportioned...
to West Oxfordshire District, there will be a need to undertake an early, focused review of this Local Plan.

Key Influences

1.9 In line with the duty to co-operate, the Local Plan has been shaped by ongoing engagement with local communities and organisations including other local authorities, the Oxfordshire Local Enterprise Partnership, the Oxfordshire Clinical Commissioning Group, Thames Water, Natural England, English Heritage Historic England and the Environment Agency.

1.10 A further key influence has been the application of Sustainability Appraisal (SA) which has helped to determine the choice of certain options over others. A separate SA report of this Local Plan has been prepared including a non-technical summary.

1.11 Other key influences include:

- National Planning Policy Framework (NPPF)
- National Planning Practice Guidance (PPG)
- Oxfordshire and West Oxfordshire Sustainable Community Strategies
- District Council Strategies such as Housing and Tourism
- Adopted and emerging Local Plans in neighbouring local authorities.
- Oxfordshire Minerals and Waste Local Plan
- Cotswolds AONB Management Plan and planning guidance
- Local Plan consultation responses
- Information, including site suggestions for development, provided by parish councils, landowners, developers and their agents
- Oxfordshire Joint Strategic Needs Assessment (JSNA)
- Oxfordshire Strategic Housing Market Assessment
- Oxfordshire Growth Board apportionment of Oxford City’s unmet housing needs
- Evidence - Other evidence base studies on issues such as housing and economic needs, development viability, transport and flood risk¹

Structure and Content

1.12 The Local Plan is structured as follows:

- **Section 2** sets out a brief profile of the District, highlighting its key characteristics and drawing out the key issues and challenges to be addressed through the Local Plan.
- **Section 3** outlines our vision for West Oxfordshire in 2031 which is underpinned by a series of core objectives.
- **Section 4** sets out the overall strategy for the District, which is based on five key principles including a presumption in favour of sustainable development, locating

¹ See [www.westoxon.gov.uk/lidfevidence](http://www.westoxon.gov.uk/lidfevidence)
development in the right places, ensuring the prudent use of natural resources, high quality design and provision of supporting infrastructure.

- **Sections 5 – 8** deal with a number of specific aspects of the overall strategy including the provision of new homes, sustainable economic growth, transport and environment and heritage.
- **Section 9** sets out the local strategy for each of the District’s five sub-areas.
- **Section 10** explains how the various elements of the Local Plan will be implemented and monitored.

**1.13** The plan contains a number of policies to manage change and to ensure that all new development is sustainable. These include ‘cross-cutting’ policies that apply to all forms of development regardless of location, ‘topic-based’ policies that apply to certain types of development and ‘placed-based’ policies that apply to certain locations within the District.

**1.14** The policies replace many of those set out in the adopted West Oxfordshire Local Plan (2006). Further information is provided at Appendix 1.

**Measuring Progress**

**1.15** Section 10 sets out a delivery and monitoring framework explaining how each Local Plan policy will be delivered and monitored. Planning has a key role to play but is only part of the way forward. Successful delivery of many elements of the strategy will only be achieved through working in partnership with the many organisations that have a responsibility or interest in some aspect of West Oxfordshire, particularly local communities, landowners and developers.

**1.16** The degree to which the Local Plan policies are being successfully implemented (or otherwise) will be assessed through regular monitoring reports.

**Reviewing the Local Plan**

**1.17** As a general guide, Local Plans tend to be reviewed every 5-years or so. This helps to ensure that any new evidence (e.g. housing or economic needs) can be properly taken into account and addressed through a plan review where appropriate.

**1.18** As outlined above, there is likely to be a need to undertake an early review of this Local Plan in order to address the issue of unmet housing need arising from Oxford City. In addition to this Local Plan the Council will prepare an Area Action Plan (AAP) for Eynsham to address the issue of unmet housing need arising from Oxford City.
2. **WEST OXFORDSHIRE IN 2015 2016**

2.1 In this section we set out a brief profile of West Oxfordshire, the purpose of which is to identify the key issues and challenges facing the District both now and in the future. This is important because it helps to ensure that the remainder of the Local Plan focuses on those issues of greatest local importance to West Oxfordshire.

**Location**

2.2 West Oxfordshire is located in the south east of England in the County of Oxfordshire, which has borders with Warwickshire, Northamptonshire, Buckinghamshire, Berkshire, Wiltshire and Gloucestershire. The District’s central location, coupled with its high environmental quality makes it an attractive place to live, work and visit.

*Figure 2.1 West Oxfordshire Context*

**Character**

2.3 West Oxfordshire is a predominantly rural area and enjoys a strong sense of place derived from the Cotswold vernacular style of building, rolling countryside and river valleys. With a population density of 1.5 people per hectare, it is the second most sparsely populated of the 67 local authorities in South East England with almost 60% of its 81 parishes containing fewer than 500 residents. Around one third of the District falls within the Cotswolds Area of Outstanding Natural Beauty (AONB).
There are around 130 separate towns, villages and hamlets scattered across the District. The three main towns are Witney (population 28,000) Carterton (16,000) and Chipping Norton (6,500). Notably, whilst these all offer a good range of services and facilities, none are served by rail (see below).

Supporting. Currently supporting the three main towns are six rural service centres including Bampton (population 2,500) Burford (1,300) Charlbury (3,000) Eynsham (5,000) Long Hanborough (2,400) and Woodstock (3,000). These service centres generally offer a good range of services and facilities. Long Hanborough and Charlbury benefit from a railway stations serving the Cotswold rail line.

A new rural service centre is proposed to be created through this Local Plan in the form of a new Garden Village on land to the north of the A40 near Eynsham and close to Hanborough Station on the Cotswold line. This will replace Long Hanborough as a rural service centre, could exceed a population of 4,000 by 2031 and will need to develop a critical mass of services and facilities.

The District’s remaining settlements comprise a number of medium-sized and smaller villages and hamlets.

Relationship to Other Areas

The District has strong functional links with a number of other areas. In economic terms, travel to work data indicates that the closest links are with Oxford City, which performs a ‘City-Region’ role, Cherwell District and the Vale of White Horse District. There are also links with South Oxfordshire, Swindon, Cotswold and London, albeit less pronounced.

As might be expected the proportions working in Oxford are highest in the east of the District at Woodstock and Eynsham where around 30% of workers work in Oxford and are lowest in the rural west of the District including Burford and Carterton.

In terms of housing, West Oxfordshire falls within the Oxfordshire Housing Market Area (HMA) which is largely contiguous with the County boundary. Importantly, this Local Plan seeks not only to meet the identified housing needs of West Oxfordshire District but also to make additional provision to accommodate a proportion of unmet housing need that Oxford City are unable to provide for within their own administrative boundary.

Population and Demographics

West Oxfordshire has a total population of around 108,000 people, which is much lower than the other Oxfordshire authorities, reflecting the rural character of the District.

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2 2011 Census
3 2011 Census
4 2011 Census
5 ONS 2013 mid-year population estimate
The population is reasonably well-balanced in terms of different age groups. There is a similar proportion (19%) of young people (aged 0 – 15) compared to the national and regional averages although the proportion of older people (aged 65 or over) is slightly higher than average, a trend which is forecast to continue remain broadly the same.

Almost 62% of the population are of working age (16 – 64) slightly below the regional average of 62.7% and the national average of 63%.

The significant majority of residents of West Oxfordshire are white British/Irish with just 6.8% of the population being non-white British/Irish, well below the county average of 15.4%, regional average of 13.9% and national average of 19.3%.

Housing

According to the 2011 Census there were around 43,200 households in West Oxfordshire, an increase of 5,200 since 2001. Most of this growth has taken place at Witney and Carterton through major new housing developments including Madley Park and Shilton Park.

Levels of owner-occupation have increased since 2001 and at 69.7%, sit above the county, regional and national averages. In keeping with national trends, the proportion of people renting privately has increased since 2001 although at 16.6% remains below the county, regional and national averages. Levels of private renting are particularly strong in Carterton.

In terms of the type of housing available, the District is dominated by a high proportion of detached properties which comprise almost 35% of the total housing stock, followed by semi-detached (32%) and terraced properties (23%). The proportion of flats/maisonettes available at just over 10% is lower than any other Oxfordshire authority. The majority of flats are located in Chipping Norton, Witney and Carterton.

In terms of house sizes, West Oxfordshire is characterised by a reasonable balance of property sizes as follows:

- 6.8% - 5 or more bedrooms
- 20% - 4 bedrooms
- 40.8% - 3 bedrooms
- 24.9% - 2 bedrooms
- 7.3% - 1 bedroom

In terms of housing affordability, as a desirable area to live, house prices in West Oxfordshire are above the national average although remain below the county average, which is skewed by very high prices in Oxford City and South Oxfordshire in particular. In terms of housing affordability house prices in West Oxfordshire are above the national average and this reflects its location in a desirable and relatively

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6 2011 Census
7 2011 Census
Prosperous County. Prices in West Oxfordshire remain below the county average, which is skewed by very high prices in Oxford City and South Oxfordshire in particular.

2.19 The housing affordability ratio shows the relationship between house prices and income. In 2015 the ratio for West Oxfordshire was 10.35, considerably higher than the national average (7) and only slightly lower than Oxford City (11.56). This means that even the cheapest properties in West Oxfordshire are around 10 times the lowest incomes. As of 1st April 2015 there were around 1,440 households on the waiting list for affordable housing. In 2011, the housing affordability ratio for West Oxfordshire, which shows the relationship between house prices and income, was 9.89, higher than both the regional average (8.19) and the national average (6.57) and second only to Oxford City (10.0). This means that even the cheapest properties in West Oxfordshire are almost 10 times the lowest income. There are currently around 870 households on the waiting list for affordable housing.

The Local Economy

2.20 West Oxfordshire has a strong and resilient local economy. Economic activity rates are high at 84.5% 86.2%, well above the South East average of 79.9%. Unemployment rates are low with the modelled unemployment rate being 3.4% 2.6% compared to the South East average of 5.0% 4.1% and are half the national average of 6.8% 5.1%. In terms of qualifications, the West Oxfordshire workforce is above the South East national average at all levels.

2.21 In the pre-recession period, employment growth in West Oxfordshire was above the national average and higher than Oxfordshire as a whole. Growth was particularly strong in the financial and business services sector and in other services. Losses in manufacturing employment over this period were also comparatively small compared with what was happening nationally.

2.22 The most recent employment statistics suggest that in the period post-recession, employment in West Oxfordshire has recovered well. More significantly, unlike much of the country and some of its neighbouring districts, employment growth in West Oxfordshire has not just been driven by part-time and self-employment growth. West Oxfordshire has seen an increase in full-time employees of just over 5% in the period 2009-13, 10% in the period 2009 - 2014. Importantly however, the nature of jobs in the District is of lower value than they once were and since 2005 average workplace wages in the district have been below the national average. It is too early to understand the implications of Brexit, but as a relatively resilient local economy, West Oxfordshire is better placed than many to deal with the economic uncertainty.

2.23 In terms of the make-up of the local economy, West Oxfordshire has a high proportion of employment in manufacturing, which includes a number of firms in the advanced manufacturing sectors, reflecting a strong tradition in the engineering sector. West Oxfordshire also has an above average share of employment in the arts, entertainment and recreation sector, reflecting a high quality of life and ability to retain consumer expenditure in cultural and leisure sectors.
Tourism and the visitor economy remains an important sector. Spend in 2014 from tourist activity was £280m, accounting for an estimated 3,559 jobs (full-time equivalent)\(^8\), with total local business turnover from tourist activity estimated at over £255m in 2010, a marginal rise of 2.6% over 2009.

West Oxfordshire has a high proportion of residents who work in higher skilled occupations. In particular the proportion of managers, directors and senior officials is above both the South East and Oxfordshire average. The proportion of employees working in skilled trades is also above both regional and country average (reflecting the area’s history in engineering). Generally however the occupational structure fairly closely resembles that of the South East as a whole.

The District is characterised by a large number of small companies with very few large businesses present. 72% of local businesses have fewer than 5 employees and 87.89% have fewer than 10. This is a more pronounced pattern than is found nationally. The majority of employment is concentrated in the south east of the District. 35% of West Oxfordshire’s employment is located in Witney with a further 25% in Eynsham and Woodstock. Carterton has a relatively low proportion of the District’s employment opportunities (21%) compared to the size of its workforce.

Rates of home working are high, with just under 8,000 or 18% of West Oxfordshire’s employed residents working mainly at or from home in 2011.

Transport

Transport is a critically important issue for West Oxfordshire. In terms of travel patterns, the District demonstrates a reasonable level of self-containment, with 65% of residents in employment either commuting within the District, working at home or having no fixed place of work and 35% commuting out of the District to work elsewhere\(^9\). Almost 12,000 people commute into the District each day and 20,000 commute out, meaning a net outflow of around 8,000, just under 15% of the District’s resident workforce. This represents a slight increase since 2001. There is a particularly high net outflow of workers in the education, health and professional scientific and technical sectors.

The majority of out-commuters (7,500) travel to Oxford City, with most travelling by car. This places significant pressure on the road network with severe traffic congestion on the A40 to Oxford being a daily occurrence. The problems associated with the A40 also have wider impacts as drivers choose to take alternate routes leading to congestion elsewhere including the A4095, A415 and A44 as well as minor roads including the B4449 which suffer because of narrow, historic crossing points across the River Thames. Congestion also occurs within some towns with air quality management areas having been designated at Witney and Chipping Norton.

Public transport provision in West Oxfordshire is variable in terms of coverage and frequency. There are two main rail lines, the Cherwell Valley Line and the Cotswold line. A very small proportion of the Cherwell Valley Line runs

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\(^8\) *Economic Impact of Tourism on Oxfordshire 2014*, published August 2015
\(^9\) 2011 Census
through the eastern part of the District with a station at Tackley providing services northwards to Birmingham and southwards to Oxford and onto London Paddington.

2.31 The Cotswold line passes through the largely rural central part of the District, connecting several small towns and villages with Hereford in the west and Oxford and London in the east. Notably, neither of the District’s two rail lines serves the three main towns. The new Oxford Parkway Station located nearby in Cherwell District opened in October 2015 thereby offering additional journey choice to West Oxfordshire residents.

2.32 In terms of bus provision, Witney and Carterton, the two largest settlements, are connected to Oxford by high frequency services. The Woodstock area is also well served by public transport. Other bus services operate throughout the rural area with varying frequencies, but many require ongoing public subsidy. In July 2016 Oxfordshire County Council announced that subsidies would be withdrawn for a large number of bus services operating in West Oxfordshire leaving some settlements with very few or no bus services at all, although some some services have continued on a commercial basis.

2.33 Most cycle and pedestrian routes are focused on the main towns although there are dedicated cycle routes between Witney, Eynsham and Oxford along the A40 and from Woodstock to Oxford along the A44.

Leisure and Recreation

2.34 The District offers various leisure and recreation opportunities. The three main towns each have leisure centres although the Witney and Carterton facilities are in need of enhancement and expansion respectively. There are also other known requirements in some parts of the District such as for additional playing pitches and allotments.

2.35 The rural nature of the District lends itself to walking, cycling and other leisurely pursuits and in the south of the District water-based opportunities are presented by the River Thames and the various lakes created as a result of sand and gravel extraction in the Lower Windrush Valley.

Health and Well-Being

2.36 Primary and secondary health care in West Oxfordshire is provided by a network of 16 local GP practices and two hospitals, the Witney Community Hospital and the War Memorial Community Hospital in Chipping Norton.

2.37 Generally speaking, the health of people in West Oxfordshire is better than the England average with life expectancy is around two years one year longer, for both men (1.5yr) and women (0.8yr). However, there is still room for improvement in some areas including obesity.

2.38 Deprivation is lower than average, however the dispersed nature of the District means that despite a general level of affluence, some areas are classed as being within the most deprived in the country in terms of access to housing and services. This is of particular relevance for those living in relative poverty and in West Oxfordshire the majority of people claiming pension credit live in rural areas.
2.39 In terms of child health, rates of obesity (Year 6) are significantly better than the average for England and the rate of alcohol specific hospital stays among those under 18 was better than the average for England.

2.40 In terms of adult health, in 2012-2015 just under 20% of adults were classified as obese. The rate of alcohol related harm hospital stays was significantly better than the average for England as was the rate of smoking related deaths. Estimated levels of adult smoking and physical activity are also better than the England average. The rate of people killed and seriously injured on roads is however worse than average as is the rate of new cases of malignant melanoma and these have both been worse than average since 2012. The Council recognises the need to work with Oxfordshire County Council in order to understand and address the relatively high rate of fatalities and serious injuries on the District’s road network. Rates of sexually transmitted infections and TB, statutory homelessness, violent crime, long term unemployment, drug misuse and early deaths from cardiovascular diseases are all better than average.

2.41 Priorities in West Oxfordshire are to reduce obesity in children and adults, increase physical activity and improve access to screening programmes.

**Education**

2.42 West Oxfordshire has a network of 47 primary schools, 2 infant schools, 1 nursery school, one special school and 7 secondary schools. In terms of educational achievement, the rate of children obtaining 5 or more GCSEs (Grades A*-C including English and Maths) is slightly significantly higher than the England average.

2.43 Importantly, throughout much of the District primary schools are either already under pressure or are forecast to fill as pupil numbers increase. There is more flexibility at secondary level although the proposed level of growth at Witney will necessitate the provision of a new secondary facility within the town with various potential options currently being explored. There will also need to be an expansion of secondary capacity in the Eynsham area to support the proposed Garden Village and other growth in the area.

2.44 In terms of further education, Abingdon and Witney College offers part time and full time further and higher education courses and also works with secondary schools offering part time courses for 14-16 year olds. The college has recently redeveloped part of its site to provide enhanced facilities and has further plans for improvement.

**Natural Environment**

2.45 The District has a rich natural environment with around 34% of the area falling within the Cotswolds Area of Outstanding Natural Beauty (AONB). Land on the eastern edge of the District falls within the Oxford Green Belt and at Cassington Meadows there is a Special Area of Conservation (SAC) of European importance. There are also a number of Sites of Special Scientific Interest (SSSIs) areas of Ancient Woodland and Local Wildlife Sites. There is however an acknowledged need to further enhance and extend habitats to develop networks and a series of Conservation Target Areas has been identified where the restoration and enhancement of habitats would have the greatest benefit.

2.46 There are several rivers flowing through West Oxfordshire which are important corridors for biodiversity, provide opportunities for recreation and form part of the
setting of many towns and villages. However they also present a flood risk, with severe flooding events affecting many communities in 2007.

2.47 West Oxfordshire contains some extensive sand and gravel and limestone resources particularly in the southern half of the District, focused on the Lower Windrush Valley which has seen extensive mineral extraction for a number of years. The District Council continues to engage with the County Council as mineral planning authority in relation to the overall strategy for future sand and gravel extraction in the County as guided by the Minerals and Waste Local Plan.

2.48 The after-use of mineral sites presents the opportunity for leisure and tourism uses as well as creating opportunities for nature reserves but it is vital that mineral extraction is properly managed in order to protect environmental quality and public amenity and to help ameliorate flood risk.

Historic Environment

2.49 The District has a rich and varied historic environment which contributes greatly to the distinctive character and identity of the area, to its tourism, cultural and social role, to economic prosperity and to the quality of life for those living here. The District has a rich archaeological and architectural heritage including 3,200 listed buildings, 149 scheduled monuments, 51 conservation areas and 16 registered historic parks and gardens of special historic interest. Blenheim Palace at Woodstock has been designated as a World Heritage Site (WHS) and is a major asset to the District and key visitor attraction.

Key Issues and Challenges - Summary

2.50 Drawing on this brief profile of the District and other background information, we can identify a number of key issues and challenges to be addressed through the Local Plan. These are set out below in the form of a SWOC analysis – Strengths, Weaknesses, Opportunities and Challenges.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tbody>
<tr>
<td>• Central, accessible location</td>
<td>• Out-commuting and reliance on the private car and rural road network</td>
</tr>
<tr>
<td>• High quality environment – landscape, built heritage and biodiversity</td>
<td>• Severe traffic congestion in Witney and on Oxford approach roads, particularly A40 east of Witney</td>
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<tr>
<td>• Strong sense of place</td>
<td>• Air quality problems within Witney and Chipping Norton</td>
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<tr>
<td>• Generally good place to live with a high quality of life</td>
<td>• Limited public transport, particularly in more rural areas</td>
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<tr>
<td>• Strong and articulate community groups</td>
<td>• Districts three main towns are not directly served by rail</td>
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<tr>
<td>• Generally vibrant town centres, particularly Witney</td>
<td>• Lack of direct access from the primary road network to Carterton</td>
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<tr>
<td>• Strong and diverse local economy including many small businesses, specialisms in high-tech manufacturing and engineering plus RAF Brize Norton</td>
<td>• Imbalance between jobs and homes in Carterton with a consequent high level of commuting</td>
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<tr>
<td>• Relatively skilled workforce with no major skills gaps although perhaps lacking in some technical skills</td>
<td>• Limited opportunities for safe travel by foot or cycle outside main towns such as where routes are adjacent to roads</td>
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<tr>
<td>• High rates of economic activity and low unemployment</td>
<td>• Disturbance from activity at RAF Brize Norton</td>
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<tr>
<td>• No significant areas of dereliction</td>
<td>• House prices higher than the national average</td>
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<tr>
<td>• Oxfordshire Cotswolds - important tourism</td>
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<tr>
<td>Opportunities</td>
<td>Challenges</td>
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<tr>
<td>------------------------------------------------------------------------------</td>
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<tr>
<td>• Address traffic congestion on the A40 between Witney and Oxford</td>
<td>• Housing affordability</td>
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<tr>
<td>• Raising design standards across the District</td>
<td>• The delivery of historically high, for West Oxfordshire, housing targets given the local track record of the development industry</td>
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<tr>
<td>• New development to help secure increased affordable housing provision as well as new <strong>and improved</strong> supporting infrastructure, including green infrastructure</td>
<td>• A relatively ‘tight’ labour market (i.e. employers must compete for employees)</td>
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<tr>
<td>• To attract additional inward investment and achieve a more self-contained local economy</td>
<td>• An ageing population</td>
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<tr>
<td>• Further investment at RAF Brize Norton</td>
<td>• Meeting the needs of local communities with access to services and facilities whilst maintaining West Oxfordshire’s high environmental quality</td>
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<tr>
<td>• <strong>Regenerating areas of MOD housing in Carterton</strong></td>
<td>• Provision of a mix of different housing types to meet the needs of different groups including young people, families, older people and those wishing to self-build</td>
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<tr>
<td>• Capitalising on and contributing to the Oxfordshire high tech and knowledge economy <strong>including the provision of a new ‘science park’ north of the A40 near Eynsham</strong></td>
<td>• Reduction in our higher than average carbon footprint</td>
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<tr>
<td>• Improvements in internet and mobile phone technology</td>
<td>• Reducing dependence upon travel by private car including long distance travel to nearby main urban centres and including London</td>
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<tr>
<td>• New sustainable construction methods and renewable energy schemes</td>
<td>• Pressures from economic growth centres close to West Oxfordshire including the Oxfordshire ‘knowledge spine’</td>
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<tr>
<td>• Investment in town centres</td>
<td>• Helping meet Oxford City’s unmet housing needs</td>
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<tr>
<td>• Biodiversity Conservation Target Areas</td>
<td>• Climate change – extreme weather events</td>
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<tr>
<td>• Biomass and woodland management</td>
<td>• Flood risk</td>
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<tr>
<td>• Sustainable drainage schemes to reduce flood risk</td>
<td>• Water scarcity</td>
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<tr>
<td>• Extensive sand and gravel resources provide a local source of construction aggregate to support future growth</td>
<td>• Use of Greenfield land to meet development needs</td>
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<tr>
<td>• High levels of owner-occupation</td>
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<tr>
<td>• Reasonable level of self-containment (about 65%)</td>
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<tr>
<td>• Two railway lines and inter-urban bus routes</td>
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<tr>
<td>• Reasonably well-balanced population in terms of different age groups</td>
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<tr>
<td>• A generally healthy population</td>
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<tr>
<td>• Very few large multi-national companies</td>
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<tr>
<td>• Some older employment areas in need of investment/redevelopment</td>
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<tr>
<td>• High rates of home working</td>
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<tr>
<td>• Blenheim World Heritage site</td>
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<tr>
<td>• Good variety of formal and informal leisure opportunities</td>
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<tr>
<td>• Some rural areas have poor access to services and facilities plus trend for loss/closure of rural services</td>
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<tr>
<td>• Limited access to high speed broadband</td>
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<tr>
<td>• Small pockets of rural poverty with lower wages for workers in West Oxon compared to those travelling to work elsewhere</td>
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<tr>
<td>• Generally limited or no spare capacity in existing primary schools</td>
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<tr>
<td>• Only just above average rates of educational attainment</td>
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<tr>
<td>• Very few large multi-national companies</td>
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<tr>
<td>• Some older employment areas in need of investment/redevelopment</td>
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<tr>
<td>Further enhance and expand habitats and networks</td>
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<tr>
<td>Provision of new green infrastructure through after-use of mineral working</td>
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<tr>
<td>Improvements in public transport, walking and cycling facilities to help reduce the use of the private car</td>
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<tr>
<td>Provision of primary road connection between Carterton/RAF Brize Norton and the A40</td>
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<tr>
<td>Provision of major road infrastructure improvements to facilitate future growth</td>
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<tr>
<td>Improvements in public transport, walking and cycling facilities to help reduce the use of the private car</td>
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<tr>
<td>Further develop the District’s tourism offer</td>
<td></td>
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<tr>
<td>Further develop the role of the Thames for leisure and recreation</td>
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<tr>
<td>To further increase levels of home working to reduce the need to travel</td>
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<tr>
<td>To increase opportunities for those wishing to self-build their own home</td>
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</tr>
<tr>
<td>Increased access to, understanding and enhancement of the historic environment</td>
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</tbody>
</table>

| Satisfactorily accommodating and benefitting from the expansion of RAF Brize Norton |
| Modernisation of older employment stock |
| Supporting the agricultural sector and diversification of the rural economy |
| Mitigating the impacts of sand and gravel extraction |
| Roll out of superfast broadband in rural areas |
| Increasing physical activity |
| Improving rates of educational achievement |
| Managing the impact of continued sand and gravel working |
| A number of designated heritage assets considered to be at risk |
3. WEST OXFORDSHIRE IN 2031 – OUR VISION

3.1 Having identified the key issues and challenges facing the District, we need to look to the future and set out what we want West Oxfordshire to be like by the end of the plan period - 2031. Set out below is the Local Plan vision which is underpinned by a series of core objectives that inform the remainder of the plan.

3.2 These have evolved through extensive consultation with local communities and partner organisations and have regard to the West Oxfordshire Sustainable Community Strategy (SCS) ‘Shaping Futures’ and other components of the Local Plan evidence base.

Our Vision

Our vision for the future....

....is to meet the needs of West Oxfordshire's communities, and play a role in helping to meet wider needs, without significant change to the intrinsic character of the District. We want this area to continue to be one of the best places in which to live, work, play and visit.

There will be a network of safe, inclusive, vibrant, well-connected and prosperous market towns and villages within a healthy, attractive, historically and biodiversity rich environment where new development achieves a high standard of design and respects and complements the distinctive character of the area whilst managing the impacts of climate change.

Improved opportunities for walking, cycling and the use of public transport will have helped to reduce reliance on the private car and traffic congestion on key routes including the A40 will have been addressed as far as reasonable, thereby helping to improve journey times and air quality.

The District's economy will have grown and diversified, adding value and capitalising on the proximity to the Oxfordshire ‘knowledge spine’ and the presence of RAF Brize Norton. An improved balance of housing and jobs and increased levels of home working, facilitated by improved broadband provision, will have helped to reduce out-commuting and increase the self-containment of our communities.

The housing needs of current and future residents will have been met through the provision of a range of high quality housing developments in accessible, sustainable locations including affordable housing. The provision of a broad range of house types will have met the needs of a range of different age groups including families and those wishing to self-build. A better balance of house types will have helped to rebalance the current predominance of larger properties and improve affordability.

Rates of educational attainment will have improved and rates of physical activity will have increased through improved leisure and recreation provision, leading to a reduction in rates of obesity.
All new development will have been supported by appropriate investment in new and enhanced infrastructure, delivered in a timely fashion.

Witney will provide an enhanced range of services and facilities with improved transport infrastructure, whilst maintaining its character and vibrancy as a market town and protecting its landscape setting. The town will offer a choice of well-designed housing which meets lifetime needs and benefits from a network of green spaces linking with the surrounding countryside. There will be a diverse range of local employment opportunities to foster sustainable economic growth, innovation and enterprise and reduce the necessity for commuting to nearby towns and cities. The town centre will be vibrant, attractive, convenient and safe for all users with a wide range of retail and leisure activities on offer and will be well served by parking facilities, frequent bus services and opportunities for walking and cycling.

Carterton will strengthen its role as a service centre meeting the daily needs of its residents and workforce, including personnel at the country’s premier military transport airbase, RAF Brize Norton. A choice of well-designed housing which meets lifetime needs will be provided and benefit from a network of green spaces linking with the surrounding countryside and continuing to provide a green buffer between Carterton and nearby villages. Much of the older MOD housing will be replaced with new urban development which will complement Carterton’s enhanced role. The range of services and facilities in the town centre will expand and improve, alongside further improvements in the quality of the built environment and connectivity with the rest of the town. The provision of additional local employment opportunities and improved access by road to the A40 will promote greater levels of inward investment and enterprise.

Chipping Norton will strengthen its role as a centre of enterprise in the northern part of the District. It will continue to be an economically and socially strong market town serving the needs of a large rural area. Its distinctive historic character and fine setting will be conserved and enhanced at the same time as accommodating new development to meet identified needs.

A new ‘Garden Village’ will be created to the north of the A40 near Eynsham comprising an exemplar development of the highest environmental and design standards based around a mix of compatible uses including housing, employment, transport, new schools and other community and leisure uses. The new village will be self-contained seeking to complement and enhance the current role of nearby Eynsham.

Elsewhere, the distinctive qualities of the District’s other towns and villages will be protected and, where possible, enhanced. The larger towns and villages will accommodate growth of an appropriate scale and type to help ensure their future prosperity and that of the rural areas around them without compromising their intrinsic character, appearance and setting. New affordable housing for local families and development specifically to meet the needs of older people will be delivered to help maintain the vibrancy of rural communities.
Our Core Objectives

3.3 To guide the vision we have identified a number of core objectives. These are set out below under five key headings:

1. Strong market towns and villages
2. Meeting the specific housing needs of our communities
3. Sustainable economic growth
4. Sustainable communities with access to services and facilities; and
5. Protecting and enhancing our environment and reducing the impact from climate change

I. Strong Market Towns and Villages

3.4 West Oxfordshire is a predominantly rural district with its population dispersed to a number of market towns, villages and hamlets varying in size. It is vital that the District’s distinctive rural characteristics are maintained while meeting the needs of local communities. To achieve this it is important to recognise the need for, and benefits of, new development but to ensure that what comes forward is of an appropriate scale and type, commensurate with the capacity, role and function of the settlement where it is proposed.

3.5 Although West Oxfordshire is a relatively affluent area there are pockets of deprivation particularly in rural areas where access to services is often limited. For rural communities to be sustainable they must have access to affordable housing, good employment opportunities and services and facilities.

CO1 Provide-Enable new development, services and facilities of an appropriate scale and type 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.

CO2 Ensure that new developments are suitably located and well 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.

CO3 Promote safe, vibrant and prosperous town and village centres and resist proposals that would damage their vitality and viability or adversely affect measures to improve those centres.
2. Meeting the Specific Housing Needs of our Communities

3.6 A key role of the Local Plan is to ensure that future housing needs are met. There also needs to be a greater choice within the local housing market to help achieve a better balance of property types and meet the needs of those who cannot afford to buy or rent suitable market housing.

3.7 Two key challenges will be to address identified future housing needs and to better meet the needs of certain groups including older people, younger people, families, travelling communities as well as those wishing to self-build.

CO4 Locate new residential development where it will best help to meet local housing needs and reduce the need to travel.

CO5 Ensure Plan for the timely delivery of new housing to meet forecast needs and support sustainable economic growth.

CO6 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 including those wishing to self-build, as well as homes to meet the needs of older people, younger people, black and minority ethnic communities, people with disabilities, families and travelling communities.

3. Sustainable economic growth

3.8 The West Oxfordshire local economy is reasonably strong and diverse and has proven resilient to recession. However, the District is facing increasing competition from elsewhere including major planned growth associated with the Oxfordshire ‘knowledge spine’ running from the Science Vale Enterprise Zone through Oxford City up to Bicester.

3.9 There is a need to capitalise on the District’s economic strengths and ensure that it is well-placed to benefit from future economic growth within the County and adjoining areas by playing a ‘complimentary’, rather than necessarily a ‘competing’ role. We must seek to add value to the West Oxfordshire economy as far as possible.

3.10 There is also a need to ensure that the needs of existing businesses and those looking to invest in West Oxfordshire are adequately provided so as to reduce the possibility of such firms locating elsewhere.
CO7  To deliver support sustainable economic growth which adds value to the local economy, improves the balance between housing and local jobs, provides a diversity of local employment opportunities, capitalises on economic growth in adjoining areas, improves local skills and work readiness, removes potential barriers to investment and provides flexibility to adapt to changing economic needs.

CO8  To achieve enable a prosperous and sustainable tourism economy.

4. Sustainable communities with access to services and facilities

3.11 In a rural area it is important to achieve a sensible balance between delivering services directly to local residents and expecting people to travel. In many rural parts of the District there is little choice other than to travel by private transport. However new development should not lead to more people being isolated from services and facilities which they need on a regular basis. New development must therefore be located in the right places and provide the necessary infrastructure to meet the needs of its residents and/or users.

3.12 The objectives outlined below seek to deliver a high quality of life whilst improving opportunities wherever possible or appropriate for travel by means other than the car.

CO9  Promote inclusive, healthy, safe and crime free communities.

CO10 Ensure that land is not released for new development until the supporting infrastructure and facilities are secured.

CO11 Maximise the opportunity for walking, cycling and use of public transport.

CO12 Maintain Look to 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.

CO13 Improve Plan for enhanced access to services and facilities without unacceptably impacting upon the character and resources of West Oxfordshire.

5. Protecting and enhancing our environment and reducing the impact from climate change

3.13 West Oxfordshire is fortunate to benefit from a rich natural and historic environment. It is essential that this is protected and enhanced wherever possible. The objectives outlined below seek to protect and enhance the high environmental quality of the District and meet the challenges of climate change by improving the sustainability of new development.
**CO14** 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.

**CO15** Reduce **Contribute to reducing** the causes and adverse impacts of climate change, especially flood risk.

**CO16** Enable **Achieve** improvements in water and air quality.

**CO17** Minimise the use of non-renewable natural resources and promote more widespread use of renewable energy solutions.

**CO18** Improve the sustainable design and construction of new development, including improving energy, water efficiency and water management.
4. OVERALL STRATEGY

4.1 Having set out our vision and objectives for the future, we need to consider how these are going to be achieved. For example how are we going to deliver more affordable housing, how will we tackle flooding and what will we do to boost the local economy?

4.2 This section of the plan sets out the overall strategy for the District which has five key strands and ‘cross-cutting’ policies that apply to all development regardless of scale or type:

- **Presumption in Favour of Sustainable Development** – allowing development which is sustainable to go ahead. This must however be seen in the context of West Oxfordshire as there is no ‘one-size fits all’ approach.

- **Locating Development in the Right Places** - influencing where development takes place can help to ensure housing and jobs are provided where they are most needed, ensure good access to facilities, help reduce car use, protect important areas such as Green Belt and AONB, conserve and enhance the natural and historic environment and avoid other sensitive areas such as those that are prone to flooding.

- **Prudent use of natural resources** – natural resources are those that occur naturally within the environment including water, air, wind, sunlight and minerals. Some of these such as wind and sunlight are ‘renewable’ because they are naturally replenished, whilst others such as gas and oil are ‘non-renewable’ because they are limited and finite. We must give careful consideration to the use of natural resources particularly those that are ‘non-renewable’.

- **High quality design** - the Government’s objective for the planning system is to promote good design that ensures attractive, usable and durable places. This is a key element in achieving sustainable development and a key consideration for West Oxfordshire which enjoys a high quality, distinctive natural, historic and built environment and strong ‘sense of place’.

- **Supporting infrastructure** – appropriate and timely provision must be made for the facilities and services that are needed to support future growth including schools, public transport, roads, GP surgeries, libraries and open space. Without appropriate investment, existing services will come under pressure and may be unable to cope.

**Presumption in Favour of Sustainable Development**

4.3 National policy emphasises that Local Plans and planning decision making should be underpinned by a presumption in favour of sustainable development, in other words development that is sustainable should go ahead, without delay.

4.4 So what is sustainable development? The generally accepted definition is development that meets the needs of the current generation without compromising
the ability of future generations to meet their own needs. Essentially this means that any decision taken now should not have a harmful impact on future generations.

4.5 There are three main dimensions to sustainable development; economic, social and environmental. Good planning is essentially about balancing these often competing elements. For example whilst there may be a need to deliver new housing or jobs, this should not be at the expense of the environment. Indeed, the three dimensions of sustainable development should be pursued jointly and simultaneously.

4.6 The NPPF provides an overview of what sustainable development means in practice for the planning system. It covers issues such as economic growth, town centre vitality, supporting the rural economy, promoting sustainable transport, mixed-use development, improving communications infrastructure, delivering a wide choice of high quality housing, achieving high standards of design, improving the health of local communities, the protection of designated areas including Green Belt and AONB, tackling climate change and flood risk, conserving and enhancing the natural and historic environment and ensuring the sustainable use of minerals.

4.7 These are all laudable objectives but to give the Local Plan more purpose, we need to consider what sustainable development means in the context of West Oxfordshire. Drawing on the District profile, vision and objectives outlined previously, it is reasonable to suggest that achieving sustainable development for West Oxfordshire is likely to mean the following (in no particular order):

- Reducing the current reliance that is placed on the private car for journeys into, within and away from the District by promoting opportunities for walking, cycling and the use of public transport;
- Reducing the current reliance that is placed on the private car for journeys into, within and beyond the District by promoting opportunities for active travel through walking and cycling as well as encouraging the use of public transport;
- Reducing current levels of out-commuting and increasing ‘self-containment’;
- Reducing the current risk of flooding where possible and ensuring that new development does not increase that risk;
- Achieving mixed-use developments that create vibrant, active places and reduce the need to travel;
- Maximising the use of previously developed land provided it is not of high environmental value;
- Strengthening and increasing the value and resilience of the local economy, capitalising on current and forecast growth sectors and enhancing links with major growth areas nearby including the Oxfordshire ‘Knowledge Spine’;
- Identifying and meeting current and future housing needs for a variety of different groups including those in need of affordable housing;
- Tackling traffic congestion in key locations like Witney and on key routes including the A40 and A44;
- Improving air quality in known problem areas including Witney and Chipping Norton;
- Reducing the impact of development on climate change and ensuring that new development is able to respond to future change through appropriate design and adaptation;
• Improving connectivity between the District’s settlements;
• Conserving the landscape and scenic beauty of the Cotswolds Area of Outstanding Natural Beauty (AONB);
• Protecting the Green Belt;
• Effectively managing and mitigating the impact of mineral working within the District and capitalising on after-use opportunities;
• Making sure that the leisure and recreational needs of residents and visitors are met both in terms of the quality and quantity of facilities available;
• Ensuring that new development is supported by appropriate investment in new and/or enhanced infrastructure including education, water supply and disposal, transport, affordable housing and open space;
• Achieving high quality design in all new development;
• Improving the health of local communities including tackling obesity;
• Improved telecommunications including superfast broadband throughout the District, with a particular focus on harder to reach rural areas;
• Protection and enhancement of the District’s rich historic and natural environment; and
• Maintaining and enhancing the vitality and viability of local communities, particularly small-settlements in rural areas that may be under pressure from the loss of shops, public houses and other services and facilities.

4.8 In line with national policy, this Local Plan is underpinned by a presumption in favour of sustainable development. In other words, development that is shown to be sustainable in the West Oxfordshire context will be permitted. Taking account of the various issues outlined above, the remainder of this Local Plan sets out in more detail what will and won’t be considered sustainable in West Oxfordshire. Regard should also be had to the NPPF and any ‘made’ (adopted) Neighbourhood Plans that are in place.

4.9 As a general principle, when considering development proposals and Neighbourhood Plans, the Council will take a positive approach and will work with applicants and other stakeholders to ensure that where appropriate, proposals are approved and that development which would improve the economic, social and environmental conditions of the District is secured. This approach is reflected in Policy OS1 below.

**Policy OS1 – Presumption in Favour of Sustainable Development**

Planning applications that accord with the policies in this Local Plan (and, where relevant, with policies in Neighbourhood Plans) will be approved, unless material considerations indicate otherwise.

Where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision then the Council will grant permission unless material considerations indicate otherwise – taking into account whether:

• Any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the National Planning Policy Framework taken as a whole; or
4.10 The location of development can influence how people choose to travel, where children go to school, how an area changes physically and socially and where people live and work. Putting development in the right places can also help to reduce development pressures on sensitive locations including the AONB and Green Belt.

4.11 Throughout the preparation of the Local Plan we have sought views on the overall strategy for accommodating future growth including the most suitable locations for development. Various options have been proposed and tested through consultation and Sustainability Appraisal (SA) and our proposed approach is set out below.

4.12 For the purposes of this Local Plan the District has been divided into five sub-areas based on landscape characteristics and local catchment areas for key services and facilities. The sub-areas are:

- Witney Sub-Area
- Carterton Sub-Area
- Chipping Norton Sub-Area
- Eynsham – Woodstock Sub-Area
- Burford – Charlbury Sub-Area

4.13 The extent of each sub-area is illustrated on Figure 4.1.
Figure 4.1 – West Oxfordshire Sub-Areas and Key Diagram
4.14 Each sub-area includes a range of different settlements of varying size and character. For the purposes of the Local Plan the following ‘settlement hierarchy’ has been identified.

Table 4.1 – Settlement Hierarchy

<table>
<thead>
<tr>
<th>Main Service Centres</th>
<th>Rural Service Centres</th>
<th>Villages</th>
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</thead>
<tbody>
<tr>
<td>Witney</td>
<td>Carterton</td>
<td>Chipping Norton</td>
</tr>
<tr>
<td>Bampton</td>
<td>Burford</td>
<td>Charlbury</td>
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<tr>
<td>Eynsham</td>
<td>West Oxfordshire Garden Village Long Hanborough</td>
<td>Woodstock</td>
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<tr>
<td>Alvescot</td>
<td>Aston</td>
<td>Bladon</td>
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<td>Brize Norton</td>
<td>Cassington</td>
<td>Chadlington</td>
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<td>Churchill</td>
<td>Clanfield</td>
<td>Combe</td>
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<tr>
<td>Curbridge</td>
<td>Ducklington</td>
<td>Enstone</td>
</tr>
<tr>
<td>Filkins &amp; Broughton Poggs</td>
<td>Finstock</td>
<td>Freeland</td>
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<tr>
<td>Fulbrook</td>
<td>Great Rollright</td>
<td>Hailey</td>
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<tr>
<td>Kingham</td>
<td>Langford</td>
<td>Leafield</td>
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<tr>
<td>Middle Barton</td>
<td>Milton-u-Wychwood</td>
<td>Minster Lovell (South of Burford Road)</td>
</tr>
<tr>
<td>North Leigh</td>
<td>Over Norton</td>
<td>Shipton-u-Wychwood</td>
</tr>
<tr>
<td>Standlake</td>
<td>Stanton Harcourt</td>
<td>Stonesfield</td>
</tr>
<tr>
<td>Tackley</td>
<td>Wootton</td>
<td>Long Hanborough</td>
</tr>
<tr>
<td><strong>Ascott under Wychwood</strong></td>
<td></td>
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</tr>
</tbody>
</table>

Small Villages, Hamlets and Open Countryside

All other villages and settlements not listed above plus open countryside.

4.15 Taking account of previous consultation responses and the results of several SA reports, the overall strategy of this Local Plan is to steer most a significant proportion of future development into the Witney, Carterton and Chipping Norton Sub-Areas, with a particular focus on the three main service centres of Witney, Carterton and Chipping Norton.

4.16 These towns currently offer the widest range of services and facilities, have suitable and deliverable development sites available, are accessible by a choice of transport modes (other than rail) and offer a good range of job opportunities. A number of Strategic Development Areas (SDA) and smaller ‘non-strategic’ allocations are therefore proposed at Witney, Carterton and Chipping Norton (see Section 9 – Strategy at the Local Level).

4.17 Not all growth can or indeed should go to Witney, Carterton and Chipping Norton however and there is a need for development elsewhere to help meet the unmet housing needs of Oxford City, to spread the potential benefits of growth and to help sustain the more rural parts of the District.
Outside of the three main towns of Witney, Carterton and Chipping Norton, the focus of development will be the six rural service centres of Bampton, Burford, Charlbury, Eynsham, Long Hanborough and Woodstock. These contain a good range of services and facilities and are considered to be suitable for accommodating development of an appropriate scale and type that would help to reinforce their existing service centre roles and meet their development needs and those of their immediate hinterlands. Eynsham has a particularly important role to play with a strategic urban extension proposed to the west of the village which will help to meet both West Oxfordshire’s own identified housing needs and those of neighbouring Oxford City. It is anticipated that this development will be served by a new road link from the A40 to the south of Eynsham.

To the north of Eynsham on the other side of the A40, a new rural service centre will be created in the form of a new village based on ‘garden village’ principles. Government funding has been sought to take this exciting concept forward and accelerate the delivery of housing to meet identified needs.

The historic town of Woodstock has a relatively good range of services and facilities and good accessibility to Oxford. It can accommodate a reasonable scale of development, whilst protecting its important historic character and the setting of Blenheim Palace, in order to deliver affordable housing, enhance local services and reinforce its role as a service centre. Three medium scale allocations are proposed on different sides of the town in order to complement the structure and form of the town.

The focus on development at the existing rural service centres of Bampton, Burford and Charlbury will be more limited. These service centres contain a good range of services and facilities but are constrained in terms of their capacity to accommodate further development. Bampton already has a large housing scheme of 160 homes under construction and site allocations are proposed in Burford and Charlbury to ensure the delivery of new housing on suitable available sites, including the delivery of much needed affordable housing.

Beyond the rural service centres, some development will be supported in the villages but this will be limited to that which respects the village character and local distinctiveness and would help maintain the vitality of the local community. A number of site allocations are proposed to ensure the delivery of new housing on suitable, available sites.

In the small villages, hamlets and open countryside, new development will be limited to that which requires and is appropriate for a rural location and which respects the intrinsic character of the area.

The proposed strategy is reflected in Policy OS2 below.

**Policy OS2 – Locating Development in the Right Places**

**Main Service Centres, Rural Service Centres and Villages**

A significant proportion of new homes, jobs and supporting services will be focused within and on the edge of the main service centres of Witney, Carterton and Chipping Norton. A number of site allocations are proposed to ensure identified needs are met. Further allocations may be made through Neighbourhood Plans.
Due to the size of the settlement and its proximity and connections to Oxford City, Eynsham will also make a significant contribution towards meeting identified housing needs with a strategic urban extension to be provided to the west of the village.

A new rural service centre will be created to the north of Eynsham. This will comprise a self-contained settlement based on ‘garden village’ principles and will play a complementary role to Eynsham.

Woodstock is suitable for a reasonable scale of development, whilst protecting its important historic character and the setting of Blenheim Palace, in order to deliver affordable housing, enhance local services and reinforce its role as a service centre.

The rural service centres of Bampton, Burford and Charlbury are relatively constrained and are intended to accommodate a modest level of development of an appropriate type that will help to reinforce their existing service centre role. A number of site allocations are proposed to ensure identified needs are met. Further allocations may be made through Neighbourhood Plans.

The villages are suitable for limited development which respects the village character and local distinctiveness and would help to maintain the vitality of these communities. A number of site allocations are proposed to ensure identified needs are met. Further allocations may be made through Neighbourhood Plans.

Proposals for residential development will be considered in accordance with Policy H2 of this Local Plan.

Small Villages, Hamlets and Open Countryside

Development in the small villages, hamlets and open countryside will be limited to that which requires and is appropriate for a rural location and which respects the intrinsic character of the area. Appropriate development will include:

• re-use of appropriate existing buildings which would lead to an enhancement of their immediate setting, with preference given to employment, tourism and community uses;

• new accommodation proposed in accordance with policies specifically for travelling communities;

• proposals to support the effectiveness of existing businesses and sustainable tourism;

• development which will make a positive contribution to farm and country estate diversification; and

• telecommunications development sited and designed to minimise impact upon the environment.
Proposals for residential development will be considered in accordance with Policy H2 of this Local Plan.

**General Principles**

All development should:

- Be of a proportionate and appropriate scale to its context having regard to the potential cumulative impact of development in the locality;
- Form a logical complement to the existing scale and pattern of development and/or the character of the area;
- Avoid the coalescence and loss of identity of separate settlements;
- Be compatible with adjoining uses and not have a harmful impact on the amenity of existing occupants;
- As far as is reasonably possible protect or enhance the local landscape and the setting of the settlement/s;
- Not involve the loss of an area of open space or any other feature that makes an important contribution to the character or appearance of the area;
- Be provided with safe vehicular access and safe and convenient pedestrian access to supporting services and facilities;
- Not be at risk of flooding or likely to increase the risk of flooding elsewhere;
- Conserve and enhance the natural, historic and built environment;
- Safeguard mineral resources;
- In the Green Belt, comply with national policies for the Green Belt; and
- Be supported by all necessary infrastructure including that which is needed to enable access to superfast broadband.

**Policy OS2 – Locating Development in the Right Places**

**Main Service Centres, Rural Service Centres and Villages**

New homes, jobs and supporting services will be primarily focused within and on the edge of the main service centres of Witney, Carterton and Chipping Norton. This includes Strategic Development Areas (SDAs) at Witney, Carterton and Chipping Norton. Development elsewhere will be more limited and will focus on meeting locally identified community and business needs.

The rural service centres of Bampton, Burford, Charlbury, Eynsham, Long Hanborough and Woodstock are suitable for development of an
appropriate scale and type that would help to reinforce their existing service centre role. Sites may be specifically identified by the Council within or on the edge of some of these service centres, including through Neighbourhood Plans.

The villages are suitable for limited development which respects the village character and local distinctiveness and would help to maintain the vitality of these communities. Sites may be specifically identified by the Council within or on the edge of some of these villages to help meet local needs, including through Neighbourhood Plans.

Proposals for residential development will be considered in accordance with Policy H2 of this Local Plan.

**Small Villages, Hamlets and Open Countryside**

Development in the small villages, hamlets and open countryside will be limited to that which requires and is appropriate for a rural location and which respects the intrinsic character of the area. Appropriate development will include:

- re-use of appropriate existing buildings which would lead to an enhancement of their immediate setting, with preference given to employment, tourism and community uses;
- new accommodation proposed in accordance with policies specifically for travelling communities;
- proposals to support the effectiveness of existing businesses and sustainable tourism;
- development which will make a positive contribution to farm and country estate diversification; and
- telecommunications development sited and designed to minimise impact upon the environment.

Proposals for residential development will be considered in accordance with Policy H2 of this Local Plan.

**General Principles**

All development will be located where:

- it forms a logical complement to the existing scale and pattern of development and/or the character of the area;
- it would not have a harmful impact on the amenity of existing occupants;
- it protects or enhances the local landscape and the setting of the settlement/s;
- it makes use of previously developed land where available, provided it is not of high environmental value (e.g. ecology) and the loss of any existing use would not conflict with other policies of this plan;
• it does not involve the loss of an area of open space or any other feature that makes an important contribution to the character or appearance of the area;

• it can be provided with safe vehicular access and safe and convenient pedestrian access to supporting services and facilities;

• it is not at risk of flooding or likely to increase the risk of flooding elsewhere;

• it complies with policies for the protection of the natural environment and heritage assets;

• it safeguards mineral resources;

• in the Green Belt, it complies with national policies for the Green Belt; and

• necessary supporting infrastructure can be provided.

Prudent Use of Natural Resources

4.22 As a planet we are living beyond our means, consuming natural resources at a faster rate than they can be replenished. The use of fossil fuels such as coal, gas and oil has increased exponentially in the last few decades and the resultant increases in CO2 emissions are generally acknowledged to have contributed towards an increased rate of climatic change. It is essential that we reduce our consumption of natural resources and planning has a key role to play in this regard.

4.23 We have already explained how the location of development can help to reduce the need to travel and thereby reduce the consumption of oil and emission of carbon dioxide (CO2). As well as influencing the location of development, the Local Plan can ensure that new development uses less energy through greater efficiency in the use and management of resources. This Local Plan is therefore based on the following three-step hierarchy:

1. Lean – using less energy, by the use of sustainable design and construction measures

2. Clean – supplying energy efficiently, giving priority to decentralised energy supply

3. Green – using renewable energy, especially woodfuel biomass

4.24 The starting point is to minimise energy use (for example, through energy efficiency improvements to buildings such as loft and cavity wall insulation), before consideration is given as to how to supply energy more efficiently and then to the generation of renewable energy. In this section we address the first step of the energy hierarchy - sustainable design and construction. The use of decentralised and renewable energy is addressed in Section 8.

4.25 With emissions from buildings accounting for approximately 50% of CO2 emissions in the UK (and West Oxfordshire having higher levels of domestic energy consumption per person than the South East average) there is increasing recognition that constructing buildings using sustainable techniques is essential in addressing
climate change, through influencing resource use, especially energy and water, as well as carbon emissions.

4.26 A wide range of standards have evolved to address Central Government’s commitment to EU climate change targets, the country’s low carbon future and the prudent use of natural resources – for example, the Code for Sustainable Homes, Building for Life and BREEAM requirements (Building Research Establishment Environmental Assessment Method). These standards have driven up the overall level of sustainable construction. Central Government has adopted a zero carbon homes strategy, as part of its move to a low carbon future with the intention of implementing zero carbon homes from 2016. Since 2006, the Code for Sustainable Homes (a nationally described standard for environmental performance) has been promoted and, along with other good practice standards, such as Buildings for Life and BREEAM requirements (Building Research Establishment Environmental Assessment Method), has driven up overall standards of sustainable construction.

4.27 As part of the Government’s aim to cut bureaucracy and costs, technical housing standards have been rationalised. Mandatory Building Regulations (which are separate to Planning) are now used to set sustainable construction standards, with optional building regulations for access and water efficiency and new nationally described space standards, the imposition of which will be sought through Local Plans where necessary and viable. As a result of the Government’s review of Housing Standards, it is the intention that Building Regulations (which are separate to Planning) will be increasingly used to set sustainable construction standards, with the Code for Sustainable Homes being wound down accordingly.

4.27a West Oxfordshire falls within an area of demonstrable ‘water stress’ and planned growth and other pressures are forecast to lead to a supply demand deficit in the next ten years. The West Oxfordshire Water Cycle Study: Phase I Scoping (2016), in assessing the impact of the Local Plan upon the water environment and water infrastructure provision, concludes there is strong justification for West Oxfordshire to have a water efficiency policy in line with the Building Regulations optional requirement of 110l/h/d. This will support Thames Water’s resource management planning and help to achieve more sustainable water usage.

4.28 In terms of energy efficiency, in July 2015 the Government decided not to proceed with the planned strengthening of energy performance requirements through building regulations. There is still a commitment to a transition to a low carbon economy and energy efficiency standards are to be kept under review. Some elements of building regulations are proposed to be mandatory, such as energy efficiency standards that are planned for 2016, whereas others such as water efficiency standards, are to be optional, their imposition being sought through Local Plans where necessary and viable.

4.29 In the interim, as a general principle and a fundamental element of the overall presumption in favour of sustainable development that underpins this Local Plan, the Council will expect all development proposals to show consideration of the prudent

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4.27a The definition of a zero-carbon home is one where there are zero net emissions from all energy used over one year.
and efficient use and management of natural resources. This is reflected in Policy OS3. As part of the strengthening of energy performance requirements through building regulations (with planned implementation of zero carbon homes from 2016), the Government intends to introduce a national framework for ‘allowable solutions’. This is because it will not always be technically feasible or cost effective to meet the zero carbon homes standard through measures on site and in such cases, house builders will be allowed to meet the remainder of the zero carbon target by supporting off-site abatement measures termed ‘allowable solutions’.

4.30 Because the details of the changes to building regulations and the operation of the system of ‘allowable solutions’ are not yet known, further work will be needed in the future including the extent to which it would be reasonable and appropriate to implement the optional building regulations requirements in West Oxfordshire (e.g. water efficiency). This work will take place and inform more detailed policies that will be included in the early review of this Local Plan.

4.31 In the interim, as a general principle and a fundamental element of the overall presumption in favour of sustainable development that underpins this Local Plan, the Council will expect all development proposals to show consideration of the prudent and efficient use and management of natural resources. This is reflected in Policy OS3 below.

Policy OS3 – Prudent Use of Natural Resources

All development proposals (including new buildings, conversions and the refurbishment of existing building stock) will be required to show consideration of the efficient and prudent use and management of natural resources, including:

• making the most efficient use of land and buildings, whilst having regard to the character of the locality
• delivering development that seeks to minimise the need to travel
• minimising use of non-renewable resources, including land and energy, and maximising opportunities for travel by sustainable means
• minimising their impact on the soil resource*
• minimising energy demands and energy loss through design, layout, orientation, landscaping, materials and the use of technology;
  • **Minimising summer solar gain**, maximising passive **winter** solar heating, lighting, natural ventilation, energy and water efficiency and reuse of materials;
• maximising resource efficiency, including water. **All new residential development will be expected to achieve the optional building regulations requirement for water efficiency of 110 litres/person/day.**
  • minimising risk of flooding;
  • making use of appropriate sustainable drainage systems;
• using recycled and energy efficient materials;

• minimising waste and making adequate provision for the re-use and recycling of waste; and causing no deterioration and, where possible, achieving improvements in water or air quality.

All development proposals will be required to achieve high standards of sustainable design and construction including achieving low carbon development in line with Government policy.

* Guidance includes the 2011 DEFRA publication: Construction Code of Practice for the Sustainable Use of Soils on Construction Sites

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**High Quality Design**

4.32 West Oxfordshire’s towns, villages and countryside have a distinctive character that is worthy of special protection. River valleys and wet meadows, historic parkland, ancient forest remnants, and undulating wolds landscape are important features as are the District’s many historic buildings, archaeological remains and Conservation Areas (together with historic parkland). One third of the District has national protection through its inclusion within the Cotswolds Area of Outstanding Natural Beauty (AONB).

4.33 The Government’s objective for the planning system is to promote good design that ensures attractive, usable and durable places. This is a key element in achieving sustainable development and is of particular relevance to West Oxfordshire which is characterised by a high-quality and distinctive environment much valued by all those who visit, work and live in the District.

4.34 In 2006 the District Council adopted the West Oxfordshire Design Guide as a Supplementary Planning Document (SPD) within the Local Development Framework. The purpose of the guide is to describe the qualities and characteristics that make West Oxfordshire special, and to describe the ways in which good design can protect and enrich the distinctive character of the District. In particular the guide seeks to:

- provide an analysis of the historic variations that exist in the landscapes, settlements and buildings of the District, in order to provide a sound foundation for design guidance that respects these variations;

- describes strategies for how different scales of new development can best respond to these contexts; and

- provide detailed guidance on a range of design issues relevant to existing and future development.
4.35 The Design Guide is currently in the process of being updated and will be finalised in 2015. We will expect all development to have regard to the guide. Reference should also be made to more specific design advice contained in other supplementary planning guidance covering the District including Landscape Assessments, historic landscape appraisals, Conservation Area Appraisals and Cotswolds AONB guidance documents which are key tools for interpreting local distinctiveness and informing high design quality.

Policy OS4 – High Quality Design

High design quality is central to the strategy for West Oxfordshire. New development should respect the historic, architectural and landscape character of the locality, and contribute to local distinctiveness and, where possible, enhance the character and quality of the surroundings and should:

- demonstrate high quality, inclusive and sustainable design with the provision of a safe, pleasant, convenient and interesting environment where the quality of the public realm is enhanced and the likelihood of crime and fear of crime is reduced; and

- not harm the use or enjoyment of land and buildings nearby including living conditions in residential properties; and

- demonstrate resilience to future climate change, particularly increasing temperatures and flood risk, and the use of water conservation and management measures; and

- preserve or enhance areas, buildings and features of historic, architectural and environmental importance, including unlisted vernacular buildings and habitats of biodiversity value; and

- Conserve or enhance areas, buildings and features of historic, architectural and environmental significance, including both designated and non-designated heritage assets and habitats of biodiversity value; and

- enhance local green infrastructure and its biodiversity, including the provision of attractive, safe and convenient amenity open space commensurate with the scale and type of development, with play space where appropriate.

Designers of new development will be expected to provide supporting evidence for their design approach. They should have regard to specific design advice contained in supplementary planning guidance covering the District. The West Oxfordshire Design Guide, Oxfordshire Historic Landscape Appraisal, Landscape Assessments, Conservation Area Appraisals and Cotswolds AONB guidance documents are key tools for interpreting local distinctiveness and informing high design quality.

Supporting Infrastructure

4.36 All new development, even a single new home puts existing services and facilities under pressure and we need to make sure that where new development is proposed, it is supported by the right level of infrastructure investment. We know
from previous consultation responses that local people have concerns about the capacity of existing schools and GP surgeries and congestion on the A40. These are key issues for the Local Plan to address.

4.37 There are three broad categories of infrastructure; physical, social and green infrastructure. Physical infrastructure includes items such as roads, cycle routes, water, gas and electricity supply, telecommunications and waste management. Social infrastructure includes healthcare, education, emergency services and community facilities such as libraries, community centres and sports halls, whilst green infrastructure includes open space, allotments, woodland and other types and networks of green space.

4.38 One of the main ways in which new and improved infrastructure can be provided is through new development. For some time developers have provided or funded infrastructure through legal agreements under Section 106 of the Town and Country Planning Act (1990) or similar.

4.39 The use of Section 106 agreements remains in place (particularly for larger developments) although it is gradually being scaled-back to focus on affordable housing and site-specific infrastructure needed to allow development to proceed (e.g. a new road junction, utility improvements and access to superfast broadband).

4.40 More general [infrastructure-infrastructure provision such as contributions towards local libraries and school places will now fall within the remit of the Community Infrastructure Levy (CIL) which is essentially a tariff or charge that local authorities can choose to impose on certain types of new development.

4.41 CIL is intended to be a more equitable system because it can, subject to viability considerations, apply to all sizes of development (with the exception of self-build which is exempt) whereas Section 106 legal agreements often only relate to larger development schemes (e.g. 10 or more dwellings).

4.42 Thus with CIL the burden of having to pay for new or enhanced infrastructure is more evenly spread. Importantly unlike Section 106 obligations, local authorities are required to pass a proportion of CIL receipts to local Town and Parish Councils. This is a minimum of 15% but increases to 25% if the Town or Parish Council has a Neighbourhood Plan in place.

4.43 The first step to introducing CIL is to identify the infrastructure that is needed to support future growth and how much it is likely to cost. An Infrastructure Delivery Plan (IDP) has been prepared in partnership with a range of organisations including Oxfordshire County Council and will be refined and updated on an ongoing basis. The Council consulted on its CIL preliminary draft charging schedule (PDCS) in December 2013 and intends to consult on its draft charging schedule (DCS) in 2015. The first step to introducing CIL is to identify the infrastructure that is needed to support future growth and how much it is likely to cost. An Infrastructure Delivery Plan (IDP) has been prepared in partnership with a range of organisations including Oxfordshire County Council and will be refined and updated on an ongoing basis. The Council submitted its CIL draft charging schedule (DCS) for examination in 2015 and it is anticipated that CIL will be implemented during the second half of 2017.

4.44 Ensuring that new development is coupled with appropriate and timely investment in supporting infrastructure is a key element of sustainable development and has been
raised as a key issue consistently throughout consultation on this Local Plan. The Council will therefore ensure that all new development, where necessary and viable, delivers or contributes towards the delivery of appropriate supporting infrastructure either through Section 106 and/or CIL\textsuperscript{11}. This is reflected in Policy OSS.

4.45 Future infrastructure requirements will be identified and kept up to date through the Council’s Infrastructure Delivery Plan (IDP) and CIL ‘Regulation 123’ list\textsuperscript{12}.

**Policy OSS – Supporting Infrastructure**

Where necessary and viable, new development will be required to deliver, or contribute towards the *timely* provision of appropriate supporting infrastructure either directly as part of the development, or through an appropriate financial contribution towards off-site provision.

This will include, where applicable the strategic infrastructure items identified within the Council’s Infrastructure Delivery Plan (IDP) and CIL Regulation 123 list as well as non-strategic infrastructure requirements including those associated with individual development proposals.

Such provision will be secured through appropriate mechanisms including the use of planning conditions, planning obligations and/or the Community Infrastructure Levy (CIL).

Favourable consideration will be given to development proposals that make appropriate provision for supporting infrastructure in a timely manner. Conversely, development proposals that fail to make adequate or timely provision for necessary supporting infrastructure will be resisted.

\textsuperscript{11} Certified self-build projects are exempt from having to pay CIL.

\textsuperscript{12} Sets out which infrastructure items/projects the Council intends to fund through CIL.
5. PROVIDING NEW HOMES

Our housing related objectives include:

**CO4** Locate new residential development where it will best help to meet local housing needs and reduce the need to travel.

**CO5** Ensure the timely delivery of new housing to meet forecast needs and support sustainable economic growth.

**CO6** 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 including those wishing to self-build, as well as homes to meet the needs of older people, younger people, black and minority ethnic communities, people with disabilities, families and travelling communities.

5.1 The provision of new housing is a critically important issue for West Oxfordshire and has been a key, recurring theme throughout consultation on the Local Plan to date. New housing is vital to economic growth and as an attractive and well-located place, people want to live in West Oxfordshire. However, growth needs to be effectively managed in order to prevent significant change to the intrinsic character of the District.

5.2 There are some key considerations to be addressed through the Local Plan including how much housing is needed, where it should be provided, what type and size of housing is required and how the needs of different groups can best be met including for example older people, younger people, families, black and minority ethnic groups, people with disabilities, travelling communities and those wishing to self-build their own home.

5.3 A particularly important issue for West Oxfordshire, due to relatively high house prices, is the need to deliver more affordable housing to assist those who are unable to buy or rent suitable accommodation on the open market.

5.4 These key issues are addressed next.

**Amount of Housing**

5.5 An important consideration is the amount of new housing to be provided over the plan period. The Local Plan has a key role to play in identifying an appropriate housing target and setting out the strategy and sites to deliver it. Identifying a housing target is not however an exact science. There is no single, right answer rather it is a case of pulling together a range of relevant factors and forming a balanced view on the most appropriate level of provision.

5.7 Previously, Local Plan targets were set by regional and county structure plans. The previous regional plan for example suggested that in the 20-year period 2006 – 2026, West Oxfordshire should aim to provide 7,300 new homes (365 per year). However, regional and structure plans no longer exist and are of little direct relevance to this Local Plan.
The most up to date assessment of housing need in Oxfordshire is set out in the Oxfordshire Strategic Housing Market Assessment (SHMA) which was published in April 2014. Across Oxfordshire as a whole, the amount of new homes recommended in the SHMA over a 20-year period is almost twice that which was envisaged under the previous regional plan. The reason for this is that the SHMA provides an ‘unconstrained’ objective assessment of housing need (OAN) whereas the regional plan provided a ‘constrained’ assessment of need that took account of relevant constraints including those relating to infrastructure and the environment.

The most up to date assessment of housing need in Oxfordshire is set out in the Oxfordshire Strategic Housing Market Assessment (SHMA) which was published in April 2014. In relation to West Oxfordshire, the SHMA identifies the need for between 635 – 685 homes per year in the period 2011 – 2031. The mid-point figure is 660 homes per year and this is defined as the ‘objectively assessed need’ or OAN.

National policy\(^\text{13}\) states that in order to significantly boost the supply of housing, local planning authorities should use their evidence base to ensure that their Local Plan meets the full, objectively assessed needs for market and affordable housing in the housing market area, as far as is consistent with the policies set out in the framework. In this regard, the Council is committed to meeting its objectively assessed need (OAN) in full through this Local Plan. However, the Council has concerns regarding a number of aspects of the SHMA and considers that the OAN figure for West Oxfordshire set out in the SHMA (660 homes per annum) is too high and should be adjusted downwards.

In particular, the Council considers that the demographic projections and to a lesser extent the employment projections used in the SHMA have been ‘inflated’ by an abnormally high period of house building in the District which caused a ‘spike’ in migration which has been carried forward into future projections.

The inflationary effect of past housing delivery on West Oxfordshire’s household projections is acknowledged in the SHMA, and whilst no adjustment has been made, the SHMA suggests that ‘there is potentially a good basis for doing so.’\(^\text{14}\) The possibility of a downward adjustment is highlighted in national policy\(^\text{15}\) which states that:

‘If a Council has robust evidence that past high delivery rates that inform the (household) projections are no longer realistic — for example they relied on a particular set of circumstances that could not be expected to occur again — they can adjust their projections down accordingly.’

Since the SHMA was published, the Council has commissioned two separate reports to further consider this issue. The first report\(^\text{16}\) models the impact of longer-term migration trends and concludes that around 484 homes per year are needed in West Oxfordshire. It also models the 2012-based population projections published since the SHMA was completed and concludes that between 459 and 551 homes per year are needed, the mid-point of which is 506 homes per year. The proposed

\(^{13}\) Paragraph 47 National Planning Policy Framework

\(^{14}\) SHMA (2014) paragraph 9.17

\(^{15}\) Housing and Economic Land Availability Assessment (paragraph: 036 Reference ID: 3-036-20140306)

\(^{16}\) An Analysis of West Oxfordshire’s future housing requirement (Keith Woodhead June 2014)
housing requirement for West Oxfordshire in the period 2011 – 2031 is therefore 660 homes per year which equates to 13,200 homes in total. This will require a significant increase in the future rate of delivery of new housing in the District in comparison with historic long term delivery rates particularly when ‘under-supply’ since 2011 is factored in.

5.13 The second report considers a number of aspects of the SHMA and taking account of the inflationary effect of past trends concludes that the housing need for West Oxfordshire ranges from 520 to 596 per annum, the mid-point of which is 558 homes per year. In addition to meeting West Oxfordshire’s identified housing needs we are committed to assisting our neighbours Oxford City. Evidence demonstrates that Oxford City cannot meet their housing need in full within their own administrative boundary. A working assumption of 15,000 homes has been agreed by the Oxfordshire authorities as representing the quantum of Oxford’s ‘unmet’ housing need which must be accommodated elsewhere within the Oxfordshire Housing Market Area (HMA).

