



# Draft Core Strategy 2012

Alcester & Bidford Community Forum  
5 March 2012

Paul Harris – Planning Policy Team



## Why a third draft ?

- Changes to the Government policy - Localism Act
- Revocation of the Regional Spatial Strategy
- Devolution to Local Authorities and a need for greater community input
- National Planning Policy Framework
- Response to previous public consultation
- New local evidence collated
- SDC Cabinet decisions – 5 September 2011 and 16 January 2012



# New Strategic Direction

- New housing to be dispersed more widely across the District, including villages
- Re-use brown field sites, in preference to new green field sites where possible
- Strong growth of affordable family homes
- Encourage building to cover the deficit of three bedroom housing
- Provide for extra care accommodation
- Preserve the character of settlements
- Maximum estate size of 100 homes in Stratford or 2% increase in dwellings in Main Rural Centres & Local Service Villages
- Review policy of redundant rural buildings



# Amount of Development

Plan period: 2008-2028

- 8000 dwellings (approx. 5,600 from 2011)
- Additional 25-30 hectares (net) of employment land
- Approx. 3,900 (square metres gross) of non-bulky comparison retail and approx. 8,000 (square metres gross) of bulky comparison retail floorspace in Stratford; none proposed elsewhere
- No additional convenience retail floorspace



## Alcester - context

- Largest of the Main Rural Centres in the District
- Has the widest range of shops and services of all the MRCs
- Estimated to have 7,400 residents / 3,200 dwellings - including part of Kinwarton Parish (at 2008)
- 42% of residents also work in the town; 14% in Stratford; 7% in Redditch (2001 Census);
- Destinations for main food shopping for Alcester and Bidford residents: Stratford (34%); Alcester (25%); Evesham (14%); Redditch (10%)



# Alcester – Policy Principles

A wide range of issues and opportunities have been identified, including:

## Environmental

- protect quality of urban fabric and spaces
- support promotion of Roman heritage
- protect open countryside and natural environment
- assess scope for traffic management in town centre
- protect and enhance biodiversity and recreational value of River Arrow LNR



# Alcester – Policy Principles

## Social

- increase the number of suitable and affordable homes
- seek to improve public transport services
- provide improved indoor recreation and leisure facilities
- continue to improve play facilities on Conway Fields
- provide a public swimming pool in the town



# Alcester – Policy Principles

## Economic

- provide for the needs of existing companies who need to expand/relocate
- make the town more attractive to visitors and tourists
- maximise the tourist potential of natural and historic assets
- increase parking to encourage more people to use town centre





