



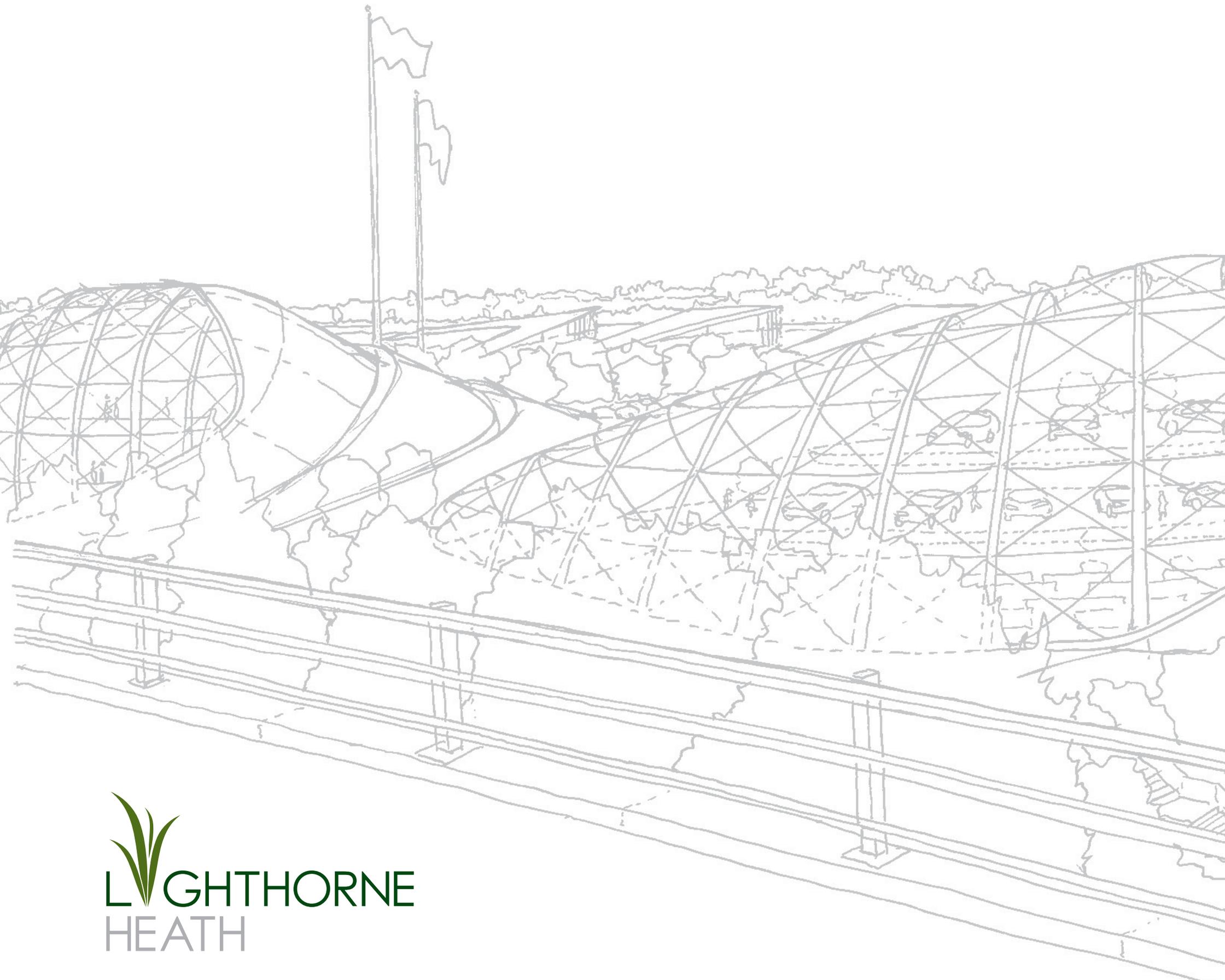
LIGHTHORNE
HEATH

Expression of Interest | March 2013

TOMORROW'S **GARDEN VILLAGE**

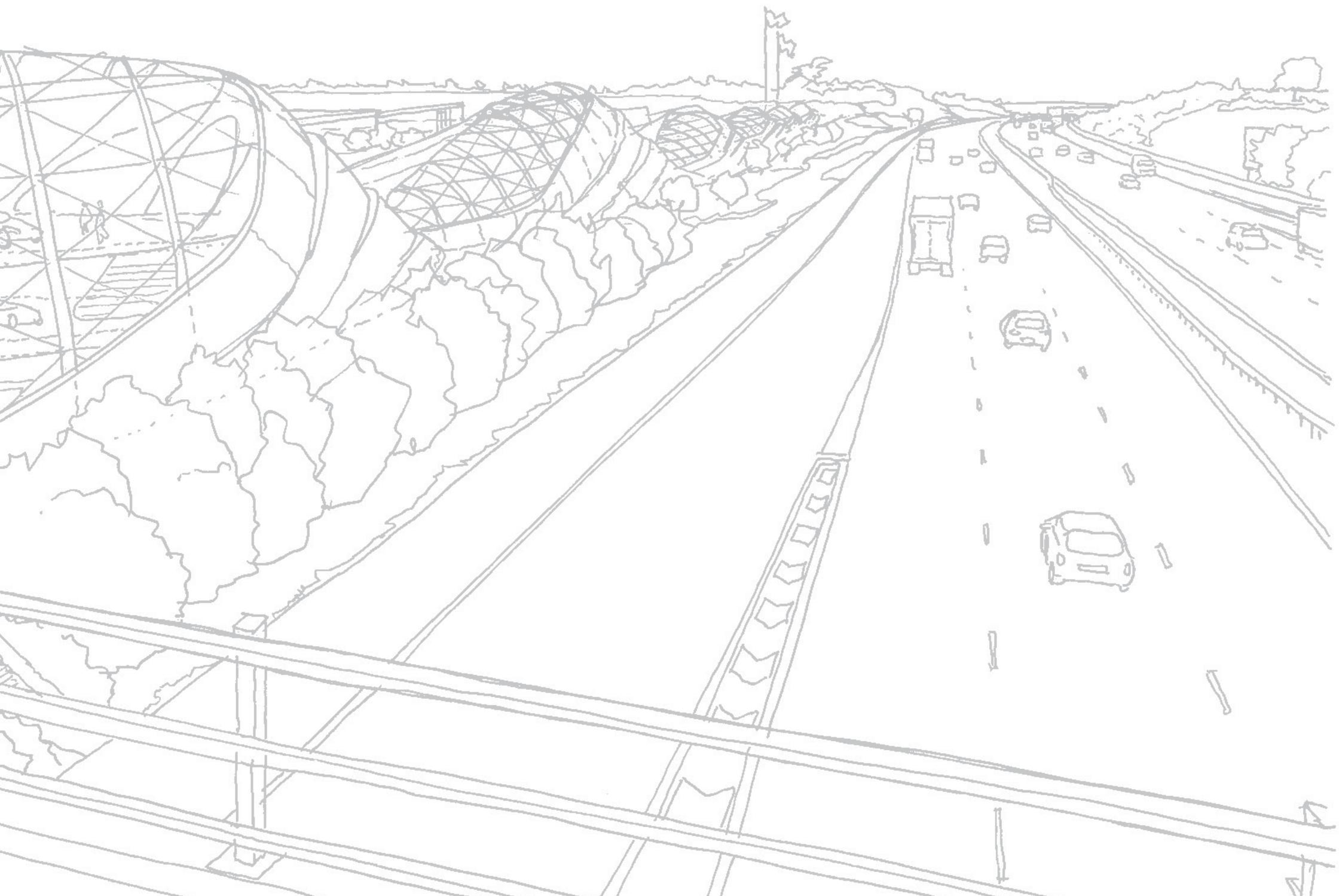
COMMERCIAL ESTATES GROUP





**LIGHTHORNE**
HEATH

TOMORROW'S GARDEN VILLAGE





LIGHTHORNE
HEATH

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Executive Summary

This **expression of interest** sets out the background, rationale and vision for a new community at **Lighthorne Heath** comprising up to **5,000 dwellings**, a new Rural Service Centre, employment, education and open space.

The submission relates to land at Lighthorne Heath, measuring approximately **249 hectares**. The promotion of land is a **joint venture** between Commercial Estates Group and The Bird Group who have a joint promotion agreement with the landowners Mann and White, whose land comprises approximately **90% of the total site area**.

Recently there has been a **paradigm shift** in planning rhetoric, with new settlements based on **Garden City principles** back on the planning agenda. A new community at Lighthorne Heath would be based on the Garden City principles of the late nineteenth century – one of the great British ideas that has influenced town planning around the world.

Lighthorne Heath is a truly **unique and exceptional location** for sustainable development. Two overriding existing locational factors establish the potential for growth over and above alternate locations. These relate to the existing employment offer and the existing transport infrastructure, providing a spring board for future development. Further, Lighthorne Heath is an un-constrained settlement within a constrained District.

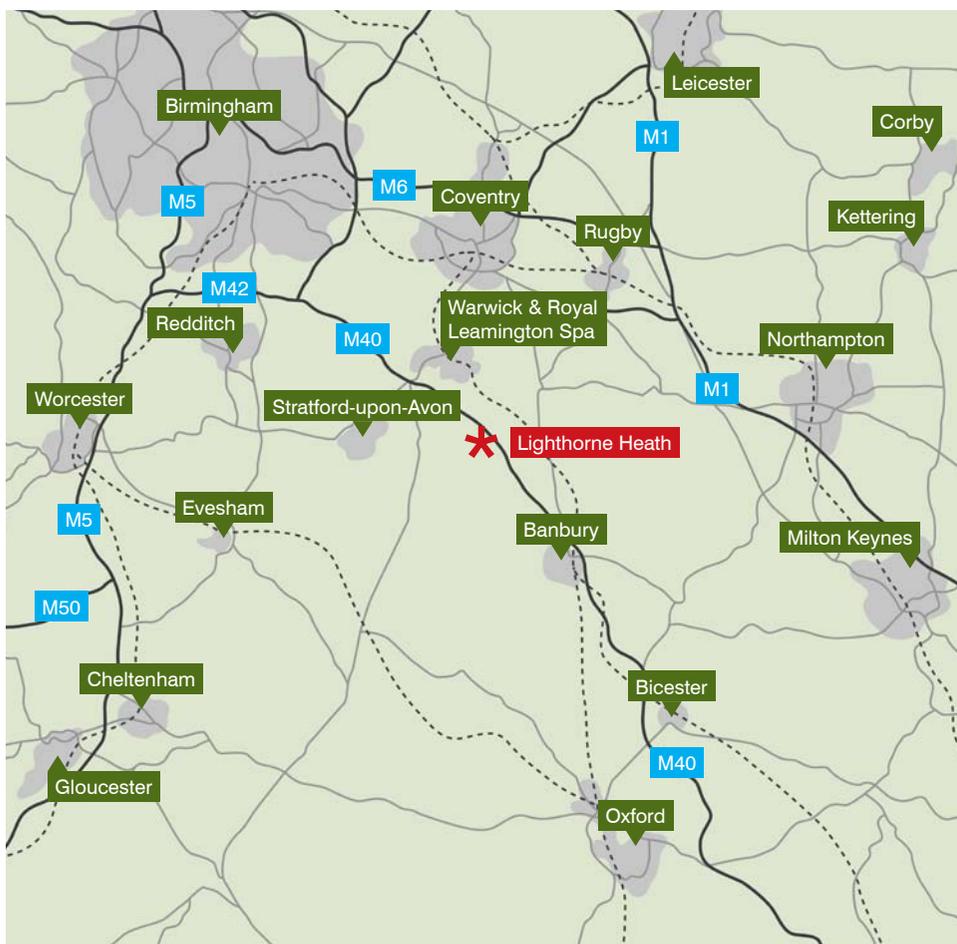
This expression of interest demonstrates how a new settlement at Lighthorne Heath contributes to the **three dimensions of sustainable development**: economic, social and environmental.



LIGHTHORNE
HEATH

Preamble

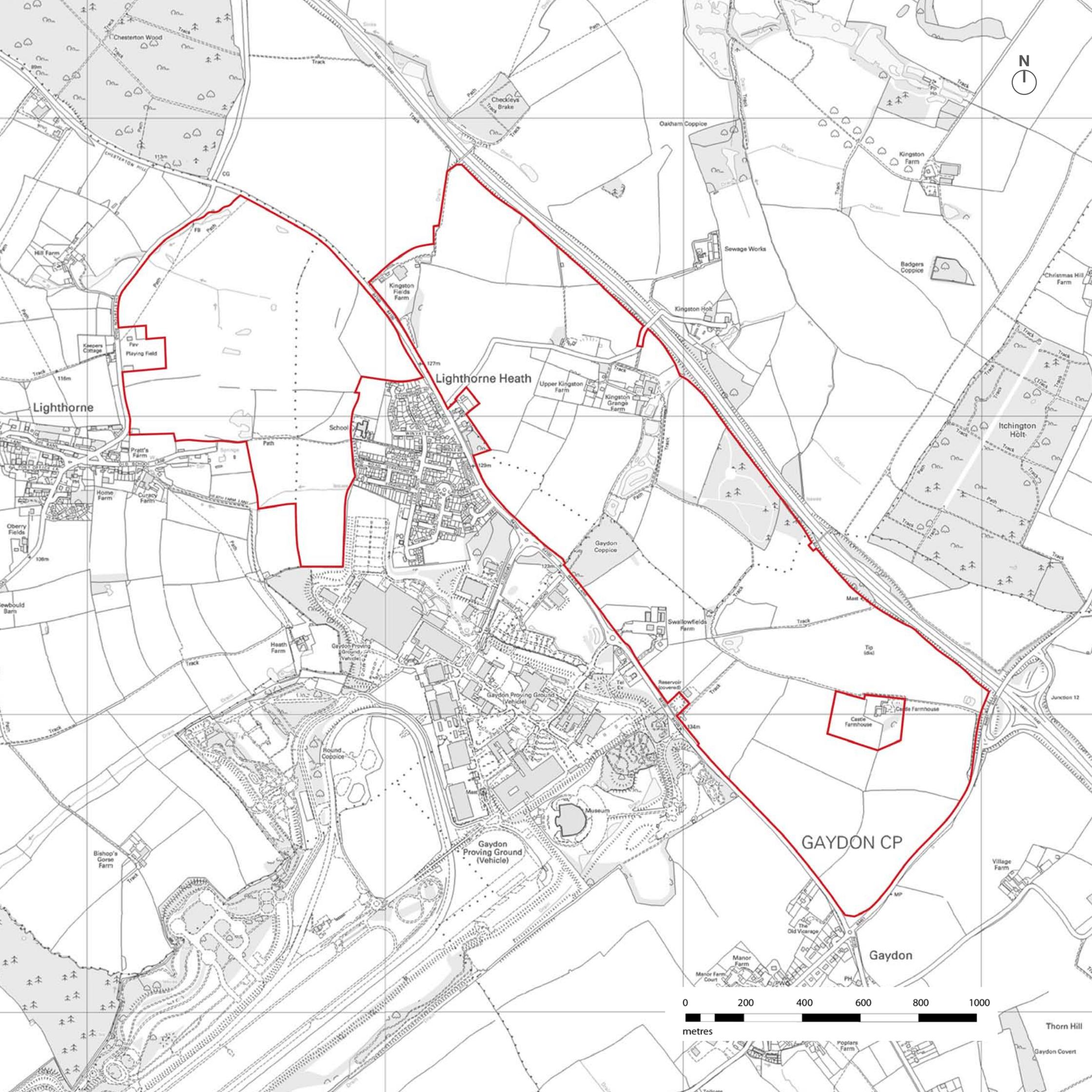
Broadway Malyan has been invited by Stratford-on-Avon District Council (SADC) to submit an 'expression of interest' for a new settlement in the District.