5.14 In addition to the demographic projections, the Council also has concerns about the approach taken towards job-led growth in the SHMA which runs counter to more recent guidance published by the Planning Advisory Service in June 2014. In simple terms, the guidance warns against translating job forecasts into future population and household numbers. It highlights the fact that the population assumptions that feed into job forecasts are rarely the same as the population assumptions that flow out from them which are often much higher. Joint working has been taking place between the Oxfordshire local authorities and co-ordinated via the Oxfordshire Growth Board (OGB). As part of this process it has been agreed that West Oxfordshire will accommodate 2,750 homes in the period between 2021 and 2031 to assist Oxford City with its unmet housing need. In order to meet this apportionment, and deliver the District’s own housing needs, 935 dwellings per year will need to be delivered between 2021 and 2031 (excluding past backlog). This rate of delivery is nearly double the historic long term housing delivery rate in the District and will be extremely challenging for the house building industry to deliver.

5.15 In the SHMA, the basic projected population increase across Oxfordshire in the period to 2031 is just over 107,000 people. However, the job-led model which ultimately drives many of the final recommendations, assumes a potential increase of almost 184,000 people. The PAS guidance suggests that such models are inconsistent because the output population does not equal the input population. It suggests that results often make no sense and in formal logic is known as ‘self-defeating prophecy’. The total level of housing provision in West Oxfordshire in the period up to 2031 will therefore be 15,950 homes. This comprises 13,200 homes in the period 2011 – 2031 to meet West Oxfordshire’s own identified housing needs and a further 2,750 homes in the period 2021 – 2031 to assist with the unmet housing needs of Oxford City.

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17 Validation of an objectively assessed housing need (OAN) (Cambridge Centre for Housing and Planning Research January 2015).
18 Objectively Assessed Need and Housing Targets Technical Advice Note (PBA on behalf of PAS June 2014).
5.16 The Council also has concerns that the job-led assumptions used in the SHMA are not 'policy neutral' insofar as they take account of local economic initiatives resulting in an aspirational job forecast that is significantly in excess of the baseline forecast. Recent case law has established that an objective assessment of housing need should be policy neutral.

5.17 In light of the various issues outlined above and the recommendations of two separate analyses undertaken since the SHMA was published, the Council considers that the objectively assessed need (OAN) for new housing in West Oxfordshire is 525 homes per annum which over the period of the Local Plan (2011 – 2031) equates to 10,500 new homes.

Distribution of Housing

5.18 In accordance with the overall strategy (Policy OS2) a significant proportion of new housing development will be provided at the District’s three main towns of Witney, Carterton and Chipping Norton. This strategy has been tested extensively through consultation and sustainability appraisal (SA) and is considered to represent the most appropriate and sustainable strategy for West Oxfordshire.

5.19 It also ensures that in accordance with national policy, at least 10 years’ worth of specific, developable housing sites have been identified including allocated Strategic Development Areas (SDAs) at Witney, Carterton and Chipping Norton. Existing commitments at Witney, Carterton and Chipping Norton will be complemented by a number of site allocations to ensure a continual supply of deliverable housing sites over the plan period.

5.20 The remaining housing requirement will be met in the Eynsham – Woodstock and Burford – Charlbury sub-areas, with a particular focus on the main rural service centres and other larger settlements. Eynsham has a particularly important role to play because of its proximity and connections to Oxford City. A strategic urban extension of around 1,000 homes will be delivered to the west of Eynsham contributing in part to West Oxfordshire’s own housing needs (450 homes) as well as the unmet housing needs of Oxford City (550 homes).

5.21 The Council's Strategic Housing Land Availability Assessment (SHLAA) provides an initial assessment of the suitability and deliverability of a number of sites. Additional site allocations will be made in these sub-areas as necessary through the anticipated early review of this Local Plan. The Council will work with the towns, parishes and local communities to identify suitable and deliverable sites including through Neighbourhood Plans. Further housing provision will be made near Eynsham in the form of a new settlement based on ‘garden village’ principles located to the north of the A40. The Garden Village will form a new rural service centre for West Oxfordshire. The Council is aiming to secure Government backing and it is anticipated that the scheme will provide at least 2,200 new homes by 2031 with a strong emphasis on accelerated delivery.

5.21a Woodstock has a relatively good range of services and facilities, and relatively good accessibility to Oxford. It can accommodate a reasonable scale of development, whilst protecting its important historic character and the setting of Blenheim Palace. Three medium scale allocations are proposed on different sides of the town in order to complement the structure and form of the town.
5.21b  The rural service centres of Bampton, Burford and Charlbury will also be required to make provision for new housing with existing commitments being complemented by a number of site allocations.

5.22  The proposed distribution of housing is summarised in Policy H1 below. It should be noted that the housing figures for each sub-area are indicative and should not be taken as absolute requirements or targets. It should also be noted that housing land supply will be calculated on a district-wide basis rather than individually for each sub-area and that a separate housing land supply calculation will be made in respect of the 2,750 homes proposed at Eynsham to meet Oxford City’s identified housing needs. These will only be taken into account in the period 2021 - 2031.

5.23  An allowance has been made for future ‘windfall’ sites yet to come forward, excluding ‘garden land’ development in line with the NPPF.

### Policy H1 – Amount and Distribution of Housing

West Oxfordshire will provide at least 10,500 new homes between 1st April 2011 and 31st March 2031 (525 per year).

In accordance with the overall strategy, the majority of new homes will be provided in the Witney, Carterton and Chipping Norton sub-areas with a particular focus on Witney, Carterton and Chipping Norton.

Provision will be made for a total of 15,950 homes in the period 2011 – 2031.

This will comprise 13,200 homes in the period 2011 – 2031 to meet West Oxfordshire’s identified housing needs and a further 2,750 homes in the period 2021 - 2031 to meet Oxford City’s identified housing needs.

In accordance with the overall strategy, a significant proportion of new homes will be provided at Witney, Carterton and Chipping Norton. Existing commitments will be complemented by a number of site allocations on suitable, available sites.

Due to the size of the settlement and its proximity and connections to Oxford City, Eynsham will make a significant contribution towards meeting identified housing needs with a strategic urban extension to be provided to the west of the village.

A new rural service centre, ‘West Oxfordshire Garden Village’ will be created to the north of the A40 near Eynsham. This will be a free-standing new settlement based on ‘garden village’ principles.

Woodstock is suitable for a reasonable scale of development, whilst protecting its important historic character and the setting of Blenheim Palace.

Provision for new housing will also be made at the rural service centres of Bampton, Burford and Charlbury. Existing commitments will be complemented by a number of site allocations on suitable, available sites.

Provision for new housing will also be made in the remainder of each sub-area at appropriate village locations with existing commitments complemented by a number of site allocations on suitable, available sites.
The proposed distribution of housing to meet West Oxfordshire’s identified housing needs will be as follows:

- **Witney sub-area**: 3,700-4,400 homes
- **Carterton sub-area**: 2,600 homes
- **Chipping Norton sub-area**: 1,800-2,400 homes
- **Eynsham – Woodstock sub-area**: 1,600-2,800 homes
- **Burford – Charlbury sub-area**: 800-1,000 homes

This is an indicative distribution and should not be taken as an absolute target for each sub-area or maximum ceiling to limit development.

Additional sites may for example be identified through Neighbourhood Plans increasing housing supply above that which has been identified and planned for in this Local Plan.

A further 2,750 homes will be provided in the Eynsham – Woodstock sub-area to provide for Oxford’s unmet housing need. This will be delivered through a strategic urban extension to the west of Eynsham and a new Garden Village to the north of the A40 near Eynsham.

Development will be monitored annually to ensure that the overall strategy is being delivered. Sites for new housing will be identified through partnership working with local communities, landowners and self-build groups including the use of parish or neighbourhood plans.

### Housing Delivery

5.24 In this section of the plan we explain how the proposed housing target and distribution set out in Policy H1 above will be delivered. Regard should also be had to Section 9 which sets out the proposed strategy for each of the five sub-areas in more detail.

### Homes already built

5.25 Of the overall housing requirement (10,500 homes) a number of these homes have already been built in the first few years of the plan period. However, a relatively flat housing market has meant that the number of completions has been relatively low totalling just 823 in the period 2011 – 2014. Of the overall housing requirement (15,950) a number of these homes have already been built in the first five years of the plan period (2011 – 2016). However, a relatively flat housing market and a lack of urgency from the development sector in bringing forward strategic sites, has meant that despite a healthy supply of planning permissions and resolutions to grant planning permission, the number of actual completions has been relatively low totalling just 1,464 from 2011 – 2016 (an average of 293 per year) and creating an under-supply ‘backlog’ of 1,836 homes against the overall 660 per annum target which applies from 2011 onwards. This Local Plan therefore seeks to enable a
significant increase in housing supply in order to meet identified needs although it strives to achieve this in a sustainable, controlled manner.

**Existing commitments**

5.26 It is also important to note that a large number of new homes are already in the development pipeline ranging from very small sites for just one house through to much larger sites for several hundred new homes. This includes sites that already benefit from planning permission as well as those sites that have a resolution to grant planning permission subject to a legal agreement being completed. In accordance with the Government’s practice guidance the Council will include C2 uses (residential institutions) in its housing land supply assumptions and count them against the overall housing requirement.

5.26a There are existing commitments for a number of strategic scale housing and mixed use developments. The largest commitments are:

- Land to the west of Witney (1,000 homes)
- Land to the east of Carterton (700 homes)

5.27 As of 1st February 2015, the number of homes expected to be delivered through existing commitments was 4,333. As of 1st September 2016, the number of homes expected to be delivered through existing commitments was 4,751 comprising 4,107 on larger sites of 10 or more dwellings and 644 on smaller sites of less than 10.

**Strategic Development Areas (SDAs)**

5.28 Through this Local Plan we have identified a number of larger housing allocations referred to as ‘Strategic Development Areas’ (SDAs). These are sites of a ‘strategic’ scale that after considerable scrutiny and detailed consideration of reasonable alternatives, are considered to represent the most sustainable locations for strategic-scale housing growth within the District.

5.29 In line with the overall strategy, these proposed allocations are focused on the District’s three main towns of Witney, Carterton and Chipping Norton and include: It is anticipated that these sites will deliver around 6,450 new homes by 2031 of which 2,750 are intended to address unmet housing need from Oxford City. The strategic sites include:

- Land to the east of Witney (400-450 homes)
- Land to the north of Witney (1,000-1,400 homes)
- Land at REEMA Central, Carterton (200 homes)
- Land to the east of Chipping Norton at Tank Farm (600-1,400 homes)
- Land west of Eynsham (1,000 homes)
- West Oxfordshire Garden Village (2,200 homes)
5.30  Further information on these sites and the alternative options that have been considered is set out in Section 9 and in the Council’s supporting background evidence.

**Non-Strategic Housing Allocations**

5.30a  In addition to the strategic sites outlined above, this plan allocates 15 smaller, ‘non-strategic’ housing sites. These will help to ensure a deliverable housing supply in the short-term as smaller sites often have much shorter ‘lead-in’ times to development compared to larger strategic sites.

5.30b  The allocated housing sites are as follows:

- REEMA North and Central, Carterton (300 homes)
- Milestone Road, Carterton (200 homes)
- Land at Swinbrook Road, Carterton (70 homes)
- Land north of Jefferson’s Piece, Charlbury (40 homes)
- Land east of Woodstock (300 homes)
- Land north of Hill Rise, Woodstock (120 homes)
- Land north of Banbury Road, Woodstock (250 homes)
- Land north of Woodstock Road, Stonesfield (50 homes)
- Land east of Burford (85 homes)
- Land at Myrtle Farm, Long Hanborough (50 homes)
- Oliver’s Garage, Long Hanborough (25 homes)
- Former Airfield, Stanton Harcourt (50 homes)
- Land south of Milton Road, Shipton under Wychwood (44 homes)
- Land west of Minster Lovell (85 homes)
- Woodford Way Car Park, Witney (50 homes)

5.30c  Further information on these smaller site allocations is set out in Section 9. Subject to resources, the Council will seek to prepare site-specific planning briefs to guide the development of these allocated sites.

**SHLAA-sites Neighbourhood Plans**

5.31  In line with national policy, the Council has prepared an assessment of potential land availability for new housing in the form of a Strategic Housing Land Availability Assessment (SHLAA). The SHLAA seeks to identify suitable and deliverable housing sites at a range of settlements across the District. A number of these sites are highly likely to come forward for development, indeed a number already have or are in the process of being considered. A further potential delivery mechanism for new housing provision is neighbourhood development plans. These provide the opportunity for local communities to determine the most appropriate locations for development including housing. There are a number of neighbourhood plans

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19 Sustainability Appraisal, Strategic Housing and Employment Land Availability Assessment, LUC assessment of site options for the Oxfordshire Growth Board, and Site Assessment Matrix
underway in the District. Because there is some uncertainty about how many homes
eighbourhood plans might deliver, a zero assumption has been factored into
current anticipated housing supply figures. Any provision made by neighbourhood
plans will therefore increase housing supply over and above that which has been
identified in this Local Plan.

5.32 It is anticipated that the future delivery of these sites will make a significant
contribution towards the overall housing target. Further information on those sites
that have been identified as being potentially suitable within each sub-area is set out in Section 9.

Windfall Development

5.33 ‘Windfall’ developments are essentially speculative developments on sites that are
not known to the Council and have therefore not been assessed through the
SHLAA allocated for housing. Such sites can be previously developed (brownfield) land where the current use may no longer be viable or undeveloped, Greenfield
sites that the owner wishes to bring forward for development. In some instances they may be ‘rural exception sites’ (RES) whereby affordable housing is provided in
locations that would not normally be allowed for new housing.

5.34 Such windfall development has historically formed a large component of housing
delivery in West Oxfordshire and it is reasonable to assume that this trend will
continue. We consider that a reasonable estimate of likely windfall delivery over the
remaining period of the Local Plan (2015 – 2031) is 125 homes per annum which
equals to 2,000 homes overall (400 per sub-area). Such windfall development has
historically formed a large component of housing delivery in West Oxfordshire and
it is reasonable to assume that this trend will continue. We consider that a
reasonable estimate of likely windfall delivery over the remaining period of the Local
Plan (2016 – 2031) taking account of existing commitments is 1,380 homes.

5.34a This comprises 130 dwellings in the period 2016 – 2021 to avoid double counting
with existing windfall planning permissions, plus a further 1,250 in the remaining plan
period 2021 – 2031 (i.e. 125 homes per annum x 10). Based on past trends, anticipated windfall delivery by sub-area from 2016 – 2031 as follows (indicative only):

<table>
<thead>
<tr>
<th>Sub-Area</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Witney Sub-Area</td>
<td>304</td>
</tr>
<tr>
<td>Carterton Sub-Area</td>
<td>262</td>
</tr>
<tr>
<td>Chipping Norton Sub-Area</td>
<td>207</td>
</tr>
<tr>
<td>Eynsham – Woodstock Sub-Area</td>
<td>324</td>
</tr>
<tr>
<td>Burford – Charlbury Sub-Area</td>
<td>283</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,380</strong></td>
</tr>
</tbody>
</table>

Five-Year Housing Land Supply

5.34b Whilst recognising that there is a need to significantly boost housing supply, the
Council considers that a degree of realism is needed about what can actually be
achieved by the development industry. Therefore with regard to 5-year housing land
supply, the Council will apply the ‘Liverpool’ (residual) approach whereby the past backlog of housing ‘under-supply’ which totals 1,836 homes in the period 2011 – 2016 is delivered over the whole of the remaining plan period (2016 – 2031) rather than in the immediate 5-year period (2016 – 2021) which would be required under the alternative ‘Sedgefield’ methodology.

5.34c To provide a 5-year supply under the Sedgefield method, in excess of 1,000 homes per year would need to be built consistently over the next 5-years, well in excess of what has been achieved in West Oxfordshire in the past, even during several housing booms. Insufficient capacity has been identified through this Local Plan and the supporting assessment of housing land availability to deliver a 5-year supply under the Sedgefield approach and it could only be achieved by releasing a large number of sites that have been assessed by the Council as being unsuitable for new housing. The Council does not consider this to be an appropriate way forward and that addressing the shortfall in a more measured way over the remaining plan period using the Liverpool approach is considered to be entirely justified.

5.34d Furthermore the Council’s assessment of 5-year housing land supply will treat the additional provision being made at Eynsham for Oxford City’s housing needs (2,750 homes in the period 2021 – 2031) separately and the requirement will only form part of any five-year supply calculation that includes housing delivery assumptions from 2021 onwards.

5.35 The Council’s overall approach is summarised in Policy H2 below.

<table>
<thead>
<tr>
<th>Policy H2 – Delivery of New Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Council will deliver at least 10,500 new homes in the period 2011 – 2031.</td>
</tr>
<tr>
<td>This will be achieved through a combination of homes already completed, existing commitments, allocated Strategic Development Areas (SDAs) sites identified as suitable and deliverable/developable in the Council’s SHLAA and windfall development.</td>
</tr>
<tr>
<td>The Council will deliver at least 15,950 new homes in the period 2011 – 2031.</td>
</tr>
<tr>
<td>This will include 13,200 homes in the period 2011 – 2031 to meet West Oxfordshire’s housing needs and a further 2,750 homes in the period 2021 – 2031 to meet Oxford City’s housing needs.</td>
</tr>
<tr>
<td>With regard to 5-year housing land supply the Council will apply the residual (Liverpool) approach with any under-supply (backlog) of housing to be delivered over the remaining plan period to 2031. The additional provision being made for Oxford City’s housing needs will be incorporated into housing delivery assumptions from 2021 onwards.</td>
</tr>
<tr>
<td>The required level of housing delivery will be achieved through a combination of homes already completed, existing commitments, site allocations (strategic and non-strategic sites) and windfall development.</td>
</tr>
</tbody>
</table>
Neighbourhood Plans may also contribute towards additional housing provision over and above this indicative requirement.

In determining future proposals for housing the Council will apply the following criteria depending on location.

Main Service Centres, Rural Service Centres and Villages

1. New dwellings will be permitted at the main service centres, rural service centres and villages in the following circumstances:

- On sites that have been allocated for housing development within a Local Plan or relevant neighbourhood plan;

- On previously developed land within or adjoining the built up area provided it is not of high environmental value (e.g. ecology) and the loss of any existing use would not conflict with other plan policies. This will include the provision of starter homes exception sites;

- On undeveloped land within or adjoining the built up area where the proposed development is necessary to meet identified housing needs and is consistent with the criteria in 3) below and other policies in this plan in particular Policy OS2.

Small Villages, Hamlets and Open Countryside

2. New dwellings will be permitted in the small villages, hamlets and open countryside in the following circumstances:

- where there is an essential operational or other specific local need that cannot be met in any other way, including the use of existing buildings.
  Where appropriate, new homes provided (other than replacement dwellings) will be controlled by an occupancy condition linked to the operational need and/or to the 'rural exception site' approach for permanent affordable dwellings;

- where residential development would represent the optimal viable use of a heritage asset or would be appropriate enabling development to secure the future of a heritage asset;

- residential development of exceptional quality or innovative design;

- new accommodation proposed in accordance with policies specifically for travelling communities;

- accommodation which will remain ancillary to existing dwellings*;

- replacement dwellings on a one for one basis; and

- re-use of appropriate existing buildings which would lead to an enhancement of their immediate setting and where it has been demonstrated that the building is not capable of re-use for business, recreational or community uses, tourist accommodation or visitor
facilities or where the proposal will address a specific local housing need which would otherwise not be met. And

- on sites that have been allocated for housing development within an adopted (made) neighbourhood plan.

General Principles

In determining proposals for residential development regard will be had to the ‘General Principles’ set out in Policy OS2 – Overall Strategy as well as other relevant policies of this Local Plan.

3. Where acceptable in principle, all residential development will be expected to:

- Be of a proportionate and appropriate scale to its context having regard to the potential cumulative impact of development in the locality;
- Be of demonstrable benefit to the local community in which it is proposed;
- Avoid the coalescence and loss of identity of separate settlements;
- Not have a harmful impact on the amenity of adjoining occupants;
- Where applicable, form a logical complement to the existing scale and pattern of development and/or the character of the area;
- Protect and where possible enhance the local landscape and setting of the settlement;
- Make use of previously developed land where available, provided it is not of high environmental value and the loss of any existing use would not conflict with other policies of this plan;
- Not involve the loss of an area of open space or any other feature that makes an important contribution to the character or appearance of the area;
- Be provided with safe vehicular access and safe and convenient pedestrian access to supporting services and facilities;
- Not be at risk of flooding or be likely to increase the risk of flooding elsewhere;
- Comply with policies for the protection of the natural environment and heritage assets;
- Ensure it does not lead to the sterilisation of a mineral resource;
- Comply with national policies for Green Belt and AONB where applicable; and
- Provide all necessary supporting infrastructure including access to superfast broadband.
Affordable Housing

5.36 Proposals for extensions or alterations to an existing dwelling to create a self-contained unit of accommodation may be subject to a condition ensuring the accommodation remains ancillary to the main dwelling.

5.36 Housing affordability is a key issue in West Oxfordshire because of the relationship between property prices and household incomes. Even relatively small, modest properties are beyond the reach of most single income households and as a result, there are around 1,200 households on the Council’s waiting list for affordable housing.

5.37 We define affordable housing as that which is affordable to those who cannot afford market priced housing locally to rent or purchase. It is housing provided with either public or private subsidy for people who would otherwise be unable to resolve their housing requirements in the local housing market because of the relationship between housing cost and local incomes.

5.38 There are a number of different forms of affordable housing including social rented, affordable rented and intermediate housing. Social rented housing is owned by local authorities and private registered providers and has a guideline target rent market determined through the national rent regime. Affordable rented housing is let by local authorities or private registered providers to households who are eligible for social rented housing. It is subject to controls that require a rent of no more than 80% of the local market rent. Intermediate housing is for sale and rent provided at a cost above social rent, but below market levels. It includes shared equity (shared ownership and equity loans), other low cost homes for sale and intermediate rent.

5.38a In addition to social rented, affordable rented and intermediate housing, the Housing and Planning Act 2016 broadened the definition of affordable housing to also include ‘starter homes’. These are a new form of affordable housing intended for first time buyers between the ages of 23 and 40. Starter homes will be sold at no more that 80% of open market value, capped at £450,000 in Greater London and £250,000 across the rest of England.

5.39 There is a significant need for more affordable housing in West Oxfordshire. This is confirmed in the Council’s Housing Needs Assessment (2011) and the Oxfordshire SHMA (2014) with estimates ranging from 220 – 274 affordable homes needed each year. Increasing the number, type and distribution of affordable housing for both rent and subsidised sale is therefore a key priority for West Oxfordshire. Further evidence commissioned by the Council more recently identifies a very similar level of affordable housing need. Increasing the number, type and distribution of affordable housing for both rent and subsidised sale is therefore a key priority for West Oxfordshire.

20 Peter Brett Associates – Partial SHMA update for West Oxfordshire (2016)
5.40 There are two main ways in which new affordable housing will be delivered; the first is through market housing developments (either as part of the development or in the form of a commuted sum towards off-site provision) and the second is through the delivery of rural exception sites (RES) which are essentially small sites used for affordable housing that would not normally be released for development.

**Delivery of Affordable Housing through Market Housing schemes**

5.41 In relation to market housing, previously the Council has sought the provision of affordable housing on larger housing schemes of 15 or more in the main towns and from smaller schemes of 2 or more dwellings in the rest of the District. However, national policy now states that affordable housing should generally only be sought on larger sites of more than 10 dwellings other than in designated rural areas such as Areas of Outstanding Natural Beauty (AONB) where a lower threshold can apply with medium-scale schemes of 6 – 10 dwellings being required to make a financial contribution towards affordable housing off-site. Smaller schemes of 1 – 5 dwellings are not required to make any provision for affordable housing.

5.42 Given the high level of affordable housing need within the District the Council considers that it is reasonable to seek a financial contribution from schemes of 6-10 dwellings within the Cotswolds AONB. The Council considers that an appropriate way of calculating such a commuted sum is to base it on the size of the private, market homes that are proposed and charge on a £ per m² basis in the same way as the Community Infrastructure Levy (CIL) operates. Our viability evidence suggests that alongside CIL typical developments of 6-10 units should be able to afford an affordable housing commuted sum of £100 per m². This figure will however be kept under review.

5.43 Thus for example, a scheme of 6 market houses each with a floor area of 100m² would be required to make a financial contribution of £60,000 (£10,000 per unit). This payment will be deferred until after the scheme has been completed.

5.44 Affordable housing commuted sums received from developers will be put into the Council’s enabling fund and used to subsidise the provision of affordable housing throughout the District including the potential acquisition of land to facilitate the delivery of community self-build schemes in appropriate locations (see Policy H5).

5.45 Outside of the Cotswolds AONB, despite the high level of affordable housing need identified, the Council is unable to seek financial contributions towards affordable housing from housing schemes of 6-10 units by virtue of the national policy position.

5.46 For larger development proposals involving 11 or more dwellings (or schemes which have a gross floorspace of more than 1,000m²) the Council will require the provision of affordable housing on-site unless it can be robustly demonstrated that this cannot be achieved for reasons of viability.

5.47 The proportion of affordable housing required will vary according to location reflecting the fact that in some parts of the District, development will have a greater

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21 Gross Internal Area (GIA)
value and be able to make a larger contribution. The Council’s evidence suggests that the District falls into three zones. These are defined on the plan below.

**Figure 5.1 – Affordable Housing Zones**
Having regard to viability and identified affordable housing need, the Council considers it reasonable and justifiable to seek on-site provision of 50% affordable housing in the high value zone, 40% in the medium value zone and 35% in the low value zone.

Whilst it would be easier to adopt a flat rate across the District, this would be overly simplistic and would not reflect the fact that the gross development value of residential scheme in say Woodstock or Burford is likely to be significantly higher than a scheme in Carterton or Chipping Norton.

It is however acknowledged that proposals need to be economically viable and the Council will reassess these requirements where this is demonstrated to be necessary by a viability assessment that has been independently validated. In particular, the Council’s evidence suggests that a reduced level of affordable housing provision should apply to supported living schemes including extra-care and sheltered housing, there may be some viability issues with flatted schemes including extra-care and sheltered housing which will be taken into account by the Council in negotiations.

In considering residential development proposals the Council will have regard to the possibility of threshold dodging whereby land is promoted for a smaller number of dwellings than it is capable of accommodating in order to avoid a requirement to provide for affordable housing. In such instances, the Council will resist proposals that fail to make efficient use of land.

With regard to the type and size of affordable homes, this will need to reflect the current housing strategy, local housing need and relevant site constraints. The Council will seek, as a guide, an overall mix of affordable housing in the following proportions:

- 65% to be one and two bedroom homes to meet the needs of younger single and couple households, older people and small family households;
- 35% to be three and four bedroom homes.

In terms of the type of affordable housing to be provided, there is a significantly greater need for rented accommodation than for the various forms of intermediate housing. As such a ratio of 2:1 in favour of affordable rented homes will be generally sought however this is a general guide only and the precise mix will be determined on a case by case basis. Starter home provision will be supported in principle as part of a broader mix of affordable housing types. The Government has indicated that starter homes will generally comprise 20% of the overall scheme mix.

Other Mechanisms for Delivering Affordable Housing

In addition to securing new affordable housing through market housing schemes, the Council will welcome in principle other solutions to meeting the District’s affordable housing need such as self-build. New build affordable homes contributing towards

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The 20% requirement for starter homes is still to be confirmed by Government and therefore subject to potential change.
the District target will include those provided as an element of new residential development and additional homes proposed and built by housing associations or community trusts on other land.

5.55 The Council will also continue to identify suitable sites for affordable housing through rural exception sites (RES). This approach has been in operation throughout West Oxfordshire (outside Witney, Carterton and Chipping Norton) for over 20 years and has delivered over 350 new homes to meet needs which were not otherwise being met within the local community. This exception approach will remain available for 100% affordable housing schemes to meet specific local needs on land which would not be released for market housing.

5.56 The NPPF refers to the possibility of allowing some market housing in rural areas where this would facilitate the provision of significant additional affordable housing to meet local needs. Any such proposal will be considered against the relevant policies of the Local Plan including in particular Policy OS2 – Locating Development in the Right Places and Policy H2 – Delivery of New Homes.

5.57 Where the site is in a location that would not normally be considered appropriate for new housing, it will be for the developer or landowner to demonstrate not only why the site is suitable for housing, but also why a traditional rural exception site approach (i.e. 100% affordable housing) is not appropriate or achievable. In other words, they will need to demonstrate why the market housing is needed to subsidise the delivery of the affordable housing. In such cases, any market housing would be expected to be a subsidiary element of a predominantly affordable housing scheme.

**Policy H3 – Affordable Housing**

In order to address identified affordable housing needs, the Council will require ‘qualifying’ market housing schemes to make an appropriate contribution towards the provision of affordable housing within the District.

**Small-scale developments of 1 – 5 units will not be required to contribute.**

Within the Cotswolds AONB, medium-scale housing schemes of 6-10 units and with a maximum gross floorspace of 1,000m² or less will be required to make a financial contribution towards the provision of affordable housing off-site within the District. This commuted sum will be deferred until completion of the development to assist with viability.

**Outside of the Cotswolds AONB, medium-scale housing schemes of 6-10 units and with a maximum gross floorspace of 1,000m² or less will not be required to make a financial contribution towards affordable housing.**

Across the District as a whole, larger-scale housing schemes of 11 or more units and/or with a gross floorspace of more than 1,000m² will be required to provide affordable housing on-site as a proportion of the market homes proposed as follows:

- High value zone (50%)
- Medium value zone (40%)
Reduced levels of affordable housing provision will be applied in relation to ‘supported living’ accommodation including extra-care and sheltered housing as follows:

**Sheltered Housing**
- High value zone (30%)
- Medium value zone (10%)
- Low value zone (0%)

**Extra-Care Housing**
- High value zone (10%)
- Medium value zone (0%)
- Low value zone (0%)

In circumstances where it can be demonstrated that the level of affordable housing being sought would make a scheme unviable, a revised mix and type of housing will be considered before a lower level of affordable housing provision is accepted. Where external funding is available it may be applied to schemes to ensure affordability of rental levels or to increase the number or to change tenure or type of homes to meet priority needs.

Affordable housing mix and tenure will be responsive to identified local needs and site specific opportunities. A financial contribution for the provision of affordable housing on other sites in West Oxfordshire in lieu of on-site provision may be appropriate if it can be demonstrated that:

- It is not physically possible or feasible to provide affordable housing on the application site; or

- There is evidence that a separate site would more satisfactorily meet local housing need and contribute to the creation of mixed communities.

In some instances, a combination of on-site provision and a financial contribution may be appropriate.

*West Oxfordshire District Council and its partners will work with Parish Councils, Registered Providers of affordable housing and local housing, community land and self-build trusts to identify additional suitable rural sites for small scale affordable housing schemes to meet specific local housing needs which cannot be met in any other way. All new homes on these sites will remain affordable in perpetuity to people in housing need who have a local connection with the parish or appropriate adjoining parishes. Sites will be well-related to the existing built-up areas of towns and villages. Where family homes are proposed priority will be given to locations within a reasonable walking distance of a primary school.*
The Council will consider the inclusion of an element of market housing in rural exception sites (RES) provided it is demonstrated to be necessary to delivery (e.g. by subsidising the affordable element). In such cases, any market housing would be expected to be a subsidiary element of a predominantly affordable housing scheme.

Type and Mix of Homes Needed

5.58 Having determined the amount of housing to be provided and how it will be distributed across the District, we need to consider what type and mix of homes should be sought through the Local Plan.

5.59 There are a number of issues to address including the size of new homes needed (i.e. 1-bed, 2-bed, 3-bed etc.) the type of new homes needed (i.e. flats, terraced houses, semi-detached houses, detached etc.) and how the needs of different groups of people can best be met including older people, people with disabilities, younger people, families, those wishing to self-build their own home etc.

5.60 We deal with each of these issues in turn below.

The Size of New Homes Needed – Market Housing

5.61 The existing housing stock in West Oxfordshire is dominated by larger properties. Whilst recent developments at Witney (Madley Park) and Carterton (Shilton Park) have helped to increase the stock of smaller homes available, the overall imbalance remains with the 2011 Census identifying that almost 70% of properties have 3 or more bedrooms. This is similar to the trend across Oxfordshire as a whole.

5.62 Previous evidence\(^\text{23}\) suggested that in order to create a more balanced housing stock, new housing developments should provide around 60% 1 and 2-bed properties and 40% 3 and 4+bed properties. More recent evidence\(^\text{24}\) suggests that future provision of market housing in Oxfordshire should be focused on delivering smaller family housing for younger households.

5.63 As a general guide, it is suggested that market housing in West Oxfordshire should be sought in the following proportions:

- 4.8% 1-bed properties
- 27.9% 2-bed properties
- 43.4% 3-bed properties
- 23.9% 4+bed properties

5.64 This suggests that the main focus should be 2 and 3-bed properties and to a lesser extent 4 bed and larger. We will consider this evidence as a starting point in relation to negotiations over housing mix taking into account the need to provide an

\(^{23}\) West Oxfordshire 2011 Housing Needs Assessment

\(^{24}\) Oxfordshire SHMA (2014)
appropriate balance of dwelling types and for development to be of a character that is appropriate for its location, in the interests of creating sustainable communities.

**Type of homes needed**

5.65 The existing housing stock in West Oxfordshire is characterised by a reasonable spread of different property types although there is a slight imbalance towards semi-detached and detached properties, the proportion of which is higher than the national and regional averages.

**Figure 5.2 – Residential Property Types in Oxfordshire (2011 Census)**

![Figure 5.2](image)

5.66 The Oxfordshire SHMA does not provide any guidance on future housing requirements by property type (only by size) but having regard to the current breakdown set out above, the Council will in general terms continue to seek a balanced mix of property types in future housing schemes across the District.

**Meeting the Needs of Specific Groups**

5.67 The NPPF requires local authorities to plan for a mix of housing having regard to the needs of different groups in the community such as, but not limited to; families with children, older people, people with disabilities, service families and people wishing to build their own homes.

5.68 The Oxfordshire SHMA (2014) identifies a number of groups which may have housing needs that differ from those of the wider population including:

- Older persons;
- People with disabilities;
- Black and minority ethnic (BME) households;
- Households with children;
- Young people;
- Students; and
- Self-builders
Older Persons

5.69 West Oxfordshire has a relatively old demographic profile reflecting the fact that it is an attractive District that people wish to remain living in or retire to. Between 1981 and 2011 the proportion of residents aged 60+ increased by 82% (11,900 people) and 18% of people are currently aged 65 and over (compared with 16% nationally).

5.70 Importantly, future projections suggest that the number of older people in West Oxfordshire will continue to increase. In the period 2011 – 2031, the proportion aged 55+ is projected to increase by 54% with a particularly high increase in people aged 85+ (160%). This will be coupled with a significant increase in the number of people suffering from dementia and mobility problems.

5.71 The Local Plan has a key role to play in ensuring that suitable housing (and health care) is provided for older people. This is likely to be through a combination of specialist housing provision (e.g. retirement and extra-care housing) as well as ensuring that new homes are adaptable and allow people to stay in their own homes longer (e.g. provision of wider doorways, lower windows etc.).

5.72 In terms of specialist housing provision for older people there are a number of different types including:

- Sheltered/age exclusive housing;
- Extra-care housing (also known as very-sheltered housing);
- Close care or assisted living housing;
- Care homes; and
- Care homes with nursing (previously known as nursing homes)

5.73 There are currently around 614 older persons housing units in West Oxfordshire the majority of which (523) are in private market schemes with the remainder (91) provided in the affordable sector. Relative to the District's population this represents 66 units per 1,000 persons aged 75 and over, well below the county average (133 units per 1,000) and significantly below the national average (170 units per 1,000).

5.74 There is clearly a need to boost supply. The Oxfordshire SHMA (2014) suggests that in order to achieve the current Oxfordshire average of 133 units per 1,000, an additional 1,891 new properties would need to be provided in West Oxfordshire in the period 2011 – 2031 (95 per year). To achieve the current national average of 170 units per 1,000, a total of 2,588 new properties would need to be provided (129 per year).

5.75 These are ‘net’ figures that take no account of replacement provision of existing accommodation that is no longer fit for purpose. The ‘gross’ need is therefore expected to be higher.

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Oxfordshire SHMA (2014)
Whilst these figures are indicative only and should be treated with some caution, they clearly demonstrate that there will be an increasing need for specialist older persons housing in the District over the period of the Local Plan. The Council will therefore in line with Government practice guidance, count the provision of C2 uses (residential institutions) against the overall housing requirement and will seek to increase the supply of such housing by encouraging specific schemes in suitable, sustainable locations and seeking to ensure that older persons housing is provided including as part of the overall mix of development on larger developments.

We will also seek to ensure that new homes built in the District are able to be easily adapted to meet the changing needs of occupants as they get older and support people who require aids and adaptations in order to be able to stay in their own home. This will be achieved through the application of the optional building regulation standard M4 (2): Accessible and Adaptable dwellings on qualifying schemes as set out in Policy H4.

We will also:

- Support in principle the redevelopment of existing older persons accommodation that may be unsuitable and/or fails to comply with current legislative requirements;
- Seek to effectively utilise the existing affordable housing stock and will support and encourage those in affordable housing who wish to down-size in order to help release larger affordable homes for younger households;
- Seek to ensure enough subsidised or low cost housing of a decent quality is provided for those who cannot afford market prices;
- Seek to facilitate the requirements of older owner-occupiers wishing to ‘downsize’ into non-specialist accommodation (e.g. bungalows); and
- Work with the County Council, other local authorities and stakeholders in relation to the delivery of specialist housing for older people.

People with Disabilities

The SHMA suggests that across Oxfordshire as a whole, demographic trends are expected to lead to a significant growth in the population and number of households with disabilities over the period to 2031. The 2011 Census shows that around 15,000 people in West Oxfordshire (14.5%) currently suffer from a long-term health problem or disability.

PANSI (Projecting Adults Needs & Service Information System) data estimates there will be 40,537 people with a serious and moderate physical disability aged between 18 and 64 in Oxfordshire by 2015. In West Oxfordshire, there will be 6,698 residents (17%) with a serious and moderate physical disability.

Oxfordshire County Council is aiming to deliver 390 homes for working age adults with various disabilities across Oxfordshire by 2020. Their strategy identifies that...
West Oxfordshire should be seeking to provide 63 of the overall 390 homes target with a particular focus on Witney.

5.82 The strategy envisages 3 main ‘models’ of delivery:

- Specially adapted, purpose built accommodation for groups of residents either in shared or self-contained homes;
- Purpose built wheelchair accessible homes, provided as part of the overall mix of housing on new developments;
- Conventional homes with limited adaptations and communal facilities but for groups of adults with a learning disability or mental health need to live in as a group;

5.83 In light of the identified needs outlined above, the Council will seek to increase the supply of housing for those with disabilities through a number of measures. This will range from encouraging the provision of specific purpose built properties to ensuring that a proportion of the homes provided as part of larger housing developments are built to high accessibility standards. This will be achieved through the application of the optional building regulation standard M4 (3): Wheelchair user dwellings, specifically a requirement to provide wheelchair adaptable dwellings (as opposed to wheelchair accessible dwellings which will be encouraged).

The need for specialist housing on qualifying sites will be determined through a local register managed by the District / County Council. Our proposed approach is set out in Policy H4 below.

**Black and minority ethnic (BME) households**

5.84 The Oxfordshire SHMA (2014) highlights black and minority ethnic (BME) households as potentially having particular housing needs. Notably, West Oxfordshire has a very low percentage of black or minority ethnic households (6.8%) when compared to Oxfordshire as a whole (15.4%) and the regional (13.9%) and national (19.3%) averages.

5.85 The SHMA concludes that across Oxfordshire as a whole, BME households appear to be typically younger and less likely to be owner occupiers. There is consequently, a greater reliance on the private rented sector. BME households are also more likely to be overcrowded and less likely to under-occupy dwellings. The SHMA suggests that the implications of this are more for housing strategy than planning.

5.86 Given the relatively small BME population of the District and the lack of clear actions identified for the planning system in the SHMA, we are not proposing any specific measures to address the housing needs of BME households other than in relation to our overall objective of securing a good, balanced mix of dwelling types and tenures to meet the needs of a range of different people (see Policy H4 below).

**Households with children**

5.87 The SHMA provides some limited commentary on meeting the needs of families (i.e. any household with at least one dependent child). It suggests that across Oxfordshire, the number of children (aged under-15) is expected to increase markedly by around 38,000 in the period 2011 – 2031 (33%). In West Oxfordshire, according to the 2011 census there were 19,500 people aged 0 – 15 (18.6%) similar to the national and regional averages.
5.88 The SHMA highlights the fact that lone parents are households with children are about four times more likely than other households to be overcrowded and that other than for married couple households, levels of under-occupancy are very low. It states that households with children should be seen as a priority and that Councils should therefore seek to ensure that the housing offer meets the needs of such households, in particular the need to ensure a reasonable quality of housing in the private rented sector.

5.89 We will therefore seek to achieve a good, balanced mix of dwelling sizes, types and tenures including market and affordable housing in order to ensure households with children are able to access suitable housing.

Service Families

5.90 The SHMA does not consider the needs of service families in detail but with RAF Brize Norton located within the District this is an important consideration for West Oxfordshire. The Council works closely with the Ministry of Defence in order to understand the future needs associated with RAF Brize Norton including future accommodation requirements for service personnel and their families.

In 2012 the MOD announced that they needed fewer homes for service families than originally planned. 200 new homes will be built on the REEMA North site in Carterton and the REEMA Central site which had originally been reserved for service family housing will be released to the open market (See Section 9.0). In 2012 the MOD announced that they needed fewer homes for service families than originally planned. 200 new homes were originally proposed to be built on the REEMA North site in Carterton although with a different mix of house types the number of dwellings could be increased. The REEMA Central site which had originally been reserved for service family housing has been partially released to the open market with the remainder to follow at a later date (See Section 9.0).

5.91 The needs of a number of service families are also met on the open market in rental or owner-occupied properties. We will therefore continue to work closely with the MOD to ensure that the accommodation needs of service families linked to RAF Brize Norton are catered for over the period of the Local Plan.

5.92 This will include consideration of the potential re-development of existing MOD housing stock in Carterton to provide a better quality housing offer and environmental enhancements more generally (see Section 9.0).

Young people

5.94 Providing for the needs of younger person households is an important consideration. The ability to retain young people in an area can assist in providing a more balanced demographic profile as well as providing a vital part of the local workforce. The SHMA highlights the fact that of those households that are headed by a younger person, very few are owner-occupiers and there is a particular reliance on the private rented sector and to a lesser degree, social rented housing.

5.95 It suggests that factors such as a balanced approach to housing in terms of bedroom sizes and property types, along with high standards for Houses in Multiple Occupation (HMOs) will help younger households to access housing. There are very few HMOs in West Oxfordshire so this latter point is less relevant but we will seek to ensure a good, balanced mix of house types and tenures is provided in all new
housing developments. The provision of affordable housing (Policy H3) including starter homes and support for self-build projects (Policy H5) will also help to meet the needs of younger people.

**Students**

5.96 The SHMA (2014) highlights the importance of student housing demand within the Oxfordshire Housing Market Area. It considers potential future growth in the student population and current plans to increase the supply of accommodation. The analysis is however centred largely around Oxford City and there are no conclusions of note reached in relation to West Oxfordshire.

5.97 Given the relative lack of higher education facilities in the District, student accommodation is not considered to be a key issue for West Oxfordshire and as such we do not propose any specific policies or proposals.

**Summary**

5.98 National policy requires future housing provision to take into account the needs of a broad range of groups of people. The above analysis has highlighted a number of key issues and considerations and these are reflected in Policy H4 below.

**Policy H4 – Type and Mix of New Homes**

All residential developments will be required to provide or contribute towards the provision of a good, balanced mix of property types and sizes.

Developers will be required to demonstrate how their proposal would help create a more balanced housing stock within the District and meet the needs of a range of different groups having regard to specific local needs.

Particular support will be given to proposals for specialist housing for older people including but not restricted to, extra-care housing. Opportunities for extra care will be sought in the main and rural service centres and other locations with good access to services and facilities for older people.

In recognition of the ageing population the Council will also require larger housing developments of 11-50 or more units to provide a percentage of market new homes as accessible and adaptable housing (formerly lifetime homes). This will be a matter for negotiation but as a minimum the Council will seek the provision of at least 25% of market and affordable homes to this standard.

To support the anticipated increase in the number of people with disabilities (linked to the ageing population) the Council will require larger housing developments of 11-50 or more homes to provide a percentage of market and affordable homes as wheelchair user adaptable dwellings. (formerly wheelchair accessible homes) Again this will be a matter for negotiation but as a minimum the Council will seek the provision of at least 5% of homes to this standard. (with a minimum of 1 unit)
The provision of wheelchair accessible dwellings will be encouraged although is not required by this policy. Any wheelchair accessible dwellings that are provided will be restricted to those which the Council is responsible for allocating or nominating a person to live in that dwelling (i.e. affordable housing) in accordance with national policy.

The provision of specialist housing for those with a disability will be supported in principle in accessible, sustainable locations subject to other policies in this plan. The District Council will work with the County Council and other relevant partners to identify suitable sites and opportunities.

**Custom Build Housing**

5.99 Custom build housing is where a builder is contracted by a home owner to create a 'custom built' home or where a private individual builds their home as a DIY 'self-build' project. This can range from single dwellings built for or by an individual to larger schemes with many homes built as custom or self-build housing.

5.100 The Government is massively supportive of custom build housing which is seen as a more affordable route to home ownership and an opportunity to create bespoke, well-designed and sustainably constructed new homes. It also offers opportunities to smaller builders and contractors, creating local jobs and contributing to the local economy.

5.101 In June 2014, the Government announced a £150m loan scheme that aims to provide around 10,000 serviced plots over the next 6 years. It has also endorsed an online self-build portal[^27] to provide information to potential custom and self-builders.

5.102 In a recent consultation[^28] the Government consulted on a new 'right to build' under which custom builders will have a right to a plot from local authorities. The outcome of the consultation is not yet known but if the measures are implemented as proposed, the Council will need to establish the level of demand for custom and self-build in the District, provide the opportunity for interested parties to register their interest, assess the eligibility of those that express an interest and then seek to address the level of identified demand. In response to Government Guidance, the District holds and maintains a Register if Interest for those wishing to either self or custom build within West Oxfordshire. The Register enables the District to gauge the level of demand locally, to determine how many wish to build their own home following one the several routes e.g. serviced plot or self-finish, examine how many potential self-builders meet the locally applied criteria to benefit from the District's enable role. These criteria include local connection, future occupation as sole residence, financial capacity etc.

5.103 The Government envisages that there are a number of ways in which demand for custom and self-build will be met including specific site allocations within local plans,

[^28]: [Right to Build: supporting custom and self-build (October 2014)](http://www.right-tobuild.org/)

policies within local plans that require developers to provide a proportion of land for custom and self-build and local authorities buying land and disposing of their own surplus assets. Potentially, local authorities will through these various measures need to offer a suitable and serviced plot to someone who has registered an interest within a prescribed period of time (e.g. 3 years).

5.104 The SHMA (2014) provides some limited commentary on self-build in Oxfordshire, highlighting the fact that research is fairly limited including data about how many schemes are coming forward. It suggests that in policy terms there is some potential to encourage developers of large sites to designate parts of those sites as ‘serviced plots’ which can then be developed as self-build. It also highlights the financial challenge faced by those wishing to self-build with most self-build schemes commissioned by those with substantial savings rather than borrowings.

5.105 Since the SHMA was published, we have collected some further evidence of local custom build demand by commissioning a local agent to supply data on the numbers of individuals and groups searching for residential plots in West Oxfordshire. This suggests that there are 427 potential custom/self-builders seeking suitable plots within the District. The District now holds and maintains a Register of those wishing to be involved in the development of their own home. The preferred routes include serviced plot, water tight shell, self-finish. To date the number of those registered with the District is 183. This is in addition to those potentially registered with site finding and specialist self-build agencies.

5.106 There is clearly a good level of demand for custom build and self-build housing in the District and the Council is keen to support increased delivery to promote greater diversity in the local housing stock, innovative design and more affordable and sustainable construction.

5.107 We will therefore implement a number of measures including:

- Continuing to establish an accurate picture of demand for custom and self-build in the District;
- Offering support and advice to those wishing to undertake a custom/self-build project in the District;
- Maintaining a database of those individuals and organisations who have expressed an interest in custom/self-build projects in the District;
- Working with individuals and self-build groups to help identify suitable and deliverable sites including through the development of Neighbourhood Plans;
- Endeavouring to offer a suitable plot to those individuals/organisations within a reasonable period of time;
- Utilising affordable housing commuted sums secured under Policy H3 to acquire land in order to promote affordable custom/self-build projects;
- Requiring a proportion of larger housing developments (100 or more dwellings) to set aside a proportion of their site for custom/self-build or to provide other suitable land available off-site for custom/self-build purposes; and
- Encouraging the re-use of existing buildings through custom/self-build projects (see Policies OS2 and H2 and E3).
5.108 Our proposed approach is summarised in Policy H5 below. Where custom build involves or is delivered via a housing association, the scheme should comply with the definition and requirements set out at Policy H3 – Affordable Housing.

**Policy H5 – Custom and Self-Build Housing**

In order to address the need for custom and self-build housing, the Council will require all housing developments of 100 or more dwellings to include 5% of the residential plots to be serviced and made available for this purpose. This can include the partial completion of units to be made available for self-finish.

As an alternative, the developer may provide serviced land for an equivalent number of custom and self-build plots in another suitable, sustainable location.

If any of the serviced plots/units offered for custom/self-build/self-finish remain unsold after 12 months marketing, they may be built out by the developer.

Only where it can be robustly demonstrated that the provision of on-site plots is unviable or cannot be achieved for some other reason and the developer is unable to make off-site provision will the Council waive the 5% requirement.

All schemes will be considered in accordance with the Council’s custom/self-build Design Code, checklist contained in the Council’s Design Guide.

The Council will generally control access to custom/self-build housing schemes by establishing and maintaining a Register of Interest of those who wish to become custom builders and meet relevant criteria.

Elsewhere, proposals for custom and self-build housing will be approved in suitable, sustainable locations subject to compliance with other relevant policies of this plan including Policies OS2, H2 and E3.

**Existing Housing**

5.109 Opportunities to provide sustainable new housing can be constrained, especially outside the towns, so it is important to protect the existing housing stock and its character at the same time as accommodating sympathetic change to meet residents’ needs through adaption. Alterations, extensions and sub-division of existing housing remain a significant source of new homes.

5.110 In some instances, existing dwellings may come under pressure for redevelopment to alternative uses. In such cases the loss of a dwelling will only be supported where there is an overriding community benefit and/or the existing living accommodation is unsatisfactory.

5.111 Given the attraction of a rural home within commuting distance of London and more restrictive planning policies on new housing in small villages, hamlets and open countryside in particular, existing modest properties are invariably the subject of proposals for substantial extension or rebuild.
5.112 A large country house is a traditional feature of our countryside. However it is essential that the addition of substantial new buildings and associated activity creates a positive addition to the landscape and meets sustainability objectives in order to outweigh the loss of existing smaller homes. Replacement dwellings in small villages, hamlets or open countryside should be on a one for one basis only.

5.113 Consideration also needs to be given to the issue of ‘empty homes’ in particular properties that remain vacant for more than 6-months. Whilst this is not a significant issue for West Oxfordshire with less than 1% of the existing housing stock being classified as a long-term empty home, the District Council, in appropriate circumstances works with relevant organisations and property owners to seek to bring properties back into occupation.

5.114 Our approach is set out in Policy H6 below.

**Policy H6 – Existing Housing**

Changes to existing housing will be managed to maintain sustainable communities and a high quality environment in accordance with the following principles:

- the loss of existing dwellings to other uses will only be permitted where it can be demonstrated they are in an unsuitable location for housing, do not provide satisfactory living accommodation, are not needed to meet an identified local housing need, or the proposed use will make a positive contribution to local services and facilities;

- alterations, extensions or sub-division of existing dwellings will respect the character of the surrounding area and will not unacceptably affect the environment of people living in or visiting that area. Sub-division of existing dwellings in the open countryside and small villages will be limited to large properties where continued residential use cannot be secured in any other way;

- proposals to replace an existing permanent dwelling which is not of historical or architectural value on a one-for-one basis, provided the character and appearance of the surrounding area is not eroded, there would be no harmful impact on ecology or protected species and the replacement dwelling is of a reasonable scale relative to the original building.

The District Council, in appropriate circumstances, will work with relevant organisations and property owners to ensure the number of empty homes is kept to a minimum. Proposals to bring empty residential properties back into occupation will be favourably supported in principle.

**Travelling Communities**

5.115 All Councils are required to make adequate provision to meet the housing needs of Gypsies, Travellers and Travelling Showpeople. Councils should undertake an assessment of need and develop effective strategies to meet those needs through the identification of land for sites.
They should set ‘pitch’ targets for gypsies and travellers and ‘plot’ targets for travelling showpeople. The SHMA (2014) does not address the needs of travelling communities but the Council already has a good idea of how many pitches and plots are needed to meet future needs from a number of previous studies. They should set ‘pitch’ targets for Gypsies and Travellers and ‘plot’ targets for Travelling Showpeople. The SHMA (2014) does not address the needs of travelling communities but the Council commissioned new evidence in 2016 to establish future accommodation requirements in the period up to 2031.

At present in West Oxfordshire there are ten-eleven authorised Gypsy and Traveller sites, two-three in the northern half of the District (at Burford, Kingham and Chadlington) and eight in the southern half (Standlake, Alvescot, Minster Lovell, Weald, Carterton, Stanton Harcourt, Barnard Gate and Eynsham).

Most of the sites are small, accommodating one family. The Beeches, near Chadlington, and the site at Ting Tang Lane, near Minster Lovell, are the two largest sites with in excess of 20 and 30 pitches respectively. Other than The Furlong at Standlake which is owned and managed by Oxfordshire County Council, all the sites are privately run. There are five-four sites for Travelling Showpeople in the District, all privately owned, at: Cassington, Witney, Shilton, Sutton and Freeland.

In addition there is an unauthorised encampment of new travellers at Eynsham (for 5 families) and a currently unoccupied unauthorised development for 8 pitches for Gypsies at Tar Road, Stanton Harcourt.

In terms of future requirements, in relation to gypsies and travellers, the most recent evidence suggests there is a need for around 20 additional pitches in the period up to 2029. For travelling showpeople there is a need for around 27 plots over the same period. Taking into account existing provision there is a shortfall of around 16 pitches for gypsies and travellers and 21 plots for travelling showpeople. In terms of future requirements, in relation to Gypsies and Travellers, the most recent evidence suggests there is a need for around 19 additional pitches in the period up to 2031. For Travelling Showpeople there is a need for around 5 plots over the same period. The 5-year housing land supply requirement for Gypsies and Travellers and Travelling Showpeople is 4 pitches and 3 plots respectively.

The Council has not yet allocated any specific sites for travelling communities but intends to do so through an early review of this Local Plan. In the interim, a criteria-based approach will be applied in order to deal with any speculative proposals that are submitted to the Council for consideration. Policy H7 below will apply. Investigation into where the 4 additional pitches for Gypsies and Travellers can be accommodated will be continued. Despite a call for sites (through the SHLAA/SHELAA process) no new sites have been put forward. Initial analysis of existing sites shows there is, however, potential for expansion and/or intensification. Now the scale of the need has been established, discussions will re-commence with site owners.

The existing Travelling Showpeople site at Cuckoowood Farm, Freeland, has been identified as suitable for limited expansion. Pre-application discussions have begun with the owner. The site could accommodate up to 6 additional plots.

In addition to the pitches and plots identified for the first 5 years, the criteria-based Policy H7 will help to bring forward accommodation to meet the needs of the travelling communities. It is worth noting that while the level of further provision is
technically identified as 15 additional pitches, the recent study into accommodation needs has a note of caution. The study explains that, based on national evidence, only 10% of Gypsies and Travellers (but 70% of Travelling Showpeople) now meet the government's definition of the travelling communities. For Gypsies and Travellers, it is likely that the requirement beyond the first 5 years is likely to be closer to 2 additional pitches, rather than 15.

5.121c Further potential for an additional site to meet the accommodation needs of the travelling communities will be considered as part of the future masterplan work of the Strategic Development Areas, especially the West Oxfordshire Garden Village.

Cuckoowood Farm

5.121d Approval was given in 2009 for a private site to accommodate Travelling Showpeople on 6 plots at Cuckoowood Farm, south of Freeland. Although in open countryside, the site is near to the services and facilities at Eynsham and lies close to the A40, providing easy access to the main road network which is important for the transportation of fair equipment to venues throughout the country. As the peripheral hedgerow planting has become established, so the site has softened into the landscape.

5.121e A field adjoining this established site has been identified as appropriate for expansion. The site has capacity for a further 6 plots, each of which will be large enough for both showpeople accommodation and storage of equipment and will be separated by hedgerow planting. Development will be phased in order to ensure a continual 5-year deliverable supply of plots with 3 plots to be provided in the period 2016 – 2021 and any further provision to be made beyond 2021.

5.121f The landscape of this area is characterised by pockets of woodland and well-established hedgerows. Much of the proposed site's boundary already consists of hedgerows and trees and two sides are also surrounded by bunding. These features will need to be retained, enhanced and managed in the future to ensure that the site is well-screened, especially from the public right of way that runs along the western boundary. In addition, the northern part of the site should be planted to create a new woodland/copse of local, native species which will compliment Vincents Wood further to the north.

5.121g The increase in the overall size of the site will mean there are likely to be a substantial number of children living here. Land is identified for a formal recreation play area to serve both the existing and proposed residents.

Policy H7 – Travelling Communities

New pitches/plots/sites for Gypsies, Travellers and Travelling Showpeople will be provided in accordance with identified needs by:

West Oxfordshire will provide at least 19 pitches and 5 plots to meet the needs of Gypsies and Travellers and Travelling Showpeople respectively from 2011 – 2031.

To help achieve a five-year housing land supply, additional provision will be made through:
- Expansion and/or intensification of the existing Gypsy and Traveller sites for the provision of 4 pitches.

- Allocation of land at Cuckoowood Farm, Freeland for an expanded showpeople’s site to provide up to 6 plots (with 3 plots provided by 2021 and any remaining provision made beyond 2021).

To further ensure the availability of adequate accommodation for travelling communities we will also:

- safeguarding existing sites

- extending existing sites where appropriate

- consider the scope to include specific provision as part of the larger strategic development areas including in particular the West Oxfordshire Garden Village.

- bringing forward new sites if required, either through planning permission or through the development plan process including allocations in neighbourhood plans.

New sites should meet the following criteria:

- be in or near existing settlements with safe and convenient access to local services and facilities, especially schools, shops and healthcare;

- be well located to the highway and public transport network, as well as having safe and convenient vehicular, cycle and pedestrian access to local services and facilities, especially schools, shops and healthcare;

- be of an appropriate location and scale not to have an adverse impact on environmental or heritage assets and the character and appearance of the surrounding area;

- not conflict with the objectives of Green Belt or AONB designation;

- not be located in areas at flood risk; and

- be designed in accordance with Government’s Good Practice guidance.

**Policy H8 - Land at Cuckoowood Farm, Freeland**

Land at Cuckoowood Farm, Freeland to accommodate up to 6 plots for showpeople as an extension to the existing showpeople’s site.

Proposals for development should be consistent with the following:

a) provision of structural landscaping to comprise substantial boundary hedgerows and bunding on the western, northern and southern boundaries and a woodland/copse within the northern section of the site.

b) provision of satisfactory vehicular access.
c) appropriate measures to mitigate flood risk including the use of sustainable drainage methods to ensure that post-development surface water run-off rates are attenuated to achieve a reduction in greenfield run-off rates. The sustainable drainage systems should be designed to provide a biodiversity enhancement.

d) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements.

e) provision of an area of open space, to include for children’s play.
Figure 5.3 – Land at Cuckoowood Farm
6. SUSTAINABLE ECONOMIC GROWTH

Our economic objectives include;

CO3 Promote safe, vibrant and prosperous town and village centres and resist proposals that would damage their vitality and viability or adversely affect measures to improve those centres.

CO7 To deliver support sustainable economic growth which adds value to the local economy, improves the balance between housing and local jobs, provides a diversity of local employment opportunities, capitalises on economic growth in adjoining areas, improves local skills and work readiness, removes potential barriers to investment and provides flexibility to adapt to changing economic needs.

CO8 To achieve enable a prosperous and sustainable tourism economy.

CO12 Maintain Look to 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.

CO13 Improve Plan for enhanced access to services and facilities without unacceptably impacting upon the character and resources of West Oxfordshire.

6.1 Having outlined our approach towards housing delivery, in this section of the plan we focus on the economy and how we will promote sustainable economic growth in the District in the period up to 2031. We explain how we will seek to meet our economic objectives particularly through our policies on the provision of land for employment, the rural economy, tourism, community facilities and town centres.

Context

6.2 West Oxfordshire has a successful local economy and has weathered the recession relatively well. Economic activity rates are high at 84.5% which is well above the South East average of 79.9% and whilst unemployment has increased in recent years, at 3.4% (modelled), it remains at about half the national average and is lower than the South East average (5.0%).

6.3 There are approximately 52,000 jobs in the District and two thirds of these are taken by local residents. A high proportion of jobs are in the manufacturing, engineering, retail and tourism sectors.

6.4 The area has particular specialisms including biomedical equipment manufacture and engineering with significant employers such as Abbott Diabetes Care (employs approximately 900 staff), Siemens Magnet Technology (employs approximately 750 staff) and Owen Mumford (employs approximately 600 staff).
6.5 The District has a long history with military aerospace and today RAF Brize Norton is seeing continued investment as the UK’s main strategic military air transport base employing in the order of 4,000 personnel. In addition, there are many small businesses established in the District which are involved in high value activities in service-based and professional sectors. In terms of future growth, it is predicted that future economic growth is expected to come mainly from the financial and business services sector.

6.6 The District’s town centres are vibrant with vacancy rates much lower than national averages, but require continued investment to face off challenges in the future as shopping habits change and competition increases. The attractive environment of the District, including the Cotswolds Area of Outstanding Natural Beauty, River Thames and its tributaries, historic market towns and villages, and Blenheim Palace World Heritage Site are also significant economic assets for the visitor economy. Employment in agriculture provides fewer than 2% of jobs but remains an important sector economically and for landscape management.

6.7 Many businesses are located within or next to one of the larger towns and villages where the largest employment sites are generally located but there is also a diversity of mainly smaller employment sites and businesses in the rural area. 72% of businesses employ less than 5 workers and 87% employ less than 10. The formation of new businesses is steady and survival rates are strong.

6.8 The District is surrounded by strong and growing economic areas with better strategic transport links – notably Oxford, Swindon, Banbury, Bicester and the area between Didcot and Abingdon which is known as Science Vale. This is an area of high technology science related business and research which incorporates the centres of Milton Park and Harwell Oxford Campus. These areas attract significant numbers of workers from the District which leads to congestion on major roads including the A40.

6.9 The 2011 Census identified a net out-flow of 8,000 commuters, with 20,000 people travelling out of the District to work each day and 12,000 travelling in. There is a particularly high net outflow of workers in ‘education’, ‘health’ and ‘professional scientific and technical’ sectors.

6.10 Whilst West Oxfordshire’s economy is considered to be very resilient with a well-balanced industrial structure, productivity is relatively low. There are several challenges to delivering sustainable economic growth which need to be tackled. Traffic congestion within towns and major routes such as the A40 impacts on commuters and businesses alike. The availability of superfast broadband throughout the District is critical to future economic success including rural areas which are harder to reach.

6.11 There is a continuing need for modern, good quality business premises and the amount of available employment development land will need to be increased to meet longer term needs. Consideration will need to be given to the replacement of aging employment units on existing sites where there is limited demand, although it will be important to retain a range of unit types to cater for different sectors.

6.12 The skill base of the workforce is good but there is a shortage of workers with technical skills across the area and employers seek improved ‘work readiness’ from school leavers. The Council will therefore seek to encourage measures designed to improve skills such as the use of employment and skills plans whereby larger
developments will be encouraged to implement training initiatives to help up-skill the local workforce e.g. use of apprenticeships. The skill base of the workforce is good but there is a shortage of workers with technical skills across the area and employers seek improved ‘work readiness’ from school leavers. The Council will therefore seek to encourage measures designed to improve skills such as the use of community employment plans (CEPs) whereby larger developments (typically 1,000 or more homes and/or 4,000 sqm of floorspace) will be encouraged to implement training initiatives to help up-skill the local workforce e.g. use of apprenticeships. CEP’s are already in place at the Westgate Centre re-development in Oxford City, as well as in Cherwell at the NW Bicester Eco-town site.

6.13 In accordance with national policy, we must plan for sustainable economic growth to meet the needs of business and address barriers to growth. To achieve our objectives the strategy is to:

- Maintain a flexible supply of land for businesses in accessible locations adjacent to the main towns to support key industrial, manufacturing, and engineering sectors, the Oxford Bioscience Cluster, aviation businesses related to RAF Brize Norton and facilitate investment in the stock of business premises.

- Address transport congestion in towns and on major routes – notably the A40. Although there are proposals to address traffic congestion in Witney, improvements on strategic routes such as the A40 will not be implemented in the short term. We will work in partnership with Oxfordshire County Council to investigate options to improve access to Oxford such as a potential Park & Ride site at Eynsham and bus priority along the A40 west of Oxford.

- Address transport congestion in towns and on major routes - notably the A40. We will work in partnership with Oxfordshire County Council as they look to deliver already funded plans to improve access along the A40 corridor to Oxford through a proposed Park & Ride site at Eynsham and a bus lane along the A40 eastbound into Oxford. We will also work with Oxfordshire County Council to identify funding for their long term strategy for the A40 which will involve dualling between Witney and Eynsham and a westbound bus lane. The delivery of a new junction on the A40 at Downs Road in Witney is critical for businesses in western Witney, and improved access to Carterton is needed to help the town realise its economic potential.

- Provide access to superfast broadband to all premises in the District, including commercial and residential by the end of 2016 and ensure new development is ‘broadband ready’. Improve mobile connectivity through working in partnership with providers.

- Maintain a labour supply with appropriate skills and ‘work readiness’

- Invest in our town and village centres as the first choice for shopping and leisure development to reinforce their role, enhance their environments and manage car parking to ensure they remain accessible and attractive to shoppers and visitors.
• Promote a successful visitor economy which benefits visitors and local communities alike whilst protecting and enhancing the attractive environment and heritage of the District – itself a key economic asset.

• Support a vibrant rural economy through rolling out superfast broadband, facilitating homeworking, small rural business premises and diversified farming and land based sectors.

6.14 To fully deliver our economic objectives and strategy, the Council will continue to work in partnership, including with the Oxfordshire Local Enterprise Partnership (LEP) to ensure businesses have the support, skills, transport, ICT and other infrastructure they need to grow sustainably.

6.15 The following policies set out our approach to land for employment, the rural economy, tourism, town centres and community facilities. Other relevant issues are addressed in the housing, infrastructure and transport policies as well as the sub area strategies.

**Land for Employment**

6.16 For the purposes of this section, Employment Development Land and Employment Sites include land and sites with office-based, industrial and warehouse/storage uses (known as the B-use classes). Employment uses under this section do not include housing, care homes, retail or leisure uses which are considered elsewhere in the strategy.

6.17 Our evidence indicates the need for more employment development land to allow for the movement and expansion of business, start-ups and inward investment. This will help meet the identified need for modern employment premises, whilst providing a good balance of unit types and ages across the District. Whilst a mix of unit sizes is necessary, the bulk of demand is for smaller units of less than 3,000 square feet and therefore the priority will be towards the provisions of smaller units.

6.18 The Council’s original economic evidence\(^{29}\) suggested the need for around 60ha of employment development land over the plan period focussed on the main towns where it can be best served by transport and communications infrastructure, and support a range of businesses including larger scale businesses and high technology sectors. More recent evidence\(^{30}\) confirms that this is a reasonable quantum of employment land to plan for having regard to future identified needs and that at any one time the Council should be seeking to have 8 hectares of employment land available.

6.19 Around 23 ha is currently identified within existing planning permissions and previous local plan allocations particularly at Witney, Carterton and Chipping Norton. This includes 10ha to the west of Witney, 5ha in Carterton (at West Oxon Business Park and Land at Ventura Park) and just over 3ha in Chipping Norton, split

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\(^{29}\) West Oxfordshire Economy Study (NLP 2007)

\(^{30}\) West Oxfordshire Economic Snapshot (CAG 2015)
between three sites (former highway depot, former Parker Knoll factory site and to the north of London Road). However a significant proportion of this land is unavailable for various reasons and as such there is a need to consider additional provision to provide sufficient flexibility.

6.20 In this regard, 10ha of employment land is identified as part of the committed scheme to the west of Witney (also known as north Curbridge). Total identified provision is therefore 33 hectares (although as set out above not all of this is currently available).

6.21 Small scale schemes and business extensions have accounted for a significant proportion (about 25%) of employment land supply in the past and are expected to continue in towns, villages and the countryside.

6.22 It is acknowledged that the economics of business property versus residential development means that the market is unlikely to identify and bring forward significant employment sites without direction and intervention by the Council. At the same time, businesses need options and choices to make investment decisions. The Council will therefore seek to identify future employment sites and work with the landowners to bring them forward as a key strand of its developing economic development strategy.

6.23 In Carterton for example, there is a desire locally to increase the amount of employment land available and evidence suggests there is a lack of jobs relative to resident workers. The Council will therefore support in principle the provision of additional employment land at Carterton in suitable locations. The Council will work in partnership to help identify suitable sites. One option is to replace the existing sports pitches on the corner of Monahan Way and Carterton Road with employment land (subject to replacement of the pitches in a suitable location elsewhere). These and other potential opportunities will be investigated further. The overall aim is to provide an additional 10 hectares of employment land at Carterton over and above the 5 hectares already identified.

6.24 In Chipping Norton, there is a shortage of available employment land and with just over 3 hectares identified, not all of which is available. As such, this Local Plan seeks to provide up to 4.3 hectares over and above the existing level of provision (i.e. up to 7.3 ha) including 1.5 hectares to be provided as part of the East Chipping Norton Strategic Development Area (SDA). In Chipping Norton, there is a shortage of available employment land and with just over 3 hectares identified, not all of which is available. As such, this Local Plan seeks to provide 9 hectares of business land at Chipping Norton to be provided as part of the East Chipping Norton Strategic Development Area (SDA) on land to north of London Road.

6.25 The Eynsham – Woodstock sub-area has been identified in the Council’s recent economic evidence as being particularly important for the local economy benefiting from a proximity to Oxford and the Oxfordshire ‘knowledge spine’. As such, the local plan sets out a commitment to securing additional employment land provision in this area although at the present time no specific sites have been identified. As such, this plan identifies that as part of the planned garden village to the north of Eynsham, a new science/business park of around 40 hectares will be provided to meet current and future long-term needs (including those beyond 2031). Further detail is set out at Section 9 – Strategy at the Local Level.
At Witney, in addition to the existing commitments in the western part of the town (20ha) there may be potential for further business land provision to the west of Downs Road forming a logical extension of the existing adjoining employment areas and also taking advantage of the improved accessibility onto the A40 to be created through the proposed Downs Road/A40 junction. This area is therefore identified as an area of future long-term development potential (see Policy WIT4).