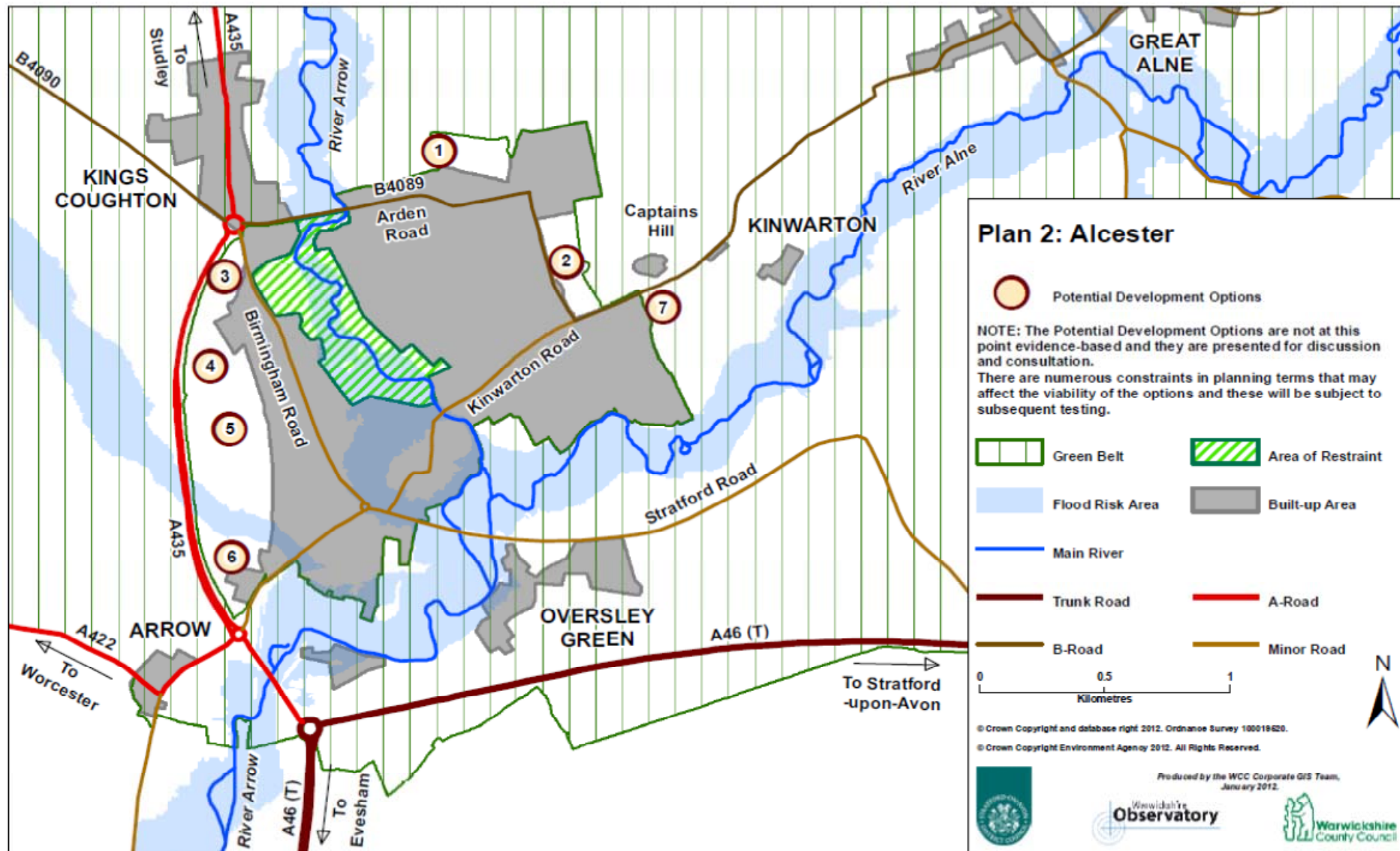
# Alcester – Development Strategy

- Based on preferred housing option an additional 200-300 dwellings should be provided in the period 2011-2028  
(NB. Kinwarton Farm Road site of 125 dwellings is within this figure)
- Some of these will be on infill and redevelopment sites
- Some greenfield land on the edge of town will need to be provided
- At least 5 hectares (12 acres) for employment purposes as an extension to Arden Forest Industrial Estate



## Potential Locations for Development

- A number of potential locations for development on the edge of Alcester are identified on Plan 2.
- At this stage, specific sites for future development have not been identified. Not all these areas will be needed.
- Certain locations may be found to be unsuitable or unachievable following the outcome of the current consultation process and further detailed assessment.





## Bidford-on-Avon - context

- Village has grown considerably over past 30 years (approx. 65%)
- Has lost a number of key services in that period, eg. secondary school
- Estimated to have 4,600 residents / 2,200 dwellings (at 2008)
- 34% of residents also work in the village; 19% in Stratford; 5% in Alcester; 3% in Evesham (2001 Census)
- Destinations for main food shopping for Alcester and Bidford residents: Stratford (34%); Alcester (25%); Evesham (14%); Redditch (10%)



# Bidford-on-Avon –Policy Principles

A wide range of issues and opportunities have been identified, including:

## Environmental

- protect and enhance historic character of village core
- preserve riverside setting and views towards it
- improve drainage infrastructure to reduce flooding
- reduce impact of traffic through village
- enhance setting of industrial estate



# Bidford-on-Avon –Policy Principles

## Social

- increase the number of suitable and affordable homes
- support the provision of a new medical centre
- provide new sports and social facilities
- investigate provision of a pedestrian/cycle bridge over River Avon
- support proposal for a Quality Bus Corridor between Stratford and Evesham



# Bidford-on-Avon –Policy Principles

## Economic

- support the provision of more local job opportunities
- encourage regeneration of vacant/ underused parts of industrial estate
- support the role of the village centre as a focus for shops and services
- retain and increase the variety of shops in village centre
- encourage provision of new visitor attractions



