

Moreton-in-Marsh Neighbourhood Plan

2018 - 2031

Screening Draft January 2025



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Foreword

Introduction

This document represents the Neighbourhood Plan for Moreton-in-Marsh neighbourhood area for the period 2018 to 2031. The plan contains a vision for the future of Moreton-in-Marsh and sets out clear planning policies to realise this vision.

Purpose of the Plan

The principal purpose of the Neighbourhood Plan is to guide development within the neighbourhood area. It also provides guidance to anyone wishing to submit a planning application for development within the neighbourhood area. The process of producing a plan has sought to involve the community as widely as possible. The different topic areas are reflective of matters that are of considerable importance to Moreton-in-Marsh, its residents, businesses, and community groups.

Some of the Neighbourhood Plan policies are general and apply throughout the plan area, whilst others are site or area-specific and apply only to the appropriate areas illustrated on the relevant map. Once made, the policies of the plan form part of the development plan. Development should be carried out in accordance with the development plan, the policies of which should be taken as a whole.

The process of producing the Neighbourhood Plan has identified a number of actions which have not been included in the policies' sections. This is because these are not specifically related to land use matters and therefore sit outside the jurisdiction of a neighbourhood plan. These actions will be addressed by the Town Council outside of the neighbourhood plan process.

Policy Context

This document represents the Neighbourhood Plan for Moreton-in-Marsh neighbourhood area, being one part of the development plan over the period 2018 to 2031, the other part being the Local Plan for Cotswold District Council 2011 - 2031¹.

Cotswold District Council, as the local Planning Authority (LPA), designated the Moreton-in-Marsh Neighbourhood Area in September 2018 to enable Moreton-in-Marsh Town Council to prepare the Neighbourhood Plan. The Plan has been prepared by the community through the Moreton-in-Marsh Neighbourhood Plan Steering Group (MiMNPSG) on behalf of Moreton-in-Marsh Town Council.

The Moreton-in-Marsh Neighbourhood Plan has been prepared in accordance with the Town & Country Planning Act 1990², the Planning & Compulsory Purchase Act 2004³, the Localism Act 2011⁴ and the Neighbourhood Planning Regulations 2016⁵. The MiMNPSG has prepared the plan to establish a vision for the future of the neighbourhood area and to set out how that vision will be realised through planning and controlling land use and development change over the plan period 2018 to 2031. The map in *Figure 1* below shows the boundary of the Neighbourhood Plan area.

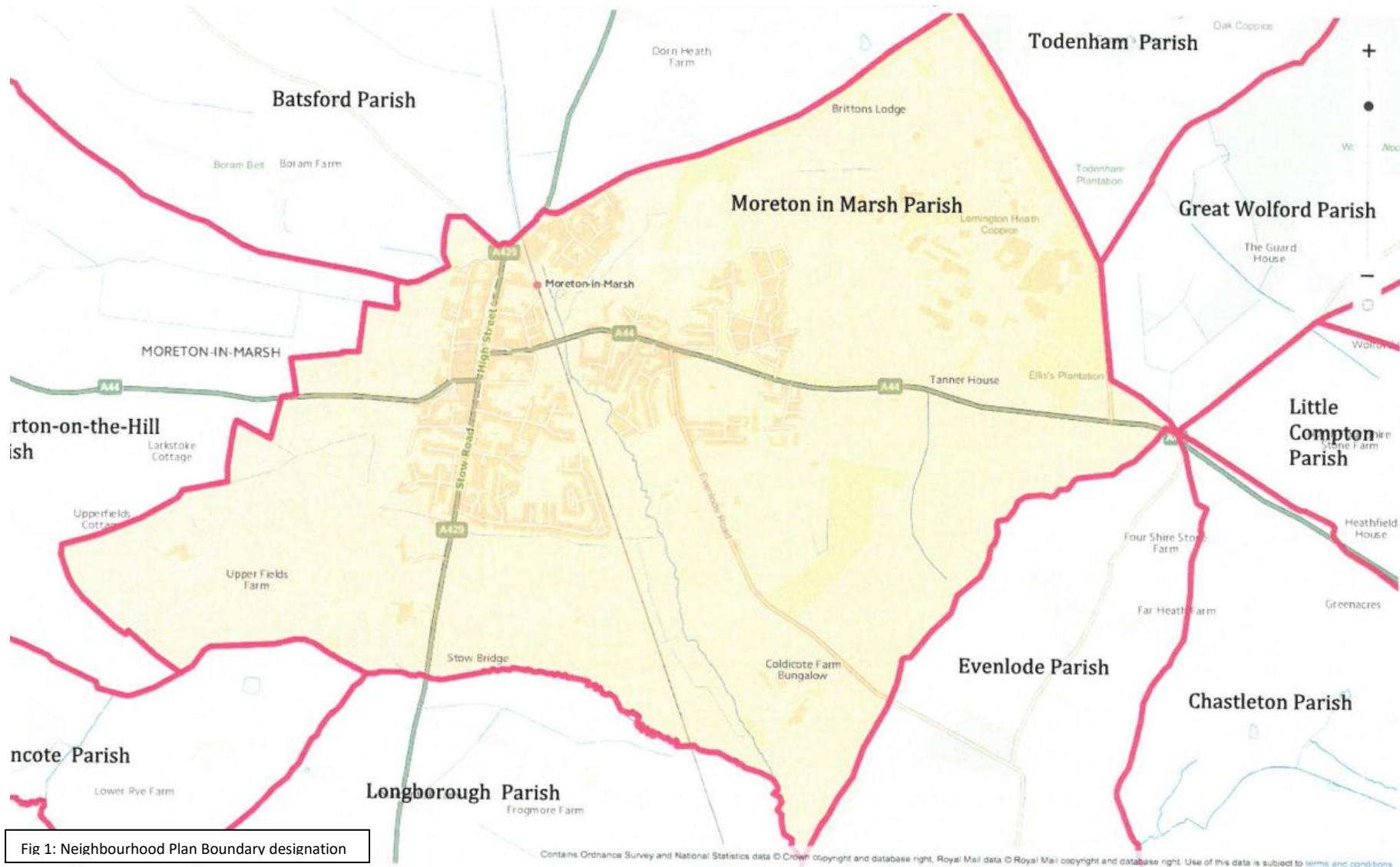
¹ [Cotswold District Council Local Plan 2011-2013](#)

² [Town and Country Planning Act 1990](#)

³ [Planning and compulsory Purchases Act 2004](#)

⁴ [Localism Act 2011](#)

⁵ [Neighbourhood Planning Regulations 2016](#)



About Moreton-in-Marsh

Moreton-in-Marsh was first settled during the British Iron Age which began around 750BC and lasted until the coming of the Romans in AD43. Roman pottery and coins have been found at the site which is not surprising since the settlement found itself bordering the Fosse Way when it was built by the Romans to link Lincoln and Exeter.

Moreton is first mentioned as a Saxon settlement around 577 AD and just before the Norman Conquest of 1066 it was transferred to the ownership of Westminster Abbey. It was granted its market charter in 1227 and this encouraged the growth of the market town with its wide main street, narrow burgage plots and back lanes. There still is a busy market today with about 100 stalls attracting many visitors every Tuesday throughout the year. After a thousand years of church ownership the estate was sold in 1856.

When Moreton-in-Marsh became the property of Westminster Abbey it was still a small village, but Abbot Richard of Barking saw the possibility of exploiting its position next to the Fosse Way and began developing Moreton as a medieval market town between 1222 and 1246. The new town was built on common land bordering the Fosse Way close to the original Saxon settlement. St David's Church is in the centre of the original settlement, which is still called Old Town. The distinctive long, wide High Street was part of this development and was created to accommodate the medieval markets.

The development helped the town's wool and cloth-making economy to thrive during this period, enabling the building of the elegant 18th century inns and houses which line the High Street.

As the name implies, Moreton-in-Marsh lies mainly on open moorland and parts of the parish, especially near the church where the earliest settlement lay, are marshy and subject to flooding. The south and east boundaries of the parish are formed by two branches of the River Evenlode.

Open fields lay on the east and west sides of the Fosse Way until the enclosures in the 17th century and in 1821. The parish has always had a considerable area of meadow, the demesne meadow lying on the west side and the common meadow, usually called Moreton Heath, lying in the north-east. During the Second World War the northeast part was used as an airfield which was closed in 1959. It was then repurposed and in 1962 became a Fire Service training centre which is still active today.

The placing of a main railway station in Moreton encouraged further growth such that by the end of the 19th century the number of houses had increased by half.



Moreton-in-Marsh Today

Today, Moreton-in-Marsh is a thriving market town of 1.5 km² with just over 5,000 residents. It is north Cotswold's major centre, being located in the northeast of Gloucestershire and bordering three other counties, Oxfordshire, Worcestershire and Warwickshire.

The town centre is characterised by a particularly wide high street lined with many elegant 17th and 18th century buildings built in the honey-coloured Cotswold stone and separated by green areas of grass and trees. The buildings now have a mix of uses including retail, hospitality, services and residential. Some examples include the White Hart Royal, a former manor house in which King Charles I sheltered during the Civil War and the rare Curfew Tower with its original clock and bell. In the centre is the Redesdale Hall, the town's main public hall, which regularly holds community events as well as antiques and craft fairs. This attractive centre is a vital asset when attracting tourists to the town. The community takes pride in the High Street as evidenced by the local High Street Association which maintains the flower beds there.

The town sits in a very rural setting, with attractive scenery made up of woods and agricultural fields which are threaded with many public footpaths.

Employment is provided by the High Street businesses as well as two business parks, the Fire Service College and the medical facilities at the North Cotswold Hospital and GP surgeries.

Education facilities are provided St David's C of E Primary School for children up to the age of 11, but senior school children must travel outside the town to places such as Chipping Campden.

Within the town there are facilities for a range of well-supported sports clubs including football, bowls and croquet and just outside the parish boundary (and therefore the plan area) adjacent to the Queen Victoria Gardens park and play area, there is a large sports field which has excellent facilities for the cricket and tennis clubs. In addition there are a number of social clubs and societies within town and children are catered for with several children's play parks around the town. The Fire Service College also provides residents with access to a variety of leisure facilities.

Moreton-in-Marsh is generally considered to be well served by transport, but it can be difficult or impossible to travel to local villages and even some of the nearby towns using public transport.

- It has a mainline railway station with direct links to Oxford, Reading and Paddington one way and Malvern and Hereford the other.
- Moreton is at the crossroads of the A429 (Fosse Way) running north/south and the A44 running east/west.
- There are bus services to a number of local towns and villages including Cheltenham, Stratford-upon-Avon, Shipston-on-Stour, Bourton-on-the-Water and Stow on the Wold.

There is an extensive footpath network into and around the local countryside as well as a number of cycle paths. A recent example of the community commitment to local footpaths has been the restoration of the East Moreton Greenway.

While Moreton-in-Marsh is a working market town, tourism is also an important part of the economy. Nearby attractions include Batsford Arboretum, the Cotswold Falconry, Bourton House Garden and Sezincote Gardens, which for those visitors that enjoy walking, can be easily reached from Moreton by local footpaths including the Moreton Eight trail.

The town has a variety of accommodation, ranging from small self-catering cottages to luxury hotels, as well as a popular large caravan site only a short walk from the town centre.

Every Tuesday throughout the year the High Street in Moreton-in-Marsh hosts the largest street market in the Cotswolds with many stalls selling a wide variety of goods including, food of various kinds (such as meat, cheeses, bread, cakes, and fish), hardware, clothing, haberdashery, pet products, cookware, etc.

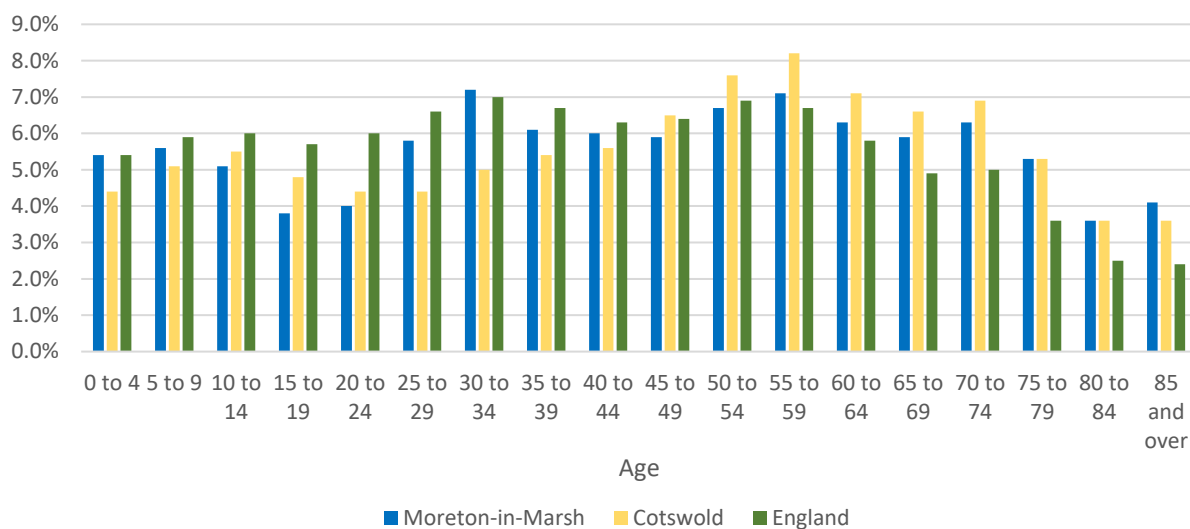
Each year, on the first Saturday in September, the town hosts the Moreton Show, a major one-day agricultural show celebrating past and present farming life.