In addition to new provision of new employment land, consideration must be given to the existing stock of premises in the District. There are many existing employment sites throughout the District the loss of which would undermine the sustainability of our market towns and rural communities and the economic diversity of West Oxfordshire. The Council will therefore seek the retention of all employment sites where there is an on-going prospect of a suitable business use and will support the expansion and redevelopment of sites of an appropriate scale to enable businesses to expand, adapt and make the most efficient use of this resource. The scale of new business expansion or redevelopment will need to reflect the character of the area and access opportunities.

In some cases, a continuing business use may not be suitable or economically viable and in these circumstances non-employment uses will be acceptable in accordance with the National Planning Policy Framework. Where the issue is one of viability the Council will require robust evidence, including evidence of a robust marketing campaign, to demonstrate that continuing employment use has been fully tested before non-employment uses are permitted. Further guidance will be issued by the Council on the marketing evidence that will be expected. In considering the loss of existing employment sites the Council will also take account of prevailing economic conditions. During economic downturns the retention of employment sites will be important to aid long term recovery.

Non-employment uses may also be allowed on employment sites where they offer community benefits which cannot otherwise be achieved, provided there are not strong economic reasons why the change of use would be inappropriate. Some small scale retail and other uses such as cafés, crèches, or trade counters, may improve the functionality and attractiveness of an employment site and help to facilitate the refurbishment and regeneration of premises. Retail and leisure proposals which are ancillary to other uses may be supported on employment sites, otherwise these will be considered in the light of the town centre first approach (See Policy E6). The Council will also use Article 4 Directions in appropriate circumstances to restrict changes of use to residential on defined employment sites.

Policy E1 – Land for Employment

Provision of New Employment Land

Employment Development Land and Employment Sites are those which include predominantly office-based, industrial or storage and distribution activities (B class uses) or related sui generis uses. Including existing commitments, the following Employment Development Land provision is identified to meet employment needs:

- Witney - 20ha to the west of Witney with land to the west of Downs Road identified as an ‘area of future long-term development potential’ (See Policy WIT4).
- **Carterton** – 5ha at West Oxon Business Park and Land at Ventura Park with further consideration to be given to additional sites for employment use in appropriate locations as required with the overall objective of securing an additional 10 hectares of employment land in a suitable, sustainable location or locations. This will include the provision of around 4ha on land on the corner of Monahan Way and Carterton Road which is allocated for employment use subject to relocation of the existing sports pitches.

- **Chipping Norton** – at least 4.5 hectares and up to 7.3 hectares of employment land located on the eastern side of the town. 9 hectares of employment land to be provided as part of the Land East of Chipping Norton Strategic Development Area (SDA).

- **West Oxfordshire Garden Village** – around 40 hectares of employment land in the form of a campus-style ‘science park’ to be taken forward through an Area Action Plan (AAP).

- **Other Towns, Villages and Rural Areas** – At least 5ha within existing commitments with 2ha at Lakeside Standlake (previous Local Plan allocation).

The take up of land for employment will continue to be monitored and the need for further provision considered through Neighbourhood Plans and any future Local Plan review.

Where justified, new employment allocations may be subject to an Article 4 Direction in the interests of safeguarding local employment opportunities. Proposals for new employment premises and sites may be subject to a condition limiting permitted development rights to protect the employment use.

**Existing Employment Sites**

Proposals to improve the effectiveness of employment operations on existing employment sites will be supported where commensurate with the scale of the town or village and the character of the area. This may include redevelopment, replacement buildings or the expansion of existing employment uses.

Non-employment uses on employment sites will be resisted except in the following circumstances:

- where it can be demonstrated that the site or premises are not reasonably capable of being used or redeveloped for employment purposes; or

- where the site or premises are considered unsuitable on amenity, environmental or highway safety grounds for employment uses; or

- where the proposed use includes community, leisure, or retail uses which are complementary and compatible to the functioning of the employment site and the local community, and conform with Policy E6 – Town Centres; or
- where substantial community benefits would be achieved by allowing alternative forms of development.

Supporting the Rural Economy

6.29 Our rural areas are attractive places to live but we must seek to ensure that they remain attractive places to work so that rural communities remain vibrant. Our evidence indicates that businesses in rural areas are typically engaged in similar activities to our urban areas with a high proportion of service based activities, although businesses tend to be smaller and there is more home working and self-employment.

6.30 Superfast broadband and mobile telecommunications are crucial to the success of such businesses particularly as home working in the District represents a reasonably high proportion of total employment and has been growing. It is expected that this will continue on an upward trend and in recognition of this, the Council is working to ensure all premises in the District will have access to superfast broadband by the end of 2016.

6.31 Superfast broadband and mobile telecommunications are crucial to the success of such businesses particularly as home working in the District represents a reasonably high proportion of total employment and has been growing. It is expected that this will continue on an upward trend and in recognition of this, the Council is working to ensure all premises in the District will have access to superfast broadband by the end of 2016. 2017.

6.31 In the interest of sustainable development, our strategy directs larger businesses and employers to the main service centres Witney, Carterton, Chipping Norton and the Eynsham area which have generally better transport connections, but continues to support the rural economy through a positive approach towards homeworking, flexible working practices, small rural business premises and diversifying the land based sector. Tourism and leisure activities, such as walking, cycling and horseriding, are also significant and are considered in the policies that follow.

6.31a As part of this general approach there will be the proposed science/business park element of the planned garden village to the north of Eynsham. The garden village will in itself form a new rural service centre for the District. The scale of proposed employment uses at around 40 ha will be well in excess of what would typically be sought at a rural service centre. However, given the strategic location of the site in close proximity to the A40 and Oxfordshire knowledge spine and the intention that this new settlement will play a strategic role for the wider area up to 2031 and beyond, the scale of this business opportunity is appropriate. Detailed masterplanning will help develop this concept further.

6.32 Development of new small employment sites within and adjacent to the other Rural Service Centres and Villages will be supported where they are commensurate with the scale and character of the area. Small employment sites are considered those up to 500sqm (gross internal) and should not have unacceptable adverse impacts on local communities and the character of the countryside, particularly in terms of traffic, noise, lighting and visual impact.

6.33 The Council supports the re-use of existing buildings to provide new employment premises in accordance with Policy E3. Where new buildings are proposed in rural locations it will need to be demonstrated that the business need cannot be met through the conversion of existing buildings or through the use of existing premises or land in more sustainable locations such as the Main Service Centres. In addition, it will also need to be demonstrated that new buildings will safeguard the amenity of local residents, the character of the countryside and the local highway safety.
Where Live Work premises are proposed or other new business premises which also include residential accommodation, the appropriateness of the residential use will be considered in accordance with the housing policies of this Plan and against all other relevant policies.

The land based sector remains important to protecting home food production which is of increased importance as the world population continues to increase. In addition, this plays an essential role in reducing food miles and in shaping and maintaining the character of the countryside. The prospects of the sector are good but there is a continuing need to adapt to changing subsidy regimes, emerging markets, environmental, hygiene and animal welfare standards as well as climate change.

Diversification into non-agricultural activities can be vital to the continuing viability of many farm businesses. The need to protect home food production is important to reduce food miles and profitable farming is also the most cost effective means of delivering environmental and landscape management benefits. Farm diversification may include bed and breakfast/self-catering units, equestrian development, farm shops, processing farm produce, and the letting of existing buildings for office space, or industrial and commercial uses.

The Council is generally supportive of well-conceived farm diversification schemes which secure long term benefits for farming and the local economy. New activities should not conflict with agricultural operations, which should remain the dominant land use. Farm diversification is not an opportunity for asset stripping to raise short term revenues and new economic activities should remain part of the farm business to provide an on-going additional farm income.

Existing buildings should be reused where feasible and proposals should conform to Policy E3. New buildings will only be allowed where they are required for a diversification proposal which is a genuine extension of and fully integrated with the existing farm business (e.g. buildings necessary for processing farm produce and farm shops selling local farm produce) or to meet a specific economic need which cannot otherwise be met in the locality including within or on the edge of a nearby village or town.

All proposals should be consistent in scale with a rural location and not result in the loss of amenity to other local businesses or residents, or spoil the enjoyment of other users of the countryside. New buildings will be preferably located within or adjacent to a group of existing farm buildings and be located and designed to integrate with the landscape having regard to local landscape appraisals, policy areas and guidance in the Cotswolds AONB management plan (see Policy EH1).

Proposals for farm shops will be assessed to ensure that they are proposed to be a genuine retail outlet of agricultural produce from the local area and in terms of their impact on existing village or town centre shops serving the local community. Conditions will be applied limiting the type of goods sold and proportion of externally sourced goods. A farm business plan should accompany applications for farm diversification so that the proposal can be properly assessed. The Council will issue further guidance on the content of farm business plans.

There are many large country estates in the District including Blenheim, Cornbury, Heythrop and Ditchley. Such estates manage a variety of natural, historic and cultural assets of importance locally, nationally or internationally, often in addition to...
a farming enterprise, business premises and tourist facilities. These estates continue
to seek to diversify their incomes in a similar way to farm diversification. The
diversification of an estate economy will be supported where it provides a
sustainable approach to balancing economic activity with the conservation and
enhancement of natural and built-heritage assets. This should be demonstrated
through an estate management plan which should also demonstrate that there is a
good prospect that the proposed enterprise will be economically viable and is
capable of being sustained in the medium to long term.

Policy E2 - Supporting the Rural Economy

New small employment sites in or adjacent to Service Centres and the
Villages as listed in Table 4.1 will be supported where they are
commensurate with the scale of the centre or village settlement and the
character of the area.

Elsewhere new and replacement buildings will be allowed where required
for diversification proposals which are fully integrated with an existing
farm business or where they meet a specific business need which cannot
otherwise be met in a more sustainable location.

Development proposals which are necessary for agricultural production
or which make a positive contribution to farm or country estate
diversification will be supported where they:

- are supported by or operate as part of and will continue to add value to a
  viable core farm/estate business; and
- remain compatible and consistent in scale with the farm/estate operation and
  a countryside location; and
- re-use existing buildings where feasible in accordance with Policy E3.

Any new building(s) must be suitably located for the scale and type of the
proposed use and have regard to the level of accessibility to settlements,
facilities and services and impact on the character and amenity of the
area.

Farm shops will be permitted where they form part of a diversification
scheme to sell produce from the farm or farms in the immediate vicinity
and do not demonstrably undermine the viability and vitality of shopping
provision in existing villages. Conditions will be imposed to limit the
proportion of goods from other sources.

Development proposals for new or replacement buildings may be subject
to a condition to safeguard their use in the interests of the local economy.

The Council will seek to secure access to superfast broadband and
improved mobile telecommunications in rural areas and subject to
compliance with other relevant policies, will adopt a positive approach to
well-designed proposals to facilitate homeworking and flexible working
practices (such as live-work units) which maintain the amenity of existing
residents. All new development will be required to demonstrate that the
necessary infrastructure is in place or will be provided to enable access to
superfast broadband.
Re-Use of Non-Residential Buildings

6.42 Many non-residential buildings throughout West Oxfordshire are built in the vernacular style (using local building styles and materials) and a high proportion of these are former agricultural buildings. These traditional buildings are a key part of the character and history of West Oxfordshire and many are listed for their architectural or historic interest. Due to modern agricultural practices, many agricultural buildings have become redundant and it is recognised that the best way to secure the upkeep of such buildings and their contribution to the character of the area is to keep them in active use. Re-using these buildings reduces the need for new building and creates the opportunity to provide unobtrusive economic activities, community facilities and housing.

6.43 In accordance with the overall strategy, conversion of existing buildings to residential use is more appropriate within our service centres and villages with services and facilities (see Policy H2). Elsewhere, re-use for employment, tourism or community uses is generally more suitable than residential use in accordance with Paragraph 55 of the National Planning Policy Framework which seeks to avoid isolated new homes in the countryside.

6.44 In addition, the re-use of such buildings to employment, tourism or community uses often involves fewer alterations to such buildings or their setting and provides a valuable contribution to maintaining a vibrant rural economy. Many of these buildings cater for small and start-up businesses and therefore their retention is important to the local economy.

6.45 Suitable buildings for re-use will be of substantial and permanent construction and the Council may require structural surveys to demonstrate that buildings are capable of conversion. Ecological surveys are also likely to be required as many redundant buildings provide habitats for protected species such as barn owls and bats.

6.46 It is not the Council’s objective to prolong the life of buildings that are harmful to the appearance of an area. Non-traditional or modern agricultural buildings are typically unworthy of retention due to their form and unsympathetic materials. As there are many such buildings throughout the countryside, their general re-use could lead to a dispersed pattern of development contrary to the overall spatial strategy and having an adverse impact on the character and tranquillity of rural areas.

6.47 Outside of the provisions of permitted development rights, opportunities for the re-use of non-traditional buildings will be limited to more sustainable locations and where they contribute to farm diversification in accordance with Policy E2. Other proposals for the re-use of non-traditional buildings will only be supported if they can be demonstrated to meet an economic or social need which cannot be met in a more sustainable location and where this significantly enhances the character of the area, such as through the removal of other intrusive and harmful buildings. Non-traditional buildings are unlikely to be suitable for conversion to residential use without major improvement or rebuilding and as such conversion to employment, tourism or community use will normally be more appropriate.

6.48 The impacts resulting from the re-use of non-residential buildings will need to be weighed alongside the contribution of the building(s) to the character of the area and the potential local economic and social benefits that may result from re-use. The potential impacts of a building conversion may include visual and landscape impacts,
traffic and accessibility impacts and light pollution. In some cases where a building is situated in an isolated and inaccessible location or where it detracts from the character of the surrounding area, re-use may not be appropriate, particularly in the Cotswolds AONB or other designated areas.

6.49 If the principle of conversion is accepted, it is important that detailed proposals respect or improve the original character of the building. The condition of the building and the methods of construction should be understood before significant works of repair or alteration are undertaken. Loss of historic fabric should be minimised and repairs should be carried out using appropriate materials. Further guidance is available in the West Oxfordshire Design Guide SPD and the English Heritage good practice guidance on the Conversion of Traditional Farm Buildings.

Policy E3 - Re-use of Non-Residential Buildings

The Council supports the re-use of traditional buildings for employment, tourism and community uses to support the rural economy where the following criteria are met:

a) the existing form and design of the building(s) positively contribute to the character of the area, and;

b) the building(s) are capable of conversion to the proposed use without necessitating alteration(s) or extension(s) which would harm the form of the original building and without removing features of historic, architectural or nature conservation interest, and;

c) the building(s) are suitably located for the scale and type of the proposed use, having regard to the level of accessibility to settlements, facilities and services and impact on the character and amenity of the area.

The re-use of non-traditional buildings including modern farm buildings, for employment, tourism and community uses will be supported within or adjoining Service Centres or Villages, or where it forms part of an agricultural holding and the proposal is part of a farm diversification scheme under Policy E2 or where re-use would address a specific local need which cannot be met in an alternative way. This is provided that the following criteria are met:

a d) the general character and form of the building(s) are not harmful to the surroundings; and

b e) the scale and type of use is suitable to its location and will not result in excessive alteration(s) or extension(s) to the host building.
A Sustainable Tourism Economy

6.50 Tourism is an important and growing economic sector in West Oxfordshire, estimated to be worth over £250 million to the local economy each year (£255m in 2010) and accounting for 12.4% of total jobs in the District. Spend in 2014 from tourist activity was £280m, accounting for an estimated 3,559 jobs (full-time equivalent). This reflects the area’s attractive countryside, including the Cotswolds AONB, historic Cotswold market towns and villages and a range of visitor attractions, including the Blenheim Palace World Heritage Site. The District also has considerable water assets including the River Thames and its tributaries and the Oxford Canal on the District’s eastern boundary. Most of these attractions have a cultural or historic affinity with the area and its rural character.

6.51 Through the Oxfordshire Cotswolds brand, the local tourism strategy seeks to capitalise on West Oxfordshire’s inherent assets and promotes tourism development which complements and enhances them. The Council will continue the long held approach of seeking the optimum use of existing tourist facilities and encouraging small scale new tourist facilities and attractions which can be more easily assimilated into the landscape and local communities.

6.52 Larger new attractions, which generate significant visitor numbers, are more appropriate in or adjacent to the main towns where there are public transport opportunities and traffic impact on rural roads can be minimised. For some facilities, such as hotels and restaurants, a town centre location will be most appropriate although other locations may be acceptable taking into account both the town centre first approach and specific locational and functional requirements.

6.53 Tourism investment and visitor spending can support the management and conservation of historic and natural sites, local traditions, events and the distinctive features of the Cotswolds AONB and other designated areas. Tourism enterprises and visitors are encouraged to support practical conservation initiatives, some of which are highlighted in Section 8 - Environmental and Heritage Assets.

6.54 Visitor-related facilities may offer benefits to existing local communities, such as supporting local food producers, shops and pubs or new recreational opportunities. Locating new visitor related development within or close to existing settlements will enable the potential wider community benefits to be realised whilst minimising the spread of development into the open countryside. In some cases tourism development in the open countryside may be justified if associated with a particular countryside attraction or a farm diversification scheme. Existing buildings should be utilised wherever possible although replacement buildings should be considered where this would result in a more sustainable development.

6.55 Camping and touring caravan sites are scattered throughout the District and many are small in size and of limited visual or environmental impact. The siting and screening of new sites will need careful consideration, particularly in the Cotswolds AONB, and appropriate existing buildings should be used for associated facilities where possible. The intensification or extension of existing camping or caravan sites should achieve positive environmental improvements. Additional sites for static holiday caravans are not generally considered appropriate in West Oxfordshire because of the landscape quality and special character of the built environment. In most cases, well designed (non-caravan) holiday units are more appropriate.
6.56 The location, scale and design of any new visitor related development must be appropriate to the area and its environmental impact will be carefully assessed and weighed against any economic and community benefits. Where tourist accommodation is proposed in locations where new dwellings would not normally be permitted the Council will impose planning conditions or require legal agreements restricting buildings to holiday accommodation use.

6.57 The after-use of former mineral workings in the Lower Windrush Valley may offer particular opportunities for leisure and tourism development. Existing recreational uses include walking, fishing, horse riding, windsurfing, sailing, banger racing, power boating and water skiing. The after-use strategy established in the Oxfordshire Minerals and Waste Local Plan 1996 has been for the more intensive water based recreation to be focussed in the Standlake area with lower key recreation uses such as angling, walking, cycling and non-intrusive leisure uses and provision for nature conservation elsewhere in the valley. This strategy continues to be appropriate, notably as the more intensive leisure uses are likely to be incompatible with nature conservation if in close proximity.

6.58 The Lower Windrush Valley Project was set up to co-ordinate habitat creation and conservation alongside achieving leisure opportunities such as the Windrush Path which also provide social and economic benefits. The work of the project has also identified opportunities to improve recreational access in the area by creating connections between existing rights of way. The Council will continue to work with the Project and the County Minerals Authority to determine suitable after-uses. After-use proposals which offer a positive and comprehensive legacy for local communities and nature conservation interests will be supported.

6.59 The River Thames on the District’s southern boundary is a significant asset in terms of its environmental quality and as a recreational resource. The Thames in West Oxfordshire flows through remote and tranquil open countryside. The Council will support low key tourism and leisure proposals along the Thames which are sensitive to and enhance where appropriate possible its ecological, landscape and heritage value. The Council will also support the retention and improvement of cycling and walking routes throughout the District, including along the River Thames which incorporates the Thames Path National Trail as well as within the Lower Windrush Valley.

6.60 In accordance with this approach and The Thames Waterway Plan, the further provision or extension of permanent base moorings and associated facilities will only be allowed in suitable locations off the main river channel. There is a suggested need for further overnight public visitor mooring facilities. Such moorings will be best located where there is access to facilities and services such as nearby local shops or pubs. Given the rural nature of the Thames in West Oxfordshire, appropriate locations will be limited but the potential for further visitor moorings and associated facilities will be investigated.
Policy E4 – Sustainable Tourism

Tourism and leisure development which utilises and enriches the natural and built environment and existing attractions of West Oxfordshire to the benefit of visitors and local communities will be supported.

New tourist and visitor facilities should be located within or close to Service Centres and Villages and reuse appropriate existing buildings wherever possible. In small villages, hamlets and the open countryside, new tourism and visitor facilities may be justified in the following circumstances:

• where there is a functional linkage with a particular countryside attraction; or

• the nature of the tourist and visitor facility is such that it could not reasonably be located within or close to Service Centres and Villages; or

• to secure the diversification of a farm enterprise or country estate in accordance with Policy E2; or

• the proposal will re-use an appropriate building in accordance with Policy E3

Subject to specific locational or functional requirements, the town centre first approach will be applied to tourism and leisure development, including hotels.

Proposals in the Cotswolds AONB should conserve the landscape quality and biodiversity of the area and support the objectives of the Cotswolds AONB Management Plan and Sustainable Tourism Strategy.

In the Lower Windrush Valley the Council will continue to work with the Lower Windrush Valley Project and the County Council’s Minerals Planning Authority to identify appropriate opportunities for tourism and leisure development. Proposals which complement the rural character of the area and deliver comprehensive long term recreational access, community or nature conservation benefits will be supported.

The Council, working in partnership with other organisations, will support tourism and leisure proposals which are sensitive to and where appropriate possible enhance the ecological, landscape and heritage value of the River Thames. The provision or extension of permanent base moorings and associated facilities will be allowed in suitable locations off the main river channel, provided these do not harm the ecological, landscape or heritage value of the river and provide an enhancement where possible.
Retention and Development of Local Services and Community Facilities

6.61 Local services and community facilities provide for the health and wellbeing, social, educational, spiritual, recreational, leisure and cultural needs of the community. They include village and neighbourhood shops, post offices, pubs, community/youth centres and halls, theatres and museums, indoor and outdoor sports and leisure facilities, schools, education and training centres, libraries, doctor’s surgeries and health centres, public toilets, crèches and children’s nurseries, places of worship and other facilities which meet people day to day needs.

6.62 These facilities continue to be important in meeting the day to day needs of residents, providing social meeting places, sports venues and essential local services. These also assist in maintaining healthy and inclusive communities, sustainable travel patterns and local employment opportunities. Surveys of parish facilities in our Settlement Sustainability reports have indicated that many settlements have seen the closure of schools, shops, post offices, public houses and other facilities. This is in part due to changing social and economic circumstances including the ways we now access many services using the internet or telephone. Economies of scale and public service budget cuts are also leading to public services being concentrated in the larger centres of population. In other cases the high residential land values in the District make the closure and conversion of facilities such as shops and pubs attractive to investors. This is a threat to the sustainability of our communities particularly in the rural areas where such facilities can form the hub of social life.

6.63 Through the Localism Act the Government has implemented the Community Right to Bid whereby communities can apply for services and facilities which further the wellbeing or social interest of the local community to be listed as Assets of Community Value. When listed assets become available, the Community Right to Bid provides a delay in the disposal process to give community groups the time to develop a bid and seek to buy the asset when it comes on the open market. The provisions apply to the sale of land or assets not to their use which continues to be decided through the planning process. However, where assets have been listed under the provisions, this reflects the importance of a facility to a community and the Council will have regard to this in the consideration of planning proposals for a change of use.

6.64 The Council will continue its approach of resisting the loss of local services and community facilities which meet the day to day needs of local communities. In considering proposals involving the potential loss or change of use of such facilities, the Council in consultation with the local community, will take into account the importance of the facility to the local community particularly in meeting day to day needs. To justify the loss of facilities it will need to be demonstrated that they are no longer viable (through a robust marketing exercise where possible) or are no longer required because equivalent or alternative provision will remain or will be provided to meet local needs.

6.65 For commercially run facilities such as local shops and pubs, the Council considers that a robust marketing exercise is the most transparent way of demonstrating that such facilities are no longer viable. This allows local communities to consider making a bid to run or acquire premises of value through the Community Right to Bid. The Council will publish separate guidance on the required nature of marketing exercises. In seeking to justify the loss of local services or community facilities,
applicants will also be required to consider whether existing premises or sites can be adapted to retain a viable community facility or service.

**Policy E5 - Local Services and Community Facilities**

The Council will support the development and retention of local services and community facilities to meet local needs and to promote social wellbeing, interests, interaction and healthy inclusive communities.

Proposals that would result in the loss of community facilities and services will only be supported where it can be clearly shown that:

- appropriate alternative provision of at least equivalent suitability and accessibility, particularly by foot, will remain, or;

- in the case of pubs, shops and other commercially run services and facilities, the existing use is no longer viable and is incapable of being made viable or adapted to retain a viable service or facility including as a community run enterprise. A robust marketing exercise will be required to demonstrate that the use or premises is unviable in accordance with separate guidance published by the Council.

In considering the loss of local services and community facilities, the Council will have regard to whether a site or facility is registered as an Asset of Community Value.

**Town Centres**

6.66 Town centre uses include retail development, offices (including flexible ‘office-hubs’) leisure, entertainment, arts, culture, tourism development and intensive sport and recreation uses. The evidence in our retail needs assessment and town centre surveys has identified that the main town centres of Witney, Carterton and Chipping Norton, Burford and Woodstock are generally vibrant with low vacancy rates.

6.67 The ‘high street’ however faces a number of challenges, not least from changing consumer behaviour including increasing competition posed by the internet and competing centres such as Oxford. Therefore, strategies which support our high streets are even more vital.

6.68 Witney is the largest and strongest performing town centre, accounting for 47% of the District’s retail distribution sector. It has a strong convenience goods offer (e.g. food and groceries) and comparison goods offer (e.g. clothes, jewellery and electrical items) that attracts shoppers and visitors from a wide area. The construction of Marriotts Walk and extension of the Woolgate centre have further enhanced the role of Witney town centre as the primary shopping and leisure destination.

6.69 Carterton town centre acts as an important centre serving the south of the District, particularly providing a convenience and service offer. It has been a long term aim to improve Carterton’s shopping and leisure offer and this is now being progressed, although there remains considerable scope to improve this further.
6.70 Chipping Norton which serves the north of the District was identified as a centre which could benefit from further food store provision and this has now been advanced through recent permissions including an extension to the Co-op and a new Aldi store.

6.71 The main centres are supported by a number of smaller town, village and neighbourhood shopping centres. The historic market towns of Burford and Woodstock have a relatively large number of shops and facilities for their size reflecting their historic and tourist roles.

6.72 All of these centres are potentially vulnerable to out of centre proposals and changing consumer habits. Our objective is to ensure continued investment in the town centres to enhance their shopping and leisure offer to meet residents’ and visitor needs.

6.73 Our retail evidence\textsuperscript{31} examines the consumer spending capacity to support significant additional shopping development over the plan period. Although well served at present, the assessment identifies capacity to support additional shopping floorspace in Witney in the medium and longer term and recommends that this strategy starts to plan for a phased extension to the town centre to accommodate new investment.

6.74 In Carterton there is significant capacity to ‘claw back’ trade that is leaking to other town centres and whilst increased food store provision in the town helps to achieve this, there remains a need to enhance the centre’s comparison shopping and leisure offer.

6.75 Recognising their ability to support significant new town centre development, town centre strategies have been prepared for Witney and Carterton (see Section 9).

6.76 The retail evidence also suggests there is some capacity to support additional (non-food) retail floorspace in Chipping Norton in the period to 2029.

6.77 To support our town centres we will seek to direct significant proposals for new shopping and town centre development, which provides for more than day to day needs, to our town centres wherever possible. Such proposals must follow the ‘town centre first’ approach established through national planning policy whereby the availability, suitability and viability of town centre sites to accommodate new town centre development should be fully explored, before edge of centre sites, and lastly out-of-centre sites are considered.

6.78 New town centre development should be in accessible locations and appropriate in nature and scale to the role of the centre where it is located. Developments which are likely to attract customers from a significantly wider area than the centre’s existing catchment may be considered out of scale with the role of that centre and may be better located within or adjacent to a larger centre.

6.79 The impact of proposed new town centre uses on the vitality of existing town centres and planned measures to improve them must also be fully considered. The

\textsuperscript{31} West Oxfordshire Retail Needs Assessment Update November 2012
Council’s latest retail study identified that due to the small scale of the centres in West Oxfordshire, impact assessments will be required for proposals over 500m² net sales floorspace where they are not in a centre or in accordance with a local or neighbourhood development plan. This threshold will help protect the town centres from medium and large out of centre food stores and other shops which could have significant impacts. Proposals which will have a significant negative impact on the vitality and viability of town centres will not be supported.

6.80 Primary and secondary shopping frontages have been defined in Witney, Carterton and Chipping Norton. Primary shopping frontages have a high proportion of shops and are core frontages to protect to maintain the attractiveness and coherence of the centres. Where permission is required we will resist the loss of shops in these areas.

6.81 As the trend in ‘remote working’ is predicted to increase, there is an opportunity for the town centres of Witney, Carterton and Chipping Norton to cater for those working remotely by providing spaces such as cafes, coffee houses, libraries and more flexible shared spaces. This will help ensure the town centres are more resilient to changing work practices.

6.82 In recognition of the importance of complementary uses in town centres, secondary shopping frontages have been designated to support shops and other uses which complement the shopping and leisure role of town centres including cafes, restaurants and other leisure and cultural uses including those that support the evening economy in appropriate locations. However, care will be taken to avoid excessive concentrations of single uses that could cause amenity issues and affect the vitality of the area. Together these frontages form the primary shopping area.

6.83 Burford and Woodstock are smaller centres where the defined town centres encapsulate the primary shopping area and the definition of primary and secondary frontages is not appropriate. The loss of shops and other town centre uses will be resisted throughout these town centres where permission is required.

6.84 The Council will continue to work with communities to promote and enhance the attractiveness of all town centres addressing, where possible, issues of publicity, security, parking and accessibility, and improvements to the public realm. Enhancing the character and improving the environment of town centres is an important part of strengthening their role. The older town centres in West Oxfordshire have distinct and historic characters, strongly influenced by Cotswold building designs and materials, and by their roles as market towns. The conservation, enjoyment and enhancement of their historic environment is a significant consideration.

6.85 The Council’s current policy approach of providing free parking is a significant attraction to shoppers and assists in maintaining the vitality and viability of the town centres. The application of time management controls and enforcement seek to ensure that adequate levels of short-stay spaces are available to meet the needs of shoppers and other visitors to the area and helps to support retailers and the local economy.

West Oxfordshire Retail Needs Assessment Update November 2012
6.86 Car parking capacity is however nearing capacity in the town centres and therefore the Council have commenced work on prepared a District-wide Parking Strategy due to be completed by the end of 2015 to investigate whether parking provision is meeting current needs and will meet future parking requirements.

6.87 As a predominantly rural area where our town centres attract shoppers from a wide area, a continuing supply of available car parking space will remain of importance if the shopping centres are to continue to flourish in the face of competition from internet retailing and larger centres out of the District. Opportunities to increase car parking in our town centres are however limited and solutions such as decking may be required. Development proposals which will significantly increase car parking demand in town centres will be expected to make appropriate provision for increased public car parking and access to them, whether through direct provision or financial contributions.

6.88 There are several garden centres and farm shops within the District which also provide shopping facilities to which our town centre policy will apply. The impact of the expansion or new provision of such shopping facilities on our town and village centres needs to be considered. Farm shops should be a genuine outlet of local farm produce and our approach is set out in Policy E2.

6.89 Garden centres do not need to be located in open countryside and the most suitable locations will be adjacent to medium or larger settlements where traffic generated can be more easily absorbed by the road network. The goods to be sold should be genuinely associated with horticulture and gardening and planning conditions will be applied limiting the amount of sales floorspace and type of goods sold.

**Policy E6 - Town Centres**

Town centres will be supported as the focus for shopping, leisure, community facilities and services. The Council will work with local businesses, residents, parish and town councils to ensure town, village and neighbourhood centres remain vibrant, accessible and meet local needs.

The following town centres are defined on the proposals map:

- **Principal town centre** – Witney
- **Primary town centres** – Carterton, Chipping Norton
- **Town centres with a significant tourist role** – Burford, Woodstock

The Council will apply the sequential and impact tests set out in the National Planning Policy Framework to new shopping and other town centre development proposals. Impact assessments will be required for significant proposals (over 500m² net sales floorspace) where they are not in a centre or in accordance with a local or neighbourhood development plan.

Primary and secondary shopping frontages are defined on the proposals map in Witney, Carterton and Chipping Norton.
Within primary shopping frontages the loss of shops (A1 use) will be resisted.

Within secondary shopping frontages, shops and other town centre uses, such as restaurants or cafes, will be allowed where they would complement and enhance the shopping offer of the defined shopping frontage. The loss of town centre uses in these frontages will be resisted and excessive concentrations of single uses will not be allowed where this would be likely to cause issues of amenity or affect the vitality of the area.

In the town centres of Burford and Woodstock the loss of shops and other town centre uses will be resisted.

Where the loss of shops or town centre uses is proposed contrary to this policy it will need to be demonstrated through a robust marketing exercise that the site or premises are not reasonably capable of being used or redeveloped for these uses or that the alternative use will positively contribute to the function, vitality and viability of the town centre.

The Council will work in partnership to promote and enhance the attractiveness of all town centres addressing where possible issues of publicity, security, parking and accessibility. Improvements to the public realm will be sought through high design standards which will apply to all town centre development.

Development proposals which significantly increase car parking demand in our town centres will be expected to make appropriate public car parking provision or equivalent financial contributions.
7. TRANSPORT AND MOVEMENT

Our transport related objectives include:

| CO1  | Provide-Enable new development, services and facilities of an appropriate scale and type 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 |
| CO10 | Ensure that land is not released for new development until the supporting infrastructure and facilities are secured. |
| CO11 | Maximise the opportunity for walking, cycling and use of public transport. |
| CO13 | Improve Plan for enhanced access to services and facilities without unacceptably impacting upon the character and resources of West Oxfordshire. |
| CO15 | Reduce Contribute to reducing the causes and adverse impacts of climate change, especially flood risk. |
| CO16 | Achieve Enable improvements in water and air quality. |
| CO17 | Minimise the use of non-renewable natural resources and promote more widespread use of renewable energy solutions. |

7.1 Transport is a key issue for West Oxfordshire. Although there are opportunities for walking, cycling and using public transport, as a rural area, there is a general reliance on private vehicles with around 80% of commuting journeys being made by car.

7.2 This high level of car use has a number of direct effects including traffic congestion in some locations, which in turn contributes towards poor air quality as well as affecting climate change more generally.

7.3 Indirectly, a high percentage of car use also affects health, with increasing rates of obesity in Oxfordshire partly attributed to declining levels of activity. Active forms of travel such as walking and cycling, including as part of a journey, have an important role to play in reversing this trend.

7.4 In this section of the plan we set out how we will address the transport needs associated with new development whilst seeking to encourage less car use, whilst recognising that as a predominantly rural area, the private car will remain the dominant form of transport in West Oxfordshire, and as such, improvements to the highway network will be needed.

7.5 The following issues are addressed in turn.

- Location, design and mix of new development;
- Improvements to the highway network;
- Public transport including bus and rail;
- Active travel (walking and cycling); and
- Parking provision
Location, Design and Mix of New Development

7.6 Where new development is located, how it is designed and what different uses it includes can all have a direct influence on people’s travel choices.

Location

7.7 Whilst we cannot eliminate the need to travel by car, locating development in places where public transport can be easily accessed and walking and cycling is a realistic and safe option can at least help to reduce people’s propensity to drive.

7.8 In recognition of this, national policy encourages local authorities to promote patterns of development which facilitate the use of sustainable modes of transport. More specifically, local plans should ensure that developments which generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised.

7.9 This has been a key consideration in the development of the overall plan strategy (see Policy OS2) which seeks to focus the majority of future growth at Witney, Carterton and Chipping Norton and the Eynsham area, where there are already good opportunities for walking, cycling and using public transport and the potential to make further, tangible improvements.

7.10 In accordance with the overall strategy, we will as a priority seek to locate new development, particularly major development, in areas that benefit from convenient access to a range of services and facilities and where the need to travel, particularly by private car is minimised.

7.11 Where appropriate, developments will be required to monitor the levels of travel by all modes and encourage the use of sustainable modes of transport through the use of a Travel Plan. We will also require developments that have significant transport implications either in themselves or with other proposals to include a Transport Assessment (TA).

7.12 It is important however to recognise that West Oxfordshire is a predominantly rural District and that it will not be possible to locate all development where convenient access to public transport, walking and cycling opportunities can be achieved. This situation is acknowledged in national policy which recognises that the opportunities to maximise sustainable transport solutions will vary from urban to rural areas and that different policy approaches may be required.

7.13 For example other approaches in more isolated rural locations such as the provision of superfast broadband and the promotion of more flexible, home working can play a positive role in helping to reduce the need to travel including by car.
Design

7.14 In addition to location, the design of new development also has an important role to play in influencing travel patterns. We have outlined above how superfast broadband can promote home working and other examples of how good design can help include:

- accommodating the efficient delivery of goods and supplies;
- giving priority to pedestrian and cycle movements;
- providing access to high quality public transport facilities;
- creating safe and secure layouts which minimise conflict between traffic and cyclists or pedestrians and enable access for public transport services;
- incorporating facilities for charging plug-in and other ultra-low emission vehicles; and;
- considering the needs of people with disabilities by all modes of transport.

7.15 We will therefore seek design solutions that maximise opportunities for walking, cycling and the use of public transport as well as home working through measures such as superfast broadband.

Mix of Uses

7.16 Mixed-use developments can have a number of advantages. As well as contributing to the vitality and viability of an area, developments that incorporate a mix of different uses can also help to reduce the need to travel. For example a mix of housing, employment, retail and leisure is likely to have a number of benefits.

7.17 Those living in the new houses for example may be able to work or choose to shop in the same location and those visiting the development may be able to benefit from a single, linked trip e.g. going shopping and then to the cinema, rather than having to travel to two separate places.

7.18 We will therefore support in principle, the provision of mixed-use developments. Typically this is likely to be on larger development schemes at the main towns of Witney, Carterton and Chipping Norton although the principle of mixed-use development will be supported in other accessible and sustainable locations.

7.18a In particular it is envisaged that the proposed new garden village to the north of the A40 near Eynsham will be a comprehensive, mixed-use development that includes not only a significant proportion of new homes but also new business space, transport hub, community facilities including education as well as open space and leisure. The provision of this mix of different uses will help to promote a strong degree of ‘self-containment’ ensuring that residents of the new village are less dependent on travelling to other locations to fulfil their needs. The location of the new business space next to a new transport hub, which will include Park and Ride facilities, will enable it to play a strategic role in enhancing the ‘self-containment’ of the District as a whole.
Policy T1 – Sustainable Transport

Priority will be given to locating new development in areas with convenient access to a good range of services and facilities and where the need to travel by private car can be minimised, due to opportunities for walking, cycling and the use of public transport, particularly where this would help to reduce traffic congestion on the routes around Oxford and the Air Quality Management Areas at Witney and Chipping Norton.

In addition to this;

- All new development will be designed to maximise opportunities for walking, cycling and the use of public transport, ensure the safe movement of vehicles and minimise the impact of parked and moving vehicles on local residents, business and the environment.

- To promote increased home working and telecommuting, all new residential and commercial developments will be required to make provision for superfast broadband.

- Mixed-use developments will be supported in principle in accessible, sustainable locations subject to compliance with other relevant local plan policies.

Proposals for new developments that have significant transport implications either in themselves or in combination with other proposals will be required to include a Transport Assessment (TA), and where necessary a travel plan, in accordance with County Council requirements.

Improvements to the Highway Network

7.19 As a largely rural district with a high percentage of car use, the highway network plays a key role in West Oxfordshire and notwithstanding the various measures outlined above, as the private car is likely to remain the dominant form of transport over the plan period, we need to consider what improvements to the highway network are needed.

7.20 The main routes within the District include the A40 Cheltenham to Oxford, the A44 through Woodstock and Chipping Norton, the A361 Swindon to Banbury and the A4260 from Banbury through the eastern part of the District.

7.21 The provision of a good, reliable and congestion-free highway network has a number of benefits including the provision of convenient access to jobs, services and facilities and the potential to unlock and support economic growth.

7.22 Under this Local Plan the importance of the highway network will continue to be recognised with necessary improvements being identified and safeguarded as appropriate. This will include ‘strategic’ and ‘non-strategic’ highway schemes needed to support the level and distribution of growth set out in the plan.
The A40 is the main east-west transport route with congestion on the section between Witney and Oxford being amongst the most severe transport problems in Oxfordshire and acting as a potential constraint to economic growth. One cause of the congestion is insufficient capacity at the Wolvercote and Cutteslowe roundabouts (outside the District) with the traffic lights and junctions at Eynsham and Cassington (inside the District) also a contributory factor. The A40 is the main east-west transport route with congestion on the section between Witney and Oxford being amongst the most severe transport problems in Oxfordshire and acting as a potential constraint to economic and housing growth. The County Council is committed to a long-term strategy to improve access between West Oxfordshire and Oxford (and other destinations beyond Oxford). The major cause of the congestion is the limited capacity at the Wolvercote and Cutteslowe roundabouts (outside the District) which Oxfordshire County Council are currently improving, however the overall capacity of the road itself and the capacity of the traffic lights and junctions at Eynsham and Cassington (inside the District) are also contributory factors.

Importantly the problems on the A40 lead to the displacement of traffic onto other routes as drivers seek an alternative. This increases the number of cars using the A4095 through Long Hanborough and Bladon (to the detriment of those communities) and in turn, vehicle numbers on the A44 Woodstock Road into Oxford. Displacement of traffic onto the B4044 is also a problem. Further development in the District will put additional pressure on these highly trafficked routes.

The problems with the A40 are long established and in light of this, Oxfordshire County Council has started to develop secured significant funding to undertake the A40 Oxford Science Transit Phase 2 project – a central element of the Oxfordshire Growth Deal which will bring together local, national and private funding to focus on four key priority areas identified in the Oxfordshire Local Enterprise Partnership’s (LEP) Strategic Economic Plan including improved connectivity.

Under the first two rounds of the Local Growth Fund, the Oxfordshire LEP has secured a total of £108.5m £118.4m funding from central Government with £9.2m of new funding for 2015/16 and £53.7m for 2016/17 to 2021. Of this, £35m will be used to deliver the Oxford Science Transit project which will include and deliver measures to expand the integrated public transport system along the Oxfordshire knowledge spine and deliver major enhancements to the A40 between Oxford and Witney. This project will deliver the preliminary stage of the longer term A40 strategy.

Oxfordshire County Council has prepared a baseline study looking at current conditions on the A40 and are in the initial stages of considering a package of measures to help alleviate congestion on the A40. At this stage the outcome and timing of any firm recommendations are not yet known but we will continue to work in partnership with the County Council and other relevant partners including...
the LEP and Oxfordshire Growth Board to ensure the timely delivery of necessary improvements. Oxfordshire County Council prepared a baseline study looking at current conditions on the A40 in 2015 and since then have begun to consider a package of measures to help alleviate congestion on the A40. To tackle congestion in the short to medium term, the County Council is seeking to deliver a new park and ride site of 1,000 spaces to the north of the A40 near Eynsham together with the provision of a new eastbound bus lane along the A40. The scheme will deliver a series of improvements to the A40 between Cuckoo Lane at Eynsham and Duke’s Cut canal bridge near Wolvercote seeking to reduce congestion and Oxford-bound car trips. Scheme designs are currently being worked up and will be consulted on in late 2016. The proposed A40-A44 link road will provide a new strategic linkage from the A40 corridor to the A34 and M40.

7.27a Oxfordshire County Council is also in the process of looking at longer-term solutions to the A40 itself and held a consultation in autumn 2015 called ‘Investing in the A40’. Views were sought on a number of concepts for a long term strategy for tackling the existing and future congestion issues on the A40 corridor – in particular between Witney and Oxford. The options included an A40 bus lane (west-bound) a guided busway, additional dualling of the A40, a Witney to Oxford train service and a Witney to Oxford tram.

7.27b The results of the consultation and recommendations for taking the project forward were considered in May 2016 and it was agreed that the west bound bus lane would be taken forward together with additional dualling of the A40 between Witney and Eynsham. The anticipated cost of these improvements is £55m and there is no current funding available.

7.28 In light of the potential ‘funding gap’, where appropriate, we will seek contributions from new development towards solutions to the A40 and also the A44 congestion problems on the approaches to Oxford.

Witney

7.29 At Witney, traffic congestion has long been a serious concern with an Air Quality Management Area (AQMA) having been designated at Bridge Street. Other areas suffering from congestion include the Ducklington Lane junction with Station Lane and Thorney Leys and Witan Way although recent improvements have been made to the former in 2014 to help improve traffic flow.

7.30 Witney’s congestion problems are in large part due to there being only one crossing point across the River Windrush at Bridge Street which acts as a bottleneck to traffic travelling east – west across the town. A previous scheme known as the Cogges Link Road (CLR) which would have provided a second river crossing was abandoned following a failed compulsory purchase order.

7.31 As the District’s main town and a key focus for growth under this local plan, it is essential that future development at Witney is supported by appropriate and timely investment in new and enhanced highway infrastructure. We have identified a number of ‘strategic’ and ‘non-strategic’ highway improvement schemes needed to support the Local Plan.

7.32 In addition to the improvements to the Ducklington Lane junction which have already been completed, the following strategic highway schemes have been
identified as being necessary to support the quantum and distribution of planned housing and employment growth at Witney:

- **Downs’s road junction** – the provision of a new ‘all movements’ junction onto the A40 at Downs’ Road to the west of Witney. This will be delivered as part of the committed urban extension to the west of Witney (north Curbridge).

- **Shore’s Green Slip Roads** - the provision of west facing slip roads at the Shore’s Green junction onto the A40 to the east of Witney. **This will be delivered as part of Delivery will be facilitated by** the proposed East Witney Strategic Development Area (SDA) – see Policy WIT1, **and will be accompanied by proposed improvements to Bridge Street.**

- **West End Link** – the provision of a new road link between Woodford Way and West End creating a second river crossing for Witney. **This will be delivered as part of Delivery will be facilitated by** the proposed North Witney Strategic Development Area (SDA) – see Policy WIT2

- **Northern Distributor Road** – the provision of a new road link between Hailey Road and Woodstock Road via New Yatt Road. This will be delivered as part of the proposed North Witney Strategic Development Area (SDA) – see Policy WIT2

7.33 LTP4 envisages that these schemes will come forward sequentially with the Ducklington Lane improvements happening first (now completed) followed by the A40/Downs Road junction followed by the Shores Green Slip Road scheme and associated improvements at Bridge Street. Whilst not specified in LTP4, the inference is that the West End Link and Northern Distributor Road would follow on from these other strategic highway improvements. Whilst these schemes cannot be expected to eliminate traffic congestion in Witney, they will help to mitigate the impacts of the developments that are proposed to deliver them and as a combined package of measures, will have a number of wider benefits that justify them being safeguarded and taken forward through the Local Plan.

7.33a The Downs Road junction will have a number of demonstrable benefits not least the fact that the large number of businesses located on the western side of Witney will be able to access the A40 directly instead of using Deer Park Road and Thorney Leys. New residents of the committed urban extension to the west of Witney will also be able to conveniently access the town centre via the A40 should they wish to.

7.34 The Shores Green Slip Roads scheme will for example allow those living in the east and north east areas of Witney to access the town centre from the south by using the A40 instead of travelling along Oxford Hill and Bridge Street. Similarly, a proportion of drivers wishing to access the A4095 will be able to do so via Jubilee Way rather than via Bridge Street and Woodstock Road.

7.35 The Downs Road junction will have a number of demonstrable benefits not least the fact that the large number of businesses located on the western side of Witney will be able to access the A40 directly instead of using Deer Park Road and Thorney.
Leys. New residents of the committed urban extension to the west of Witney will also be able to conveniently access the town centre via the A40 should they wish to.

7.36 The West End Link and northern distributor road are needed to enable the proposed development of land to the north of Witney. Without these measures in place the development would be likely to have an unacceptable transport impact. Transport modelling also suggests these new links will have a number of wider benefits to Witney.

7.37 These four strategic highway schemes will therefore be safeguarded through this local plan and delivered through the development schemes identified. A number of potential ‘non-strategic’ improvements are also likely to be needed in and around the central area of Witney to help facilitate the movement of vehicles including buses through the town.

7.38 The Council’s IDP identifies a number of potential improvements and the District Council will continue to work in partnership with the County Council to bring these and other schemes forward as necessary.

Carterton

7.39 At Carterton, although the road network is not congested, there is no ‘A’ road access to the town from the A40 or the A361 and it remains an aspiration of the District and County Councils to deliver improved access to the town and RAF Brize Norton from the strategic road network. LTP4 identifies improved access to the A40 as a key objective. This is seen as critically important to unlocking the town’s economic potential and helping to provide a better balance of housing and job opportunities in order to reduce levels of out-commuting. It will also facilitate the movement of vehicles to and from RAF Brize Norton.

7.40 The County Council have undertaken a number of studies to help inform the most appropriate way forward and have prioritised the B4477 Brize Norton Road for upgrading to A-road standard which will also include the provision of a premium cycle route together with associated complementary measures. It is estimated that this will cost in the region of \( £3.5m \) to \( £3.9m \) and will be delivered through a combination of funding including developer contributions. The addition of west facing slip roads to the A40 has been identified as a key part of this project in LTP4 and is likely to cost in the region of \( £2.8m \) to \( £7.2m \).

7.41 It has been previously suggested that a new link road could also be provided from the B4477 Brize Norton Road to the Witney Road which would take a proportion of vehicular trips away from the northern part of Brize Norton village. The County Council has concluded that in light of the priority being given to the B4477 upgrade to A-road standard, at the present time this link is not needed as it would encourage trips along the Witney Road instead.

7.42 Elsewhere in Carterton, the committed development of \( 316-250 \) homes to the north west of Carterton will deliver a new link road from Shilton Road to Elmhurst Way. It is anticipated that this development will be complete within 5-years.
Chipping Norton

7.43 Chipping Norton sits astride the crossing of the A44 and A361, with the heavily used lorry route to and from the Evesham area passing through the Town Centre. As a result, an Air Quality Management Area has been designated on Horsefair and Banbury Road, which could act as a constraint to new development if unresolved. An Action Plan was approved in 2008 containing a range of measures aimed at improving air quality, primarily through reduction of HGV movements. We will continue to work with the County Council to deliver these objectives (see Section 9).

7.43a In recognition of the need to reduce the movement of vehicles in general and HGVs in particular through Chipping Norton, a key component of the East Chipping Norton (Tank Farm) Strategic Development Area (SDA) is the proposed delivery of an eastern link road which it is envisaged will connect the Burford Road/Charlbury Road to London Road and onto the Banbury Road to the north.

7.43b Recent transport evidence commissioned by the County Council suggests that the provision of an eastern link road for Chipping Norton would not only help to mitigate the traffic impact of the additional housing at Tank Farm but would also have benefits for through traffic compared to a smaller development effectively served by a cul de sac arrangement. Furthermore, coupled with appropriate HGV restrictions on key sections it might be possible to reduce the volume of HGVs running along the High Street by as much as 45% in the AM peak period and 37% in the PM peak period, thereby having a significant air quality benefit. The provision of this strategic road link is therefore a prerequisite of the proposed SDA which has been increased in size from the original draft proposal (see Section 9).

Eynsham

7.43c Proposed strategic growth to the west and north of Eynsham (see Section 9) has the potential to deliver not only a large number of new homes to meet identified needs but also provides the opportunity to deliver a number of strategic highway improvements. Whilst the proposals are at a relatively early stage and will be worked up in more detail through an ‘Area Action Plan’ (AAP) it is anticipated that land to the west of Eynsham, in being brought forward as a comprehensive, strategic urban extension to the village has the potential to deliver a new western link road connecting the A40 to the B4449 to the south of Eynsham. This would help to reduce the amount of ‘through-traffic’ in Eynsham and provide improved access to the A40 for the established employment areas to the south.

7.43d To the north of Eynsham, the scale of the proposed new garden village settlement is such that it offers the potential to deliver a number of strategic highway improvements. This will include the provision of a new 1,000 space park and ride site being delivered as part of the Science Transit project (see ‘Public Transport’ below).

7.43e As the garden village proposal is at a very early stage, other potential strategic improvements have not yet been determined in detail but are likely to include a new road connection with the A40, potentially linking with the proposed western bypass and thereby allowing easy access to the B4449 to the south.

7.43f A new main road is also likely to be provided through the garden village site connecting the A40 with Cuckoo Lane and Lower Road to the east thereby allowing
greater journey choice and facilitating easier access to Hanborough Railway Station. The proposed development also provides the opportunity to create an iconic ‘feature bridge’ across the A40 connecting the new village with Eynsham to the south. This will allow existing and new residents and employees convenient access between the two areas and into open countryside beyond.

7.43 Other strategic highway improvements may be identified as the proposals are worked up in more detail through the proposed Area Action Plan (AAP) process (See Section 9). This will include consideration of improvements in the wider area including for example the Swinford Toll Bridge to reduce congestion at peak times.

Other Areas

7.44 Elsewhere, the District is largely served by a rural road network which in some instances has limited capacity for a significant increase in traffic. Particular constraints are the narrow highways through the centre of settlements, the limited number of river crossings and the capacity of the bridges at these crossings, many of which are single vehicle width with traffic light controls.

7.45 This is especially so over the River Thames on the southern boundary of the District, where the road crossings are mainly historic bridges of single vehicle width. One of these, on the A415 at Newbridge, is a Scheduled Monument, is deteriorating and is the subject of a weight restriction order. The bridge provides a vitally important transport link to the southern parts of Oxfordshire and any future operational problems would have a significant impact. There is also congestion at the crossing of the River Windrush at Burford as well as the aforementioned problems along the A4095 around Long Hanborough and Bladon.

7.46 We will continue to work in partnership with the County Council to identify and deliver highway improvements that are needed to mitigate and support the level and distribution of growth planned for these rural sub-areas through the Local Plan.

7.47 Where appropriate and necessary, the District Council will seek provision towards enhanced highway infrastructure from new developments, either directly or through an appropriate financial contribution.

7.48 In general terms, as technologies develop, the role alternative fuels will play in both public transport and private vehicles such as hybrid, electric, and other types of low emission vehicles, is likely to increase nationally. Such changes in how transport is fuelled, is likely to have positive effects on the environment. Locally, these may be witnessed within the air quality management areas in Chipping Norton and Witney.

**Policy T2 – Highway Improvement Schemes**

All development will be required to demonstrate safe access and an acceptable degree of impact on the local highway network.

Development proposals that are likely to generate significant amounts of traffic, shall be supported by a Transport Assessment (TA) and where appropriate a Travel Plan.

Where necessary to mitigate the impact of development and support planned growth, contributions will be sought from new development towards new and/or enhanced highway infrastructure either directly as
The following strategic highway infrastructure schemes are proposed to be safeguarded and delivered as part of the committed and allocated urban extensions and new Garden Village identified in this Local Plan:

- Downs Road junction, Witney
- Shores Green Slip Roads, Witney
- West End Link Road, Witney
- Northern Distributor Road, Witney
- Eastern Link Road, Chipping Norton
- Western Link Road, Eynsham
- Northern Link Road, West Oxfordshire Garden Village

The Council will continue to support the provision of A-road access to Carterton via the B4477 together with the provision of west facing slip roads at the junction of the A40 and B4477. Contributions will be sought from new development as appropriate.

The Council will continue to work in partnership with Oxfordshire County Council in relation to securing improvements to the A40 between Eynsham and Oxford including the potential provision of a new park and ride site at Eynsham and associated bus priority measures.

The Council will continue to work in partnership with Oxfordshire County Council in relation to securing improvements to the A40 between Witney and Oxford. This will include the provision of an eastbound bus lane in conjunction with the proposed park and ride at Eynsham to help address congestion in the short to medium term, together with longer term improvements including the provision of a westbound bus lane from Oxford to Eynsham and dualling of the A40 between Witney and Eynsham.

Contributions will be sought from new development and other potential sources of funding as appropriate.

In addition, the Council will work in partnership with the County Council to deliver other ‘non-strategic’ highway improvements necessary to support the quantum and distribution of growth identified in the Local Plan with contributions to be sought from new development as appropriate.
Public Transport

7.49 Improvements to public transport including bus and rail services have a key role to play in encouraging fewer car journeys. If bus and rail can be convenient, frequent, reliable and reasonably priced, people are more likely to make a conscious effort to leave their car at home and catch a bus or train instead.

7.50 Whilst the Local Plan has no influence over the price of public transport it can influence how convenient it is to use, how frequently it runs and to some extent how reliable it is.

Bus Services

7.51 Parts of West Oxfordshire are well-served by bus services including premium routes between Carterton, Witney, Eynsham and Oxford and between Chipping Norton, Woodstock and Oxford. However, journey times can be unreliable because of congestion within Witney, at Eynsham and approaching Oxford.

7.52 Providing high quality, frequent bus services as well as good waiting facilities and up to date service information is critical to encouraging greater passenger use by making public transport an attractive travel choice.

7.53 Discussions have been held with Oxfordshire County Council and the main bus operators through the preparation of the Local Plan and IDP and a number of potential enhancements to bus services and facilities within West Oxfordshire have been identified. These include improvements to bus stops to install real time information and improved waiting and boarding facilities, improved bus journey times and increased frequencies of services.

7.54 The County Council have identified a need for a remote park and ride in West Oxfordshire to alleviate congestion on the approaches to Oxford. A potential site has been identified at Eynsham and this is included in the Council’s IDP. It is anticipated that the park and ride site will be delivered in conjunction with the improvements that are proposed to the A40 as part of the Oxfordshire science transit project, part of which is focused on tackling the current traffic problems between Eynsham and the Wolvercote roundabout on the edge of Oxford. As highlighted above, the County Council have identified a need for a remote park and ride at Eynsham. It is anticipated that the park and ride site will be delivered in conjunction with the improvements that are proposed to the A40 as part of the Oxfordshire science transit project, part of which is focused on tackling the current traffic problems between Eynsham and the Wolvercote roundabout on the edge of Oxford. The new park and ride site will have 1,000 parking spaces and will form an integral part of the proposed garden village north of the A40 near Eynsham providing fast and frequent bus services into Oxford.

7.55 These and other potential public transport improvement schemes are identified in the IDP. We will continue to work in partnership with Oxfordshire County Council and the bus operators to secure new and improved bus services and facilities in West Oxfordshire. In particular, we will ensure that where necessary, new development is supported by improvements to bus services and facilities either provided directly as part of the development or through an appropriate financial contribution. The need to enhance bus service provision wherever possible is particularly acute in light of the decision to cut a number of bus service subsidies in July 2016.
Rail Services

7.56 West Oxfordshire is reasonably well-served by passenger rail services although not at the main towns. There are two mainline railways shown on the Key Diagram, the Cotswolds and Malvern line and the Oxford/Birmingham line, the former having benefited from the redoubling of 20 miles of track between Charlbury and Evesham, which included new platforms at Charlbury and Ascott under Wychwood.

7.57 There is one passenger station on the Oxford/Birmingham line at Tackley and seven on the Cotswolds and Malvern line including Long-Hanborough, Combe, Finstock, Charlbury, Ascott under Wychwood, Shipton under Wychwood and Kingham. The largest stations used by most passengers and served by the greatest number of train services are Charlbury, Kingham, Long-Hanborough and Tackley. Car parking capacity is an important consideration for a number of stations.

7.57a Passenger growth on the Cotswold line has been significant with exceptional growth at Hanborough (up 239%) and at the busiest station on the line at Charlbury (up 30%)\(^{34}\). LTP4 highlights the fact that there is significant demand and yet further passenger growth is being suppressed by train capacity and poor access to some rural stations. There is potential for further growth with the introduction of an hourly service in December 2018. New trains will bring increased capacity with additional seating and will also achieve faster journey times, with some services from Hanborough reaching London Paddington in 63 minutes.

7.57b LTP4 identifies a strategic aspiration to develop Hanborough Station as a transport hub to help reduce congestion on the A40 as part of an overall package of public transport measures. To fulfil its potential, the station will require a larger car park, footbridge and new platform so any trains extended from Oxford can terminate and turnaround. To fully realise the potential of the railway, further redoubling will be required at the eastern and western ends of the line, between Wolvercot Junction and Hanborough, and from west of Evesham towards Pershore. This would allow up to three trains per hour to Hanborough and/or Charlbury and two trains per hour between London and Worcester, with a journey time under two hours.

7.57c In light of the proposed improvements to Hanborough Station a key element of the proposed garden village to the north of Eynsham will be the provision of improved connectivity between the new settlement and the station particularly by bus and cycle. This is addressed in more detail in Section 9.

7.58 Notably, none of the three main towns (Witney, Carterton and Chipping Norton) is directly served by rail although there are bus links to Kingham station from Chipping Norton and to Long Hanborough from Witney.

7.59 In addition to the improvements outlined above, Oxfordshire County Council’s draft rail strategy LTP4 identifies a number of other potential improvements to rail services within West Oxfordshire. The District Council will continue to work in partnership with the County Council and rail providers to further investigate the

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\(^{34}\) Source: LTP4 Volume 3: Rail Strategy
potential delivery of the various schemes and aspirations that have been identified, particularly in line with the emerging LTP4 and the proposed final rail strategy.

7.60 It is important not to consider rail and bus services separately because in some instances it may be possible to deliver an integrated approach with seamless transition from one journey which may be by train onto the next which may be by bus. Making it easier to access public transport by bike or on foot is also important.

Community Transport

7.61 Community transport schemes are vital for people who do not have access to a car and are unable to use public transport, walk or cycle to their destination, usually due to disability, age-related frailty, or mobility problems. There are a number of community transport schemes in West Oxfordshire including a dial-a-ride scheme, community buses and volunteer car schemes as well as the Oxfordshire Comet, a bookable transport service for those who can’t access suitable public transport. These receive advice and practical support from Community First Oxfordshire, Rural Community Council (ORCC).

7.62 We will continue to work in partnership with ORCC, Oxfordshire County Council and the other District Councils in order to develop the community transport sector in West Oxfordshire, to increase capacity and improve the coverage of the district.

Active Travel (Walking and Cycling)

7.63 Alongside improvements to public transport, encouraging-enabling more active forms of travel including walking and cycling is essential to reducing car use. It also has the added benefit of encouraging more healthy lifestyles and helping to tackle health concerns including rising rates of obesity.

7.64 The provision of high quality, well-designed and maintained pedestrian and cycle facilities as well as the provision of information such as clear signage is critical to encouraging more walking and cycling. The planning system has a key role to play in this regard by ensuring that new development is supported by appropriate levels of investment in new and enhanced pedestrian and cycle infrastructure. LTP4 includes an active and healthy travel strategy focusing on cycling and walking as well as door to door integrated multi-modal journeys.

7.65 At present, West Oxfordshire is reasonably well-served in terms of walking and cycling facilities, although most of these linkages are focused on the main towns of Witney and Carterton including in particular routes installed as part of the Madley Park and Shilton Park developments. Cross-town cycle routes can however suffer from poor signage as well as having some gaps in provision.

7.66 Outside the main towns and rural service centres although there are a number of national cycle network routes running through the District, most pedestrian and cycle opportunities involve the use of ‘quiet roads’ rather than dedicated pedestrian and cycle links. Increased traffic levels on these quiet roads may prevent vulnerable road users from accessing these routes safely.

7.67 We have in discussion with Oxfordshire County Council, we have identified a number of general and specific improvements to pedestrian and cycle infrastructure needed to accommodate future growth in the District. These include the provision of additional footways and cycle paths and improvements to existing routes, with a
particular focus on improving accessibility to key locations, and encouraging greater use of public transport can be encouraged (e.g. through provision of walking and cycling routes to bus stops and provision of cycle parking at bus stops).

The County Council have also identified the potential provision of a new cycleway between Carterton and Witney, as well as a number of specific improvements in Witney and the need for improved cycle parking at key destinations and employment sites in Witney, Carterton, Chipping Norton, Eynsham and Woodstock.

We will continue to work in partnership with Oxfordshire County Council, developers and other relevant partners to deliver attractive, new and enhanced pedestrian and cycle routes and facilities within the District including through new development.

**Policy T3 – Public Transport, Walking and Cycling**

All new development will be located and designed to maximise opportunities for walking, cycling and the use of public transport.

Where opportunities for walking, cycling and using public transport are more limited, other measures will be sought to help reduce car use as appropriate (e.g. measures to promote home working or the opportunity for linked trips e.g. through mixed-use development).

New development will be expected to contribute towards the provision of new and/or enhanced public transport, walking and cycling infrastructure to help encourage modal shift and promote healthier lifestyles.

Development that fails to make adequate provision of measures to encourage the use of non-car modes of transport will not be favourably considered.

**West Oxfordshire District Council** will continue to work in partnership with the highway authority, developers, local councils, bus and rail operators and other voluntary and community sector organisations, to:

- Increase the use of bus, rail and community transport through the provision of improved services, facilities and information including specific schemes identified in the Local Transport Plan, the IDP and the draft Rail and Bus Strategies for Oxfordshire; and

- Provide safe and convenient travel within and between the network of towns and villages in West Oxfordshire, particularly for pedestrians, cyclists and other vulnerable road users, users of public and community transport including specific schemes identified in the Local Transport Plan and IDP.
Parking Provision

7.70 The amount of parking provided can also have a direct impact on people’s travel choices and the District Council can influence the amount of parking available in two ways. Firstly we can determine how much parking is provided as part of new development such as housing, shops and offices.

7.71 In this regard we will determine the level of provision in accordance with the residential, non-residential and cycle parking standards adopted by Oxfordshire County Council as highway authority. The residential parking standards are based on the provision of an ‘optimum’ number of spaces rather than a ‘maximum’ or minimum and are based on the provision of a mix of allocated and unallocated spaces.

7.72 We can also influence parking through our approach towards the provision of off-street parking. National planning policy suggests that local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision for motorcycles. In addition to the quality and cost of parking provision, we can influence the amount of parking available.

7.73 With regard to off-street public car parking, there are 16 car parks in West Oxfordshire and the Council’s long standing position has been not to charge for parking to maintain the attractiveness of local centres. Car parking is managed through time restrictions, the effectiveness of which is kept under review. Sufficient and convenient parking provision can make a significant contribution to the continued viability of our town centres and main employment areas.

7.74 In Chipping Norton public car parking spaces in the town centre are insufficient to meet current needs and in Witney although public car parking spaces in the town centre are considered adequate to meet current needs, the Woolgate and Woodford Way car parks operate at a high level of usage.

7.75 Car parking is also under pressure in popular tourist towns such as Burford and Woodstock particularly at weekends and there is a need to continue to review car and coach parking arrangements to ensure available spaces are efficiently used and provide additional car parking where capacity is being exceeded. The Council is preparing a parking strategy that will help to inform future decisions about the quantum and distribution of parking needed within the District.

7.76 We will continue to monitor car parking requirements and parking management whilst promoting alternative means of travel. We will also seek improvements and capacity increases to public parking as appropriate including through new development.

Policy T4 – Parking Provision

The Council will work with partners to provide, maintain and manage an appropriate amount of off-street public car parking, particularly to support our town and village centres and to address issues of congestion and air quality.

Parking in new developments will be provided in accordance with the County Council’s adopted parking standards and should be sufficient to meet increasing levels of car ownership.
Proposals for new off street public car parking areas will be supported in accessible locations where they would help to ensure the continued vitality and viability of town centres, where they would support visitor and tourist facilities and attractions or where the local environment is being seriously damaged by on-street parking and alternative parking provision is essential.

Development proposals which significantly increase car parking demand will be expected to make appropriate public car parking provision or equivalent financial contributions.
8. ENVIRONMENTAL AND HERITAGE ASSETS

Our environmental objectives include:

**CO9** Promote inclusive, healthy, safe and crime free communities.

**CO14** 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.

**CO15** **Contribute to reducing Reduce** the causes and adverse impacts of climate change, especially flood risk.

**CO16** **Achieve Enable** improvements in water and air quality.

**CO17** Minimise the use of non-renewable natural resources and promote more widespread use of renewable energy solutions.

8.1 A key characteristic of West Oxfordshire is the quality and diversity of its natural and historic environment. One of the biggest challenges for the Local Plan is to protect, sustain and enhance this environment, while at the same time accommodating necessary development. This section sets out how this objective will be pursued locally through our approach to the conservation and enhancement of the District’s environmental assets – its landscape character, biodiversity, green infrastructure, public realm, natural resources (water, waste, minerals) and the historic environment.

**Landscape Character**

8.2 West Oxfordshire is a predominantly rural district which embraces large areas of relatively unspoilt countryside and a diverse pattern of landscapes, including rolling uplands, river valleys, historic parkland, remnants of ancient forests, low-lying farmland and riverside meadows. The local distinctiveness and intrinsic quality of the landscape helps to define the sense of place, has been instrumental in shaping settlement patterns and provides an important resource, attracting people to live and work in the area, as well as contributing to the tourist economy. West Oxfordshire is renowned for its gentle scenic beauty, about a third of which has national recognition as an Area of Outstanding Natural Beauty (AONB) – part of the Cotswolds AONB.

8.3 Conserving and enhancing the quality of our landscape - whilst supporting suitably located and designed development necessary to promote the economic and social well-being of the area and its communities - are important objectives. Within the Cotswolds, great weight will be given to conserving and enhancing the natural beauty, landscape and countryside, not just within the AONB but also where development would affect its setting. Advice from the Cotswolds Conservation Board, including the Cotswolds AONB Management Plan (endorsed by the District Council as supplementary guidance and is a material consideration) and Landscape Character Assessment, Strategy and Guidelines, is invaluable.
8.4 In accordance with national policy, major developments within the AONB will only be permitted in exceptional circumstances and where it can be demonstrated that they are in the public interest. Importantly, there is no singular definition of major development and the Council will consider each case on its merits having regard to relevant factors including location, scale, context and design. In some instances, even relatively small-scale developments will be classed as major development and therefore only permitted in exceptional circumstances and where they can be demonstrated to be in the public interest.

8.5 Natural England has undertaken a high-level assessment of the country’s landscapes, identifying and describing the distinct areas and highlighting opportunities in useful profile publications. West Oxfordshire falls within two of these National Character Areas: NCA 107 Cotswolds and NCA 108 Upper Thames Clay Vales (latest profiles published March 2015 and June 2014 respectively). Complementing these profiles, a more detailed local character assessment is included in the West Oxfordshire Landscape Assessment (WOLA) which describes the landscape characteristics of different areas within the District, giving guidance on landscape enhancement, planning and development. Figure 8.1 shows the 13 Character Areas identified in the assessment.
8.6 The NCA profiles and the West Oxfordshire Landscape Assessment together with guidance in the West Oxfordshire Design Guide SPD, detailed appraisals of the landscape setting of the main towns (undertaken to inform strategic site allocations) the Historic Landscape Character Assessment (HLC) for Oxfordshire and the Oxfordshire Wildlife and Landscape Study (OWLS), should be used to inform development proposals and to ensure they respect the distinctive landscape character areas.