The submission is made on behalf of **Commercial Estates Group (CEG)** and **The Bird Group**, who have instructed Broadway Malyan as their planning consultants and masterplanners. The purpose of the submission is to assist the Council in its preparation of the Core Strategy.

This submission relates to land at Lighthorne Heath, measuring approximately 249 hectares, as illustrated on the plan opposite.

Sub-Regional Location



Lighthorne

Lighthorne Heath

GAYDON CP

Gaydon



Thorn Hill

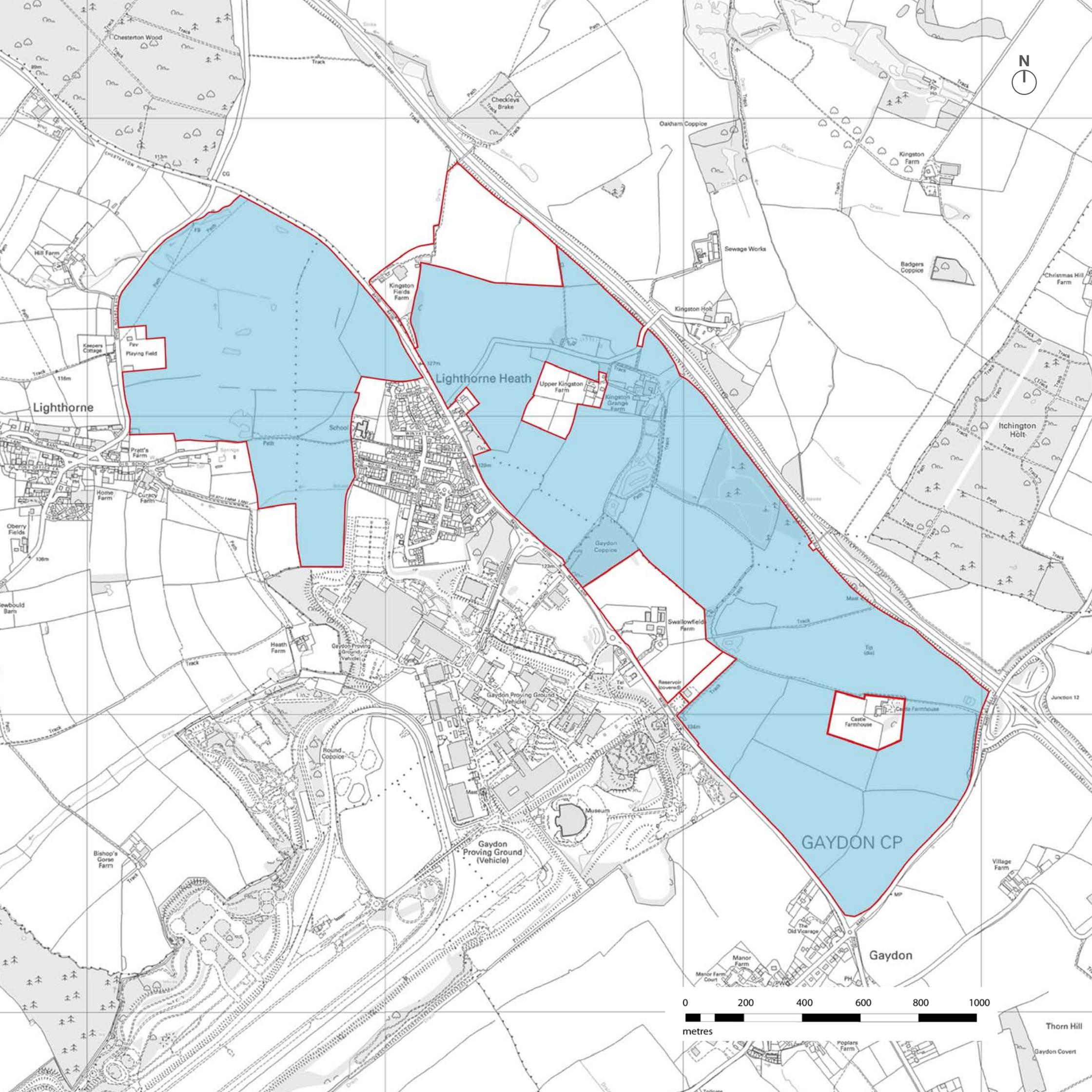
Gaydon Covert

Land Control

The promotion of land at Lighthorne Heath is a joint venture between **CEG and The Bird Group**. CEG and The Bird Group have a joint promotion agreement with the landowners Mann and White, whose land extends to approximately 218 hectares and comprises approximately 90% of the total site area.

There are a number of other landowners within the red-line area, encompassing some 31 hectares of land. Discussions are taking place in order to integrate these peripheral landowners into the promotion agreement and masterplan. However, it should be noted that none of this third party land control would prejudice the delivery of the proposed development through land control ransom. The above represents an exceptionally straightforward land control scenario that provides absolute certainty in terms of delivery and phasing control.

More often than not, the promotion of new settlements and / or large urban extensions to existing settlements are complicated by multiple landownerships where a range of promotional agreements and option agreements negotiated with various developers and housebuilders can complicate land assembly and value equalisation required to deliver infrastructure. The site is deliverable, developable and viable in accordance with the National Planning Policy Framework (NPPF).



Introduction to Document

The remainder of this document sets out the background, rationale and **vision for a new community** at Lighthorne Heath. The submission concludes with a masterplan, illustrating how up to 5,000 new homes, a new Rural Service Centre, employment, education and open space can be delivered.

Chapter 1: assesses the planning policy history at SADC and Lighthorne Heath.

Chapter 2: reviews the renaissance of new settlements based on Garden City principles in planning rhetoric and policy.

Chapter 3: reviews Garden City principles and what made them successful and sustainable options for delivering new communities.

Chapter 4: sets out why Lighthorne Heath is a truly unique location for a new settlement having regard to the three dimensions of sustainable development.

Chapter 5: assesses the economic contribution a new settlement would make within the sub-region, District and at Lighthorne Heath.

Chapter 6: assesses the social contribution a new settlement would have within the District and at Lighthorne Heath.

Chapter 7: assesses the environmental contribution a new settlement would have within the District and at Lighthorne Heath.

Chapter 8: assesses the transport contribution a new settlement would have within the District and at Lighthorne Heath.

Chapter 9: describes and illustrates the Concept Masterplan based on Garden City principles.

Chapter 10: describes how a new settlement contributes to the sustainability objectives of the District.



“exceptional education opportunity”

1. Planning Policy History at SADC and Lighthorne Heath

The purpose of this chapter is to set out the relevant planning policy history to Lighthorne Heath and SADC over the last twenty years.

This demonstrates that the notion of additional housing at Lighthorne Heath or the proposal for a new settlement within the District are not new concepts. However, as set out later in this section and throughout the document, we believe this is the watershed moment for considering a new settlement at Lighthorne Heath linked into the Government's housing agenda. Furthermore, the existence and proposed expansion at the Jaguar Land Rover facility expedited by the recent award of £10 million from the Department of Transport through Pinch Point funding further supports the timing of this proposal.



SADC Local Plan – Inspector’s Report (1993)

In 1993 part of the site (30 hectares) was included within the SADC Local Plan Deposit Draft as a housing allocation for ‘about’ 500 dwellings and associated uses. The land promoted was to the west of the B4100 - Banbury Road, north and west of Lighthorne Heath. At that time the rationale for its inclusion was to respond, in a controlled manner, to pressures associated with the increased accessibility to the south of the District afforded by the then recently opened M40; investment to improve the basic fabric of the village; and opportunities to enhance the setting of the settlement.

Subsequently the Inspector’s Report concluded that the site should be deleted as a housing allocation for a number of reasons. The overriding reason for the deletion was on sustainability grounds. The Inspector was concerned that there would be an over reliance on travelling by car and lack of local shopping facilities. Since the Inspector made his decision there have been a number of changes including extensive development at the Gaydon Site, which incorporates the Heritage Motor Centre and the Headquarters for Jaguar Land Rover and Aston Martin. The research and development site employs over 5,000 people making it one of the largest employers in the District. As a result, Lighthorne Heath experiences high levels of in-commuting. Further, and notwithstanding the more recent employment investment a proposal for up to 5,000 dwellings is fundamentally different in terms of a proposal’s ability to support a wide range of local shopping facilities and local services. The inspector’s discounting of the 1993 proposal is therefore in no way relevant to this proposal.

West Midlands Regional Spatial Strategy Panel Report (September 2009)

The most recent independently ‘tested’ housing figure for the District is set out in the West Midlands Regional Spatial Strategy Phase 2 Revisions Panel Report (the Panel Report), published in September 2009.

This was based upon 2006 population projections and was derived within the context of a regional strategy, where housing number distributions for individual districts are based upon overarching regional dynamics.

In Stratford-on-Avon’s case, the regional housing figure for the District was kept below its own locally generated housing need due to the fact that the District constraints were high and, at a regional level, the settlement hierarchy was low – the strategy at the time was to focus growth to the Major Urban Areas. Indeed, the housing projections

for Stratford (based upon 2006 data) were 13,600 dwellings (2006 – 2026) – Cambridge Centre for Housing and Planning Research.

The RSS preferred option figure for the District was 5,600 dwellings and this prompted a detailed discussion at the Examination in Public relating to an appropriate approach and housing number. However, the EiP Panel concluded that:

- the housing figure for the District should be increased to 7,500 dwellings for the 2006 – 2026 period; and
- this figure is unlikely to meet all the housing pressures on the District for the period and as such, the District’s then emerging Core Strategy should consider options for increasing this provision in the post 2021 period and should look to accommodate a further 2,500 – 3,000 dwellings for the period up to 2026.

The issue of development options for growth within the District was discussed at length. In summary, the Panel accepted that the north of the District was constrained by Green Belt and there was limited opportunity to accommodate strategic growth. With regard to alternatives, the District Council indicated (in its defence of accepting a higher housing number at the time) that distributing additional housing through incremental development to the service centres in the District cannot be established as feasible in sustainability terms. This point was accepted by the Panel.

The two options that were then available to the Panel included either significant expansion to Stratford-upon-Avon or consideration of a new settlement.

With regard to the former, the Panel concluded that they had insufficient information to conclude on the merit or otherwise of a Stratford-upon-Avon expansion. With regard to the latter, the Panel only had sufficient detail on the then proposed Eco Town at Middle Quinton and variants and, at that time was not confident that the Middle Quinton proposal provided the most appropriate alternative. The Panel concluded that SADC should seek to accommodate the additional 2,500 – 3,000 dwellings through its work on the Core Strategy by:

- additional development to all the significant service centres including Stratford-upon-Avon or;
- major development focussed on Stratford-upon-Avon or;
- selection of the most sustainable new settlement or;
- some other alternative or combination.

Since this Panel recommendation, the NPPF has been published. This reinforces the policy protection for Green Belt and other national designations such as Areas of Outstanding Natural Beauty (AONB).

Housing Provision Options Study (June 2011)

Responding to the need to assess its own housing requirement, SADC commissioned an independent Housing Provisions Options Study. This was published in 2011 and is being used as a basis to support the emerging Core Strategy. The report tested a number of housing options but concluded that a positive and robust framework for the District should plan on the basis of 11,000 – 12,000 dwellings over the period 2008 – 2028. This provision supports the RSS Panel Report recommendation for the District that was published two years in advance and referred to above.

The report also tested lower options which included an 8,000 dwelling provision over the same period. It concluded that the lower option:

- falls well short of assessed housing need and demand;
- provides for a reduction in the District’s workforce with consequential impacts on the economy; and
- does not provide for a more balanced population in terms of age profile resulting in an ageing population over the plan period.

In summary the report concludes that this lower option has least environmental impact but comes at a cost in terms of high economic and social impacts.

In reviewing the Core Strategy SADC will need to consider the implications of the NPPF and in particular ensure the proposals and strategy accords with the three dimensions of sustainable development.

David Cameron

In a speech to the Institute of Civil Engineering, March 2012:



“ Now, while everyone celebrates the success of the Green Belt, far fewer people celebrate the contribution that the new towns made to maintaining it intact. Some people feel we’ve lost the **art of creating great places** with the right social and environmental infrastructure.

Now, certainly mistakes were made in the new towns with the state deciding, often rather arrogantly, what people ought to like and what they should not like.

But in the last century private and **social enterprises** also created places like Hampstead Garden Suburb, Letchworth, Welwyn Garden City, not perfect, but popular, green, planned, secure with gardens, places to play and characterful houses, not just car dominated concrete grids.

So, yes, we need more housing, but sprawling over the countryside isn’t the answer. We must absolutely protect our Green Belts and national parks, but we also urgently need to find places where we’re prepared to **allow significant new growth** to happen.

That is why we’ll begin consultation later this year on how to apply the principles of Garden Cities to areas with high potential growth in **places people want to live**.

And we must get our planning system fit for purpose; it needs to be quick, it needs to be easier to use and it needs to better **support growth, jobs and homes.** ”

2. The Renaissance of New Settlements Based on Garden City Principles

Recently there has been a paradigm shift in planning rhetoric, with new settlements based on Garden City principles back on the planning agenda. Following the Prime Minister's speech, the NPPF was published in March 2012, which at Paragraph 52 states that:

"The supply of new homes can sometimes be best achieved through planning for larger scale development, such as new settlements or extensions to existing villages and towns that follow the principles of Garden Cities."

Lead by the NPPF and the Localism Act, it is clear there is a shift in the national planning policy landscape. The NPPF allows for a more localised approach to planning, and provides opportunities for contextualized interventions to address local needs.

Whilst it might be said that the NPPF is aspatial in its nature, there is a clear mandate to avoid, as far as is possible, national designations such as AONB, Green Belt, areas at risk of flooding and heritage assets.

The aspatial nature of the NPPF is an acknowledgement that there is not a one policy that fits all. Through the Localism Act, more power has been devolved to local authorities in order to allow them to address their own policy priorities.

However, a key consideration of the NPPF is the need to respond to the existing and future demand for housing, employment and infrastructure, whilst balancing this against environmental considerations. Through the NPPF and the forthcoming abolition of Regional Spatial Strategies, the responsibility for balancing economic growth with sustainability rests squarely on the shoulders of local authorities.

A crucial aspect to the renaissance of new settlements in planning rhetoric is that they are based on Garden City principles. The Garden City concept is one of the great British ideas that has influenced town planning around the world. In a recent speech the **Deputy Prime Minister – Nick Clegg**, supported this approach.

The **Deputy Prime Minister** has called for new settlements modelled on Milton Keynes to be built in the Buckinghamshire, **Warwickshire** and Oxfordshire countryside to solve the housing crisis. In a recent article in The Telegraph (January 2013), **Nick Clegg** said there is an **"arc"** of land between the west of the UK and Cambridge where there **"aren't enough homes to live"**.

The Deputy Prime Minister said the Garden Cities would stop planning disputes when developers try and build new housing in already-established communities.

"We've got to, I think, plan for whole new communities in parts of the country where people want to live and that's why I am a very big supporter of new Garden Cities".