The neighbouring Batsford estate was originally owned by Lord Redesdale, father of the Mitford sisters. He erected the Redesdale Hall in the centre of the town and created the nearby Batsford Arboretum. Some of the estate is used by the Moreton tennis and cricket clubs and also for the annual Moreton Show. The estate is now owned by Lord Dulverton.

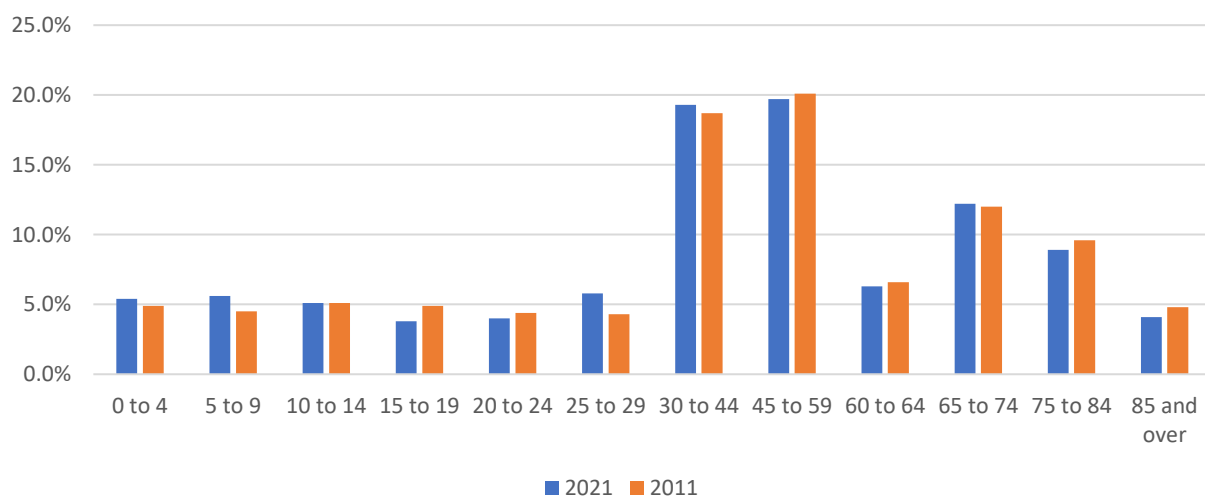
Profile of the Community Today

Key facts	Moreton-in-Marsh Parish	
	2011 ONS Census ⁶	2021 ONS Census ⁷
Area	609 hectares	609 hectares
Total population	3,493	5,015
Population density (no. of persons per hectare)	7.38	8.23
Households	1,799	2,400

Age Profile



Age change in Moreton-in-Marsh between 2011 & 2021 Census

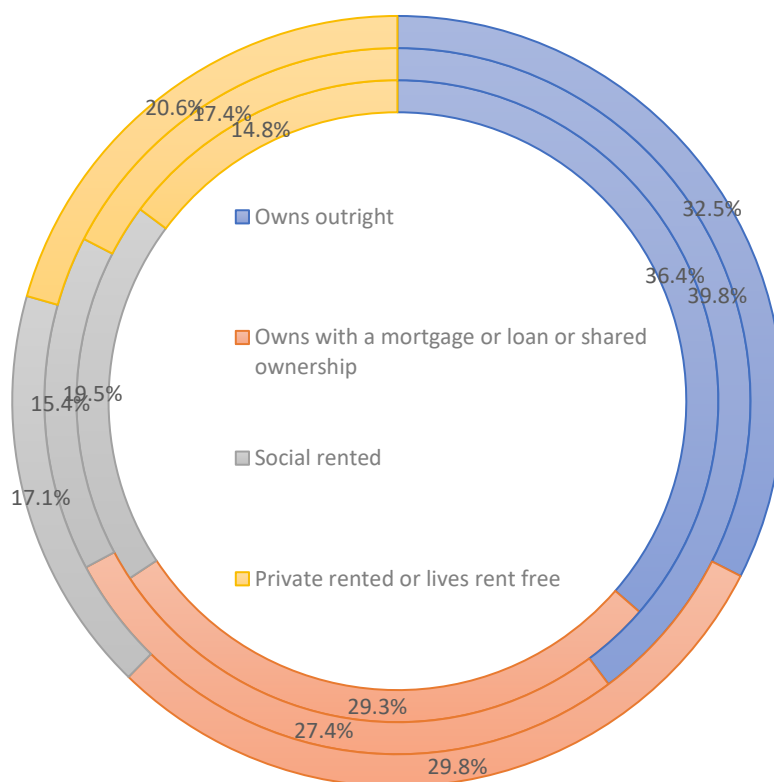


⁶ [ONS 2011 Census](#)

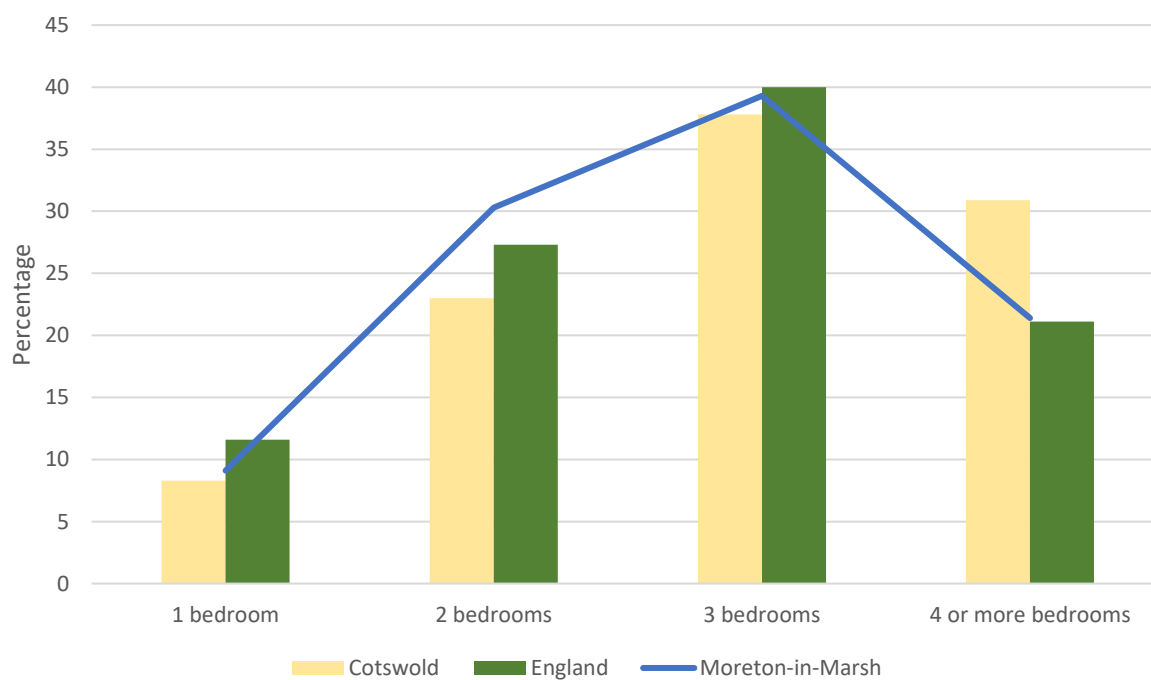
⁷ [ONS 2021 Census](#)

Outer circle England
Middle circle CDC
Inner circle MiM

Tenure



Number of Bedrooms



The Index of Multiple Deprivation (IMD) datasets are small area measures of relative deprivation across each of the constituent nations of the United Kingdom. Areas are ranked from the most deprived area (rank 1) to the least deprived area. Each nation measures deprivation in a slightly different way but the broad themes include income, employment, education, health, crime, barriers to housing and services, and the living environment. The most recent IMD calculations were taken in 2019.

The seven levels measured are:

Income: Measures the proportion of the population experiencing deprivation relating to low income

Employment: Measures the proportion of the working age population in an area involuntarily excluded from the labour market

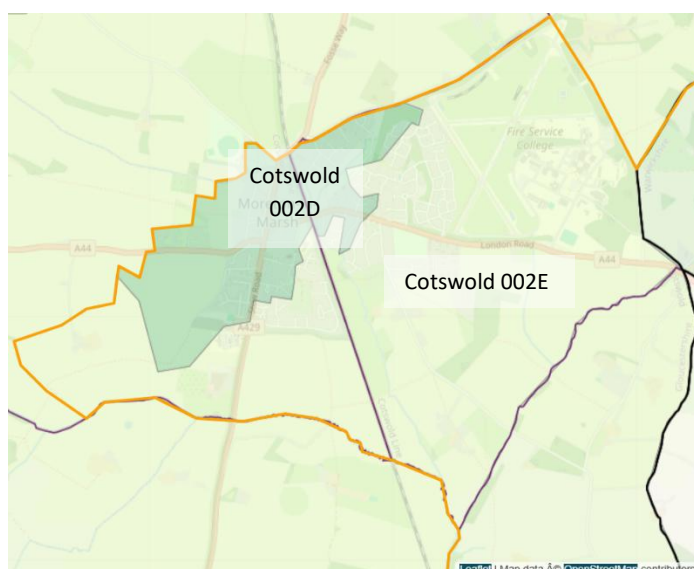
Education, Skills and Training: Measures the lack of attainment and skills in the local population

Health and Disability: Measures the risk of premature death and the impairment of quality of life through poor physical or mental health

Crime: Measures the risk of personal and material victimisation at local level

Barriers to Housing and Services: Measures the physical and financial accessibility of housing and local services

Living Environment: Measures the quality of both the 'indoor' and 'outdoor' local environment, e.g. indoor: proportion of houses with central heating; outdoor: air quality, road traffic accidents



For the purpose of IMD's Moreton-in-Marsh is split into two wards: Cotswold 002D and 002E.

These 2 wards were ranked overall as 17,850 and 25,479 out of 32,844 areas in England; where 1 is the most deprived area. This is amongst the 60% and 80% least deprived neighbourhoods in the country.

When split out by level, the results are quite diverse:

	Cotswold 002D Overall rank	Cotswold 002D Decile	Cotswold 002E Overall rank	Cotswold 002E Decile
Indices				
Overall Rank	17,850	6	25,479	8
Income	15,464	5	23,922	8
Employment	12,147	4	22,263	7
Education	9,325	3	14,773	5
Health	19,115	6	26,926	9
Crime	27,059	9	28,758	9
Barrier to housing	24,420	8	11,805	4
Living Environment	23,070	8	30,103	10
Decile=1 most deprived, 10 least deprived				

Section Two

Policy Context

NATIONAL AND REGIONAL POLICY

- This section of the plan explores the topic areas to be covered in the Neighbourhood Plan in more detail. Each section identifies relevant policies and evidence at the national, regional, and local level, as well as a summary of Moreton-in-Marsh resident's views collated to date.
- Evidence is drawn from a series of sources including:
 - The National Planning Policy Framework⁸ (NPPF) first published in March 2012 and revised in July 2018, updated February 2019, July 2021, December 2023 and December 2024.
 - The NPPF sets out the planning policies for England and how these are expected to be applied in order to achieve sustainable development.
 - The Local Plan for Cotswold District Council⁹ formally adopted by the Council on 3rd August 2018. It sets out the current situation for the district, as well as some overarching strategic objectives for the future.
 - The Local Plan now forms part of the Development Plan for the District and will be used in the determination of all planning applications submitted to the Council alongside policies in the Affordable Housing Supplementary Planning Document (2007)¹⁰
 - Cotswold District Local Plan Sustainability Appraisal 2017¹¹
- The purpose of the Sustainability Appraisal is to assess the environmental, social, and economic effects of approaches in order to help decide what the most appropriate policies will be.
- The Local Plan proposes 203 new homes over the period of the Local Plan (2011-2031) for Moreton-in-Marsh.
- In terms of employment land, MOR_E6 (Fire Services College B (7ha) has been allocated for B1 uses.
- Discussions with infrastructure providers have confirmed that the level of growth and development proposals are acceptable in principle. There are a number of infrastructure issues to be addressed. These include provision of a new primary school and investment in sewage treatment and sustainable urban drainage for surface water. An early review of primary health provision by the NHS may also be needed.
- Moreton has a good employment base (about 2,000 jobs), with a higher-than-average proportion of those jobs in growth employment sectors and a good balance of jobs to workers. The town's high sustainability ranking is despite the lack of both a secondary school and publicly-available leisure facilities.