8.7 A fundamental influence upon the landscape is the underlying geology and soil which in turn affect biodiversity, agricultural land quality and productivity and water management. Protecting and enhancing our soil resources is particularly important in a predominantly rural area such as West Oxfordshire, is an essential element of
sustainable development and is advocated by Government (for example, in its ‘Safeguarding our Soils – A Strategy for England’ and through the NPPF).

8.8 As one of the most wooded areas of Oxfordshire, groups and individual trees (including aged and veteran trees, often associated with historic parkland), hedgerows, coppices and woodlands make a fundamental contribution to the landscape and character of West Oxfordshire, as well as having their own intrinsic beauty and value. They add to the area’s biodiversity, provide historic continuity and psychological wellbeing, soften the built environment and perform a useful role for the micro and macro climate and ecosystem, including contributing to the water and carbon cycles.

8.9 It is important that these existing natural features and their settings are protected, managed and, where appropriate, supplemented by new planting of local native species, at the individual site-scale through to the wider landscape-scale. As an example of an irreplaceable habitat, ancient woodland, in particular, needs special care with buffers of additional planting of native trees of at least 15 metres between woodland and development.

8.10 It is not just physical features which affect landscape character; large parts of rural West Oxfordshire are noted for their peace and tranquillity. Pollution, especially noise and light, can undermine this ‘unspoilt’ character. Any development should maintain or improve the existing level of tranquillity. A more detailed assessment of tranquillity will be undertaken as part of the further work on West Oxfordshire’s Green Infrastructure resource and will feed into the early any subsequent review of this Local Plan. In the interim, the CPRE’s Tranquillity Map of Oxfordshire is a useful guide in assessing areas of tranquillity as is the Cotswolds AONB Conservation Board’s Position Statement on Tranquillity and Dark Skies. The Rollright Stones in the north of the District are part of a network of places recognised as Dark Sky Discovery Sites.

8.11 In addition to more general district-wide landscape considerations, there are three areas in West Oxfordshire that are given special policy attention: the Lower Windrush Valley Project Area (an area of major landscape change associated with mineral extraction and after-uses, especially for recreation, tourism and nature conservation); the Windrush in Witney Project Area (a fundamental component of the town’s attractive character); and the Wychwood Project Area (a project that aims to restore the landscape character and mix of habitats associated with the Royal Hunting Forest of Wychwood). These three areas, together with the Cotswolds AONB, will continue to be identified for special landscape protection and enhancement (see Figure 8.2).

35 Natural England Standing Advice on Ancient Woodland 2012
Figure 8.2 – Special Landscape Policy Areas
Policy EH1 - Landscape Character

The quality, character and distinctiveness of West Oxfordshire’s natural environment, including its landscape, cultural and historic value, tranquillity, geology, countryside, soil and biodiversity, will be conserved and enhanced.

New development should respect and, where possible, enhance the intrinsic character, quality and distinctive natural and man-made features of the local landscape, including individual or groups of features and their settings, such as stone walls, trees, hedges, woodlands, rivers, streams and ponds. Conditions may be imposed on development proposals to ensure every opportunity is made to retain such features and ensure their long-term survival through appropriate management and restoration.

Proposals which would result in the loss of features, important for their visual, amenity, or historic value will not be permitted unless the loss can be justified by appropriate mitigation and/or compensatory measures which can be secured to the satisfaction of the Council.

When determining development proposals within or impacting upon the Cotswolds Area of Outstanding Natural Beauty, great weight will be given to the conservation of the area’s landscape and scenic beauty.

Special attention and protection will be given to the landscape and biodiversity of the Lower Windrush Valley Project, the Windrush in Witney Project Area and the Wychwood Project Area.

Biodiversity

8.12 The landscape and biodiversity of an area are inter-related. In the same way as West Oxfordshire has a rich and diverse landscape, so too does it contain a rich variety of habitats, which support a wide range of legally protected species, priority species and other wildlife. Both reflect the underlying soils and geological diversity of the area. About 4% of the District’s countryside falls within sites identified for their biodiversity or geological importance, including 29 Sites of Special Scientific Interest and the internationally important Cassington Meadows Special Area of Conservation (SAC), part of the Oxford Meadows SAC36.

8.13 However, the bulk of wildlife lives outside nature reserves and specifically protected areas so, in order to meet the Government’s aim of minimising impacts on

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36 The Oxford Meadows Special Area of Conservation (SAC), part of which is within West Oxfordshire’s boundary, is designated by the European Commission as being of European importance for its biodiversity interest. A Habitat Regulations Assessment (HRA) concluded that in order to ensure the Local Plan will have no likely significant adverse effect on the integrity of the SAC, a partnership approach should be adopted to monitor air quality and a framework of air quality measures be adopted. The HRA identified two key issues were, however, identified: air quality and recreational pressure as key issues. Further assessment of these issues will need to be made if more detailed proposals (for example through neighbourhood plans or a planning application) are likely to have a significant impact, in particular to ensure that there will not be any localised adverse effects resultant from construction or increased road trips within 200m of the European sites.
biodiversity and achieving net gains and improvements for nature (helping to meet the international commitment of halting and reversing the decline of biodiversity by 2020), it is important that biodiversity is carefully considered in relation to all development proposals. British Standards BS 42020:2013 'Biodiversity – Code of practice for planning and development', provides clear guidance on biodiversity conservation and enhancement, which the Council expects will be applied as good practice, the application of which is encouraged by the Council as good practice.

8.14 Biodiversity protection and enhancement provides clear benefits to nature but the benefits are far wider than this alone. Nature’s services – using the ecosystem services approach advocated by the Government through the Natural Environment White Paper – include: cultural services to people and the economy (such as the role fulfilled by the Wychwood National Nature Reserve in terms of sense of place, recreation, tourism and education); regulating services (e.g. the water meadows along the River Thames and its tributaries providing natural flood relief and water purification and improving water quality); and provisioning services (ranging from wine and cider to food and timber production from our countryside).

8.15 In recognition of their wide ranging benefits, the protection of West Oxfordshire’s wildlife and the conservation, enhancement and restoration of its biodiversity and geodiversity are promoted. A strategic approach is advocated, giving recognition to the contributions made by sites, areas and features, individually (following the national hierarchical approach to site and species protection) and in combination to wider ecological networks. Within the NPPF, Section 11 and Paragraph 109 and 118 are of particular relevance, along with the accompanying PPG.

8.16 Networks of natural habitats provide a particularly valuable resource and need protection and, where possible, reinforcement, integration and expansion, creating links between fragmented habitats to create greater coherence and resilience, not least because this will increase the opportunity for species and habitats to adapt to climate change and other pressures. Landscape features such as hedgerows, woods, rivers, meadows, ponds and floodplains can be invaluable components of these networks, providing wildlife corridors and stepping-stones in both urban and rural areas. The early identification of features of value is needed in any development proposal to ensure adequate measures are taken for their incorporation, enhancement and protection. In order to identify how such features within a development site form part of a wider ecological network, the landscape context of the site and the habitat connectivity beyond its boundaries should be taken into account.

8.17 A partnership of conservation bodies in Oxfordshire (formerly the Oxfordshire Nature Conservation Forum and now Wild Oxfordshire) has assessed the county’s key strategic habitats and species and devised Conservation Target Areas (CTAs) (see Figure 8.3). These are the most important areas for wildlife conservation where targeted conservation action will have the greatest benefit. The main aim within CTAs is to restore biodiversity at a landscape-scale through maintenance, restoration and creation of UK priority habitats and areas for priority species.

Circular 06/2005 provides guidance in respect of statutory obligations for biological conservation and their impact within the planning system. Section 11 of the NPPF is also of particular relevance.
8.18 In planning terms, **they CTAs** can be considered as potential areas of ecological constraint **but and**, more positively, as areas of ecological opportunity. Development proposed within or close to a CTA should identify the biodiversity constraints and opportunities and show how the proposal will help to achieve the aims of the CTA. West Oxfordshire target areas **CTAs** include the Upper Windrush and Wychwood Forest.

8.19 The creation of coherent and resilient large scale ecological networks is being encouraged by the Government through the establishment of Nature Improvement Areas (NIAs), where the aim is to achieve significant and demonstrable enhancement through partnership working. The Oxfordshire Local Nature Partnership — Wild Oxfordshire — will help to identify and establish new, locally determined NIAs in the county. The CTAs, Strategic Green Infrastructure and Natural Character Areas are likely to form the core of these NIAs. The Cotswolds Ecological Networks Partnership has already identified two Cotswolds NIAs; extensive parts of West Oxfordshire are covered by their the Cotswolds Valleys NIA.

8.20 Figure 8.4 shows the key components of the local ecological networks, including: international, national and local sites of importance for biodiversity and geological conservation interest, and areas identified by local partnerships for habitat restoration and creation. In 2015 2014 the important sites in West Oxfordshire included one international site (part of the Oxford Meadows Special Area of Conservation), 31 national sites (two national nature reserves and 29 Sites of Special Scientific Interest) and 123 local sites (16 Local Geological Sites, 2 Local Nature Reserves, 98 Local Wildlife sites (LWSs) and 7 proposed LWSs). The number and location of sites change over time as surveys and re-surveys take place. A living list of Local Wildlife Sites is available on the Thames Valley Environmental Records website. 

38 [http://www.tverc.org](http://www.tverc.org)
Figure 8.3 – Conservation Target Area and Nature Improvement Areas
Figure 8.4 – Local Ecological Networks
Development proposals affecting or related to these and other ecologically important areas will be expected to ensure that any potential harm is avoided. However in exceptional cases when harm cannot be avoided then the proposed works will need to be fully mitigated and compensated in order to include enhancements. Some potential areas of improvement are identified in the Infrastructure Delivery Plan (IDP). In order to ensure there is no net loss to biodiversity, the incorporation of biodiversity in and around developments will be a requirement. Development proposals affecting or related to these and other ecologically important areas will be expected to ensure that any potential harm is avoided. However in exceptional cases when harm cannot be avoided, then the impact on biodiversity will need to be fully mitigated and/or compensated. Some potential areas of improvement are identified in the Infrastructure Delivery Plan (IDP). In order to ensure there is no net loss of biodiversity, the enhancement of biodiversity within developments will be a requirement, for example, habitat creation and provision of features for species.

Only when all methods of avoidance and on-site mitigation have been fully explored and proven to the LPA that they cannot be satisfactorily achieved on site will biodiversity offsetting be considered for an exceptional development case. Biodiversity offsetting is a mechanism used to secure compensation for the impacts of a development by creating or restoring for the creation or restoration of important habitats elsewhere. Not all habitats, however, can be re-created; ancient woodland, for example, is irreplaceable, having evolved over centuries, with a complex interdependency of geology, soils, hydrology, flora and fauna.

In addition to the more strategic approach to habitat enhancement and creation, there are relatively small measures that can be undertaken through the development process that cumulatively will bring benefits for biodiversity, including incorporating integral bird and bat boxes, such as planting of native trees, shrubs and wildflowers and providing wildlife friendly landscaping such as green walls, roofs and balconies. In addition to the more strategic approach to habitat enhancement and creation, there are relatively small measures that can be undertaken through the development process that cumulatively will bring benefits for biodiversity, including incorporating integral bird and bat boxes into buildings, such as planting native trees, shrubs and wildflowers, planting ornamental plants with recognised wildlife value and providing wildlife friendly landscaping such as green walls, roofs and balconies. ‘Biodiversity and Planning in Oxfordshire’ (2014) provides valuable information, guidance and best practice for developers on a range of biodiversity issues.

**Policy EH2 - Biodiversity**

The biodiversity of West Oxfordshire shall be protected and enhanced to achieve an overall net gain in biodiversity and minimise impacts on geodiversity, including by:

- giving sites and species of international nature conservation importance and nationally important sites of special scientific interest the highest level of protection from any development that will have an adverse impact;

- requiring a Habitats Regulations Assessment to be undertaken of any development proposal that is likely to have a significant adverse effect, either alone or in combination, on the Oxford Meadows SAC, particularly in relation to air quality and nitrogen oxide emissions and deposition;
- protecting and mitigating for impacts on priority habitats, and protected species and priority species, both their importance individually and as part of a wider network;

- avoiding loss, deterioration or harm to locally important wildlife and geological sites and sites supporting irreplaceable habitats (including ancient woodland and aged or veteran trees), UK priority habitats and priority species, except in exceptional circumstances where the importance of the development significantly and demonstrably outweighs the harm and the harm can be mitigated through appropriate measures and a net gain in biodiversity is secured;

- ensuring development does not prevent the achievement of the aims of the Conservation Target Areas (CTAs) and Nature Improvement Areas (NIAs);

- promoting the preservation, conservation, restoration and re-creation of priority habitats, ecological networks and the protection and recovery of priority species populations, particularly within the CTAs and NIAs;

- taking all opportunities to enhance the biodiversity of the site or the locality, especially where this will help deliver networks of biodiversity and green infrastructure and UK priority habitats and species targets and meet the aims of Conservation Target Areas (CTAs);

All developments will be expected to provide towards the provision of necessary enhancements in areas of biodiversity importance.

Public Realm and Green Infrastructure

8.24 Green infrastructure consists of green areas in both rural and urban settings and fulfils a wide variety of environmental, social and economic functions. Green infrastructure can include nature reserves, designated sites, recreation grounds, parks and open spaces, public rights of way, allotments, cemeteries and many other green areas. Good quality, accessible space is highly valued by the public. The condition of the public realm (which includes areas as diverse as Burford High Street, Woodstock’s Market Square and Langel Common in Witney) has a significant impact on the street scene and quality of life and is an important component of the visual, spatial and historic qualities that make an area special and bring neighbourhoods together, contributing to the economic and social wellbeing of an area. Often no single authority, agency or owner has control over – or responsibility for – the management of such areas. Their provision, maintenance and enhancement forms a fundamental aspect of good design (see also Policy OS4). Such areas can be further enhanced by the provision of public art projects (usually created by visual artists and craftspeople for a specific site).

8.25 Protecting and securing improvements to the public realm is an important component to achieving sustainable communities. The NPPF emphasises that development should promote a network of public places and green spaces which are
attractive, accessible, safe, uncluttered, work effectively for all users and provide a high quality landscape/townscape. (The design section of PPG provides useful additional guidance.) Further benefits come from these areas being integrated through walkways, cycleways, rights of way, open spaces and natural and green corridors.

8.26 Many areas within the public realm perform a wide variety of functions. This multi-functionality of space occurs especially with green space: for example by providing a wide range of ecosystem services, helping to enhance biodiversity through improved connectivity, linking urban areas to their rural hinterlands, contributing to water management, creating a sense of place, providing opportunities for exercise, active recreation and healthy living, enhancing image, and creating places where people want to invest, generating jobs and businesses. It therefore has economic and social benefits and mitigates the impact of climate change.

8.27 As a predominantly rural district, it is not surprising that West Oxfordshire has a wide variety of green space, albeit not all publicly accessible or only accessible along public rights of way. In order to achieve the widest range of linked environmental and social benefits, green infrastructure networks need to be planned and managed – More, Bigger, Better Managed and Joined. This will be particularly important for those areas of greatest potential change, e.g. the main towns (where an accessible, green infrastructure network, close to where people live, needs to be treated as integral to the design and planning of new development), and where existing projects are already underway or emerging, e.g. the Lower Windrush Valley Project, the Cotswolds Save Our Magnificent Meadows Campaign, the Chimney Meadows Living Landscape Project and Conservation Target Areas. A Green Infrastructure Study (2011) has been undertaken for West Oxfordshire and further guidance on green infrastructure will be published, including identifying opportunities for partnership working, strengthening and reinforcing networks, enhancing connectivity and achieving long term management.

8.27a Given the valuable contribution trees and woodland make to the character of West Oxfordshire, tree planting and woodland creation should be an important component in protecting, reinforcing and expanding the green infrastructure network. Woodland can deliver multiple benefits, including for landscape and biodiversity, quality of life, climate change and for the local economy (timber and wood fuel markets).

8.28 The Infrastructure Delivery Plan (IDP) identifies some potential improvements to the District’s network of Green Infrastructure and where appropriate, development will be required to provide or contribute towards the provision of necessary improvements.

Policy EH3 – Public Realm and Green Infrastructure

The existing areas of public space and green infrastructure assets of West Oxfordshire will be protected and enhanced and new multi-functional areas of space will be created to achieve improvements to the network.
(through extending spaces and connections and/or better management), particularly in areas of new development and/or where stakeholder/partnership projects already exist or are emerging.

Public realm and publicly accessible green infrastructure network considerations should be integral to the planning of new development. New development should not result in the loss of existing green infrastructure unless it can be demonstrated that replacement provision can be provided which will improve the green infrastructure network in terms of its quantity, quality, accessibility and management arrangements.

Development proposals will be expected to provide or contribute towards the provision of necessary improvements to the District’s multi-functional network of green infrastructure (including Conservation Target Areas) and open space, providing opportunities for walking and cycling within the built-up areas and connecting settlements to the countryside through a network of footpaths, bridleways and cycle routes.

New development should not result in the loss of open space, sports and recreational buildings and land unless up to date assessment shows the asset is surplus to requirements or the need for and benefits of the alternative land use clearly outweigh the loss and equivalent replacement provision is made. Where appropriate, development will be expected to provide or contribute towards the provision of necessary improvements to open space, sports and recreational buildings and land*.

* Regard will be had to the Open Space Study (2013) and Playing Pitch Strategy (2014) for West Oxfordshire

Sport, Recreation and Children’s Play

8.29 Play parks, playing fields, country parks, sailing lakes, golf courses, allotments and the like, while primarily designed for formal and/or informal recreation purposes, all contribute to the District’s open space provision and fulfil the multi-functionality of green infrastructure. Recreational open space and built facilities, such as the Carterton Leisure Centre, are also fundamental to the quality of life and wellbeing of West Oxfordshire’s residents, contributing to community-life and bringing health and social benefits.

8.30 Local assessments of recreation provision show some inconsistency in the quantity and quality of facilities within West Oxfordshire. Given the aim of raising recreation participation levels, especially amongst young people, combined with a growing population, there is likely to be greater demand and pressure on existing facilities, giving added emphasis to the need for their retention. The general principle of protecting existing facilities is especially relevant for open spaces with recreational value in built-up areas, where demand is greatest and replacement space can be difficult to provide (see Policy EH3 - Public Realm and Green Infrastructure and Policy OSS5 - Supporting Infrastructure).
8.31 Additional provision will need to be made, both through new facilities and
maximising the use of existing facilities such as in schools and village halls. We will
work in partnership with schools and other organisations to make facilities available
to the wider community by maximising the range, quality and effectiveness of joint
use provision. The Infrastructure Delivery Plan (IDP) identifies a number of
necessary improvements to sport, recreation and play facilities across the District.
New development will be expected to provide or contribute towards the provision
of enhancements where appropriate, having regard to the West Oxfordshire Open

Decentralised, Renewable and Low Carbon Energy Development

8.32 We have already explained how as part of the overall strategy all development will
be expected to give explicit consideration to the efficient, prudent use and
management of natural resources including the use of sustainable construction,
minimisation of waste and recycling of waste (see Policy OS3). In line with the three-
step ‘energy hierarchy’ (lean, clean, green) we also need to give consideration to
specific proposals relating to decentralised energy supply and the use of renewable
and low carbon energy. An assessment of renewable and low carbon energy for
West Oxfordshire (LDA 2016) concluded that, in the short term at least, the
District has the potential to deliver greater carbon savings through new renewable
energy infrastructure than can be achieved through the development of new low
carbon buildings.

8.33 As part of its response to the challenges of both climate change and the security of
energy supply, the Government is remains committed to increasing the use and
supply of renewable and low-carbon energy, emphasising the responsibility on all
communities to contribute towards energy generation from such sources.
Community-led initiatives have begun to emerge locally, for example Southill Solar
Community Energy, Charlbury (currently under construction) the Community
Renewable Energy Strategy for Chipping Norton and Eynsham’s People Power
Station Project. The Council encourages and supports such schemes.

8.33a Community energy has the potential to deliver significant long term benefits to local
communities including reduced energy bills and increased energy sustainability and
security. Community energy can also help foster greater support and acceptance of
renewable energy development. Developments that are genuinely led by or meet the
needs of local communities will be encouraged and supported. The neighbourhood
planning process provides a good opportunity for the detailed consideration of
community energy schemes.

8.33b In addition to community energy, there are also three commercial solar farms in the
District (with a combined installed capacity of 62.7 megawatt), an anaerobic
digestion facility and a wide range of domestic and non-domestic, small to medium
scale installations generating solar, wind, hydro and biomass renewable energy.

8.34 A study into renewable energy in West Oxfordshire (the CAG Study) identified
opportunities for renewable energy technologies that generate electricity (wind,
solar PV, small scale hydro) or heat (biomass, solar thermal, heat pumps) or both
e.g. biomass/wood fuel Combined Heat and Power (CHP). However, the District’s
high valued landscape and historic environment impose significant constraints on
large scale stand-alone renewable energy development. In 2016 a study was
undertaken to assess the potential for further renewable and low carbon energy
development in West Oxfordshire (LDA Study 2016). The study concluded that the
area has capacity to deploy further renewable generation facilities but that it is important to avoid significant adverse impact upon the intrinsic character of the District, to maintain an attractive and biodiversity rich environment and to protect the distinctive qualities of the District’s town and villages. The study contains detailed guidance, together with suitability maps for wind power and solar farms, which can be used to help achieve this.

8.35 While in relation to wind development there may be some potential for larger, commercial, wind turbines, the development pattern is more likely to be one of single turbines and small-scale community-owned clusters (e.g. connected through schools or village halls), scattered rather than being grouped in a particular part of the District. Similarly, the opportunities for large scale solar farms appear limited, whereas community solar clubs are becoming increasingly popular. The constraints – especially the AONB, landscape character, airfields and widely distributed settlement pattern – means each scheme will need a high level of testing. Renewable and low carbon technologies occur at a wide range of scales with different characteristics affecting the relative impacts upon amenity and the natural and historic environments. Given the rich natural and historic environment of West Oxfordshire, the effect on landscape, visual, heritage and biodiversity are important considerations and need to be considered alongside the potential local economic and community benefits. The study found that environmental constraints on large-scale wind and technical constraints on district heating and energy from waste mean that to achieve significant levels of renewable energy generation, the focus will need to be on small to medium scale wind power, solar farms and hydropower. The use of energy storage should also be considered favourably given that it will facilitate the development of renewable energy technology across the wider electricity distribution network.

8.36 Environmental and technical constraints on wind and solar power in the District, mean that to achieve significant levels of renewable energy generation, the development of biomass as a fuel source will need to play a crucial role. Biomass might be used in small scale power stations or District Energy Schemes. Biomass is a good, viable option for new build development (and existing buildings) where the necessary infrastructure such as underground pipework can be laid whilst major construction is underway.

8.37 The County has a large number of small woodlands. These, together with larger woodlands and estates in West Oxfordshire and the growing of short rotation coppice, should be capable of producing enough biomass to expand the existing but small local wood fuel industry. Not only will this provide renewable, low carbon energy, there will also be local environmental and economic benefits. Further work is underway to stimulate demand and develop local, sustainable supply chains through a West Oxfordshire Wood Fuel Network and a countywide Community Woodfuel Initiative.

8.38 When assessing applications for renewable/low carbon energy, the potential local environmental, economic and community benefits will be important considerations. Regard will also be given to scale, design, location, technology type and cumulative impact. The aim will be to minimise adverse impacts on landscape, biodiversity, heritage assets, highways and residential amenity.

8.36 In 2015 a Written Ministerial Statement (WMS) ‘Local Planning’ set out specific tests for wind energy proposals. In developing an appropriate response to the WHS, the LDA Study uses a Landscape Character Assessment as the basis for identifying areas
that are 'more suitable' and 'less suitable' for wind and also for solar power and concludes that, while there are areas of the District that may be suitable, developers will need to demonstrate that, 'following consultation it can be demonstrated that the planning impacts identified by affected local communities have been fully addressed and therefore the proposal has their backing.' (WMS, HCWS42)

8.37 The WHM does not change the statutory status of the development plan as the starting point for decision making. Therefore, it is important to note that all proposals for wind power will require an assessment on its own merits to ensure that impacts on amenity and the natural and historic environments are acceptable, including cumulative impacts. The Landscape Character Assessment within the LDA Study provides useful guidance.

8.38 When assessing proposals for renewable energy the cumulative impacts of existing operational consented and proposed developments will need to be considered and, if necessary, suitable mitigation measures proposed, to minimise impacts on biodiversity and landscape character and quality. Applicants will need to demonstrate that cumulative effects do not become a significant or defining characteristic of the wider landscape. Special attention and protection will, in particular, need to be given to the landscape and biodiversity of the Cotswolds AONB, the Lower Windrush Valley Project, the Windrush in Witney Project and the Wychwood Project Area.

8.39 In the Cotswolds AONB small scale renewable energy development is encouraged both by the Council and by the Cotswolds Conservation Board, provided it is consistent with the great weight that should be given to conserving and enhancing the landscape and natural scenic beauty of the area. In 2014 the Board published a Renewable Energy Position Statement which expands upon policies in the Cotswolds AONB Management Plan 2012-18 and includes guidance on where renewable energy developments should be located.

8.40 The Board recognises that different forms of renewables require different infrastructure, which in turn has different landscape and other implications; what might be appropriate development within the AONB and its setting must be based on full account being taken of the likely impacts, through the production of thorough landscape and visual impact assessments and environmental impact assessments, as necessary. Overall, due to the potential significant adverse effect on natural beauty, medium to large scale renewable energy developments will not generally be appropriate within the AONB (or in locations beyond where such development would affect its setting and character). In addition, applications should include an assessment of:

The need for the development, including in terms of any national considerations, and the impact of permitting it, or refusing it, upon the local economy.

The cost of, and scope for, developing elsewhere outside the designated area, or meeting the need for it in some other way.

Any detrimental effect on the environment, the landscape and recreational opportunities, and the extent to which that could be moderated.

8.41 Given the limited opportunities in West Oxfordshire for large stand-alone renewable energy schemes, there is a strong need to maximise the opportunities to incorporate decentralised and renewable or low carbon energy generation within
non-energy developments. Planned tightening of the Building Regulations, with rising energy efficiency and carbon standards, means new development will be moving towards zero carbon from 2016. This will help to drive decentralised energy.

8.42 The CAG Study highlighted the potential benefits of encouraging greater use of medium and large scale decentralised energy systems to reduce local CO2 emissions. Such systems include the provision of heat and power (CHP) or just heat (DH), the infrastructure for which can be installed at the same time as other services (water and drainage systems, etc), meaning new developments offer an ideal opportunity for such systems.

8.43 With challenging renewable electricity and heat targets, decentralised energy systems will become increasingly important, especially within the allocated Strategic Development Areas. A feasibility assessment will be required for such sites. Given the wider local benefits, the use of woody biomass will, in particular, need to be investigated.

8.41 In West Oxfordshire there has been a high take up of the Government’s financial incentives for renewable heat installations. This may a reflection of the environmental and technical constraints on larger scale renewable developments in the District and that 15-30% of households are not connected to the gas network. Proposals for small scale renewable heat installations, particularly those making use of local biomass fuel source, will continue to be supported.

8.42 The County has a large number of small woodlands. These, together with larger woodlands and estates in West Oxfordshire and the growing of short rotation coppice, should be capable of supplying enough biomass to expand the existing but small local wood fuel industry. Not only will this provide renewable, low carbon energy, there will also be local environmental and economic benefits. Further work is underway to stimulate demand and develop local, sustainable supply chains through a West Oxfordshire Woodfuel Network and a countywide Community Woodfuel Programme.

8.43 Biomass might be used in small scale power stations or District Energy Schemes. The LDA Study concluded that, whilst retro-fitting a network is currently unviable, there may be opportunities for district heating in new development, where the necessary infrastructure such as underground pipework can be laid whilst major construction is underway. A study by CAG into renewable energy in West Oxfordshire (the CAG Study 2009) concluded that decentralised energy systems are likely to become increasingly important, especially within the larger allocated strategic sites. They recommend that feasibility assessments should be undertaken for larger sites in the District. Given the wider local benefits, the use of woody biomass should, in particular, be investigated.

**Policy EH4 - Decentralised and renewable or low carbon energy development**

In principle, renewable and low-carbon energy developments, especially small-scale community-led initiatives for wind schemes, solar clubs and the use of biomass will be supported. In principle, renewable and low-carbon energy developments, especially small-scale wind power, run-of-river hydropower and the use of biomass will be supported. Battery energy storage developments that aid the deployment of renewable and
low carbon development across the wider electricity network will generally also be supported.

Renewable or low-carbon energy development should be located and designed to minimise any adverse impacts, with particular regard to conserving the District’s high valued landscape and historic environment. In assessing proposals, the following local issues will need to be considered and satisfactorily addressed:

- impacts on landscape, biodiversity, historic environment, residential amenity, aviation activities, highway safety and fuel/energy security, including their cumulative and visual impacts. Applicants for solar farms and wind power will be encouraged to locate new developments in ‘more suitable’ areas as shown in the suitability maps. Where applicants deem it necessary to develop ‘less suitable’ areas, clear justification will need to be provided. Applicants must demonstrate that cumulative effects do not become a significant or defining characteristic of the wider landscape, including across administrative boundaries and different landscape character types;

- opportunities for environmental enhancement. Environmental enhancements, in addition to those required to mitigate and compensate any, will be sought, especially where they will contribute to Conservation Target Areas and Nature Improvement Areas;

- potential benefits to host communities (including job creation and income generation).

Applicants for wind energy development involving one or more wind turbines must also demonstrate that the planning impacts identified by affected local communities have been fully addressed. Any proposals for a solar farm involving best and most versatile agricultural land would need to be justified by the most compelling evidence which demonstrates why poorer quality land has not been used in preference to best and most versatile agricultural land. Developments that are led by or meet the needs of local communities will receive particular support when considering the merits of renewable energy developments. Applicants should submit a written agreement between the applicant and a community energy enterprise demonstrating that the benefits of all or part of the project will flow to the community for the lifetime of the project.

The use of decentralised energy systems, including Combined Heat and Power (CHP) and District Heating (DH), especially woody biomass fuelled, will be encouraged in all developments.

An energy assessment or strategy which assesses viability for decentralised energy systems, including consideration of the use of local wood fuel biomass and other renewable energy initiatives will be required for:

- proposals on strategic development areas (SDAs)
- all residential development for 100 dwellings or more
- all residential developments in off-gas areas for 50 dwellings or more.
- all non-domestic developments above 1000m$^2$ floorspace

**Detailed guidance on renewable and low carbon energy technologies in West Oxfordshire, which includes information on submission requirements, national policy considerations and good practice, is published in a West Oxfordshire Renewable and Low Carbon Energy Guidance and Landscape Capacity Study.**

**Water and Flood Risk**

8.44 Water is a precious and finite resource. There is a need to protect not only the sources of water (both surface and underground) and the quality of water, but also the general environment associated with the water system.

8.45 The use of policies in this Local Plan (e.g. on environmental protection, green infrastructure, biodiversity and sustainable construction) and adherence to national guidance and policy will assist in achieving the objectives of the Water Framework Directive and actions of the Thames River Basin Management Plan, particularly the requirement to protect and improve the status of water bodies, including their ecological value.

8.46 The Council is working with other partners as part of Defra’s catchment based approach to improving the quality of the water environment. West Oxfordshire falls within two catchment areas: the Evenlode and the Windrush.

8.47 The River Thames and its tributaries contribute to the character and local distinctiveness of the District and provide a valuable resource for wildlife, fisheries, landscape, tourism, public access and water related activities. Development that would have an adverse impact on this resource will be resisted.

8.48 Historically, settlements have tended to locate within river corridors, using the river as a source of water, food, transport and energy (the River Windrush, for example, was fundamental to Witney’s blanket industry). After heavy rain, however, many of these water courses flood. Flooding from surface water drainage, ground water and sewers also occurs. A Level 1 Strategic Flood Risk Assessment (SFRA) has been prepared in conjunction with the Environment Agency to update the information on flooding in West Oxfordshire and includes an assessment of the likelihood of additional flooding as a result of climate change. Flooding from surface water drainage, ground water and sewers also occurs. A Level 1 Strategic Flood Risk Assessment (SFRA) was produced in 2009, in conjunction with the Environment Agency, to provide information on flooding in West Oxfordshire and includes an assessment of the likelihood of additional flooding as a result of climate change. There have since been a number of changes to planning guidance, updates in flood information and new risk data. In 2016 the Level 1 SFRA was revisited.

8.49 A Level 2 SFRA for Witney has been produced in relation to the north Witney Strategic Development Area (SDA) and West End Link providing further detail on flood risk in the town. A countywide study has also been undertaken into flooding from surface runoff, groundwater and ordinary watercourses: the Oxfordshire
Preliminary Flood Risk Assessment. This has fed into the Oxford Local Risk Management Strategy.

8.50 In terms of development in flood risk areas, a sequential, risk-based approach will be followed, steering vulnerable development to areas at lower risk of flooding taking account of climate change. (The Government has published technical guidance, alongside the NPPF, giving further advice on flood risk. Much of this is summarised in the West Oxfordshire Level 1 SFRA 2016) Inappropriate development will not be allocated or permitted in flood risk zones 2 and 3 (which have higher probability of flooding), areas at risk of surface water flooding or areas with a history of groundwater flooding, or where it would increase flood risk elsewhere, unless there is over-riding need (that cannot be met in any other way), an absence of suitable alternatives and flood risk can be satisfactorily addressed.

8.51 The aim of the Sequential Test is to steer new development to areas with the lowest probability of flooding\(^40\). Development should not be allocated or permitted if there are reasonably available sites appropriate for the proposed development in areas with a lower probability of flooding. If, following application of the Sequential Test, it is not possible, consistent with wider sustainability objectives, for the development to be located in zones with a lower probability of flooding, the Exception Test can be applied if appropriate.

8.52 For the Exception Test to be passed:

a) it must be demonstrated that the development provides wider sustainability benefits to the community that outweigh flood risk, informed by the Strategic Flood Risk Assessment; and

b) a site-specific flood risk assessment must demonstrate that the development will be safe for its lifetime taking account of the vulnerability of its users, without increasing flood risk elsewhere, and, where possible, will reduce flood risk overall.

8.53 Both elements of the test will have to be passed for development to be allocated or permitted.

8.54 All development at risk of flooding will require a flood risk assessment and must be designed to be flood resilient and resistant, for example, through raising floor levels, designing buildings to withstand the effects of flooding and achieve safe access and escape routes. Section 7 of the 2016 SFRA contains a useful Flood Risk Assessment Checklist and Section 8 addresses managing and mitigating flood risk.

8.55 Development should not result in an increase in surface-water run-off and, where possible, should demonstrate betterment in terms of rate and volumes of surface water. National advice, the SFRA and the West Oxfordshire Design Guide provide guidance on the use of Sustainable Drainage Systems (SuDS): drainage systems that mimic natural patterns and can ease surface water run-off, helping to avoid soil erosion, control pollution, improve water quality, reduce pressures on sewer systems.

\(^{40}\) The procedure for applying the sequential test to individual applications is set out in the Environment Agency’s publication ‘Demonstrating the Flood Risk Sequential Test for Planning Applications’. April 2012
infrastructure and enhance biodiversity. In 2014 the Government made clear that it expected SuDS to be provided in all new development, being given particular priority for developments in areas at risk of flooding.

8.56 The use of SuDS will be required as part of all major development, unless demonstrated to be inappropriate. An important consideration in the provision and design of SuDS is that there are clear arrangements in place for ongoing maintenance. Advice should be sought from Oxfordshire County Council, the relevant lead local flood authority.

8.57 The need for water management is especially relevant for West Oxfordshire, not just associated with the issue of flood risk (as exemplified by the summer floods of 2007) but equally water scarcity at times of drought. The District lies within an area of ‘serious’ water stress where there are limited water resources and yet a high and growing demand for water. This has been confirmed in evidence prepared in support of the Local Plan. Policy OS3 - Prudent Use of Natural Resources seeks to maximise the efficient use of water including application of the optional building regulation regarding water efficiency. The implementation of this requirement is supported by the Environment Agency.

### Policy EH5 – Flood Risk

Flood risk will be managed using the sequential, risk-based approach, set out in the National Planning Policy Framework, of avoiding flood risk to people and property where possible and managing any residual risk (taking account of the impacts of climate change).

In assessing proposals for development:

- the Sequential Test and, if necessary, the Exception Test will be applied;

- all sources of flooding (including sewer flooding and surface water flooding) will need to be addressed and measures to manage or reduce their impacts, onsite and elsewhere, incorporated into the development proposal;

- appropriate flood resilient and resistant measures should be used;

- sustainable drainage systems to manage run-off and support improvements in water quality and pressures on sewer infrastructure will be integrated into the site design, maximising their habitat value and ensuring their long term maintenance;

- a site-specific flood risk assessment will be required for all proposals of 1ha or more and for any proposal in Flood Zone 2 and 3 and Critical Drainage Areas;

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41 West Oxfordshire Water Cycle: Phase 1 Scoping Study (AECOM 2016)
Environmental Protection

8.58 Protection of the area’s high environmental quality is an important objective of the Local Plan. Overall, air and water quality are generally good in West Oxfordshire and land contamination limited. In addition, the rural nature of the District means there are still areas of relative tranquillity and low levels of light pollution. Development has, however, the potential to affect the quality of land, soil health, air and water which, in turn, can impact upon public health and quality of life. New development, therefore, needs to be appropriate for its location and take into account known risks and the effects of pollution on health, the natural environment and general amenity.

Air Quality

8.59 While in general West Oxfordshire’s air quality is good, there are specific areas experiencing problems, mainly attributable to road transport. Addressing air quality issues is, therefore, complementary to the aim of reducing the need to travel, achieving a reduction in transport emissions and addressing climate change. Poor air quality is linked to respiratory illness, heart disease and asthma.

8.60 When assessing development proposals, consideration will be given to the impact of the development on the air quality by both the operational characteristics of the development (industrial, commercial and domestic) and the traffic generated by it. The cumulative impact of development will also need to be assessed. Regard will be had to the National Air Quality Strategy objectives. Local air quality reviews have resulted in the designation of two Air Quality Management Areas in the District, each with an Action Plan: one at Chipping Norton and one at Witney. The Habitats Regulation assessment for the Local Plan has identified air quality as a significant issue in relation to the internationally important Oxford Meadows Special Area of Conservation (see also Policy EH2 - Biodiversity).

8.60a The Council is committed to working with other local authorities, land managers, and strategic highway authorities to develop a framework by which air quality measures can be linked to monitoring of the air quality in the Oxford Meadows SAC before, and for a number of years after, introduction of the measures, such that further measures can be devised if the air quality does not improve.

Contaminated Land

8.61 As West Oxfordshire was not an area of widespread heavy industry, contamination of land is not a major issue. In the few areas where contamination has occurred (for example associated with the former blanket industry and landfill sites), it could pose a threat both to the health of future users of the site and to the surrounding environment, especially if redevelopment takes place. Few sites are so badly contaminated that they cannot be reused. The level of remedial action required for
such sites needs to be sufficient to overcome any acceptable risks to health or the environment, taking into account the actual or intended use of the site.

8.62 Contamination of land can also have an impact on water quality. The Environment Agency will seek appropriate controls to protect the water environment, in particular with the Source Protection Zone for Chipping Norton. Where development is proposed on contaminated land, the Agency will expect the developer to undertake site investigations to assess the nature and extent of contamination and cover the costs of any appropriate sustainable mitigation or remedial measures.

Soil

8.63 As a largely rural district, the sustainable management of our soils is especially pertinent. Soil is a fundamental natural resource, providing many essential services, including food production, water management and support for valuable biodiversity and ecosystems. It also plays a vital role in climate change, storing carbon. The NPPF and Policy OS3 advocate the prudent use of natural resources including soils. (Defra’s Code of practice on the sustainable use of soils provides advice to the construction sector on the protection of soil resources.) In addition, Policy EH6, in addressing pollution, also relates to the need to consider soil pollution. New and existing development should not contribute to or be put at unacceptable risk from, or be adversely affected by, unacceptable levels of soil pollution.

Hazardous substances, installations and airfields

8.64 West Oxfordshire has a number of installations handling notifiable substances, including high-pressure natural gas transmission pipelines. They are subject to stringent controls under Health and Safety legislation. New development will be carefully controlled in the vicinity of these installations, taking full consideration of advice from the Health and Safety Executive.

8.65 There are a number of existing airfields within and adjoining West Oxfordshire. The Civil Aviation Authority (for Oxford Airfield at Kidlington) and the Ministry of Defence (for RAF Brize Norton) have identified safeguarding areas around the airfields and provide advice on the types of development which might have an adverse effect upon aviation operations, such as wind turbines (an Airport Wind Turbine Safeguarding Zone covers the whole of West Oxfordshire), high buildings, increased lighting and developments which have the potential to increase the bird hazard risk.

Artificial Light

8.66 External lighting can perform a wide variety of functions ranging from floodlighting of sporting activities, to illuminating important buildings, to improving highway safety. These needs for lighting should be balanced, particularly in rural areas, against any adverse impact lights might have on the visual character of the area, the ‘night sky’, nature conservation or the reasonable living conditions of local residents. This is an important consideration for the Chipping Norton area due to the designation of the Rollright Stones as a Dark Sky Discovery Site.
Noise

8.67 Noise can have an adverse effect on the environment and on the health and quality of life enjoyed by individuals and communities. Although West Oxfordshire is a largely rural area, noise pollution is still an issue locally. For example, the active military airport of RAF Brize Norton and busy roads, such as the A40, are two sources of significant noise disturbance. Wherever possible, significant and intrusive sources of noise should be kept away from property and areas sensitive to noise. Where segregation is not possible, noise nuisance can be reduced through mitigation measures (e.g. bunding).

Water Resources

8.68 Rivers, lakes and ponds are sources of water supply but also important resources for nature conservation, fisheries, navigation, amenity and leisure. All these uses can be seriously affected by pollution. The environment associated with water bodies can be a sensitive area where the harmful effects of development are usually irreversible. In such areas, development which would have an adverse impact upon the environment will not be acceptable.

8.69 The geology of West Oxfordshire means that, in addition to surface water bodies, large areas of the District contain aquifers which are especially important in terms of groundwater as a source of drinking water, but also for their role in supporting surface water flows and wetland ecosystems. The threats to groundwater can be particularly severe. The Environment Agency publishes maps showing the Aquifer and Groundwater Protection areas and their vulnerability to contamination. The protection of these sensitive aquifers, and in particular the Source Protection Zone for Chipping Norton potable water abstraction, needs to be achieved at all times. The West Oxfordshire Level 1 Updated Strategic Flood Risk Assessment (AECOM 2016) and the West Oxfordshire Water Cycle Study: Phase 1 scoping study (AECOM 2016) provide further information and guidance in relation to the water environment.

Policy EH6 - Environmental Protection

Proposals which are likely to cause pollution or result in exposure to sources of pollution or risk to safety, will only be permitted if measures can be implemented to minimise pollution and risk to a level that provides a high standard of protection for health, environmental quality and amenity. The following issues require particular attention:

Air quality

The air quality within West Oxfordshire will be managed and improved in line with National Air Quality Standards, the principles of best practice and the Air Quality Management Area Action Plans for Witney and Chipping Norton. Where appropriate, developments will need to be supported by an air quality assessment.

Contaminated land

Proposals for development of land which may be contaminated must incorporate appropriate investigation into the quality of the land. Where
there is evidence of contamination, remedial measures must be identified and satisfactorily implemented.

**Hazardous substances, installations and airfields**

Development should not adversely affect safety near notifiable installations and safeguarded airfields.

**Artificial light**

The installation of external lighting and proposals for remote rural buildings will only be permitted where:

i) the means of lighting is appropriate, unobtrusively sited and would not result in excessive levels of light;

ii) the elevations of buildings, particularly roofs, are designed to limit light spill;

ii) the proposal would not have a detrimental effect on local amenity, character of a settlement or wider countryside, intrinsically dark landscapes or nature conservation

**Noise**

Housing and other noise sensitive development should not take place in areas where the occupants would experience significant noise disturbance from existing or proposed development.

New development should not take place in areas where it would cause unacceptable nuisance to the occupants of nearby land and buildings from noise or disturbance.

**Water resources**

Proposals for development will only be acceptable provided there is no adverse impact on water bodies and groundwater resources, in terms of their quantity, quality and important ecological features.

**Waste**

Planning permission will be granted for appropriately located development that makes provision for the management and treatment of waste and recycling, in accordance with the Oxfordshire Joint Municipal Waste Strategy and local waste management strategy.

**Minerals**

8.70 The Upper Thames Valley and its tributaries, particularly the Lower Windrush Valley, has been a major producer of sharp sand and gravel. Elsewhere in the District quarrying of rock takes place. Extensive areas of sand and gravel remain but, as a finite resource, it is essential these minerals are used efficiently, especially as, lying within historically important and biodiversity rich areas their exploitation
has a major impact upon the quality of life of local communities and the environment in general and in particular on the water environment with regard to loss due to evaporation. Increased emphasis must be placed upon more sustainable construction methods including the use of alternatives to primary land-won aggregates.

8.71 The future minerals strategy for Oxfordshire is being pursued by the County Council through its Minerals and Waste Development Framework Local Plan. We will continue to engage with the County Council in relation to this issue. In accordance with national policy, we will consult Oxfordshire County Council in relation to development proposals within the defined ‘Mineral Consultation Area’ that runs across the south of the District. This is shown on the Key Diagram and Proposals Map.

Waste

8.72 Oxfordshire County Council is the Mineral and Waste Planning Authority. Planning control over waste management development is a County Council function with such developments covered by the Minerals and Waste Local Plan. The national strategy for waste management is that, in order of preference, waste should be reduced, re-used, recycled, recovered and lastly disposed of through landfill. As part of sustainable construction, considerations should be given to the waste hierarchy during the design and construction of new development, for example, waste minimisation and re-use and recycling of waste materials, and when the site is occupied, making space available for home-composting and storage of re-cycling bins (Policy OS3).

8.73 There is a significant need for expanded reuse, recycling and composting facilities to reduce the quantities of waste disposed through landfill. Waste management facilities outside the main landfill site in the District (Dix Pit) and the anaerobic digestion facility at Cassington (where bacteria breaks down organic material, such as householder food-waste, into constituent parts, the gaseous component of which is captured and burnt for energy, whilst the remaining solid organics are utilised as fertiliser) are expected to be small-medium in scale providing local facilities only. There is an identified need for a medium-scale recycling/re-use facility in the northern part of the District. There is an identified need for a non-strategic waste management facility in or close to Witney and a small scale facility in or close to Chipping Norton.

8.74 The need for and location of new waste management facilities will be addressed through the County Council’s Minerals and Waste Development Framework Local Plan. Some new facilities may be satisfactorily accommodated on existing employment sites.

Historic Environment

8.75 West Oxfordshire is fortunate to benefit from an extremely rich and varied historic environment. This plays a key role in defining the distinctive character of the District and the individuality of its settlements, contributing greatly to the area’s culture, economy and tourism and to the overall quality of life enjoyed by current and future generations. The historic environment is not limited to the built environment and archaeological sites, but includes landscapes, both rural and urban, identified as having a degree of significance by virtue of their historic, archaeological, architectural, cultural or artistic interest: all contribute to local identity.
8.76 Features of heritage significance including buildings, monuments, sites, places, areas and landscapes and their settings are referred to as ‘heritage assets’. Heritage assets may be classed as ‘designated’ or ‘non-designated’. Designated heritage assets have statutory protection and include Conservation Areas, Scheduled Monuments and Listed Buildings. Non-designated heritage assets, such as locally listed buildings, do not have statutory protection, but nonetheless represent a crucially important aspect of the District’s heritage, and play a defining role in the local character of an area.

8.77 The heritage assets of West Oxfordshire are highly distinctive, possessing characteristics deriving from the history, geology and landform of the District, and together contributing to a strong and tangible sense of place. The assets take many forms: buildings and areas of built development, constructed of local limestone or ironstone and following local vernacular traditions; Conservation Areas, from well-preserved ‘wool’ market towns to small, dispersed villages; historic parks and gardens including nationally important 18th-century landscapes; and both above and below ground archaeological remains. The West Oxfordshire Design Guide, Landscape Assessment, Conservation Area Appraisals and existing and emerging Historic Landscape Characterisation studies provide further analysis of the District’s character.

8.78 Designated heritage assets in West Oxfordshire include the Blenheim World Heritage Site, almost 3,200 Listed Buildings (2934 of Grades II interest, 211 Grade II* and 43 Grade I), 50 Conservation Areas, 149 Scheduled Monuments and 12 Registered Historic Parks and Gardens (see Figure 8.5). The significance of these assets is inherent in their designation, and some features of the assets form part of the designation record. Figure 8.6 shows the distribution of heritage assets within West Oxfordshire.

**Figure 8.5: Registered Parks and Gardens of special historic interest**

<table>
<thead>
<tr>
<th>Blenheim Palace</th>
<th>I</th>
<th>Kelmscott Manor</th>
<th>II</th>
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<tbody>
<tr>
<td>Chastleton House</td>
<td>II*</td>
<td>Kiddington Hall</td>
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<tr>
<td>Cornbury</td>
<td>II*</td>
<td>Rousham</td>
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<tr>
<td>Cornwall Manor</td>
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<td>Sandford Park</td>
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<tr>
<td>Ditchley</td>
<td>II*</td>
<td>Sarsden House</td>
<td>II*</td>
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<td>Eynsham Hall</td>
<td>II</td>
<td>Shipton Court</td>
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<td>Great Tew</td>
<td>II</td>
<td>Swerford</td>
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<tr>
<td>Heythrop</td>
<td>II*</td>
<td>Tackley</td>
<td>II*</td>
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</table>
Figure 8.6 – Heritage Assets in West Oxfordshire
Non-designated heritage assets are features of the historic environment that make a fundamental contribution, both individually and collectively, to the distinctive and special character and appearance of the area in which they are located (in terms of their siting, design and use of materials). Non-designated heritage assets contribute both individually and collectively to the special character and appearance of West Oxfordshire. Some will Many have been identified as locally listed buildings within conservation areas as part of Conservation Area Appraisals, taking account of a range of criteria, such as age, historic interest, building materials, architectural quality, original features of note and the contribution they make to their immediate and wider setting.

The Council's rolling programme of undertaking further appraisals is likely to increase the number of locally listed buildings in the District. Details of existing and new non-designated assets, including non-scheduled archaeological sites, are held on the Oxfordshire Historic Environment Record (which contains details of both designated and non-designated assets).

Conserving and enhancing the historic environment is a critically important part of sustainable development. Heritage assets - whether designated or non-designated - are irreplaceable features of the historic environment, whose effective conservation delivers a wide range of social, cultural, economic and environmental benefits. At the national level there is a presumption that heritage assets will be protected and enhanced in a manner that is appropriate to their significance and also enjoyed for the quality of life they bring to current and future generations.

This general principle of protection and enhancement will apply in West Oxfordshire. When considering development proposals there will therefore be a strong presumption in favour of protecting, sustaining and enhancing our heritage assets and their settings. The weight to be attached to that presumption, when assessed against meeting other needs, will be dependent on:

- The significance of the heritage asset: whether it is a designated heritage asset (and its position in the hierarchy of designated assets) or a non-designated heritage asset;
- Its value in terms of its historic and architectural interest and appearance; and
- The contribution of that part of the asset to be affected by the proposed development to the significance of the heritage interest, appearance and setting of the asset as a whole.

If the heritage asset is designated and has statutory protection, planning judgements will be set against the requirements of the relevant national legislation. If the heritage asset is non-designated, planning judgements will/should be made on the basis of a thorough assessment of the historical and architectural interest, appearance and setting of the heritage asset. Planning judgements for designated and non-designated assets will also be made in accordance with national planning policy as set out in paragraphs 128-140 of the NPPF.

Section 12 of the NPPF and national guidance, for example, from Historic England, Natural England and the Commission for Architecture and the Built Environment, are particularly relevant.
The setting of a heritage asset, i.e. the surroundings within which it is experienced, can be an important element of its significance. Views of and from an asset will contribute to this but setting is also influenced by other environmental factors such as noise, vibration, smell and lighting from other nearby land uses. The historic relationship between places can also influence the setting. For example, the buildings in Witney associated with the blanket industry and wool trade are not all visible from each other yet nonetheless have a historic connection that affects the significance of each. When assessing development proposals within the setting of a heritage asset, careful consideration must be given to the implications of cumulative change.

In order to enable the Council to positively manage change by determining the appropriate balance between the need for any proposed development and the need to safeguard the heritage asset and its setting, developers will be required to analyse the significance of the asset, and of that part to be affected, and to provide detailed evidence to show that:

- The proposals have been formulated and any works designed with a full and proper understanding of the significance of the heritage asset and its setting;
- The heritage asset is being put to the optimum viable use consistent with its physical conservation, and the conservation of its character and setting;
- Opportunities to sustain, enhance, to better reveal or avoid or minimise harm to the significance of the asset have been taken; and
- The need to be met by the development could not be met in a more beneficial or less harmful way.

As a general principle, in assessing the impact of a proposed development on the significance of a heritage asset, the more important the asset, the greater the weight given to its conservation. For designated heritage assets, all levels of harm, including total destruction, minor physical harm, and harm through change to setting should be avoided. Harm to designated heritage assets will/should be permitted only in exceptional circumstances, and would require a where there is clear and convincing justification for that harm on the grounds of public benefits that outweigh that harm, taking account of the great weight that must be given to conservation.

In line with the NPPF, only in ‘exceptional’ circumstances should there be substantial harm to or loss of Grade II listed buildings and registered parks and gardens; and only in ‘wholly exceptional’ circumstances in the case of assets of the highest significance, including Grade I or II* listed buildings and registered parks and gardens, and Blenheim World Heritage Site. A separate policy on the Blenheim Palace World Heritage Site is set out in Section 9 (Policy EW1 applies).

Substantial harm to, or total loss of, the significance of a designated asset should be avoided, and would only be approved in exceptional circumstances, and if substantial public benefits can be demonstrated that outweigh the harm or loss or all four tests set out in paragraph 133 of the NPPF can be met (see footnote to Policy EH7). A key factor in determining what constitutes substantial harm is if the adverse impact goes to the heart of why an asset is worthy of designation and, thus, special protection.

New development in Conservation Areas and within the setting of heritage assets should preserve or conserve or enhance their setting, particularly those features which
make a positive contribution to the character of the area and better reveal the significance of an asset.

8.89 Information submitted in support of development proposals affecting heritage assets in West Oxfordshire should include reference, where available, to the 'historic environment record' including: statutory designations; the Council's Conservation Area Appraisals and the West Oxfordshire Design Guide; known archaeological sites and monuments kept by the Oxfordshire County Council; local consultations, and detailed exploratory and survey work, including archaeological field evaluations and building recording, as appropriate. The amount of information to be provided should be proportionate to the significance of the asset and the degree of impact of the proposed development on that significance. Where deemed appropriate, archaeological evaluation will be required to help inform the determination of an application.

8.90 Where permission is granted for development that would affect a heritage asset, conditions may be imposed to require a record to be made of the part of the asset to be affected, and of any archaeology or historic fabric revealed in the course of development. The record and any recovered archaeological artefacts will need to be maintained to contribute to knowledge and understanding of the asset.

8.90a In 2015 there were 15 higher grade heritage assets (1 place of worship and 14 archaeology entries) within the District identified on the Historic England Heritage at Risk Register as being at risk of being lost through neglect, decay or other threats (a reduction from 23 on the register in 2014). The Council will monitor buildings or other heritage assets at risk and proactively seek solutions.

8.91 Policy EH7 summarises the Council's overall approach to the District's historic environment. (Policies OS2 and OS4 address the historic environment within the context of the Plan's overall strategy.) Sustainable development means safeguarding and seeking improvements to the quality of this historic environment and its heritage assets for this and future generations. One of the best ways to secure the upkeep of many heritage assets is to keep them in active, viable and appropriate use, where this can be achieved without causing harm to the character, fabric or setting of the heritage asset, and where a positive contribution to local character and distinctiveness can be successfully maintained. This 'constructive conservation approach' requires a thorough understanding of what makes a site important, and collaborative working between the local authority, owners, local community, developers, architects and other specialists (such as Historic England), in order to manage change in the most appropriate way.

8.92 The Council's aim to conserve and enhance our historic environment and local distinctiveness, and to positively manage change, will be informed by a series of measures which will help to improve the understanding of the District's historic environment. These include the recent update of the West Oxfordshire Design Guide, a programme of conservation area reviews, appraisals and management plans, the designation of new conservation areas where appropriate, and the identification of further non-designated heritage assets and the publication of local lists. Article 4 Directions will be used to protect areas where there is clear justification to introduce stricter controls.

8.92a Given the District's rich historic environment, the Council has had many years of experience working positively and constructively with key partners, ranging from integrating major new development into environmentally sensitive sites (such as The
Woolgate and Marriott’s Walk in Witney), through to guiding homeowners on alterations to their historic buildings. Early discussions at pre-application stage or in site allocation are an important component of this constructive approach and also help in identifying any information likely to be required in support of a proposal, including the preparation of a heritage statement.

**Policy EH7 – Historic Environment**

All development proposals should conserve or enhance the special character, appearance and distinctiveness of West Oxfordshire’s historic environment, and conserve or enhance the District’s heritage assets, and their significance and settings.

New development that makes a positive contribution to the District’s environment will be encouraged and supported.

Applications which affect, or have the potential to affect, heritage assets will be expected to:

i) describe the significance of the asset and its setting, using appropriate expertise; at a level of detail proportionate to its significance and sufficient to understand the potential impact of the proposal; using appropriate references such as the Historic Environment Record, National Lists of designated assets and their descriptions, Conservation Area Appraisals and the County Historic Landscape Character Assessment and, if necessary, original survey (including, for assets of archaeological interest, an appropriate desk-based assessment and, where necessary, a field evaluation); and

ii) set out the impact of the development on the heritage assets and its setting and a suggested mitigation that is proportionate to the impact and the significance of the heritage asset, including where possible positive opportunities to conserve and enjoy heritage assets as well as recording loss and advancing knowledge.

Proposals that will lead to harm to the significance of a designated (such as listed buildings, Scheduled Monuments, conservation areas and Registered Historic Parks and Gardens) or non-designated heritage asset (such as those of local significance as identified on local lists, archaeological deposits and historic landscapes) or its setting will be refused, unless a clear and convincing justification of public benefit can be demonstrated to outweigh that harm, taking account of the importance of the asset or area; the scale of harm and its potential to be avoided, reduced or adequately offset through modifications or conditions; and the nature and significance of the public benefit, using the balancing principles set out in Paragraphs 131-5 of the NPPF, including the four tests set out in Paragraph 133.

In particular:

- Considerable weight and importance will be given to conserving the intrinsic universal values for which Blenheim Palace and Park is inscribed as a World Heritage Site (WHS), as guided by its WHS Management Plan.
- Considerable weight and importance will be given to conserving the significance of listed buildings, both with regard to their fabric and their settings, and to conserving or enhancing the character or appearance of the District's Conservation Areas.

- Great weight will be given to conserving or enhancing the significance of nationally important monuments (whether Scheduled or not) and Registered Parks and Gardens, both with regard to their fabric and their settings.

Where development is permitted that would result in harm to or loss of the significance of a heritage asset, developers will be required to record and advance understanding of the significance of that asset, in a manner appropriate to its importance and the impact, and to make that evidence publicly accessible.

**Policy EH7 – Historic Environment**

All development proposals should conserve or enhance the special character and distinctiveness of West Oxfordshire's historic environment, and preserve or enhance the District's heritage assets, and their significance and settings.

Proposals affecting non-designated heritage assets, such as locally listed buildings, will be assessed on the basis of the significance of the heritage asset and the scale of harm or loss to that heritage asset. The Council's Conservation Area Appraisals should be used as a guide when assessing the significance of a heritage asset.

Proposals that will lead to harm to the significance of a designated or non-designated heritage asset or its setting will be resisted, unless a clear and convincing justification can be made to outweigh that harm.

Proposals that will lead to substantial harm to or total loss of the significance of a heritage asset or its setting, will be refused, unless the harm is outweighed by substantial, demonstrable public benefits or all the four tests set out in the NPPF are met*.

* Paragraph 133 of the NPPF:

1. There is no viable use of the heritage asset that can be found in the medium term, including through marketing to find alternative owners

2. The heritage asset is preventing all reasonable uses of the site

3. Public support for or ownership of the asset is demonstrably not possible; and

4. The harm or loss is outweighed by the benefits of bringing the site back into use
9. STRATEGY AT THE LOCAL LEVEL

9.1.1 For the purpose of this Local Plan, the District has been divided into five sub-areas based on landscape characteristics and local catchment areas for key services and facilities. These are:

- Witney Sub-Area
- Carterton Sub-Area
- Chipping Norton Sub-Area
- Eynsham – Woodstock Sub-Area
- Burford – Charlbury Sub-Area

9.1.2 The five sub-areas are illustrated on the map below.

Figure 9.1 – Sub-Area Plan
9.1.3 In this section of the Local Plan we consider each sub-area in turn, identifying the key issues, challenges and opportunities facing them and setting out the strategy for addressing these.

**Witney Sub-Area**

9.2.1 This is the smallest of the five sub areas covering an area of around 7,000 hectares. However, it is the most heavily populated, containing around 33,000 people. The majority of residents (28,000) live in Witney a vibrant and historic market town famed for its association with the blanket industry. Witney is the District’s largest town, acting as the main service centre and offering a broad range of housing and employment opportunities as well as key services and facilities including retailing, health care, leisure and culture.

9.2.3 The rest of the sub-area comprises a number of villages and hamlets on the fringes of Witney including Crawley, Hailey, Minster Lovell, Ducklington, South Leigh and Curbridge. Although these places offer some local facilities they naturally look to Witney for most essential services.

**Figure 9.2 – Witney Sub-Area**

![Map of Witney Sub-Area](image)

**Housing**

9.2.4 Most of the existing housing in this sub-area is located in Witney (around 12,000 dwellings) which has experienced major growth over the last 30 years, more than doubling its population. Much of this growth has been accommodated through successive urban extensions in the post-war era, to the north, west and east of the town.
9.2.5 Property prices are relatively high (although not as high as some parts of the District) and there is considerable housing need with about 550 households on the housing waiting list having identified Witney as their preferred location. The County Council has also identified Witney as its priority location for the provision of specialist housing for adults with care and support needs.

9.2.6 Whilst there are some further opportunities for housing within the built up area of the town Witney, these are relatively limited and to accommodate future housing needs there is a need to develop on the fringes of the town on Greenfield land. This needs to be carefully balanced with the need to protect the town’s setting and the separate identity of nearby villages. There are some further development opportunities within the rest of the sub-area although these are relatively modest in scale.

Employment

9.2.7 The Witney sub-area plays an important economic role containing around 35% just over 30% of the District’s employment opportunities (almost 15,000 jobs) and almost 30% of the District’s economically active residents. Notably, there are more job opportunities than resident workers. Whilst this is to be expected given the size and role of Witney, it does suggest a need to increase housing supply in order to provide a better balance of homes and jobs.

9.2.8 Witney is the main economic centre in the District and its role as a centre for blanket manufacturing was important in the town’s expansion. Today the economy is diverse with a range of shopping, leisure and tourist facilities and accommodation, several small employment sites throughout the town and large employment estates on the southern and western edges. The town retains a strong manufacturing and engineering presence, and the availability of good quality employment sites on the western side of the town has attracted significant investment, including some high technology manufacturers linked to the Oxford Bioscience Cluster.

9.2.9 Around 10 hectares of land remains on several sites within the large employment area to the west of the town. However, much of this is earmarked for the future expansion of existing businesses meaning it is not available to facilitate inward investment from outside of the District. An additional 10 hectares is proposed as part of the committed urban extension at West Witney (see Figure 9.6) and will meet a significant proportion of future business land requirements in the town, benefitting from improved access onto the A40 via a new junction at Down’s Road (see below). In the longer-term, the delivery of this new junction could also unlock further employment land potential to the west of Down’s Road.

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43 People who cannot afford to buy or rent a suitable property at market prices
44 Economic snapshot and outlook report
45 Economic snapshot and outlook report
Transport

9.2.10 Transport is a key issue for the Witney sub-area which contains a number of important and well-used routes including the A40, the A4095 and A415. Although Witney has the best road connections and bus services in the District context, traffic congestion is a significant problem due to high car use particularly for journeys outside of Witney.

9.2.11 Improvements to the Ducklington Lane junction were implemented by Oxfordshire County Council in 2014 to help improve traffic flow, but problems persist in the historic core of the town around Bridge Street where the town’s single river crossing creates a ‘bottleneck’ that causes delays to journey times and poor air quality.

9.2.12 A further key issue is the A40. Currently access to the A40 at Witney is relatively limited and the route is also heavily congested at peak times between Eynsham and the edge of Oxford. The A40 problems are seen as a major constraint to inward investment into the District as well as a great inconvenience for those sitting in long queues every day. An award of £35m through the Local Growth Fund will be used to facilitate deliver improvements comprising a new park and ride at Eynsham and an eastbound bus lane from the park and ride toward Oxford. Longer-term improvements to the A40 have also been identified although funding is yet to be secured, but at this stage the scope and nature of those improvements has not been determined.

9.2.13 Relieving congestion through investment in transport infrastructure is not only important in terms of public amenity and air quality, it is also essential to unlocking future housing provision and sustainable economic growth.

Retail and Leisure

9.2.14 Witney is the primary shopping and a key leisure destination serving West Oxfordshire and beyond. With the historic Market Place and High Street at its core, the centre retains its market town character and has a large number of independent and national multiple retailers as well as service uses. The town centre is performing well, maintaining a strong market share with low vacancy rates.

9.2.15 Major developments including the Marriott’s Walk town centre expansion and the extension to the Woolgate Centre have enhanced the shopping and leisure offer of the town. The availability of free car parking is a significant attraction over competing centres but car park capacity is already under pressure.

9.2.16 Evidence suggests there is capacity for additional shopping provision in Witney in the medium and longer term and recommends a strategy of phased development to reinforce the role of the town centre in the context of increasing competition elsewhere, such as Oxford.

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46 Retail assessment 2012
Environment and Heritage

9.2.17 Witney grew up as a valley settlement near crossing points of the River Windrush. The river and associated floodplain forms a significant green corridor that is an important part of the character of the town and its historic setting as well as an ecological and recreational resource. The Windrush Valley is a designated Conservation Target Area (CTA)47 and includes the Windrush in Witney Project Area48 which provides guidance for the management of the area in order to protect and enhance its special landscape, character, ecological, cultural and recreational value.

9.2.18 Immediately to the south of the town is the Lower Windrush Valley Project Area, an area that has been transformed by sand and gravel extraction. The project was set up in 2001 and is a jointly funded initiative that seeks to strengthen and develop the evolving landscape of the valley, protect and enhance biodiversity, improve opportunities for countryside access and raise awareness of the issues that influence the valley environment.

9.2.19 Whilst representing a significant asset, the River Windrush and its tributaries create a flood risk and there have been several flood events in the Witney area with particularly severe flooding in July 2007.

9.2.20 The landscape surrounding the town is a mix of valley floor, valley side and open ridge and is generally sensitive to new development. Land to the north and east rises to form a prominent ridge which is a backdrop in many views to and from the town and where there are remnants of the ancient landscape of the Wychwood Forest.

9.2.21 In terms of the historic environment, as described above, Witney is an historic market town, famed for its association with the blanket industry with some of the former mill buildings having now been converted to new uses. A Conservation Area washes over much of the central area of the town and there are several scheduled monuments and numerous listed buildings. A number of the smaller settlements surrounding Witney also have designated Conservation Areas.

Infrastructure

9.2.22 Infrastructure provision within this sub-area is naturally focused on Witney as the District’s main town. Witney offers a significant range of infrastructure including key roads, public transport, schools, health care, museum, library, sports pitches, informal open space, allotments, leisure centre and so on.

9.2.23 The growth of Witney in recent years has placed these services and facilities under increasing pressure and careful consideration is needed in terms of the impact of additional housing and business growth. This is a particularly important consideration for Witney which is intended to accommodate the majority a significant proportion of future development in the District to 2031.

47 www.wildoxfordshire.org.uk
48 www.westoxon.gov.uk/ldfevidence
Scope for Future Expansion

9.2.24 Opportunities for major development within the built up area of the town are relatively limited. This means that development on the fringes of the town will be required to meet future needs. Land to the west of the town (north Curbridge) is already committed and will deliver 1,000 homes and 10 hectares of new business land. The remaining options considered through the Local Plan process are to the south, east, north-east and north of the town. Opportunities for major development within the built up area of the town are relatively limited. This means that development on the fringes of the town will be required to meet future needs. Land to the west of the town (north Curbridge) is already committed by way of a resolution to grant planning permission subject to Section 106. The outline application anticipates 1,000 homes and 10 hectares of new business land but it is quite possible that a modest increase in the number of homes (e.g. to around 1,100) could be achieved as detailed planning applications are dealt with. The remaining strategic options considered through the Local Plan process are to the south, east, north-east north and further west of Witney. There are some further development opportunities within the rest of the sub-area although these are relatively modest in scale.

Key Issues – Summary

9.2.25 Drawing on the brief profile outlined above we can identify a number of key issues and challenges to be addressed in relation to the Witney sub-area. These include:

- This is the smallest of the five sub-areas but is the most densely populated with most people living in the main town Witney;
- Witney is a key service centre with other nearby settlements looking to it for their principal needs;
- Witney is a vibrant and historic town and the protection of its setting and the individual identities of nearby villages is a key consideration;
- Major housing development has taken place at Witney in the last 30 years doubling the population;
- Property prices although not as high as some parts of the District are still high compared to the national average;
- There is a high level of affordable housing need with Witney being the preferred location for almost half of the Council's housing waiting list;
- Witney is a priority location for the provision of specialist housing for adults with care and support needs;
- This sub-area plays an important economic role, particularly Witney which provides most of the District's job opportunities and economically active residents with a particularly strong presence of manufacturing and engineering;
- There is currently an imbalance of homes and jobs with more job opportunities than resident workers;
- Although there is additional business space available, much of this is already earmarked for the expansion of existing businesses rather than inward investment;
- Witney is a key shopping and leisure destination with scope for additional shopping provision in the medium to long-term although parking capacity in the Town Centre is an issue at peak times;
- Traffic congestion is a key issue for this area both in the centre of Witney and on the A40 toward Oxford;
- Flood risk is an important issue due to the presence of the River Windrush;
- This is an environmentally sensitive area with a number of local designations and a small element of the Cotswolds Area of Outstanding Natural Beauty (AONB);
- There are significant mineral resources (sand and gravel) within the Lower Windrush Valley and the after-use of quarry sites presents good opportunities for suitable forms of informal recreation;
- Heritage is also an important issue in this area which includes many heritage assets such as with a number of Conservation Areas, Scheduled Monuments and Listed Buildings;
- There is an extensive range of infrastructure primarily at Witney but major growth in recent years has placed this under increasing pressure and future development will need to ensure that appropriate measures are put in place;
- Relatively limited development opportunities within Witney mean that the development of Greenfield land on the edge of the town will be required to meet future needs. There are some further development opportunities within the rest of the sub-area although these are relatively modest in scale.