Nick Clegg

In a speech to the National House Building Council, November 2012:



“

It's time to rediscover that **proud tradition** of creating new places.

We can either condemn ourselves to haphazard urban sprawl – the surest way to damage the countryside, we can cram ever more people into existing settlements, concreting over gardens and parks – and bear in mind we already build the smallest homes in Western Europe, or **we can build places** people want to live.

So I urge the people in this room to help make this a success.

Garden Cities and Suburbs for the 21st Century. We can rise to this challenges, but only if we see the opportunity too. ”

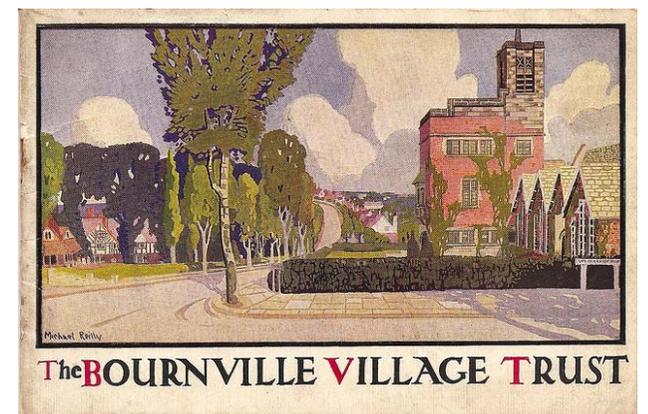
3. The Revival of Garden Cities

“Over the last century the Garden City ideals have proven to be outstandingly durable. Today, we still face the primary challenges confronted by early Garden City pioneers: meeting our housing shortage, generating jobs and creating beautiful and inclusive places. However, we have also the new challenges of globalised markets and the urgent need to adapt to and mitigate the impacts of climate change.”

(Kate Henderson, TCPA)



Bournville Model Village Based on Garden City Principles



Why Garden Cities?

“...the advantage of the most energetic and active town life, with all the beauty and delight of the country, may be secure in perfect combination.”

Ebenezer Howard, To-morrow:
A Peaceful Path to Real Reform (1898)

Model villages and Garden Cities represent a significant milestone in urbanism history.

Principles of model village settlements

Model Villages (such as New Earswick, Bournville and Port Sunlight), built for employees in the late 19th and early 20th century offer excellent precedent for new settlements within this recent call for a revival of Garden City masterplans. They were one of the first conscious attempts at sustainable development in the UK and are particularly relevant to Lighthorne Heath, given the established employment hub within this location. The Model Villages were set in generous parkland and fostered strong community spirit, with emphasis on the health and wellbeing of its residents. The layouts were based on traditional village design principles, with Arts and Crafts style traditional houses, which featured large gardens surrounding by generous areas of open space dedicated to walking, cycling and sports.

The principles behind these communities was one of fostering a socially fair and just local community to underpin the very focused local economic sector. The local employment supported strength in the community and the community supported growth in stability for the local employment. Such principles of local economic growth and community cohesiveness are as relevant to Lighthorne Heath in the 21st Century as they were to Bournville and Port Sunlight in the 19th and early 20th Century.

Principles of Garden City settlements

“The success of new places is not just about the design of buildings. True success can only be achieved if people feel connected to where they live and enjoy where they are. This is why the focus on social infrastructure is critical in the creation of new places. This was at the core of the Garden City movement and will be crucial in ensuring the new generation of Garden Cities succeed.”

John Lewis, Chief Exec of Letchworth Garden City

The Garden Cities and Suburbs of the early 1900s such as Letchworth, Welwyn and Hampstead quickly followed suit and were established on a similar set of healthy living principles. The Garden Cities took reference from the Model Villages and also featured large areas of open space, founded on the tenet of the town and the country coming together.

Central to the Garden Cities, and later the New Town philosophy, was the idea of self-containment - linking jobs and housing. This symbolises the basic description of sustainability, which is in essence, the capacity to endure. The Brundage Commission, in 1987, described sustainable development as:

“development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

The three main pillars of sustainability (as set out in the NPPF): Economic, Social and Environmental echo Ebenezer Howard’s original vision for self-sufficient Garden Cities. This is the crux of the potential development of a new settlement at Lighthorne Heath.

Kate Henderson and Katy Lock highlight a number of ‘Key Garden City Principles’ in their recent article in the September 2012 publication of the Journal of the TCPA. Such principles can easily be applied to a new settlement at Lighthorne Heath. They include:

- strong vision, leadership and community engagement;
- land value capture for the benefit of the community;
- community ownership of land and long term stewardship of assets;
- mixed tenure homes that are affordable for ordinary people;
- a strong local job offer, with a variety of employment opportunities within easy commuting distance of homes;
- high quality imaginative design (including homes with gardens);
- generous green space linked to the wider natural environment, including a mix of public and private networks of managed, high quality gardens, tree lined streets and open spaces;
- opportunities for local residents to grow their own food, including allotments;
- access to strong, local cultural, recreational and shopping facilities in walkable neighbourhoods; and
- integrated and accessible transport systems.

In Chapter 9 - The Concept Masterplan - we describe how such principles identified above can be applied at Lighthorne Heath.

How are these principles relevant today?

New urbanism

More recent urban design movements such as New Urbanism took their influences from the Garden City movement. The New Urbanism movement emerged in the 1980s and is based on the principle of walkable neighbourhoods, which have a range of jobs and house types in close proximity. In essence they should be self-contained and sustainable. This movement also sights its origins in the importance of public involvement in the shaping of new settlements

“We are committed to re-establishing the relationship between the art of building and the making of community, through citizen-based participatory planning and design”

Charter of the New Urbanism, 1993



Welwyn Garden City

Localism

The original Garden Cities were clearly local in their approach, as outlined previously, being underpinned by close engagement with local people and a strong emphasis on the initiative of entrepreneurial residents and commercial organisations. They are excellent examples of a collaborative and cooperative approach to delivering new settlements. Recent shift in central Government policy from the regional to the local affords an opportunity to build upon this approach, with an emphasis on communities and governance working together to deliver new places.

“We need to encourage and develop partnerships bringing together the most imaginative developers and community groups who are willing to take on a visionary task of this kind.”

Grant Shapps, in an interview for the article **Garden Cities: reshaping the ideas of the past for the 21st century**, the Guardian, September 2011

Proper community involvement and community governance can be established in the evolution and development of a large scale project such as the proposed new settlement at Lighthorne Heath. The longer term phasing of such a project would allow, in the embryonic early phase of development, community representatives and local employers inputting and shaping the growing community in which they live and work. Smaller scale urban extensions developed through ad-hoc land releases by their nature, reduce the potential for proper community cohesion and ownership. Indeed they often represent inward looking housing estates potentially resented by the host community.

Success of Garden Cities

The legacy of the Garden City movement was profound and has since influenced a wave of architectural movements as discussed. Today there are many Garden Cities in the world, but most of them have devolved into commuter towns, which is at odds with Howard's original vision. Therefore, it is vital that there is a clear understanding of what the main successes of the Garden Cities were and how these can be translated into present day masterplans.

One of the most pertinent lessons learnt from these historic settlements was the emphasis placed on creating a sense of belonging. This was something that the post war New Towns, which followed on from the Garden City movements, did not always achieve, often criticised for being isolated and lacking in proper social infrastructure and character. The most recent publications by the TCPA 'Creating Garden Cities and Suburbs Today' places emphasis on this, again, extolling the virtues of local leadership and community involvement in the process of creating new settlements.

An article by Patrick Clarke in the September 2012 Journal of the TCPA, highlighted the main principles of the Garden City approach to layout specifically. These can be applied to contemporary new settlements and include:

- a comprehensive approach to community building, with the inclusion of employment, local and district centres, integrated public transport and extensive open space networks;
- a coherent framework layout based on clearly defined movement networks and simple, robust development blocks;
- a strong landscape structure from the macro (parkland, formal recreation, woodland) to the micro (tree lined streets, green verges, large gardens);
- large development blocks with homes fronting the street and enclosing private gardens and communal amenity areas; and
- car parking on street and / or to the front or side of dwellings, where it can be absorbed into the landscape.

The principles outlined above can all relate to the proposed Lighthorne Heath new settlement due to existing site characteristics and the ability to deliver major new infrastructure due to the scale of the proposal.

Very little of the above can be properly delivered by smaller scale releases which generally 'bolt on' to an existing community and put pressure on rather than create new social, transport, community and open space infrastructure.

What makes a new settlement sustainable?

“Sometimes the supply of new homes may best be achieved through comprehensively planned development...Well-planned, large-scale projects can be highly successful and the best examples of these have been a great British contribution to international thinking on planning.”

Laying the Foundations: A Housing Strategy (2011), Paragraph 41

The NPPF identifies that large scale developments should promote a mix of uses so that the need to travel out is reduced and residents and employees can undertake day to day activities on site. Creating an entirely new settlement demands a different scale of social and community facilities than that supported by urban extensions. Often, urban extensions do not enable the delivery of significant, tangible benefits (due to the lesser proportion of housing) than that which a new settlement would generate. Further, urban extensions can often be detached from the heart of the existing settlement. Sir Frederic Osbourne (leading member of the UK Garden city movement and former chairman of the Town and Country Planning Association) reinforced this predicament when stating: “Towns must have a stop.”

A development of circa 5,000 dwellings will generate the demand to support a wide range of facilities, services and amenities necessary to support a self-sufficient new community. For comparison purposes such a proposal would have more jobs and population than Alcester and Shipston-on-Stour, which both support a good range of facilities and function as a Rural Service Centre.

Alternative Development Patterns: New Settlements, a study undertaken by the Department of Environment 1993, determined categories of development types and the associated benefits that each would afford. An extract from a comparison study in the document is set out opposite.

Note: 5 is good, 1 is poor.

	Urban extensions	New settlements
Economic criteria		
Cost of the end product (low claim, high value)	Medium values – 3	Can be cheapest – 4
Infrastructure costs (low costs, high value)	Low provision and use costs – 4	Will be high – 1
Maintenance costs (low costs, high value)	May connect to old system – 3	Low: all new systems – 5
Access to employment (good access, high value)	Moderate, can be car dependant – 3	Moderate, dependant on local provision – 3
Social criteria		
Access to social facilities (good access, high value)	Moderate, can be car dependant – 3	Potentially good – 4
Sense of community (good sense, high value)	Moderate – 3	Good / moderate if planned – 3
Social mix (good mix, high value)	Moderate – 3	Moderate – 3
Affordable housing (high level, high value)	Moderate at large scale – 3	Good through planning gain – 5
Local acceptability (high level, high value)	Reasonable – 3	Could be severe – 2
Environmental criteria		
Loss of land (low loss, high value)	High – 1	High – 1
Loss of habitats (low loss, high value)	Moderate – 3	Could be high – 2
Energy – transport (low level, high value)	Moderate – 3	High, dependant on location – 2
Energy – space heating (high level, high value)	Moderate / poor prospects – 3	Good prospects – 4
Pollution levels (low level, high value)	Relatively high – 2	Potentially high – 2
‘Greening’ contribution (high level, high value)	Good – 4	Good – 4
Town cramming effect (low level, high value)	Low – 4	Good – 4

New settlements fare well overall within the study. There is some variability within sets of criteria, e.g. **new settlements score well** on economic grounds, but are weaker on environmental criteria. It could be argued however that these criteria are often site specific; i.e. any perceived loss of habitat should be measured against the genuine quality of the existing landscape and ecological setting.

Very high costs associated with implementing new infrastructure are also assumed for new settlements and in most cases, transport is the most costly element of large scale development. As previously discussed, this is not the case at Lighthorne Heath new settlement, which benefits from an exceptional infrastructure basis for new development.

The recently awarded funding of £10 million from the Department for Transport through Pinch Point for improving the road network, could in effect, facilitate major employment and housing growth without further significant investment thus providing considerable value added for the public purse.

However, the key to long term sustainability of new settlements is their ability to support a wide range of social, community, educational, retail and employment facilities and not become a commuter 'dormitory' of a larger service centre. A key short term problem is, however, the ability to attract significant employment and retail / community infrastructure in advance of significant housing completions. Lighthorne Heath new settlement offers an almost nationally unique opportunity to provide housing to support a nationally and internationally significant employment hub.

This critical, mass of economic population could justify the 'front loading' of retail and supporting facilities thus providing new residents with access to an establishing Rural Service Centre from the early phases of development.

For reference, **Appendix 1** set out a range of planned settlements within the UK providing a useful 'benchmark' in terms of scale and supporting facilities. Such levels of infrastructure investment is simply not achievable for extensions to existing settlements.

The market town of Alcester, which is a major Rural Service Centre, provides a helpful local comparison in terms of size of settlement and its associated facilities.

Summary

It is abundantly clear that there are some very strong design principles from these historic and contemporary precedents which can be taken forward in planning a new settlement in Warwickshire. At the strategic level, Lighthorne Heath provides a great opportunity to create a new settlement, anchored on what already is an extremely well established and skilled employment hub. In that sense, similarities can be drawn with the aforementioned historic precedents.

Lighthorne Heath will be founded on high quality green infrastructure, which will ensure it becomes a renowned and pleasant place to live and work. The settlement will be interwoven with areas of open space and recreation, with parkland, meadows, wetlands, community orchards, allotments, sports pitches, pavilions and children's play areas. But above all, like the Garden City and Model Village movements, Lighthorne Heath will place strong emphasis on the positive involvement of the local community in the management of the new settlement. The settlement will provide the opportunity to build on Cadbury's and the Lever Brothers' pioneering spirit in encouraging a unique focused knowledge hub, with the creation of local science based R&D organisations.

“The collective value of social networks and the inclinations that arise from these networks for people to help each other (‘social capital’) is an important dimension of neighbourhoods and their resources. It is closely related to both housing dynamics and economic wellbeing. This has implications for strategies to strengthen and build social capital.”

Taken from a Research Paper undertaken
by Joseph Rowntree Foundation, 2003.

4. Lighthorne Heath a Unique Location for Growth

Lighthorne Heath is a truly unique and **exceptional location** for sustainable development. Two overriding existing locational factors establish the **potential for growth** over and above alternate locations. These relate to the existing employment offer and the existing transport infrastructure, providing a spring board for future development.

Infrastructure

The Lighthorne Heath site sits adjacent to the M40, one of the country's critical artery highways. This provides an exceptional infrastructure basis for new development.

Further, the site is located on the B4100 equidistant from Banbury and Warwick. This artery provides an opportunity for efficient and effective bus based public transport access to mainline intercity rail stops.

The accessibility of the proposed new settlement provides the opportunities for both car and public transport accessibility to higher order social, cultural and retail opportunities. It also provides accessibility to the wide range of new proposed facilities for the existing local rural communities – becoming a new major Rural Service Centre that will perform a similar role to settlements such as Alcester.

The cost and implementation of infrastructure, particularly transport infrastructure is typically one of the key barriers to major housing growth.

In recent years considerable finance and the development of innovative funding models have been dedicated to tackling the infrastructure needs of development, with transport typically being the most costly element. At Lighthorne Heath, much of the key infrastructure is already in place or planned. Furthermore, £10m of DfT funding has recently been approved to tackle local congestion through in-commuting to Jaguar Land Rover and Aston Martin on the B4100 / M40.

Whilst the committed highway interventions are intended to improve an existing problem and provide opportunity for further economic expansion, a re-balancing of the commuting patterns over time through employees living locally will ensure road capacity can accommodate both the housing and economic role of the immediate area.