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⁸ [National Planning Policy Framework December 2024](#)

⁹ [Cotswold District Local Plan \(2011 – 2031\)](#)

¹⁰ [LDF Affordable Housing Supplementary Planning document \(Adopted version 2007\)](#)

¹¹ [Cotswold District Local Plan SA Report 12th January 2017](#)

Section Three

Vision and Objectives

Challenges for Moreton-in-Marsh:

The Neighbourhood Plan seeks to address, as far as possible the challenges that face the community of Moreton-in-Marsh. In summary these challenges are:

1. Heavy Good Traffic and Congestion:
 - Recognising alternatives to the private car as a means of travel need to be provided for and their use encouraged, particularly in relation to cycling and walking.
 - Address the traffic, parking and movement situation in the centre of the town to ensure it remains a thriving key service centre for the north Cotswold.
2. Excessive Population Growth:
 - Ensuring strategic developments identified in the Cotswold Local Plan are integrated into the existing community of Moreton-in-Marsh so that they do not function as separate from the existing communities.
3. Loss of Green Space to Development:
 - Protecting the significant green spaces, views and biodiversity assets in the parish, increase habitat for wildlife and biodiversity and provide new accessible green space for the growing population.
 - Some of the walking / cycling routes in and around the town are in need of major improvements.
4. Flooding and Water Management:
 - Ensuring the growth in population arising from new development does not put an unacceptable strain on existing infrastructure; including (but not limited to) sewage and water infrastructure overload.
5. Economic Challenges:
 - Ensuring additional footfall generated from new economic activity uses Moreton-in-Marsh town centre.
 - Currently, residents “commute out” of Moreton-in-Marsh for employment meaning opportunities need to be sought to create more local employment in light of the new development which will take place.

Other challenges identified through community engagement:

- Anit-social behaviour and crime.

Vision for Moreton-in-Marsh

In 2031 Moreton-in-Marsh is an attractive, vibrant and prosperous market town with a wide range of housing options. Moreton benefits from excellent transport links, a network of safe walking and cycling routes. The town successfully blends its role as a key retail and service centre for businesses, residents and visitors in a green, bio-diverse, low carbon environment.

Objectives for Moreton-in-Marsh

Housing Objectives

- a. New developments to be energy efficient and climate adaptive.
- b. New developments to provide a range of housing to meet the needs of local people.
- c. New developments on brownfield sites to take priority over greenfield sites.
- d. To ensure new homes are of high-quality design and built to Building Research Establishment Environmental Assessment Method (BREEAM) standards.

Economy & Business

- e. New developments to facilitate and support the growth of the business base within Moreton-in-Marsh, creating more jobs across a diverse range of sectors.
- f. Support development of small business units/shared space.

Town Centre

- g. New developments to support and sustain a vibrant attractive and successful town centre that meets the needs of the local community and visitors.
- h. Improve the public realm and traffic management within and through the town to provide easier, safer and more pleasant access for residents and visitors, using developer contributions.

Environment

- i. Protect and maintain open green spaces.
- j. Protect and maintain archaeological and built heritage assets deemed to be of value to the community.
- k. Preserve and increase opportunities for biodiversity net gain.
- l. Preserve important views within the parish.
- m. Protect the sensitive natural environment and exceptional rural assets surrounding Moreton-in-Marsh.

Transport & Active Travel

- n. Create a more connected parish for residents and visitors alike, limiting the need for vehicular travel within the town and offering a genuine choice of transport options to help reduce congestion and emissions, to improve air quality and public health.

Community Aspirations

- As part of the consultation process for this plan, a number of issues were highlighted by the community as being necessary to maintain the competitiveness and governance of Moreton-in-Marsh in the future.
- It is recognised these are outside the scope of the Neighbourhood Plan; however, they have been mentioned many times by the community and inform some of the key objectives.
- Given that they clearly have such an importance, it is felt they should be documented for the community to see as well as to ensure these issues are highlighted to the relevant bodies.

Therefore, as well as being mentioned in the relevant policies section, these actions are identified in more detail in an Appendix xxx - Community Aspirations.

- Moreton-in-Marsh Parish Council does not have the resource to follow through on all the community aspirations identified during the preparation of the Neighbourhood Plan. The Council has therefore agreed to create and support a Community Plan Steering Group, which would be a delegated Committee of the Parish Council. The Group:
 - Should be largely composed of non-councillor residents.
 - Would develop a Community Plan, with professional support if required and within the budgetary constraints of Moreton-in-Marsh Parish Council.
 - Would determine the priority of the aspiration, a reasonable timeframe for completion and the body responsible for taking any required action.
 - Would report regularly to Moreton-in-Marsh Parish Council, which would be the responsible body for agreeing any public actions.

Section Four

Policies

Approach to Sustainable Development

Moreton-in-Marsh is designated in the Cotswold District Local Plan as the main service centre (Principal Settlement) for the North Cotswolds making it one of the area's most accessible settlements. The town's retail centre is also ranked fourth in the District, making it a key service centre in Cotswolds' retail hierarchy. As such, staged development within Moreton-in-Marsh will be supported, not least as this will help the settlement to continue to provide for the services and facilities required by a growing community.

Moreton-in-Marsh is considered to have one of the District's most accessible settlements with high employment and higher than average growth. However, there is no secondary school nor are there leisure facilities available to the public.

However, Moreton-in-Marsh benefits from the Cotswold Business Village and the Fire Services College and a railway station on the Oxford-Worcester line. Whilst this transport link is an advantage locally for commuting residents, it also leads to parking issues which are addressed through the Neighbourhood Plan.

The Local Plan cites these factors as contributing to the allocation of 203 houses over three sites in Moreton-in-Marsh.

It is also worth noting that Moreton-in-Marsh has been identified as at risk from flooding, a factor being addressed through the Neighbourhood Plan.

With the allocation of housing, it is crucial the infrastructure is in place to support this development in Moreton-in-Marsh, and this is identified in the Cotswold Local Plan. However, the Neighbourhood Plan addresses this issue to ensure locally identified issues are considered and needs met, especially in relation to the traffic and transport infrastructure.

In addition to the objectives set out above, the plan and its policies have also been developed with the following principles in mind. It is recommended that developers and applicants consider, where relevant, the following overarching principles of development when preparing and submitting planning applications within the neighbourhood area.

Early consultation with the Town Council and other community organisations is highly recommended, especially where the scheme is for more than a single dwelling or involves the use of a previously developed site. The town council wish to be informed about development in neighbouring areas outside the plan area, which may have an impact on residents in the neighbourhood area.

Where possible, applications which support the ongoing activities of social housing providers will be supported and encouraged, and applications should consider these opportunities at an early stage of preparing their planning application.

In considering the development or redevelopment of sites, applicants should be mindful to not overdevelop a site, in terms of delivering a scale or density of development which would be incongruous with its immediate neighbours and preserving local amenity.

Wherever possible, contributions for open space, highways and transportation and social housing should be spent locally, unless there are no viable options to do so locally.

Planning applications which accord with the policies in the plan will be approved unless material considerations indicate otherwise. Planning permission will also be granted where relevant policies in the neighbourhood development plan are out of date or silent unless:

Other relevant policies in the development plans for Cotswold indicate otherwise

Any adverse impacts of the proposal would significantly and demonstrably outweigh its benefits when assessed against the policies in the NPPF taken as a whole

Or specific policies in the framework or other material considerations indicate that development should be restricted.

Moreton-in-Marsh Town Council will take a positive approach to its consideration of development. The council and the local planning authorities will seek to work with applicants and other stakeholders to encourage the formulation of development proposals that can be approved.

This policy incorporates the key principle from the NPPF into the Plan. Where planning applications are to be considered against the policies of this plan then this policy will underpin the approach the council and local planning authorities will adopt in delivering sustainable development in the neighbourhood area.

Monitoring and Review

The Neighbourhood Plan has been prepared to guide development up to 2031. It is unlikely that the Neighbourhood Plan will remain current and completely relevant for the entire plan period and may, in whole or in part, require amendment before 2031.

This is particularly relevant as Cotswold District Council is in the process of updating its Local Plan.

The main question to be asked through the monitoring process is “Are planning applications being determined in accordance with Neighbourhood Plan policies?”

In all cases, the Town Council and its partners will undertake a partial review of the Neighbourhood Plan in five to six years after it is made.

Overview of Policies

- This section provides the planning policies which have been written, to explain how development in Moreton-in-Marsh should be approached, designed, and built, in order to support the objectives identified by the community set out in section xxx.
- There are a total of twenty policies addressing five topic areas. These are:
 - housing
 - economy and business
 - town centre
 - the environment
 - transport and active travel
- Each of the five policy sections are introduced by an explanation to the background to that particular issue as it relates to Moreton-in-Marsh and by setting out the local context and circumstances in which the policy area has been approached. This includes the problems, issues, concerns, objectives, and aspirations of the local community.
- Each of the twenty individual policies then form two parts:
 - the policy itself, which provides the wording which should be understood and followed by developers when proposing new development, and by the local planning authority when considering proposals.
 - a reasoned justification to provide an understanding of the reasons behind the policy, the background of the particular issue that the policy seeks to address, more detail on the outcome(s) that the policy is intended to achieve, and how the policy is expected to be implemented.
- Not all of the policies will be relevant to every type of development, but anyone proposing development in Moreton-in-Marsh will be expected to ensure that they consider and address the policies that are relevant to their proposals, so that the plan is implemented successfully to achieve the local community's objectives.

Policies and Objectives Matrix

Objective ref	Objective	Policy Ref
1	New developments to be energy efficient and climate adaptive.	1,2,4
2	New developments to provide a range of housing to meet the needs of local people.	2,3,4
3	New developments on brownfield sites to take priority over greenfield sites.	6
4	To ensure new homes are of high-quality design and built to Building Research Establishment Environmental Assessment Method (BREEAM) standards.	4,5
5	Ensure appropriate infrastructure is in place to support new development prior to completion of the project.	8,9
6	To support the provision of principle residence housing for those wishing to live in Moreton in Marsh.	10
7	New developments to facilitate and support the growth of the business base within Moreton-in-Marsh, creating more jobs across a diverse range of sectors.	11
8	Support development of small business units/shared space.	12,13
9	New developments to support and sustain a vibrant attractive and successful town centre that meets the needs of the local community and visitors.	14
10	Improve the public realm and traffic management within and through the town to provide easier, safer and more pleasant access for residents and visitors, using developer contributions.	14
11	Protect and maintain existing public open green spaces.	14,15,16
12	Protect and maintain archaeological and built heritage assets deemed to be of value to the community.	17
13	Preserve and increase opportunities for biodiversity net-gain.	18
14	Preserve important views within the parish.	19
15	Protect the sensitive natural environment and exceptional rural assets surrounding Moreton-in-Marsh.	20
16	Create a more connected parish for residents and visitors alike, limiting the need for vehicular travel within the town and offering a genuine choice of transport options to help reduce congestion and emissions, to improve air quality and public health.	5,21

Housing Policies

Housing Allocations in Cotswolds Local Plan

The current Cotswold District Plan 2011-2031 Policy S18 states that the following are allocated housing sites for this period:

- Land at Evenlode Road (63 dwellings)
- Land south east of Fosseway Avenue (91 dwellings and 28 dwellings on two sites)
- Former hospital site (21 dwellings)

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Policy One

ENERGY EFFICIENCY IN DEVELOPMENTS

Objective One

New developments to be energy efficient and climate adaptive.

Policy One: Climate Adaption and Energy Efficiency in Developments

- a) Land allocations and management which enhance carbon capture and ecological biodiversity whilst reducing flood risk are welcomed.
- b) The fitting of renewable energy systems to domestic property is supported where appropriate in terms of architecture and location.
- c) Proposals for the development of new housing, extensions to dwellings or business premises, will be particularly supported where they are designed to generate as much of their energy as reasonably feasible from renewable sources.
- d) New development should be conditional on an energy assessment which minimises carbon footprint and energy requirements.
- e) The impact of the growth of electric vehicle use e.g. the need for charging points, should be fully taken into account in assessing domestic, commercial or industrial planning applications.
- f) Developments which show innovation and imagination to achieve zero carbon will be welcomed.

The objective of Policy 1 is to ensure that any new development in the town helps to reduce the climate change causes and impacts. It does this by supporting new developments which are energy efficient, use renewable energy and mitigate the effects of climate change.