**Strategy**

9.2.26 Having regard to the profile and key issues outlined above, the strategy for the Witney sub-area is set out below. Regard will also be given to any adopted (made) Neighbourhood Plans in the sub-area.

**Housing**

9.2.27 In terms of future housing provision the indicative requirement for this sub-area is 3,700 to 4,400 new homes in the period 2011 – 2031. In accordance with the overall strategy, the majority of these new homes will be located at Witney which is ranked as the District’s most sustainable settlement and offers a number of opportunities for further development.

It is anticipated that the overall requirement will be met through a combination of homes already completed (2011 – 2014), existing commitments, sites identified in the Council’s SHLAA, windfall development and two allocated Strategic Development Areas (SDAs). This is summarised in the table below. It is anticipated that the overall requirement will be met through a combination of homes already completed (2011 – 2016), existing commitments, windfall development, two allocated Strategic Development Areas (SDAs) and two ‘non-strategic’ housing allocations. This is summarised in the table below. Further sites will also be identified through any subsequent review of this Local Plan.

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49 West Oxfordshire Settlement Sustainability Report 2014
50 Strategic Housing Land Availability Assessment (SHLAA)
Table 9.1 – Anticipated Housing Delivery in the Witney Sub-Area

<table>
<thead>
<tr>
<th>Witney sub-area indicative housing requirement</th>
<th>3,700</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homes already completed (2011—2014)</td>
<td>154</td>
</tr>
<tr>
<td>Existing planning commitments as of 1st February 2015 including:</td>
<td>1,567</td>
</tr>
<tr>
<td>· West Witney (1,000)</td>
<td></td>
</tr>
<tr>
<td>· Coral Springs (185)</td>
<td></td>
</tr>
<tr>
<td>· Buttercross Works (148)*</td>
<td></td>
</tr>
<tr>
<td>· Springfield Nursery (36)</td>
<td></td>
</tr>
<tr>
<td>· Other permissions (198)</td>
<td></td>
</tr>
<tr>
<td>East Witney Strategic Development Area (SDA)</td>
<td>400</td>
</tr>
<tr>
<td>North Witney Strategic Development Area (SDA)</td>
<td>1,000</td>
</tr>
<tr>
<td>Identified SHLAA capacity</td>
<td>164</td>
</tr>
<tr>
<td>Windfall allowance (25 per year 2015—2031)</td>
<td>400</td>
</tr>
<tr>
<td>Total</td>
<td>3,685</td>
</tr>
</tbody>
</table>

Table 9.1 – Anticipated Housing Delivery in the Witney Sub-Area

<table>
<thead>
<tr>
<th>Witney sub-area indicative housing requirement</th>
<th>4,400</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homes already completed (2011—2016)</td>
<td>422</td>
</tr>
<tr>
<td>Existing large planning commitments as of 1st September 2016 (10 or more units) including:</td>
<td>1,542</td>
</tr>
<tr>
<td>· West Witney (1,000)</td>
<td></td>
</tr>
<tr>
<td>· Burford Road, Witney (260)</td>
<td></td>
</tr>
<tr>
<td>· Coral Springs (155)*</td>
<td></td>
</tr>
<tr>
<td>· Buttercross Works (16)*</td>
<td></td>
</tr>
<tr>
<td>· Springfield Nursery (36)</td>
<td></td>
</tr>
<tr>
<td>· Land at Northfield Farm, Witney (11)</td>
<td></td>
</tr>
<tr>
<td>· Standlake Road, Ducklington (24)</td>
<td></td>
</tr>
<tr>
<td>· Dark Lane, Witney (14)</td>
<td></td>
</tr>
<tr>
<td>· Land at Thorney Leys, Witney (26)</td>
<td></td>
</tr>
</tbody>
</table>
### Past completions, existing commitments, SHLAA sites and windfall

#### 9.2.29

In the first three years of the plan period (2011–2014) a total of 154 homes were completed in the Witney sub-area. As of 1st February 2015, a further 1,567 homes are already committed through the planning process. The largest of these sites is West Witney (north Curbridge) which was allocated as a reserve site in the adopted Local Plan and will deliver 1,000 new homes plus 10 hectares of new employment land. In the first five years of the plan period (2011–2016) a total of 422 homes were completed in the Witney sub-area. As of 1st September 2016, a further 1,675 homes are already committed through the planning process. This includes 1,542 homes on larger sites (i.e. 10 or more units) and 133 homes on smaller sites (i.e. less than 10 units). The largest committed site is the proposed West Witney (north Curbridge) urban extension which was allocated as a reserve site in the adopted Local Plan and is currently the subject to a resolution to grant outline consent subject to Section 106. The outline consent envisages the provision of 1,000 new homes plus 10 hectares of new employment land although it is possible that through detailed planning applications the number of new homes could increase to around 1,100.

#### 9.2.30

In addition, the Council’s SHLAA (June 2014) identifies capacity for around 164 new homes on a number of sites in Witney. These include:

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#### Table

<table>
<thead>
<tr>
<th>Description</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing small planning commitments as of 1st September 2016 (less than 10 units)</td>
<td>133</td>
</tr>
<tr>
<td>East Witney Strategic Development Area (SDA)</td>
<td>450</td>
</tr>
<tr>
<td>North Witney Strategic Development Area (SDA)</td>
<td>1,400</td>
</tr>
<tr>
<td>Woodford Way Car Park, Witney</td>
<td>50</td>
</tr>
<tr>
<td>Land West of Minster Lovell</td>
<td>85</td>
</tr>
<tr>
<td>Anticipated windfall (2016 – 2031)</td>
<td>304</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,386</strong></td>
</tr>
</tbody>
</table>

*remaining units forming part of a larger scheme*

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[51] i.e. already benefit from planning permission or a resolution to grant planning permission subject to a legal agreement

[52] i.e. already benefit from planning permission or a resolution to grant planning permission subject to a legal agreement
• Bus Depot and Garage, Corn Street
• Scrap Yard, West End
• Welch Way
• Thames Water Depot, Dark Lane
• Woodford Way car park
• Land at the Woolgate Centre

9.2.31 It is also considered appropriate to include a ‘windfall’ allowance to cater for unidentified sites expected to come forward for housing over the period of the Local Plan. Based on past evidence, a reasonable estimate is that such schemes would provide 25 homes per year within the Witney sub-area over the remaining period of the Local Plan (2015 – 2031) thereby providing an additional 400 new homes. In addition to past completions and existing commitments it is reasonable to include a ‘windfall’ allowance to cater for unidentified sites expected to come forward for housing over the period of the Local Plan. Based on past evidence of historic rates of windfall delivery by sub-area, it is reasonable to expect delivery of at least 304 units from unidentified windfall sites in the period 2016 - 2031.

Strategic Development Areas (SDAs)

9.2.32 Because there is relatively limited capacity for further housing development within the built up area of Witney, it will be necessary for development to take place on undeveloped land on the edge of the town. Land to the west of Witney (north Curbridge) was identified as a reserve site in the previous Local Plan and is now a firm commitment, expected to deliver at least 1,000 homes within the plan period and possibly more as detailed planning applications are dealt with, in the period up to 2023 at a rate of around 150 per year.

9.2.33 Throughout consultation on this Local Plan, views have been sought on four further options for expanding Witney including land to the south, east, north-east and north of the town. Following detailed consideration and analysis, the Council has concluded that land to the east of Witney which falls within Witney Parish and land to the north of Witney which falls within Hailey Parish, represent the most sustainable options for future strategic growth. As such it is proposed that these sites are allocated for 400 homes and 1,000 homes respectively. Throughout the preparation of this Local Plan, a number of other options for strategic extensions to Witney have been considered including land further land to the west, south, east, north-east and north of the town. Following detailed consideration and analysis, the Council has concluded that land to the east of Witney which falls within Witney Parish and land to the north of Witney which falls within Hailey Parish, represent the most sustainable options for future strategic growth. As such it is proposed that these sites are allocated for 450 homes and 1,400 homes respectively.

East Witney Strategic Development Area (SDA) – 400 (Witney Parish)

9.2.34 Land to the east of Witney is allocated for the delivery of 400 new homes. The site has no significant environmental or heritage constraints, is well-located in relation to the Town Centre and provided the extent, scale and design of development is sensitively controlled, will not have a significant landscape impact. Importantly, the development will be required to deliver west facing slip roads at the Shores Green junction onto the A40 which will allow traffic using the junction to travel both east
and west. Land to the east of Witney is allocated for the delivery of 450 new homes. The site has no significant environmental or heritage constraints, is well-located in relation to the Town Centre and provided the extent, scale and design of development is sensitively controlled, will not have a significant landscape impact. Importantly, the west facing slip roads at the Shores Green junction onto the A40 will need to be delivered alongside the development in order to help manage the impact of the development.

9.2.34a The Shores Green improvements allow traffic using the junction to travel both east and west. A financial contribution towards the slip roads has already been secured from another housing development north of Burford Road in Witney and the East Witney SDA provides another mechanism by which the slip roads can be delivered. The development itself is able to deliver the ‘off-slip’ through a planning obligation and an appropriate financial contribution will be sought towards the ‘on-slip’ potentially as part of a wider strategic transport infrastructure fund/package for Witney.

9.2.35 The proposed allocation is shown below (note: the extent of the developable area shown is indicative only).

**Figure 9.3 – East Witney Strategic Development Area (SDA)**
9.2.36 The allocation is split across two separate sites. A small parcel of land served off the Stanton Harcourt Road will provide a limited development of around 30 homes. The inclusion of this land within the allocation will help to facilitate the provision of links to the Town Centre across the Windrush Valley thereby increasing the integration of the overall development with the existing built area. It will also provide early revenue for the developer to help fund the infrastructure needed to bring forward the larger part of the site.

9.2.37 The remaining homes (c.370 c.420) will be provided on the land known as Cogges Triangle, subject to consideration of the likely traffic impact on Witney in particular Bridge Street and an agreed strategy for the delivery of the Shores Green junction improvements. The precise quantum of development on both sites will depend on a number of issues including landscape and heritage impact, surface water run-off and traffic impact. A balanced mix of housing types including affordable housing will be sought together with the provision necessary infrastructure to mitigate the impact of the development.

Policy WIT1 – East Witney Strategic Development Area (400 450 homes)

Land to the east of Witney to accommodate a sustainable, integrated community that forms a positive addition to Witney, including:

a) about 400-450 homes with a balanced and appropriate mix of residential accommodation to meet identified needs, including affordable housing. This will include c.30 homes on land adjacent to Stanton Harcourt Road (subject to landscape impact and flood risk) and c.370 420 homes on land at Cogges Triangle (subject to landscape impact and surface water run-off).

ai) comprehensive development to be led by an agreed masterplan.

b) development to be phased in accordance with the timing of provision of supporting infrastructure and facilities with the including the necessary improvements to the Shore’s Green junction onto the A40 and related highway measures to be delivered prior to the completion of any housing on the Cogges Triangle part of the site.

c) the provision of other supporting transport infrastructure, including proposals to mitigate the impact of traffic associated with the development, and incorporating a comprehensive network for pedestrians, cyclists and public transport with links to adjoining areas, including a particular emphasis on improving the linkages across the Windrush Valley into the town centre consistent with the aims and objectives of the Windrush in Witney Project.

d) the provision of appropriate landscaping measures to mitigate the potential impact of development and associated infrastructure.

e) the provision of appropriate financial contributions towards primary and secondary education capacity enhancements.

f) biodiversity, landscape and public access enhancements within the Lower Windrush Valley including arrangements for future maintenance.
g) provision of appropriate green infrastructure including allotments.

h) appropriate measures to mitigate traffic noise.

hi) the conservation, and enhancement where possible, of the setting of the Cogges Scheduled Monument and the Witney and Cogges Conservation Area.

hii) the investigation, recording and safeguarding of the known and potential archaeological significance of the Area prior to any development taking place. The results of the investigation and recording should inform the final layout of the development and be deposited in a public archive.

i) appropriate measures to mitigate flood risk including the use of sustainable drainage methods to ensure that post-development surface water run-off rates are attenuated to achieve a reduction in greenfield run-off rates. The sustainable drainage systems should be designed to provide a biodiversity enhancement.

j) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements.

k) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings.

l) the developer will be required to set aside 5% of the developable plots for those wishing to undertake custom/self-build.
North Witney Strategic Development Area (SDA) – 1,000 - 1,400 homes (Hailey Parish)

9.2.38 Land to the north of Witney is allocated for the delivery of 1,000 - 1,400 homes. The site is considered to be well-related to the main services and facilities of Witney, has no major ecological or heritage constraints and based on the proposed quantum of growth, will not have a significant landscape impact. Importantly, the development will require the delivery of the West End Link (WEL) a second river crossing for Witney together with a new northern distributor road connecting Hailey Road to New Yatt Road and onto Woodstock Road.

9.2.39 The proposed allocation is shown below (note: the extent of the developable area is indicative only).

Figure 9.4 – North Witney Strategic Development Area (SDA)

The site comprises two separate parcels, a larger area of land (49ha) between Hailey Road and New Yatt Road and a smaller parcel between New Yatt Road and Woodstock Road (7ha). It is anticipated that the smaller site will deliver up to 200 homes with the remaining 800 homes being provided on the larger site. The proposed site allocation comprises three separate parcels of land, a larger area of land (c. 49ha) between Hailey Road and New Yatt Road a parcel between New Yatt Road and Woodstock Road (c. 7ha) and a smaller parcel of land west of Hailey Road (c. 4ha). It is anticipated that across the allocation as a whole, around 1,400 homes...
could be provided but the quantum of development on each parcel will depend to an extent on the proposed primary education arrangements.

9.2.40a The land west of Hailey Road could be used for new housing (around 100 homes) or alternatively could be used to expand Witney Community Primary School (as an alternative to a new school being provided within the North Witney SDA) thereby freeing up development capacity within the main site area.

9.2.40b In addition to the proposed site allocation shown on Figure 9.4, there may also be some potential for further development on the land further north between New Yatt Road and Woodstock Road. The site has not been promoted for development through the Council’s housing land availability assessment and has therefore not been included within the allocation but in principle may be suitable subject to there being a demonstrable benefit e.g. in terms of improved highway access arrangements and Green Infrastructure provision.

9.2.41 Key considerations for this site include flood risk, ecology, landscape impact, traffic transport impact, deliverability and phasing. Consideration of the archaeological significance of the area, including historic landscape, will also be needed.

9.2.42 In terms of flood risk, evidence\(^{53}\) suggests that there is scope to reduce surface water run-off from the site itself through the use of sustainable drainage and potential off-site enhancements. The site promoter has identified land to the north of the SDA boundary which could be used for the purpose of off-site storage. Although the associated West End Link falls within an area of designated floodplain, it is classed as ‘essential infrastructure’ and there are no sequentially preferable alternatives available (other than the A40/Shores Green slip roads scheme which is also being taken forward).

9.2.43 Importantly, the West End Link could offer the potential to serve a 'dual' role not only in terms of transport but also in terms of flood risk mitigation – the concept of which has the support of Oxfordshire County Council and the Environment Agency. Any development proposal will need to be supported by a detailed Flood Risk Assessment (FRA).

9.2.44 With regard to ecology, evidence\(^ {54}\) suggests that both the site and the West End Link have no significant ecological constraints and that the proposed development presents a number of opportunities to deliver positive enhancements.

9.2.45 In terms of landscape impact, evidence\(^ {55}\) prepared in support of the Local Plan suggests that the proposed quantum of development (1,000 homes) is able to be accommodated on the site without undue adverse impact. A detailed landscape and visual impact assessment would however be required in support of any future application. In terms of landscape impact, evidence\(^ {56}\) prepared in support of the

\(^{53}\) North Witney and WEL Level 2 Strategic Flood Risk Assessment (2015)
\(^{54}\) North Witney and WEL Preliminary Ecological Assessment (2015)
\(^{56}\) Kirkham Associates Landscape and Visual Review of Submissions for Carterton and Witney Strategic Development Options (2012)
Local Plan suggested that the originally proposed quantum of development (1,000 homes) was able to be accommodated on the site without undue adverse impact. Taking account of the additional development capacity provided by the inclusion of land west of Hailey Road, a modest increase in the extent of the developable area to the north (see Figure 9.4) and slightly higher density assumptions, it is considered that around 1,400 homes can be delivered on the site whilst ensuring an acceptable degree of impact in landscape terms. A detailed landscape and visual impact assessment would however be required in support of any future application to determine the most appropriate form and layout of development which would ultimately influence final housing numbers.

9.2.46 Traffic impact is a key consideration and any development will need to be supported by a detailed Transport Assessment (TA) and Travel Plan. Evidence prepared in support of the Local Plan suggests that whilst not eliminating congestion in the central core of Witney around Bridge Street, the provision of the West End Link and Northern Distributor Road will, in combination with other strategic highway measures proposed at Witney, have a number of tangible benefits as well as mitigating the impact of the proposed development.

9.2.47 In terms of deliverability, there are no known constraints in terms of land assembly to prevent the site coming forward and evidence prepared in support of the Local Plan suggests that the scheme is a financially viable proposition.

9.2.48 As a large site, development of the North Witney SDA is likely to fall into a number of phases. There is already a current planning application on part of the site for 200 dwellings which is likely to form ‘Phase 1’ (subject to a comprehensive masterplan/delivery framework for the whole site). Because of the lead-in times associated with larger strategic sites, it is likely that the With regard to phasing, it is proposed that the larger part majority of the site will be phased to come forward later in the plan period after 2021 unless delivery can be accelerated. This phased approach will Delivery of the bulk of development in the medium to long-term would however offer the following advantages:

- help to ensure that housing delivery is provided evenly across the whole of the Local Plan period;
- ensure the traffic transport impact of the scheme is minimised by allowing for the new A40/Down’s Road junction and A40/Shores Green improvements to come forward first;
- allow time for the east and west Witney schemes to come forward in advance (and thereby avoid market saturation in the Witney area); and
- allow time for the West End Link element of the scheme to be phased in appropriately as an integral part of the development, ahead of the majority of development coming forward.

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57 Technical Note: Witney Development and Infrastructure Strategic Modelling (White Young Green October 2014)
58 Aspinall Verdi – SDA appraisal North Witney (2015)
Policy WIT2 – North Witney Strategic Development Area (1,000-1,400 homes)

Land to the north of Witney to accommodate a sustainable, integrated community that forms a positive addition to Witney, including:

a) about 1,000-1,400 homes with a balanced and appropriate mix of residential accommodation to meet identified needs, including affordable housing. This will include c.200 homes on land between New Yatt Road and Woodstock Road and c.800 homes on land between Hailey Road and New Yatt Road

ai) comprehensive development to be led by an agreed masterplan;

b) development on the larger part of the site between New Yatt Road and Woodstock Road to be phased to come forward in the period post-2021 in accordance with the timing of supporting infrastructure and facilities including delivery of the West End Link and Northern Distributor Road;

c) the provision of other supporting transport infrastructure, including proposals to mitigate the impact of traffic associated with the development, and incorporating a comprehensive network for pedestrians, cyclists and public transport with links to adjoining areas including the town centre and other key destinations;

d) the provision of a new primary school on-site (1.5FE (including foundation stage) with 2FE core facilities to enable future expansion of the school together with financial contributions towards secondary school capacity as appropriate;

d) the provision of a new primary school on-site (2FE including nursery) on a 2.2ha site together with financial contributions towards secondary school capacity as appropriate. Alternatively, provision to be made for the expansion of Witney Community Primary School together with financial contributions towards secondary school capacity as appropriate;

dii) the conservation and where possible enhancement of the setting of the grade II listed Middlefield Farmhouse and dovecote and the Witney and Cogges and Hailey Conservation Areas;

dii) the investigation, recording and safeguarding of the known and potential archaeological significance of the Area prior to any development taking place. The results of the investigation and recording should inform the final layout of the development and should be deposited in a public archive;

e) the provision of appropriate landscaping measures to mitigate the potential impact of development including a positive landscape framework to create a new town edge;

f) retention of important on-site hedgerows and plantation woodland;
g) biodiversity enhancements including arrangements for future maintenance;

h) provision of appropriate green infrastructure including allotments;

i) appropriate measures to mitigate flood risk including the use of sustainable drainage methods to ensure that post-development surface water run-off rates are attenuated to achieve a reduction in greenfield run-off rates. This may include consideration of ‘off-site’ solutions. The sustainable drainage systems should be designed to provide a biodiversity enhancement.

j) all development should be steered to areas at least flood risk within Flood Zone 1 and flood alleviation measures to reduce flood risk associated with the Hailey Road Drain should be incorporated where appropriate.

k) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements.

l) ensuring that the design and construction of the West End Link has no harmful undue impact on heritage assets and biodiversity and provides for mitigation and enhancements to biodiversity where feasible;

m) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings.

n) the developer will be required to set aside 5% of the developable plots for those wishing to undertake custom/self-build.

Alternative Options for Strategic Growth at Witney

9.2.49 Two other main options have been considered for the expansion of Witney including land to the south and land to the north east of the town. Having regard to the overall housing requirement and evidence prepared in support of the Local Plan these sites have not been allocated. In terms of alternative strategic directions of growth at Witney, several other options have been considered including land to the south and land to the north east of the town as well as land to the west of Downs Road. Having regard to the overall housing requirement and evidence prepared in support of the Local Plan these sites have not been allocated at this point but will be re-considered as part of any subsequent review of this Local Plan.

West Oxfordshire Assessment of Strategic Site Options Update (February 2015); Sustainability Appraisal of Pre Submission Draft West Oxfordshire Local Plan (Enfusion February 2015)

West Oxfordshire Assessment of Strategic Site Options Update (February 2015); Sustainability Appraisal of Pre Submission Draft West Oxfordshire Local Plan (Enfusion February 2015)
9.2.50 Land to the south of Witney which straddles the boundaries of Ducklington and Curbridge Parishes, whilst physically proximate to the town centre and main employment areas in the south is segregated from the town by the A40. There are concerns regarding noise, odour and landscape impact and unlike the alternative options, the scheme would not deliver any strategic highway improvements for Witney.

9.2.51 Land to the north east of Witney which straddles the boundaries of Witney Parish and South Leigh Parish is highly sensitive in terms of landscape impact and importantly, in terms of deliverability, there is some uncertainty in relation to the assembly of land needed to provide satisfactory access arrangements onto Jubilee Way.

9.2.51a Land to the west of Downs Road is at present rather divorced and isolated from the existing built area of Witney. However, when the committed urban extension at West Witney (North Curbridge) is completed, the context of the site will change and it could potentially form a logical urban extension to the town. It would provide a good opportunity for additional business land capitalising on the existing employment focus along Downs Road as well as the improved access to be provided by new junction onto the A40. There may also be potential for new housing as part of a comprehensive mixed-use scheme.

9.2.51b Any strategic development in this location would be likely to necessitate relocation of part of the Witney Lakes golf course. Potentially this could be re-provided to the north-west of the existing course, providing a permanent buffer to Minster Lovell. Land to the west of Downs Road is therefore identified as an ‘area of future development potential (employment and housing)’ – see Figure 9.6.

9.2.51c The potential allocation of this area of land will be considered alongside other reasonable alternatives (including those outlined above) through any subsequent review of this Local Plan.

Non-Strategic Housing Allocations

9.2.51d In order to help meet identified housing needs, in addition to the two strategic development areas outlined above, two smaller site allocations are proposed in the Witney sub-area; Woodford Way Car Park at Witney and Land to the west of Minster Lovell, near Witney.

Woodford Way Car Park (50 homes)

9.2.51e This site is currently in use as a surface level car park close to the centre of Witney on Woodford Way. It is a highly sustainable location for residential development being within easy walking and cycling distance of a broad range of services and facilities. The principle of residential development on the site has previously been accepted through a planning permission although this has now lapsed. The proposed site allocation is shown in Figure 9.4a below.

Appraisal of Pre-Submission Draft West Oxfordshire Local Plan (Enfusion February 2015); SA Addendum Report (Enfusion 2016); SHELAA (2016)
9.2.5f Whilst not available in the short term, it is reasonable to expect that a residential scheme could come forward on this site within the plan period most likely as part of a mixed-use scheme including other suitable and compatible town centre uses. The southern part of the site falls within Flood Zone 2 and is a key consideration for any future redevelopment.

Figure 9.4a – Woodford Way Car Park
Policy WIT2a – Woodford Way Car Park, Witney

Land at Woodford Way Car Park to accommodate around 50 new homes either as part of a residential or mixed-use scheme with other compatible town centre uses whilst retaining an appropriate amount of public car parking.

Key issues to be addressed as part of any development proposal will include:

a) provision of a mix of house types and tenures including affordable housing in accordance with Policy H3 – Affordable Housing;

b) making efficient use of the site in terms of density and layout recognising the irregular site boundary and the need to provide passive supervision of the footpath along the southern boundary;

c) consideration of appropriate flood risk avoidance/mitigation;

d) appropriate provision of and contributions towards supporting infrastructure;

e) the need to provide a strong frontage to Woodford Way whilst ensuring that the height and design of any proposed buildings has regard to the topography of the site and the potential impact on adjoining occupants including in particular the single storey bungalows to the west of the site;

f) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements;

g) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings.

Land west of Minster Lovell (85 homes)

9.2.51g This is a greenfield site currently in agricultural (arable) use on the western side of Minster Lovell near Witney. The site is just under 8 ha in size in total but the southern portion of the site would be designated as public open space. The anticipated number of dwellings is around 85. Minster Lovell is a sustainable settlement close to Witney and also offering its own range of service and facilities.

9.2.52h Importantly, the site is next to an existing area of relatively dense, more modern development that is not characteristic of the historic core of Minster Lovell which has a very linear form and single plot depths running along the B4477 reflecting the chartist origins of the settlement. The scale of proposed development is such that it would integrate with rather than dominate the existing village. The development also offers the opportunity to enhance the western edge of the settlement on the approach to Minster Lovell along the B4047 Burford Road. The proposed allocation is shown in Figure 9.4b below.
9.2.52: The site is the subject of a current planning application demonstrating clear developer interest in bringing the site forward in the short-term. Key considerations for the site include the mitigation of landscape and visual impact including views from the Cotwolds AONB to the north, ensuring effective integration with the existing village and the need to reflect the existing pattern of development including the provision of open space on the southern portion of the site.

**Figure 9.4b – Land West of Minster Lovell**
Policy WIT2b – Land West of Minster Lovell

Land to the west of Minster Lovell to accommodate around 85 new homes as part of a sustainable, integrated extension of the existing village.

Key issues to be addressed as part of any development proposal will include:

a) provision of a mix of house types and tenures including affordable housing in accordance with Policy H3 – Affordable Housing;

b) the provision of primary vehicular access from the B4047;

c) protecting key views from the Cotswold AONB to the north of the site;

d) effective integration with the existing village including consideration of any pedestrian and cycle linkages;

e) a positive enhancement of the western edge of Minster Lovell including the approach from the west along the B4047;

f) development layout that respects the existing built form to the east of the site;

g) appropriate provision of and contributions towards supporting infrastructure;

h) provision of open space on the south of the site to take account of the existing public open space on Ripley Avenue;

i) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements;

j) the use of sustainable drainage methods to ensure that post-development surface water run-off rates are attenuated to achieve a reduction in greenfield run-off rates. The sustainable drainage systems should be designed to provide a biodiversity enhancement;

k) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings.

Employment

The Witney sub-area plays an important role in terms of the West Oxfordshire economy, with Witney itself accommodating a significant proportion of the District’s job opportunities.

In accordance with the overall strategy, Witney will be the main focus for additional business and employment opportunities over the period of the Local Plan.
There is 10 hectares of existing business land to the west of the town but much of this is unavailable having been set aside for the expansion of existing businesses. An additional 10 hectares of new business floorspace will be provided as part of the committed urban extension at West Witney (north Curbridge).

9.2.53 In the longer term, there may be potential for further business land provision to the west of Downs Road. Part of the land adjoins an existing industrial area which includes number of leading local employers including Chris Hayter Transport and Stewart Milne Timber Systems. A further extension of this area to the south and west would be logical in planning terms and could provide the opportunity to deliver an additional road connection between Downs Road and the B4047. There is also scope for additional business land to be provided around the new Downs Road/A40 junction.

9.2.54 It is anticipated that the provision of new employment land could also facilitate the upgrading of Witney’s existing employment land stock through the provision of modern business premises enabling businesses to move and expand. There is for example considerable potential for redevelopment of the Station Lane employment estates in the medium to longer term.

9.2.55 We will seek the retention of existing employment sites and support in principle, the modernisation of premises to ensure they remain fit for purpose.

9.2.56 Employment provision in the rest of the sub-area will generally be limited to meeting local community and business needs. Rural diversification projects will be supported in principle.

**Transport**

9.2.57 Transport is a key issue for the Witney sub-area which includes a number of key routes. Congestion within the town and further afield on the A40 are known to be significant problems. The Local Plan therefore proposes a number of measures to help alleviate congestion and improve the flow of vehicular traffic.

9.2.58 A number of strategic highway improvement schemes are proposed to complement the improvements that were made to the Ducklington Lane junction in 2014. These include:

- **A40/Downs’s Road-Road junction** – the provision of a new ‘all movements’ junction onto the A40 at Downs’ Road to the west of Witney. This will be delivered as part of the committed urban extension to the west of Witney (north Curbridge).

- **A40/Shore’s Green Western Slip Roads** - the provision of west facing slip roads at the Shore’s Green junction onto the A40 to the east of Witney. This will be delivered facilitated by new development including primarily as part of the proposed East Witney Strategic Development Area (SDA)

- **West End Link Road (WEL)** – the provision of a new road link between Woodford Way and West End creating a second river crossing for Witney. This will be facilitated by new development including primarily delivered as part of the proposed North Witney Strategic Development Area (SDA)
- Northern Distributor Road – the provision of a new road link between Hailey Road and Woodstock Road via New Yatt Road. This will be delivered as part of the proposed North Witney Strategic Development Area (SDA).

9.2.59 It is anticipated that this 'package' of strategic highway improvements will help to mitigate the impact of planned housing and business growth in Witney and provide a significant improvement to the flow of vehicles in and around the town. It is proposed that a strategic transport strategy and fund will be created for Witney in conjunction with the County Council as highway authority. Other 'non-strategic' highway improvements will be sought as appropriate through new development including those identified in the IDP.

9.2.60 Provision will also be made for improved public transport provision in the Witney sub-area including the frequency and coverage of bus services. This will be accompanied by measures to promote the use of public transport including improved waiting facilities and cycle parking.

9.2.61 Improvements to pedestrian and cycle routes and the provision of new routes will be sought where appropriate. This will include the potential provision of a new cycle route between Witney and Carterton as identified in the IDP.

9.2.62 Parking capacity will be kept under review with additional provision to be sought from new developments where necessary. Parking will also be managed in order to try and reduce car use for short journeys.

**Retail and Leisure**

9.2.63 Witney will be the focus for new retail and leisure provision. Our retail assessment has identified capacity for additional shopping provision in the medium and longer term and recommends a strategy of phased development to reinforce the role of the town centre in the context of increasing competition elsewhere, such as Oxford. In accordance with national policy and Policy E6, new town centre development in Witney will follow the 'town centre first approach'.

9.2.64 A strong and diverse town centre will be maintained with a good mix of independent and national multiple retailers. Further town centre development will be accommodated through phased and organic extension of the Woolgate shopping centre and at Welch Way, opposite Marriott's Walk in a way which strengthens the connecting High Street as the primary pedestrian route and strong shopping core reinforcing the town centre as a whole.

9.2.65 A primary shopping frontage, where the loss of shops will be resisted, is defined linking Marriott’s Walk and Woolgate. Elsewhere, such as at the Market Square and Corn Street, there are opportunities to continue to promote these areas for shopping, leisure and cultural uses, including the Corn Exchange, hotels, restaurants and performing arts. These areas are designated secondary shopping frontages.

9.2.66 We will seek to raise the profile of Witney as a visitor destination investigating opportunities for additional accommodation and visitor related facilities such as coach drop off and waiting facilities. There is a need to enhance the market town character and ensure that the centre remains attractive and accessible to all through investment in the public realm, particularly in the Market Square and Corn Street.
This will be enabled by developer contributions or other funding and may include opportunities for public art. The provision and management of free car parking is significant to the attractiveness of the town centre. Significant new development which creates additional car parking demands in the town centre will be required to contribute to increasing public car parking provision alongside improvements to bus, pedestrian and cycle infrastructure.

In the remainder of the sub-area, existing retail and leisure facilities will be safeguarded and any new facilities will be modest in scale and appropriate to the function and setting of the village in which they are proposed.

Policy WIT3 – Witney Town Centre Strategy

The overall objective is to maintain and enhance Witney Town Centre providing an accessible, attractive and diverse shopping, visitor and evening economy offer and the principal shopping and leisure destination for West Oxfordshire and the surrounding area. This will be achieved by:

- Maintaining a strong and diverse shopping core with a good mix of retailers, focused on the High Street as the main pedestrian route and connector between the Woolgate and Marriotts Walk shopping centres. A primary shopping frontage is defined between these shopping centres and along the High Street where the loss of shops will be resisted.

- Promoting the Market Square and Corn Street areas as shopping, leisure and cultural quarters, whilst avoiding excessive concentrations of uses that could impact on amenity or vitality. Secondary shopping frontages are defined in these and other areas. The loss of town centre uses from secondary shopping frontages will be resisted.

- Investigating opportunities for phased, organic extension of the Woolgate shopping centre and at Welch Way to meet retailer needs, well connected to and strengthening the High Street.

- Maintaining and enhancing the Market Square as an attractive public space which can be used for other purposes at other times.

- Seeking to raise the profile of Witney as a visitor destination, investigating opportunities for additional accommodation and improved visitor facilities such as coach drop off/waiting areas.

- Conserving and enhancing the special interest of the Witney Conservation Area and the significance of the other heritage assets in the town.

- Enhancing the historic market town character and public realm by seeking to ensure investment in paved areas, street furniture, signage and shop fronts and through the provision of appropriate servicing and waste collection arrangements.

- Ensuring the town centre, as a key destination, remains accessible, through the provision and management of car parking and through enhancing public transport, pedestrian and cycle routes and infrastructure.
- In the Buttercross/Church Green area south of Corn Street and Langdale Gate, the further intensification of shopping or commercial development will be resisted except where the proposed use would be incidental to the primary permitted use of the building (e.g. working at home).

Development proposals which significantly increase car parking demand will be expected to make appropriate public car parking provision or provide equivalent financial contributions.
Figure 9.5 – Witney Town Centre Strategy
Environment and Heritage

9.2.69 The Witney sub-area is environmentally sensitive including part of the Cotswolds AONB, the Upper and Lower Windrush Conservation Target Areas, the Windrush in Witney Project Area and the Lower Windrush Valley Project. It also includes some areas of ancient woodland.

9.2.70 In determining future development proposals, the Council will have significant regard to the potential impact on the environment, particularly where the proposed development would affect a designated area. In accordance with Policy EH1 and national policy, any proposed development within the AONB will be expected to conserve landscape and scenic beauty and major developments will only be permitted in exceptional circumstances and where it can be demonstrated that they are in the public interest.

9.2.71 Where applicable, development will be expected to have regard to the aims and objectives of the Windrush in Witney Project and Lower Windrush Valley Project and where appropriate, make a positive contribution either directly as part of the development or through an appropriate financial contribution.

9.2.72 In accordance with national policy and Policy EH7 all new development will be expected to conserve or enhance the special character and distinctiveness of West Oxfordshire’s historic environment and preserve or enhance the District’s heritage assets and their significance and settings.

Infrastructure

9.2.73 Infrastructure capacity is a key consideration for this sub-area. Witney has accommodated significant growth in the last 30 years more than doubling its population. As the key focus for growth within the Local Plan, it is essential that further development at Witney is supported by appropriate investment in new and improved infrastructure.

9.2.74 A number of strategic transport improvements are set out above but other forms of supporting infrastructure will also be needed including education, health, open space, community facilities and so on.

9.2.75 Some of these will be provided directly as part of new developments (e.g. a new or expanded primary school as part of the north Witney SDA) whilst others will be provided indirectly through developer contributions and other potential sources of funding.

9.2.76 The Council has prepared an Infrastructure Delivery Plan (IDP) which seeks to quantify the infrastructure improvements that will needed to support the planned level and distribution of growth set out in the Local Plan. This will form the basis upon which future decisions regarding the provision of new or improved infrastructure will be made along with the Council’s CIL regulation 123 list once introduced.

9.2.77 In accordance with Policy OS5, we will seek to ensure that all new development within the Witney sub-area is supported by appropriate and timely provision of necessary supporting infrastructure.
Policy WIT4 – Witney Sub-Area Strategy

The focus of new housing, supporting facilities and additional employment opportunities will be Witney. New development in the rest of the sub-area will be limited to meeting local community and business needs and will be steered towards the larger villages.

Proposals for development in the sub-area should be consistent with the strategy which includes:

- delivery of around **3,700-4,400** new homes to be focused on Witney and to include affordable housing and homes designed to meet a range of different needs including older people.

- a Strategic Development Area of around **400-450** dwellings on the eastern side of Witney (see Policy WIT1)

- a Strategic Development Area of around **1,000-1,400** dwellings to the north of Witney (see Policy WIT2)

- a non-strategic housing allocation of 50 dwellings on Woodford Way Car Park, Witney (see Policy WIT2a)

- a non-strategic housing allocation of 85 dwellings on land west of Minster Lovell (see Policy WIT2b)

- expansion of employment opportunities in the town through the retention and modernisation of existing sites, development of remaining available employment land (10ha) and the provision of further employment land (at least 10ha) on the western edge of Witney to provide sufficient space for business expansion, relocation and inward investment

- land to the west of Down’s Road identified as an ‘area of future long-term development potential’ to include consideration of opportunities for new housing and employment to meet identified development needs beyond 2031.

- continuing to work with Oxfordshire County Council and landowners/developers to deliver improvements to key highway infrastructure to reduce traffic and pollution in the historic core and to improve the general flow of traffic and access to primary transport routes, with priority on delivering the A40/Downs Road junction (all traffic movements), Shore’s Green junction (west facing slip roads) the West End Link and Northern Distributor Road and other supporting highway improvement measures

- enhancing public transport, and pedestrian and cycle routes and infrastructure together with managing car parking to reduce car use for short journeys

- avoiding development which will be at risk of or increase the risk of flooding and working with landowners/developers and partners such as the Environment Agency to deliver flood mitigation measures
- protection and enhancement of the market town character and setting of Witney, neighbouring villages and the Windrush Valley, including the particularly vulnerable gap between Witney and Ducklington

- development on land within or where it would be visible from the Windrush in Witney Policy Area will be required to protect and enhance the intrinsic landscape, character, ecology and cultural value of the valley

- protection of the Cotswolds Area of Outstanding Natural Beauty (AONB)

- Conservation and enhancement of the historic environment

- ensuring that new development makes appropriate and timely provision for necessary supporting infrastructure, including new transport, education, health, green infrastructure and other community facilities in accordance with the IDP
Figure 9.6 – Witney Sub-Area Strategy
**Carterton Sub-Area**

9.3.1 This is the second smallest of the five sub-areas covering just over 13,000 hectares. It is however well-populated containing around 25,000 people, the majority of which (16,000) live in Carterton, a relatively modern town which during the last 100 years has grown from an area of small holdings to become the second largest town in West Oxfordshire.

9.3.2 Carterton offers a good range of services and facilities including a country park, leisure centre, employment, housing and retail. Part of the town’s rapid growth has been associated with the nearby airfield, now the country’s main RAF transport base (RAF Brize Norton) and an integral part of the local community employing **around 7,300 workers**, a substantial number of whom live on the base or in Carterton, up to **4,000 personnel** of which approximately **2,000 live on the base**.

9.3.3 There are a scattering of villages outside of Carterton, the largest being Bampton which has a relatively small population of about 2,500 but enjoys a good range of community activities and available services and is a designated rural service centre. Other settlements include Brize Norton, Shilton, Alvescot, Filkins, Langford, Clanfield, Kelmscott and Aston.

*Figure 9.7 – Carterton Sub-Area*
Housing

9.3.4 Most of the existing housing within this sub-area is located in Carterton. Military housing was built in the town after the Second World War, followed by extensive areas of private housing from the 1980s to recent times. Housing was primarily built within the low density structure of the original settlement until this century when the North East Carterton Development Area (Shilton Park) extended the town onto adjoining agricultural land providing around 1,500 new homes. A further 1,000 new homes are currently proposed through two committed schemes on the edge of Carterton including 700 to the east and 250 to the north-west.

9.3.5 Although many RAF service personnel live on the base, there are several areas of MOD housing within Carterton including the areas around Stanmore Crescent (REEMA Central) and Northwood Crescent (REEMA North) as well as land around York Road, Carr Avenue, Lyneham Close, Northolt Road and Bovingdon Road. These areas are illustrated on Figure 9.10. Some of this housing is built at low density and poorly designed. The redevelopment of MOD housing has been highlighted as a priority throughout the preparation of this Local Plan and it is important to the successful progress of Carterton as a thriving town.

9.3.5a If areas of older, low density poor quality MOD housing are able to be redeveloped, it would provide additional housing to meet identified needs and would also improve the appearance and perception of the town. New homes in central locations would also support the vitality and viability of the Town Centre and local services and facilities including Carterton Community College.

9.3.6 One of the sites (REEMA North) has recently been cleared to provide 200 new homes for service personnel. Once the development is complete (expected in 2016) the adjoining site (REEMA Central) will be made available to the open market for potential redevelopment for housing. One of the MOD sites (REEMA North) has recently been cleared to provide 200 new homes for service personnel. The development had originally been expected to be complete in 2016 but has been delayed for funding reasons. In terms of dwelling numbers, it is reasonable to consider that through a more innovative design and improved housing mix, more than 200 homes could be provided on the site. Discussions with the MOD are ongoing about a potential way forward for this site.

9.3.6a Part of the adjoining site (REEMA Central) has been declared surplus to MOD requirements and made available to Annington Homes who are currently progressing a market housing scheme of 135 dwellings (net gain of 81 dwellings). The remainder of the site is likely to be made available to Annington Homes over the course of the plan period.

9.3.6b The Council will work pro-actively with the MOD, Defence Infrastructure Organisation (DIO) and Annington Homes in order to maximise the delivery of new housing on the two REEMA sites and to further investigate the possibility of other areas of old military housing stock being made available for redevelopment at higher densities and to improved design standards.

9.3.7 House prices in Carterton are relatively low compared with other parts of the District though there is still a significant need for affordable housing with 149 people on the Council’s waiting list having identified the town as their preferred location.

9.3.8 The low density nature of the older housing in Carterton and the relatively large plot sizes has led to pressure for infill development in recent years.
Employment

9.3.9 The Carterton sub-area plays an important economic role within the District. The main sector of the local economy is Government services which accounts for 26% of total employment. This is largely a reflection of RAF Brize Norton which lies immediately to the south of the town and employs around 4,000–5,800 personnel, 1,200 contractors and 300 civilian staff. The second largest sector is distribution (including retail) at 17%. Manufacturing is relatively poorly represented compared to West Oxfordshire as a whole comprising just 6.5% of employment in this area.

9.3.10 Economic activity rates are high at over 80%. However, there is an imbalance of homes and jobs with the number of resident workers outweighing the number of jobs. Carterton has 24% of the District’s economically active population compared with just 13% of the District’s employment. Witney by contrast only accounts for 29% of the District’s economically active population, but for 35% of the jobs. It is likely therefore that many Carterton residents will be looking to Witney as a source of employment. Economic activity rates are high at over 80%. As is the case with the other sub-areas, there is an imbalance of homes and jobs with the number of resident workers outweighing the number of jobs, however in the Carterton sub-area this imbalance is most pronounced with almost 3,000 more economically active workers than jobs. Carterton has 24% of the District’s economically active population and around 21% of the District’s employment. Witney by contrast accounts for over 30% of the District’s jobs. Many Carterton residents currently look to Witney as a source of employment.

9.3.11 In terms of existing business land provision, Carterton accommodates several large employment sites including the Carterton South Industrial Estate built in the 1970s and the more recent Ventura Park and West Oxfordshire Business Park.

9.3.12 Although Carterton has witnessed some renewal of its industrial stock in recent times (e.g. Ventura Park) and has a range of buildings to suit varied needs, the availability of small, starter units is limited.

9.3.13 In terms of undeveloped business land, there is a relatively limited supply currently with around 1.5 acres (0.6ha) available at Ventura Park, and 7.9 acres (3.2ha) at West Oxfordshire Business Park. The Town Council has expressed a desire to increase the supply of available business land in Carterton in order to attract additional inward investment, capitalising on the aviation linkages with RAF Brize Norton. This is a key aim of the emerging Carterton masterplan and is supported by the Council’s economic evidence which suggests that Carterton should be identified as a priority location for new employment land provision.

Transport

9.3.14 Transport is an important issue for the Carterton sub-area which includes a number of key routes including the A361 and A4095 with the A40 running along the northern edge of the area. Carterton is relatively remote from the primary road.
network and whilst the A40 is a short distance to the north, it can only be accessed via ‘B’ roads including the B4020 Shilton Road and B4477 Brize Norton Road. Access to Witney can be achieved via the A4095 Bampton Road but this necessitates vehicles having to travel through Brize Norton village.

9.3.15 The County Council's transport aspiration is to improve access to Carterton from the A40 to help unlock economic potential and better serve the needs of RAF Brize Norton. The B4477 Brize Norton Road has been identified in the County Council’s draft Local Transport Plan (LTP4) as the preferred route for upgrading to ‘A’ road standard together with the promotion provision of west facing slip roads at the A40 junction.

9.3.16 In terms of public transport, Carterton is well served by bus services including the premium S1 and S2 services to Witney and Oxford. Of those commuting out of Carterton to work, around 17% travel by bus. Oxfordshire County Council have identified a number of potential improvements to bus services in the Carterton sub-area including improvements to the frequency of services to Witney and Oxford, improved frequency of buses to Swindon, new bus stops close to the RAF main gate and improving the environment and quality of bus stops along these routes, pedestrian and cycle paths to them and the facilities available such as cycle parking. The area has no rail services.

9.3.17 As a relatively small town, walking and cycling are realistic and attractive travel options in Carterton. Of those living and working in the town, 30% travel by foot and 20% by bicycle. Carterton already has a good pedestrian and cycle network which is well used, particularly by RAF personnel, but the links through older parts of the town and out to the countryside are incomplete. The County Council’s draft Local Transport Plan (LTP4) seeks to improve and promote this network and identifies a number of potential new routes within the town as well as the provision of a high quality cycle route between Carterton and Witney.

Retail and Leisure

9.3.18 Carterton has a relatively small town centre for its size, primarily serving a convenience and service role. The food retail offer is good with three supermarkets located close to the town centre. However, the town centre lacks a varied choice and range of non-food retailers and provides only a limited number of multiple retailers. As a result, a significant amount of shopping trade leaks to other centres such as Witney and the centre remains vulnerable to out of centre development.

9.3.19 Evidence suggests that there is scope to provide an enhanced range and choice of non-food retailers in Carterton Town Centre and that this should be a priority for the Local Plan. It also highlights the potential to enhance the leisure offer through the provision of bars and restaurants to increase visitor numbers and dwell time.

9.3.20 Importantly, due to the nature of the town centre environment, Carterton is less constrained than the historic town centres of Witney and Chipping Norton and therefore has good physical capacity to accommodate future retail and leisure proposals.

West Oxfordshire Retail Study (2012)
9.3.21 Evidence\textsuperscript{65} suggests there is also potential to improve the quality of the town centre environment, an objective that has also been identified in design work undertaken on behalf of the Town Council in 2013 and more recently in the emerging Carterton masterplan.

9.3.22 Leisure facilities in Carterton include the Carterton Leisure Centre and the Kilkenny Lane Country Park running along the northern edge of the town. The leisure centre was built in 2003 and has a considerable area of land to the rear of the site earmarked for an extension although funding is required. The Country Park was established in 2005 and there is scope to further extend it (as is proposed as part of the committed urban extensions to the east and north-west of the town).

9.3.23 The provision of additional sports pitches at Carterton for leisure use is a long-standing objective of the Town Council and the Council’s evidence confirms that there is a shortage of playing pitches serving the town\textsuperscript{66}.

**Environment and Heritage**

9.3.24 There are relatively few environmental considerations within this sub-area compared to other parts of the District. Much of the area to the south of Carterton is however designated as a ‘mineral consultation area’ due to the presence of extensive sand and gravel resources.

9.3.25 The extraction of minerals in the Lower Windrush Valley in the east of the sub-area has significantly altered the landscape with large areas of riverside pasture now used for recreation, tourism and nature conservation through the Lower Windrush Valley Project. There are also mineral resources to the north of Carterton including Burford Quarry (limestone) and Whitehill Quarry (limestone), an active limestone quarry (Burford Quarry).

9.3.26 The River Thames runs along the southern boundary of the sub-area and presents positive potential opportunities for tourism and leisure uses although must also be considered in terms of the flood risk it presents. Flood risk is also an issue for other locations within the sub-area including some of the villages which are particularly vulnerable.

9.3.27 Running along the western boundary of Carterton is the Shill Brook Valley which is a designated biodiversity conservation target area. Conservation Target Areas (CTAs) are the most important areas for wildlife conservation where targeted conservation action will have the greatest benefits. In planning terms they represent areas of ecological opportunity and potential improvements to the District’s CTAs are highlighted in the draft Infrastructure Delivery Plan (IDP).

9.3.28 Noise from RAF Brize Norton is an important environmental consideration in this area. Carterton and the surrounding villages are adversely affected by aircraft movement. The airbase and level of activity will continue to reflect its major contribution to global activities although the replacement of some older aircraft has led to a reduction in the noise footprint for the base it is anticipated that the

\textsuperscript{65} Economic Snapshot and Outlook (January 2015)

\textsuperscript{66} 2013 Open Space Study
replacement of the existing fleet of older aircraft will lead to a reduction in the noise footprint for the base.

9.3.29 This sub-area includes a number of important heritage assets including ancient woodland, Conservation Areas, scheduled monuments and numerous listed buildings notably in Shilton which still shows the layout of a 13th century Cistercian farming grange with the Grade II* listed Church of the Holy Rood, dovecote, other features and buildings.

Infrastructure

9.3.30 As the District's second largest town, Carterton offers a good range of services and facilities including a Leisure Centre, library, several primary schools, a secondary school, open space, sports pitches and health care facilities.

9.3.31 Careful consideration must be given to the impact of future development on the capacity of existing infrastructure. Other than transport, the main infrastructure requirements for Carterton relate to education and leisure.

9.3.32 Whilst Carterton currently has some spare capacity, the primary schools have experienced rapid growth in pupil numbers in recent years which will feed into the secondary school. The most recently built primary school, St. John the Evangelist Primary School provided as part of the Shilton Park development is rapidly filling up and does not have scope to accommodate any more children from new development. A new primary school will be provided as part of the committed housing scheme on land to the east of Carterton.

9.3.33 There is a very active secondary school in Carterton with expanding sixth form facilities although many older pupils travel to schools at Witney or Burford. The catchment of the secondary school will be extended to include the committed housing site to the east of Carterton which will help to support the provision of improved facilities at the school. Any further long-term significant development in Carterton may necessitate the expansion of the secondary school.

9.3.34 In the villages surrounding Carterton there is limited capacity within existing schools at present.

9.3.35 There is an identified need for a new fire station at Carterton (to be provided as part of the 700 unit urban extension east of Carterton) and the Town Council has identified a need for a new cemetery as well as additional open space.

Scope for Further Expansion

9.3.36 There are some good opportunities for further development within the built up area of Carterton and this is a key priority for the Local Plan. It is anticipated that the redevelopment of the two MOD sites, REEMA North and REEMA Central will deliver a net gain of around 400-500 new homes across the two sites (300 on REEMA north and 200 on REEMA central). Subject to the requirements of the MOD and viability considerations, there may also be some potential to redevelop other areas of MOD housing in Carterton over the period of the Local Plan. This would present the opportunity to increase densities and raise environmental and design standards. The Council will therefore work pro-actively with the MOD, Defence Infrastructure Organisation (DIO) and Annington Homes in order to further investigate the possibility of other areas of old military housing stock being made available for redevelopment.
9.3.36a There are also a number of areas of under-used land in and around the Town Centre which provide the opportunity to deliver modern, high quality and high density development in order to support the vitality and viability of the town centre. These sites provide the opportunity for residential or mixed-use development that would increase presence within the Town Centre supporting local services and facilities as well as the evening economy. The District Council will work proactively with the Town Council to deliver potential redevelopment schemes including the development of planning briefs for key sites.

9.3.37 Whilst there are opportunities within Carterton, in order to meet the identified housing requirement for this sub-area it will be necessary to expand the existing urban area through development on Greenfield land. It is anticipated that this will take place on two sites which are both already committed through the planning process including land to the east of Carterton (700 homes) and land to the north-west (346-250 homes).

9.3.38 Alternative options to the north, north-east and west of the town have been promoted through the Local Plan process and in the case of the latter through an outline planning application.

Key Issues – Summary

9.3.39 Drawing on the brief profile outlined above we can identify a number of key issues and challenges to be addressed in relation to the Carterton sub-area. These include:

- A relatively small but well-populated sub-area most of whom live in Carterton, the District’s second largest town.
- Housing in Carterton is relatively inexpensive compared to other parts of the District but there is still a high level of affordable housing need.
- RAF Brize Norton is a major influence on the town and an integral part of the local economy – there are opportunities to exploit the links with the base (e.g. attraction of aviation related industries to Carterton).
- There has been pressure for infill development in recent years.
- There may be some long-term potential to redevelop areas of MOD housing subject to service accommodation requirements and viability considerations.
- There is currently an imbalance with the Carterton sub-area having the greatest excess of workers to jobs than any of the five sub-areas more workers than jobs which leads to out-commuting.
- There is currently limited availability of business land opportunities within the town including a lack of small starter units.
- The town centre offer is relatively poor given the size of the town. Food retail is well provided for but there is a lack of quality non-food retailers.
- There is also a lack of other related leisure uses including bars, coffee shops and restaurants.
- The Town Centre has the physical capacity to accommodate a range of new uses.
- Carterton is relatively remote from the primary road network and can currently only be accessed via ‘B’ roads.
- There is reasonable bus provision but no rail services within the sub-area.
• As a relatively small town, the scope for walking and cycling in Carterton is good and there are some reasonable links already, however a number of improvements are needed.
• This is an environmentally sensitive area including the presence of sand and gravel and limestone resources and flood risk.
• There is potential to further enhance leisure and tourism opportunities along the River Thames which runs along the southern boundary of the sub-area.
• The Shill Brook Valley is designated as a Conservation Target Area and presents the opportunity for enhancement.
• The Country Park is a key local asset and has the potential to be expanded.
• Noise from RAF Brize Norton is an important environmental consideration in this area.
• There is increasing pressure on primary school capacity.
• Secondary school capacity exists at present but there could be a need to expand in the future depending on levels of growth in the town.
• There are a number of identified infrastructure needs for Carterton including additional playing fields, allotments, a cemetery and fire station.
• Conservation and enhancement of the heritage assets within the sub-area.

Strategy

9.3.40 Having regard to the profile and key issues outlined above, the proposed strategy for the Carterton sub-area is set out below. 

Regard will also be given to any adopted (made) Neighbourhood Plans in the sub-area.

Housing

9.3.41 In accordance with the overall strategy, future development within this sub-area will be focused predominantly at Carterton which as the district’s second largest town, offers a good range of services facilities and represents a sustainable location for future development.

9.3.42 However, a distinctive characteristic of Carterton is the imbalance that exists between the number of economically active residents and current imbalance of housing and job opportunities. In short, there are fewer jobs than resident workers which lead to a relatively high level of out-commuting (60%). This is in contrast to Witney where the number of jobs and economically active workers are much more closely aligned which accommodates the majority of the District’s job opportunities (around 35%).

9.3.43 In light of this, the proposed quantum of housing in the Carterton sub-area is lower than the Witney sub-area and to help the current imbalance of homes and jobs, there will be a particular focus on additional business land provision (see below).

9.3.44 It is anticipated that the overall housing requirement for this area (2,600 homes) will be met through a combination of homes already completed, existing commitments, sites identified in the Council’s SHLAA, windfall development and an allocated Strategic Development Area (SDA). This is summarised in the table below. It is anticipated that the overall housing requirement for this area (2,600 homes) will be met through a combination of homes already completed, existing commitments,
allocated sites and windfall development. This is summarised in the table below. Further sites will also be identified through any subsequent review of this Local Plan.

### Table 9.2 – Anticipated Housing Delivery in the Carterton Sub-Area

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carterton sub-area indicative housing requirement</td>
<td>2,600</td>
</tr>
<tr>
<td>Homes already completed (2011 – 2014)</td>
<td>135</td>
</tr>
<tr>
<td>Existing planning commitments as of 1st February 2015 including:</td>
<td>1,821</td>
</tr>
<tr>
<td>- Land east of Carterton (700)</td>
<td></td>
</tr>
<tr>
<td>- REEMA North (200)</td>
<td></td>
</tr>
<tr>
<td>- Milestone Road (263)</td>
<td></td>
</tr>
<tr>
<td>- Carterton Petrol Station (42)</td>
<td></td>
</tr>
<tr>
<td>- New Road, Bampton (160)</td>
<td></td>
</tr>
<tr>
<td>- North West Carterton (316)</td>
<td></td>
</tr>
<tr>
<td>- Saxel Close, Aston (38)</td>
<td></td>
</tr>
<tr>
<td>- Other permissions (102)</td>
<td></td>
</tr>
<tr>
<td>REEMA Central Strategic Development Area (SDA)</td>
<td>200</td>
</tr>
<tr>
<td>Identified SHLAA capacity</td>
<td>15</td>
</tr>
<tr>
<td>Windfall allowance (25 per year 2015 – 2031)</td>
<td>400</td>
</tr>
<tr>
<td>Total</td>
<td>2,571</td>
</tr>
</tbody>
</table>

### Table 9.2 – Anticipated Housing Delivery in the Carterton Sub-Area

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carterton sub-area indicative housing requirement</td>
<td>2,600</td>
</tr>
<tr>
<td>Homes already completed (2011 – 2014)</td>
<td>231</td>
</tr>
<tr>
<td>Existing large planning commitments as of 1st September 2016 (10 or more units) including:</td>
<td>1,414</td>
</tr>
<tr>
<td>- Land east of Carterton (700)</td>
<td></td>
</tr>
<tr>
<td>- North west Carterton (205)*</td>
<td></td>
</tr>
<tr>
<td>- REEMA North (200)</td>
<td></td>
</tr>
<tr>
<td>- Carterton Petrol Station (42)</td>
<td></td>
</tr>
<tr>
<td>- New Road, Bampton (160)</td>
<td></td>
</tr>
<tr>
<td>- Saxel Close, Aston (38)</td>
<td></td>
</tr>
<tr>
<td>- Land north of Cote Road, Aston (41)</td>
<td></td>
</tr>
</tbody>
</table>
Linden House, Kilkenny Lane, Carterton (10)
Brooklands nurseries, Carterton (15)
63 Burford Road, Carterton (3)*

Existing small planning commitments as of 1st September 2016 (less than 10 units) 75

REEMA North and Central Strategic Development Area (SDA)** 300

Land at Milestone Road, Carterton 200

Land at Swinbrook Road, Carterton 70

Anticipated windfall (2016 – 2031) 262

Total 2,552

*remaining units forming part of a larger scheme

** REEMA North is listed twice in the table as 200 units are already committed through a planning permission with the potential for a further 300 units across both REEMA North and REEMA Central in the period to 2031 i.e. 500 net gain in total.

Past completions, existing commitments, SHLAA sites and windfall

9.3.45 In the first three years of the plan period (2011 – 2014) a total of 135 homes have already been completed in the Carterton sub area. As 1st February 2015, a further 1,821 homes already benefit from planning permission or resolution to grant permission subject to Section 106. In the first five years of the plan period (2011 – 2016) a total of 231 homes have already been completed in the Carterton sub-area. As 1st September 2016, a further 1,489 homes already benefit from planning permission or resolution to grant permission subject to Section 106. This comprises 1,414 on larger sites of 10 or more dwellings and 75 on smaller sites of less than 10.

9.3.46 The largest of these sites is land to the east of Carterton which was the subject of a draft local plan allocation in 2012 and 2014 and now benefits from a resolution to grant outline planning permission for 700 homes. A further 316 homes are also committed on land to the north west of Carterton with 200 new homes also proposed for service families on the MOD REEMA North site in Carterton (although there is considered to be scope for an increased number of dwellings through appropriate mix, design and layout).

9.3.47 In addition, the Council’s SHLAA (June 2014) has identified capacity for around 15 new homes on a couple of small sites within the Carterton sub-area. These are assessed in detail in the SHLAA (available separately) and include the following:
It is also considered appropriate to include a ‘windfall’ allowance to cater for unidentified sites that are likely to come forward for housing over the period of the Local Plan. Based on past evidence, a conservative estimate is that such schemes would provide 25 homes per year within the Carterton sub-area over the remaining period of the Local Plan (2015–2031) thereby providing an additional 400 new homes. It is also considered appropriate to include a ‘windfall’ allowance to cater for unidentified sites that are likely to come forward for housing over the period of the Local Plan. Based on past evidence of historic rates of windfall delivery by sub-area, it is reasonable to expect delivery of at least 262 units from unidentified windfall sites in the period 2016–2031.

Strategic Development Areas (SDAs) Non-Strategic Housing Allocations

A single Strategic Development Area (SDA) is Three ‘non-strategic’ housing allocations are proposed within the Carterton sub-area including REEMA North and Central, Milestone Road, Carterton and Swinbrook Road, Carterton, the REEMA Central site in Carterton which is expected to deliver a net increase of around 200 new homes. This will complement the committed urban extension schemes to the east and north west of the town which between them will deliver just over 1,000 new homes.

REEMA Central Strategic Development Area (SDA) — 200 homes (Carterton Parish)

The REEMA Central site currently accommodates a number of existing MOD properties but has been declared surplus to requirements pending the redevelopment of the adjoining REEMA North site for 200 service family homes. Once that scheme is complete (expected 2016) the REEMA Central site will be made available to the open market. The REEMA North and REEMA Central sites are located close to the centre of Carterton, either side of Upavon Way. The REEMA Central site had a number of existing properties on it but has now been cleared with a view to providing 200 new homes for service personnel. That scheme had been intended to be completed in 2016 but has been delayed for funding reasons. The delay is considered to offer an opportunity to revisit the mix, design and layout of the permitted 200 home scheme with a view to potentially increasing the number of new homes to around 300.

Part of the site has already been made available to Annington Homes who are progressing a market housing scheme of 135 dwellings through a planning application (although 54 dwellings will be demolished meaning a net gain of 81 units). The remainder of the site is likely to be made available for redevelopment/infill within the period of the Local Plan.

Both sites are previously developed land and is very close to the town centre. They represents a sustainable development opportunity and its their potential redevelopment has been well-supported through previous consultation. Given the relatively high existing use value of the REEMA Central site, complete redevelopment, whilst desirable, may not be financially viable.
9.3.52 A more likely outcome is a potential for some redevelopment, combined with new build infill development on the parts of the site that are currently undeveloped. It is anticipated that the net increase in housing on the REEMA Central site is likely to be around 200 new homes. Coupled with a potential increase of around 100 dwellings on the permitted REEMA North site, the net gain over and above the existing commitment (200 dwellings) would be around 300 homes. The proposed allocation is shown in Figure 9.8.

Figure 9.8 – REEMA **North and Central Strategic Development Area (SDA)**

9.3.53 In the longer term there **may be some is** potential for further redevelopment of MOD housing in Carterton. There are several existing areas where the density of development is relatively low and the quality of the housing stock and surrounding environs relatively poor. These are illustrated on the plan at Figure 9.10. We will work proactively with the MOD, DIO and Annington Homes to consider the potential for new housing on these sites to help support Carterton in particular the **Town Centre and surrounding environs.** At this stage however, none of those properties have been declared surplus to requirements so they cannot be relied upon to deliver additional housing to meet the indicative target for this area.
Policy CA1 – REEMA **North and Central Strategic Development Area (SDA)**

Land at REEMA **North and Central** to accommodate a sustainable, integrated community that forms a positive addition to Carterton. Proposals for development should be consistent with the following:

a) a net increase of about **200-300** homes with a range of residential accommodation to meet identified needs including affordable housing.

b) provision of high quality pedestrian and cycle links to the Town Centre and other key destinations.

c) contribution towards education and indoor and outdoor leisure provision in the local area.

d) appropriate provision for green infrastructure.

e) necessary supporting transport infrastructure, including proposals to mitigate the impact of traffic associated with the development.

f) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements.

g) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings.

h) the developer will be required to set aside 5% of the developable plots for those wishing to undertake custom/self-build.

**Land at Milestone Road, Carterton (200 homes)**

9.3.53a This is a relatively large site of around 6 hectares located in the south of Carterton just off Milestone Road. It is bordered by RAF Brize Norton to the south, an existing employment area to the east, a residential caravan park to the west and housing to the north. The site is Greenfield comprising generous plots to a number of existing properties fronting onto Milestone Road. Importantly the principle of residential development on the site has already been established through a number of previous permissions including a 65 bed nursing care home, 93 unit extra-care scheme and 105 open market dwellings (263 units in total). However, due to difficulties in relation to land assembly, those permissions have now been disposed of.

9.3.53b With the principle of residential development having been accepted, it is considered appropriate to allocate the site for housing development as part of this Local Plan. Because of the current problems of land assembly no reliance is placed on the site in terms of the short-term 5-year housing land supply but it is quite reasonable to expect the site to come forward within the period of the Local Plan. The proposed site allocation is shown in Figure 9.8a below.
9.3.53c Having regard to the size of the site it is reasonable to assume future delivery of around 200 residential units although the final number would of course be determined by the nature and mix of any application.

Figure 9.8a – Land south of Milestone Road, Carterton

Policy CA1a Land at Milestone Road, Carterton

Land to the south of Milestone Road, Carterton to accommodate around 200 dwellings as a well-integrated and logical extension of the existing built form of the town.

Proposals for development should be consistent with the following:

a) provision of a mix of house types and tenures including affordable housing in accordance with Policy H3 – Affordable Housing;

b) provision of satisfactory vehicular accesses from Milestone Road via a through road and appropriate pedestrian and cycle connections;

c) appropriate provision of and contributions towards supporting infrastructure;

d) development to take account of the height, scale and density of surrounding buildings;

e) where necessary, provision of noise mitigation measures to take account of potential noise from RAF Brize Norton
f) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements.

g) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings.

h) the developer will be required to set aside 5% of the developable plots for those wishing to undertake custom/self-build.

**Land at Swinbrook Road, Carterton (70 homes)**

9.3.53d This is a small Greenfield site of around 1.7 ha on the northern edge of Carterton. It adjoins a permitted residential scheme of 250 units which is currently being constructed by David Wilson Homes. The site was originally intended to come forward as a proposed extension of the David Wilson scheme to provide a further 66 dwellings. The site received a resolution to grant planning permission subject to a Section 106 legal agreement in July 2014 however it has not come forward due to land assembly problems and the application has been disposed of.

9.3.53e With the principle of residential development having been previously accepted, it is considered appropriate to allocate the site for housing development as part of this Local Plan. Because of the current problems of land assembly no reliance is placed on the site in terms of the short-term 5-year housing land supply but it is quite reasonable to expect the site to come forward within the period of the Local Plan. The proposed site allocation is shown in Figure 9.8b below.

9.3.53f The site is allocated for around 70 homes, similar to the previous resolution to grant outline consent but the final number will depend on the nature of any scheme that comes forward through the planning application process. Furthermore, there may be potential to incorporate further land to the north which is currently in use as allotments (subject to their relocation) and to the north east (Linden House) which already has planning permission for 10 units. If these sites were to be included capacity could be increased to around 120 units but for the purposes of the Local Plan housing requirement, delivery of 70 units has been assumed. Access to the site is achievable from the permitted (under construction) scheme to the south.
Figure 9.8b – Land at Swinbrook Road, Carterton

**Policy CA1b Land at Swinbrook Road, Carterton**

Land to the east of Swinbrook Road, Carterton to accommodate around 70 dwellings as a well-integrated and logical extension of the existing built form of the town.

Proposals for development should be consistent with the following:

a) provision of a mix of house types and tenures including affordable housing in accordance with Policy H3 – Affordable Housing

b) provision of satisfactory vehicular access and appropriate pedestrian and cycle connections;

c) density, layout and form of development that integrates effectively with the adjoining residential scheme to the south of the site;

d) appropriate provision of and contributions towards supporting infrastructure including extension/enhancement of Kilkenny Country Park and/or provision or improvement of other sports/recreation facilities;

e) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements.

f) the use of sustainable drainage methods to ensure that post-development surface water run-off rates are attenuated to achieve a
reduction in greenfield run-off rates. The sustainable drainage systems should be designed to provide a biodiversity enhancement.

g) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings.

Alternative Options

9.3.54 Two other main options have been considered for the expansion of Carterton including land to the north and west of the town. Having regard to the overall housing requirement and evidence prepared in support of the Local Plan these sites have not been allocated. In terms of the future potential strategic expansion of Carterton, three main options have been considered including land to the north, north-east and west of the town. Whilst these areas of land have been identified as having some future development potential in the Carterton Masterplan, having regard to the overall housing requirement and evidence prepared in support of the Local Plan these sites have not been allocated at this point but will be re-considered as part of any subsequent review of this Local Plan alongside any other reasonable alternatives.

9.3.55 Land to the north of Carterton which falls within Brize Norton Parish is considered to be poorly related to the town, relatively remote from the town centre and segregated by the Kilkenny Lane Country Park. It is poorly served by public transport and development in this location would require significant improvements to the Burford Road.

9.3.55a Land to the north east of Carterton which also falls within Brize Norton Parish is similarly poorly related to the town and more remote from the town centre. Parts of the site are also very open and elevated and development in this location would represent a significant incursion into open countryside.

9.3.56 Land to the west of Carterton which straddles the boundaries of Carterton and Alvescot Parishes is segregated from the town by virtue of the Shill Brook Valley and major development in this location would be poorly related to the town and have a harmful landscape impact.

Employment

9.3.57 At present there is an imbalance of homes and jobs in the Carterton sub-area with fewer job opportunities than economically active residents. This leads to relatively high levels of out-commuting to other locations including Witney.

9.3.58 There is a clear need to increase the supply of business land in Carterton. At present there is a relatively limited supply with around 1.5 acres available at Ventura
Park, and 7.9 acres at West Oxfordshire Business Park. This could be quickly filled if one or two large employers were to move to the area.