Employment

An irrefutable asset of the Lighthorne Heath location is the existing employment base. Lighthorne Heath is the UK headquarters of Jaguar Land Rover and Aston Martin.

These combined employers, undertake a range of automotive engineering and high value R&D activities and together employ approximately 5,000 workers with proposals to increase to 7,000. Ensuring a strong economic base is a critical and often challenging aspect of creating sustainable new settlements. Furthermore, and as explained in the next section, the long term safeguarding of the existing employment hub at Gaydon can, in our view, be significantly enhanced through the implementation of the Lighthorne Heath new settlement proposal. A local business survey at Gaydon identified a number of issues and aspirations; all of which could be delivered by the proposal. No alternative land use strategy proposed within the District could deliver a direct solution to the issues raised by the Gaydon employers.

Appropriate and Sustainable Development at Lighthorne Heath

In the next chapter we consider why Lighthorne Heath is an appropriate and sustainable location for growth under the three dimensions to sustainable development as set out within the NPPF.



5. The Economic Role

The NPPF describes the economic role of planning in terms of sustainable development as:

“contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure”.

The key local and sub-regional economic benefits of a new settlement at Lighthorne Heath are:

- new employment area that captures clustering benefits of existing automotive engineering hub, capturing spin off benefits of locally embedded knowledge and skills to develop further high value employment;
- potential to provide employment space for around 1,600 additional workers increasing GVA by at least £75m¹;
- total household expenditure generated by 5,000 new homes would be £112m². On retail alone approximately £28m would be spent in Stratford-on-Avon District³ generating around 330 jobs⁴;
- significant further jobs in construction, retail, leisure, services and education over a long term period; and
- reduction in in-commuting to Gaydon, reducing congestion and costly delays.

Local economic context

In understanding the benefits of economic development at Lighthorne Heath it is important to understand the economic context of the local area, District and sub-region.

National

The UK economy is facing a sustained period of economic challenge following the 2009 financial crisis. The Coalition Government's stated number one priority is for growth, to drive forward a programme with one purpose; creating jobs⁵.

Sub Regional

Stratford-on-Avon District is included within the Coventry and Warwickshire Local Enterprise Partnership (LEP) area. Key Issues facing the sub regional economy as identified by the LEP include⁶:

- slower than average growth of the economy as a result of the sectoral profile of the area (i.e. too few higher-value, knowledge intensive businesses, and too many lower-value industries); and below average levels of productivity;
- the productivity of the Coventry & Warwickshire economy (i.e. the economic output per employee) has been falling steadily over the past 5-6 years and GVA per head in 2008 was 5.4% below national average; and
- a need for the sub-regional economy to focus more on knowledge intensive sectors to maintain competitive advantage in a global economy. Applied manufacturing and high technology engineering could be key growth areas for the sub-regional economy.

District

Stratford-on-Avon District has above average employment in the manufacturing sector (7,100 jobs or 12.4%, 2.2 percentage points above the national average) and lower than average employment in the services sector as a whole. Manufacturing employment is significantly buoyed by the Gaydon automotive cluster, employing around 5,000 workers. Within the services sector, there is over representation in tourism, hotels and restaurants compared to the regional and national average. This accords with the strong tourism offer of Stratford-on-Avon District and Stratford-upon-Avon town.

Typically manufacturing and business employment generate higher GVA per employee than tourism and hotel employment. Over representation in both lower value (tourism, often seasonal) and higher value (manufacturing, business) sectors demonstrates the diversity of the District economy and range in the employment offer. It also highlights the importance of higher value activity to the District economy. Overall, automotive manufacturing is a key strength sector of the District's economy and has the second highest locational quotient in the District of any subsector.⁷

Local

The proposed Lighthorne Heath new settlement sits to the east of Gaydon in Kineton Ward. As noted, Gaydon houses key automotive activities for Jaguar Land Rover and Aston Martin, creating unique local characteristics, including⁸:

- the market town wards of Kineton is one of the two largest employment centres in the District outside Stratford-upon-Avon accounting for over 5,000 jobs;
- in Kineton, 80% of employment is comprised of two sectors – manufacturing of motor vehicles and engineering activities; and
- Kineton Ward experienced particularly strong growth between 2003-2008 (2,600 jobs) which can be attributed to the presence of Jaguar Land Rover and Aston Martin at Gaydon.

Travel to Work

The District Employment Land Study highlights that those who commute out of the District are typically more highly skilled than those who commute into the District. There is also a greater rate of out-commuting than in-commuting (22,455 compared to 18,852), demonstrating a slight imbalance in the District's housing to employment offer. In particular, over 6,500 residents commute to Warwick compared with around 3,300 in-commuters from Warwick.

Broadway Malyan estimates⁹ that of the 5,100 employees in Kineton, more than 4,000 commute from outside the ward and 3,000 from outside the District. Key commuting origins include Birmingham (360), Coventry (420), Warwick (620) and outside of the West Midlands (750). High levels of in-commuting contribute to unsustainable transport patterns and local congestion. An offer of high value jobs where employees travel to residences outside of the District also represents lost household expenditure to the local economy.

District's Employment Land Assessment

A business survey was conducted as part of the District's Employment Land Assessment included views of those companies based at the Gaydon automotive hub. Responses stated:

- projected significant growth (for Jaguar Land Rover / Aston Martin) including opportunities to diversify offer in high tech manufacturing and R&D and encourage complementary businesses to co-locate;
- expansion at current site (Gaydon) restricted by Planning Policy. No suitable alternative sites have been found within the District;
- high degree of car reliance and associated issues with congestion and car parking;
- quality of life is a key benefit of the area, attracting skilled residents. Supply of more affordable housing is needed to reduce in-commuting; and
- significant in-commuting of employees.

SODC's Employment Land study made specific recommendations regarding the Gaydon site. In particular, that the Council should consider supporting further employment development beyond the existing policy envelope of the Gaydon site, guided by a comprehensive masterplanning process which addresses the quantum of development and associated access and infrastructure improvements.

Summary of economic context

The Gaydon automotive hub is of key importance to the District and sub regional economy, making a significant employment contribution to a high value sector.

There is an out-commuting of skilled employees from the District, however significant in-commuting to Kineton Ward which houses the Gaydon automotive cluster.

There is recent and projected growth at the automotive cluster with a need for additional employment land and an increased supply of housing to reduce in-commuting.

Economic benefits of a new settlement at Lighthorne Heath

Developing the automotive cluster

Proposals for a new settlement at Lighthorne Heath include around 17 hectares of employment. This has the potential to draw on the significant existing local strengths in automotive engineering to create a larger cluster of high value automotive related employment. Clustering of economic activities has long been a key aspect of economic growth strategies¹⁰ and is demonstrated around the country, for example in Britain's 'Motorsport Valley' in Oxfordshire¹¹. Clustering draws on the embedded knowledge held by existing employees and their networks to develop new ideas and companies which capture these ideas to develop new businesses or take advantage of downstream and upstream supply chain opportunities.

The proposed area for new employment development has the potential to provide for a workforce of around 1,600. Based on existing GVA figures for the sub region, this would lead to an increase in GVA by at least £75m¹².

Development of additional high value employment would further enhance the District and sub-regional economies in a key growth sector, helping to counter balance a downward trend in GVA and to maximise the potential of the existing cluster.

Major mixed use development as urban extensions to Stratford or smaller housing focused developments would significantly dilute the potential economic benefits of growth within a key local and national employment sector by providing housing and employment within areas that would do little to support the Gaydon cluster.

Further economic benefits associated with new development

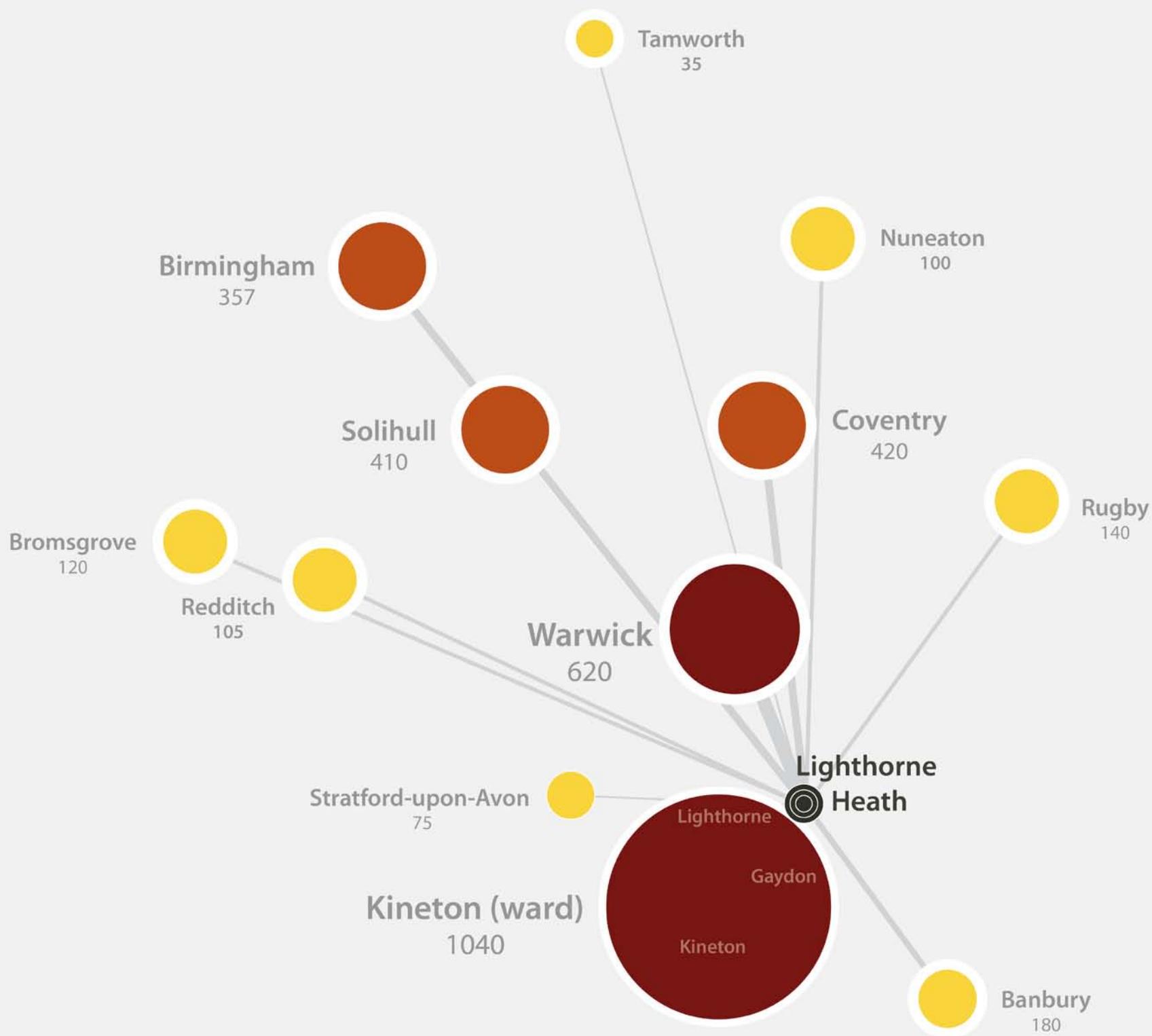
Based on reported average household expenditure for the West Midlands, an additional 5,000 dwellings would generate approximately £112m¹³ expenditure. This would create demand for a wide range of services including retail, leisure and education. On retail alone it is anticipated that approximately £28m would be spent in Stratford-on-Avon District¹⁴, generating around 330 new jobs¹⁵. There would also be significant benefits in terms of construction work through the lifetime of the development which could be linked into local learning and training programmes.

Commuting patterns

A lack of suitable local housing for employees has been identified as key cause of high in-commuting to Gaydon, adding to congestion on the strategic and local highway network. Provision of an appropriate housing offer can reduce commuting associated with the Gaydon automotive cluster, which has a wider economic cost. The relocation of employees who commute into the District also enables the local retention of employee and household expenditure and its associated supply chain benefits.

Summary

Development at Lighthorne Heath contributes to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth innovation and the provision of infrastructure in accordance with the NPPF.



6. The Social Role

The NPPF identifies the social role of planning in terms of supporting sustainable development as:

“supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community’s needs and support its health, social and cultural well-being”.

A new settlement at Lighthorne Heath will be able to provide a range of new high quality social facilities as well as respond to the demand for housing relating to the key employment hub at Gaydon.

The development of a range of new homes at Lighthorne Heath provides an opportunity to meet the housing need identified in the Council’s Core Strategy evidence base, ensuring a long term land supply for new housing over a 30 year period.

As previously noted, it is estimated that around 4,000 or 75 per cent of employees at the Gaydon automotive hub commute in from outside Stratford-on-Avon District. This suggests that there is significant latent private sector demand for housing in the southern part of the District which would allow workers to locate more locally to their employment, creating the potential for a sustainable balance between employment and housing in the District.

The Lighthorne Heath new settlement would also deliver a wide range of new high quality health, social and educational facilities. By achieving a critical threshold of around 5,000 homes the settlement would be of sufficient size to deliver a wide range of facilities including a new Rural Service Centre, secondary school and primary education. In particular, the masterplan identifies the following:

- two new two-form entry primary schools (in addition to one existing);
- a new secondary school;
- a significant new Rural Service Centre with leisure and food and beverage offer and, two secondary local centres;
- new supermarket;
- community centre;
- health provision;
- high quality public transport network;
- sport and leisure facilities for formal recreation;
- opportunities for local growing and food production;
- significant new employment land (B1 / B2) with potential for ancillary hotel and conference facilities; and
- major informal park.

It should be noted that the new community will accommodate up to 5,000 new homes generating a population of approximately 12,000. Further, the existing employment base provides a current employment population that would support early implementation and viability of Rural Service Centre facilities.

This population is significantly larger than the District’s second largest town, Alcester, which itself functions as a major Rural Service Centre supporting a wide range of retail, community and education facilities. In 2008 SADC commissioned Colliers to undertake a retail report. The report identified major retail expenditure leakage from this area to Warwick and Banbury. This demonstrates potential latent demand and an opportunity to provide a wide range of retail expenditure ‘capture’ within this part of the District.