Reasoned Justification for Policy One

- 1 Whilst the volume and location of new development is important, so also is the quality of new housing in terms of energy efficiency, building design, safety and local environment.
- 2 The National Planning Policy Framework stresses the importance of well-designed places and we endorse its recommendations.
- 3 Cotswold District Council Core Strategy also emphasises both that quality design must be accorded priority if places are to be shaped as sustainable, and socially, economically and environmentally responsive.
- 4 New development both residential (including conversions) and non-residential should demonstrate a commitment to sustainable design and construction. In relation to climate change, increasing energy efficiency through design, and prioritising the use of sustainable low or zero-carbon forms of renewable energy generation are all important objectives.
- 5 On 10th September 2019 CDC declared a climate emergency, focussing on net-zero carbon and achieving 100% clean energy use as soon as possible. This policy aims to build on this basis.
- 6 When asked 'What size/type of new housing would you support?', respondents to community engagement showed the strongest support (60%) for 'homes built to higher environmental standards'.
- 7 62% of respondents agreed or strongly agreed with the statement 'The town should aim to be self sufficient in locally generated renewable energy, as far as possible.'

- 8 Paragraph 161 of the NPPF says ‘The planning system should support the transition to net zero by 2050 and take full account of all climate impacts including overheating, water scarcity, storm and flood risks and coastal change.’. This policy aims to build on this.

Policy Two	Policy Two: Managing Flood Risk
<p data-bbox="233 465 525 551">MANAGING FLOOD RISK</p> <p data-bbox="212 618 400 654"><i>Objective One</i></p> <p data-bbox="212 705 542 817">New developments to be energy efficient and to climate adaptive.</p>	<p data-bbox="611 407 1406 607">a) When proposals for development are being considered, all sources of flood risks must be considered at the appropriate stages and the sequential and exception tests used to divert development to areas with lower probability of flooding, in accordance with NPPF guidance.</p> <p data-bbox="611 607 1406 936">b) Proposals for development on land identified by the Environment Agency as lying within either Flood Zone 2 or 3, or in Flood Zone 1 in the circumstances outlined in footnote 63 of paragraph 181 of the December 2024 NPPF, will require a Flood Risk Assessment (FRA), using appropriate calculations based on the highest expected groundwater levels for the area (200 year maximum). Proposals will only be supported where it can be demonstrated in the FRA that:</p> <p data-bbox="611 936 1406 1021">1) they include appropriate site-specific measures to address effectively all the identified surface and ground water issues; and</p> <p data-bbox="611 1021 1406 1059">2) any residual flood risk can be safely managed.</p> <p data-bbox="611 1059 1406 1140">c) Where it is appropriate to do so new developments should incorporate Sustainable Drainage Systems (SuDS).</p>

The objective of Policy 2 is to minimise both of these events by ensuring that the capacity and capability of the local water management infrastructure is able to support any new development. This includes reducing flood risk in the town and the discharge of sewage into the local water courses.

Reasoned Justification for Policy Two

- 9 Moreton-in-Marsh is subject to flooding and in addition to river flooding, has experienced groundwater, surface water and sewage flooding. In the summer of 2007, the High Street was under water for days following heavy rain and flash flooding.
- 10 Due to the topography of the parish, flooding arising from surface water run-off is a major issue for parts of the parish.
- 11 The CDC flood defence update map¹² identifies 5 different locations within Moreton-in-Marsh as parish flood locations.
- 12 The decision notice¹³ for the development of 250 homes at Dunstall Farm laid out 5 conditions relating to water and flooding issues, including limiting occupancy to just 50 dwellings until actions have been completed to reduce risk of foul water and sewage.
- 13 The world’s climate is changing and will continue to change as a result of greenhouse gas emissions, even if global warming is limited to 1.5°C above pre-industrial level. In England, hotter drier summers, milder wetter winters, rising sea levels and more extreme weather events

¹² [Moreton-in-Marsh flood update location map](#)

¹³ [CDC Planning Permission application ref 19/02245/FUL](#) para’s 25/26/27/28/35

are expected in future. Projected changes in climate are expected to have a large impact on the water environment as a result of changes in sea level, river flow, groundwater recharge and water temperatures. Flooding, caused by intense or prolonged rainfall, as well as by sea level rise and coastal storm surges, has become more likely in recent years and this trend is expected to continue. Many people will experience climate change through its effects on water, and especially through floods and droughts.

- 14 The draft CDC strategic flood risk assessment¹⁴ para 5.4 identifies the area surrounding Moreton-in-Marsh as being in groundwater hazard classification levels 3 or 4 meaning there is a risk of groundwater flooding to surface and subsurface assets. There is the possibility of groundwater emerging at the surface locally or Within this zone there is a risk of groundwater flooding to both surface and subsurface assets. Groundwater may emerge at significant rates and has the capacity to flow overland and/or pond within any topographic low spots (level 4). It also highlights that groundwater flood risk should be afforded equal standing in importance and consideration as fluvial and surface water flood risk.
- 15 A briefing by the European Environment Agency in 2024 identified levels of Perfluorooctane Sulonfate (PFOS) at 2,000 times higher¹⁵ than environmental standards in water samples taken from a stream in Moreton-in-Marsh.
- 16 Thames Water do not expect to meet the government's targets for storm overflows in Moreton-in-Marsh until 2040-2050¹⁶

Policy Three

HOUSING MIX

Objective Two

New developments to provide a range of housing to meet the needs of local people.

Policy Three: Housing Mix

- a) Proposals for more than six dwellings should demonstrate how the applicant has sought to meet local needs in line with the Moreton-in-Marsh Housing Needs Analysis.
- b) Proposals should provide for a mix of housing sizes and the delivery of smaller dwellings. At least 25% of dwellings should meet Lifetime Home Standards or its equivalent.
- c) All proposals for new housing development must demonstrate how the types of dwellings provided will help ensure a balanced mix of housing for Moreton-in-Marsh, particularly through the provision of:
 - 1) dwellings for smaller households.
 - 2) purpose-designed, accessible accommodation for older persons or those with mobility needs.
 - 3) one or two-bedroom accommodation for those wishing to downsize whilst retaining reception space.
 - 4) starter homes for those wishing to enter the housing market.
 - 5) Land for self-build opportunities.
- d) The precise housing mix of new development will be determined on a site-by-site basis, having regard to viability and other relevant factors.

The objective of Policy 3 is to ensure that Moreton-in-Marsh remains a sustainable settlement with a balanced provision of housing. It seeks to ensure that any new housing development in Moreton-in

¹⁴ [CDC Strategic flood risk assessment](#)

¹⁵ [ENDS Report 14/11/2024](#)

¹⁶ [Investment plans for storm discharge sites](#)

Marsh includes the kinds of homes and tenures which meet the expressed needs of the local community, including smaller homes suitable for older people wishing to downsize and young people seeking an affordable first home for themselves or their families.

Reasoned justification for Policy Three:

- 17 The purposes of Policy 3 are to ensure that new housing development in Moreton-in-Marsh includes the kind of homes which meet the expressed needs of the local community, including smaller homes suitable for older people wishing to downsize and young people seeking an affordable first home for themselves or their families.
- 18 The National Planning Policy Framework¹⁷ says that the planning system should deliver a wide choice of high-quality homes and that it should provide for a mix of housing types based on current and future demographic trends, market trends and the needs of different groups in the community.
- 19 Policy 3 seeks to ensure that Moreton-in-Marsh remains a sustainable settlement with a balanced provision of housing for people who may experience difficulties in accessing suitable housing in the parish and older persons wishing to move to more suitable accommodation.
- 20 The demographic groups to which policy 3 applies include younger persons seeking their first home, young persons seeking a smaller family home and older persons seeking smaller more manageable accommodation.
- 21 When asked in the community engagement what size/type of housing would be supported, 58% of respondents recorded 'support' or 'strongly support' for small 2 bed houses.
- 22 60% of respondents also recorded 'support' or 'strongly support' for bungalows.
- 23 55% of respondents supported or strongly supported Government Starter Homes (20% discount on market value for under 40's).
- 24 Smaller homes need to provide large reception space to suit downsizers.

¹⁷ [National Planning Policy Framework Para 61-77](#)

Policy Four

AFFORDABLE HOUSING

Objective Two

New developments to provide a range of housing to meet the needs of local people.

Policy Four: Affordable Housing

- a) Development proposals which make provision for affordable homes should reflect local need and contribute to the objective of creating a mixed and balanced community. All affordable homes should be:
- a. provided within the development, distributed throughout the development and fully integrated within the market housing,
 - b. built using the same materials and in the same style as any market housing on the site,
 - c. such that residents of affordable homes have the same access to all communal facilities as the residents of market housing
 - d. of a type, size and tenure that meets local needs including provision of homes for rent,
- b) In all new housing developments providing affordable housing the first occupancy of all affordable homes will be prioritised for households with a strong local connection with the parish of Moreton-in-Marsh, as defined at xxx below and any relevant planning policy guidance.
- c) Proposals should be accompanied by a statement demonstrating how the development addresses local affordable housing needs as set out in the Cotswold Strategic Housing Market Assessment 2015 (or subsequent updates).
- d) Development proposals which safeguard a proportion of the affordable homes from future sale and maintain affordability of the homes in perpetuity will be supported.

The objective of Policy Four is to ensure that people with strong local attachments either through family or work, are able to find suitable local accommodation so that they can live in the town.

Reasoned Justification for Policy four

- 25 Local Affordable Housing needs as defined in the Cotswold District Council SHMA¹⁸, Further Update, Affordable Housing, identifies affordable housing needs for the District.
- 26 When applied to general affordable housing the following requirements should be used to assess local need:
- An individual/at least one adult member of a couple or family unit seeking an affordable dwelling who has either lived or worked (at least 20 hours per week, paid or unpaid) continuously in the Neighbourhood Plan Area for at least the last 12 months.
 - An individual/at least one adult member of a couple or family unit seeking an affordable dwelling who has a family member (defined as grandparents, parents, siblings or children of the applicant) that currently lives in the Neighbourhood Plan Area and has done so continuously for the last five years or more.

¹⁸ [Cotswold District Council SHMA 2016](#)

- An individual/at least one adult member of a couple or family unit seeking an affordable dwelling who was demonstrably forced to move away from the Neighbourhood Plan Area due to a previous lack of affordable housing.
- 27 In addition, when applied to exception sites:
- An individual/at least one adult member of a couple or family unit seeking an affordable dwelling who has lived in the Parish continuously for at least the last six months.
26. 42% of respondents supported or strongly supported new affordable shared ownership housing.
27. 92% of respondents to the Vision & Objective survey agreed or strongly agreed with the objective 'New developments to provide a range of housing to meet the needs of local people'.

Policy Five

Policy Five: Well Designed Housing and Places

HOUSING DESIGN

Objective Two

New developments to provide a range of housing to meet the needs of local people

Objective Four

To ensure new homes are of high-quality design and built to Building Research Establishment Environmental Assessment Method (BREEAM) or equivalent, standards.

- a) Proposals for new development should demonstrate high quality design, reflect local distinctiveness, and seek to incorporate local design features evident in buildings in the surrounding area.
- b) For residential development, local architectural features will be encouraged where appropriate to a development.
- c) New development proposals should demonstrate how they are consistent with the requirements of the Botley Design Guide (Appendix XX) unless protections for the historic environment, set out in other policies of the Local Plan, would be compromised.
- d) Development, whether residential or commercial, that seeks to meet the highest possible standards of construction Code for Sustainable Homes and BREEAM (Building Research Establishment Environmental Assessment Method) standards or equivalent will be strongly supported.
- e) Layouts must retain important trees and hedgerows. The planting of new trees and shrubs of similar species to those already evident in the immediate surroundings is required.
- f) New developments are required to provide adequate on-site refuse and recycling storage while minimising its visual impact.
- g) Wherever possible, developments should be screened from the road using earthworks, native species green hedging and/or trees for highway boundaries wherever possible and where these are in keeping with the existing streetscape.
- h) Where appropriate, developments should demonstrate how they are designed to ANGSt (Access to Natural Greenspace) standards.
- i) Proposals which provide for adaptable spaces suitable for home working will be strongly supported.
- j) Sufficient space should be identified to provide allotments for a minimum of 10% of the new dwellings unless credible evidence shows this not possible.
- k) The provision of high-quality open space with the opportunity for recreation and physical activity is expected to be included in any Design and Access statement related to new development.