9.3.59 Carterton Town Council has expressed a clear desire to increase the supply of business land in Carterton in order to attract inward investment, increase job opportunities and reduce levels of out-commuting. This aim is a key theme of the Carterton Masterplan, emerging masterplan for the town. The Council’s own economic evidence confirms that Carterton is in need of additional business land provision to help address the current imbalance of homes and jobs and as such the Local Plan seeks to address this situation.

9.3.60 In accordance with the overall strategy and supporting evidence, Carterton will be a focus for additional business and employment opportunities within the District. The Council will work with landowners, developers and the Town Council to secure the provision of at least 10 hectares of additional business land over the period of the Local Plan.

9.3.61 One option is to relocate the existing leisure facilities on the corner of Monahan Way and Carterton Road to an alternative location (potentially linked to other related facilities) and to use the site for employment instead. This would create an effective business ‘cluster’ with the existing Ventura and West Oxfordshire business parks nearby. Any such proposal would be subject to replacement provision of the existing leisure facilities in a suitable, accessible location. To help achieve this, land on the corner of Monahan Way and Carterton Road is allocated for employment use subject to the replacement of the existing leisure facilities currently on the site. This would deliver around 4 ha of business land and would create an effective business ‘cluster’ with the existing Ventura and West Oxfordshire business parks nearby. The allocation is however subject to replacement provision of the existing leisure facilities in a suitable, accessible location.

9.3.62 The Council will work with relevant partners including Carterton Town Council to consider the implementation of this allocation and to also investigate the possibility of other sites that could be brought forward for business use.

9.3.63 It is anticipated that the provision of new employment land could also facilitate the upgrading of some of the town’s existing employment land stock through the provision of modern business premises enabling businesses to move and expand. There may be potential for example for the redevelopment of the older Carterton South Industrial Estate in the medium to longer term.

9.3.64 We will therefore seek the retention of existing employment sites and support in principle, the modernisation of premises to ensure they remain fit for purpose.

9.3.65 Employment provision in the rest of the sub-area will generally be limited to meeting local community and business needs. Rural diversification projects will be supported in principle subject to Policy E2.

Transport

9.3.66 Transport is a key issue for the Carterton sub-area which includes a number of key routes. Whilst not as congested as Witney, the central areas of Carterton are prone to some congestion and importantly the town is poorly connected to the strategic road network including the A40. The Local Plan therefore seeks to improve access
to and from the town, promote greater use of walking cycling and public transport and reduce congestion in the Town Centre.

9.3.67 In terms of improving access to the Town, the County Council has established that the B4477 Minster Lovell Road should be prioritised for upgrading from a B classification road to ‘A’ classification. This will have a number of benefits including a diversion of military freight vehicles from less suitable routes including the Town Centre. Complementary measures in the surrounding rural area may also be sought to support this scheme.

9.3.68 The proposed upgrade will be complemented by the provision of west facing slip roads at the A40/B4477 Minster Lovell junction in order to serve operations at RAF Brize Norton and help support future employment growth at Carterton.

9.3.69 In terms of walking and cycling, the size of Carterton means that these represent realistic alternatives to the private car which is reflected in the relatively high proportion of residents who currently walk or cycle to work locally. There are however opportunities for further improvements which the Council will seek to introduce in partnership with the County Council, the Town Council, developers/landowners and other relevant parties.

9.3.70 Where appropriate, new development will be required to provide necessary improvements, either directly or via a financial contribution. The Council will continue to support the concept of a cycle route between Witney and Carterton and funding will be sought from new development and other potential sources.

9.3.71 In terms of public transport, Carterton is reasonably well-served by bus although there is scope to improve the frequency of services as well as providing new bus stops in appropriate locations, improved links to waiting facilities and improved quality of waiting facilities such as cycle parking. We will therefore work with the County Council as highway authority to secure such improvements including as part of new development where appropriate.

9.3.72 In terms of congestion in the Town Centre, no definitive measures are proposed at this time but the proposed improvements to the B4477 outlined above will help to reduce the numbers of military freight vehicles travelling through the Town Centre. We will continue to work in partnership with the County Council and Town Council to determine other appropriate measures to improve the environment of the town centre.

Retail and Leisure

9.3.73 Despite recent improvements, for a town of its size, Carterton’s town centre offer remains below par, particularly in terms of comparison (non-food) retail and supporting complimentary uses such as coffee shops, bars and restaurants.

9.3.74 The Town Council is keen to turn Carterton Town Centre into a more vibrant and attractive retail and leisure destination. This was a key theme of some design work
undertaken on behalf of the Town Council in 2012. One of the recommendations was to provide a new public space and site for the weekly market adjacent to the Town Hall and this has now been implemented.

9.3.75 Other recommendations relating to the Town Centre included:

- Improving linkages to the town centre from the rest of the town;
- Improving the quality of the public realm;
- Creating attractive, safe and uncluttered streets and spaces for all users of the town centre, particularly for pedestrians and cyclists;
- Improving the cross roads at the heart of the town;
- Maintaining and mending the continuity of building frontages to enclose streets and other public spaces to ensure lively and safe places;
- Improving legibility (way finding and distinctiveness);
- A complementary and wider range of uses that add to the life and vitality of the town centre, both in the day and at night; and
- Adding cycle parking and maintaining levels of car parking to serve the town centre.

9.3.76 Five distinct areas were identified as priorities for action including; the main streets, the cross roads, the market square and adjoining links, the north parade along the Burford Road and the south parade along the Black Bourton Road. A number of recommendations were made for each of these areas including new and improved frontages, better connectivity and an overarching desire to bind the centre together better as a 'single place'.

9.3.77 More recently, the Town Council has commissioned a masterplan for Carterton, the emerging draft of which highlights an aspiration to improve the range and quality of shops in Carterton and provide quality restaurants, pubs and night time activities. One of the key principles of the masterplan is to deliver a vibrant and attractive town centre. The Town Council commissioned a masterplan for Carterton which was completed in 2015. It highlights an aspiration to improve the range and quality of shops in Carterton and provide quality restaurants, pubs and night time activities. One of the key principles of the masterplan is to deliver a vibrant and attractive town centre.

9.3.78 The masterplan includes a Town Centre strategy which seeks to secure the future role of the town centre, ensure its vitality and viability, widen and secure the retail offer, reduce the number of vacancies and prevent against unsuitable out of town development that would undermine the role of the town centre as well as marketing Carterton as a destination and clear brand.

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69 Design Strategy: Carterton Town Centre and Market Square (Transform Places May 2013)
Specific recommendations include:

- New development opportunities to attract new shops and improve the town centre offer with potential redevelopment sites on Burford Road and Alvescot Road;
- New development opportunities to encourage quality restaurants, cafes and pubs to located in the town centre;
- Community hub to encourage social networking and address shortfall in youth and community facilities;
- Highway improvements including increased junction capacity and new crossing arrangements at the cross roads;
- New seating and cycle parking;
- Property and public realm enhancement along the main streets to improve the character and resident and visitor experience and bind the centre together as a single place;
- Rationalise existing car parking to the rear of North Parade to ensure efficient use and potential for flexible space for festivals and events;
- Inter-lined features of public art and lighting;
- Interpretation boards or plaques highlighting the history of the town or promoting a town attraction;
- Way finding strategy to include finger post sign or homing beacon to provide orientation; and
- Animation point or passive area with seating along main streets.

The District Council is entirely supportive of improvements being sought to Carterton Town Centre and will work in partnership with the Town Council and other relevant parties to achieve this. Some of these measures are outside the scope of the planning system although many can be directly influenced through new development and the Local Plan therefore has a key role to play.

In order to retain and promote the vitality and viability of the Town Centre, the Local Plan identifies a Primary Shopping Frontage along the southern side of Alvescot Road, part of Black Bourton Road and including the Co-op (see Figure 9.9). This primary area is intended to provide the principal focus for retail uses within the town and the loss of shops to other uses will be resisted.

Secondary Shopping Frontages are identified along the Burford Road, the northern edge of Alvescot Road and part of Black Bourton Road. These areas are intended to include a wider range of shops, leisure uses and services which complement the primary shopping offer of the centre (see Figure 9.9).

The extent of the primary and secondary frontages will be kept under review and redefined if necessary (for example where the redevelopment of an area for retail development would warrant it being included within the primary shopping frontage area).

The Local Plan also supports in principle the redevelopment of a number of opportunity sites within the Town Centre of Carterton. These sites are identified on Figure 9.9 and include the existing shopping parade along Burford Road which represents an underutilised space with the potential for a much improved frontage.
to Burford Road and more efficient use of the space potentially in the form of a mixed-use development.

9.3.85 Further opportunities exist along the western edge of Black Bourton Road and the southern edge of Alvescot Road. These present similar opportunities for improved, active frontages with a mix of different uses, together with a much more efficient use of space.

9.3.86 Other town centre improvement measures to be sought by the District Council in partnership with Carterton Town Council include:

- Provision of improved access, particularly for pedestrians, cyclists and public transport users, whilst not precluding the potential for pedestrianisation;
- Improved linkages from the Town Centre to other parts of the town;
- Improvements to the main crossroads area including vehicular, cycle and pedestrian movements and improvements to the adjoining public realm and building frontages;
- The promotion of a distinct and continuous tree-lined 'green avenue' along the main streets;
- The provision of 'gateway' features to properly demarcate arrival into the Town Centre;
- Retention and provision of convenient and sufficient car parking to cater for current and future requirements (to be kept under review);
- Support in principle for the provision of new mixed-use developments of suitable and complementary uses;
- Improved legibility and orientation for residents and visitors; and
- Improvements to the quality of the public realm including the provision of public art and improved street furniture.

9.3.87 The proposed Town Centre strategy is summarised in Policy CA2 below.

**Policy CA2 – Carterton Town Centre Strategy**

Carterton Town Centre will become the local retail centre of choice for those living and working in the town and surrounding villages:

- Provide a wider range of well integrated shops, eating and drinking establishments, leisure opportunities, public spaces and ancillary town centre facilities including ancillary residential development.

- Create distinctive and attractive shopping frontages through high quality traditional and contemporary design and landscaping, utilising high quality materials with some local references, and retaining and enhancing existing trees and planted areas where appropriate.

- Retain and provide adequate car parking and provide for improved access, particularly for pedestrians, cyclists and public transport users, whilst not precluding the potential for pedestrianisation.

- A primary shopping frontage is defined to the south side of Alvescot Road and Brize Norton Road to provide a focal point for
shopping within the centre and within which the loss of shops will be resisted.

• Secondary shopping frontages are defined along the northern side of Alvescot Road, Burford Road and the western side of Black Bourton Road. The loss of town centre uses from shopping frontages will be resisted and excessive concentrations of uses that could affect amenity or vitality will be avoided.

• Potential redevelopment of a number of opportunity sites including land on the western side of Burford Road, the southern side of Alvescot Road and the western side of Black Bourton Road. To provide more active and vibrant frontages and efficient use of available space potentially though mixed-use development of complementary uses.

• The main streets will be promoted as a distinctive tree-lined ‘green avenue’ with gateway features used to demarcate arrival into the Town Centre.

• Improvements to the main crossroads to facilitate vehicular, pedestrian and cycle movement and improve the quality of the surrounding environs.

• Improvements to the quality of the public realm including the provision of public art and street furniture.

Developer contributions and funding from other potential sources will be sought towards these and other Town Centre improvements as appropriate.
Figure 9.9 – Carterton Town Centre Strategy
Environment and Heritage

9.3.88 Whilst perhaps not as environmentally sensitive as some parts of the District, there are some important environmental considerations in the Carterton sub-area, including the extensive mineral consultation area in the south, limestone resources to the north, the Shill Brook Valley Conservation Target Area (CTA) flood risk and noise from RAF Brize Norton.

9.3.89 In relation to mineral extraction the Council will continue to liaise with the County Council as mineral planning authority and the Lower Windrush Valley Project in relation to the future extraction of sand and gravel within the Lower Windrush Valley and related after-use for alternative purposes. We will seek to ensure that new development does not unreasonably sterilise mineral resources or be detrimentally affected by the winning of minerals within this area.

9.3.90 In terms of the Shill Brook CTA, in accordance with the overarching aims of the designation we will seek to restore biodiversity and landscape through the restoration and management of habitat. New development will not be permitted where it would have a negative impact on the Shill Brook Valley and where appropriate, we will seek to secure improvements to it through new development.

9.3.91 With regard to the River Thames we will seek to support tourism and leisure proposals which are sensitive to and where appropriate enhance the ecological, landscape and heritage value of the River Thames.

9.3.92 The issue of flood risk will be carefully considered throughout the Carterton sub-area in accordance with national policy and Policy EH5 of this Local Plan.

9.3.93 Noise related to RAF Brize Norton is to some extent an inevitable fact of life for settlements close to the airbase. However, we will seek to ensure that new developments are not adversely affected by noise from the base in accordance with national policy and Policy EH6 of this Local Plan.

9.3.94 In terms of the historic environment, this sub-area includes a number of heritage assets including ancient woodland, several Conservation Areas, Scheduled Monuments and numerous listed buildings. In accordance with national policy and Policy EH7 all new development will be expected to conserve or enhance the special character and distinctiveness of West Oxfordshire’s historic environment and preserve-conserve or enhance the District’s heritage assets and their significance and settings.

Infrastructure

9.3.95 There are a number of identified infrastructure needs for Carterton including additional open space, the second phase of the leisure centre, a new fire station, cemetery, enhancement of the Shill Brook Conservation Target Area, allotments, education, pedestrian and cycle links, public transport, highway improvements, public art etc.

9.3.96 Some of these will be provided directly as part of new developments (e.g. a new primary school and fire station as part of the committed urban extension to the east of Carterton) whilst others will be provided indirectly through developer contributions and other potential sources of funding.
9.3.97 The Council has prepared an Infrastructure Delivery Plan (IDP) which seeks to quantify the infrastructure improvements that will needed to support the planned level and distribution of growth set out in the Local Plan. This will form the basis upon which future decisions regarding the provision of new or improved infrastructure will be made along with the Council’s CIL regulation 123 list once introduced.

9.3.98 In accordance with Policy OS5, we will seek to ensure that all new development within the Carterton sub-area is supported by appropriate and timely provision of necessary supporting infrastructure.

Policy CA3 – Carterton Sub-Area Strategy

The focus of new housing, supporting facilities and additional employment opportunities will be Carterton. New development in the rest of the sub-area will be limited to meeting local community and business needs and will be steered towards the rural service centre and larger villages.

Proposals for development in the sub-area should be consistent with the strategy which includes:

delivery of around 2,600 new homes to be focused on Carterton and to include affordable housing and homes designed to meet a range of different needs including older people.

- redevelopment of existing sub-standard MOD housing including a Strategic Development Area of about 200 dwellings (net) at REEMA Central (see Policy CA1)

- redevelopment of existing sub-standard MOD housing including a non-strategic housing allocation of around 300 dwellings (net) at REEMA North and Central (see Policy CA1)

- a non-strategic housing allocation of around 200 dwellings at Milestone Road, Carterton (see Policy CA1a)

- a non-strategic housing allocation of around 70 dwellings at Swinbrook Road, Carterton (see Policy CA1b)

- satisfactorily accommodating the needs of RAF Brize Norton and of local communities and visitors and working with RAF Brize Norton to meet their needs and ensure their impacts are mitigated wherever possible

- retention of remaining land for businesses (5ha) at West Oxfordshire Business Park and Ventura Park. Working in partnership with the Town Council and landowners to identify further opportunities for business land provision within and adjoining Carterton with the aim of delivering at least 10 hectares of high quality business land over the period of the Local Plan. This will include the provision of around 4ha on land on the corner of Monahan Way and Carterton Road which is allocated for employment use subject to the relocation of the existing sports pitches (see Policy E1).
- a stronger and more attractive and well-connected town centre in accordance with the Carterton Town Centre development strategy (Policy CA2)

- working with the highway authority, the Town Council and other partners to improve connections between Carterton and the primary road network and deliver necessary strategic transport improvements including the upgrading of the B4477 Minster Lovell Road to A-road standard and supporting complementary measures plus the provision promotion of west facing slip roads at the junction of the B4477 and A40. Developer contributions and other potential sources of funding will be sought as appropriate.

- Enhancing the frequency and coverage of bus services to key destinations as well as the quality of waiting facilities and improving conditions throughout the town for pedestrians and cyclists.

- maintaining, enhancing and extending the green buffer on the northern edge of Carterton including between Carterton and Brize Norton village

- protection and enhancement of the biodiversity and leisure value of the Shill Brook Valley

- protection and enhancement of the character and setting of Carterton and the identity of neighbouring villages

- Conservation and enhancement of the historic environment

- avoiding development which will be at risk of or increase the risk of flooding and working with landowners/developers and partners such as the Environment Agency to deliver flood mitigation measures

- ensuring that new development makes appropriate and timely provision for necessary supporting infrastructure, including provision of new green infrastructure, community and leisure facilities

- working with the River Thames Alliance, support tourism and leisure proposals which are sensitive to and where appropriate enhance the ecological, landscape and heritage value of the River Thames.
Figure 9.10 Carterton Sub-Area Strategy
9.4.1 This is the second largest of the five sub-areas covering just over 15,000 hectares. The population is however relatively low with just 13,000 residents half of which live in the hilltop town of Chipping Norton (or ‘Chippy’ as it is locally known). Chipping Norton is the third largest town in West Oxfordshire and occupies a prominent hilltop position on the eastern edge of the Cotswolds Area of Outstanding Natural Beauty (AONB) within which most of the town is situated. Lying astride the 185m contour, Chipping Norton is one of the highest settlements of its size in southern England and offers extensive views to and from the surrounding countryside.

9.4.2 It is an historic market town which gained prosperity and importance as a centre of the wool and tweed industries. Combined with a rich heritage the town continues to possess a strong and vibrant community supporting its own theatre, a leisure centre with indoor pool (alongside retaining the community run outdoor swimming pool), a golf course and numerous sports clubs and societies. A youth centre has also opened.

9.4.3 Outside of Chipping Norton the remaining population within this sub-area live in a scattering of generally small villages and hamlets. Being surrounded by this rural hinterland and being relatively remote from larger towns, Chipping Norton acts as a service centre for residents, workers and visitors although does itself look to Banbury/Cherwell District for some services and facilities.

Figure 9.11 – Chipping Norton Sub-Area
Housing

9.4.4 Most of the housing within this sub-area is located in Chipping Norton (about 3,000 houses). New areas of Council housing were added in the post-war years on land to the south and west of the centre and private housing estates were built during the 1980s and 1990s. About 1,150 new homes have been added since 1976. Some of this has been through the redevelopment of large previously developed sites such as Parker Knoll and Bliss Mill, the former tweed mill now converted to flats.

9.4.5 House prices are relatively low compared with much of the District but housing affordability remains a key issue with around 98 of those on the Council’s housing waiting list having identified Chipping Norton as their preferred location.

9.4.6 Elsewhere in the sub-area, Enstone (including Church Enstone and Neat Enstone) has seen a significant increase in the amount of housing during the 20th Century, with council house developments in the 1920s and 1950s and further development of market housing over the last 20 to 30 years. Middle Barton also saw considerable expansion in the latter half of the 20th century with the creation of new private and council estates.

Employment

9.4.7 Chipping Norton prides itself upon being a ‘working town’, although the number of people living and working in the town has decreased since the 2001 Census from over 50% to just 36%. Levels of home working in this sub-area remain high with around 35% of workers working at or mainly from home.

9.4.8 There are three well-used older employment estates on the western edge (including on part of the former railway line) and a modern business park to the east. The loss at the beginning of this century of the Parker Knoll furniture factory (over 400 jobs) was a significant blow. Employment opportunities have increased in recent years with the expansion of manufacturing firm Owen Mumford on the western side of the town.

9.4.9 There is very limited land available for new business development in Chipping Norton – an issue highlighted in the District Council’s latest economic evidence70. There is a small undeveloped plot of 0.1ha remaining at Cromwell Park, 0.4ha allocated in the 2006 Local Plan but unavailable at the highway depot off the Banbury Road just south of the new Aldi store and 2ha of previously permitted business land on the former Parker Knoll site also unavailable insofar as it is not being promoted by the landowner for employment use. There remains demand for additional business units, including good quality small industrial units and office space.

9.4.10 Elsewhere in the sub area there is a large mainly industrial area at Enstone Airfield and Lotus F1 has a significant facility just outside Middle Barton. In addition there are small industrial and business parks, many in converted farm buildings such as at Kiddington and Radford.

70 West Oxfordshire Economic Snapshot and Outlook (2015) - CAG
Transport

9.4.11 Transport is a key issue for this sub-area. Chipping Norton sits astride the crossing of the A44 and A361, with the heavily used lorry route to and from the Evesham area passing through the town centre and detracting from the quality of the centre. This has led to an Air Quality Management Area (AQMA) being designated along the town centre roads and extending along Banbury Road.

9.4.12 An Air Quality Action Plan was approved in October 2008 and contains a range of measures aimed at improving air quality, primarily through reduction of HGV movements through promoting alternative routes. The requirement for a bypass for the town to ease the impact of lorries on the town centre has been previously assessed but not taken forward.

9.4.13 In terms of public transport, Chipping Norton is not served by rail but there is a railbus to nearby Kingham Station. Chipping Norton has a good range of bus services for a rural market town but there are some deficiencies in the service network.

9.4.14 In terms of pedestrian access, the close proximity between key locations have the potential to make positive contributions towards accessibility across Chipping Norton, though, this is hindered due to the topography and relatively poor connections within the residential areas. Legibility, way-finding and permeability are key issues, particularly within residential areas for pedestrians to access local services, schools, employment areas and the town centre.

9.4.15 There are no cycle links to Chipping Norton from the surrounding settlements and within the town some roads are too narrow for cycle paths. Although cyclists can use bridleways, restricted byways and byways (along with horse riders) these often do not connect up safely with roads that are safe to use. Some of the country lanes around Chipping Norton are quiet and attractive for cycling, but the main A and B roads are busier and less attractive.

9.4.16 The availability of public car parking in Chipping Norton has been identified as a key constraint affecting the vitality and viability of the town centre.

Retail and Leisure

9.4.17 Chipping Norton Town Centre contains a variety of shops and services, pubs and restaurants as well as a weekly market. These facilities primarily serve the day to day needs of residents of the town and surrounding villages but also attract passing tourist trade. The centre however has a good range of shops for a town of its size including national multiple and independent retailers.

9.4.18 Evidence suggests that the town centre food shopping role is important and helps to support the range of other shops and services as people undertake linked trips to other shops in addition to their food shopping. The town’s convenience goods offer has been enhanced through an extension of the existing Co-op and the provision of an new Aldi supermarket on the Banbury Road. Evidence suggests there

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71 West Oxfordshire Retail Assessment (2012)
is little capacity for further convenience goods floorspace at Chipping Norton in the period to 2029.

9.4.19 In terms of non-food (comparison goods) shopping, Chipping Norton’s offer is strong for a town of its size and evidence suggests that there is capacity to support additional comparison goods retail floorspace in the period to 2029.

9.4.20 At Enstone, facilities include a primary school, post office, general store, petrol filling station and two public houses. Facilities at Middle Barton include a primary school, a post office/general store, public house, three places of worship and a sports ground including a social club and tennis courts.

Environment and Heritage

9.4.21 This is an area of high limestone plateau (ironstone in the north-east) with several river valleys designated for their biodiversity value (Conservation Target Areas). The western part of this sub-area including most of Chipping Norton itself falls within the Cotswolds Area of Outstanding Natural Beauty (AONB). There are a number of historic parks and gardens including the Great Tew Estate which comprises parkland of late-16th-century origin and Heythrop Park. A small proportion of the sub-area also falls within the designated Wychwood Project Area which aims to revive the landscape character and mix of habitats found in the area during the middle-ages.

9.4.22 Chipping Norton includes a number of locally listed and listed buildings including perhaps most notably the landmark Bliss Mill, a former tweed mill (Grade 2* listed building) now converted to flats. A Conservation Area covers much of the central area of the town.

Infrastructure

9.4.23 Other than the transport issues outlined above, one of the main infrastructure considerations in this sub-area is education. There are currently two primary schools in Chipping Norton, both faith schools and both nearing capacity. Whilst there are other primary schools in surrounding villages that take children from Chipping Norton, notably Kingham, these schools are also nearing capacity. There is adequate capacity at secondary school level.

9.4.24 Additional affordable homes are also needed but this has proved difficult to deliver in Chipping Norton. The size of the town has precluded the rural exception site approach used in villages and the former national site size threshold used in the adopted Local Plan has made most new residential schemes that come forward ineligible to contribute to affordable housing.

9.4.25 Library provision in the town is relatively poor and the emerging Chipping Norton Neighbourhood Plan identifies a local aspiration to address this through a civic space which also hosts IT services, public education, local history and well-being centre. Further infrastructure priorities that have been identified include increased car parking capacity, bus terminal, household recycling centre, improved pedestrian links and play areas for children including a skate park, outdoor gym, green spaces/pocket parks.
Scope for Further Expansion

9.4.26 The scope for further significant expansion at Chipping Norton is relatively limited. Much of the town and surrounding land to the north and west falls within the Cotwolds Area of Outstanding Natural Beauty (AONB) which whilst not precluding the possibility of development, clearly influences the ability of the town to grow.

9.4.27 Land to the east of the town is located outside of the AONB and offers the only opportunity for significant urban expansion.

9.4.28 Within the town there are a number of further development opportunities utilising previously developed (brownfield) land. A key site lies to the north of the town centre off Spring Street where the old hospital, ambulance station and care home will be redeveloped.

9.4.29 Outside Chipping Norton, opportunities for further development in the rest of the sub-area are relatively limited due to the nature and size of the settlements and lack of suitable and deliverable land for development.

Key Issues – Summary

9.4.30 Drawing on the brief profile outlined above we can identify a number of key issues and challenges to be addressed in relation to the Chipping Norton sub-area. These include:

- A relatively large but sparsely populated sub-area with most people living in Chipping Norton, the District’s third largest town.
- Chipping Norton has an important heritage as a centre of the wool and tweed industries with an extensive Conservation Area and numerous listed buildings plus a scheduled monument. The conservation and enhancement of the historic environment is therefore an important issue in this area.
- The area has a strong and vibrant community spirit.
- Surrounding villages look to Chipping Norton which acts as a service centre although Chipping Norton itself looks to Banbury for higher order services and facilities.
- Provision of new housing in the town has been relatively modest in the past.
- Housing in Chipping Norton is relatively inexpensive compared to other parts of the District but there is still a high level of affordable housing need.
- Chipping Norton is generally known as a ‘working town’ but the number of people living and working in the town has fallen from 50% to 36% since 2001.
- Levels of home working in the area remain high with around 35% working at or mainly from home.
- There is very limited business land available to meet future needs.
- There is a potential opportunity for the modernisation of older employment land stock on the western side of the town.
- HGV movements through the town are a significant issue in terms of amenity and air quality.
- The town has no direct rail service although there is a rail bus to Kingham.
- Bus services are reasonable for a rural market town but there is scope for enhancement.
• There are no cycle routes into the town and routes within the town itself are poor.
• The town offers good scope for walking given close proximity of key locations but this is hindered by the topography of the town and poor connections.
• Chipping Norton has a strong convenience goods (food) retail offer which supports the comparison goods (non-food) retail within the town through linked trips. There is limited capacity for further food retail floorspace but scope for additional non-food retail floorspace within the town.
• The availability of adequate public parking capacity is a key constraint in Chipping Norton.
• Chipping Norton as a main service centre offers a good range of services and facilities but a number of infrastructure requirements have been identified including additional primary school capacity, affordable housing, library provision and additional public car parking.
• There is some potential for the utilisation of previously developed land within the town but not enough to meet future housing requirements and as such an urban extension will be needed.

Strategy

9.4.31 Having regard to the profile and key issues outlined above, the strategy for the Chipping Norton sub-area is set out below. Regard will also be given to any adopted (made) Neighbourhood Plans in the sub-area, should also be had to the emerging Chipping Norton Neighbourhood Development Plan.

Housing

9.4.32 In accordance with the overall strategy, the majority of future housing development within this sub-area will be located at Chipping Norton which is the District’s third largest town and offers a good range of services and facilities. New housing in the rest of the sub-area will be limited to meeting local community and business needs and will be steered towards the larger villages.

9.4.33 It is anticipated that the overall housing requirement (1,800 homes) will be met through a combination of homes already completed, existing commitments, sites identified in the Council’s SHLAA, windfall development and an allocated Strategic Development Area (SDA). This is summarised in the table below. It is anticipated that the overall housing requirement (2,400 homes) will be met through a combination of homes already completed, existing commitments, windfall development and an allocated Strategic Development Area (SDA). This is summarised in the table below. Further sites will also be identified through any subsequent review of this Local Plan.
### Table 9.3 – Anticipated Housing Delivery in the Chipping Norton Sub-Area

<table>
<thead>
<tr>
<th>Chipping Norton sub-area indicative housing requirement</th>
<th>1,800</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homes already completed (2011 – 2014)</td>
<td>87</td>
</tr>
<tr>
<td>Existing planning commitments as of 1st February 2015 including:</td>
<td>369</td>
</tr>
<tr>
<td>- Cromwell Park (96)</td>
<td></td>
</tr>
<tr>
<td>- Penhurst School (101)</td>
<td></td>
</tr>
<tr>
<td>- Rural exception sites (8)</td>
<td></td>
</tr>
<tr>
<td>- Other permissions (164)</td>
<td></td>
</tr>
<tr>
<td>East Chipping Norton Strategic Development Area (SDA)</td>
<td>600</td>
</tr>
<tr>
<td>Identified SHLAA capacity</td>
<td>350</td>
</tr>
<tr>
<td>Windfall allowance (25 per year 2015 – 2031)</td>
<td>400</td>
</tr>
<tr>
<td>Total</td>
<td>1,806</td>
</tr>
</tbody>
</table>

### Table 9.3 – Anticipated Housing Delivery in the Chipping Norton Sub-Area

<table>
<thead>
<tr>
<th>Chipping Norton sub-area indicative housing requirement</th>
<th>2,400</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homes already completed (2011 – 2016)</td>
<td>165</td>
</tr>
<tr>
<td>Existing large planning commitments as of 1st September 2016 (10 or more units) including:</td>
<td>431</td>
</tr>
<tr>
<td>- Cromwell Park, Chipping Norton (96)</td>
<td></td>
</tr>
<tr>
<td>- Walterbush Road, Chipping Norton (228)</td>
<td></td>
</tr>
<tr>
<td>- Chipping Norton War Memorial Hospital (14)</td>
<td></td>
</tr>
<tr>
<td>- Penhurst School, Chipping Norton (93)*</td>
<td></td>
</tr>
<tr>
<td>Existing small planning commitments as of 1st September 2016 (less than 10 units)</td>
<td>123</td>
</tr>
</tbody>
</table>
**East Chipping Norton Strategic Development Area (SDA)**

<table>
<thead>
<tr>
<th><strong>Anticipated windfall (2016 – 2031)</strong></th>
<th>207</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>2,326</td>
</tr>
</tbody>
</table>

*remaining units forming part of a larger scheme*

**Past completions, existing commitments, SHLAA sites and windfall**

9.4.34 In the first three years of the plan period (2011 – 2014) a total of 87 homes have already been completed in the Chipping Norton sub-area. As of 1st February 2015, a further 369 homes already benefit from planning permission or resolution to grant permission subject to Section 106. In the first five years of the plan period (2011 – 2016) a total of 165 homes have already been completed in the Chipping Norton sub-area. As of 1st September 2016, a further 554 homes already benefit from planning permission or resolution to grant permission subject to Section 106. This comprises 431 units on larger sites of 10 or more dwellings and 123 on smaller sites of less than 10. The largest of these sites at Walterbush Road, Chipping Norton (228 units) is currently under construction.

9.4.35 In addition, the Council's SHLAA (June 2014) has identified capacity for around 350 new homes on a number of sites in Chipping Norton. These are assessed in detail in the SHLAA (available separately) and include the following:

- Land south of Walterbush Road/Cotswold Crescent
- Former Castle View Care Home and Ambulance Station
- Former Parker Knoll Site/Rockhill Farm London Road (see below)
- Land at the Pillars, Banbury Road

9.4.36 The possible provision of housing on the former Parker Knoll site (which has been previously reserved for business use) would be dependent on an alternative replacement site being identified for business use elsewhere. A potential site for employment use exists to the north-east at Rockhill Farm on London Road (see Figure 9.11). Alternatively the Rockhill Farm site itself could itself be used for housing with the former Parker Knoll site brought forward for business use. Bringing them both forward for housing would not be appropriate given the identified need for additional business space.

9.4.37 It is also considered appropriate to include a ‘windfall’ allowance to cater for unidentified sites that are likely to come forward for housing over the period of the Local Plan. Based on past evidence, a reasonable estimate is that such schemes would provide 25 homes per year within the Chipping Norton sub-area over the remaining period of the Local Plan (2015 – 2031) thereby providing an additional 400 new homes. It is also considered appropriate to include a ‘windfall’ allowance to cater for unidentified sites that are likely to come forward for housing over the period of the Local Plan. Based on past evidence of historic rates of windfall delivery...
by sub-area, it is reasonable to expect delivery of at least 207 units from unidentified windfall sites in the period 2016 – 2031.

**Strategic Development Areas (SDAs)**

9.4.38 Although there are some opportunities to redevelop brownfield land within Chipping Norton to provide new housing, this will not be sufficient to meet the indicative housing requirement for this sub-area. As such there is a need to consider potential options on the edge of the town. In this regard, the land to the east of the town is generally accepted as the only potential direction in which strategic growth can occur because the other sides of the town fall within the Cotswolds Area of Outstanding Natural Beauty (AONB).

9.4.39 The site has been subjected to rigorous assessment including Sustainability Appraisal (SA) and is considered to represent a sustainable development opportunity. Further explanation is provided below. Regard should also be had to relevant supporting background evidence.

**Land East of Chipping Norton Strategic Development Area (SDA) - 600 1,400 homes (Chipping Norton Parish)**

9.4.40 Land to the east of Chipping Norton which falls within Chipping Norton Parish has been identified as a potential option for growth throughout the preparation of this Local Plan. In response to the increased housing requirement suggested by the Oxfordshire SHMA (2014) the Council consulted on the inclusion of the site in a local plan consultation paper published in August 2014.

9.4.41 The draft allocation (500 homes) attracted a number of comments which were carefully considered. The Council’s assessment of the site has been updated and the site was subsequently allocated in the pre-submission draft Local Plan for 600 homes.

9.4.42 The site represents a sustainable development opportunity to help meet the future housing needs of West Oxfordshire. It is located within comfortable walking and cycling distance of Chipping Norton Town Centre, it lies outside the AONB, is not affected by flooding or heritage assets and there are no significant constraints to the site coming forward. It is also owned primarily by Oxfordshire County Council who are actively promoting the site.

9.4.43 As such, this Local Plan allocates the land to the east of Chipping Norton for the provision of a sustainable urban extension. The indicative capacity of the site has been increased to 600 new homes in order to meet the overall housing target. It is considered that this quantum of development can be accommodated on the site without undue harm in terms of landscape impact subject to appropriate mitigation. It will also help to ensure the viability of a new primary school to be delivered as part of the allocation. Given the locational advantages of the site and relative lack of policy and physical constraints, thorough consideration has been given to the advantages of significantly increasing the size of the allocation. Transport evidence commissioned on behalf of the District Council by Oxfordshire County Council has tested the implications of a much larger scheme of up to 1,500 dwellings and concludes that if supported by an eastern link road not only would the traffic impact of the additional growth be able to be mitigated but there could also be a diversion...
of a large proportion of HGV movements from Chipping Norton Town Centre, thereby possibly having a beneficial effect in terms of improving air quality - a key issue for the town.

9.4.43a Increasing the size of the allocation also provides the opportunity to bring in and incorporate the land to the north of the London Road much of which is already being actively promoted for development by various parties, thereby ensuring a comprehensive approach to development is achieved and providing the opportunity to deliver a significant quantum of new business floorspace (approximately 9 hectares) in a single, highly sustainable location with potential for further expansion in the longer term.

9.4.43b The physical extent and indicative capacity of the East Chipping Norton SDA has therefore been increased to 1,400 new homes in order to realise these advantages and to help meet the overall housing target which has increased significantly since the original draft Local Plan was submitted. Whilst it is a significant increase in housing numbers and employment land provision for this site it is considered that this can be successfully accommodated on the site without undue harm in terms of landscape impact subject to appropriate mitigation, albeit with an extension of the site boundary. It will also help to deliver an alternative strategic transport link for the town and help ensure the viability of a new primary school both of which will be delivered as integral parts of the allocation.

9.4.44 The proposed allocation is shown below (note: the extent of the developable area shown is indicative only). The proposed SDA allocation is shown below (note: the extent of the developable area and the route of the eastern distributor road shown is indicative only). The allocation envisages 200 new homes and 9 ha of business land on the land to the north of the London Road with the remaining 1,200 homes to be provided on the largest part of the site to the south of the London Road.

9.4.44a In connecting the London Road to the B4028/A361 the proposed eastern link road is likely to need to be routed across land in the ownership of the Town Council much of which is in use as allotments as well as an area of community woodland. The proposed SDA itself would provide an opportunity for any necessary relocation of the allotments. Comprehensive development of this area also provides the opportunity to link the London Road with the Banbury Road, thereby further increasing journey choice for vehicles and also ensuring good connections for the proposed business land (9 ha) north of the London Road.
Key considerations for this site include landscape impact, access arrangements (including the potential need to relocate the existing allotments if displaced), school capacity and the need to create a sustainable, mixed community that integrates effectively with the existing town. Given the extent of the proposed SDA, the Council wishes to achieve a comprehensive development and would support in principle the preparation of an overall masterplan for the area incorporating both
9.4.46 In terms of landscape impact, it will be necessary to demonstrate through a landscape led approach to the siting, layout and mass and scale of the development that the proposed quantum of development can be accommodated without undue landscape and visual impact.

9.4.47 With regard to access, it is unlikely that a vehicular access can be achieved through the existing residential area to the west or via the track to the south running adjacent to the secondary school. Vehicular access is therefore likely to be achieved from two points, via Trinity Road onto London Road and via Fowlers Barn onto London Road. The onus will be on the developer to demonstrate to the satisfaction of the County Council as highway authority that satisfactory vehicular access can be achieved. With regard to access, it is unlikely that a vehicular access can be achieved through the existing residential area to the west or via the track to the south running adjacent to the secondary school. In light of the increased size of the allocation, the initial proposal which was to provide vehicular access effectively through a cul de sac arrangement from two points, via Trinity Road onto London Road and via Fowlers Barn onto London Road will no longer be appropriate. Whilst these two points of access will still be needed, the size of the development is such that a ‘through route’ from north to south will be needed. The onus will be on the developer to demonstrate to the satisfaction of the County Council as highway authority that satisfactory vehicular access can be achieved.

9.4.48 In terms of school capacity, because primary school capacity in Chipping Norton and the surrounding areas is relatively limited, it is a requirement of any proposed development on this site that a new primary school will be provided. The site is close to the existing secondary school where there is adequate capacity to absorb additional pupil numbers despite the increased size of the allocation.

9.4.49 With regard to the mix of uses on the site, given the scale of development proposed it is anticipated that this development will provide a balanced, mixed community with a new school, local centre and other supporting facilities. The scale and mix of uses in the local centre would be intended to meet the needs of the development and not compete with the Town Centre. There is also good potential for the development to include an element of additional business space and it is envisaged that this will be provided in a single 9ha location to the north of London Road in order to provide a good level of ‘critical mass’ and to allow for potential occupation by large format employers.

9.4.50 Other facilities will be sought as part of the overall mix of development including open space, play facilities and any other requirements identified as being necessary to make the development acceptable in planning terms.

**Policy CN1 – East Chipping Norton Strategic Development Area (600-1,400 homes)**

Land to the east of Chipping Norton to accommodate a sustainable, integrated community that forms a positive addition to the town, including:
a) about **600-1,400** homes with a balanced and appropriate mix of residential accommodation to meet identified needs, including affordable housing;

   ai) comprehensive development for the whole site including land north and south of London Road to be led by an agreed masterplan;

b) provision for additional business floorspace of around 1.5 ha as part of the overall quantum and mix of development;

b) provision for additional business floorspace of around 9 ha on land to the north of London Road;

c) the provision of appropriate landscaping measures to mitigate the potential impact of development;

d) satisfactory vehicular access arrangements to be agreed in principle with the highway authority and demonstrated through a robust Transport Assessment (TA) to include the provision of an eastern link road connecting the Banbury Road to the B4026/A361 via London Road;

e) the provision of a new primary school on-site (1.5FE (including foundation stage) with 2FE core facilities to enable future expansion of the school);

e) the provision of a new primary school on-site (2FE (including nursery) on a 2.22ha site;

g) provision of local convenience shopping, community and leisure facilities through the creation of a local centre, with due consideration given to any potential impact on the vitality and viability of the town centre;

h) green space and biodiversity enhancements including arrangements for future maintenance recognising that part of the sites falls within the Glyme and Dorn Conservation Target Area (CTA);

hi) the investigation, recording and safeguarding of the known and potential archaeological significance of the Area prior to the commencement of development. The results of the investigation and recording should inform the development and be deposited in a public archive;

i) appropriate measures to mitigate flood risk including the use of sustainable drainage methods to ensure that post-development surface water run-off rates are attenuated to achieve a reduction in greenfield run-off rates. The sustainable drainage systems should be designed to provide a biodiversity enhancement.

j) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements.

k) mitigation measures to ensure there is no detrimental impact on groundwater quality
l) supporting transport infrastructure, including proposals to mitigate the impact of traffic associated with the development including on the air quality management area (AQMA) and incorporating a comprehensive network for pedestrians, cyclists and public transport with links to adjoining areas;

m) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings; and

n) the developer will be required to set aside 5% of the developable plots for those wishing to undertake custom/self-build.

o) Lighting proposals relating to the site will need to have due regard to the potential impact on the AONB, in particular the Rollright Stones Dark Skies Discovery Site.

Employment

9.4.51 There is an identified shortage of business land in Chipping Norton. As such, a key element of the local strategy for the sub-area is to increase the supply of business land in suitable, accessible locations.

9.4.52 A number of opportunities have been identified including the proposed SDA to the east of the town which it is anticipated could provide around 1.5ha. In addition, there is the scope to utilise the former Parker Knoll site (1.95ha) and land at Rockhill Farm (2.75ha) for business use as well as the highway depot (0.4ha) and the remainder of the previous Local Plan allocation north of London Road (0.7ha). Total additional provision if all of these sites were to be used for business use would be around 7.3ha. As part of the East Chipping Norton SDA provision will be made for around 9 hectares of business land (B-class uses) on land to the north of London Road. The provision of a small business park in this location would be attractive to potential developers and occupants and would be adequate in size to meet currently identified needs. Further land exists to the east of the SDA boundary which could provide potential for further expansion for business use in the longer-term.

9.4.53 We will also support the retention of the existing older business sites on the western side of the town and other key employment sites within the rural areas. The principle of modernisation and improvement to ensure premises remain fit for purpose is supported.

9.4.54 New employment provision in the rest of the sub-area will generally be limited to meeting local community and business needs. Rural diversification projects will be supported in principle.

Transport

9.4.55 Transport is an important issue for the Chipping Norton sub-area. Key issues to address include the impact of HGV movements through the town centre on air quality and amenity, the existence of deficiencies in existing bus services, relatively poor pedestrian and cycling opportunities within the town and the surrounding area and car parking capacity.
In terms of HGV movements, Oxfordshire County Council have commissioned a feasibility study for the implementation of the lorry management measures identified in the Chipping Norton Air Quality Action Plan. They also propose to conduct a review of the environmental weight restrictions across the County paying particular attention to those areas which are subject to high and significant levels of HGV traffic. This will focus on places which currently do not have any restrictions in force including Chipping Norton. More recently on behalf of the District Council, Oxfordshire County Council have commissioned additional transport evidence for Chipping Norton to help inform the Local Plan. The report concludes that the provision of an eastern link road for Chipping Norton could have a beneficial impact on HGV movements through the town centre, potentially diverting a large percentage of HGV movements and thereby having a beneficial impact on air quality. The provision of this link road is therefore an integral element of the proposed East Chipping Norton Strategic Development Area (SDA).

We will therefore work in partnership with the County Council, Chipping Norton Town Council and other relevant parties to bring forward the East Chipping Norton SDA including the provision of the eastern link road and also to implement the other necessary improvements to alleviate the impact of HGVs on the Town Centre.

In terms of bus service provision, Chipping Norton is reasonably well-served for a rural market town but there is scope for further enhancement. In the emerging Neighbourhood Plan the Town Council has identified the potential provision of a new bus terminal under their identified infrastructure requirements. We will therefore work with the Town Council, County Council and bus operators to improve the range, frequency and speed of bus services to key destinations as well as seeking to improve the quality and availability of waiting facilities and considering the potential provision of a new bus terminal. Where appropriate, we will seek the provision of improvements to bus services through new development either directly as part of the development or through an appropriate financial contribution.

In terms of walking and cycling, the relatively compact nature of the town means there is good scope for encouraging more active forms of travel which will also have a number of health benefits. We will work with the County Council to identify necessary improvements to facilitate the movement of pedestrians and cyclists in and around the town and surrounding areas including new and enhanced routes as well as the provision of cycle parking at key destinations.

Public car parking capacity in Chipping Norton will be further assessed in 2015 as part of the Council’s emerging Parking Strategy. Improvements to the efficiency and availability of public car parking in Chipping Norton will be sought as appropriate.

Retail and Leisure

Chipping Norton is the main focus for retail and leisure activities within this sub-area. The town has a strong and diverse retail offer but remains vulnerable to out of centre development. We will through the Local Plan therefore seek to safeguard and reinforce the role of Chipping Norton Town Centre.

The High Street and Market Place are designated as a primary shopping frontage where the loss of shops will be resisted to help preserve this rural market town’s character and vibrancy. Elsewhere secondary shopping frontages are defined as
areas appropriate for a wider range shops, leisure uses and services which complement the shopping offer of the centre.

9.4.63 There may be potential for further proposals in the town centre although they must respect the historic burgage plots and maintain good pedestrian access to the High Street. Other shopping and leisure proposals will be supported where they further enhance the viability of the town centre as a whole.

9.4.64 Parking availability will be further assessed with any necessary improvements identified as appropriate.
Environment and Heritage

9.4.65 The sub-area is environmentally sensitive containing a large proportion of AONB, areas of ancient woodland, historic parks and gardens and part of the Wychwood Project Area. In accordance with national policy and relevant policies of this Local Plan we will ensure that these areas are safeguarded from the harmful impact of inappropriate forms of development.

9.4.66 In accordance with Policy EH1 and national policy, any proposed development within the AONB will be expected to conserve landscape and scenic beauty and major developments will only be permitted in exceptional circumstances and where it can be demonstrated that they are in the public interest.

9.4.67 The historic environment is also a key consideration in this sub-area with several Conservation Areas, scheduled monuments, historic parks and gardens and numerous listed buildings. In accordance with national policy and Policy EH7 all new development will be expected to conserve or enhance the special character and distinctiveness of West Oxfordshire’s historic environment and or enhance the District’s heritage assets and their significance and settings.

Infrastructure

9.4.68 There are a number of identified infrastructure needs for Chipping Norton including additional public car parking, primary education, leisure facilities, library provision, play facilities, public transport improvements and pedestrian and cycle links.

9.4.69 Some of these will be provided directly as part of new developments (e.g. a new primary school as part of the proposed Strategic Development Area to the east of the town) whilst others will be provided indirectly through developer contributions and other potential sources of funding.

9.4.70 The IDP seeks to quantify the infrastructure improvements that will be needed to support the planned level and distribution of growth set out in the Local Plan. This will form the basis upon which future decisions regarding the provision of new or improved infrastructure will be made along with the Council’s CIL regulation 123 list once introduced. CIL revenues passed to local communities including the Town Council will be able to be spent on locally identified infrastructure priorities including those identified in the emerging Chipping Norton Neighbourhood Plan.

9.4.71 In accordance with Policy OS5, we will seek to ensure that all new development within the Chipping Norton sub-area is supported by appropriate and timely provision of necessary supporting infrastructure.
Policy CN2 – Chipping Norton Sub-Area Strategy

The focus of new housing, supporting facilities and additional employment opportunities will be Chipping Norton. New development in the rest of the sub-area will be limited to meeting local community and business needs and will be steered towards the larger villages.

Proposals for development in the sub-area should be consistent with the strategy which includes:

- Delivery of around 1,800-2,400 new homes to be focused on Chipping Norton to include affordable housing and homes designed to meet a range of different needs including older people.

- A strategic mixed-use development area of around 600-1,400 dwellings on the eastern side of Chipping Norton (see Policy CN1).

- Retention and where appropriate modernisation of existing business premises together with the provision of additional business land of at least 4.5 hectares and up to 7.3 hectares located on the eastern side of the town.

- Retention and where appropriate modernisation of existing business premises together with the provision of additional business land of 9 hectares to be provided as part of the East Chipping Norton SDA on land to the north of London Road.

- Conservation and enhancement of the town’s landscape setting and heritage assets.

- Protection of the Cotswolds Area of Outstanding Natural Beauty (AONB).

- Working with the highway authority, the town council and other partners to reduce the impact of through traffic, especially lorries, upon the town centre and its air quality. This will include the provision of a new eastern link road to be delivered as an integral part of the East Chipping Norton Strategic Development Area (SDA).

- Improving the range, frequency and speed of bus services to key destinations.

- Improving conditions throughout the town and surrounding areas for pedestrians and cyclists, including accessibility to bus and rail services.

- A stronger town centre with new opportunities for retail and community facilities on land between High Street and Albion Street A primary shopping frontage is defined at the High Street and Market Place.

- Management of public car parking areas and the provision of adequate public car parking capacity to help support the town centre.

- Ensuring that new development makes appropriate and timely provision for necessary supporting infrastructure.
- provision of new education and community facilities.

- Redevelopment of suitable previously developed sites within the town provided they are not of high environmental value and the loss any existing use would not conflict with other relevant plan policies.
Figure 9.14 – Chipping Norton Sub-Area Strategy
Eynsham – Woodstock Sub-Area

9.5.1 This is the third largest sub-area covering around 14,000 hectares and accommodating a population of around 21,000 people. The three main settlements are Eynsham, Long Hanborough and Woodstock. With a population of around 5,000, Eynsham is the fourth largest settlement in West Oxfordshire, located just south of the A40, half-way between Oxford and Witney and just beyond the western edge of the Oxford Green Belt. Eynsham is an important local service centre offering a wide range of facilities and employment. It has a particularly important role to play in meeting identified development needs due to the size of the settlement and its proximity and connections to Oxford City.

9.5.2 Long Hanborough developed as a linear village along the now A4095 and is one of the smaller designated service centres with a population of approximately 2,400. The village has a small number of shops and a reasonable range of other services and facilities. Primary school capacity is however an issue.

9.5.3 Woodstock is a historic town of national, if not international, renown. The old part of Woodstock is a well preserved example of a medieval town; a Conservation Area covers much of the central area and there are almost 200 listed buildings. The Blenheim World Heritage Site (WH$) abuts the western boundary of the conservation area and extends to the north and south of the town along the A44. The town has a very good range of services and facilities given its size (approximately 3,000 population) and good accessibility to Oxford. It can accommodate a reasonable scale of development whilst protecting its important historic character and the setting of Blenheim Palace, in order to deliver affordable housing, enhance local services and reinforce its role as a service centre.

9.5.3a Long Hanborough developed as a linear village along the now A4095 and has a population of approximately 2,400. The village has a small number of shops and a reasonable range of other services and facilities. Given the residential schemes of 169 homes and 50 homes recently approved, the limited role of the settlement and its landscape setting, it is only suitable for very modest levels of further development.

9.5.4 The other larger settlements in this area include Freeland which despite losing some its facilities in recent years retains a primary school, two places of worship, a pub and playing fields and Standlake to the south which has a population of about 1,300 and a range of local services and facilities, particularly recreational activities.
Figure 9.15 – Eynsham – Woodstock Sub-Area
Housing

9.5.5 Eynsham experienced rapid expansion to the north after the A40 was constructed in the 1930s. Sub-division of the original burgage plots and intensification of development has also taken place within the medieval core, creating a compact and dense settlement. A development of 100 dwellings to the east and an affordable housing development completed to the west are the most significant residential developments to have taken place in recent years.

9.5.6 In Long Hanborough, areas of Council housing were built during the 1920s and 1930s lessening the linear form. Further estate style housing was built in the 1940s, 50s and 60s. More recently, limited new housing has been added to the village. House prices here are amongst the highest in the District reflecting the good level of accessibility with a Cotswold line railway station just to the east of the village.

9.5.7 At Woodstock, residential estates have been added to the historic core of the town since the 1930s, and particularly in the 50s and 60s. More recently the number of new houses built within the town has been relatively low although permission has been granted for new residential development to the east of the town adjacent to Marlborough school and significant developer interest remains on land to the south east of the town on land abutting the District boundary. At Woodstock, residential estates have been added to the historic core of the town since the 1930s, and particularly in the 50s and 60s. More recently the number of new houses built within the town has been relatively low although permission has been granted for new residential development to the east of the town adjacent to Marlborough school which is now under construction. There is also significant developer interest on other sites including land to the south east of the town which is the subject of a current application for 300 homes and is allocated for housing in this Local Plan (see Policy EW1a).

9.5.7a In Long Hanborough, areas of Council housing were built during the 1920s and 1930s lessening the linear form. Further estate style housing was built in the 1940s, 50s and 60s. More recently, limited new housing has been added to the village although there are now committed residential schemes of 169 homes and 50 homes respectively. There is a good level of public transport accessibility with a Cotswold line railway station just to the east of the village.

Employment

9.5.8 Employment opportunities in this area are focused at Eynsham, Long Hanborough and Woodstock. Eynsham provides a range of facilities including employment, with the large Oakfield industrial estate and Siemens located on the outskirts of the village. Evidence\(^\text{72}\) suggests that Eynsham is a key employment location and alongside Witney, Carterton and Chipping Norton, should cater for the bulk of demand for business premises within the District.

\(^{72}\) West Oxfordshire Economic Snapshot and Outlook (2015) – CAG
9.5.9 Long Hanborough has a small number of shops, a reasonable range of other services and facilities and there is a sizeable and well used employment area to the east of the village located next to the railway station on the Cotswold line.

9.5.10 Blenheim Palace is the District’s largest visitor attraction and a major contributor to the local economy, both in terms of employment and spending. Its location, immediately next to Woodstock, combined with the attractive character of the town itself, has resulted in tourism being especially important to Woodstock’s livelihood. The town’s dual role as a tourist centre and a service centre, for its own population and its hinterland, means there are several pubs, restaurants, hotels and tea shops, along with a good range of other shops. Outside of the town’s central area there are a few specific employment sites including The Quadrangle a collection of barn conversions now offices and also the Owen Mumford factory and depot off Green Lane.

9.5.11 The proximity of this sub-area to Oxford Airport, Kidlington and Oxford with the major employment growth areas also to the south of Oxford, present a diverse range of opportunities within close distance including within the Oxfordshire knowledge spine suggesting the Eynsham – Woodstock area has a positive role to play in terms of economic development. As a result, around 30% of workers in this sub-area travel to work in Oxford. This contributes towards traffic congestion along key routes including the A40 and A44.

Transport

9.5.12 As outlined above, transport is a key issue for this sub-area. The A40 runs east-west through it and significant congestion occurs between Eynsham and Oxford at peak times. This also has a knock-on effect as drivers choose to avoid the A40 by using the A4095 through Long Hanborough and Bladon before joining the A44 just south of Woodstock. This leads to large volumes of through traffic in those villages and congestion on the A44 approaches to Oxford.

9.5.13 A further key issue for Eynsham is the congestion caused at peak times by the Swinford Toll Bridge to the south east as drivers opt to use the B4044 as a further alternative to the A40 for travel into and beyond Oxford.

9.5.14 Further pressure on the primary routes is caused by industrial traffic from the Lower Windrush area which often travels north, due to inadequate river crossings to the south (e.g. Newbridge).

9.5.15 Woodstock lies on the A44 and high through traffic levels (particularly lorries) have long been an issue for the town. An advisory route to divert freight traffic away from the A44 has been introduced and this has reduced some of the heavy goods traffic but not eliminated them.

9.5.16 Public transport availability in this area is good with railway stations at Tackley, Combe and Long Hanborough, the latter being one of the District’s largest and most well-used stations. Parking facilities have recently been expanded at Long Hanborough to improve capacity and there are aspirations for further station improvements including additional parking, a footbridge and new platform so that any trains extended from Oxford can terminate and turnaround. To fully realise the potential of the Cotswold line, further redoubling will be required at the eastern and western ends of the line, between
Wolvercote Junction and Hanborough, and from west of Evesham towards Pershore. This would allow up to three trains per hour to Hanborough and/or Charlbury and two trains per hour between London and Worcester, with a journey time under two hours. Line lengthening, line redoubling and the provision of better station facilities.

9.5.17 Eynsham has access to very good bus services, with regular premium services to Oxford, Witney and Carterton. There is a need to improve bus journey times however through Eynsham and approaching the Wolvercote roundabout on the edge of Oxford. Funding of £35m has been made available through the local growth fund and will be used to implement improvements. The County Council has identified the possibility of a park and ride site at Eynsham. Woodstock is served by the S3 premium bus service to Oxford, Charlbury and Chipping Norton. Eynsham has access to very good bus services, with regular premium services to Oxford, Witney and Carterton. There is a need to improve bus journey times however through Eynsham and approaching the Wolvercote roundabout on the edge of Oxford. Funding of £35m has been made available through the local growth fund and will be used to implement improvements including the provision of a new park and ride site to the north of Eynsham, coupled with the provision of an eastbound bus lane between the park and ride and the Duke’s Cut canal bridge near Wolvercote. Woodstock is served by the S3 premium bus service to Oxford, Charlbury and Chipping Norton.

9.5.18 Public transport in the south of the sub area is more limited however, due to the relative isolation of settlements from the rail network and the lack of bus service provision between villages and key destinations.

9.5.19 Opportunities for walking, cycling and riding within the sub area are generally good due to the close proximity of Witney and Oxford to key settlements in the area, as well as public transport links for onward travel and key visitor destinations near to towns and villages. There is a dedicated cycle route running along the A40 from Witney to Oxford.

9.5.20 The availability of car parking in town centres, particularly Woodstock has been consistently highlighted as a key issue throughout consultation on the Local Plan.

Retail and Leisure

9.5.21 The widest retail offer is provided by Woodstock where the range of shops available belies the size of the town. The centre has a number of high quality shops, pubs, hotels, cafes and restaurants with a low level of vacancy underlining that it is performing relatively well but is reliant on the visitor economy. Despite this apparent prosperity, the loss of shops which meet the day to day needs of residents is an issue of local concern.

9.5.22 Long Hanborough has a small number of shops and Eynsham is an important local service centre also providing a number of shops. Leisure opportunities are available at Standlake where there is a cricket club, banger racing circuit and holiday park. Nearby Oxford presents a diverse range of services and facilities including extensive retail and leisure opportunities.

9.5.23 This sub-area contains two valuable water-based leisure resources: the River Thames and its tributaries and the Lower Windrush Valley. The remoteness, tranquillity and landscape sensitivity of the Upper Thames limits the opportunities for further major water based activities and riverside facilities but there is good potential for suitable forms of tourism and leisure activity.
The Lower Windrush Valley, particularly in the Stanton Harcourt/Standlake area, has long been associated with the extraction of sand and gravel and subsequent restoration to form lakes, providing an extensive area for windsurfing, fishing, watersports and bird watching. The Lower Windrush Valley Project sets out a series of proposals to help achieve landscape, nature conservation and leisure objectives, including the provision of a long distance path – The Windrush Way – linking Witney to the Thames Path.

Environment and Heritage

This is a sensitive area both in terms of the natural and historic environment. In relation to the natural environment, a small area of the northern part of the sub-area falls within the Cotswolds AONB, the eastern part is within the Oxford Green Belt and much of the south is designated as a mineral consultation area with restored sand and gravel pits which together with the River Windrush, form part of the Lower Windrush Biodiversity Target Area. The Standlake area is particularly vulnerable to flooding. Cassington Meadows is of international importance forming part of the wider Oxford Meadows, a Special Area of Conservation (SAC).

There are conservation areas and a number of listed buildings in Long Hanborough, Eynsham and Woodstock. Of particular note is the Blenheim World Heritage Site (WHS) at Woodstock which abuts the western boundary of the conservation area and extends to the north and south of the town along the A44. Blenheim Park covers some 2,000 acres and was famously landscaped by 'Capability Brown'. Blenheim Palace itself is one of England’s largest houses built between 1705 and c.1724. There are a number of other historic parks and gardens, conservation areas and scheduled monuments scattered across the sub-area.

Infrastructure

In addition to the transport issues outlined above, infrastructure considerations in this sub-area include primarily leisure and education. The Eynsham Parish Plan identified a number of leisure needs including an all-weather artificial turf pitch, whilst current needs in Woodstock appear to be a skateboard facility and development of an outdoor training area with an ATP. The District Council’s priority in Woodstock is to support the community in looking at the feasibility of an outdoor floodlit training area or ATP plus additional changing accommodation and assist in maximising any external funding opportunities.

In terms of education, schools in this area are operating in line with the County Council’s target level of spare places for rural areas but are generally nearing capacity. Schools experiencing particular pressure include Combe, Bladon and Long Hanborough.

Like the rest of the District, there is a need for more affordable housing and housing for older people.

Scope for Further Expansion

Although most future growth in the District will be focused in the Witney, Carterton and Chipping Norton sub-areas, the two, more rural sub-areas have a key role to play and it is essential that they accommodate an appropriate amount and type of development so as to not stagnate or decline and provide for local housing and economic needs. The greatest potential for further development in this sub-area is considered to be at the three rural...
Despite the sensitivities presented by the Blenheim Palace World Heritage Site (WHS) there are a number of sustainable development opportunities on the edge of the town including land to the south east and north of Woodstock. The potential impact on the historic fabric of the town in particular the Blenheim World Heritage Site is however a key consideration.

9.5.33 Opportunities for development elsewhere in the sub-area are relatively limited and in accordance with the overall strategy, will be focused on the larger villages. There is some scope for very modest levels of further development at Long Hanborough in addition to existing commitments. Long Hanborough offers fewer local services and facilities than Eynsham and Woodstock other than the railway station.

**Key Issues - Summary**

9.5.34 Drawing on the brief profile outlined above we can identify a number of key issues and challenges to be addressed in relation to the Eynsham - Woodstock sub-area. These include:

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73 Economic snapshot and outlook report (CAG)
This is the third largest sub-area and is well populated with most people living at the three main settlements of Eynsham, Woodstock and Long Hanborough.

House prices in this sub-area are amongst the highest in the District.

This area is an important source of employment providing around 25% of the District’s total number of job opportunities. Eynsham in particular is an important location for business.

There are very strong linkages with Oxford, with a high proportion of residents working in the city and much of the economic activity forming part of the wider Oxford city region economy.

The area can play an important role in helping meet Oxford City’s unmet housing needs alongside major infrastructure enhancements.

Tourism plays an important role in terms of the economy in particular at Woodstock.

Parking-Car parking capacity is an important consideration in some locations including Woodstock.

Extensive sand and gravel resources in the lower Windrush Valley southern part of the sub-area mean this is a major area of mineral working much of which is designated as a mineral consultation area. Appropriate after-use of mineral sites is an important issue and opportunity.

There is severe traffic congestion on the A40 between Eynsham and Oxford at peak times and on other key routes including the A4095 and A44.

The area has good rail service availability with railway stations at Tackley, Combe and Long Hanborough.

There is potential to develop Hanborough Station as a stronger transport interchange, with additional parking, and improved access from the south.

There are also some good bus services available although less so in the southern part of the sub-area where access to key bus routes is less proximate and convenient.

This is an environmentally sensitive area including AONB, Green Belt, mineral consultation area and part of a special area of conservation (SAC).

The area is also important in terms of heritage with Conservation Areas and a number of listed buildings in Long Hanborough, Eynsham and Woodstock and the Blenheim World Heritage Site (WHS) at Woodstock. The historic environment needs to be conserved and enhanced.

There is an identified requirement for additional leisure provision in this area.

Availability of adequate school capacity to accommodate future development is an issue in some locations.

There is potential for further development primarily at the rural service centres of Long Hanborough, Eynsham and Woodstock

There is potential for further development primarily at the rural service centres of Eynsham Woodstock and the West Oxfordshire Garden Village.
Strategy

9.5.35 Having regard to the profile and key issues outlined above, the strategy for the Eynsham – Woodstock sub-area is set out below. Regard will also be given to any adopted (made) Neighbourhood Plans in the sub-area.

Housing

9.5.36 In accordance with the overall strategy additional housing development in this sub-area will be focused primarily at Eynsham, Long Hanborough and Woodstock as designated rural service centres, with any additional development steered mainly towards the larger villages. In accordance with the overall strategy additional housing development in this sub-area will be focused primarily at Eynsham, Woodstock and the West Oxfordshire Garden Village as designated rural service centres, with any additional development steered mainly towards the larger villages.

9.5.37 The indicative housing requirement for this sub-area is 1,600 homes in the period 2011–2031. It is anticipated that this will be met through a combination of homes already completed, existing commitments, sites identified in the Council’s SHLAA and windfall development. No sites are proposed to be allocated through the Local Plan at this stage. This is summarised in the table below. The total indicative housing requirement for this sub-area is 5,550 homes. This comprises 2,800 homes to meet West Oxfordshire’s identified housing needs and a further 2,750 homes to assist neighbouring Oxford City in meeting their needs. The additional requirement for Oxford City will apply in the period 2021 – 2031 (and will be treated separately for the purposes of 5-year housing land supply). It is anticipated that this overall sub-area requirement will be met through a combination of homes already completed, existing commitments, Strategic Development Areas (SDA), non-strategic housing allocations and windfall development. This is summarised in the table below. Further sites will also be identified through any subsequent review of this Local Plan.

Table 9.4 – Anticipated Housing Delivery in the Eynsham - Woodstock Sub-Area

<table>
<thead>
<tr>
<th>Eynsham – Woodstock sub-area indicative housing requirement</th>
<th>1,600</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homes already completed (2011 – 2014)</td>
<td>315</td>
</tr>
<tr>
<td>Existing planning commitments as of 1st February 2015 including:</td>
<td></td>
</tr>
<tr>
<td>• Land north of Marlborough School (58)</td>
<td></td>
</tr>
<tr>
<td>• Rural exception sites (35)</td>
<td></td>
</tr>
<tr>
<td>• Other permissions (297)</td>
<td></td>
</tr>
<tr>
<td>Identified SHLAA capacity</td>
<td>529</td>
</tr>
<tr>
<td>Windfall allowance (25 per year 2015 – 2031)</td>
<td>400</td>
</tr>
<tr>
<td>--------------------------------------------</td>
<td>-----</td>
</tr>
<tr>
<td>Total</td>
<td>1,631</td>
</tr>
</tbody>
</table>

**Table 9.4 – Anticipated Housing Delivery in the Eynsham - Woodstock Sub-Area**

<table>
<thead>
<tr>
<th>Eynsham - Woodstock sub-area indicative housing requirement</th>
<th>5,550 (including 2,750 for Oxford City’s unmet housing needs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homes already completed (2011 – 2016)</td>
<td>439</td>
</tr>
<tr>
<td><strong>Existing large planning commitments as of 1st September 2016 (10 or more units) including:</strong></td>
<td>525</td>
</tr>
<tr>
<td>• Land south of the A4095 west of Long Hanborough (169)</td>
<td></td>
</tr>
<tr>
<td>• Land north of Marlborough School (51)*</td>
<td></td>
</tr>
<tr>
<td>• Street Farm, Tackley (26)</td>
<td></td>
</tr>
<tr>
<td>• Park Farm, Standlake Road, Northmoor (15)</td>
<td></td>
</tr>
<tr>
<td>• Pink Hill House, Southfield Road, Eynsham (16)</td>
<td></td>
</tr>
<tr>
<td>• Land adjacent to Newland Street, Eynsham (13)</td>
<td></td>
</tr>
<tr>
<td>• Church Road, Long Hanborough (50)</td>
<td></td>
</tr>
<tr>
<td>• Land Between Wychwood House and Malvern Villas Witney Road, Freeland (41)</td>
<td></td>
</tr>
<tr>
<td>• Freeland House, Freeland (40)</td>
<td></td>
</tr>
<tr>
<td>• Eynsham Nursery and Garden Centre (77)</td>
<td></td>
</tr>
<tr>
<td>• Home Farm, Grove Road, Bladon (27)</td>
<td></td>
</tr>
<tr>
<td><strong>Existing small planning commitments as of 1st September 2016 (less than 10 units)</strong></td>
<td>191</td>
</tr>
<tr>
<td><strong>West Oxfordshire Garden Village Strategic Development Area (SDA)</strong></td>
<td>2,200</td>
</tr>
<tr>
<td><strong>West Eynsham Strategic Development Area (SDA)</strong></td>
<td>1,000</td>
</tr>
<tr>
<td><strong>Land north of Hill Rise, Woodstock</strong></td>
<td>120</td>
</tr>
</tbody>
</table>
Land east of Woodstock 300
Land north of Banbury Road, Woodstock 250
Oliver's Garage, Long Hanborough 25
Myrtle Farm, Long Hanborough 50
Former Stanton Harcourt Airfield Main Road Stanton Harcourt 50
Anticipated windfall (2016 – 2031) 324
Total 5,474

*remaining units forming part of a larger scheme

Past completions, existing commitments, SHLAA-sites and windfall

9.5.38 In the first three years of the plan period (2011 – 2014) a total of 315 homes have already been completed in the Eynsham – Woodstock sub-area. As of 1st February 2015, a further 307 homes already benefit from planning permission or resolution to grant permission subject to Section 106. In the first five years of the plan period (2011 – 2016) a total of 439 homes have already been completed in the Eynsham - Woodstock sub-area. As of 1st September 2016, a further 716 homes already benefit from planning permission or resolution to grant permission subject to Section 106. This comprises 525 units on larger sites of 10 or more dwellings and 191 on smaller sites of less than 10.

9.5.39 In addition, the Council’s SHLAA (June 2014) has identified capacity for up to 529 new homes. These include:

- Land at Church Road, Long Hanborough
- Land west of Eynsham
- Land east of Woodstock

9.5.40 It is also considered appropriate to include a ‘windfall’ allowance to cater for unidentified sites that are likely to come forward for housing over the period of the Local Plan. Based on past evidence, a reasonable estimate is that such schemes would provide 25 homes per year within the Eynsham – Woodstock sub-area over the remaining period of the Local Plan (2015 – 2031) thereby providing an additional 400 new homes. It is also considered appropriate to include a ‘windfall’ allowance to cater for unidentified sites that are likely to come forward for housing over the period of the Local Plan. Based on past evidence of historic rates of windfall delivery by sub-area, it is reasonable to expect delivery of at least 324 units from unidentified windfall sites in the period 2016 – 2031.
Strategic Development Areas (SDAs)

9.5.40a Two Strategic Development Areas (SDAs) are proposed in the Eynsham – Woodstock sub-area together with a number of smaller ‘non-strategic’ housing allocations. The two SDAs are the West Oxfordshire Garden Village, a new rural service centre to be created to the north of the A40 near Eynsham and West Eynsham a sustainable urban extension of Eynsham itself.