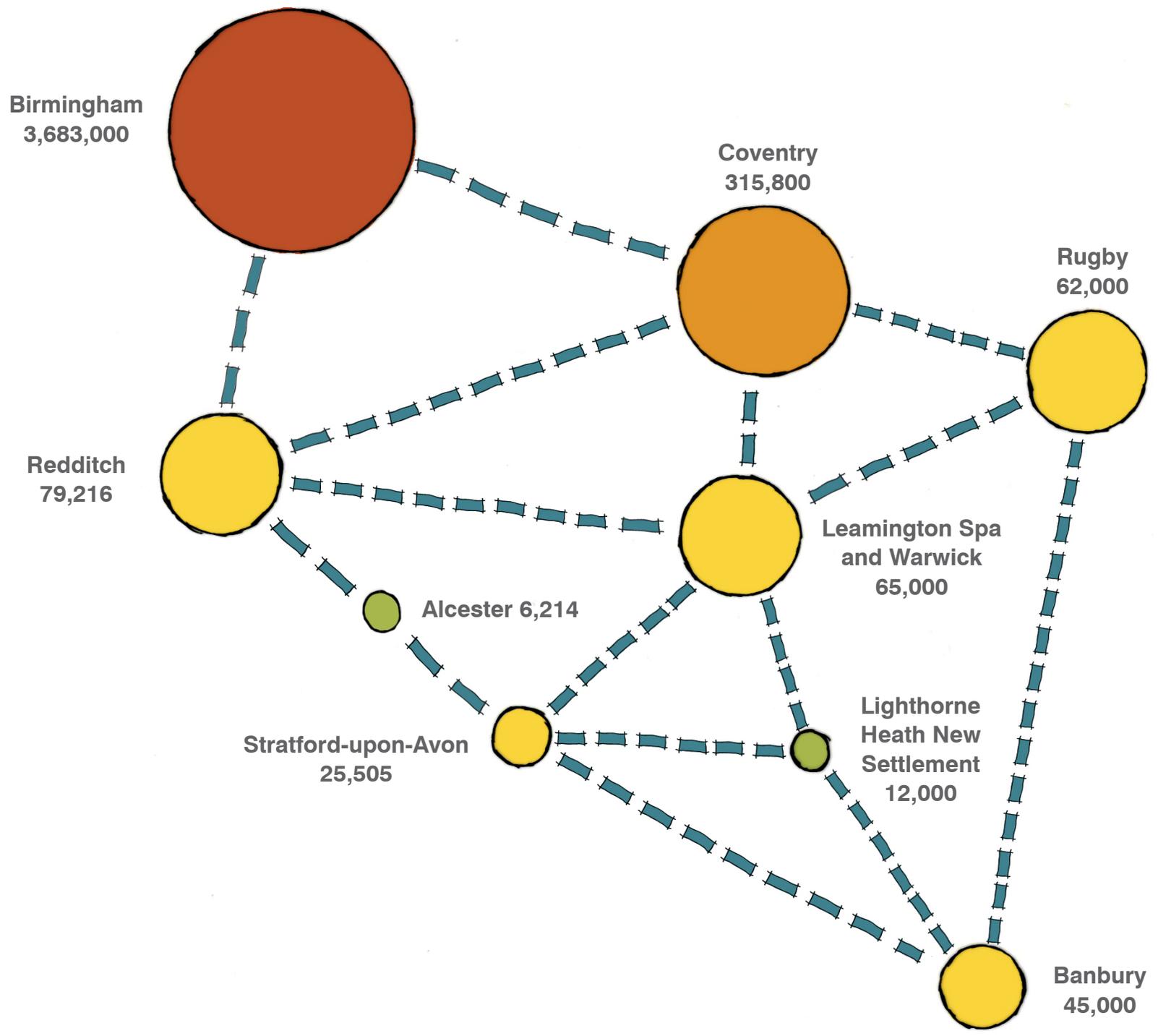
Lighthorne Heath new settlement would be the new second tier settlement in Stratford-on-Avon District providing a full range of services and facilities. It would generate a new hub within the District, re-distributing existing retailing and travel patterns and providing greater choice for residents. The precise range and quantum of retail and social facilities can be identified as more detailed technical work progresses subject to SADC support.

Rural Hinterland

The quantum of development at Lighthorne Heath with associated services and facilities will enhance and maintain the vitality of the surrounding Local Service Villages and lower tier villages. These surrounding villages will be accessible to Lighthorne Heath’s increased offer in terms of retail and other services and facilities.

Summary

Development at Lighthorne Heath supports a strong, vibrant and healthy community by providing the supply of housing required to meet the needs of present and future generations. Further, it creates a high quality built environment, with accessible local services that reflect the wider community’s needs and support its health, social and cultural well-being.



7. The Environmental Role

The NPPF identifies the environmental role of planning in terms of supporting sustainable development as:

“contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy.”

Stratford-on-Avon District is characterised by national designations and constraints throughout, as illustrated on the constraints plan opposite. The north west of the District, including part of Stratford-upon-Avon is within the West Midlands Green Belt. Much of the District’s southern and eastern boundary is within the Cotswold Area of Outstanding Natural Beauty (AONB). Throughout the District there are areas at risk of flooding. Also, there are areas of Special Landscape Area (SLA) as previously identified in the 2006 Local Plan Review, along with 75 Conservation Areas. Finally, swathes of the best and most versatile agricultural land are dispersed throughout the District with a significant area flowing west from Stratford.

To further illustrate the constrained extent of the District, the plan and associated table on pages 36-37 lists the constraints concerning each settlement. A ‘traffic light’ scoring system has been used to identify those settlements which are highly constrained (red), partially constrained (amber) and not constrained (green).

The plan and constraints table reinforce that the District is heavily constrained with only three out of forty eight settlements having no constraints. Seventeen of the settlements are heavily constrained with twenty eight partially constrained. The three not constrained settlements are all Local Service Villages comprising Lighthorne Heath, Gaydon and Stockton.

Green Belt

The NPPF gives clear guidance on national designations and constraints and how they should be considered with regard to increased development within them. Paragraph 79 states that:

“The Government attaches great importance to Green Belts. The fundamental aim of Green Belt policy is to prevent urban sprawl by keeping land permanently open; the essential characteristics of Green Belts are their openness and their permanence.”

As with the previous Green Belt policy, inappropriate development is, by definition, harmful to the Green Belt and should not be approved except in very special circumstances (Paragraph 87). Having regard to sustainable development and the Green Belt, the NPPF is clear at Paragraph 84 that Local Authorities should:

“...consider the consequences for sustainable development of channelling development towards urban areas inside the Green Belt boundary, towards towns and villages inset within the Green Belt or towards locations beyond the outer Green Belt boundary.”

Within the District, thirteen settlements including the main town of Stratford-upon-Avon and three main Rural Service Centres are constrained by Green Belt. This severely limits the extent to which development can occur outside of these settlements over the plan period. This is acknowledged by Policy CS6 in the Draft Core Strategy.

Areas of Outstanding Natural Beauty (AONB)

The NPPF is clear at Paragraph 115 about how Areas of Outstanding Natural Beauty (AONB) should be considered, stating that:

“Great weight should be given to conserving landscape and scenic beauty in National Parks, the Broads and Areas of Outstanding Natural Beauty, which have the highest status of protection in relation to landscape and scenic beauty.”

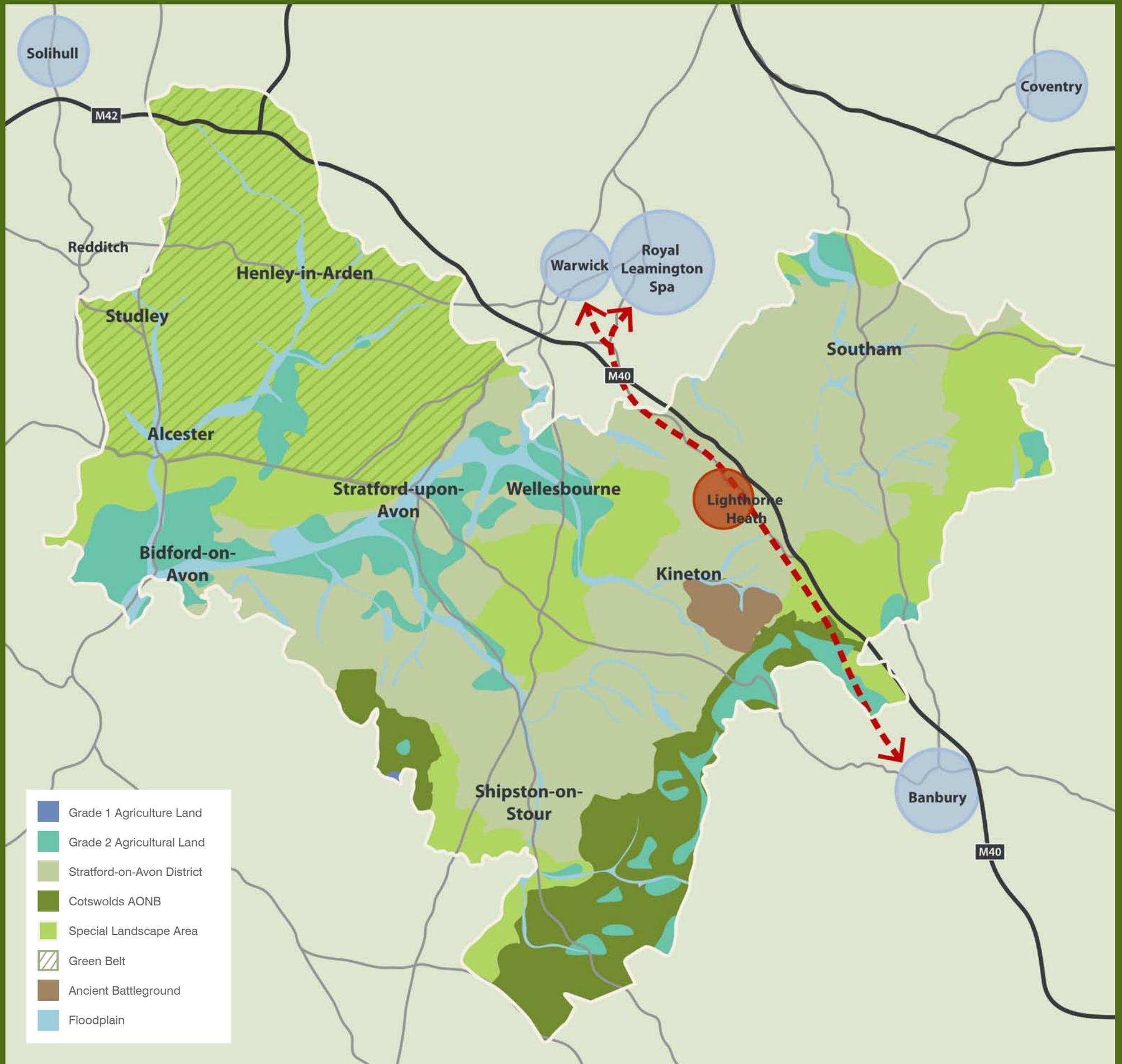
Five settlements within the District are constrained by AONB which will severely limit future development within and on the edge of them. SADC need to have regard to the AONB when distributing housing throughout the District.

Flooding

As illustrated on the District constraints plan opposite, there are large swathes of areas at risk of flooding. The NPPF is clear about development within areas at risk of flooding at Paragraph 100, stating that:

“Inappropriate development in areas at risk of flooding should be avoided by directing development away from areas at highest risk.”

Twenty nine of the settlements are in part constrained by areas at high risk of flooding. Accordingly development in these settlements will be restricted.



Stratford-on-Avon Constraints

7. The Environmental Role

Special Landscape Area (SLA)

A further constraint is the Special Landscape Area (SLA). This designation is set out within the Local Plan Review Proposals Map (2006) and the policy context in Policy EF.2. The Draft Core Strategy at Paragraph 8.1.8 explains that the District Council is keen to investigate the reinstatement of the SLA in this process.

The NPPF is clear at Paragraph 109 that the planning system should contribute to enhancing the natural and local environment by *“Protecting and enhancing valued landscape...”* The constraints plan identifies a total of twenty four settlements within the SLA, of which, thirteen are also within the Green Belt. A settlement solely within the SLA will not restrict development to the same degree as national designation (Green Belt, AONB and Flooding), however, it is highly likely that a large quantum of development would impact on the landscape value and would be unacceptable.

Agricultural Land

As illustrated on the constraints plan and supporting table, fourteen settlements are partially or wholly constrained by the best and most versatile agricultural land (Grade 1 & 2), including many areas surrounding Stratford-upon-Avon and the totality of the main Rural Service Centre’s of Bidford-on-Avon and Wellesbourne.

The NPPF is clear at Paragraph 112 with regards to agricultural land, stating that:

“Local planning authorities should take into account the economic and other benefits of the best and most versatile agricultural land. Where significant development of agricultural land is demonstrated to be necessary, local planning authorities should seek to use areas of poorer quality land in preference to that of a higher quality.”

As part of its evidence base for the emerging Core Strategy SADC has produced a number of technical documents to help inform its wider dispersal spatial strategy for locating housing. Of relevance to Lighthorne Heath is the Landscape Sensitivity Study of the Local Service Villages (June 2012) and Historic Environment Assessment of the Local Service Villages (July 2012).

The plans on pages 33 and 37 illustrate that the District is highly constrained in terms of national and local designations and SADC needs to give clear spatial direction as to where development and growth should be directed within the context of the NPPF.

Landscape Sensitivity Study of the Local Service Villages

In summary, the study states that the land to the east of the B4100 at Lighthorne Heath is medium sensitivity to housing development. Only 15 per cent of the areas assessed across the District were considered to be of medium sensitivity. The vast majority of the District is considered to be high or high / medium sensitivity to housing development, making it less suitable for development.

The same study also considers the impact of commercial development on the landscape. In this instance, the same land - east of the B4100 - is also considered medium sensitivity to commercial development. However, only 2 per cent of land assessed falls within the 'medium' category. The remaining 98 per cent of land assessed is of high or high / medium sensitivity to commercial development.

The evidence illustrates that both in terms housing and commercial development, Lighthorne Heath performs very well when assessed against other Local Service Villages in terms of landscape sensitivity.

The supporting text to the study specifically assesses land to the east of the B4100 and west of the motorway identified as medium sensitivity to housing and commercial development stating that the area:

“...provides a significant opportunity for a planned settlement with appropriate services and facilities.”

The reference to 'planned settlement' is only cited when referring to Lighthorne Heath, lending further technical support to a new settlement based on Garden City principles in this location.

Historic Environment Assessment of the Local Service Villages

The assessment explains that there are no designated heritage assets within the 500 metre study area at Lighthorne Heath. Further, the assessment confirms that there are also no areas of high archaeological sensitivity within the area. Overall, the Lighthorne Heath study area is assessed as low sensitivity in terms of the historic environment.

Biodiversity

Whilst the environmental impact, positive or negative, can relate to existing heritage and environmental assets, it is important to note that enhancing the biodiversity of the area through proactive management can help fulfil the NPPF objectives related to the environmental role of planning. The proposed new settlement will provide over 100 hectares of open space, comprising a wide range of managed and natural habitat creation. The area is currently in agricultural production or fallow and a planned biodiversity strategy integrating landscape, open space and sustainable urban drainage will bring about significant biodiversity benefits. Such integrated benefits are not possible through the delivery of smaller incremental developments.