Reasoned Justification for Policy Five

- 28 The design of new residential properties and the space in which they sit is important. Developers will be expected to demonstrate in their applications that the design and layout of the proposed development is sympathetic to the character of its immediate surroundings. This is not only because such an approach should be expected of all residential developments in the twenty-first century but because Moreton-in-Marsh is a parish that has a rich heritage of quality residential development and wishes this tradition to be maintained. For this reason, the Moreton-in-Marsh Design Guide has been produced to guide development.
- 29 There is already a rich variety of architectural styles in the Plan area and any new development should contribute to this variety while being sympathetic to the existing character of this part of the Cotswolds. The Cotswold Design Code¹⁹ forms part of the Cotswold Local Plan and is a material consideration in planning decisions. It includes Design and Architectural Design Guidelines, Local Vernacular Design Guidelines and Design Guidelines.
- 30 In addition to these locally developed guidelines, we wish to ensure that developers pay due regard to current relevant national design guidance, codes, standards, toolkits, award schemes etc., meeting standards and wherever viable, exceeding them. These standards include Housing Design Awards²⁰, Homes and Communities Agency Affordable Houses Survey²¹, Building in Context,²² Building for a Healthy Life (previously Building for Life 12)²³ Manual for Streets²⁴, BRE Home Quality Mark and other relevant BREEAM schemes (ref Evidence list and Glossary)²⁵.
- 31 The three underlying principles of ANGSt are:
- a. Improving access to green spaces.
 - b. Improving naturalness of green spaces.
 - c. Improving connectivity with green spaces. at the same time as delivering a wide range of environmental, social and economic benefits.²⁶

¹⁹ [Cotswold District Local Plan Appendix D](#)

²⁰ [Housing Design Awards](#)

²¹ [Homes and Communities Agency Affordable Homes Survey](#)

²² [Building in Context](#)

²³ [Building for a Healthy Life](#)

²⁴ [Manual for Streets](#)

²⁵ [BREEAM](#)

²⁶ [ANGSt Standards \(Access to Natural Greenspace Standards in towns and cities \(English Nature\)\)](#)

PARKING IN RESIDENTIAL DEVELOPMENTS

Objective Four

To ensure new homes are of high-quality design and built to Building Research Establishment

Environmental Assessment Method (BREEAM) or equivalent standards.

Objective Sixteen

Create a more connected parish for residents and visitors alike, limiting the need for vehicular travel within the town and offering a genuine choice of transport options to help reduce congestion and emissions, to improve air quality and public health.

Policy Six: Parking in Residential Developments

a) **Designated off-street parking.**

New residential development within the Plan area will provide an adequate level of off-street parking for residents. The following minimum standards will apply:

- o 1-bed dwelling: 1 off-road car parking space
- o 2-bed dwelling: 2 off-road car parking spaces
- o 3-bed dwelling: 2 off-road car parking spaces
- o 4-bed dwelling: 3 off-road car parking spaces
- o 5+ bed dwelling: 4 off-road car parking spaces.

b) Where communal, unallocated off-street parking is provided for eight or more dwellings, the minimum standard for 2-bedroom dwellings and above may be reduced by one space per four dwellings.

Garages as off-street parking

c) Where garages are to be counted as an off-street parking space the following minimum internal dimensions should apply:

- o Single garage: 3.0 metres wide x 6.0 metres deep
- o Double garage: 5.7 metres wide x 6.0 metres deep

d) Accessible roof storage space should be provided where feasibly possible, to encourage use of garage space for vehicle parking.

Visitor parking

e) New residential development within Moreton-in-Marsh will provide adequate designated additional parking for visitors, at a minimum of one space per two dwellings. This can either be off-street or on-street, subject to the wider guidance set out within this policy. Visitor parking should be marked as such.

f) Parking spaces will be required to be constructed of permeable surfaces to minimise surface water run-off.

g) During the planning process for developments in reasonable proximity to the town centre (easy walking distance of approximately fifteen minutes), the provision of public car parking must be explored as well as

opportunities for "active travel".

Reasoned justification for Policy Six:

SG-This policy will need strong evidence of previous poor parking or where emergency vehicles had been obstructed.

The objective of policy six is to reduce on-street parking in residential areas to improve the visual appearance of the development, give more pleasure to people walking through the space and address safety issues due to restricted space on the carriageway or pavement.

25. CDC Local plan: "Tourism and local tourist accommodation has a positive impact on the vibrancy of the Centre. However, parking issues and congestion hinder the retail and tourism function of

the town; adversely affects local residents; and hampers the town's ability to strengthen / maintain its position as the main service centre for the north Cotswolds. Proposals for new development will take account of the provision of parking facilities and congestion issues in the centre of the town". It also goes on to say in section 9.8.4 "The importance of parking as a key issue in town centres is recognised in Policy INF5: Parking Provision. Furthermore, the Local Planning Authority will, as part of the approach to retail and town centre development, put measures in place to:

Review town centre parking; Continue to improve and enhance public realm and streetscape; Deliver traffic management improvements; and Support and promote markets.

26. A recent planning application²⁷ for 67 homes compelled over 50 residents to object, many on the basis of issues this would cause with parking on the already-busy Evenload Road.

Policy Seven

BROWNFIELD FIRST

Objective three

New developments on brownfield sites to take priority over greenfield sites.

Policy Seven: Brownfield first

- a) The reuse of formerly developed land (brownfield land) will be strongly supported.
- b) Development on these sites and any other brownfield sites will be supported.

Reasoned Justification for Policy Seven

The objective of policy seven is to minimise the loss of green spaces, agricultural land and countryside by ensuring that previously developed sites are considered for new development first.

27. Paragraph 120 (c) of the NPPF (2021) states that planning policies, and decisions should, "give substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs, and support appropriate opportunities to remediate despoiled, degraded, derelict, contaminated or unstable land;"
28. The sight of derelict sites is a disincentive to investors in a town and greenfield development draws life out of the towns. Moreton-in-Marsh residents are keen to maintain and increase the vibrancy of the town centre and so are keen to explore all opportunities to rejuvenate any derelict areas.
29. Brownfield sites tend to be much better located than greenfield sites, closer to shops, education, healthcare and public transport.
30. Building on brownfield land presents opportunity to simultaneously remove local eyesores and breathe new life into urban areas in need of regeneration. It can bring homes, jobs and services closer together, reduce car dependence and enhance communities.

²⁷ [19/00086/OUT Land to East of Evenload Road](#)

INFRASTRUCTURE

Objective 5

Ensure appropriate infrastructure is in place to support new development prior to completion of the project.

Policy Eight: Hard Infrastructure

a) New development should not compromise the ability of the local infrastructure to support the existing settlement, and the proposed development concerned.

b) Proposals for new development will be required to demonstrate how the infrastructure plans are adequate for the number of proposed dwellings. This requires (in instances where new dwellings or new non-residential buildings are proposed for major development (i.e., 10 or more dwellings / at least 1,000m² of floorspace):

1. the relevant water supply, wastewater treatment to be considered in line with policy 2 of this plan and

2. electricity distribution and transmission network providers to be consulted.

3. traffic and transport assessments, identifying and quantifying the effects of the traffic generated by the scheme on its own, and in combination with other consented and allocated schemes, on the Moreton-in-Marsh Conservation Area and on other heritage assets in the Town Centre.

Where the potential for adverse effects has been identified, then the proposals must make provision for the necessary mitigation measures to avoid contributing to the adverse effects caused to those assets.

It is expected that this infrastructure will be in place no later than the completion of development.

Nationally Significant Infrastructure Projects (NSIPs) and Utility plans that impact on the Parish and its surrounding area that are approved or updated are to be disclosed as soon as possible to ensure that plans within the Parish boundary are suitably adapted.

The Hard Infrastructure is the physical systems that enable the town to operate successfully. It includes buildings, roads, paths, utilities and technical systems (networks and cabling) as well as the assets required to make them operational.

Reasoned Justification for Policy Eight

30 New development will inevitably put a strain on existing infrastructure, and new proposals for development will need to demonstrate how this has been taken into account and how appropriate new infrastructure is included as part of the masterplan.

31 Moreton-in-Marsh already has infrastructure and services that are under strain, including education, transport and utilities provision. As a result of further housing development delivered as part of the Cotswold District Local Plan and Moreton-in-Marsh Neighbourhood Plan, additional healthcare facilities, community and sports facilities and infrastructure are likely to have to be provided to meet the resulting increase in population.

- 32 As a rule of thumb, approximately 5 (five) primary school pupils and 2.5 secondary school pupils are created on any 20-dwelling residential scheme which has a mix of dwelling sizes²⁸. Equally, any 20-dwelling scheme will create a lot more new residents who will require access to the network of local footpaths and cycle routes.
- 33 Therefore, in respect of residential development, the construction of new dwellings on larger schemes of 30 or more dwellings must be phased to ensure adequate time is allowed for identified local services and infrastructure to be expanded, in order to limit any sudden adverse impact of an increased population on the community and surrounding parishes.
- 34 The A429 and A44 both run through the centre of Moreton-in-Marsh.
- 35 When asked through the community engagement to rank their greatest concerns about living in Moreton-in-Marsh, respondents ranked 'Heavy Goods traffic and congestion' their top concern out of 15 options.

Policy Nine

SOFT INFRASTRUCTURE

Objective 5

Ensure appropriate infrastructure is in place to support new development prior to completion of the project.

Policy Nine: Soft Infrastructure

1. New development should not compromise the ability of the local infrastructure to support the existing settlement and the proposed development concerned.
2. New housing will only be permitted where it can be demonstrated that there is the necessary capacity in the community and physical infrastructure and services are available to support the increase in population.
3. Proposals for development of 30 or more dwellings or planned large multi-phased development must ensure infrastructure and services are sufficient to address the impacts arising from the growth in population, and in place prior to completion of the development.

Reasoned justification for Policy Nine

35. Moreton in Marsh already has infrastructure and services that are under strain, including education, transport and utilities provision. As a result of further housing development delivered as part of the Cotswold District Local Plan and Moreton in Marsh Neighbourhood Plan, additional healthcare facilities, community and sports facilities and infrastructure are likely to have to be provided to meet the resulting increase in population.
36. As a rough rule of thumb, approximately 5 (five) primary school pupils are created on any 20-dwelling residential scheme which has a mix of dwelling sizes. Equally, any 20-dwelling scheme will create a lot more new residents who will require access to the network of local footpaths and cycle routes.
37. Therefore, in respect of residential development, the construction of new dwellings on larger schemes of 30 or more dwellings must be phased to ensure adequate time is allowed for identified local services and infrastructure to be expanded, in order to limit any sudden adverse impact of an increased population on the community and surrounding parishes.

²⁸ [Homes England Fact Sheet 5: New homes and school places](#)

Policy Ten: Principal Residence Housing

PRINCIPAL RESIDENCE HOUSING

Objective 2

New developments to provide a range of housing to meet the needs of local people

Objective 6

To support the provision of principle residence housing for those wishing to live in Moreton in Marsh

- a) Due to the impact on the local housing market due to the growth of dwellings used for holiday accommodation and second homes, new open market housing will only be supported where there is a restriction to ensure its occupancy as a principal residence.
- b) This occupancy restriction will be guaranteed through the imposition of a planning condition or legal agreement.
- c) A principal residence is defined as one occupied as the resident's sole, or main residence where they spend the majority of their time when not working away from home.
- d) This obligation on new market homes will require that they are occupied only as the primary residence of those persons entitled to occupy them. Proof of entitlement will be verifiable via evidence such as inclusion on the electoral register or registration for local services.

The objective of policy 10 is to maintain the vibrancy of the local community and its economy.

Second homes and holiday homes are killing many communities around the country including and it is already an increasing problem in the Cotswolds.

The homes remain empty for much of the time, so do not contribute to the local economy or the local community. They reduce the available housing stock for local people and push up prices so that they are unaffordable for many local people.

Whilst Moreton-in-Marsh might suffer this problem less than some of the more popular tourist destinations, it is a problem for the town.

Reasoned Justification for Policy Ten

An analysis by 'Action on Empty Homes'²⁹ show that in 2023 2,639 homes in the Cotswolds were not in residential use on a long-term basis or were second homes, up from 2,312 in 2022. This equates to one in seventeen homes were out of long-term use. This makes the Cotswolds the 11th highest out of 774 local authorities with second homes.

Of these, 709 were long-term vacancies, unoccupied for at least six months, and 1,739 were second homes. This means one in every 18 homes in the Cotswolds were out of use – one of the highest rates in England. Awaiting reference source

On 7th March 2024, Cotswold District Council agreed³⁰ to levy the maximum level of premium for Empty Homes as set out in the Levelling Up and Regeneration Act 2023. The report to the Council³¹ noted: "The intention of the premium is to return second homes to the local housing market thereby increasing the level of available stock for permanent residents."

²⁹ [Long-term empty homes by local council areas](#)

³⁰ [CDC Decision details](#)

³¹ [Council Tax Premium-second homes and long-term empty properties](#)

Economy and Business Policies

Policy Eleven

EMPLOYMENT LAND

Objective Seven

New developments to facilitate and support the growth of the business base within Moreton-in-Marsh, creating more jobs across a diverse range of sectors.

Policy Eleven: Employment Land

- a) There will be a general presumption against the loss of locations that provide employment within the Parish, either as a result of proposals for a change of use or for the redevelopment of existing premises or sites of employment for non-employment use.
- b) Proposals for change of use or redevelopment, which would result in the loss of employment use, will only be acceptable if they demonstrate the following:
 - 1. The premises or site is no longer required for employment use in terms of need or demand, by the premises or site having been marketed for a period of not less than one year for employment use and no occupier has been found. Full details relating to the marketing must accompany any proposal,
 - 2. That the alternative use proposed will be a positive contribution to the sustainability of Moreton-in-Marsh.
- c) Proposals put forward which increase the availability of employment land will be strongly supported.
- d) Schemes which include proposals for the inclusion of environmentally friendly measures will be strongly supported. This may include (but not restricted to) the following measures:
 - 1. Solar energy
 - 2. Harvesting rainwater for use
 - 3. Pollution and waste reduction
 - 4. Lower carbon emissions
 - 5. High standards of insulation
 - 6. Where surplus energy is produced through self-generation, a scheme for reuse of this energy locally will be supported.