## Bidford – Development Strategy

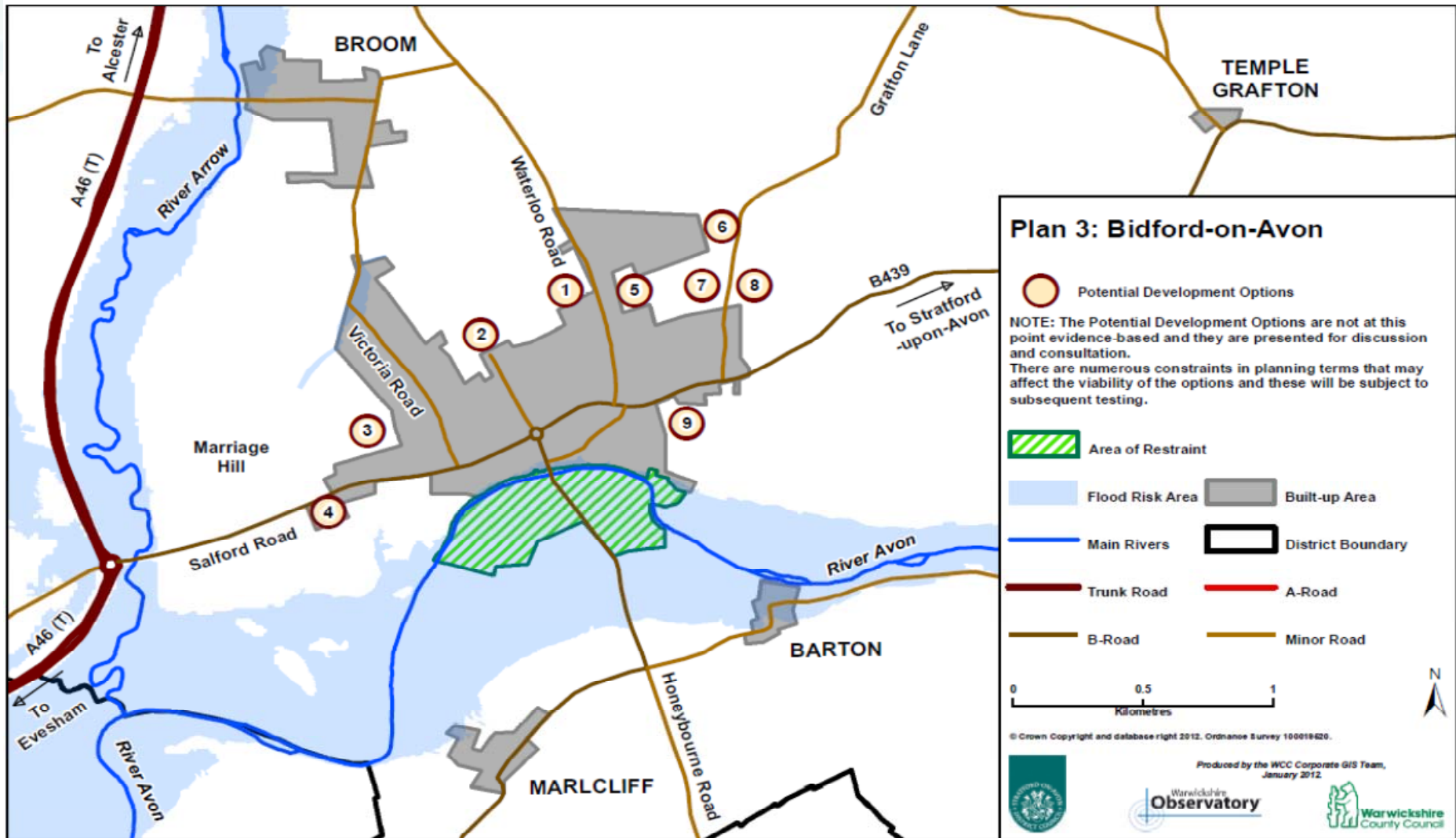
- Based on preferred housing option an additional 140-200 dwellings should be provided in the period 2011-2028  
(NB. This figure excludes Friday Furlong which is an existing commitment)
- Some of these will be on infill and redevelopment sites
- Some greenfield land on the edge of village will need to be provided
- A small amount of additional employment land may be appropriate





## Potential Locations for Development

- A number of potential locations for development on the edge of Bidford are identified on Plan 3.
- At this stage, specific sites for future development have not been identified. Not all these areas will be needed.
- Certain locations may be found to be unsuitable or unachievable following the outcome of the current consultation process and further detailed assessment.





## Proposed Housing Policy (CS 16) - in relation to Main Rural Centres

- Sites allocated in the Site Allocations Development Plan Document or Neighbourhood Plan
- Redevelopment and re-use of land and properties within the existing Built-Up Area
- Small scale 'local choice' schemes which meet housing and other needs identified by the local community
- No individual housing development should be more than 2% of the town's existing housing stock (ie. approx 65 dwellings in Alcester; 45 dw in Bidford)
- Consideration will be given to larger schemes if accompanied by a detailed Masterplan and/or are compliant with an adopted Neighbourhood Plan and supported by adequate infrastructure



# Rural Areas – proposed housing policy

## Local Service Villages

- Have some local services and/or on a frequent public transport route
- To provide up to 2,240 dw (2011-28)
- LSVs in Alcester & Bidford area:
  - Clifford Chambers, Great Alne, Salford Priors, Welford-on-Avon, Wilmcote
- No individual scheme should be more than 2% of existing dwelling stock in village
- Sites allocated in Development Plan Document or Neighbourhood Plan
- Small scale 'local choice' schemes



## Rural Areas – other development (see Policy CS 25)

- Various forms of development are acceptable in principle in rural areas:
  - small-scale community schemes
  - residential schemes eg. conversions, live/work, redevelopment of bad neighbour sites, rural worker dwellings
  - business schemes eg. conversions, redevelopment of existing sites, farm-based activities, equine/equestrian
  - tourism and leisure schemes  
eg. visitor attractions, visitor accommodation, golf courses



# How to make comments

- Availability of the document
- Attending an event, eg. Community Forum, Parish/Town Council Workshop
- Online response form
- By email – [planning.policy@stratford-dc.gov.uk](mailto:planning.policy@stratford-dc.gov.uk)
- By letter – Planning Policy Team, SDC, Elizabeth House, Church Street, SuA



## Next Steps ...

- End of consultation period – 30 March
- All comments will be collated into a Consultation Report - to be considered by Cabinet in June 2012
- Will influence final version of Core Strategy – September 2012
- Submitted to Secretary of State – November 2012
- Examination in Public – March 2013
- Adoption – May 2013