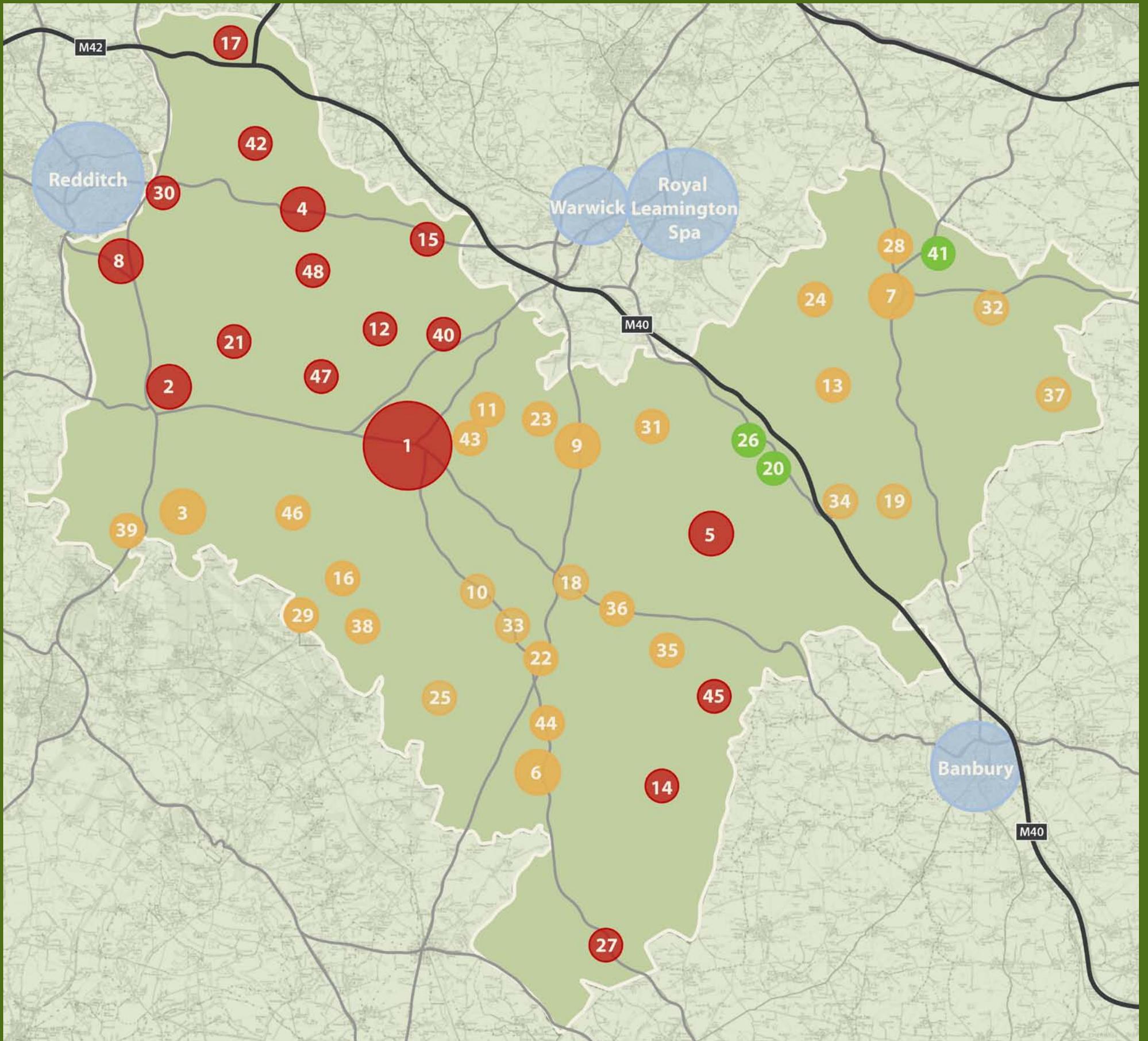
Summary

Having reviewed the available evidence base and the location of national designations, it is clear that development at Lighthorne Heath will contribute to protecting and enhancing the natural, built and historic environment of the District and can enhance biodiversity through integrated open space, landscape and surface water drainage strategies.

Settlement	Constraint
Main Town	
1. Stratford-upon-Avon	Partly Green Belt / Partly Flooding Partly SLA / Conservation Area Agricultural Land
Main Rural Centre	
2. Alcester	Green Belt / Partly Flooding SLA / Conservation Area
3. Bidford-on-Avon	Partly Flooding / Conservation Area Agricultural Land
4. Henley-in-Arden	Green Belt / Partly Flooding SLA / Conservation Area
5. Kineton	Partly Ancient Battleground Partly Flooding / Conservation Area
6. Shipston-on-Stour	Partly Flooding / Conservation Area
7. Southam	Partly Flooding / Conservation Area
8. Studley	Green Belt / Partly Flooding / SLA
9. Wellesbourne	Partly Flooding Conservation Area
Local Service Village	
10. Alderminster	Partly Flooding / Partly SLA Agricultural Land
11. Alveston	Partly Flooding / Conservation Area Agricultural Land
12. Bearley	Green Belt / SLA Conservation Area
13. Bishops Itchington	Partly Flooding
14. Brailes (Upper & Lower)	AONB / Partly Flooding Conservation Area
15. Claverdon	Green Belt / Partly Flooding SLA / Conservation Area
16. Clifford Chambers	Conservation Area
17. Earlswood	Green Belt / SLA
18. Ettington	SLA
19. Fenny Compton	SLA / Conservation Area
20. Gaydon	Not Constrained
21. Great Alne	Green Belt / Partly Flooding / SLA Conservation Area / Agricultural Land
22. Halford	Partly Flooding / Partly SLA Conservation Area
23. Hampton Lucy	Partly Flooding / Agricultural Land
24. Harbury	Conservation Area

Settlement	Constraint
25. Ilmington	Partly AONB / Partly SLA Conservation Area
26. Lighthorne Heath	Not constrained
27. Long Compton	AONB / Partly Flooding Conservation Area / Agricultural Land
28. Long Itchington	Partly Flooding / Conservation Area
29. Long Marston	Partly Flooding
30. Mappleborough Green	Green Belt / SLA
31. Moreton Morrell	Partly SLA / Conservation Area
32. Napton-on-the-Hill	Partly SLA
33. Newbold-on-Stour	Partly Flooding / Partly SLA Agricultural Land
34. Northend	Partly SLA
35. Oxhill	Partly Flooding / Conservation Area
36. Pillerton Priors	Partly SLA
37. Priors Marston	Partly SLA / Partly Flooding Conservation Area / Agricultural Land
38. Quinton (Lower)	Partly AONB
39. Salford Priors	Partly Flooding / Conservation Area Agricultural Land
40. Snitterfield	Green Belt / SLA Conservation Area
41. Stockton	Not Constrained
42. Tanworth-in-Arden	Green Belt / Partly Flooding SLA / Conservation Area
43. Tiddington	Agricultural Land
44. Tredington	Partly Flooding / Conservation Area
45. Tysoe (Upper & Middle)	Partly AONB / Partly Flooding Conservation Area
46. Welford-on-Avon	Partly Flooding / Conservation Area Agricultural Land
47. Wilmcote	Green Belt / SLA Conservation Area / Agricultural Land
48. Wootton Waven	Green Belt / Partly Flooding SLA / Conservation Area

Level of Constraint	Scoring Methodology
Highly Constrained	Wholly within a National Designation (GB AONB Flooding) Or Partially Constrained by Two or More National Designations
Partially Constrained	Partially Constrained by One National Designation And/or Wholly or Partially Constrained by a Local Designation (SLA) And/or Settlement has a Conservation Area And/or Best and Most Versatile Agricultural Land (Grade 1 and 2)
Not Constrained	No National or Local Designations



Constraints Plan by Settlement Hierarchy

8. Sustainable Transport

In the previous three chapters we have set out how a new settlement at Lighthorne Heath would contribute towards achieving sustainable development. However, matters relating to sustainable transport and infrastructure straddle all three dimensions of sustainable development. In this chapter our Transport Consultants, Brookbanks Consulting, have reviewed and commented on transport related matters relevant to our proposals.

The NPPF describes the role transport policies have on achieving sustainable development as:

“Transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives.”

Funding for Junction 12 Improvements and Link Road

Funding to the extent of £10m toward delivery of the M40 Junction 12 works and the associated improvements through the entrance of Jaguar Land Rover was recently announced in the Chancellor’s Autumn Statement. Warwickshire County Council has allocated a further £3m toward the local road network improvements. While further funds are being sought, the scheme is now essentially funded and there is a firm commitment by the Government and the related agencies to commence works in late 2013 or early 2014, for completion by April 2015.

Design of the scheme is well advanced and the landowner is working actively with Warwickshire County Council to make land available that is necessary for the new road. The plan opposite delineates the proposed alignment of the link road across land we control. At the same time, transport modelling studies are being completed to ensure the highway improvements can be delivered in a manner that will provide ready capacity for the new development. While certain further local transport improvements may be necessary for the new development, the new road will provide capacity in the immediate vicinity of the development to facilitate the planned growth while ensuring capacity remains for existing uses including Jaguar Land Rover and Aston Martin.

Strategic Transport Assessment (STA)

The Strategic Transport Assessment (STA) October 2012 report contains Warwickshire County Council’s (WCC) response on transport matters in relation to the Stratford-on-Avon District Draft Core Strategy, February 2012.

The STA assesses a range of development scenarios, as identified below:

- **scenario 1** - 8,000 dwellings;
- **scenario 2** - 8,000 dwellings wider dispersal strategy;
- **scenario 3** - 7,000 dwellings + 800 at each of the three large rural brownfield sites near Harbury, Southam and Long Marston;
- **scenario 4** - 8,000 dwellings + 5,000 at a new settlement near Gaydon; and
- **scenario 5** - 8,000 dwellings + 2,500 urban extension in Stratford-upon-Avon including an Eastern Relief Road (ERR) option.

The STA assessed the impacts of each of the development options through the use of the GEH statistics. This approach is similar to identifying the percentage increase in traffic flows. This method may report changes in flows but does not fundamentally take into account available highway capacity.

The use of statistical methods, like GEH that only identifies increases, will inherently favour developments adjacent to routes that are already nearing capacity as any increases in traffic will not be identified as significant. Therefore the scenarios that increase dwelling numbers in Stratford-upon-Avon adjacent to a road network that is nearing capacity will not identify the significant increases in delay and queuing that is likely.

With reference to Scenario 4, the STA identifies that this scenario would have significant localised impacts. This is not unexpected as the delivery of 5,000 dwellings at a single location would lead to high increases in traffic. However, the local road network in and around Lighthorne Heath is not approaching capacity and therefore is better placed to cope with traffic increases than the GEH statistics indicate.

Furthermore, the methodology adopted in relation to trip generation applies the same trip rate to all of the potential development locations. This therefore does not take into account the site specifics or the potential for internalisation between complementary land uses.

A lack of high quality housing in the area results in high volumes of Jaguar Land Rover / Aston Martin staff commuting into the area each day, predominantly from the north originating from Coventry and Birmingham.

The delivery of the Lighthorne Heath new settlement will significantly improve the quality and range of the housing stock, and this will invariably lead to a migration of the existing and future Jaguar Land Rover and Aston Martin workforce into the area.

This will reduce the number of external trips on the strategic road network, specifically the M40 between junctions 12 – 15 and also within the local road networks. Any traffic modelling that is undertaken should consider this migration as this will assist in the reduction of congestion across the wider road network.



Proposed Route and Alignment of New Link Road



8. Sustainable Transport

Benefits to Stratford-upon-Avon

The concentration of development within Stratford-upon-Avon will only exacerbate the existing traffic congestion and delay currently being experienced. As indicated on the previous pages the potential impact will be underestimated through the use of GEH.

The delivery of significant housing at Lighthorne Heath new settlement will distribute growth throughout the region and reduce growth in Stratford. This will have several benefits.

Scenario 4 will increase traffic on the road network around Gaydon and Lighthorne Heath at locations that have sufficient spare capacity to accommodate any increase in traffic. The available capacity on the road network is not identified in the STA.

Stratford-on-Avon Transport Strategy

The wider transport strategy for Stratford-on-Avon District appears to be predicated on housing growth in the Town Centre that is identified to support transport interventions, for example the delivery of the ERR.

However, through the introduction of the Community Infrastructure Levy (CIL) Regulations, once the necessary transport interventions are identified to support growth, an appropriate levy is made against all housing growth, irrespective of the location. Therefore this removes the inherent need to locate development adjacent to the interventions. A more substantial development, like that proposed at Lighthorne Heath new settlement could therefore contribute towards wider District wide interventions to deliver greater benefits. The STA report should consider the additional benefits that a larger development can bring.

Furthermore, the assumption that interventions based on housing growth in the town centre will reduce the reductions in delay and congestion is fundamentally incorrect. Any improvements to delay and congestion that could be achieved within the town centre would be reduced by loading developments in Stratford-upon-Avon. By locating development at Lighthorne Heath, through the potential of employee migration, traffic within Stratford-upon-Avon will reduce without the need for interventions.

The success of the transport strategy of locating developments in Stratford-upon-Avon is inherently predicated on the interventions identified. Should these be undeliverable this fundamentally undermines the delivery of both the transport strategy and housing growth. Scenario 5 is predicated on the ERR and at the time of writing this has an identified cost of £44m. To date, no funding has been confirmed for the ERR and it is unlikely that the ERR will ever be delivered especially when considering the social and environmental impacts of such infrastructure on the setting of an historic settlement such as Stratford-upon-Avon.





“provide the catalyst for further economic growth and investment in the area”