Prosperity is key to the success of any settlement. So it is vital that any increase in population in the town should be accompanied by a proportionate increase in employment opportunities. In fact, historically, the population follows the jobs rather than the other way round. It is also important that jobs are provided locally, so that people can work locally and don't have to commute each day. This helps to reduce carbon emissions, but also binds the community together socially.

Reasoned Justification for Policy Eleven

38. The CDC Local Plan identifies Moreton-in-Marsh towns retail centre as fourth in the district, '...a 'key centre' role in the District's retail hierarchy, functioning as an important service centre and providing for an extensive rural catchment area..'

39. The Fire Service College is identified as an area for increase in employment opportunity and Cotswold Business Village is currently one of the main employment areas in the Cotswold district.
40. Paragraph 7.21.1 of the CDC Local Plan³² states that Moreton-in-Marsh is ‘..widely regarded as the main service centre for the north Cotswolds..’ and ‘..one of the District’s most accessible settlements..’.
41. Paragraph 7.21.4 goes on to say ‘..the town is considered to have potential for its employment role to increase.’
42. National planning policy states “..local planning authorities should: “Recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;”
43. The community acknowledges the importance of bringing derelict buildings and commercial brownfield sites back into economic use however, a number of vacant or derelict land and buildings undermine the high quality of some areas of the parish. This is especially true within the historic core, where the quality of the shopping street and the gateway is undermined by closed shops and units. Bringing these back into use is a key aspiration of the plan.
44. Community engagement showed 57% of respondents would support the Neighbourhood Plan identifying further land for employment use. 65% would support the NP identifying buildings for employment use within the town centre.

Policy Twelve

SMALL BUSINESS UNITS

Objective Eight

Support development of small business units/shared space.

Policy Twelve: Small Business Units

Proposals which provide for work hubs to accommodate small business units will be strongly supported.

- Development proposals will be supported that will enable the expansion and retention of small, local businesses. Support will also be given to development proposals for the establishment of new businesses that diversify and strengthen the local economy without significantly adversely affecting the distinctive character of the community or creating significant additional traffic.
- Applications will be particularly encouraged if they offer employment opportunities to local people. In particular, strong support will be given to development proposals that provide space for small start-up businesses.

Reasoned justification for Policy Twelve

45. The improvement to local employment opportunities will not only provide employment, in particular the chance for local people to access jobs but will ensure that these are sustainable in terms of the patterns of commuting that they generate.
46. Nationally there has been strong growth in self-employment and it is considered that, to grow medium and larger-sized businesses in and around Moreton-in-Marsh, it is necessary to nurture business start-ups.

³² [Cotswolds District Local Plan 2011-2031](#)

47. The Bank of England reported³³ that the number of new business registrations increased from 50,000 a month to 60,000 a month after March 2020 and solo entrepreneurs rose from 60% to 65% of the total (in other words, the uplift is almost entirely down to an increased number of solo entrepreneurs).
48. Not all these businesses will require employment space, as many people will work from home. However, for small start-up businesses, the ability to access workspace on flexible, 'easy-in, easy-out' terms helps to provide the foundation to grow a business.
49. It is therefore important to ensure that employment land is used to meet local needs for a provision of a range of types and sizes of businesses to promote the vitality and viability of the town, including start-ups and micro businesses (a business of less than 10 employees).
50. This will also encourage younger people of working age to remain in the area rather than seeking work in the surrounding area or further afield.

Community Aspiration 1 Local Business Hub

Create a local business network whereby local businesses can have a voice which is heard, understood and acted on.

³³ [Business creation during Covid-19](#)

Policy Thirteen

RETAIL PROVISION

Objective Eight

Support development of
small business
units/shared space

Town Centre Policies

Policy Thirteen: Retail Provision

- a) Within the Core Retail Area, Fig xxx the loss of Class E uses as a result of proposals for change of use or for redevelopment for non-retail use (C3), where prior approval is not given, will generally not be supported.
- b) Proposals for change of use or redevelopment which would result in the loss of Class E retail use will only be acceptable if they demonstrate the following:
- a. The premises or site is shown to be no longer required for retail use in terms of need or demand, by the premises or site having been marketed for a period of not less than one year for retail use and no occupier having been found. Full details relating to the marketing must accompany any proposal.
- b. That the alternative use proposed will be deliverable and make a positive contribution to the sustainability, vitality and viability of Moreton-in-Marsh.

The objective of policy thirteen is to enable the town centre to continue to be an attractive and prosperous centre that serves not only Moreton residents but also those in surrounding villages as well as tourists.

Moreton-in-Marsh's town centre is vitally important to the feeling of place that it provides and also to the town's prosperity and vitality.

- It is regarded as a service centre to the surrounding area providing a range of shopping, social and leisure activities, hospitality, healthcare and education services.
- The retail centre ranks fourth in the District.
- It is a conservation area which is unique centre due to its broad high street, its greens, its lines of trees and its historic buildings.
- It provides much of the employment within the town and is an attraction for tourists.

However, Moreton is at the crossroads of the A429 (Fosse Way) and the A44 so is plagued at times with HGV's and traffic congestion which generate air and noise pollution which detract from the pleasure of pedestrians. The A429 in particular, also divides the High Street as it can be difficult to cross.

There is potential to manage the traffic better and provide more space on the High Street for pedestrians so that the quality of life can be improved along with the economy generated on the High Street from the local community and visitors alike.

Reasoned Justification for Policy Thirteen

51. National planning policy guidance "...supports the viability and vitality of town centres by placing existing town centres foremost in both plan-making and decision-taking."

52. An article by the Local Government Association³⁴ highlights the permanent changes on the high street since the pandemic *'Patterns of work and commuting have, and will remain, changed – with implications for the future of high streets. The pandemic will prompt a permanent shift in the home location decisions of many families, and domestic tourism and staycationing will remain above pre-pandemic levels. The pandemic has reinvigorated interest in community and what's local, while technology has proven capable of replacing in person and physical connections in many aspects of daily life.'* Moreton-in-Marsh needs to adapt new experiential offers and new technology to entice visitors and increase footfall. The report continues *'Many residents in villages, green belt and peripheral settlements with office-based jobs are continuing with hybrid working in the near-term, and high streets in these locations will need to meet the demands of former commuters. With fewer commuters leaving home during the day, high streets in feeder towns and suburban centres stand to benefit from increased footfall and a new higher spending weekday demographic.'*
53. Every effort should be made to retain the retail area of Moreton-in-Marsh as a welcoming and enticing destination.
54. The improvement to local employment opportunities will not only provide employment, in particular the chance for local people to access jobs but will ensure that these are sustainable in terms of the patterns of commuting that they generate.
55. All new built development should be of a scale and design which harmonises with the character and role of the centre and with the scale and architectural composition of any adjacent buildings. Details of materials and any landscaping proposals will also be taken into account when considering applications.
56. The vitality of the retail area within the town centre is largely dependent on primary retail frontages and so it is important that the retail frontages be retained and enhanced, and the majority of the businesses located in the primary area are retail outlets.
57. 32% of respondents to the community engagement said they would support the provision of new shops and retail through the NP. 20% agreed there was a need for more retail jobs.
58. When asked 'Should the use of town centre premises be protected? 38% agreed 'yes, protected' and 49% agreed 'Yes, some protection but recognise things change and we need to let this happen'.

³⁴ [Creating resilient and revitalised high streets in the 'new normal'](#)

Policy Fourteen

INFRASTRUCTURE INVESTMENT PRIORITIES

Objective Nine

New developments to support and sustain a vibrant, attractive and successful town centre that meets the needs of the local community and visitors.

Objective Ten

Improve the public realm and traffic management within and through the town to provide easier, safer and more pleasant access for residents and visitors, using developer contributions.

Policy Fourteen: Infrastructure Investment Priorities

1. Subject to viability and to compliance with S106 Infrastructure Regulations and CIL regulations, all housing developments of 10 or more homes will be expected to contribute to the following local priorities:

- a. Green infrastructure within the town centre
- b. Additional car parking via the transport hub

Reasoned justification for Policy Fourteen

Community Aspiration 2 Overnight parking in town centre

Introduce residential parking permits to prevent overnight parking in the town centre

Environment Policies

Policy Fifteen

LOCAL GREEN SPACES

Objective Eleven

Protect and maintain open green spaces.

Policy Fifteen: Local Green Spaces

The following areas, as shown on the proposals maps xxx, are designated as Local Green Spaces:

1. Moreton Rangers FC, London Road
2. Woodland north-west, west and south of Moreton Park
3. Cotswold Gate Public Open Space
4. Blenheim Meadow
5. Woodland separating The Avenue from Cotswold Gate
6. Buffer between The Avenue and Moreton Park and Fire Service College
7. Entrance to Fire Service College, London Road
8. Upper Cemetery, London Road
9. Lower Cemetery, London Road
10. University Allotments, Old Town
11. Hospital Road Allotments
12. Croft Allotments, Evenlode Road
13. Rough meadows on the east side of the railway line
14. St David's Churchyard
15. Tinkers Close Playground, Old Town
16. Redesdale Place
17. Grassed strip for Monarchs Way
18. A44/Swan Close
19. West side of northern section of High Street
20. Queen Victoria Gardens, High Street
21. Mann Institute Gardens, A44/Oxford Street
22. Glebe Field
23. Green in Nightingale Crescent
24. Special Habitat area behind Stockwells
25. Buffer between Moreton Park & A44
26. Moreton Park - 1
27. Moreton Park
28. Moreton Park/Cotswold Gate

b) Proposals for development on these Local Green Spaces will not be permitted unless it can be clearly demonstrated with compelling evidence that it is required to enhance the role and function of an identified Local Green Space.

- c) Where permission for development can be demonstrated to be required with compelling evidence, developers will be expected to demonstrate how the existing flora and fauna will be protected or be subject to mitigation measures.
- d) Where loss of Green Space is considered essential, mitigation measures will be required to provide equivalent facilities.

Reasoned Justification for Policy Fifteen

59. Under the National Planning Policy Framework (NPPF), neighbourhood plans have the opportunity to designate Local Green Spaces which are of particular importance to the local community. This will afford protection from development other than in very special circumstances. Paragraph 102 of the NPPF says that Local Green Spaces should only be designated where the green space is:
- in reasonably close proximity to the community it serves;
 - demonstrably special to a local community and holds a particular local significance, for example, because of its beauty, historic significance, recreational value (including as a playing field), tranquillity or richness of its wildlife; and
 - local in character and is not an extensive tract of land.
60. Proposals maps xxx show the areas that are considered to meet these criteria and must be protected as Local Green Spaces.

1: London Rangers FC	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 1 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	Is a sports field which regularly holds training and matches for various teams of all ages
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by houses The whole area covers approx. 1.09ha
1a London Road MUGA	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 2 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	Public amenity space providing valuable space for leisure and play activities.
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by houses on 2 sides. The whole area covers approx. 0.70ha
2 Woodland north-west, west and south of Moreton Park	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 3 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. 0.XX ha
3 Cotswold Gate Public Open Space	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 3 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. 5ha

4 Blenheim Meadow	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 4 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. 4ha

5 Woodlan separating The Avenue from Cotswold Gate	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 5 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. XXha
6 Buffer between Moreton Park and Fire Service College	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 6 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. 5.40ha
7 Entrance to Fire Service College, London Road	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 7 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. 1.10ha
8 Upper Cemetery, London Road	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 8 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	The Cemetery contains the War Memorial which is a tribute to the men of the Parish who were killed during the 2nd World War. The cemetery also provides a quiet place for contemplation and reflection.
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. 0.88ha
9 Lower Cemetery, London Road	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 9 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	The Cemetery contains the War Memorial which is a tribute to the men of the Parish who were killed during the 2nd World War. The cemetery also provides a quiet place for contemplation and reflection.
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. 0.58ha

10 University Allotments	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 10 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	This area provides allotments for the residents of Moreton-in-Marsh; an important feature for those wishing to grow their own plants and food.
<i>"local in character and is not an extensive tract of land"</i>	The allotments are on the edge of a housing settlement and have easy access to the centre of Moreton-in-Marsh. The whole area covers approx. 2.41ha

11 Hospital Road Allotments	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 11 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	This area provides allotments for the residents of Moreton-in-Marsh; an important feature for those wishing to grow their own plants and food.
<i>"local in character and is not an extensive tract of land"</i>	The allotments are on the edge of a housing settlement and have easy access to the centre of Moreton-in-Marsh. The whole area covers approx. 0.24ha