9.5.40b It is anticipated that the West Oxfordshire Garden Village will deliver around 2,200 new homes by 2031, which will contribute entirely towards meeting the housing needs of nearby Oxford City. As these new homes are solely intended to meet the housing needs of Oxford City and are envisaged as coming forward between 2021 – 2031 (unless delivery can be accelerated) they will be treated separately for the purposes of 5-year housing land supply.

9.5.40c The West Eynsham SDA will deliver around 1,000 new homes by 2031, a proportion of which (550 homes) will contribute towards meeting the housing needs of Oxford City with the remainder (450 homes) contributing towards West Oxfordshire’s own identified housing needs. For the purposes of 5-year housing land supply it will be assumed that all of the 550 homes for Oxford’s unmet need will come forward in the period 2021 – 2031 and will therefore be treated separately.

West Oxfordshire Garden Village Strategic Development Area (SDA) – 2,200 homes (Eynsham Parish)

9.5.40d Land to the north of the A40, near Eynsham is allocated for the delivery of around 2,200 homes by 2031. This will be taken forward in the form of a new ‘Garden Village’ based on broad principles established through the Garden City movement of the late 1800s. This will include a strong emphasis on the following:

- Strong vision, leadership and community engagement;
- Community ownership of land and long term stewardship of assets;
- Provision of local employment opportunities;
- Ensuring a broad mix of housing types and tenures including starter homes and opportunities for self-build;
- Providing integrated and accessible transport opportunities;
- Achieving high quality, imaginative and sustainable design;
- Ensuring good levels of access to local community, recreational and shopping facilities particularly on foot and bicycle;
- Generous provision of open space including a strong Green Infrastructure Network that incorporates existing features and provides effective links to surrounding areas;
- The provision of opportunities for local residents to grow their own food including allotments

9.5.40e The site is primarily greenfield and largely in agricultural use at present although there some existing uses including commercial development on the southern boundary along the A40. The site has no significant physical or policy constraints and a significant proportion of
the land identified is being actively promoted for development. It falls outside the Oxford Green Belt which lies immediately to the east.

9.5.40f Importantly, the suitability of the site for strategic development has been assessed in broad terms as part of countywide joint working carried out to determine the apportionment of unmet need from Oxford City. The site was considered against a number of alternative site options in West Oxfordshire and shown to be the most appropriate option in West Oxfordshire (together with land to the west of Eynsham) for providing additional housing to meet the housing needs of Oxford City. The suitability of the site has also been tested through the Council’s Strategic Housing and Employment Land Availability Assessment (SHELAA) and as part of the Local Plan Sustainability Appraisal (SA) process alongside other reasonable alternatives.

9.5.40g The location of the site is such that it has a strong spatial relationship to Oxford and the Oxfordshire knowledge spine. This is reinforced by the Council’s own economic evidence which highlights the close relationship of Eynsham with Oxford and its surrounding environs. An indicative site boundary is shown below in Figure 9.15a. This boundary was used in a recent expression of interest submitted to Government for official ‘Garden Village’ status. It is however indicative and should not be taken as definitive at this point in time. The intention of the Council is to prepare more detailed policy guidance as a follow on to the Local Plan in the form of a separate ‘Area Action Plan’ (AAP).

9.5.40h Preparation of a separate AAP will provide the opportunity to consider in more detail the most appropriate extent of development, quantum and mix of uses and indicative layout etc. It will also provide the opportunity to consider matters of delivery and phasing which are critical to strategic development of this scale. A focused Green Belt review should be undertaken as part of the Area Action Plan process to consider whether additional areas should be added to the Oxford Green Belt in the vicinity of the new Garden Village.

9.5.40i In terms of new housing provision, it is envisaged that the site will deliver at least 2,200 homes by 2031 although if the lead in time to construction can be accelerated, this number could be increased. The site also provides an opportunity to consider further development beyond 2031. This would need to be considered against other reasonable alternatives as part of any subsequent review of this Local Plan.

9.5.40j In accordance with Garden City/Village principles, a broad range of dwelling types and tenures will be sought including up to 50% affordable housing in line with Policy H3 (subject to viability considerations). The Council’s objective is to secure at least 20% of the overall number of dwellings in the form of Starter Homes. There will also be a strong emphasis on the provision of opportunities for self-build in accordance with Policy H5 as well as consideration of the opportunity to provide accommodation for Gypsies and Travellers in accordance with Policy H7.

9.5.40k In accordance with Garden City/Village principles, there will be a strong emphasis on the provision of high quality local employment opportunities in order to encourage increased self-containment and reduce the need for out-commuting. It is anticipated that the Garden Village will therefore incorporate a new science park of around 40 hectares in size in a prominent location close to the A40. This scale will provide long term capacity up to and beyond 2031.
Although there are a number of ‘campus-style’ science parks in Oxfordshire, there are currently none in West Oxfordshire. The provision of around 40 hectares of business land within the Garden Village will help to ensure it is a commercially viable prospect and has the necessary scale to operate as a science park. The principle of delivering a new science park in this location is supported by the Oxfordshire LEP and is reflective of the economic strength of Eynsham and its close relationship to Oxford and the Oxfordshire knowledge spine. It is complementary to the Northern Gateway proposals in Oxford.

In addition to significant provision of new housing and job opportunities, the Garden Village will deliver major transport improvements and improved connectivity by car, public transport, walking and cycling. This will be a key theme of the development in line with Garden City/Village principles.

In terms of public transport, the site will include a new park and ride site, funding for which has already been secured by Oxfordshire County Council through the Local Growth Fund (£35m). This funding award will also deliver an eastbound bus priority lane from the new park and ride site to Duke’s Cut canal bridge near Wolvercote. Further long term improvements to the A40 have also been identified by Oxfordshire County Council which when implemented will further encourage the use of priority bus services along the A40.

Whilst the site not directly served by rail it is in close proximity to Hanborough Station which is only around 3km to the north at its nearest point. The proposed Garden Village therefore presents an excellent opportunity to provide high quality linkages with Hanborough Station, thereby capitalising on the station and line improvements that have already been made or are being proposed.

Whilst the details of any proposal will be worked up through an Area Action Plan, it is evident that there are a number of existing public rights of way between the Garden Village site and Hanborough Station that could be enhanced and extended or with dedicated provision for cyclists provided. Similarly there is an opportunity to enhance connections to the station by road including the possibility of a southern access point from Lower Road being provided. This could enable bus connectivity between Eynsham, the Garden Village and Hanborough Station. All of these measures would make a significant contribution towards encouraging residents of the Garden Village to use Hanborough Station for journeys by rail.

The size of the proposal is such that provision would also be made for supporting community uses including a new primary school together with a neighbourhood centre of a suitable scale to serve everyday needs of residents. In accordance with Garden City/Village principles the development will also be characterised by generous Green Infrastructure both formal and informal. This will include the provision of effective links to the surrounding countryside.

By ensuring good links across the A40 (e.g. an iconic feature bridge as suggested in the Council’s Garden Village expression of interest) existing residents of Eynsham to the south will be able to access the Garden Village to enjoy the services, facilities and amenities it will offer. Conversely, residents of the Garden Village will be able to access Eynsham and its services and facilities, thereby playing a complementary rather than a competing role.
Policy EW1a – West Oxfordshire Garden Village Strategic Development Area (2,200 homes)

Land to the north of the A40, near Eynsham to accommodate a free-standing exemplar Garden Village including:

a) about 2,200 homes with a balanced and appropriate mix of house types and tenures to meet identified needs including affordable housing.

b) development taken forward in accordance with key Garden Village principles.

c) comprehensive development to be led by an Area Action Plan (AAP).

d) about 40 hectares of business land (B-class) in the form of a ‘campus-style’ science park.

e) provision of a new park and ride site (1,000 spaces) with associated eastbound bus priority lane along the A40.
f) the provision of up to two primary schools on site (2FE including nursery) on 2.22ha sites together with financial contributions towards secondary school capacity as appropriate.

g) the provision of other supporting transport infrastructure, including proposals to mitigate the impact of traffic associated with the development, and incorporating a comprehensive network for pedestrians, cyclists and public transport with links to adjoining areas, including a particular emphasis on improving linkages to Hanborough Station and to Eynsham and on enhancing Hanborough Station as a transport interchange.

h) development to be phased in accordance with the timing of provision of supporting infrastructure and facilities.

i) the provision of appropriate landscaping measures to mitigate the potential impact of development and associated infrastructure.

j) biodiversity enhancements including arrangements for future maintenance.

k) provision of appropriate green infrastructure including allotments, open space, improvements to public rights of way and access to the wider countryside.

l) appropriate measures to mitigate traffic noise.

m) the investigation, recording and safeguarding of the known and potential archaeological significance of the Area prior to any development taking place. The results of the investigation and recording should inform the final layout of the development and be deposited in a public archive.

n) appropriate measures to mitigate flood risk including the use of sustainable drainage methods to ensure that post-development surface water run-off rates are attenuated to achieve a reduction in greenfield run-off rates. The sustainable drainage systems should be designed to provide a biodiversity enhancement.

o) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements.

p) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings.

q) the developer will be required to set aside 5% of the developable plots for those wishing to undertake custom/self-build.
West Eynsham Strategic Development Area (SDA) – 1,000 homes (Eynsham Parish)

9.5.40s Land to the west of Eynsham is allocated for the delivery of 1,000 homes. A proportion of these new homes (550) will contribute towards the unmet housing need of Oxford City, with the remaining balance (450) contributing towards West Oxfordshire’s own identified housing needs. The site is well-related to the main services and facilities of Eynsham including in particular Bartholomew Secondary School, Eynsham Village Hall and the Eynsham Medical Centre. It has no major physical or policy constraints to development although flood risk is an important consideration due to the presence of the Chil Brook which runs across parts of the site. The majority of the site is actively being promoted for development.

9.5.40t The former Eynsham Nursery and Garden Centre to the west of Eynsham has already secured planning permission for residential development of 77 new homes. There is also a current planning application pending determination for a further 160 homes on land immediately west of Willows Edge/Thornbury Road demonstrating clear developer interest.

9.5.40u The suitability of the site for strategic development has been assessed in broad terms as part of countywide joint working carried out to determine the apportionment of unmet need from Oxford City. The site was considered against a number of alternative site options in West Oxfordshire and shown to be the most appropriate option (together with land to the north of Eynsham, the site of the Garden Village expression of interest for providing additional housing to meet the housing needs of Oxford City. The suitability of the site has also been tested through the Council’s Strategic Housing and Employment Land Availability Assessment (SHELAA) and as part of the Local Plan Sustainability Appraisal (SA) process alongside other reasonable alternatives.

9.5.40v The potential for a western expansion of Eynsham has also been considered as part of the extensive work and consultation on the emerging Neighbourhood Plan for Eynsham. The proposed allocation is shown below.

9.5.40w The site is in multiple land ownerships and the majority has been promoted for development through the Council’s Strategic Housing and Economic Land Availability Assessment (SHELAA). Having regard to the size of the site, the constraints that exist in terms of flood risk and the requirement for other on-site uses including a new primary school, local centre and green infrastructure it is reasonable to expect delivery of around 1,000 new homes in this area.

9.5.40x A key consideration for this site is traffic impact not only in terms of the traffic impact of the proposed development but also the potential to deliver strategic transport improvements that would be of wider benefit to other residents and employees. In particular, a major urban extension such as this presents the opportunity to provide a new western link road for Eynsham serving the new development and also providing a strategic road connection from the A40 to the B4449 to the south, thereby providing additional journey choice and also helping to remove unnecessary through-traffic.

9.5.40y The provision of this link road will be sought as an integral part of comprehensive development to the west of Eynsham. Appropriate consideration will also need to be given
to the relationship between proposed access arrangements onto the A40 from this site and from the proposed Garden Village to the north.

9.5.40z A further key consideration for the site is the provision of effective pedestrian and cycle links to encourage sustainable travel into Eynsham and beyond including the West Oxfordshire Garden Village to the north of the A40. Any development in this area will need to be supported by a detailed Transport Assessment (TA) and Travel Plan.

9.5.41a As a major urban extension into open countryside, landscape impact is a key consideration but compared to other alternative site options, this area is not overtly sensitive and if planned and designed properly, the impact of development is capable of being effectively mitigated. A detailed landscape and visual impact assessment would be required in support of any future application to determine the most appropriate form and layout of development which would ultimately influence final housing numbers.

9.5.41b In terms of deliverability, whilst the site is in multiple ownerships, the majority is being actively promoted for development and can therefore be considered to be available. In terms of viability, the Council’s evidence suggests that a scheme of 1,000 homes in this area would be viable taking account of the likely infrastructure costs including those associated with the western link road and a new on-site primary school.
Figure 9.15b – West Eynsham Strategic Development Area (SDA)
Policy EW1b – West Eynsham Strategic Development Area (1,000 homes)

Land to the west of Eynsham to accommodate a sustainable integrated community that forms a positive addition to Eynsham, including:

a) about 1,000 homes with a balanced and appropriate mix of house types and tenures to meet identified needs including affordable housing.

b) comprehensive development to be led by an agreed masterplan.

c) provision of a new western link road funded by and provided as an integral part of the development and taking the opportunity to link effectively with the existing road network on the western edge of the village.

d) the provision of a new primary school on-site (1.5FE including nursery) on a 2.22 ha site to enable future expansion together with financial contributions towards secondary school capacity as appropriate.

e) the provision of other supporting transport infrastructure, including proposals to mitigate the impact of traffic associated with the development in particular the impact on the existing village, and incorporating a comprehensive network for pedestrians, cyclists and public transport with links to adjoining areas, including a particular emphasis on improving linkages into Eynsham, to the West Oxfordshire Garden Village and into the surrounding countryside.

f) development to be phased in accordance with the timing of provision of supporting infrastructure and facilities.

g) the provision of appropriate landscaping measures to mitigate the potential impact of development and associated infrastructure.

h) biodiversity enhancements including arrangements for future maintenance.

i) provision of appropriate green infrastructure including allotments.

j) the investigation, recording and safeguarding of the known and potential archaeological significance of the Area prior to any development taking place. The results of the investigation and recording should inform the final layout of the development and be deposited in a public archive. Particular consideration will need to be given to the scheduled monument adjacent to the B4449.

k) appropriate measures to mitigate flood risk including the use of sustainable drainage methods to ensure that post-development surface water run-off rates are attenuated to achieve a reduction in greenfield run-off rates. The sustainable drainage systems should be designed to provide a biodiversity enhancement.

l) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements.
m) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings.

n) the developer will be required to set aside 5% of the developable plots for those wishing to undertake custom/self-build.

Alternative Options for Strategic Growth in the Eynsham – Woodstock Sub-Area

9.5.41c As part of the assessment of strategic options undertaken in partnership with the other Oxfordshire authorities, consideration has been given to two other ‘strategic’ options for growth in the Eynsham – Woodstock sub-area, land at Barnards Gate and land to the east of Woodstock (the majority of which is located in neighbouring Cherwell District).

9.5.41d The Barnard Gate site is located to the north of the A40 between Witney and Eynsham. The assessment and analysis undertaken as part of the joint working on unmet need identified a number of sensitivities and the site was not subsequently included as a preferred option for meeting Oxford’s housing needs. Effectively it is a less suitable option than the land to the north of the A40 which has been identified to assist Oxford.

9.5.41e Land to the east of Woodstock lies partly within West Oxfordshire and primarily within Cherwell District. Whilst the joint work on unmet need concluded that the site had some merit it also had a number of important sensitivities not least the potential impact on the Blenheim Palace World Heritage Site (WHS). The District Council considers that a smaller development on the portion of the site which is within West Oxfordshire is appropriate and this plan identifies an allocation of 300 homes. There is also a current planning application on the site.

Non-Strategic Housing Allocations

9.5.41f In order to help meet identified housing needs in addition to the two strategic development areas, six smaller site allocations are also proposed in the Eynsham – Woodstock sub-area. These include:

- Land East of Woodstock (300 homes)
- Land north of Hill Rise, Woodstock (120 homes)
- Land north of Banbury Road, Woodstock (250 homes)
- Land at Myrtle Farm, Long Hanborough (50 homes)
- Oliver’s Garage, Long Hanborough (25 homes)
- Former Stanton Harcourt Airfield (50 homes)

Land East of Woodstock (300 homes)

9.5.41g This is a greenfield site of around 16 ha on the south eastern edge of Woodstock currently in agricultural (arable) use. The site immediately adjoins existing residential development to the west, is bordered to the north by sports pitches associated with the Marlborough School, to the east by open countryside and to the south by the A44 and beyond that the grounds of Blenheim Palace which is a designated World Heritage Site (WHS). The eastern boundary of the site forms the administrative boundary between West Oxfordshire and neighbouring Cherwell District.
9.5.41h The site is in a single ownership (the Blenheim Estate) and has previously been promoted through the Council’s housing land availability assessment which has concluded that it is suitable in principle for residential development. The District Council previously allocated the site for mixed-use development during the preparation of the 2011 Local Plan but the site was removed at the request of the Inspector who felt at that time that the scale of the proposed development was excessive. The site is the subject of a current hybrid planning application submitted by the Vanbrugh Unit Trust and Pye Homes on behalf of the estate.

9.5.41i Whilst it is clearly a sensitive site given the importance of the approach to Woodstock and the proximity of the Blenheim Palace WHS, it is reasonable to conclude that residential development in this location represents a sustainable development opportunity which if designed, managed and implemented properly, presents an excellent opportunity to deliver a high quality housing scheme in close proximity to the central core of Woodstock which ranks as one of the District’s most sustainable settlements in terms of the availability of shops, services and facilities. The proposed site allocation is shown in Figure 9.15c below.

9.5.41j The site has no major physical constraints as it is relatively flat and access can be achieved directly from the A44. It is not within the Green Belt, is not within an area of flood risk and is not within the Cotswolds AONB. A key consideration is the potential impact of development on the setting of the WHS but that is not considered to be an absolute constraint to development provided it is addressed sensitively.

9.5.41k For the reasons outlined above, the land east of Woodstock is allocated for the provision of around 300 new homes. Policy EW1c below applies.
Figure 9.15c – Land East of Woodstock
**Policy EW1c – Land East of Woodstock (300 homes)**

Land to the east of Woodstock, north of the A44 Oxford Road to accommodate around 300 dwellings as a well-integrated and logical extension of the existing built form of the town.

Proposals for development should be consistent with the following:

a) provision of a mix of house types and tenures including affordable housing in accordance with Policy H3 – Affordable Housing.

b) ensuring that development does not have a harmful impact on designated heritage assets and the setting of the Blenheim Palace World Heritage Site (WHS).

c) positive enhancement of the approach to Woodstock from the south east.

d) provision of satisfactory vehicular access onto the A44 Woodstock Road and appropriate pedestrian and cycle connections.

e) appropriate provision of and contributions towards supporting infrastructure;

f) biodiversity enhancements including arrangements for future maintenance.

g) appropriate measures to mitigate flood risk including the use of sustainable drainage methods to ensure that post-development surface water run-off rates are attenuated to achieve a reduction in greenfield run-off rates. The sustainable drainage systems should be designed to provide a biodiversity enhancement and not cause harm to the Blenheim Park SSSI.

h) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements.

i) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings.

j) the developer will be required to set aside 5% of the developable plots for those wishing to undertake custom/self-build.
Land north of Hill Rise, Woodstock (120 homes)

9.5.41l This is a greenfield site located on the northern approach into Woodstock along the A44 Manor Road. It adjoins existing residential development at Hill Rise and Vanbrugh Close to the west and south which acts as a buffer to the Blenheim Palace WHS to the west. To the north and east of the site is open countryside which slopes gently down towards a valley associated with the River Glyme.

9.5.41m The site is primarily within agricultural use with the exception of a small parcel of land in the southern part of the site which is in use as a children’s play area. Notably, relocation of this play area would provide the opportunity to create a vehicular access into the site from Vermont Drive/Vanbrugh Close as well as improving a more modern play facility for local children. Depending on the scale of development there may also be scope to provide a vehicular access directly onto the A44 to the north of the existing houses at Hill Rise.

9.5.41n The site is in a single ownership (the Blenheim Estate) and has been promoted for development through the Council’s Strategic Housing and Economic Land Availability Assessment (SHELAA). Through the site assessment process the Council has concluded that the site is suitable for development. As the site is in the same ownership as land at east Woodstock (Policy EW1c) which is the subject of a current planning application, this site may come forward later in the plan period.

9.5.41o The site has no major physical or policy constraints to development. Vehicular access can be achieved via several potential points and the site is within comfortable walking and cycling distance of the centre of Woodstock providing the opportunity for effective pedestrian and cycle links. The site is not within the Cotswolds AONB or Oxford Green Belt and is not within a defined area of flood risk.

9.5.41p Whilst relatively proximate to the Blenheim Palace WHS, any potential impact on its setting would be mitigated by the existing development adjoining the western and southern edges of the site. Whilst a public right of way crosses the site from north to south, this could be effectively incorporated into the design and layout of any development as appropriate.

9.5.41q A key consideration for the site is landscape impact given that this is a relatively large greenfield site on the edge of Woodstock. However, compared to other site options the landscape sensitivity of this site is considered to be relatively modest with the site very much reading as part of the existing settlement thereby providing the ability to integrate effectively with the existing built form in this location. The design and layout of any scheme and any landscape impact mitigation would need to be considered and agreed on the basis of a full landscape and visual impact assessment. The proposed site allocation is shown in Figure 9.15d below.

9.5.41r In light of the lack of physical and policy constraints to development the site is allocated for the provision of around 120 homes.
Figure 9.15d – Land North of Hill Rise, Woodstock
Policy EW1d – Land north of Hill Rise, Woodstock (120 homes)

Land to the north of Hill Rise, Woodstock to accommodate around 120 dwellings as a well-integrated and logical extension of the existing built form of the town.

Proposals for development should be consistent with the following:

a) provision of a mix of house types and tenures including affordable housing in accordance with Policy H3 – Affordable Housing.

b) ensuring that development does not have a harmful impact on the setting of the Blenheim Palace World Heritage Site (WHS).

c) provision of satisfactory vehicular accesses and appropriate pedestrian and cycle connections including appropriate accommodation of the existing public right of way through the site.

d) appropriate provision of and contributions towards supporting infrastructure;

e) replacement/enhancement of the existing children’s play area and public open space adjacent to Rosamund Drive.

f) biodiversity enhancements including arrangements for future maintenance.

g) appropriate measures to mitigate flood risk including the use of sustainable drainage methods to ensure that post-development surface water run-off rates are attenuated to achieve a reduction in greenfield run-off rates. The sustainable drainage systems should be designed to provide a biodiversity enhancement.

h) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements.

i) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings.

j) the developer will be required to set aside 5% of the developable plots for those wishing to undertake custom/self-build.
Land North of Banbury Road, Woodstock (250 homes)

9.5.4 Is This is a greenfield site located on the northern edge of Woodstock between Green Lane and Banbury Road. The site is in agricultural use and has been put forward for potential development by the landowner, the Blenheim Estate. To the west of the site is an employment site occupied by Owen Mumford an important local employer. To the south of the site is the existing, primarily residential edge of Woodstock which runs in an irregular form along Green Lane and Banbury Road which subsequently forms the eastern edge of the site with open countryside beyond. To the north of the site is open countryside.

9.5.4t The site is in a single ownership (the Blenheim Estate) and has been promoted for development through the Council’s Strategic Housing and Economic Land Availability Assessment (SHELAA). Through the site assessment process the Council has concluded that the site is suitable for development. As the site is in the same ownership as land at east Woodstock (Policy EW1c) which is the subject of a current planning application, this site may come forward later in the plan period. The site has no major physical or policy constraints to development. Vehicular access can be achieved via Banbury Road and the site is within comfortable walking and cycling distance of the centre of Woodstock providing the opportunity for effective pedestrian and cycle links. The site is not within the Cotswolds AONB or Oxford Green Belt and is not within a defined area of flood risk.

9.5.4u Whilst a public right of way crosses part of the site, this could be effectively incorporated into the design and layout of any development as appropriate. A key consideration for the site is landscape impact given that this is a relatively large greenfield site on the edge of Woodstock. However, compared to other site options the landscape sensitivity of this site is considered to be relatively modest with the site being relatively self-contained and well-screened from wider views. The design and layout of any scheme and any landscape impact mitigation would need to be considered and agreed on the basis of a full landscape and visual impact assessment. The proposed site allocation is shown in Figure 9.15e below.

9.5.4v The site adjoins the Glyme and Dorn Conservation Target Area (CTA) and is close to the Woodstock Water Meadows, for which there is a Management Plan and Action Plan. As such the site offers excellent potential for biodiversity enhancement and informal recreation. Importantly a residential scheme in this location would also provide the opportunity to deliver improved vehicular access to the Owen Mumford employment site allowing for a more direct connection between Green Lane and Banbury Road than currently exists.

9.5.4w In light of the lack of physical and policy constraints to development the site is allocated for the provision of around 250 homes.
**Policy EW1e – Land north Banbury Road, Woodstock (250 homes)**

Land to the north of Banbury Road, Woodstock to accommodate around 250 dwellings as a well-integrated and logical extension of the existing built form of the town.

Proposals for development should be consistent with the following:

a) provision of a mix of house types and tenures including affordable housing in accordance with Policy H3 – Affordable Housing.

b) provision of satisfactory vehicular access from Banbury Road and Green Lane and appropriate pedestrian and cycle connections including incorporation of the existing public right of way across the site.

c) appropriate provision of and contributions towards supporting infrastructure;

d) ensuring that development does not have a harmful impact on the setting of the Blenheim Palace World Heritage Site (WHS) including key views.
e) biodiversity enhancements including arrangements for future maintenance. Development will be required to make a positive contribution towards the adjoining Conservation Target Area (CTA).

f) appropriate measures to mitigate flood risk including the use of sustainable drainage methods to ensure that post-development surface water run-off rates are attenuated to achieve a reduction in greenfield run-off rates. The sustainable drainage systems should be designed to provide a biodiversity enhancement.

g) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements.

h) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings.

i) the developer will be required to set aside 5% of the developable plots for those wishing to undertake custom/self-build.

**Land at Myrtle Farm, Long Hanborough (50 homes)**

9.5.41x This is a greenfield site of around 2.5 hectares located close to the centre of Long Hanborough along the northern edge of the settlement. It has been promoted for development through the Council’s Strategic Housing and Employment Land Availability Assessment (SHELAA). The site is in a single land ownership and has no significant physical or policy constraints to development.

9.5.41y It adjoins an area of recent development at Corn Hyde and Myrtle Close. Vehicular access to the site can be achieved via an existing turning head in Corn Hyde. The site is adjoined to the east by a small supermarket with associated surface level car parking. To the north is open countryside which can be glimpsed past the church from the A4095 although the site is effectively screened by an existing mature field boundary. The site is currently in agricultural use.

9.5.41z The Council’s assessment of the site has concluded that is a suitable and deliverable opportunity. It is centrally located within Long Hanborough providing convenient access to available services and facilities. Satisfactory vehicular access can be achieved. The site is not within the Cotswold AONB (although is relatively close so that the setting of the AONB is a consideration) or Oxford Green Belt and is not within a Conservation Area (although it does adjoin one to the west). The site is flat and self-contained from wider views. It does not fall within an area of designated flood risk and is available for development. The proposed site allocation is shown in Figure 9.15f below.

9.5.42a In light of the lack of physical and policy constraints to development the site is allocated for the provision of around 50 homes.
Figure 9.15f – Land at Myrtle Farm, Long Hanborough
Policy EW1f – Land at Myrtle Farm, Long Hanborough (50 homes)

Land at Myrtle Farm to the east of Corn Hyde, Long Hanborough to accommodate around 50 dwellings as a well-integrated and logical extension of the existing built form of the village.

Proposals for development should be consistent with the following:

a) provision of a mix of house types and tenures including affordable housing in accordance with Policy H3 – Affordable Housing.

b) provision of satisfactory vehicular access and appropriate pedestrian and cycle connections.

c) appropriate provision of and contributions towards supporting infrastructure;

d) retention and enhancement of the existing vegetation along the northern site boundary to ensure effective screening of the development from wider views.

e) appropriate measures to mitigate flood risk including the use of sustainable drainage methods to ensure that post-development surface water run-off rates are attenuated to achieve a reduction in greenfield run-off rates. The sustainable drainage systems should be designed to provide a biodiversity enhancement.

f) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements.

g) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings.

Oliver’s Garage, Long Hanborough (25 homes)

9.5.42b This is a previously developed site within the existing built up area of Long Hanborough that is currently in use as a garage with associated ancillary uses. The site is around 0.75 hectares in size and capable of accommodating around 25 new homes depending on the type, mix and layout. Whilst not currently available the site has been promoted for development through the Council’s Strategic Housing and Employment Land Availability Assessment (SHELAA) and is understood to be potentially available in the medium-term.

9.5.42c The Council’s assessment of the site has concluded that it is a suitable and developable opportunity for new housing provision in Long Hanborough in a relatively central location that provides convenient access to the services and facilities available in the village. Vehicular access to the site already exists from the A4095 and there are no major physical
or policy constraints to prevent the redevelopment of the site. Whilst it would represent the loss of a small local employment site this would be offset to a large extent by the provision of new homes in highly sustainable location and on a previously developed (brownfield) site. The proposed site allocation is shown in Figure 9.15g below.

9.5.42d In light of the lack of physical and policy constraints to development the site is allocated for the provision of around 25 homes.

Figure 9.15g – Land at Oliver’s Garage, Long Hanborough
Policy EW1g – Land at Oliver’s Garage, Long Hanborough (25 homes)

Land at Oliver’s Garage, Long Hanborough to accommodate a small high quality development of around 25 dwellings as a well-integrated and logical redevelopment of an existing use within the built area of the village.

Proposals for development should be consistent with the following:

a) provision of a mix of house types and tenures including affordable housing in accordance with Policy H3 – Affordable Housing.

b) making efficient use of the site through an appropriate density of development and innovative, high-quality design.

c) appropriate provision of and contributions towards supporting infrastructure.

d) consideration of any potential decontamination mitigation measures necessary as a result of the existing garage use of the site.

e) provision of satisfactory vehicular access and appropriate pedestrian and cycle connections.

f) connection to the mains sewerage network which includes infrastructure upgrades where required.

g) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings.

Former Stanton Harcourt Airfield (50 homes)

9.5.42e This site is located on the southern edge of Stanton Harcourt and comprises part of a former airfield that was used during World War II. A number of airfield buildings remain on the site in varying condition. The majority of buildings are unused although a small number are used for low-key storage and industrial uses.

9.5.42f To the south of the site is an existing recreation area containing football and cricket pitches. To the east of the site is primarily agricultural land with a small number of residential properties along Steady’s Lane. There is also a small cemetery adjoining Main Road which forms the eastern site boundary. To the north of the site is further existing residential development and a parcel of undeveloped agricultural land. To the west is a mixture of different uses including a capped landfill site, scheduled monument and a series of restored gravel pits. The proposed site allocation is shown in Figure 9.15h below.

9.5.42g The site adjoins the Conservation Area but does not fall within it. There is a public right of way running across the centre of the site from east to west. The site has been promoted to the Council for development through the Strategic Housing and Employment Land Availability Assessment (SHELAA) and the Council’s assessment of the site concludes that it is a suitable and deliverable development opportunity. The site has no major physical or policy constraints to prevent development coming forward and comprises previously developed land (in part) in a relatively sustainable location with good access to a range of local services and facilities. The site is the subject of a current planning application.
9.5.42h In light of the lack of physical and policy constraints to development the site is allocated for the provision of around 50 homes.

**Figure 9.15h – Former Stanton Harcourt Airfield, Stanton Harcourt**
Policy EW1h – Former Stanton Harcourt Airfield (50 homes)

Land at the former Stanton Harcourt Airfield, Stanton Harcourt to accommodate a high quality development of around 50 dwellings as a well-integrated and logical redevelopment of an existing previously developed site adjacent to the existing settlement edge.

Proposals for development should be consistent with the following:

a) provision of a mix of house types and tenures including affordable housing in accordance with Policy H3 – Affordable Housing.

b) provision of satisfactory vehicular access and appropriate pedestrian and cycle connections.

c) appropriate provision of and contributions towards supporting infrastructure;

d) positive incorporation of any defining site characteristics and features of historic significance to the former role of the site as an airfield.

e) appropriate measures to ensure there are no potential issues arising from land contamination associated with the site and the adjoining landfill.

f) appropriate measures to mitigate flood risk including the use of sustainable drainage methods to ensure that post-development surface water run-off rates are attenuated to achieve a reduction in greenfield run-off rates. The sustainable drainage systems should be designed to provide a biodiversity enhancement.

g) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements.

h) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings.

Employment

9.5.41 The Council's economic evidence highlights the importance of the Eynsham – Woodstock sub-area for employment and business. This area has a skilled resident workforce a number of whom are employed in managerial positions and has a strong functional relationship with Oxford City and the Oxford City Region.

It is anticipated that as part of the West Oxfordshire Garden Village to the north of the A40, near Eynsham, a new ‘campus-style’ science park of around 40 hectares in size will be created as part of a comprehensive mixed-use development. This will create a large number of new jobs and a business opportunity that does not currently exist in West Oxfordshire. It will help to ensure that the District is able to play a complementary role to the Oxfordshire knowledge spine, presenting the opportunity for high-technology university spin-outs and development and research opportunities.
9.5.42 No other site allocations are proposed at this stage but the Council will work with landowners and developers as well as Town and Parish Councils to identify suitable opportunities in appropriate, sustainable locations, including through the anticipated early review of this Local Plan. These will be focused on the rural service centres with a particular focus on Eynsham. Existing sites will be safeguarded in accordance with Policy E1 and the Council will support in principle the potential modernisation of existing business premises to ensure they remain fit for purpose.

9.5.43 Further employment opportunities will be able to come forward in this area through the redevelopment, intensification and expansion of existing employment sites and small scale rural diversification schemes.

9.5.44 The importance of the tourist economy particularly to Woodstock is recognised and appropriate uses to reinforce that role will be supported in principle. The Council will also work with relevant partners to further investigate the opportunity for appropriate forms of tourist activity relating to the River Thames.

**Transport**

9.5.45 Transport is an important issue in this area. Traffic congestion on the A40 and A44 is severe at peak times. HGV movements through Woodstock have long been a concern for the town. Rail connectivity is relatively good with a number of stations on two lines. However, bus services in some areas are relatively limited and those available in the larger settlements including Eynsham experience journey time delays due to congestion on the A40 and surrounding road network. Walking and cycling opportunities are reasonable including a high quality link from Eynsham to Oxford along the A40. There is however scope for further enhancement. Parking is a key consideration with capacity at Woodstock having been highlighted through consultation as a particular concern.

9.5.46 In terms of the highway network, we will work in partnership with the County Council to take forward necessary improvements with the A40 being the top priority. The award of £35m through the Local Growth Fund offers the potential to make a significant improvement to the current situation which would have benefits for other areas if traffic using those could be encouraged to remain on the A40 instead of seeking alternative quicker routes. We will work with the County Council and other relevant partners to deliver a new park and ride site of around 1,000 spaces is delivered to the north of Eynsham as part of the West Oxfordshire Garden Village proposal. This will be coupled with the provision of a new eastbound bus lane towards Oxford. We will also work with the County Council to help identify an appropriate strategy for delivering the longer-term improvements to the A40 that have been identified including additional dualling between Witney and Eynsham and a westbound bus lane between Eynsham park and ride and the edge of Oxford, ensure the funding is used in a timely and effective manner. The IDP identifies the potential provision of a park and ride site at Eynsham which could come forward as part of a package of improvement measures.

9.5.47 We will also work with the County Council to consider what measures could be introduced to reduce the impact of HGV traffic at Woodstock.

9.5.48 In terms of public transport we will work with rail providers and other relevant parties to consider any necessary enhancements to stations and station facilities including car parking availability. A key priority is Hanborough Station as this is expected to play a key,
supporting role in relation to the development of the Garden Village with the potential for excellent bus, pedestrian and cycle connectivity between the two. We anticipate Hanborough Station developing into a highly effective transport hub, coupled with improved vehicular access, parking capacity and station facilities and will work with relevant partners to help deliver this aspiration. With regard to bus services we will seek to ensure that the coverage, frequency and speed of bus services within this sub-area is maximised. The County Council has aspirations to upgrade existing bus stops, enhance frequencies, improve journey times and where appropriate, we will seek public transport improvements from new development either directly or through a financial contribution. The bus route from Woodstock to Burford through Long Hanborough and Witney will be promoted, to provide better access to key tourist destinations and the national rail network.

9.5.49 Active travel will be positively encouraged to capitalise on the proximity of this sub-area to Oxford City. Existing pedestrian and cycle routes will be safeguarded and opportunities for new and enhanced routes will be identified. Where appropriate, we will seek walking and cycling schemes from new development either directly or through a financial contribution. Initial work has been instigated by a local group called 'bikesafe' looking at the potential to introduce a dedicated cycle route along the B4044 Eynsham Road. The Council will work with the group and other relevant partners including the County Council to further consider the merits and possibility of this scheme being taken forward.

9.5.50 Parking capacity will be further considered through the Council’s emerging Parking Strategy and any necessary enhancements will be incorporated into the Council’s IDP.

**Retail and Leisure**

9.5.51 The primary focus for retail and leisure provision will be the rural service centres with a particular focus on Woodstock and Eynsham. A Town Centre boundary is defined for Woodstock (see Figure 9. 16) and the loss of shops of other town centre uses within the centre will be resisted. New retail proposals will be considered in accordance with the Town Centre first approach set out in Policy E5 and the NPPF.
9.5.52 Suitable and compatible forms of leisure will be positively encouraged in this area. We will work with the County Council, mineral operators and the Lower Windrush Valley Project in relation to leisure uses within the Lower Windrush Valley.

9.5.53 The Council will work with partners including the Environment Agency and the River Thames Alliance, to optimise the leisure and tourism potential of the River Thames and its tributaries, while conserving and enhancing the ecological landscape and heritage value. Better access including car parking is one element that could be improved to support leisure and recreation.
Environment and Heritage

9.5.54 This sub-area has a number of environmental sensitivities including part of the Oxford Green Belt, the Oxford Meadows SAC nearby, part of the Cotswolds AONB, several areas of ancient woodland and the Lower Windrush Valley Conservation Target Area. These sub-area has a number of environmental sensitivities including part of the Oxford Green Belt, part of the Oxford Meadows SAC, part of the Cotswolds AONB, several areas of ancient woodland and six Conservation Target Areas.

9.5.55 Proposals affecting the Green Belt will be determined in accordance with national policy. Proposals within or affecting the AONB will be determined in accordance with Policy EH1 and the NPPF. Any proposed development within the AONB will be expected to conserve landscape and scenic beauty and major developments will only be permitted in exceptional circumstances and where it can be demonstrated that they are in the public interest.

9.5.56 The Council will work with partners in relation to the Lower Windrush Valley CTA and where appropriate, development will be expected to make a positive contribution either directly or through a financial contribution.

9.5.57 In accordance with national policy and Policy EH7 all new development will be expected to conserve or enhance the special character and distinctiveness of West Oxfordshire’s historic environment and preserve or enhance the District’s heritage assets and their significance and settings. Particular regard will be had to the Blenheim Palace World Heritage Site.

Blenheim Palace World Heritage Site

9.5.58 Following international evaluation, in 1987 the Blenheim Palace World Heritage Site was ‘designated’ by the 11th Session of the UNESCO World Heritage Committee in Helsinki. UNESCO’s operational guidelines state that ‘World Heritage Sites are places of outstanding universal value to the whole of humanity.

9.5.59 Outstanding universal value means cultural and/or natural significance which is so exceptional as to transcend national boundaries.’ Through the designation, UNESCO recognised that Blenheim Palace and its landscaped Park represented a new style of planning and architecture which went on to have a great influence worldwide. The Palace is set in a Park designated by ‘Capability’ Brown, regarded as a masterpiece of the highest order and widely considered to be a ‘naturalistic Versailles’. Together, the Palace and the Park are unique in the world.

9.5.60 World Heritage Sites are designated heritage assets of the highest importance. In line with the NPPF, the OUV of the Blenheim Palace World Heritage Site, its setting, integrity and authenticity, will be protected, conserved and enhanced and its sustainable use promoted.

9.5.61 The Site is a valuable asset of local, national and international significance, providing a wide variety of benefits, including contributing to conservation, biodiversity, access and a sense

74 http://whc.unesco.org/en/list/425
of community and place. There are also substantial economic benefits to West Oxfordshire and the surrounding region, with, for example, Blenheim attracting over 600,000 tourists each year and bringing investment into local businesses. The Estate itself is one of the largest employers in the area.

9.5.62 A World Heritage Management Plan has been produced for Blenheim Palace which aims to sustain and conserve the OUVs of the Site, recognising the wide variety of possible benefits achievable through positive management. The Plan is a pioneering document, delivering both the requirements of a World Heritage Site Management Plan and those of a Heritage Management Plan in one integrated approach. Given its importance in helping to sustain and enhance the significance of the World Heritage Site, the involvement of key stakeholders and its on-going monitoring and reviewing, the Management Plan is a material planning consideration when assessing development proposals in accordance with relevant policies of the Local Plan.

9.5.63 The Blenheim Palace World Heritage Management Plan:

- sets out a vision for the sustainable future of the historic, scenic, scientific, cultural and social qualities of Blenheim Palace and Park, such that it will protect both World Heritage Site designation and the National Heritage designation;
- provides guidance to the Estate trustees and their advisers on practical management planning, to help plan and prioritise tasks and to inform annual financial and operational plans;
- ensures the careful maintenance and conservation (and enhancement where possible) of the Palace and Park, its associated buildings and grounds, informed by continued historical and scientific research;
- adopts an holistic approach to conservation of the site which balances its many and varied qualities;
- encourages high standards in the restoration of historic features and design of any appropriate new developments, features or landscaped areas which may be proposed in the future.

9.5.64 The vision for Blenheim Estate in the Management Plan is to:

- maintain and manage the Palace and Park to preserve and enhance their character and, where necessary, repair significant buildings or replant parts of the Park in accordance with the objectives of the Management Plan;
- use management practices that are consistent with the above and which are designed to conserve the heritage qualities of the plan area and its OUV through appropriate and sustainable policies and practices;
- protect the existing opportunities for public access including existing public rights of way within the Park and the access arrangements to the Palace and grounds;
- enhance the qualities of visitor facilities and achieve new levels of excellence in visitor management and related experiences as one of the UK’s top tourism destinations;
- interpret and present the history of Blenheim Palace and Park to a larger and more diverse audience, and continue to promote high quality education programmes.
9.5.65 UNESCO emphasise the importance of protecting ‘the immediate setting’ of a World Heritage Site and of ‘important views and other areas or attributes that are functionally important as a support to the Property’. The Management Plan considered these issues and concluded that one of the unique qualities of the Site is that it is self-contained.

9.5.66 The Palace and Park are contained within walled grounds. The Blenheim Palace wall extends around the boundary of the World Heritage Site and is some nine miles in length. Views into it and from it are largely obscured by the wall, by trees and by undulating topography of the landscape.

9.5.67 There are, however, a number of places from where there are important views both into and from Blenheim Palace. These are identified in the Management Plan and reproduced at Figure 9.16a below. The setting of the site will be protected through Policy EW1 (see below) and also through other designations: Cotswolds Area of Outstanding Natural Beauty, Ancient Woodland, Oxford Green Belt and Conservation Areas at Woodstock and Bladon.
Figure 9.16a – Blenheim Palace WHS Key Views
Policy EW1 – Blenheim World Heritage Site

The exceptional cultural significance (Outstanding Universal Value) of the Blenheim World Heritage Site will be protected, promoted and conserved for current and future generations.

Accordingly, proposals which conserve and enhance the attributes and components that comprise the Outstanding Universal Value of the Site, as identified in the Statement of Outstanding Universal Value Statement and in line with the Blenheim Palace World Heritage Site Management Plan, will be supported.

In accordance with the National Planning Policy Framework, great weight will be given to the conservation of the World Heritage Site and any harm or loss to its significance will require clear and convincing justification. Development proposals that would lead to substantial harm to or loss of those attributes and components of the Site will be unacceptable, unless it can be demonstrated that any such harm or loss is necessary to achieve substantial public benefit that outweigh that harm or loss. Such harm will be wholly exceptional. Where development proposals would lead to less than substantial harm to those attributes and components, that harm will be weighed against the public benefits of the proposals.

When assessing the impact of a proposed development on the Outstanding Universal Value, great weight will be given to the conservation and enhancement of the Outstanding Universal Value and to the integrity and authenticity of the World Heritage Site.

Consideration of impact will be made of proposals within, or potentially affecting, the World Heritage Site and its setting, including areas identified as being of special importance for the preservation of long distance views to and/or from the Site (as shown on the Blenheim Palace Management Plan). Particular regard will be given to the design quality of the proposal (including scale, form and massing), its relationship to context (including topography, built form, views, vistas and effect on the skyline) and the implications of the cumulative effect of changes.

By helping to sustain and enhance the significance of the World Heritage Site, the Blenheim Palace Management Plan is a material consideration in assessing development proposals. Proposals relating to the World Heritage Site should seek to support the aims and objectives of the Management Plan.

Infrastructure

9.5.68 Infrastructure capacity is an important issue for this area. In addition to the transport related requirements outlined above other identified issues include leisure and education. Like the rest of the District, there is a need for more affordable housing and housing for older people.
9.5.69 Some of these will be provided directly as part of new developments whilst others will be provided indirectly through developer contributions and other potential sources of funding. The IDP seeks to quantify the infrastructure improvements that will needed to support the planned level and distribution of growth set out in the Local Plan.

9.5.70 This will form the basis upon which future decisions regarding the provision of new or improved infrastructure will be made along with the Council’s CIL regulation 123 list once introduced. CIL revenues passed to local communities will be able to be spent on locally identified infrastructure priorities.

9.5.71 In accordance with Policy OS5, we will seek to ensure that all new development within the Eynsham - Woodstock sub-area is supported by appropriate and timely provision of necessary supporting infrastructure.

**Policy EW2 – Eynsham – Woodstock Sub-Area Strategy**

The focus of new development will be Eynsham, Long Hanborough and Woodstock.

The focus of new development will be Eynsham, Woodstock and the West Oxfordshire Garden Village.

Development in these rural service centres will be of an appropriate scale and type that would help to reinforce/create the existing service centre role. Development elsewhere will be limited to meeting local housing, community and business needs and will be steered towards the larger villages.

Proposals for development in the sub-area should be consistent with the strategy which includes:

- delivery of about 1,600 new homes to include affordable housing and homes designed to meet a range of different needs including older people. This will include the provision of 2,800 homes to meet West Oxfordshire’s housing needs and a further 2,750 (from 2021 – 2031) homes to meet the needs of Oxford City.

- a Strategic Development Area (SDA) of around 2,200 homes to the north of the A40 near Eynsham to be delivered in the form of a new Garden Village (see Policy EW1a).

- a Strategic Development Area (SDA) of around 1,000 homes to the west of Eynsham (see Policy EW1b)

- a non-strategic housing allocation of 300 homes on land east of Woodstock (see Policy EW1c)

- a non-strategic housing allocation of 120 homes on land north of Hill Rise, Woodstock (see Policy EW1d)

- a non-strategic housing allocation of 250 homes on land north of Banbury Road, Woodstock (see Policy EW1e)
- a non-strategic housing allocation of 50 homes on land at Myrtle Farm, Long Hanborough (see Policy EW1f)

- a non-strategic housing allocation of 25 homes on land at Oliver’s Garage, Long Hanborough (see Policy EW1g)

- a non-strategic housing allocation of 50 homes on the former Stanton Harcourt Airfield (see Policy EW1h)

- provision of additional business land focused primarily on the rural service centres with a particular focus on Eynsham to help meet future requirements and capitalise on the proximity of this sub-area to Oxford and the Oxfordshire ‘knowledge spine’. This will include the provision of a new campus-style science park of around 40 ha to be delivered as an integral part of the West Oxfordshire Garden Village.

- provision of additional business land focused primarily on the rural service centres with a particular focus on Eynsham to help meet future requirements and capitalise on the proximity of this sub-area to Oxford and the Oxfordshire ‘knowledge spine’. This will include the provision of a new campus-style science park of around 40 ha to be delivered as an integral part of the West Oxfordshire Garden Village.

- support for rural employment opportunities including sustainable tourism and rural diversification.

- seeking to alleviate traffic congestion issues on the A40 including through the provision of a new park and ride site at Eynsham and associated bus priority measures along the A40 as part of the Oxford Science Transit project.

- enhancing public transport and pedestrian and cycle routes and infrastructure together with managing car parking to reduce car use for short journeys. This will include a particular focus on facilitating the delivery of improvements to Hanborough Station and appropriate vehicular, pedestrian and cycle connections to the station including from the Garden Village.

- ensuring that new development makes appropriate and timely provision for necessary supporting infrastructure, including education, leisure, green infrastructure and other community facilities.

- protection of the Oxford Green Belt and Cotswolds Area of Outstanding Natural Beauty (AONB).

- protection conservation and enhancement of historic and community assets including in particular the safeguarding of the Blenheim World Heritage Site and its setting (see Policy EW1).

- working with the highway authority, the town council and other partners to reduce the impact of through traffic in local settlements including HGV movements through Woodstock.

- seeking the retention and development of local services and community facilities throughout the sub-area including consideration of a new GP surgery for Woodstock on the site of the police station in Hensington Road.

- ensuring Woodstock Town Centre remains vibrant through resisting the loss of shops and other town centre uses, and promoting an increase in the availability and efficient use of car parking provision in appropriate locations.
- avoiding development which will increase the risk of flooding and working with partners such as the Environment Agency to deliver flood mitigation measures.

- working with the River Thames Alliance, support tourism and leisure proposals which are sensitive to and where appropriate enhance the ecological, landscape and heritage value of the River Thames.

In the Lower Windrush Valley the Council will continue to work with the Lower Windrush Valley Project and County Council as the Minerals Planning Authority to identify appropriate opportunities for tourism and leisure development. Proposals which complement the rural character of the area will be supported and where possible deliver comprehensive long term recreational access, community or nature conservation benefits.
Burford – Charlbury Sub-Area

9.6.1 This is the largest of the sub-areas covering an area of almost 22,000 hectares. It has a predominantly rural character and is relatively sparsely populated with just 13,000 residents. The area includes a network of small and medium sized towns and villages, none larger than 3,000 residents. The vast majority of the area is within the Cotswolds Area of Outstanding Natural Beauty (AONB) and many of the towns and villages have extensive conservation areas and numerous listed buildings.

9.6.2 There are two designated rural service centres within this sub-area; Burford and Charlbury. With a population of 1,300 Burford is the smallest of the District’s service centres but has a level of services which belies its size and is one of West Oxfordshire’s most popular tourist attractions. With a population of just under 3,000, Charlbury lies in the centre of West Oxfordshire on the Cotswolds rail line.

9.6.3 Other larger settlements in this area include the villages of Milton under Wychwood and Shipton under Wychwood (population of 1,500 and 1,300 respectively). Stonesfield has a population of about 1,500 and has a thriving community spirit, with a range of local services and facilities. It is popular with walkers and cyclists being a focus of rural footpaths and bridleways, including the Oxfordshire Way.
Housing

9.6.4 The existing housing stock in this sub-area is relatively evenly distributed with no single major large settlement. In Burford, there have been no sites allocated for residential development since the late 1980s. The environmental quality of the town makes it a desirable place to live but restricts the availability of suitable sites for new housing. These factors combine to make housing in Burford particularly expensive.

9.6.5 Charlbury remained largely unchanged until the 20th century with three quarters of the houses in the town having been built since 1900 and well over half since 1950. From 1981 to 1996 almost 200 new homes were built and since then a further 100 homes have been added to the town including 44 affordable homes. Housing affordability is a key issue in this area.

9.6.6 Milton under Wychwood has seen the addition of more modern development than its neighbour Shipton under Wychwood and although dispersed at its edges, the main part of the village is relatively densely developed. At Shipton, former dispersed hamlets have now been largely consolidated by linear infill and modern estate development. The settlement therefore has a relatively dense core but is dispersed at its edges, open spaces between forming key parts of the settlement character.

9.6.7 Stonesfield has seen considerable consolidation of development in the past with redevelopment of farmyards and conversion of barns for housing primarily during the 1980s. There has been only limited new build in recent years as few opportunities remain for residential intensification.

Employment

9.6.8 As a predominantly rural area, employment opportunities in this sub-area are relatively limited but there are a number of small industrial estates and offices, many in converted buildings and within or on the edge of the towns and larger villages. A significant isolated employment site exists at Leafield Technical Centre with a long association with motorsport.

9.6.9 At Charlbury, there are now few employment sites within the built up area although some local employment is provided nearby, for example adjacent to the railway station and within Cornbury Park. Shipton and Milton under Wychwood both have small employment areas with a number of small business units.

9.6.10 This sub-area provides around 6,000 jobs, 12.5% of the District total. This sub-area provides around 5,600 jobs, 13.4% of the District total. The resident workforce is highly skilled with a large proportion in professional occupations or holding managerial positions. The area is characterised by high-levels of home working with around 35% of workers working at or mainly from home. This helps to keep a reasonable job/workforce balance. Compared to the eastern parts of the District, there is less commuting to Oxford and adjoining areas.

Transport

9.6.11 Key road links in this area include the A40 which runs along the southern edge of Burford, the A361 linking Burford with Swindon and Chipping Norton and the A424 linking Burford
with Stow on the Wold. At Burford, HGV transport is a significant concern for local people as freight traffic travels through the town along the A361.

9.6.12 This sub-area is the best served in terms of rail services with the Cotswold line running along the Evenlode Valley and passenger stations at Kingham, Shipton under Wychwood, Ascott under Wychwood, Charlbury and Finstock. Oxfordshire County Council is in the process of developing a rail strategy informed by a rail demand forecasting exercise in 2013. Consultation is expected in 2015. Two of the identified strategic priorities include the completion of the Cotswold line redoubling project (the remaining single-track section between Charlbury and Wolvercote Junction) and enhancing access to local rail stations by supporting appropriate expansion in car parking and the provision of secure and accessible cycle parking.

9.6.12 This sub-area is the best served in terms of rail services with the Cotswold line running along the Evenlode Valley and passenger stations at Kingham, Shipton under Wychwood, Ascott under Wychwood, Charlbury and Finstock. In their Local Transport Plan (LTP4) Oxfordshire County Council identify the Cotswold line as a strategic priority including further capacity and service enhancements. Charlbury is identified as the busiest station on the line with passenger numbers up 30% since 2002. The strategy identifies the potential for further growth with the introduction of an hourly service in December 2018. It identifies a number of specific improvements to Hanborough Station and more general improvements along the rest of the line include further redoubling at the eastern and western ends of the line, ensuring appropriate levels of car parking are available and improving bus and cycle links to encourage multi-modal travel.

9.6.13 The availability and frequency of bus services is variable. Services through Charlbury are good, with hourly direct services to Woodstock, Oxford, Witney and Chipping Norton. Bus services in Burford are less well developed, although there is a service to Woodstock via Witney and Long Hanborough Station.

9.6.14 There are many opportunities for active travel in the sub area with an extensive network of paths, bridleways and quiet roads providing routes for walking, cycling and riding. There are however, safety issues on fast and busy roads which could be addressed through improved infrastructure.

**Retail and Leisure**

9.6.15 There are retail and leisure opportunities across the sub-area including in particular Burford town centre which has a relatively high number of shops, hotels, pubs and restaurants catering for the tourist and visitor market and meeting the everyday needs of local residents. The town has very low vacancy rates and whilst evidence suggests there is no need to plan for new retail development in Burford, it recommends that the loss of existing shops is resisted to protect its vitality and viability. The availability of car parking to support the town centre is another key issue.

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75 Retail Needs Assessment Update (2012)
9.6.16 Charlbury also has a variety of leisure and social activities for its residents and a range of shops and local services and facilities. The range of shopping and employment in the town has however diminished over time, despite a growth in the town’s population.

9.6.17 The Wychwoods each have a reasonable range of services and facilities and share some services such as the purpose-built GP surgery, located in Shipton, and the primary school located between the two villages. Each village has a post office and several shops, community hall and recreation ground. Stonesfield also has a range of local services and facilities.

Environment and Heritage

9.6.18 This area is particularly environmentally sensitive being covered almost entirely by the Cotswolds Area of Outstanding Natural Beauty (AONB). Burford falls within the Upper Windrush Valley Landscape character area which has been described as an area that is highly attractive, remarkably unspoilt and with a rural character. The Upper Windrush is rich in biodiversity and is designated a Conservation Target Area. Wychwood Forest (part National Nature Reserve) is the basis of an extensive project\(^6\) to restore the landscape character and mix of habitats associated with this former royal hunting forest.

9.6.19 Charlbury has a very strong landscape and environmental setting, lying as it does in the Cotswolds AONB and the Wychwood Project Area. With Charlbury lying in the catchment area for the River Evenlode, and with a number of spring-fed tributaries of the Evenlode flowing through or close to the town, the exceptional rainfall experienced during summer 2007 resulted in flooding within the area.

9.6.20 This is an area particularly rich in biodiversity with Stonesfield Common Site of Special Scientific Interest (SSSI) to the south and west. The village of Shipton under Wychwood sits within a sensitive valley side context within an extensive conservation area and within the Cotswolds AONB. The northern part of the village is subject to significant flooding constraints.

9.6.21 The area is also significant in terms of the historic environment. Much of Burford is covered by a Conservation Area and is home to a number of listed buildings. There is evidence of settlement in the Charlbury area since Neolithic and Bronze ages and an extensive Conservation Area covers the built-up area of the town, plus its immediate setting. Many of the Cotswold stone buildings are listed for their architectural or historic interest.

9.6.22 Shipton is designated a Conservation Area and contains many listed structures and unlisted vernacular buildings. Much of Stonesfield has been built in the Cotswolds vernacular with stone walls and slate roofs and has been designated a Conservation Area.

\(^6\) www.wychwoodproject.org
Infrastructure

9.6.23 Despite being predominantly rural, this sub-area is reasonably well served by infrastructure which meets primarily local needs. There is a range of shops and services available in Burford, Charlbury, Stonesfield and the Wychwoods as well as in some of the other smaller villages including Kingham.

9.6.24 The main considerations appear to be improvements to public transport including bus and rail and primary education provision where pressure on school capacity is expected to continue in most schools in this area.

Scope for Further Expansion

9.6.25 Although it is environmentally sensitive, this area has good transport links and a range of existing infrastructure which meets primarily local needs. It is appropriate therefore that some future growth takes place here. However, it must be recognised that opportunities for development are relatively limited and the planned scale of growth therefore needs to be appropriate.

9.6.26 In Burford, the Town Council is keen to see an increase in the housing stock to provide some affordable housing to enable younger families to live in the town, secure the future of the primary school and increase the supply of key workers. Whilst there is some scope to provide additional dwellings within the built up area, the setting of the listed buildings and conservation area is a key sensitivity, limiting large scale intensification. There are no large previously developed sites in need of redevelopment. The development potential of land surrounding Burford is heavily constrained by the sensitivity of the landscape although there is scope for an extension of the built-up area to the east. The development potential of land surrounding Burford is heavily constrained by the sensitivity of the landscape although there may be some scope for a small scale extension of the built-up area.

9.6.27 At Charlbury, capacity for further housing within the town is also limited. There are no large previously developed sites and the historic core forms a tight settlement with little potential for new housing, even on small sites. Even within the post-war housing estates, there are few possibilities for intensification of development. The sensitivity of Charlbury’s strong landscape and environmental setting mean that significant development on the fringes of the town is unlikely to be acceptable although there is some scope for additional development at Charlbury as well as the Wychwoods and Stonesfield of an appropriate scale and type. The sensitivity of Charlbury’s strong landscape and environmental setting mean that significant development on the fringes of the town is unlikely to be acceptable. There is some scope for additional development at the Wychwoods and Stonesfield of an appropriate scale and type.

Key Issues – Summary

9.6.28 Drawing on the brief profile outlined above we can identify a number of key issues and challenges to be addressed in relation to the Burford - Charlbury sub-area. These include:

- This is a geographically large, predominantly rural area, characterised by a network of small and medium towns and villages.
There are two designated service centres including Burford and Charlbury. Burford whilst relatively small in population offers a good range of services and facilities and is a vitally important tourist destination for West Oxfordshire.

The area is highly environmentally sensitive with most of it falling within the AONB and including a number of other designations such as the large area of ancient woodland to the south west of Charlbury.

The area is also historically important with several historic parks and gardens and many settlements covered by conservation areas and characterised by a number of listed buildings.

There has been relatively little past housing delivery compared to other parts of the District, reflecting the environmentally sensitive nature of the area and poor connectivity of some parts.

There are very limited opportunities for significant housing development in this area.

This is an important area in terms of employment with a large proportion of people employed in professional and managerial positions and accommodating almost 15% of the District's job opportunities.

The focus tends to be small industrial estates and offices, many in converted buildings and within or on the edge of the towns and larger villages.

The area is characterised by high levels of home working and less commuting towards Oxford compared to the eastern parts of the District.

The area includes a number of key road links including the A40, A361 and A424. A particular issue is the movement of HGVs through the historic centre of Burford which causes a number of problems including noise and vibration.

Rail services are good with a number of settlements located along the Cotswold line although a number of enhancements are needed including redoubling between Charlbury-Hanborough and Wolvercote as well as improving access to stations and the availability of facilities including adequate car parking capacity.

Bus services are variable with better provision at Charlbury compared to Burford.

There are good opportunities for active travel with a network of rural footpaths and bridleways including the Oxfordshire Way.

In terms of retail and leisure a number of the settlements in this area have facilities to meet the needs of local residents. Burford has a particularly strong retail offer geared towards tourists as well as local residents. Evidence suggests there is a need to resist the loss of shops in Burford and also address the issue of parking capacity in order to sustain the vitality and viability of the town.

Pressure on primary school capacity is an important consideration for this area.

**Strategy**

9.6.29 Having regard to the profile and key issues outlined above, the strategy for the Burford - Charlbury sub-area is set out below. Regard will also be given to any adopted (made) Neighbourhood Plans in the sub-area.
### Housing

**9.6.30** In accordance with the overall strategy, additional housing development in this sub-area will be focused primarily at Burford and Charlbury as designated rural service centres although given the relatively limited capacity of these settlements, some development is likely to be necessary in the larger villages.

**9.6.31** The indicative housing requirement for this sub-area is 800 homes in the period 2011–2031. It is anticipated that this will be met through a combination of homes already completed, existing commitments, sites identified in the Council's SHLAA and windfall development. No sites are proposed to be allocated through the Local Plan at this stage. This is summarised in the table below. The indicative housing requirement for this sub-area is 1,000 homes in the period 2011 – 2031. It is anticipated that this will be met through a combination of homes already completed, existing commitments, allocated sites and windfall development. This is summarised in the table below.

**Table 9.5 – Anticipated Housing Delivery in the Burford - Charlbury Sub-Area**

<table>
<thead>
<tr>
<th>Burford—Charlbury sub-area indicative housing requirement</th>
<th>800</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homes already completed (2011 – 2014)</td>
<td>132</td>
</tr>
<tr>
<td>Existing planning commitments as of 1st February 2015 including:</td>
<td>189</td>
</tr>
<tr>
<td>• Rural exception sites (5)</td>
<td></td>
</tr>
<tr>
<td>• Other permissions (184)</td>
<td></td>
</tr>
<tr>
<td>Identified SHLAA capacity</td>
<td>84</td>
</tr>
<tr>
<td>Windfall allowance (25 per year 2015 – 2031)</td>
<td>400</td>
</tr>
<tr>
<td>Total</td>
<td>805</td>
</tr>
</tbody>
</table>

**Table 9.5 – Anticipated Housing Delivery in the Burford - Charlbury Sub-Area**

<table>
<thead>
<tr>
<th>Burford - Charlbury sub-area indicative housing requirement</th>
<th>1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homes already completed (2011 – 2016)</td>
<td>207</td>
</tr>
<tr>
<td>Existing large planning commitments as of 1st September</td>
<td>195</td>
</tr>
</tbody>
</table>
2016 (10 or more units) including:

- Land south of Church Street, Kingham (16)
- Charity Farm, Woodstock Road, Stonesfield (37)
- Land east of Farley Corner, Farley Lane, Stonesfield (13)
- New Road, Kingham (10)
- Land north of Little Lees, Charlbury (22)
- Rushy Bank, Charlbury (25)
- Land south of High Street, Milton under Wychwood (62)
- The Old Brewery, Priory Lane, Burford (10)

<table>
<thead>
<tr>
<th>Description</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing small planning commitments as of 1st September 2016 (less than 10 units)</td>
<td>122</td>
</tr>
<tr>
<td>Land north of Woodstock Road, Stonesfield</td>
<td>50</td>
</tr>
<tr>
<td>Land east of Burford</td>
<td>85</td>
</tr>
<tr>
<td>Land north of Jeffersons Piece, Charlbury</td>
<td>40</td>
</tr>
<tr>
<td>Land south of Milton Road, Shipton under Wychwood</td>
<td>44</td>
</tr>
<tr>
<td>Anticipated windfall (2016 – 2031)</td>
<td>283</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,026</strong></td>
</tr>
</tbody>
</table>

**Past completions, existing commitments, SHLAA sites and windfall**

**9.6.32** In the first three years of the plan period (2011 – 2014) a total of 132 homes have already been completed in the Burford – Charlbury sub-area. As of 1st February 2015, a further 189 homes already benefit from planning permission or resolution to grant permission subject to Section 106. In the first five years of the plan period (2011 – 2016) a total of 207 homes have already been completed in the Burford - Charlbury sub-area. As of 1st September 2016, a further 317 homes already benefit from planning permission or resolution to grant permission subject to Section 106. This comprises 195 units on larger sites of 10 or more dwellings and 122 on smaller sites of less than 10.

**9.6.33** In addition, the Council’s SHLAA (June 2014) has identified capacity for around 84 new homes. These are assessed in detail in the SHLAA (available separately) and include the following:

- Tanners Lane, Burford
- Burford Cottage Hospital
It is also considered appropriate to include a ‘windfall’ allowance to cater for unidentified sites that are likely to come forward for housing over the period of the Local Plan. Based on past evidence, a reasonable estimate is that such schemes would provide 25 homes per year within the Burford – Charlbury sub-area over the remaining period of the Local Plan (2015 – 2031) thereby providing an additional 400 new homes. It is also considered appropriate to include a ‘windfall’ allowance to cater for unidentified sites that are likely to come forward for housing over the period of the Local Plan. Based on past evidence of historic rates of windfall delivery by sub-area, it is reasonable to expect delivery of at least 283 units from unidentified windfall sites in the period 2016 – 2031.

Non-Strategic Housing Allocations

9.6.34a In order to help meet identified housing needs four non-strategic site allocations are proposed in the Burford - Charlbury sub-area. These include:

- Land north of Woodstock Road, Stonesfield (50 homes)
- Land east of Burford (85 homes)
- Land north of Jeffersons Piece, Charlbury (40 homes)
- Land south of Milton Road, Shipton under Wychwood (44 homes)

Land north of Woodstock Road, Stonesfield (50 homes)

9.6.34b This is a greenfield site on the eastern edge of Stonesfield immediately to the north of the Woodstock Road. It abuts existing residential development to the west, sports pitches, tennis courts and a detached property/farm buildings to the north with open countryside to the east. To the south is a linear strip of development with a residential scheme currently under construction to the south (Charity Farm). The site is currently in agricultural (arable) use but has been put forward for residential development through the Council’s Strategic Housing and Employment Land Availability Assessment (SHELAA).

9.6.34c The site is relatively flat although slopes gently upwards to the north. Vehicular access can be achieved directly from the Woodstock Road. Pedestrian and cycle connections could be provided at numerous points including to provide access to the sports pitches to the north.

9.6.34d Whilst a development of the scale proposed (50 homes) on an edge of settlement site such as this would clearly have a degree of impact, the site is not affected by any major physical or policy constraints other than the fact that it lies within the Cotswolds Area of Outstanding Natural Beauty (AONB). In this respect, national policy (the NPPF) states that ‘great weight should be given to conserving landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty, which have the highest status of protection in relation to landscape and scenic beauty’. It goes on to state that planning permission should be refused for major developments in these designated areas except in exceptional circumstances and where it can be demonstrated they are in the public interest.
9.6.34e Consideration of such applications should include an assessment of:

- the need for the development, including in terms of any national considerations, and the impact of permitting it, or refusing it, upon the local economy;
- the cost of, and scope for, developing elsewhere outside the designated area, or meeting the need for it in some other way; and
- any detrimental effect on the environment, the landscape and recreational opportunities, and the extent to which that could be moderated.

9.6.34f In terms of the need for the development, the provision of 50 new homes on this site would make a significant contribution towards meeting identified housing needs in West Oxfordshire. There would also be some benefit to the local economy during the construction phase.

9.6.34g In terms of the scope for developing elsewhere, the Burford – Charlbury sub-area is washed over by a significant proportion of AONB designation. This in itself means that to meet future housing requirements, some development within the AONB will be necessary. Stonesfield falls entirely within the AONB and as such any development within or on the edge of the village will need to be judged against the national policy considerations outlined above.

9.6.34h In terms of any detrimental effect, it is considered that the site is suitable for development and can be brought forward without undue harm subject to proper consideration of any sensitivities including in particular landscape impact. The site is not prone to flooding, lies outside the Conservation Area and is not subject to any specific environmental constraints. In terms of recreational opportunities the development also provides an opportunity to increase the extent of the open space that currently exist to the north of the site, thereby providing a significant benefit to new and existing residents. The proposed site allocation is shown in Figure 9.17a below.

9.6.34i In light of the lack of physical and policy constraints to development the site is allocated for the provision of around 50 homes together with an expansion of the existing open space to the north of the site.
Figure 9.17a – Land north of Woodstock Road, Stonesfield
**Policy BC1a – Land north of Woodstock Road, Stonesfield (50 homes)**

Land to the north of Woodstock Road, Stonesfield to accommodate around 50 dwellings as a well-integrated and logical extension of the existing built form of the town.