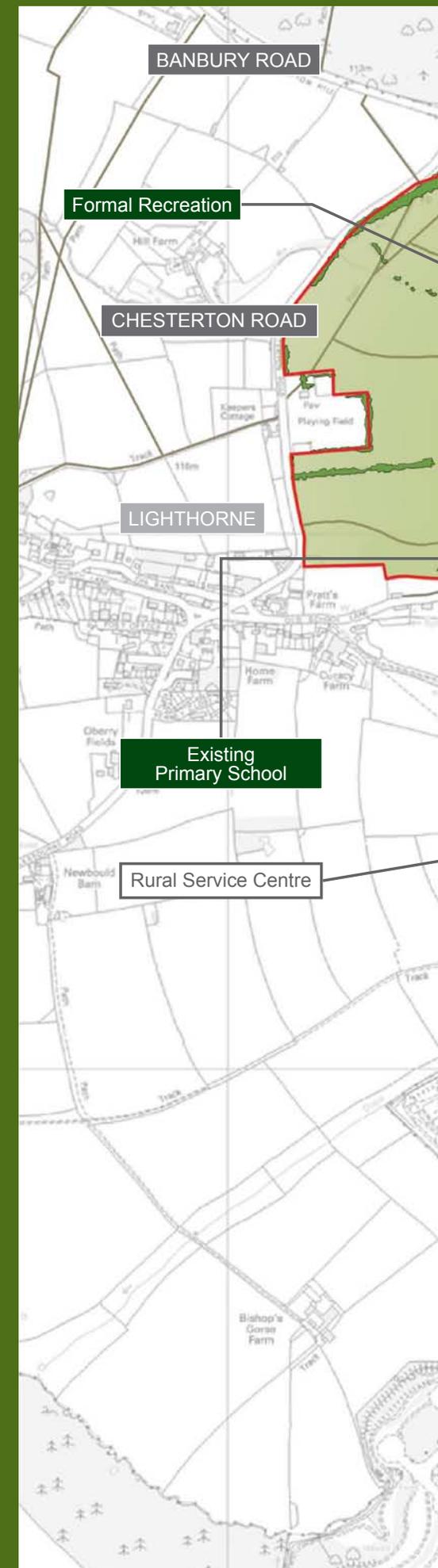
9. The Concept Masterplan

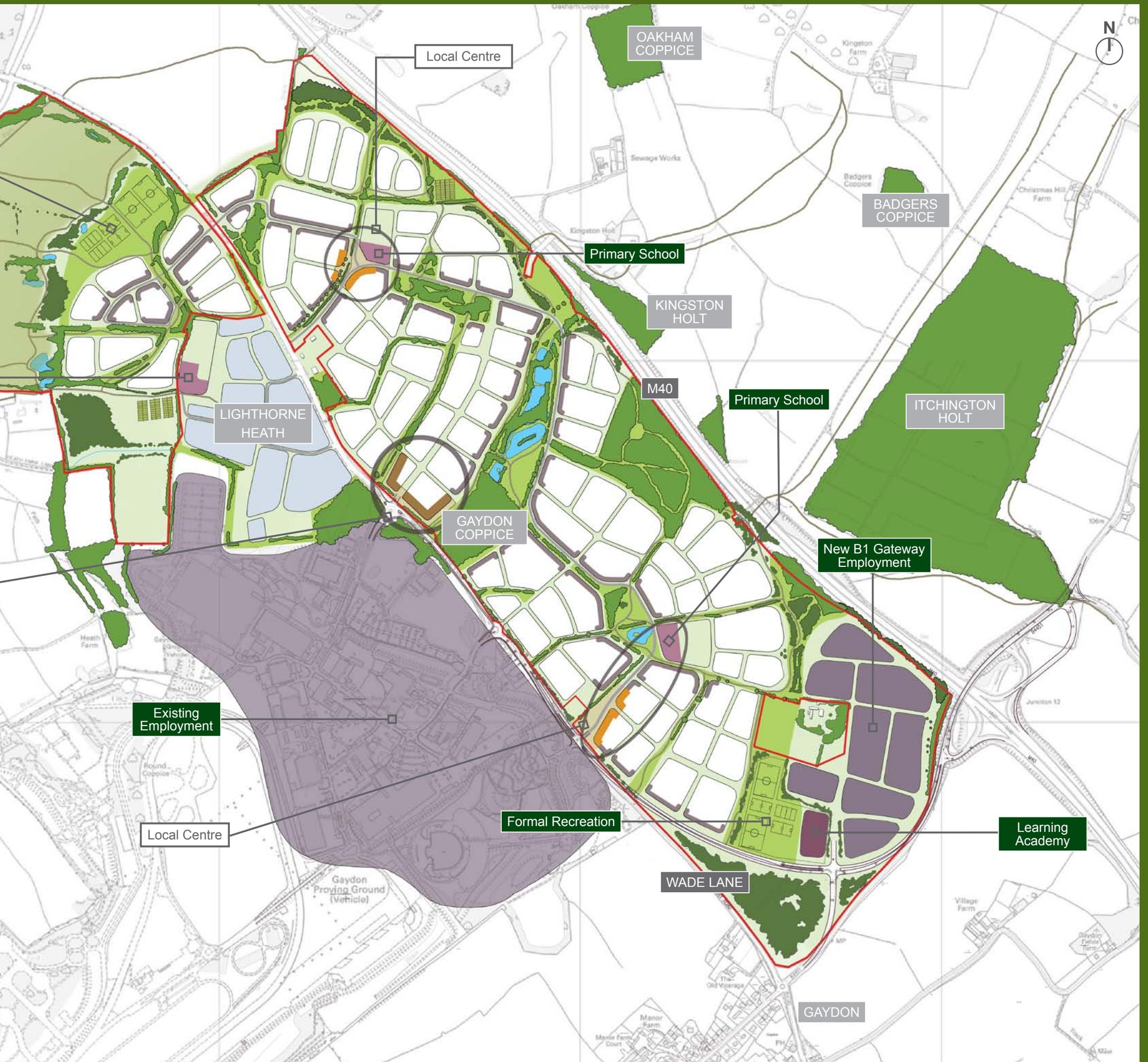
The site at Lighthorne Heath offers a powerful opportunity to create a new, comprehensively planned, sustainable settlement of up to **5,000 new homes, schools, shops and community facilities and generous amounts of open space**, directly adjacent to the Jaguar Land Rover and Aston Martin HQ.

The vision for a new settlement at Lighthorne Heath is to create a place that people have pride in and feel part of a strong community, enjoying a high quality of living in attractive surroundings. The masterplan features two new neighbourhoods, separated by a strong woodland corridor, interwoven with lakes. Well defined character areas that take their cues from the surrounding landscape and villages within the area will feature throughout and will create a unique sense of place. Each neighbourhood will have its own local centre next to a primary school and will feature day to day facilities such as a community centre and convenience store. A Rural Service Centre at the heart of the new settlement will feature additional facilities such as a medical centre, gym, large retail store, cafes and restaurants.

Lighthorne Heath will be structured by its unique landscape setting, with existing areas of woodland extended and strengthened by new ribbons of planting reaching out and integrating with the wider rural footpath network. Community orchards and allotments will sit next to local centres and schools, offering residents (young and old) the chance to grow their own food. Places for play will be interwoven throughout, so that all residents will live within walking distance of formal and informal pitches, playgrounds and parks.

-  Up to 5,000 dwellings, delivered over the period up to and beyond 2028 creating a new population of approximately 13,000 residents.
-  A Rural Service Centre at the heart of the settlement, featuring major facilities such as a supermarket, medical centre, a library, religious facilities, cafes, restaurants and a gym.
-  Two Local Centres, featuring a primary school and day to day facilities such as a community centre and local shops.
-  Approximately 17 hectares of gateway employment space, creating 1,600 high value automotive and R&D related new jobs. Opportunity for gateway Business Hotel in this location.
-  Two new Primary Feeder Schools, located within the heart of each Local Centre.
-  A new Learning Academy for years 7 - 11 plus post 16, with strong educational links with the employment hub and nearby Universities.
-  A Country Park featuring informal walking routes within a natural wetland habitat, providing separation between the new settlement and the village of Lighthorne.
-  Areas of new community woodland interwoven throughout the development, creating pockets of amenity breathing space.
-  A liner community woodland, structured around Gaydon Coppice and several lakes, with heritage and art walks.
-  Several new allotment areas, allowing residents to grow their own food and learning links with the primary schools.
-  Retained lakes and watercourses, which contribute towards the rich landscape setting of the site.
-  Green pedestrian and cycle access from the development to the wider rural footpath and bridleway network.
-  Formal recreation, with sports pitches for all ages.





Local Centre

OAKHAM COPPICE

BADGERS COPPICE

Primary School

KINGSTON HOLT

LIGHTHORNE HEATH

M40

Primary School

ITCHINGTON HOLT

GAYDON COPPICE

New B1 Gateway Employment

Existing Employment

Local Centre

Formal Recreation

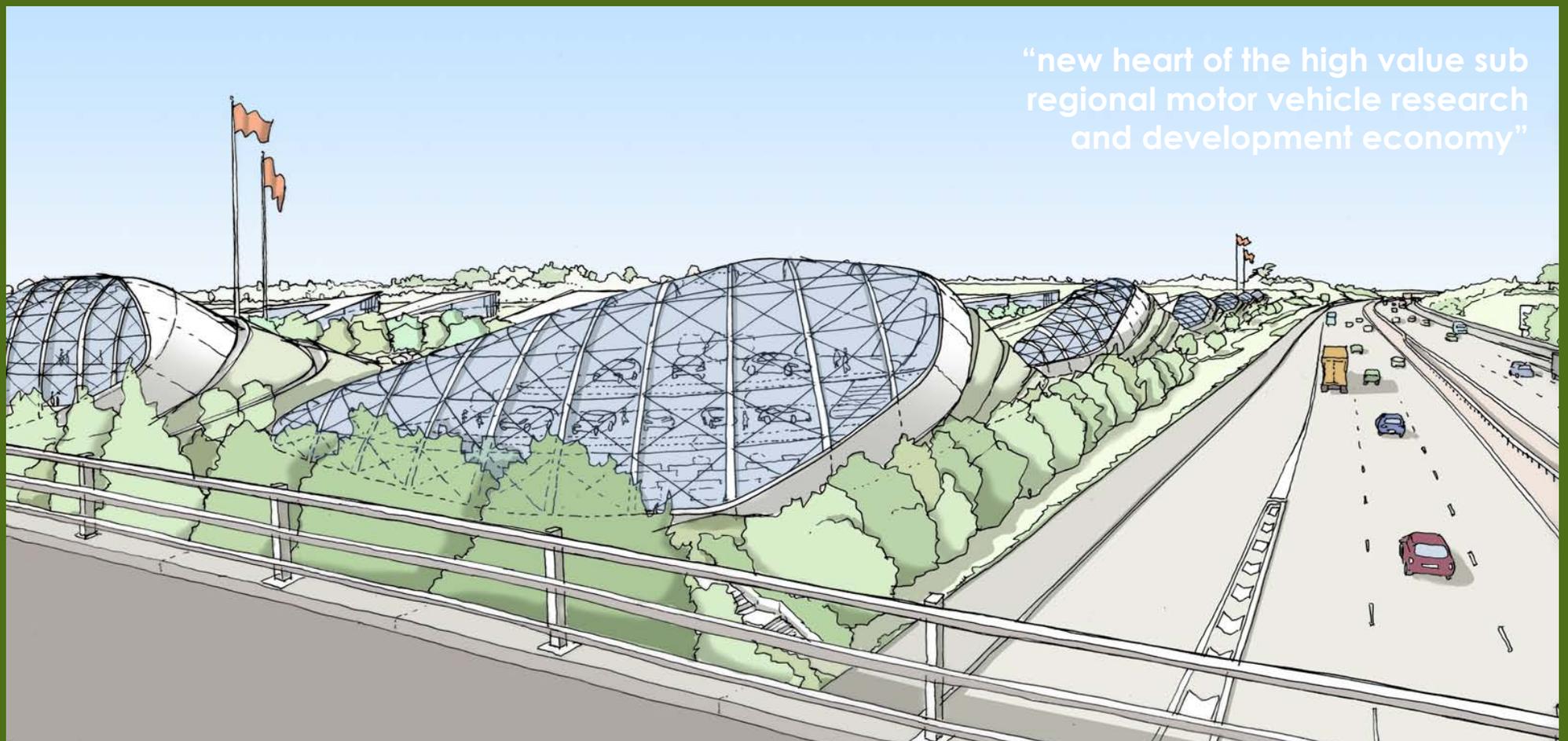
Learning Academy

WADE LANE

GAYDON



The main features of the masterplan in relation to key themes such as Community, Jobs, Design, Open Space and Transport are **set out opposite**. These are based on the **TCPA Garden City Principles**, which were discussed earlier in Chapter 3. These initial thoughts on some of the potential features of a new settlement at Lighthorne Heath demonstrate that the site could deliver extremely tangible benefits.



“new heart of the high value sub regional motor vehicle research and development economy”

Strong vision, leadership and community engagement, Land value capture for the benefit of the community, Community ownership of land and long term stewardship of assets.

Like the Garden City and Model Village movements, Lighthorne Heath new settlement will place strong emphasis on the positive involvement of the local community in its management. Existing and new residents, employers and local employees will be involved from the outset of the development and will have a continuing role in the settlement governance and development.

An overarching Community Trust will be set up whilst it is still a fledgling community in order that it develops its own sense of identity. Local community development officers, set up through the Trust to represent the new and existing residents, would also take a key role in the development of the masterplan over the development phases of the scheme.

The establishment of a Community Development Trust would enable community governance and management of the land over the long term with the established local employers forming a key component of community direction.

Mixed tenure homes that are affordable for ordinary people.

Homes for all is a priority. The provision of an integrated community will include a diverse range of different scale and tenure including market sale, low cost home ownership market rent and affordable rent. A wide range of dwelling sizes will be provided including small flats through to five bedroom houses. High quality family housing will be a priority to allow young couples and families to get onto the housing market.

A proportion of the homes would be built to Lifetime Homes standards to ensure that residents can remain in their home, regardless of circumstance.

The consideration of 'self-build' areas can be included to support the innovation characteristics of the area.

A strong local job offer, with a variety of employment opportunities within easy commuting distance homes.

The settlement is an opportunity to build on the Garden Cities pioneering spirit. To complement the strong local job offer, up to 5,000 dwellings would generate a new population of 11,000 - 13,000 residents. Approximately 17 hectares of new employment is proposed, which would create up to 1,600 new jobs and capture the clustering benefits of the existing automotive engineering hub. This could include incubator units and large corporate office space, aimed at science based R&D and automotive organisations, which will encourage further high value employment space in this key location. In addition to this, new jobs in construction, retail, leisure services and education would be created.

High quality imaginative design (including homes with gardens).

Lighthorne Heath new settlement is an opportunity to produce an innovative new development which includes residential and commercial architecture at the cutting edge of design standards and quality.

All homes will be designed with amenity at the forefront and with an eye to the strong design principles of the Garden Cities. On a simple but fundamental level, this means generous garden space and significant parks and areas of public space accessible to all residents.

Generous green space linked to the wider natural environment, including a mix of public and private networks of managed, high quality gardens, tree lined streets and open spaces.

Lighthorne Heath new settlement will be founded on high quality green infrastructure, which will ensure it becomes a well renowned and pleasant place to live and work. The settlement will be interwoven with areas of open space and recreation varied in character and focus. This includes: parkland, meadows, wetlands, community orchards, allotments, sports pitches, pavilions and children's play areas.

Recreation and amenity will play a big part in life at Lighthorne Heath, with green space forming a strong structuring element and a key part of the character of the development. The neighbourhoods will be connected by a linear community woodland.

This will provide heritage and art walks and will connect into the wider walking network beyond the site. Tranquillity and access to nature will be provided in a country park, located to the north west of the site (this will also provide amenity separation between the new settlement and the village of Lighthorne). Formal recreation will be largely located along the site edges, with large sports pitches for all ages located across the development. Additionally, there will be public facilities attached to the three new schools. For children there will be play facilities throughout the settlement. Green pedestrian and cycle links from the development to the wider rural footpath and bridleway network will also be provided.

Opportunities for local residents to grow their own food, including allotments.

Opportunities for residents to grow their own food will be located throughout the new residential areas, with community orchards and allotments provided in several locations. Primary schools will link up with these facilities as educational opportunities.

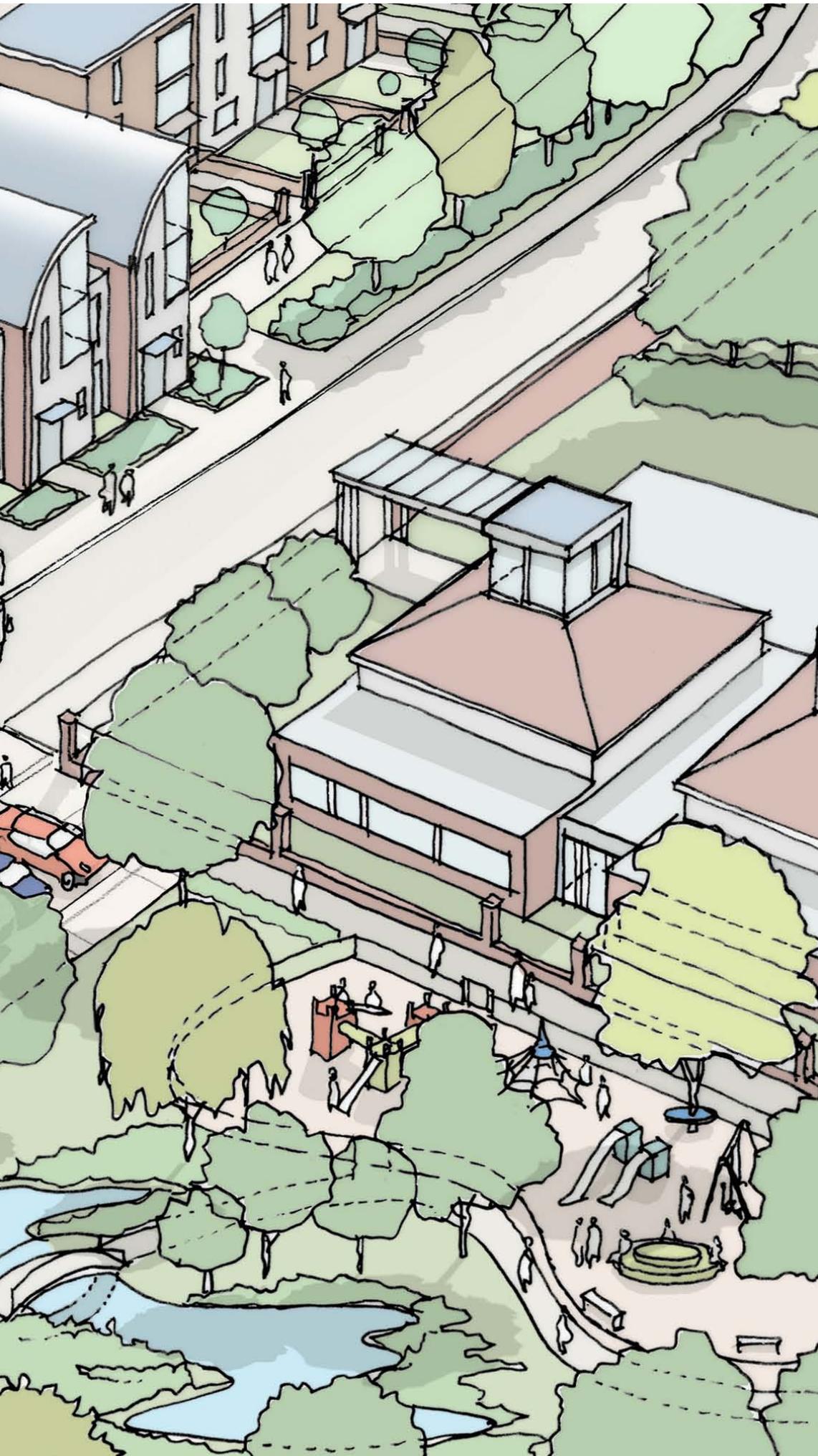
Access to strong, local cultural, recreational and shopping facilities in walkable neighbourhoods.