12 Croft Allotments	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 12 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	This area provides allotments for the residents of Moreton-in-Marsh; an important feature for those wishing to grow their own plants and food.
<i>"local in character and is not an extensive tract of land"</i>	The allotments are on the edge of a housing settlement and have easy access to the centre of Moreton-in-Marsh. The whole area covers approx. 1.58ha

13 Rough meadows on east side of railway line	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 13 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. 0.41ha

14 St David's Churchyard	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 14 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	The Churchyard contains the War Memorial which is a tribute to the men of the Parish who were killed during the 2nd World War. The cemetery also provides a quiet place for contemplation and reflection.
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. 0.41ha

15 Tinkers Play area	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 15 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	Public amenity space creating an area for leisure activities and children's play.
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by houses

	The whole area covers approx. 0.18ha
16 Redesdale Place MUGA/Croquet Club/Bowls Club	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 16 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	Is a sports field which regularly holds training and matches for various teams of all ages
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. 0.89ha

17 Grassed strip for Monarchs Way	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 17 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. XXha
18 Jubilee Gardens	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 18 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. 0.28ha
19 Greens west side of High Street	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 19 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. 0.17ha
20 Queen Victoria Gardens, High Street	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 20 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. 2.86ha
21 Mann Institute Gardens	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 21 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. 0.02ha
22 Glebe Field	

<i>"In reasonably close proximity to the community it serves"</i>	Marked area 22 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	Is a sports field which regularly holds training and matches for various teams of all ages
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. 2.13ha

23 Green in Nightingale Crescent	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 23 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	Public amenity space providing valuable space in between houses for leisure and play activities.
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. 0.68ha
24 Special Habitat area behind Stockwells	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area XX on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	
<i>"local in character and is not an extensive tract of land"</i>	The whole area covers approx. XXha
25 Buffer between Moreton Park and A44	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 25 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. 1.81ha
26 Moreton Park 1	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 26 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. 1.63ha
27 Moreton Park 2	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 27 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. 1.67ha

28 The Avenue, Moreton Park	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 28 on green spaces map and is within the town
<i>'demonstrably special to the local community'</i>	
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built up area of the town, surrounded by native trees The whole area covers approx. 3.51ha

Policy Sixteen

TREE PRESERVATION ORDERS

Objective Eleven

Protect and maintain existing public open green

Policy Sixteen: Tree Preservation orders

- a) Where a new development requires the removal of trees those with Tree Preservation Orders (TPO) should not be removed unless there is compelling evidence to support why this is essential
- b) Where it is deemed necessary to remove a tree with a TPO, mitigation measures must demonstrate how the proposals are equivalent to the trees removed.
- c) In addition, within conservation areas trees are protected by law and should not be removed, pruned, lopped, topped or have their roots cut as part of any proposed development without prior Conservation Area consent from Cotswold District Council.

Approximately a quarter of Moreton-in-Marsh is part of the Cotswolds National Landscape and another quarter is in a Special Landscape Area. It is important to residents that the town maintains its green and leafy environment and connections to the surrounding countryside. In particular, the town is blessed with a broad High Street flanked by historic buildings and an avenue of trees which help to give the town centre its unique appeal. Trees combat climate change in a number of ways including reducing air and noise pollution, providing habitats for urban wildlife, providing green, leafy cooling for pedestrians and absorbing large amounts of water to reduce the risk of flooding. In addition, on Moreton's High Street, they provide a natural barrier between the busy road and the pedestrian areas.

Reasoned Justification for Policy Sixteen

- 59 In July 2019 CDC declared a climate emergency. One of the main responses to this is to ensure the Local Plan is 'green to the core'.
- 60 The CDC Climate Emergency Strategy 2020-2030 (para 4.3) states "...Our trees, and all the wildlife they support, are on the frontline of climate change...This is a stark reminder of the need to take immediate action on climate change."
- 61 In July 2020, CDC declared an ecological emergency. One of the main responses to this is 'promoting tree and woodland planting and re-wilding in the right places and with the right species to maximise wildlife value, carbon sequestration and other benefits.' And 'taking a leadership role on the ecological emergency and nature recovery in the Cotswolds'.
- 62 In June 2018 an investment of £31,000 was made in a scheme run by the Gloucestershire Wildlife Trust (GWT) as part of the European Regional Development Fund (ERDF) Wild Towns Project to improve areas of the town.
- 63 CDC Local plan (para 10.4.4) states 'Trees, hedgerows and woodlands play a major part in establishing the character of the Cotswold landscape and make a valuable contribution to the ecological balance of the area, particularly veteran trees, ancient woodland and hedgerows.

- 64 Policy EN7 goes on to say ‘1. Where such natural assets are likely to be affected, development will not be permitted that fails to conserve and enhance:
- a. trees of high landscape, amenity, ecological or historical value;
 - b. veteran trees;
 - c. hedgerows of high landscape, amenity, ecological or historical value; and/or
 - d. woodland of high landscape, amenity, ecological or historical value.’

Policy Seventeen

BUILDINGS OF CHARACTER

Objective Eleven

Protect and maintain archaeological and built heritage assets deemed to be of value to the community.

Policy Seventeen: Buildings of Character

- a) Development proposals resulting in the loss of existing buildings and structures of interest and importance which are attractive in their own right, or which contribute to the character and appearance of an area will not be permitted.
- b) Alterations, extensions or other development which would adversely affect the appearance or setting of such buildings or structures will not be permitted.
- c) The Design and Access Statement and accompanying drawings for all development within or affecting the setting of the Conservation Area must provide sufficient detail for proposals to be properly understood and include:
 - 1. Drawings showing the proposals in relation to their surroundings will include a street elevation and sections across the street,
 - 2. For larger developments, including all proposals for new or replacement dwellings three-dimensional drawings from at least two viewpoints will be required,
 - 3. Rendered elevations, clearly indicating the proposed palette of materials.

The objective of policy sixteen is to protect the buildings of character within the town as they are a vital addition to the town centre offer, providing joy and interest to the eye and a physical link to the past. They are a key part of what attracts visitors to the town and thereby help the local economy.

Reasoned Justification for Policy Seventeen

- 64. Within the Moreton-in-Marsh Parish boundaries are assets of historic interest, and many buildings and structures of Grade II and Grade II* listed status some of which are over 400 years old. See Appendix xxx – “Listed Buildings and Structures”. Listed buildings are identified by the Secretary of State as being of “special architectural or historic interest” and as such are worthy of special protection.
- 65. Throughout the Parish there are also buildings which, while not listed, are of good quality, design and appearance; are important features in their own right; and which also contribute to the character and appearance of an area. They illustrate, and are reminders of, the historical development of an area and are worthy of retention wherever possible.
- 66. Communities cohere and thrive through an awareness of their shared endeavours, past and present and it is important that any new development respects the historical past of the area.
- 67. Moreton-in-Marsh has a distinctive character, which has been partly shaped by its vivid history. There are strong links to XX and XX

68. Community consultation showed strong support for the historic environment, with ‘historic’ and ‘picturesque’ 2 of the most popular words used to describe the town.

Policy Eighteen

ENHANCING BIODIVERSITY

Objective Thirteen

Preserve and increase
opportunities for
biodiversity net-gain.

Policy Eighteen: Enhancing Biodiversity

- a) Moreton-in-Marsh’s Ecological Network (the key elements of which are shown on Figures xxx) shall be maintained, protected, consolidated, extended and enhanced as appropriate to their existing designations and biodiversity status. Development that negatively affects these sites or fragments the network will not be supported unless appropriate mitigation is incorporated within the proposal.
- b) New development proposals should demonstrate how the location and type of green space, landscaping and water features provided within a scheme have been arranged such that they enhance and link into the existing Ecological Network and contribute to its consolidation.
- c) Such features should be designed to maximise the opportunities for enhancing the Ecological Network. All new development should maximise opportunities to create new ecological assets and links into areas where opportunities are as yet unidentified on maps within the Neighbourhood Plan.
- d) Development proposals should result in a net gain for biodiversity within the parish.
- e) Development will also:
 1. Protect and enhance features of biodiversity interest of value on and adjacent to the development site, incorporating and integrating them into development proposals, maintaining appropriate buffer zones between new development and the green network,
 2. Provide new tree planting, Priority Habitats, wildlife friendly landscaping and ecological enhancements (such as mixed native hedgerows, wildlife ponds, bird nesting and bat roosting features) wherever practicable.
- f) In exceptional circumstances where the need for development clearly outweighs the loss of biodiversity units within the development site then off-site biodiversity offsetting to ensure that a net gain for biodiversity is achieved will be supported. Priority will be given to offsetting schemes within Biodiversity Opportunity Areas (BOAs).
- g) Spatial plans for development within the Special Landscape Area (SLA) will need to demonstrate that mitigation measures in respect of biodiversity and land use ensure the viability of the surrounding Cotswold National Landscape.
- h) Any development of agricultural land graded 1, 2 or 3 will need to demonstrate that consideration has been given to food production, climate change, flooding, wildlife and habitat considerations.

Moreton-in-Marsh partially sits in an Area of Outstanding Natural Beauty and a Special Landscape Area and has strong connections with the countryside and agriculture. This not only benefits health

and well-being of the local residents and the local flora and fauna but also is important to Moreton's economy through the income generated from agriculture and tourism.

Reasoned Justification for Policy Eighteen

69. Wildlife habitats are subject to a range of pressures, including those from development. New development can cause direct loss and degradation of wildlife habitats fragmenting the ecological network and hindering the movement of wildlife through the landscape. Harm can be caused by the degradation, narrowing or severance of corridors (which includes the semi-natural habitats next to them) by the introduction or enlargement of barriers such as buildings, roads, hard landscaping (e.g. tarmac, fencing) or inappropriate landscaping (such as laurel or leylandii hedges) artificial lighting, and by the culverting or re-direction of watercourses. The intent of this policy is to ensure that such harm does not occur.
70. Conversely, development can have a positive impact on biodiversity by creating new and restoring neglected habitats and by providing high quality links between them. For example, new ponds can be created and existing ones restored, as part of well-designed sustainable drainage systems. Also, new semi-natural habitats can be created as part of a landscaping or off-setting scheme and the landscaping within a development (including gardens and parks) can be designed to maximise its value for wildlife such as by using native trees and hedgerows. The intent of this policy is to ensure that these benefits are realised.
71. The National Planning Policy Framework³⁵ requires that:
- i. *" minimising impacts on and providing net gains for biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures" 174 (d)*
72. It further states that plans should:
- b) *"Identify, map and safeguard components of local wildlife-rich habitats and wider ecological networks, including the hierarchy of international, national and locally designated sites of importance for biodiversity; wildlife corridors and steppingstones that connect them; and areas identified by national and local partnerships for habitat management, enhancement, restoration or creation 179 (a)*
 - c) *promote the conservation, restoration and enhancement of priority habitats, ecological networks and the protection and recovery of priority species; and identify and pursue opportunities for securing measurable net gains for biodiversity." 179 (b)*
73. Approximately a quarter of Moreton-in-Marsh is an Area of Outstanding Natural Beauty. In addition, approximately half the parish is as a 'special landscape area' Although not designated, the remaining area of Moreton-in-Marsh is of similar ecological nature and therefore should be treated with the same regard.

³⁵ [National Planning Policy Framework paras 174 a, 179 a & b](#)

Policy Nineteen

IMPORTANT VIEWS

Objective Fourteen

Preserve important views within the parish.

Policy Nineteen: Protected views

- a) The Plan identifies as Protected Views as shown on policy map x.
- b) Development proposals should be located and designed to take account of the identified Protected Views and, where practicable, to enhance or provide greater accessibility to the views concerned.
- c) Development proposals which would have an unacceptable impact on a Protected View will not be supported. The objective of this policy is to ensure that the town maintains its links to the surrounding countryside which is important to its residents.

Reasoned Justification for Policy Nineteen

74. Moreton-in-Marsh enjoys numerous exceptional views of the surrounding countryside. This is one of the reasons for the thriving tourist

industry which has grown up in and around the town.

- 75. Community engagement showed the importance residents attach to living within an attractive rural area. Many of those residents who responded during community engagement commented on how they valued the rural character of the parish and expressed concerns over threats to it.
- 76. A substantial part of the Parish is within the Cotswold National Landscape.
- 77. Rural features that are particularly appreciated are natural verges, natural footpaths, bogs and church bells all add to the rural ambience.
- 78. The random infiltration of “green windows” between buildings in the settlement areas is particularly liked.
- 79. The town has many footpaths, surrounded by fields and gently undulating countryside. Even in developed areas the rural feel is maintained by high hedgerows, and residents value the quietness of the lanes and the ability to stroll along them and to stop and talk in safety. Cyclists and horse riders also use the lanes.
- 80. From several places in the village there are views into the wider iconic landscape. Some recent infilling has already eroded the number and extent of such views and as shown from our consultation value the feeling of openness and rurality of the parish.
- 81. Where appropriate, planning applications should be accompanied by a supporting landscape assessment demonstrating how these views have been taken into account and explaining the steps taken to preserve or minimise the impact on the views.