Proposals for development should be consistent with the following:

a) provision of a mix of house types and tenures including affordable housing in accordance with Policy H3 – Affordable Housing

b) provision of satisfactory vehicular access and appropriate pedestrian and cycle connections;

c) density, layout and form of development that integrates effectively with the adjoining residential area to the west and achieves a positive improvement to the main eastern approach into Stonesfield.

d) appropriate provision of and contributions towards supporting infrastructure;

e) expansion and incorporation of the existing public open space to the north of the site.

f) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements.

g) the use of sustainable drainage methods to ensure that post-development surface water run-off rates are attenuated to achieve a reduction in greenfield run-off rates. The sustainable drainage systems should be designed to provide a biodiversity enhancement.

h) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings.

**Land east of Burford (85 homes)**

9.6.34j This is a greenfield site on the eastern edge of Burford. It is currently in agricultural (arable) use. Notably the site is surrounded on three sides by existing residential development including Orchard Rise to the north, Frethern Close/Wysdom Way to the south and Barns Lane to the west. The site sits in a fairly elevated position being on the 125m/130m AOD contour and sloping gently down towards the north east corner and the Witney Road.

9.6.34k The site is not within a designated area of flood risk and is not affected by any public rights of way or known heritage assets. It is also in close proximity to the centre of Burford with a range of services and facilities within comfortable walking distance. The popularity of Burford and the relative absence of housing delivery in recent years is likely to lead to strong demand for housing in this location. Key considerations for this site are the landscape and visual impact of development, vehicular access arrangements and the fact that the site is located within the Cotswolds AONB and Conservation Area.
9.6.34i In terms of landscape and visual impact, whilst the site comprises relatively high ground, it
is relatively well-screened from wider views. Whilst views of the site can be achieved from
the north east when travelling along the A361 these are relatively fleeting and it is
considered that development of the site if handled carefully would read as part of the
existing settlement edge rather than an incongruous and harmful extension. Any application
would need to be supported by a detailed landscape and visual impact assessment and a
landscape-led approach to the development would need to be achieved.

9.6.34m In terms of access there are a number of options. It is envisaged that the primary vehicular
access would be taken from the north east corner onto the Witney Road. Whilst there are
gradient issues to address the extent of the land ownership involved should enable an
acceptable vehicular access to be achieved. If addressed imaginatively and flanked with a
small number of high quality dwellings, this also presents the opportunity to provide a
gateway entrance to Burford from the east. Secondary vehicular accesses may also be
achieved from Frethren Close/Wysdom Way to the south and Barns Lane to the west
(although the narrow nature of this route would mean a very limited number of dwellings
could be served from here).

9.6.34n With regard to the fact the site is within the AONB, as outlined previously, national policy
considerations must be taken into account. In this regard, the proposed development
would help to meet identified housing needs and in particular would help to address the
relative lack of new housing supply in Burford in recent years. It would also have a
beneficial effect in terms of the local economy during the construction phase.

9.6.34o In terms of the scope for developing elsewhere or meeting the need in another way, the
majority of Burford (except land south of the A40) is washed over by the Cotswolds
AONB designation. Any development within or on the edge of the town will therefore fall
within the AONB and the scope for avoiding it does not exist other than south of the A40
where the Council’s assessment of land availability has been unable to find any suitable
sites.

9.6.34p Finally it is considered that development of this site would not have a detrimental effect on
the environment, landscape or any recreational opportunities. The site is not subject to any
significant environmental constraints and is not used for recreational purposes indeed any
development would provide the opportunity for an enhancement e.g. the provision of
publicly accessible open space. As outlined previously, whilst landscape impact is a key
consideration, it is not considered to be an insurmountable issue subject to more detailed
site analysis and a landscape-led approach to any development of the site. The proposed
site allocation is shown in Figure 9.17b below.

9.6.34q For the reasons outlined above, the site is considered to represent a sustainable
development opportunity for Burford and is therefore allocated for the provision of around
85 new homes.
Figure 9.17b – Land East of Burford
Policy BC1b – Land east of Burford (85 homes)

Land to the east of Burford to accommodate around 85 dwellings as a well-integrated and logical extension of the existing built form of the town.

Proposals for development should be consistent with the following:

a) provision of a mix of house types and tenures including affordable housing in accordance with Policy H3 – Affordable Housing.

b) provision of satisfactory vehicular access and appropriate pedestrian and cycle connections. Any vehicular access provided from the Witney Road will be required to contribute positively to the eastern approach into Burford providing a ‘gateway’ entrance to the town.

c) a landscape-led approach to development to ensure that new housing does not have an unacceptable landscape and visual impact and reads as part of the existing settlement in long-distance views.

d) density, layout and form of development that integrates effectively with the adjoining residential areas to the north, west and south of the site.

e) appropriate provision of and contributions towards supporting infrastructure;

f) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements.

g) the use of sustainable drainage methods to ensure that post-development surface water run-off rates are attenuated to achieve a reduction in greenfield run-off rates. The sustainable drainage systems should be designed to provide a biodiversity enhancement.

h) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings.

Land north of Jeffersons Piece, Charlbury (40 homes)

9.6.34r This is a greenfield site of around 1.7 ha on the northern edge of Charlbury. It sits on relatively high ground (135m AOD) sloping down to the north towards a small valley. It abuts an area of existing residential development at Jeffersons Piece with open countryside to the north and two detached properties to the north east. To the east of the site are several large residential curtilages. The site is currently in use as a paddock with access achievable via a private road (Hundley Way) although this may not be suitable for a significant increase in vehicle movements. There is however the potential to achieve vehicular access into Jeffersons Piece subject to the redevelopment/relocation of an existing set of single storey garages.

9.6.34s Whilst access is an important consideration the site is not considered to have any significant physical constraints. It is not within an area of designated flood risk, is not
affected by any public rights of way and is well-screened from wider views despite the relatively elevated location. Furthermore, the site has been promoted for development and of the various options considered at Charlbury this site is considered to be the most suitable.

9.6.34t In terms of policy constraints, the site is within the Cotswold AONB and is also within the Charlbury Conservation Area. These are important considerations but not preclude the possibility of development. In terms of the AONB, as major development a scheme of 40 new homes in this location would need to satisfy the tests set out in national policy. In this regard the development would make a useful contribution towards meeting identified housing needs in a sustainable location with access by rail. There would also be some modest economic benefits as a result of the construction of the new housing.

9.6.34u As is the case with Burford and Stonesfield, Charlbury is washed over by the AONB so there is no scope to provide alternative sites within or on the edge of the village outside the AONB. This site has been deemed to be the most suitable of the various options considered at Charlbury through the Council’s housing land availability assessment. The development of this site will have no detrimental impact on the environment, landscape or recreational opportunities. The site has no significant environmental constraints and is well-screened from wider views. The most discernible impact would be from those walking along the adjacent public right of way but beyond that any development would read as part of the existing settlement.

9.6.34v With regard to the Conservation Area, a careful design-led approach will be required to ensure that any development of this site preserves or enhances the character of the area. Given the presence of the existing relatively modern development to the south this should be entirely achievable indeed the potential redevelopment/removal of the existing single-storey garages is likely to have a positive impact. The proposed site allocation is shown in Figure 9.17c below.

9.6.34w For the reasons outlined above, the site is considered to represent a sustainable development opportunity for Charlbury and is therefore allocated for the provision of around 40 new homes.
Figure 9.17c – Land north of Jefferson’s Piece, Charlbury
Policy BC1c – Land north of Jeffersons Piece, Charlbury (40 homes)

Land north of Jeffersons Piece, Charlbury to accommodate around 40 dwellings as a well-integrated and logical extension of the existing built form of the village.

Proposals for development should be consistent with the following:

a) provision of a mix of house types and tenures including affordable housing in accordance with Policy H3 – Affordable Housing.

b) provision of satisfactory vehicular access and appropriate pedestrian and cycle connections.

c) density, layout and form of development that integrates effectively with the adjoining residential area to the south of the site.

d) design-led approach to ensure that any development of this site preserves or enhances the character of the Conservation Area.

e) retention of existing mature vegetation along site boundaries to ensure effective screening from the adjoining public right of way and in longer-distance views.

f) appropriate provision of and contributions towards supporting infrastructure;

g) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements.

h) the use of sustainable drainage methods to ensure that post-development surface water run-off rates are attenuated to achieve a reduction in greenfield run-off rates. The sustainable drainage systems should be designed to provide a biodiversity enhancement.

i) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings.

Land south of Milton Road, Shipton under Wychwood (44 homes)

9.6.34x This is a greenfield site of around 3.3 ha on the western edge of Shipton under Wychwood. It is a characteristic L-shape and comprises pasture. The site is generally level although slopes down to the west in the central portion. Notably the site wraps around Wychwood Primary School which adjoins the site to the north. To the east of the site is a small but well-occupied business centre including light industrial uses, a nursery school and offices. To the south and west is open countryside.

9.6.34y The site has no significant physical constraints to development. It is not within an area of designated flood risk, vehicular access can be achieved direct from the Milton Road and the site is suitable for development in terms of topography. As a Greenfield site in an edge of settlement location development of this site will inevitably have a degree of landscape and
visual impact but the site is relatively low-lying with few views from public vantage points and only glimpsed views from the Milton Road through existing vegetation.

9.6.34z In terms of policy constraints the site is located within the Conservation Area and also within the Cotswolds AONB. The development of the site would make a useful contribution towards meeting identified housing needs and also provides the opportunity to create additional car parking for the adjacent school thereby creating a public benefit as well as some economic gains during the construction phase.

9.6.35a As is the case with Burford, Stonesfield and Charlbury, Shipton under Wychwood is washed over by the AONB so there is no scope to provide alternative sites within or on the edge of the village outside the AONB. This site has been deemed to be suitable in principle for residential development through the Council's housing land availability assessment and is also the subject of a current planning application.

9.6.35b The development of this site will have no detrimental impact on the environment, landscape or recreational opportunities. The site has no significant environmental constraints and is well-screened from wider views. Where views are achievable, the development would read as part of the existing settlement in the context of surrounding modern buildings.

9.6.35c With regard to the Conservation Area, a careful design-led approach will be required to ensure that any development of this site preserves or enhances the character of the area although it is notable that parts of Milton Road are characterised by some modern elements. The proposed site allocation is shown in Figure 9.17d below.

9.6.35d For the reasons outlined above, the site is considered to represent a sustainable development opportunity for Shipton under Wychwood and is therefore allocated for the provision of around 44 new homes.
**Figure 9.17d – Land south of Milton Road, Shipton under Wychwood**

**Policy BC1d – Land south of Milton Road, Shipton under Wychwood (44 homes)**

Land south of Milton Road, Shipton under Wychwood to accommodate around 44 dwellings as a well-integrated and logical extension of the existing built form of the village.

Proposals for development should be consistent with the following:

a) provision of a mix of house types and tenures including affordable housing in accordance with Policy H3 – Affordable Housing.

b) provision of satisfactory vehicular access and appropriate pedestrian and cycle connections.
c) appropriate provision of and contributions towards supporting infrastructure including consideration of the potential scope to provide additional parking for the adjoining primary school.

d) regard to be had to the compatibility of the adjoining employment use.

e) density, layout and form of development that optimises the use of the irregular site boundary.

f) design-led approach to ensure that any development of this site preserves or enhances the character of the Conservation Area.

g) retention of existing mature vegetation along site boundaries to ensure effective screening from longer-distance views.

h) connection to the mains sewerage network which includes infrastructure upgrades where required including any necessary phasing arrangements.

i) the use of sustainable drainage methods to ensure that post-development surface water run-off rates are attenuated to achieve a reduction in greenfield run-off rates. The sustainable drainage systems should be designed to provide a biodiversity enhancement.

j) demonstrate the use of renewable energy, sustainable design and construction methods, with a high level of energy efficiency in new buildings.

Employment

9.6.35 This is an important area in terms of employment, catering for almost 15% of the District’s job opportunities. There are however few large employment sites and the emphasis is on relatively small-scale industrial estates and offices, many in converted buildings and within or on the edge of the towns and larger villages.

9.6.36 The proposed strategy is essentially to maintain the status quo. No specific sites have been identified for additional business land provision but there is an expectation that small-scale opportunities will continue to come forward over the period of the Local Plan on an organic basis both through the conversion of existing buildings and through small-scale development within or adjacent to the rural service centres and villages.

9.6.37 Where new buildings are proposed in rural locations it will need to be demonstrated that the business need cannot be met through the conversion of existing buildings or through the use of existing premises or land in more sustainable locations including designated service centres.

9.6.38 In accordance with Policy E1, proposals to improve the effectiveness of existing business sites will be supported where commensurate with the scale of the town or village and the character of the area. Existing sites will be safeguarded and non-business uses only permitted where a number of criteria can be met.
9.6.39 The current high levels of home-working in this area are recognised and will be supported further by ensuring that all new development has access to superfast broadband. Well-conceived farm diversification projects will be supported in principle subject to the requirements of Policy E2.

Transport

9.6.40 There are a number of transport issues to address in this area. In terms of the local highway network, a key issue to address is the impact of HGV movements through Burford which sits on the A361 and is thus a key through-route for freight traffic.

9.6.41 In this regard, the County Council intends to conduct a review of environmental weight restrictions across the County with a particular focus on those locations which are subject to high and significant levels of HGV traffic and do not have any current restrictions in place including Burford. We will therefore work with the County Council to further investigate measures that may be necessary to alleviate the impact of HGV traffic through Burford.

9.6.42 In terms of rail, we will work in partnership with the County Council and other partners including Network rail and train operators to develop the Oxfordshire Rail Strategy. This will help to identify necessary improvements to the stations along the Cotswold line that fall within this sub-area. A particular focus will be on ensuring adequate parking capacity is available and that connections to stations and the facilities available are improved wherever possible. In terms of rail, we will work in partnership with the County Council and other partners including Network rail and train operators to implement the aims and objectives of the rail strategy embedded in LTP4. A particular focus will be on ensuring adequate parking capacity is available and that connections to stations and the facilities available are improved wherever possible.

9.6.43 With regard to bus services, again we will work with the County Council to deliver improvements to the range and frequency of bus services available in this area and will seek developer contributions towards these improvements. We will also look at the quality of waiting facilities available including the availability of cycle parking.

9.6.44 In terms of active travel, we will seek to maintain and enhance the extensive network of paths, bridleways and quiet roads which currently provide routes for walking, cycling and riding in this area. Necessary measures to improve safety will be sought where appropriate including through developer funding.

9.6.45 The availability of public parking will be further considered through the Council’s emerging parking strategy. At Burford where there is a known capacity issue, opportunities to improve the efficient use of available car parking and increase capacity will be taken where appropriate.

Retail and Leisure

9.6.46 In terms of retail, the key focus will be Burford. Here, the loss of shops within the town will be resisted in order to maintain its vitality and viability. Opportunities to enhance retail provision within the town will be supported in principle subject to Policy E6.
Elsewhere in the sub-area, local retail uses and other community facilities will be safeguarded in accordance with Policy E5.

Figure 9.18 – Burford Town Centre
Environment and Heritage

9.6.48 This is an environmentally sensitive area, the vast majority of which falls within the Cotswolds Area of Outstanding Natural Beauty (AONB). Other sensitivities include the Wychwood Project Area, Conservation Target Areas, and several areas of ancient woodland.

9.6.49 Proposals within or affecting the AONB will be determined in accordance with Policy EH1 and the NPPF. Any proposed development within the AONB will be expected to conserve landscape and scenic beauty and major developments will only be permitted in exceptional circumstances and where it can be demonstrated that they are in the public interest.

9.6.50 The Council will work with partners in relation to Conservation Target Areas and where appropriate, development will be expected to make a positive contribution either directly or through a financial contribution.

9.6.51 This is an important area in terms of heritage and in accordance with national policy and Policy EH7 all new development will be expected to conserve or enhance the special character and distinctiveness of West Oxfordshire’s historic environment and preserve or conserve or enhance the District’s heritage assets and their significance and settings.

Infrastructure

9.6.52 Infrastructure capacity is an important issue for this area. In addition to the transport related requirements outlined above the other key issue for this area appears to be primary school capacity. Like the rest of the District, there is also need for more affordable housing and housing for older people.

9.6.53 Some infrastructure improvements will be provided directly as part of new developments whilst others will be provided indirectly through developer contributions and other potential sources of funding. The IDP seeks to quantify the infrastructure improvements that will needed to support the planned level and distribution of growth set out in the Local Plan.

9.6.54 This will form the basis upon which future decisions regarding the provision of new or improved infrastructure will be made along with the Council’s CIL regulation 123 list once introduced. CIL revenues passed to local communities will be able to be spent on locally identified infrastructure priorities.

9.6.55 In accordance with Policy OS5, we will seek to ensure that all new development within the Burford - Charlbury sub-area is supported by appropriate and timely provision of necessary supporting infrastructure.

Policy BC1 – Burford – Charlbury Sub-Area Strategy

The focus of new development will be Burford and Charlbury.

Development in these rural service centres will be of an appropriate scale and type that would help to reinforce the existing service centre role. Development elsewhere will be limited to meeting local housing, community and business needs and will be steered towards the larger villages.
Proposals for development in the sub-area should be consistent with the strategy which includes:

- delivery of about **800-1,000** new homes to include affordable housing and homes designed to meet a range of different needs including older people.

- a non-strategic housing allocation of 50 homes on land north of Woodstock Road, Stonesfield (see Policy BC1a)

- a non-strategic housing allocation of 85 homes on land east of Burford (see Policy BC1b)

- a non-strategic housing allocation of 40 homes on land north of Jeffersons Piece, Charlbury (see Policy BC1c)

- a non-strategic housing allocation of 44 homes on land south of Milton Road, Shipton under Wychwood (see Policy BC1d)

- protection of the Cotswolds Area of Outstanding Natural Beauty (AONB)

- protection and enhancement of the historic environment and heritage assets

- protection and enhancement of the Upper Windrush Valley and Wychwood Project Area

- enhancing public transport and pedestrian and cycle routes and infrastructure together with managing car parking to reduce car use for short journeys

- avoiding development which will increase the risk of flooding and working with partners such as the Environment Agency to deliver flood mitigation measures

- support for additional small-scale employment opportunities including sustainable tourism and rural diversification

- Ensuring development has access to superfast broadband to facilitate home-working

- seeking the retention and development of local services and community facilities throughout the sub-area and ensuring Burford Town Centre remains vibrant through resisting the loss of shops and other town centre uses, and promoting an increase in the availability and efficient use of parking provision in appropriate locations

- ensuring that new development makes appropriate and timely provision for necessary supporting infrastructure, including education, leisure, green infrastructure and other community facilities

The Council will work in partnership with Oxfordshire County Council to consider appropriate measures to mitigate the impact of HGV traffic on Burford.
10. **DELIVERY AND MONITORING**

10.1 In this section we consider how the various elements of the Local Plan will be delivered. We also explain how the plan will be monitored. This is critical as it allows us to see whether it is coming forward as expected, failing to deliver or perhaps having some unintended consequences.

**Delivery**

10.2 As a ‘spatial plan’ responsibility for delivering the Local Plan rests with a number of different organisations and agencies. We have already discussed in Section 4 our approach to infrastructure provision and the various agencies involved including ourselves and external partners such as Oxfordshire County Council, the Highways Agency, Environment Agency, Thames Water and others.

10.3 There are other elements of the plan which will also require the action and involvement of various partners in order to come forward. Policy H3 – Affordable Housing for example will require the involvement of housing developers, housing associations, West Oxfordshire District Council’s housing and planning departments and potentially other groups such as Community Land Trusts.

10.4 Similarly a number of our transport policies will require the involvement of Oxfordshire County Council, the Highways Agency, transport providers including bus and rail and landowners/developers.

**Monitoring**

10.5 Monitoring is an essential part of any good strategy as it allows us not only to establish whether policies and proposals are coming forward as expected but also whether they are having any unintended, potentially harmful wider impacts for example in relation to the environment or economy.

10.6 Where monitoring demonstrates that policies are failing to deliver their objectives or having unintended consequences, appropriate action can be taken such as revising or replacing a particular policy or potentially reconsidering the overall strategy.

10.7 Effective monitoring also allows for:

- Plans to be adapted if circumstances change
- Progress against national, regional and local targets to be measured (e.g. job creation, delivery of affordable housing etc.)
- Progress against sustainability aims and objectives to be measured
- Trends to be established over time (e.g. housing completions, unemployment rate etc.)
Delivery and Monitoring Framework

10.8 Attached at Appendix 3 is a delivery and monitoring framework setting out how each Local Plan Policy will be delivered and the indicators that will be used to measure progress.

10.9 The framework will form the basis of future monitoring arrangements with the results being published through the Council’s monitoring report currently produced on an annual basis. Where monitoring suggests that policies need to be revised or replaced this will be carried out through future stakeholder consultation and subsequent revisions to the Local Plan.
## Appendix 1

Schedule of Adopted Local Plan (2006) Policies to be replaced

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| BE21 - Light Pollution | Policy EH6 - Environmental Protection |
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<td>T3 - Public Transport Infrastructure</td>
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<td>T4 - Major Highway Schemes</td>
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<td>T6 - Traffic Management</td>
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<td>H2 - General Residential Development Standards</td>
<td>Policy OS2 – Locating Development in the Right Places</td>
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<td>H3 - Range and Type of Residential Accommodation</td>
<td>Policy H4 – Type and Mix of New Homes</td>
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<td>H4 - Construction of New Dwellings in the Open Countryside and Small Villages</td>
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<td>E2 - New Employment Sites in Towns and Larger Villages</td>
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<td>Policy E5 - Local Services and Community Facilities</td>
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<td>SH7 - Farm Shops</td>
<td>Policy E2 - Supporting the Rural Economy</td>
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<td>SH8 - Garden Centres</td>
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<td>TCL2 - Use of Existing Buildings</td>
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<td>WIT1 - Buttercross and Church Green</td>
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<td>Policy WIT1 – East Witney Strategic Development Area</td>
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<td>Proposal 8 - North Curbridge Development Area, Witney</td>
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<td>15/02407/OUT</td>
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West Oxfordshire District CouncilPage 316 of 348 www.westoxon.gov.uk
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<td>West Eynsham (2021 onwards)</td>
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## Appendix 3 – Local Plan Delivery and Monitoring Framework

### Policy OS1 – Presumption in Favour of Sustainable Development

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<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
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</thead>
<tbody>
<tr>
<td>- Local Plan</td>
<td></td>
<td>- Percentage of applications determined within target timescale</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>Maintenance of 5-year housing land supply to ensure local plan policies are given full weight</td>
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<tr>
<td>- Development management</td>
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<td>- Percentage of applications refused as contrary to policy</td>
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<td>- NPPF</td>
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<td>- Number of successful appeals for major development</td>
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<td>- Neighbourhood Plans</td>
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<td>- 5-year housing land supply</td>
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<td>- Permitted development</td>
<td>- WODC (lead)</td>
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<td>- Developers &amp; landowners</td>
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<td>- Town and Parish Councils</td>
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<td>- Local communities</td>
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### Policy OS2 – Locating Development in the Right Places

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<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
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<tbody>
<tr>
<td>- Local Plan</td>
<td></td>
<td>- Annual total of new development floorspace permitted / completed within each sub area</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>Proportion of annual sub area housing target met.</td>
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<tr>
<td>- Development management</td>
<td></td>
<td>- Proportion of District development floorspace permitted / completed within each category of settlement / each sub-area</td>
<td></td>
<td>Measurement against Council’s housing trajectory.</td>
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<tr>
<td>- Strategic Site allocations at Witney, Carterton and Chipping Norton</td>
<td>- WODC (lead)</td>
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<tr>
<td>- Neighbourhood Plans</td>
<td>- Developers &amp; landowners</td>
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<td>- SHLAA</td>
<td>- Town and Parish Councils</td>
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<td>- RES sites</td>
<td>- Local communities</td>
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<td>- Registered providers</td>
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Appendix 3
Policy OS2
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<th>Policy OS3 – Prudent Use of Natural Resources</th>
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<td>- Building regulations</td>
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### Policy OS4 - High Quality Design

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<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
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</thead>
<tbody>
<tr>
<td>- Development management including application of the WODC Design Guide, Landscape Assessments, Conservation Area Appraisals and AONB guidance</td>
<td>- WODC (lead) - Developers &amp; landowners - Local communities - Cotswolds Conservation Board</td>
<td>- Number of design awards won - Number of appeals upheld on design grounds.</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>None at present.</td>
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Local conservation and design guidance to be kept up to date. The West Oxfordshire Design Guide will be updated in 2015.

### Policy OS5 - Supporting Infrastructure

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<th>Indicators</th>
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<th>Target/s</th>
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</thead>
<tbody>
<tr>
<td>- Development management - Infrastructure Delivery Plan (IDP) - CIL Regulation 123 List - Community Infrastructure Levy - Section 106 legal agreements - New Homes Bonus - Strategic Economic Plan</td>
<td>- WODC (lead) - Infrastructure providers - Oxfordshire Growth Board - Oxfordshire Local Enterprise Partnership (LEP) - Developers &amp; landowners - Town and Parish Councils - Local communities</td>
<td>- Number of IDP schemes delivered per annum - Money derived from new development as contribution to CIL - Contributions derived through S106 agreements - Annual community infrastructure floorspace</td>
<td>CIL to be introduced in early 2016 - 2017</td>
<td>None at present.</td>
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Policy to be applied on an ongoing basis and subject to annual monitoring review.

### Policy H1 – Amount and Distribution of Housing

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<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
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</thead>
</table>
| - Local Plan including strategic site allocations - Area Action Plan for West Oxfordshire Garden Village | - WODC (lead) - Developers & landowners - Town and Parish Councils - Local communities | - Residential Permissions / completions (district) (Measured against 525-660 homes per year target plus | To be applied on an ongoing basis and subject to annual monitoring review. | Housing delivery rate to be measured against District wide target of 525-660 dwellings per annum.
- Annual monitoring including 5-year housing supply
- Development management
- Neighbourhood Plans
- SHLAA
- Unidentified/windfall sites

- Registered providers

**additional provision for Oxford City unmet housing need**
- Proportion of target (District)
- Residential completions by sub-area
- Proportion of target by sub-area
- 5 year housing land supply

Additional housing requirement to address Oxford’s unmet housing needs to apply in the period 2021 – 2031.

*An early review of the policy may be needed to take account of any ‘unmet’ housing need from Oxford City that is apportioned to West Oxfordshire through joint working being co-ordinated by the Oxfordshire Growth Board.*

**Policy H2 – Delivery of New Homes**

**Delivery mechanism/s**
- Local Plan policies including strategic allocations
  - Development Management
  - Neighbourhood Plans
  - SHLAA
  - Unidentified/windfall sites
  - Site-specific planning briefs
  - WODC (lead)
  - Developers & landowners
  - Town and Parish Councils
  - Local communities
  - Registered providers

**Delivery Partners**
- Residential Permissions / Completions by sub-area / settlement
- Percentage of development taking place on previously developed land
- Delivery of new homes on allocated sites
- Number/percentage of residential schemes on unidentified windfall sites
- Number of RES schemes
- 5 year housing land supply

**Indicators**
To be applied on an ongoing basis and subject to annual monitoring review.

Additional housing requirement to address Oxford’s unmet housing needs to apply in the period 2021 – 2031.

*An early review of the policy may be needed to take account of any ‘unmet’.***

**Timescale & Comment**

**Target/s**

Housing delivery rate to be measured against District wide target of 525-660 dwellings per annum and proportionately broken down by sub area.

Additional housing requirement to address Oxford’s unmet housing needs to apply in the period 2021 – 2031.
Percentage of development taking place in Flood Zones 2 and 3 housing need from Oxford City that is apportioned to West Oxfordshire through joint working being co-ordinated by the Oxfordshire Growth Board.

<table>
<thead>
<tr>
<th>Policy H3 – Affordable Housing</th>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Development management</td>
<td>- WODC (lead)</td>
<td>- Total number of affordable housing permissions / completions in district per annum.</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>Affordable housing target to vary by zone ranging from 50% in the high value zone, to 40% in the medium value zone and 35% in the low value zone. A corporate target has been set of delivery of 400 affordable homes in the period 2015 – 2018 and at least 800 in the period 2015 – 2020.</td>
</tr>
<tr>
<td></td>
<td>- Rural exception sites</td>
<td>- Developers &amp; landowners</td>
<td>- Proportion of total housing completions that are affordable.</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>- Self-build schemes</td>
<td>- Registered providers</td>
<td>- Proportion of total housing completions that are affordable by sub-area</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Strategic allocations</td>
<td>- Town and Parish Councils</td>
<td>- Changes in housing need including the extent of the Council’s waiting list</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Use of commuted sums including potential acquisition of land</td>
<td>- Local communities</td>
<td>- Affordable housing commuted sums secured for schemes of 6-10 units within AONB</td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>- Local Housing and Community Land and Self-Build Trusts</td>
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<td></td>
</tr>
</tbody>
</table>
### Policy H4 – Type and Mix of New Homes

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Development management</td>
<td>- WODC (lead)</td>
<td>- Proportion of residential permissions by type and tenure by sub-area&lt;br&gt;- Proportion of residential completions by type and tenure by sub-area&lt;br&gt;- Overall housing stock by type&lt;br&gt;- Proportion of homes built to accessible and adaptable housing standards&lt;br&gt;- Proportion of new homes built as wheelchair user adaptable dwellings&lt;br&gt;- Proportion of new homes built as wheelchair accessible dwellings</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>To secure at least 25% of market and affordable housing on schemes of 11-50 or more homes as accessible and adaptable housing. To secure at least 5% of homes on schemes of 11-50 or more dwellings as wheelchair user adaptable dwellings.</td>
</tr>
<tr>
<td>- Strategic allocations at Witney, Carterton and Chipping Norton Site allocations</td>
<td>- Developers &amp; landowners&lt;br&gt;- Registered providers&lt;br&gt;- Oxfordshire County Council&lt;br&gt;- Town and Parish Councils&lt;br&gt;- Local communities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Site-specific planning briefs</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>- Neighbourhood Plans</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Unidentified windfall sites</td>
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</tbody>
</table>

### Policy H5 – Custom and Self Build Housing

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Development management</td>
<td>- WODC (lead)</td>
<td>- Quantum of land allocated for self-build projects per annum&lt;br&gt;- Number of people on WODC self build register requiring a plot.&lt;br&gt;- Number of self build permissions / completions per annum</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>To secure at least 5% of residential plots on larger housing schemes of 100 or more dwellings for the purposes of self-build.</td>
</tr>
<tr>
<td>- Self build register</td>
<td>- Developers &amp; landowners&lt;br&gt;- Registered providers&lt;br&gt;- Town and Parish Councils&lt;br&gt;- Local communities&lt;br&gt;- Local Housing and Community Land and Self-Build Trusts</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>- Self-build schemes</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>- Strategic allocations Site allocations</td>
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<tr>
<td>- Use of commuted sums including potential acquisition of land</td>
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<tr>
<td>- Self-build design code</td>
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</tbody>
</table>
### Policy H6 – Existing Housing

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Development management</td>
<td>- WODC (lead)</td>
<td>- Residential conversions to non-residential uses by District and sub-area</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>None at present.</td>
</tr>
<tr>
<td>- Partnership working in relation to the re-use of empty homes</td>
<td>- Developers &amp; landowners</td>
<td>- Size, number, location of existing housing which is subdivided/ extended (or proposed for such alterations) to provide additional dwellings</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Town and Parish Councils</td>
<td>- Number of replacement dwellings</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Local communities</td>
<td>- Number of empty homes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Policy H7 – Travelling Communities

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Local Plan allocations (to be addressed through early plan review)</td>
<td>- WODC (lead)</td>
<td>- Total number of pitches/plots</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>2019 additional pitches for gypsies and travellers to be delivered by 20292031.</td>
</tr>
<tr>
<td>- Expansion/intensification of existing sites</td>
<td>- Travelling communities</td>
<td>- Total number of permissions per annum</td>
<td></td>
<td>275 additional plots for travelling showpeople to be delivered by 20292031.</td>
</tr>
<tr>
<td>- Area Action Plan (AAP) for West Oxfordshire Garden Village</td>
<td>- Developers &amp; landowners</td>
<td>- Proportion of permissions on allocated and unallocated sites</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Development management</td>
<td>- Town and Parish Councils</td>
<td>- Level of identified need</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Partnership working to identify sites</td>
<td>- Local communities</td>
<td>- 5-year housing land supply</td>
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<td></td>
</tr>
</tbody>
</table>
### Policy H8 – Land at Cuckoowood Farm, Freeland

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Site allocation</td>
<td>- WODC</td>
<td>- Number of plots available</td>
<td>- Policy assumes the provision of 3 plots by 2021 and a further 3 plots beyond 2021</td>
<td>- Overall requirement for 5 additional plots in the period to 2031.</td>
</tr>
<tr>
<td>- Development management</td>
<td>- Landowner</td>
<td>- 5 year housing land supply</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Policy E1 – Land for Employment

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Development management</td>
<td>- WODC (lead)</td>
<td>- Total employment land available</td>
<td>To be applied on an ongoing basis and subject to annual review. The employment land target may be revised in light of new evidence.</td>
<td>Provision of at least 60 hectares of additional employment land in the period to 2031 with the provision of additional land at the West Oxfordshire Garden Village allowing for additional business land provision beyond 2031.</td>
</tr>
<tr>
<td>- Strategic allocations</td>
<td>- Business community</td>
<td>- New business formation / survival rates</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Neighbourhood Plans</td>
<td>- Oxfordshire Local Enterprise Partnership</td>
<td>- Total amount of permitted employment land (District)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Strategic Housing and Employment Land Availability Assessment</td>
<td>- Developers &amp; landowners</td>
<td>- Total amount of permitted employment land by sub-area</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Area Action Plan (AAP) for West Oxfordshire Garden Village</td>
<td>- Town and Parish Councils</td>
<td>- Total amount permitted per annum</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>- Total amount completed per annum</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Amount of employment land lost to other uses per annum</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Take up of allocated employment land</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Policy E2 – Supporting the Rural Economy

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
</table>
| - Development management  
- Partnership working  
- Neighbourhood Plans | - WODC (lead)  
- Rural business community  
- Oxfordshire Local Enterprise Partnership  
- Developers & landowners  
- Town and Parish Councils  
- Local communities | - Total amount of rural employment floorspace  
- Total area of floor space permitted for rural diversification by sub-area  
- Total area of floor space completed by sub-area  
- Percentage coverage of superfast broadband in rural areas | To be applied on an ongoing basis and subject to annual monitoring review. | 100% coverage of superfast broadband |

### Policy E3 – Re-use of Non-Residential Buildings

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
</table>
| - Development management including application of West Oxfordshire Design Guide SPD  
- Neighbourhood Plans | - WODC (lead)  
- Business community  
- Developers & landowners  
- Local communities | - Total number of non-residential conversions permitted by sub area  
- Total number of non-residential conversions completed by sub area | To be applied on an ongoing basis and subject to annual monitoring review. | None at present. |

### Policy E4 – Sustainable Tourism

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
</table>
| - Development management  
- Partnership working  
- Lower Windrush Valley Project  
- WODC Tourism Strategy | - WODC (lead)  
- Cotswold Conservation Board  
- River Thames Alliance  
- Lower Windrush Valley Project  
- Oxfordshire County | - Total number of leisure and recreation permissions per annum  
- Total area of leisure and recreation permissions by location  
- Tourism and visitor spend | To be applied on an ongoing basis and subject to annual monitoring review. | None at present. |
### Policy E5 – Local Services and Community Facilities

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
</table>
|                      | WODC (lead)       | - Amount of floorspace permitted per annum for community uses  
- Amount of floorspace under community use lost per annum  
- Total number of community facilities by District and sub-area  
- Number of premises allocated as assets of community value | To be applied on an ongoing basis and subject to annual monitoring review.  
Marketing of premises is likely to be an important factor in determining change of use applications.  
Marketing guidance for District to be kept up to date and reviewed as necessary | None at present. |

### Policy E6 – Town Centres

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
</table>
|                      | WODC (lead)       | - Total amount of retail floorspace permitted in centre per annum  
- Total amount of retail floorspace permitted out of centre per annum  
- Loss of A1 (retail) units  
- Loss of other town centre uses | To be applied on an ongoing basis and subject to annual monitoring review. |
### Policy T1 – Sustainable Transport

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Development Management</td>
<td>- WODC (lead)</td>
<td>- CIL / S106 funding allocated for sustainable transport projects</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>100% coverage of superfast broadband</td>
</tr>
<tr>
<td>- Strategic Allocations</td>
<td>- Oxfordshire LEP</td>
<td>- Number of travel plans produced</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Partnership working</td>
<td>- Oxfordshire County Council</td>
<td>- Percentage car use in District</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Infrastructure Delivery Plan (IDP)</td>
<td>- Oxfordshire Rural Community Council</td>
<td>- Percentage of travel by walking or cycling</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Other local authorities</td>
<td>- Other local authorities</td>
<td>- Air quality including AQMAs at Chipping Norton and Witney and Oxford Meadows SAC</td>
<td></td>
<td></td>
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<tr>
<td>- Bus and rail providers</td>
<td>- Bus and rail providers</td>
<td>- Levels of home working</td>
<td></td>
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<tr>
<td>- Developers and landowners</td>
<td>- Developers and landowners</td>
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<tr>
<td>- Town and Parish Councils</td>
<td>- Town and Parish Councils</td>
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<tr>
<td>- Local communities</td>
<td>- Local communities</td>
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### Policy T2 – Highway Improvement Schemes

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Development management</td>
<td>- WODC (lead)</td>
<td>- Delivery of strategic highway schemes identified</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>None at present.</td>
</tr>
<tr>
<td>- Strategic allocations</td>
<td>- Oxfordshire LEP</td>
<td>- CIL / S106 funding allocated for highway improvement projects</td>
<td></td>
<td></td>
</tr>
<tr>
<td>including the West</td>
<td>- Oxfordshire County Council</td>
<td>- Proportion of trips made</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oxfordshire Garden Village</td>
<td>- Oxfordshire Rural Community Council</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- LTP3/LTP4 – ‘Connecting Oxfordshire’</td>
<td>- Oxfordshire Rural Community Council</td>
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<td></td>
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</tr>
</tbody>
</table>
- Science Transit Project  
  - Oxfordshire County Council Bus Strategy  
  - Partnership working  
  - Infrastructure Delivery Plan (IDP)  
  - CIL Regulation 123 List

<table>
<thead>
<tr>
<th>Community First</th>
<th>Oxfordshire</th>
<th>by car</th>
</tr>
</thead>
</table>
| - Other local authorities  
  - Bus and rail providers  
  - Developers and landowners  
  - Town and Parish Councils  
  - Local communities | - Proportion of trips made by non-car modes e.g. walking, cycling, public transport  
  - Air quality  
  - Number of travel plans per annum | improvements in Witney is likely to be Down’s Road junction, followed by Shores Green Slip Roads and in the longer-term, the West End Link and Northern Distributor Road.  

The timing of any eastern link road for Chipping Norton will be phased in accordance with delivery of the overall strategic site.  

The timing of any western link road for Eynsham and northern link road for the West Oxfordshire Garden Village will be phased in accordance with delivery of those strategic sites.

<table>
<thead>
<tr>
<th>Policy T3 – Public Transport, Walking and Cycling</th>
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<tbody>
<tr>
<td>Delivery mechanism/s</td>
</tr>
<tr>
<td>-----------------------</td>
</tr>
</tbody>
</table>
| - Development management  
  - Strategic allocations  
  - LTP3+/LTP4 – ‘Connecting Oxfordshire’  
  - Oxfordshire County Council Rail Strategy  
  - Oxfordshire County Council | - WODC (lead)  
  - Oxfordshire LEP  
  - Oxfordshire County Council  
  - Oxfordshire Rural Community Council  
  - Community First | - CIL / S106 funding allocated for sustainable transport projects  
  - Number of travel plans per annum  
  - Proportion of trips made by car | To be applied on an ongoing basis and subject to annual monitoring review. | None at present. |
<table>
<thead>
<tr>
<th>Council Bus Strategy</th>
<th>Oxfordshire Council</th>
<th>- Proportion of trips made by non-car modes e.g. walking, cycling, public transport</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Partnership working</td>
<td>- Other local authorities</td>
<td></td>
</tr>
<tr>
<td>- Infrastructure Delivery Plan (IDP)</td>
<td>- Bus and rail providers</td>
<td></td>
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<td></td>
<td>- Developers and landowners</td>
<td></td>
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<td></td>
<td>- Town and Parish Councils</td>
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<tr>
<td></td>
<td>- Local communities</td>
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</tbody>
</table>

### Policy T4 – Parking Provision

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Development Management</td>
<td>- WODC</td>
<td>- Amount and capacity of available public parking</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>None at present.</td>
</tr>
<tr>
<td>- Oxfordshire County Council Parking Standards</td>
<td>- Oxfordshire County Council</td>
<td>Number of new, public off street parking spaces permitted per annum</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- LTP3+/LTP4 – ‘Connecting Oxfordshire’</td>
<td>- Developers and Landowners</td>
<td>- Developer contributions secured towards additional parking provision</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Neighbourhood Plans</td>
<td>- Town and Parish Councils</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- WODC Car Parking Strategy</td>
<td>- Local Communities</td>
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</table>

### Policy EH1 – Landscape Character

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Development management</td>
<td>- WODC (lead)</td>
<td>- Total number of applications granted within AONB.</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>None at present</td>
</tr>
<tr>
<td>- Partnership working including Lower Windrush Valley Project, Windrush in Witney Project and the Wychwood Project</td>
<td>- Cotswold Conservation Board</td>
<td>- Total number of applications granted within project areas</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Oxfordshire County Council</td>
<td>- Proportion of development in district refused on basis</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Developers and landowners</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>- Lower Windrush Valley</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Policy EH2 – Biodiversity</td>
<td>Delivery mechanism/s</td>
<td>Delivery Partners</td>
<td>Indicators</td>
<td>Timescale &amp; Comment</td>
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<td>--------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Project on landscape character impact</td>
<td>- Development management</td>
<td>- WODC (lead)</td>
<td>- Total number of applications refused on basis of biodiversity impact</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
</tr>
<tr>
<td></td>
<td>- Habitat Regulations Assessment (HRA)</td>
<td>- Wild Oxfordshire</td>
<td>- Number of applications granted within project areas</td>
<td>TVERC supply monitoring data to West Oxfordshire District Council in relation to priority species and habitats</td>
</tr>
<tr>
<td></td>
<td>- Infrastructure Delivery Plan (IDP)</td>
<td>- Oxfordshire Nature Partnership</td>
<td>- Changes in biodiversity assets including condition of Oxford Meadows SAC, area of protected sites, records of priority species and habitats</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Partnership working</td>
<td>- Oxfordshire County Council</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Conservation Target Areas</td>
<td>- The Cotswolds Ecological Networks Partnership</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Establishment of Nature Improvement Areas (NIAs)</td>
<td>- Developers and landowners</td>
<td></td>
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</tr>
<tr>
<td>Policy EH3 – Public Realm and Green Infrastructure</td>
<td>Delivery mechanism/s</td>
<td>Delivery Partners</td>
<td>Indicators</td>
<td>Timescale &amp; Comment</td>
</tr>
<tr>
<td></td>
<td>- Development management</td>
<td>- WODC (lead)</td>
<td>- Developer contributions secured for green infrastructure enhancements</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
</tr>
<tr>
<td></td>
<td>- Infrastructure Delivery Plan (IDP)</td>
<td>- Oxfordshire County Council</td>
<td>- Total area of green infrastructure assets lost to new development by sub area</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Partnership working</td>
<td>- Developers and landowners</td>
<td>- Access to informal greenspace</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Green Infrastructure Strategy</td>
<td>- Town and Parish Councils</td>
<td>- Total area of new open space delivered through new development by typology</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- West Oxfordshire Open Space Study and Playing Pitch Strategy</td>
<td>- Local communities</td>
<td></td>
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<tr>
<td></td>
<td>- Neighbourhood Plans</td>
<td></td>
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</tbody>
</table>
### Policy EH4 – Decentralised and renewable or low carbon energy development

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Development management</td>
<td>WODC (lead)</td>
<td>- Total capacity of renewable energy generation secured through new development. (capacity, type and location)</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>None at present.</td>
</tr>
<tr>
<td>- Strategic Site allocations</td>
<td>Cotswold Conservation Board</td>
<td>- Total capacity of standalone renewable energy permitted in district (capacity, type and location)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Partnership working including community-led initiatives</td>
<td>West Oxfordshire Wood Fuel Network</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Community woodfuel initiative</td>
<td>Developers and landowners</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Town and Parish Councils</td>
<td>Local communities</td>
<td></td>
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</tr>
</tbody>
</table>

### Policy EH5 – Flood Risk

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Development management including application of sequential and exception tests</td>
<td>WODC (lead)</td>
<td>- Number of applications permitted within flood zones 2 and 3 by type.</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>None at present.</td>
</tr>
<tr>
<td>- NPPF</td>
<td>Environment Agency</td>
<td>- Number of applications refused on basis of flood risk by type</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Use of flood risk assessments</td>
<td>Oxfordshire County Council</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>- Use of sustainable drainage systems</td>
<td>Developers and landowners</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

### Policy EH6 – Environmental Protection

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Development management</td>
<td>WODC (lead)</td>
<td>- Air quality including number of Air Quality Management Areas (AQMA)</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>None at present.</td>
</tr>
<tr>
<td>- Habitat Regulations Assessment (HRA)</td>
<td>Environment Agency</td>
<td>- Number of applications refused on the basis of environmental protection</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Air Quality Action Plans</td>
<td>Developers and landowners</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>- Neighbourhood Plans</td>
<td>Civil Aviation Authority</td>
<td></td>
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<tr>
<td>- MOD</td>
<td></td>
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</tr>
<tr>
<td>Policy EH7 – Historic Environment</td>
<td>Delivery mechanism/s</td>
<td>Delivery Partners</td>
<td>Indicators</td>
<td>Timescale &amp; Comment</td>
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</tr>
<tr>
<td>- Development Management</td>
<td>- WODC (lead)</td>
<td>- Number of applications refused on basis of impact on the historic environment</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>None at present.</td>
</tr>
<tr>
<td>- Conservation Area Appraisals</td>
<td>- English Heritage</td>
<td>- Number of applications permitted against advice of English Heritage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- World Heritage Site Management Plan</td>
<td>- Developers and landowners</td>
<td>- Financial contributions secured through development to secure heritage assets.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- NPPF</td>
<td>- Oxfordshire County Council</td>
<td>- Number of Conservation Areas with an up to date Character Appraisal</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Percentage of heritage assets at risk</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Policy WIT1 – East Witney Strategic Development Area (SDA)</th>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Masterplan</td>
<td>- WODC (lead)</td>
<td>- Number of new homes completed</td>
<td>It is anticipated that the smaller part of the site could come forward by 2017. The timing of the remainder of the site is dependent on</td>
<td>Provision of 450 homes by 2031</td>
<td></td>
</tr>
<tr>
<td>- Development management</td>
<td>- East Witney consortium</td>
<td>- Delivery of Shore’s Green west facing slip roads</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Strategic Allocation</td>
<td>- Oxfordshire County Council</td>
<td>- Amount of new greenspace</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Partnership working</td>
<td>- Thames Water</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Infrastructure Delivery Plan</td>
<td></td>
<td></td>
<td></td>
<td>Housing completions per annum measured against</td>
<td></td>
</tr>
</tbody>
</table>
### Policy WIT2 – North Witney Strategic Development Area (SDA)

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Masterplan</td>
<td>- WODC (lead)</td>
<td>- Number of new homes completed</td>
<td>It is anticipated that the development of the larger part of the North Witney SDA will be implemented from 2021 onwards through a phased approach. The smaller part of the site could come forward before then</td>
<td>Provision of around 1,400 homes by 2031</td>
</tr>
<tr>
<td>- Development Management</td>
<td>- North Witney consortium</td>
<td>- Amount of new greenspace provided</td>
<td></td>
<td>Housing completions per annum measured against housing trajectory</td>
</tr>
<tr>
<td>- Strategic Allocations</td>
<td>- Oxfordshire County Council</td>
<td>- S106/CIL contributions secured / allocated for infrastructure projects</td>
<td></td>
<td>5% of developable plots to be made available for self-build projects</td>
</tr>
<tr>
<td>- Strategic Allocations</td>
<td>- Environment Agency</td>
<td>- Delivery of the West End</td>
<td></td>
<td>Open space provision to comply with local standards</td>
</tr>
<tr>
<td>- Partnership working</td>
<td>- Thames Water</td>
<td></td>
<td></td>
<td>Strategic highways improvements delivered to be delivered in advance of Cogges Triangle development.</td>
</tr>
<tr>
<td>- Infrastructure Delivery Plan (IDP)</td>
<td>- Witney Flood Action Group</td>
<td></td>
<td></td>
<td>Net gain in biodiversity</td>
</tr>
<tr>
<td>- Planning obligations/CIL</td>
<td></td>
<td></td>
<td></td>
<td>Reduction in surface water run-off below greenfield rates</td>
</tr>
</tbody>
</table>

For the purposes of 5-year housing land supply it has been assumed that the site will come forward after 2021.
<table>
<thead>
<tr>
<th>Policy WIT2a – Woodford Way Car Park, Witney</th>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
</table>
| | - Site allocation  
- Development brief  
- Development management  
- West Oxfordshire Car Parking Strategy | - WODC  
- Developers  
- Infrastructure providers | - Number of new homes completed  
- Number of affordable homes completed  
- Provision of/contribution towards supporting infrastructure | The site is currently in use as surface level car park. Delivery of any new housing on the site is therefore assumed to come forward beyond 2021. | Provision of around 50 homes by 2031  
Housing completions per annum measured against housing trajectory |

Due to the complexity of the site and lead-in times for large strategic sites it has been assumed that the site will come forward after 2021.

Open space provision to comply with local standards

Delivery of strategic highways improvements including the West End Link in a timely manner (in advance of full site completion)

Net gain in biodiversity

Reduction in surface water run-off below greenfield rates
### Policy WIT2b – Land West of Minster Lovell

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Site allocation</td>
<td>- WODC</td>
<td>- Number of new homes completed</td>
<td>Current planning application on site. Delivery assumed to be short term i.e. within the period to 2021.</td>
<td>Provision of around 85 homes by 2021.</td>
</tr>
<tr>
<td>- Development management</td>
<td>- Developer / landowner</td>
<td>- Number of affordable homes completed</td>
<td></td>
<td>Housing completions per annum measured against housing trajectory</td>
</tr>
<tr>
<td>- Infrastructure providers</td>
<td>- Provision of/contribution towards supporting infrastructure</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Policy WIT3 – Witney Town Centre Strategy

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Development management</td>
<td>- WODC (lead)</td>
<td>- Vacancy rates</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review. Retail evidence suggests there will be capacity for additional retail floorspace in Witney in the medium to longer term.</td>
<td>To ensure vacancy rates do not exceed 5% of units within the town centre.</td>
</tr>
<tr>
<td>- Partnership working</td>
<td>- Witney Town Council</td>
<td>- Percentage of retail and non-retail uses in primary frontages</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Strategy and promotion</td>
<td>- Business and retail community</td>
<td>- Proportion of uses in secondary frontages</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- WODC parking strategy</td>
<td>- Oxfordshire County Council</td>
<td>- Amount of new retail floorspace permitted</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Landowners and developers</td>
<td>- Amount of retail floorspace lost to other uses</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Local communities</td>
<td>- Parking availability/capacity</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Policy WIT4 – Witney Sub-Area Strategy

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Development management</td>
<td>- WODC (lead)</td>
<td>- Number of residential permissions/completions within the Witney sub-area</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>Indicative housing target of 3,700 4,400 new homes to be delivered in the sub-area</td>
</tr>
</tbody>
</table>
### Policy CA1 – REEMA North and Central Strategic Development Area (SDA)

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
</table>
| - Development management | - WODC (lead)  
- Strategic Allocations Site allocation | - Number of new homes completed  
- S106 / CIL contributions secured / allocated for infrastructure projects | It is anticipated that the following completion of REEMA North, the REEMA Central site will be released to the market and development could take place in 2017/18.  
The REEMA North site has been cleared for new development and was anticipated to come forward by 2021 but funding issues mean a potential delay | Provision of 500 new homes across the two sites by 2031 (note: 200 units already including in existing planning commitments).  
Housing completions per annum measured against housing trajectory  
5% of developable plots to be made available for self-build projects |
| - Partnership working  
- Infrastructure Delivery Plan (IDP)  
- Planning obligations/CIL | - Defence Infrastructure Organisation (DIO)  
- Annington Homes  
- Oxfordshire County Council  
- Carterton Town Council  
- Local communities | | | |
| | | | | |
The REEMA Central site will come forward in part by 2021 with the remainder to follow in the period to 2031.

Open space provision to comply with local standards

Net gain in biodiversity

<table>
<thead>
<tr>
<th>Policy CA1a – Land at Milestone Road, Carterton</th>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Site allocation</td>
<td>WODC</td>
<td>- Number of new homes completed</td>
<td>Some current uncertainty about delivery therefore assumed to come forward after 2021.</td>
<td>Provision of around 200 homes by 2031.</td>
</tr>
<tr>
<td></td>
<td>- Development management</td>
<td>Developer / landowner</td>
<td>- Number of affordable homes completed</td>
<td></td>
<td>Housing completions per annum measured against housing trajectory</td>
</tr>
<tr>
<td></td>
<td>- Planning brief</td>
<td>Infrastructure providers</td>
<td>- Provision of/contribution towards supporting infrastructure</td>
<td></td>
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</table>

Provision of around 200 homes by 2031.

Housing completions per annum measured against housing trajectory

<table>
<thead>
<tr>
<th>Policy CA1b – Land at Swinbrook Road, Carterton</th>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Site allocation</td>
<td>WODC</td>
<td>- Number of new homes completed</td>
<td>Some current uncertainty about delivery therefore assumed to come forward after 2021.</td>
<td>Provision of around 70 homes by 2031.</td>
</tr>
<tr>
<td></td>
<td>- Development management</td>
<td>Developer / landowner</td>
<td>- Number of affordable homes completed</td>
<td></td>
<td>Housing completions per annum measured against housing trajectory</td>
</tr>
<tr>
<td></td>
<td>- Planning brief</td>
<td>Infrastructure providers</td>
<td>- Provision of/contribution towards supporting infrastructure</td>
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</table>

Provision of around 70 homes by 2031.

Housing completions per annum measured against housing trajectory

<table>
<thead>
<tr>
<th>Policy CA2 – Carterton Town Centre Strategy</th>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Development management</td>
<td>WODC (lead)</td>
<td>- Vacancy rates</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>To ensure vacancy rates do not exceed 5% of units within the town centre.</td>
</tr>
<tr>
<td></td>
<td>- Partnership working</td>
<td>Carterton Town Council</td>
<td>- Percentage of retail and non-retail uses in primary frontages</td>
<td></td>
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<tr>
<td></td>
<td>- Strategy and promotion</td>
<td>Business and retail community</td>
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<td></td>
<td>- Neighbourhood Plans</td>
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</table>
**Policy CA3 – Carterton Sub-Area Strategy**

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development management - Strategic Site allocations - Infrastructure Delivery Plan - Regulation 123 List - Planning obligations/CIL - Partnership working - Neighbourhood Plans - LTP3/LTP4 – ‘Connecting Oxfordshire’</td>
<td>WODC (lead) - Defence Infrastructure Organisation (DIO) - Annington Homes - Bloor Homes - Town and Parish Councils - Oxfordshire County Council - Environment Agency - River Thames Alliance - Transport providers</td>
<td>- Number of residential permissions/completions at Carterton including delivery of strategic development area site allocations - Number of residential permissions/completions in rest of sub-area - Amount of employment land permitted - Provision of new infrastructure including strategic transport schemes</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>Indicative housing target of 2,600 new homes to be delivered in sub-area to 2031</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>15ha of additional employment land to be delivered in the sub area by 2031</td>
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<tr>
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<td></td>
<td></td>
<td></td>
<td>Net gain in biodiversity</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Infrastructure improvements delivered in a timely manner including provision of A-road access via the B4477 and west facing slip roads at the junction of the B4477 and A40.</td>
</tr>
</tbody>
</table>

**Policy CN1 – East Chipping Norton Strategic Development Area (SDA)**

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
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<tbody>
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<tr>
<td>MAIN 226</td>
<td>Appendix 3</td>
<td>Policy CN1</td>
<td></td>
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<tr>
<td>-----------------</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
| - Development management  
- Strategic allocation  
- Masterplan  
- Partnership working  
- Infrastructure Delivery Plan (IDP)  
- Planning obligations/CIL | - WODC (lead)  
- Oxfordshire County Council  
- Landowners and developers  
- Environment Agency  
- Thames Water  
- Other infrastructure providers | - Number of new homes completed per annum  
- Number of affordable homes completed  
- Total employment floorspace completed  
- Amount of new greenspace provided  
- S106/CIL contributions secured / allocated for infrastructure projects  
- Provision of new highway infrastructure including eastern link road  
- Availability of primary school capacity |
| - Provision of around 1,400 homes by 2031.  
- Housing completions per annum measured against housing trajectory  
- 5% of developable plots to be made available for self-build projects  
- Provision of 1.5-9 ha of employment land  
- Provision of new primary school  
- Open space provision to comply with local standards  
- Necessary supporting infrastructure to be delivered in a timely manner  
- Reduction in surface water run-off below greenfield rates  
- Net gain in biodiversity including positive contribution to CTA | To be applied on an ongoing basis and subject to annual monitoring review.  
There is current developer interest on parts of the site and therefore a proportion of development could come forward by 2021 (around 200 homes) with the remainder to follow in the period to 2031. |
### Policy CN2 – Chipping Norton Sub-Area Strategy

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
</table>
| - Chipping Norton Neighbourhood Plan  
- Strategic allocation  
- Masterplan  
- SHELAA  
- Rural exception sites  
- Infrastructure Delivery Plan  
- Development management  
- LTP3/LTP4 – ‘Connecting Oxfordshire’  
- WODC Parking Strategy | - WODC (lead)  
- Town and Parish Councils  
- Developers and landowners  
- Business and retail community  
- Local Communities  
- Oxfordshire County Council  
- Infrastructure providers  
- Cotswolds Conservation Board | - Number of new homes permitted / completed  
- Number of new affordable homes permitted/ completed  
- Amount of new employment floorspace permitted / completed  
- Amount of new retail floorspace permitted / completed  
- Amount of retail floorspace lost to other uses  
- Number of local services and community facilities lost to other uses  
- S106/CIL contributions secured / allocated for infrastructure projects  
- Air quality  
- HGV movements through Town Centre | To be applied on an ongoing basis and subject to annual monitoring review.  
The progress of the Chipping Norton Neighbourhood Plan will be important to the delivery of the sub area strategy. It is anticipated that the neighbourhood plan will be adopted in 2015.  
East Chipping Norton SDA assumed to come forward in part by 2021 with the remainder to follow in the period to 2031. | Housing completions per annum measured against housing trajectory  
Indicative housing target of 1,800–2,400 new homes to be delivered in sub-area to 2031  
Up to 7.3ha of 9 ha employment land to be delivered up to 2031 |

### Policy EW1a – West Oxfordshire Garden Village Strategic Development Area (SDA)

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
</table>
| - Strategic Allocation  
- Area Action Plan  
- Eynsham Neighbourhood Plan | - WODC  
- Landowners / developers  
- Oxfordshire County Council | - Number of new homes completed  
- Number of affordable homes completed | It is anticipated that the site will come forward in the period 2021 – 2031. | Provision of around 2,200 homes by 2031.  
Housing completions per...
### Policy EW1b – West Eynsham Strategic Development Area (SDA)

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Strategic Allocation</td>
<td>- WODC - Landowners / developers - Oxfordshire County Council - Parish Council - Bus and rail providers - Environment Agency - Thames Water - Other infrastructure providers</td>
<td>- Number of new homes completed - Amount of new greenspace provided - S106/CIL contributions secured / allocated for infrastructure projects - Provision of new highway infrastructure</td>
<td>It is anticipated that the majority of the site will come forward in the period 2021 – 2031 but that parts may come forward before 2021 (around 150 homes).</td>
<td>Provision of around 1,000 homes by 2031. Housing completions per annum measured against housing trajectory. 5% of developable plots to be made available for self-build projects</td>
</tr>
<tr>
<td>- Masterplan</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Eynsham Neighbourhood Plan</td>
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</tr>
</tbody>
</table>

### Policy EW1c – Land East of Woodstock

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Strategic Allocation</td>
<td>- WODC - Landowners / developers - Oxfordshire County Council - Parish Council - Bus and rail providers - Environment Agency - Thames Water - Other infrastructure providers</td>
<td>- Number of new homes completed - Amount of new greenspace provided - S106/CIL contributions secured / allocated for infrastructure projects - Provision of new highway infrastructure</td>
<td>It is anticipated that the majority of the site will come forward in the period 2021 – 2031 but that parts may come forward before 2021 (around 150 homes).</td>
<td>Provision of around 40 hectares of business land up to 2031 and beyond. Provision of a new park and ride site of 1,000 spaces. 5% of developable plots to be made available for self-build projects</td>
</tr>
<tr>
<td>- Masterplan</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Eynsham Neighbourhood Plan</td>
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<tr>
<td>Policy EW1d – Land North of Hill Rise, Woodstock</td>
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<tr>
<td><strong>Delivery mechanism/s</strong></td>
<td><strong>Delivery Partners</strong></td>
<td><strong>Indicators</strong></td>
<td><strong>Timescale &amp; Comment</strong></td>
<td><strong>Target/s</strong></td>
</tr>
<tr>
<td>Site allocation</td>
<td>WODC</td>
<td>Number of new homes completed</td>
<td>Current planning application pending determination. Assumed that the site could come forward in part by 2021 (200 units) with the remainder to follow by 2031.</td>
<td>Provision of around 300 homes by 2031.</td>
</tr>
<tr>
<td>Development management</td>
<td>Developer / landowner</td>
<td>Number of affordable homes completed</td>
<td></td>
<td>Housing completions per annum measured against housing trajectory.</td>
</tr>
<tr>
<td>Infrastructure providers</td>
<td>Provision of contribution towards supporting infrastructure</td>
<td></td>
<td>5% of developable plots to be made available for self-build projects.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Policy EW1e – Land North of Banbury Road, Woodstock</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Delivery mechanism/s</strong></td>
</tr>
<tr>
<td>Site allocation</td>
</tr>
<tr>
<td>Development management</td>
</tr>
<tr>
<td>Planning brief</td>
</tr>
</tbody>
</table>
### Policy EW1f – Land at Myrtle Farm, Long Hanborough

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Site allocation</td>
<td>- WODC</td>
<td>- Number of new homes completed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Development management</td>
<td>- Developer / landowner</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Planning brief</td>
<td>- Infrastructure providers</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>- Provision of/contribution towards supporting infrastructure</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Promoted for development through the Council’s SHELAA.</td>
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</tr>
<tr>
<td>No current application however given the modest number of units (50) assumed to come forward by 2021.</td>
<td></td>
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<tr>
<td>Provision of around 50 homes by 2031.</td>
<td></td>
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<td></td>
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<tr>
<td>Housing completions per annum measured against housing trajectory.</td>
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</tbody>
</table>

### Policy EW1g – Land at Oliver’s Garage, Long Hanborough

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Site allocation</td>
<td>- WODC</td>
<td>- Number of new homes completed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Development management</td>
<td>- Developer / landowner</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Planning brief</td>
<td>- Infrastructure providers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Provision of/contribution towards supporting infrastructure</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site is currently in active use and therefore assumed to come forward after 2021.</td>
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<td></td>
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</tr>
<tr>
<td>Provision of around 25 homes by 2031.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Housing completions per annum measured against housing trajectory.</td>
<td></td>
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</tbody>
</table>
### Policy EW1h – Former Stanton Harcourt Airfield

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Site allocation</td>
<td>WODC</td>
<td>- Number of new homes completed</td>
<td>Current planning application and the number of units suggests it is likely to be delivered by 2021.</td>
<td>Provision of around 50 homes by 2031.</td>
</tr>
<tr>
<td>- Development</td>
<td>Developer / landowner</td>
<td>- Number of affordable homes completed</td>
<td></td>
<td>Housing completions per annum measured against housing trajectory.</td>
</tr>
<tr>
<td>management</td>
<td>Infrastructure providers</td>
<td>- Provision of/contribution towards supporting infrastructure</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Policy EW1 – Blenheim World Heritage Site

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Development Management</td>
<td>WODC</td>
<td>CIL/S106 contributions secured / allocated for conserving and enhancing attributes of the WHS</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>None at present.</td>
</tr>
<tr>
<td>- WHS Management Plan</td>
<td>English Heritage</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- NPPF</td>
<td>Blenheim Palace Estate</td>
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</tr>
</tbody>
</table>

### Policy EW2 – Eynsham – Woodstock Sub-Area

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Strategic development areas (SDAs) including the West Oxfordshire Garden Village and West Eynsham</td>
<td>WODC (lead)</td>
<td>- Number of new homes completed</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>Housing completions per annum measured against housing trajectory</td>
</tr>
<tr>
<td>- Site allocations</td>
<td>Town and Parish Councils</td>
<td>- Number of new affordable homes completed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Neighbourhood Plans</td>
<td>Developers and landowners</td>
<td>- Amount of new employment floorspace provided</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- SHELAA</td>
<td>Business and retail community</td>
<td>- Amount of retail floorspace lost to other uses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Rural exception sites</td>
<td>Local Communities</td>
<td>- Number of local services and community facilities lost to other uses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Infrastructure Delivery Plan</td>
<td>Oxfordshire County Council</td>
<td>- Vehicle numbers on A40</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Planning obligations/CIL</td>
<td>Infrastructure providers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Development management</td>
<td>Cotswolds Conservation Board</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- LTP3 / LTP4 – ‘Connecting Oxfordshire’</td>
<td>River Thames Alliance</td>
<td></td>
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</tr>
</tbody>
</table>

Indicative housing requirement of 1,600 new homes to be delivered in the sub-area to 2031. This will include 2,800 homes for West Oxfordshire's identified housing needs and a further 2,750 homes for Oxford City's unmet housing needs.
West Oxfordshire District Council

<table>
<thead>
<tr>
<th>Policy BC1a – Land North of Woodstock Road, Stonesfield</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Delivery mechanism/s</strong></td>
</tr>
<tr>
<td>Site allocation</td>
</tr>
<tr>
<td>Development management</td>
</tr>
<tr>
<td>Planning brief</td>
</tr>
<tr>
<td><strong>Delivery Partners</strong></td>
</tr>
<tr>
<td>WODC</td>
</tr>
<tr>
<td>Developer / landowner</td>
</tr>
<tr>
<td>Infrastructure providers</td>
</tr>
<tr>
<td><strong>Indicators</strong></td>
</tr>
<tr>
<td>Number of new homes completed</td>
</tr>
<tr>
<td>Number of affordable homes completed</td>
</tr>
<tr>
<td>Provision of contribution towards supporting infrastructure including extension of adjoining public open space</td>
</tr>
<tr>
<td><strong>Timescale &amp; Comment</strong></td>
</tr>
<tr>
<td>No current application but the site has been promoted for development and is considered likely to come forward by 2021.</td>
</tr>
<tr>
<td><strong>Target/s</strong></td>
</tr>
<tr>
<td>Provision of around 50 homes by 2031.</td>
</tr>
<tr>
<td>Housing completions per annum measured against housing trajectory.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Policy BC1b – Land East of Burford</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Delivery mechanism/s</strong></td>
</tr>
<tr>
<td>Site allocation</td>
</tr>
<tr>
<td>Development management</td>
</tr>
<tr>
<td>Planning brief</td>
</tr>
<tr>
<td><strong>Delivery Partners</strong></td>
</tr>
<tr>
<td>WODC</td>
</tr>
<tr>
<td>Developer / landowner</td>
</tr>
<tr>
<td>Infrastructure providers</td>
</tr>
<tr>
<td><strong>Indicators</strong></td>
</tr>
<tr>
<td>Number of new homes completed</td>
</tr>
<tr>
<td>Number of affordable homes completed</td>
</tr>
<tr>
<td>Provision of/contribution towards supporting infrastructure</td>
</tr>
<tr>
<td><strong>Timescale &amp; Comment</strong></td>
</tr>
<tr>
<td>No current application but the site has been promoted for development and is considered likely to come forward by 2021.</td>
</tr>
<tr>
<td><strong>Target/s</strong></td>
</tr>
<tr>
<td>Provision of around 85 homes by 2031.</td>
</tr>
<tr>
<td>Housing completions per annum measured against housing trajectory.</td>
</tr>
</tbody>
</table>
### Policy BC1c – Land North of Jeffersons Piece, Charlbury

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Site allocation</td>
<td>- WODC</td>
<td>- Number of new homes completed</td>
<td>No current application but the site has been promoted for development and is considered likely to come forward by 2021.</td>
<td>Provision of around 40 homes by 2031.</td>
</tr>
<tr>
<td>- Development management</td>
<td>- Developer / landowner</td>
<td>- Number of affordable homes completed</td>
<td></td>
<td>Housing completions per annum measured against housing trajectory.</td>
</tr>
<tr>
<td>- Planning brief</td>
<td>- Infrastructure providers</td>
<td>- Provision of/contribution towards supporting infrastructure</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Policy BC1d – Land South of Milton Road, Shipton under Wychwood

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Site allocation</td>
<td>- WODC</td>
<td>- Number of new homes completed</td>
<td>Current planning application, Site expected to be complete by 2021.</td>
<td>Provision of around 44 homes by 2031.</td>
</tr>
<tr>
<td>- Development management</td>
<td>- Developer / landowner</td>
<td>- Number of affordable homes completed</td>
<td></td>
<td>Housing completions per annum measured against housing trajectory.</td>
</tr>
<tr>
<td></td>
<td>- Infrastructure providers</td>
<td>- Provision of/contribution towards supporting infrastructure including additional parking for adjacent school</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Policy BC1 – Burford – Charlbury Sub-Area

<table>
<thead>
<tr>
<th>Delivery mechanism/s</th>
<th>Delivery Partners</th>
<th>Indicators</th>
<th>Timescale &amp; Comment</th>
<th>Target/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Site allocations</td>
<td>- WODC (lead)</td>
<td>- Number of new homes completed</td>
<td>To be applied on an ongoing basis and subject to annual monitoring review.</td>
<td>Housing completions per annum measured against housing trajectory.</td>
</tr>
<tr>
<td>- Neighbourhood Plans</td>
<td>- Town and Parish Councils</td>
<td>- Number of new affordable homes completed</td>
<td></td>
<td>Indicative housing requirement of 800-1,000 new homes to be delivered</td>
</tr>
<tr>
<td>- SHELAA</td>
<td>- Developers and landowners</td>
<td>- Amount of new employment floorspace provided</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Rural exception sites</td>
<td>- Business and retail community</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Infrastructure Delivery Plan</td>
<td>- Local Communities</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>- Planning obligations/CIL</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
| LTP3/LTP4 – ‘Connecting Oxfordshire’ | Oxfordshire County Council  
- Infrastructure providers  
- Cotswolds Conservation Board | Amount of retail floorspace lost to other uses  
- Number of local services and community facilities lost to other uses | in sub-area to by 2031 |