The masterplan allows for a Rural Service Centre, which could include the provision of an anchor retail unit, a number of small scale local shops and major services and leisure facilities such as restaurants and cafes, a library, a medical centre, a post office and a gym. There will also be two, smaller local centres within a ten minute walk of all dwellings. These would include more locally focused facilities such as a community centre or a youth club and local shop; meeting the every day doorstep needs of its local residents.

Integrated and accessible transport systems.

Key infrastructure is already well established, creating an available access into the development. The Banbury Road provides the potential for a sustainable public transport corridor to key settlements such as Warwick and Banbury, including links to Warwick Parkway Station. Investment could be focused on delivery of a new bus transit along these routes. A local bus service will be provided to capture local trips between existing settlements such as Gaydon, Lighthorne and Kineton.



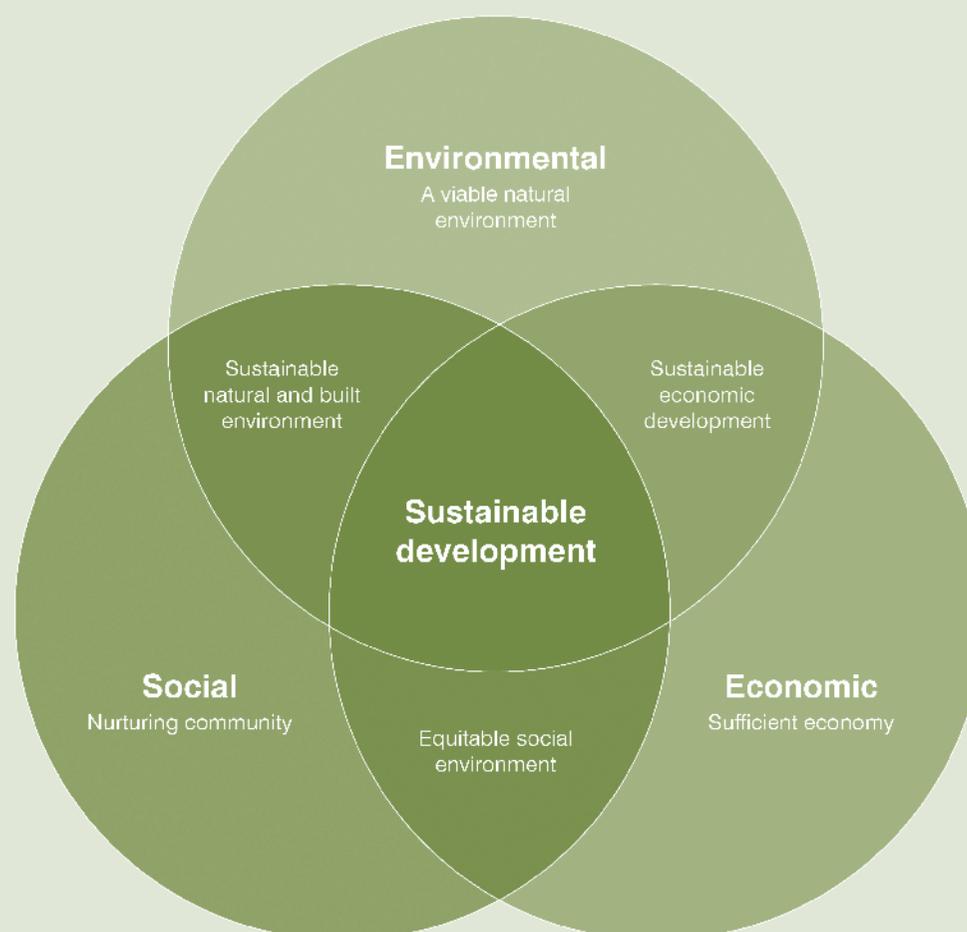


“a community heart
supporting a range of shops,
bars, restaurants and local
services to support the
day to day needs of the
community.”



10. Sustainability Objectives

In this chapter we summarise how a new settlement at Lighthorne Heath would perform against the sustainability objectives as set out in the **Sustainability Appraisal** for the Core Strategy (October 2011). It provides a compelling conclusion as to why this is the most appropriate spatial planning option for Stratford-on-Avon.



	Objective	Lighthorne Heath	Comment
1	Protect, enhance and manage sites, features and areas of archaeological, historical and cultural heritage importance.	Neutral	As illustrated on the constraints plan at Page 33 Lighthorne Heath is an unconstrained settlement within a constrained District. A new settlement at Lighthorne Heath will avoid developing in the Green Belt, AONB, areas at risk of flooding, Special Landscape Areas, best and most versatile agricultural land and heritage assets, which can be found within the rest of the District.
2	Protect, enhance and manage the character and appearance of the landscape and townscape, maintaining and strengthening distinctiveness and its special qualities.	Neutral	Whilst a new settlement at Lighthorne Heath will intrinsically alter the countryside around it, the Landscape Sensitivity Study explains that part of the land at Lighthorne Heath is the least sensitive to housing and commercial development, compared with majority of the District.
3	Protect, enhance and manage biodiversity and geodiversity.	✓✓	The proposed new settlement will provide over 100 hectares of open space, comprising a wide range of managed and natural habitat creation.
4	Reduce the risk of flooding.	Neutral	The area surrounding Lighthorne Heath is not at risk of flooding unlike much of the land around Stratford-upon-Avon. The implementation of on-site SUDS will mean the area is self sufficient in terms of dealing with flooding and surface water run off.
5.	Minimise the District's contribution to climate change.	✓	A new settlement provides the opportunity to design in the greenest of technologies from conception. It would seek to reduce carbon dioxide emissions through promoting a more sustainable way of living, utilising the highest levels of environmental technology and by reducing the need to travel.
6.	Plan for the anticipated levels of climate change.	✓	A new settlement provides the opportunity to design in the greenest of technologies from conception. It would seek to reduce carbon dioxide emissions through promoting a more sustainable way of living, utilising the highest levels of environmental technology and by reducing the need to travel.
7.	Protect and conserve natural resources.	✓	As illustrated on the constraints plan at Page 33 Lighthorne Heath is an unconstrained settlement within a constrained District. A new settlement at Lighthorne Heath will avoid developing on the District's natural resources such as the Green Belt, AONB, areas at risk of flooding, Special Landscape Areas, best and most versatile agricultural land and heritage assets, which can be found within the rest of the District. Avoiding development on best and most versatile agricultural land will safeguard higher value agricultural resources.
8.	Reduce air, soil and water pollution.	Neutral	A new settlement at Lighthorne Heath has the ability to reduce current in-commuting car travel patterns and would thus result in fewer carbon dioxide emissions.
9.	Reduce waste generation and disposal, and promote the waste hierarchy of reduce, reuse, recycle / compost, energy recovery and disposal.	✓	A new settlement based on Garden City principles will allow for the waste hierarchy to be fully implemented within every home and the wider community, including existing and proposed employment.
10.	Improve the efficiency of transport networks by increasing the proportion of travel by sustainable modes and by promoting policies which reduce the need to travel.	✓✓	As previously stated a new settlement has the ability to reduce current levels of in-commuting. Further, a new settlement will be based on the concept of a walkable neighbourhood with public transport provision available to access high order settlements and services.
11.	Reduce barriers for those living in rural areas.	✓✓	The creation of a new Rural Service Centre at Lighthorne Heath with retail, services and other facilities will support the immediate surrounding lower order settlements ensuring they remain viable and sustainable locations to live.
12.	Protect the integrity of the District's countryside.	✓✓	Whilst the creation of a new settlement at Lighthorne Heath will alter the immediate surrounding area, the evidence explains that countryside around Lighthorne Heath is the least sensitive within the District. Further, it will avoid developing housing within the AONB and Special Landscape Areas.
13.	Provide affordable, environmentally sound and good quality housing for all.	✓✓	Up to 5,000 new homes are planned for Lighthorne Heath. The objective will be to deliver a wide choice of quality homes, widen opportunities for home ownership and create sustainable, inclusive and mixed communities. The housing mix will be based on current and future demographic and market trends, ensuring the needs of different groups in the community (such as families with children, older people, people with disabilities, service families and people wishing to build their own home) are catered for.
14.	Safeguard and improve community health, safety and well being.	✓✓	The creation of a new settlement will deliver a number of community benefits. Not only will a new Rural Service Centre provide a range of services relating to health provision, but it will provide over 100 hectares of open space and opportunities for sport and recreation making an important contribution to the health and well-being of a new community.
15.	Develop a dynamic, diverse and knowledge based economy that excels in innovation with higher value, lower impact activities.	✓✓	There is a pre-existing diverse and knowledge based economy with Jaguar Land Rover and Aston Martin. The additional employment land coupled with the proposed expansion at Jaguar Land Rover will further establish Lighthorne Heath as the dynamic, diverse and knowledge based centre of the District for the long term.

Concept Vision

A thriving community, Lighthorne Heath will be the **new heart of the high value sub-regional motor vehicle research and development economy**. It will deliver **exceptional educational opportunities** by facilitating integration between learning and world automotive research and development brands. It will deliver a wide range of volume and **bespoke modern innovative housing** of all tenures to support the social and economic needs of the area. Green infrastructure including open spaces, recreation and leisure, formal and informal landscaping and country parks will facilitate well being – all funded and managed by a community trust made up of residents and employers who live, work and recreate in the community. Lighthorne Heath will have **a community heart supporting a range of shops, bars, restaurants and local services to support the day to day needs of the community**. It will also deliver new knowledge based employment opportunities to **provide the catalyst for further economic growth and investment in the area** supported by the already established employment base and the excellence of the educational establishments at Warwick and Coventry universities.



Reference

1. Broadway Malyan area / density calculations based on HCA Employment Densities Guide 2010, GVA based on current LEP area GVA per head.
2. Based on the 2010 household expenditure for the West Midlands (ONS).
3. Based on convenience good expenditure patterns (Stratford on Avon District Retail Study 2008).
4. Drawing on DCLG / OffPAT guidance on determining jobs per industry turnover per head.
5. Member of Parliament for Stratford-on-Avon, Nadhim Zahawi: <http://www.zahawi.com/>.
6. Coventry and Warwickshire LEP 5-Year Strategy 2011-2016 / Coventry and Warwickshire Economic Assessment 2011 / Stratford on Avon District Employment Land Study (2011).
7. Stratford-on-Avon District Employment Land Study (2011).
8. Stratford on Avon District Employment Land Study (2011).
9. Applying 2009 Employment Land Study employment data to 2001 Census travel to work patterns.
10. Michael Porter, Competitive Advantage of Nations, 1985.
11. See 'Paul Krugman's Geographical Economics, Industrial Clustering and the British Motor Sport Industry' (Regional Studies, Vol. 33.9, pp. 815-827) Pinch and Henry 1998.
12. Broadway Malyan area / density calculations based on HCA Employment Densities Guide 2010, GVA based on current LEP area GVA per head.
13. Based on the 2010 household expenditure for the West Midlands (ONS) – assumes all households new to the District.
14. Based on convenience good expenditure patterns (Stratford on Avon District Retail Study 2008) – assumes all households new to the District.
15. Drawing on DCLG / OffPAT guidance on determining jobs per industry turnover per head – assumes all households new to the District.
16. Applying 2009 Employment Land Study employment data to 2001 Census travel to work patterns.

Appendix 1

Units	7000	5500	5000	4500	3400	2900	2750
Place	Hampton, Peterborough	Sherford, Devon	Lodge Hill, Medway	Wixams, Bedford	Rackheath, Norfolk	Cranbrook, Exeter	Kings Hill, Kent
Site size (ha)	1000	485	325	384	294	164	263
Local centre (usually a convenience store and other local services such as a community centre, café, vets, crèche, dry cleaners)	✓ 3	✓ 3	✓ 3	✓ 4	✓ 2	✓ 1	✗
District or town centre (including a mix of the following: health centre, youth club, community centre, medical centre, pharmacy, dentist, cafes and pubs, post office, library)	✓ 1 District Centre including 280,000 sqft shopping centre.	✓ 1 District Centre including 180,193 sqft.	✓ 1 District Centre including 30,000 sqft retail, healthcare centre, dentist, 2 hotels, garden centre.	✓ 1 District Centre including - no further information available.	✓ 1 Energy Centre - no further information available.	✓ 1 Town Centre including 72,120 sqft retail, a Hotel and community facilities.	✓ 1 Town Centre 35,000 sqft including restaurant, retail and medical facilities.
Sports centre/gym	✓	✓		✓			✓
Nursery school	✓	✓					✓
Primary school	✓ 4	✓ 3	✓ 3	✓ 3	✓ 2	✓ 2	✓ 2
Secondary school	✓ 1	✓ 1	✓ 1	✓ 2	✓ 1	✓ 1	✗
Employment	2.9 million sqft 67 acre business park. 12,000 jobs industrial/commercial/retail	721,182 sqft business and commercial.	395,574 sqft B1 and 79,115 sqft B2. 5,000 new jobs over 20 years.	1 million sqft office space	22.9 ha employment	188,374 sqft employment	800,000 sqft business space and consent for 1.2 million sqft gross
Open space	120 ha Nature Reserve.	202 ha Community Park Outdoor Sports hub, Indoor sports centre Youth Centre, Allotments.	93 ha open space (including formal open space, excluding woodland).	121 ha parkland, including 3 village parks, a town park, formal recreation and Lakeland walks.	Unspecified.	Parkland, Country Park, Cemetery and Railway Station.	Golf course, Sports pavilion, Cricket club, Gym, Nature Park.



LIGHTHORNE
HEATH

TOMORROW'S
GARDEN VILLAGE