Influence

Policy Twenty

DEVELOPMENT BOUNDARY

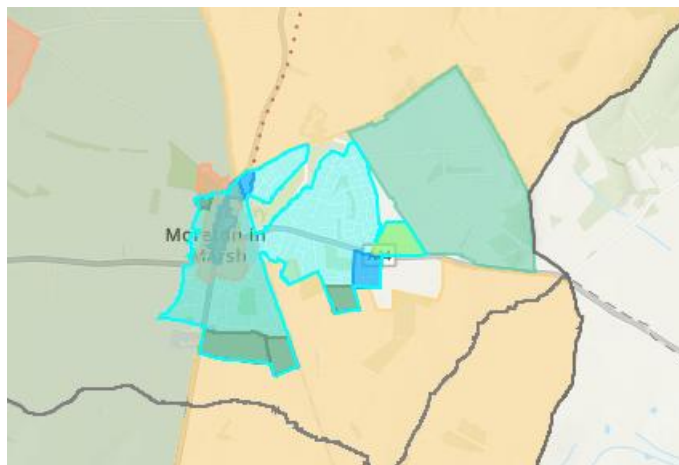
Objective Fifteen

Protect the sensitive natural environment and exceptional rural assets surrounding Moreton-in-

Policy Twenty: Development Boundary

- a) New development in Moreton-in-Marsh shall be focused within the settlement boundary.
- b) Development proposals outside the settlement boundary will not be permitted unless they are spatially planned and harms to biodiversity, sustainable land use and Special Landscape Area and Cotswold National Landscape are mitigated.
- c) Additional development which would result in Moreton-in-Marsh growing by significantly more than the minimum number of dwellings required by the Cotswold District Local Plan over this period, will not be supported.

The objective of policy nineteen is to limit the spread of housing within Moreton-in-Marsh to be constrained to within the current settlement boundary to limit any damage to the sensitive nature of much of the land outside the settlement boundaries.



Area highlighted in light blue shows development boundary (taken from CDC interactive local plan map)

Reasoned justification for Policy Twenty

- 74. It is expected that the bulk of development will be focused within the built-up area of Moreton-in-Marsh. The town needs to accommodate a degree of growth in order to prosper. However, this must be balanced against the need to preserve its role as a largely rural market town which does not encroach unduly on the open countryside that surrounds it.
- 75. Given the unique and sensitive nature of much of the land outside the settlement boundaries (defined in Figures XXX) the community supports building housing within the existing settlement as much as is feasible.

Transport and Active Travel Policies

Policy Twenty-one

TRANSPORT & ACTIVE TRAVEL

Objective Sixteen

Create a more connected parish for residents and visitors alike, limiting the need for vehicular travel within the town and offering a genuine choice of transport options to help reduce congestion and emissions, to improve air quality and public health.

Policy Twenty-one: Transport and Active Travel

- a) The provision of accessibility through 'active travel' (non-car) should be the primary focus for development through provision of sustainable travel such as new / improved cycleways, new / improved footpaths and interconnecting small transport hubs and bus corridors.
- b) Larger residential schemes should promote non-car use and have appropriate internal layouts and connections to footpaths and key services.
- c) Support will be given to proposals which increase or improve the network of cycle ways, footways and footpaths. New footpaths, where created and officially designated, will be supported.
- d) Proposals which harm the following characteristics of public rights of way will be resisted:
 - 1. Safety.
 - 2. Directness.
 - 3. Access and Connections.
 - 4. Attractiveness.
 - 5. Convenience.
 - 6. Features such as trees and hedgerows.
- e) Proposals should seek, where possible, to create cycle paths so as to provide safe and effective routes across the Neighbourhood Area, and where possible join up with National Cycle Ways.
- f) Developer or CIL contributions will be sought from all new developments to fund improvements to the existing cycle and footpath networks as well as supporting the provision of new connections, where these have been identified and can be delivered.

The objective of this policy is to reduce traffic within the town by enabling and encouraging other forms of movement through the town such as walking and cycling. This would result in the following benefits: reduced carbon emissions, reduced air and noise pollution, and an increase in health and well-being.

Reasoned justification for Policy Twenty-one

- 76. Safe and convenient provision for cyclists, pedestrians and horse riders is an essential part of policies being pursued to reduce the use of the private motor car. New development will, where appropriate, be required to facilitate the opportunity for increased cycle use, walking and horse riding by providing, as an integral part of the development, safe cycle and footpath networks. In assessing the suitability of new routes, proposals should demonstrate that they will not prejudice the effective operation of existing uses, and capacity of existing routes is expanded to support additional residents generated by any new development.
- 77. This policy is intended to enhance the provision of safe multi-user routes for cyclists, pedestrians and horse riders, as well as providing safe and secure non-vehicular routes to all schools within the parish.

78. Strategic developments in Moreton-in-Marsh, where practical, should be designed to provide dedicated footpaths and cycleways which will provide access for pedestrians and cyclists towards the existing built-up areas of Moreton-in-Marsh and the key focal points within it (e.g. the station, schools, the retail centre), as well as enabling access to the green belt and wider countryside.
79. With the growth in the population that will occur through any development in Moreton-in-Marsh, movement by all modes will continue to become a challenge. The key types of movement can be classed as 'local' and 'strategic':
 - 'Local' movement is principally within Moreton-in-Marsh, to key points in the town such as the school, the railway station, the retail centre. It also includes people accessing community infrastructure and leisure activities – even as simple as dog walking.
 - 'Strategic' movement is mainly to areas outside the parish, principally the larger towns and road network.
80. The NPPF (2024) para 109e states, "*identifying and pursuing opportunities to promote walking, cycling and public transport use*" (at the earliest stages of plan making and development proposals)". For Moreton-in-Marsh, the benefits of investing in walking and cycling include:
 - providing genuine alternatives to the private car as a means of accessing key shops and services, such as the local schools.
 - providing health benefits through increased walking and cycling.
 - facilitating less congestion at busy times by encouraging children walking to and from school and people walking to the station and shops rather than 'jumping in the car' for a short journey.
 - providing a safer environment for the community, including for vulnerable users.
81. Community engagement respondents showed 79% of respondents would support more dedicated walking and cycling routes within the town.
82. 59% believed traffic in the town is a big problem.
83. All walkway routes are expected to consider accessibility requirements for those with mobility difficulties such as the elderly and young children.

Community Aspiration 3

Public transport

Work with providers to improve public transport to and from Moreton-in-Marsh and create a transport hub to deliver these transport objectives

Glossary of terms that appear in the Neighbourhood Plan

Affordable housing – Housing for sale or rent, for those whose needs are not met by the market (including housing that provides a subsidised route to home ownership and/or is for essential local workers). The definition includes the following: Affordable housing for rent, Starter homes, Discounted market sales housing and Other affordable routes to home (for full definition see NPPF).

Amenity – A positive element or elements that contribute to the overall character or enjoyment of an area.

Area of Outstanding Natural Beauty (AONB) – An area of countryside designated as nationally important for conservation due to its significant landscape value.

Biodiversity – A measure of the number and range of species and their relevant abundance in a community.

Biodiversity Action Plan – A strategy prepared for a local area aimed at conserving and enhancing biological diversity.

Brownfield Land – Previously developed land that is or was occupied by a permanent structure, including the curtilage of the developed land and any associated fixed surface infrastructure.

Change of Use – A change in the way that land or buildings are used (see Use Classes Order). Planning permission is usually necessary in order to change from one 'use class' to another.

Cotswold District Council (CDC)– The local authority for the Parish of Moreton-in-Marsh.

Community Facilities – Facilities providing for the health, welfare, social, educational, spiritual, leisure and cultural needs of the community.

Community Infrastructure – The basic facilities, services and installations needed for the functioning of a community or society. It includes community buildings and halls, leisure facilities, cultural facilities, education services, healthcare facilities and renewable energy installations.

Consultation Statement– A statement accompanying the Neighbourhood Plan for Moreton-in-Marsh is required by the Localism Act. The statement must set out what consultation was undertaken and how this provided the basis of the NP.

Countryside – The area outside a settlement boundary.

Development – Defined under the 1990 Town and Country Planning Act as “the carrying out of building, engineering, mining or other operations in, on, over or under land, or the making of any material change in the use of any building or other land”. Most forms of development require planning permission.

Development Plan – A plan comprising the Development Plan Documents contained within the Local Development Framework. This includes adopted local plans and neighbourhood plans also it is defined in Section 38 of the Planning and Compulsory Purchase Act 2004.

Developer – A person or a company that buys land and builds houses, offices, shops, or factories on it, or buys existing buildings and makes them more modern.

Dwelling – A self-contained building or part of a building used as a residential accommodation, and usually housing a single household. A dwelling may be a house, bungalow, flat, maisonette or converted farm building.

Environmental Impact Assessment – UK environmental assessment means an assessment carried out in accordance with an obligation under the law of any part of the United Kingdom of the effect of anything on the environment. It is an analytical process that systematically examines the possible environmental consequences of the implementation of plans, projects, programmes and policies.

Evidence Base – A researched, documented, analysed and verified basis for preparing the Moreton-in-Marsh NP.

Examination – An independent review of the NP carried out in public by an Independent Examiner.

Green Corridors – Green spaces that provide avenues for wildlife movement, often along streams, rivers, hedgerows or other natural features, which connect green spaces together.

Greenfield – Land on which no development has previously taken place.

Independent Examiner – Anyone with appropriate qualifications and skills and who meets certain requirements set out in the Localism Act. This could be a planning consultant or other planning professional, an employee of another local authority or a planning inspector.

Habitats Regulation Assessment (HRA) – A procedure to assess the impact of a plan or policy on an internationally designated site protected for nature conservation, designed to ensure that plans and policies will not cause significant harm to such sites.

Infill Development – The filling of a small gap (up to two dwellings) in an otherwise built-up frontage in a recognised settlement.

Infrastructure – All the ancillary works and services which are necessary to support human activities, including roads, sewers, schools, hospitals, etc.

Local – Within the Neighbourhood Plan Area.

Local Wildlife Sites – Sites with ‘substantive nature conservation value’, they are defined areas identified and selected locally for their nature conservation value based on important, distinctive and threatened habitats and species with a national, regional and local context.

Localism Act – An Act of Parliament that became law in April 2012. The Act introduces a new right for local people to draw up ‘Neighbourhood Development Plans’ for their local area.

National Planning Policy Framework (NPPF) – Published by the Government in March 2019, it sets out the Government’s planning policies for England and how these are expected to be applied.

Neighbourhood Plan (NP) – The full title in the Localism Act is ‘Neighbourhood Development Plan’. It is a document for a defined area, subject to examination in public and approval by local referendum. It will be used in the determination of planning applications.

Open Space – All spaces of public value, including public landscaped areas, playing fields, parks and play areas, and areas of water such as rivers, canals, lakes and reservoirs, which may offer opportunities for sport and recreation or act as a visual amenity and a haven for wildlife.

Plan Period – The period for which the Moreton-in-Marsh NP will set policy for the NPA. This will be from the adoption of the plan until 2031 by agreement between Moreton-in-Marsh Parish Council and CDC.

PROW – Public Right of Way A public right of way is a highway over which the public have a right of access along the route.

Reasoned Justification - The supporting text in a development plan or associate document explaining and justifying the approach set out in the policies contained in the document.

Referendum – A general vote by the electorate on a single policy question that has been referred to them for a direct decision. In the case of the NP, the referendum will decide whether to adopt the plan or not.

Residential Amenity – The quality of the living environment for occupants of a dwelling house including its associated external spaces.

Rural Area - The area outside identified settlements.

Second Homeowner - Someone occupying a property as a second home and occupying principal residence elsewhere.

Sensitive Development – Blends with and compliments existing properties in all aspects of footprint, shape, and height, incorporating some of the local features with regards to brickwork, window design, roof pitch materials of construction etc.

Settlement Boundary - A settlement boundary defines the limits of development and makes clear where development will and will not be allowed, regardless of other constraints.

SSSI – Site of Special Scientific Interest.

Sustainability Appraisal – A process of appraising policies for their social, economic, and environmental effects, which must be applied to all Development Plan Documents.

Steering Group – A group of local people representing the Parish Council, community groups and businesses that collated and guided the work on the NP.

Strategic Environmental Assessment (SEA) – Assessments made compulsory by the European Directive (the SEA Directive). To be implemented in planning through Sustainability Appraisals of Development Plan Documents and NPs where required.

Strategic Housing and Land Availability Assessment (SHELAA) – An approach to evaluating land for development based on its suitability, availability and viability. Its aim is to ensure sustainable development.

Transport Assessment – An assessment of the availability of, and levels of access to, all forms of transport. In relation to a proposed development, it identifies what measures will be required to improve accessibility and safety for all modes of travel particularly for alternatives to the car such as walking, cycling and public transport and what measures will need to be taken to deal with the anticipated effects of the development.

Wildlife Corridor – Strips of land, for example along a hedgerow, conserved and managed for wildlife, usually linking more extensive wildlife habitats.