

**This SPG was adopted in November 2001
by the three district authorities
responsible for the Cross Boundary
Consultation area; Cotswold,
Stratford-on-Avon and Wychavon
District Councils.**

1. INTRODUCTION

1.1 The Vale of Evesham has had a traditional association with agriculture horticulture, and market gardening. The Vale is also home to a number of former military bases and former airfields where redevelopment for employment uses, especially storage and distribution, has occurred on a large scale.

1.2 The various employment uses have led to significant growth in the numbers of heavy goods vehicles (HGVs) passing through the area. Many of these lorries are the largest vehicles travelling to and from mainland Europe. The resultant intrusion is a major concern particularly to communities living in historic settlements located on the main lorry routes. The redevelopment of the MOD base at Long Marston and the determination of several major planning applications in the area could further exacerbate these problems.

1.3 Figure X shows that the problems are spread over parts of the Counties of Warwickshire, Worcestershire, and Gloucestershire and the respective Districts of Stratford-on-Avon, Wychavon and Cotswold.

1.4 This Supplementary Planning Guidance (SPG) has been produced to provide interim planning guidance for the authorities responsible for the area shown on Figure X. It is anticipated that existing planning policies which the SPG

supplements will be replaced by or altered to closely reflect it, in the current reviews of the Development Plans.

1.5 In March 2001, over 350 copies of the draft SPG were distributed to: local Parish and Town councils; major businesses; haulage companies; transport operators; local residents; statutory consultees and local Members of Parliament, throughout the Cross Boundary Consultation Area. A joint press release was issued, together with interviews with local press and radio stations advertising the availability of the draft SPG. Additional copies were then made available to the District council offices and libraries in each of the districts, in order to give other interested parties and local residents a further chance to comment.

1.6 The responses were generally very positive, with only a handful of objections. Approximately 22 suggested amendments, most of which have been included in the final version of the SPG. A summary report is available from Cotswold District Council.

1.7 This SPG has been prepared in accordance with the latest guidance set out in PPG12: Development Plans; PPG7: The Countryside; PPG13: Transport RPG10: Regional Planning Guidance for South West and RPG11: Regional Planning for the West Midlands.

1.8 This Guidance will be a material consideration when assessing development proposals within the area. It should however be read in conjunction with the policies in the current, Stratford-on-Avon, Wychavon, and Cotswold Local Plans, and the emerging reviews of these documents.

2. BACKGROUND

2.1 "Lorries in the Vale of Evesham" has been the subject of discussion between the respective Counties, Districts and affected communities for over ten years. Possible mitigation measures discussed to date include:

- imposition of weight restriction orders
- re-opening of Cheltenham to Stratford Railway Line for freight
- dualling of the Worcester to Oxford line for freight and opening up disused stations
- encouragement of companies to relocate to more suitable locations
- resisting issuing new operators licences at unsuitable sites
- new highway construction
- resisting approving planning applications for new HGV generating development.

2.2 During October 1999, a public inquiry considered objections to a proposed Weight Restriction Order along the B4632 in Gloucestershire from Mickleton to Willersey. The Inspector's decision acknowledged the harm caused by HGVs haulage. It also recognised the special rural character of the affected Cotswold villages, but concluded that the Order would have placed an "unreasonable burden" on other Worcestershire villages. The Inspector, instead, suggested a compromise whereby only parts of the Order were put into place. All of the affected Councils agreed that the Inspector's suggestion was, at best, a form of temporary mitigation and that the issue demanded long-term solutions.

2.3 Given that the problem lay across District and County boundaries, a Cross Boundary Issues Working Group was instructed to produce a strategy to address the problem of lorries in the Vale.

An Officers Group was established in 1999, followed by a Members Working Group established in 2000.

2.4 In January 2001, the Cross Boundary Working Group agreed joint funding for a Freight Study to identify the range of measures to reduce the impact of lorry traffic on communities in the Vale. It is hoped that these findings will provide longer term highways solutions whilst still meeting the needs of the freight operators. As part of the research aimed at understanding current lorry movements, a workshop took place in June 2001, attended by both Haulage operators and Parish representatives.

2.5 Most of the representatives at the Workshop including some of the operators, supported the introduction of planning guidance policy which directs B8 development to more sustainable locations.

3. EXISTING POLICY FRAMEWORK

National Planning Policy

3.1 Planning principles underlying most of the key policy documents indicate that, in the interests of the global and local environment, new development should:

- be located along or near to existing settlements and sustainable transport corridors and;
 - reduce the need to travel, especially by car.
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3.2 Planning Policy Guidance Note 13 - Transport (March 2001) paragraph 45 advocates that local policies on freight and distribution can:

- help to promote sustainable distribution;
- identify and where appropriate protect sites and routes both existing and potential which could be critical in developing infrastructure for the movement of freight interchanges;
- locate developments generating substantial freight movements away from congested central and residential areas;
- encourage development which can be realistically served by rail or water, and allocate development where it has access to trunk roads;
- strike a balance between the interests of local residents and those of the wider community, including the need to protect the vitality of local employment opportunities and the overall quality of life.

Local authorities should not reject proposals where small scale business development or its expansion would give rise to only modest additional daily movements, in comparison to other movements on the site.

3.3 The Rural White Paper issued in November 2000 has a specific section on "reducing the impact of lorry traffic". It suggests three possible types of initiatives for reducing the impact of distribution lorries in market towns and rural areas:

- through "Freight Quality Partnerships" involving local businesses, operators, the police and local authorities as well as local residents, in seeking to control vehicles on a voluntary goodwill basis;

- local authority Lorry Control Plans, which concentrate goods vehicles on the most suitable routes;
- work with Local Businesses to improve the efficiency of their transport operators in ways which also benefit the local environment.

Regional Planning Guidance

3.4 The cross boundary zone is covered by two planning regions, the South West and the West Midlands.

3.5 Regional Planning Guidance for the South West (Sept 2001) advocates in paragraph 6.9 that *"in rural areas emphasis should be placed on providing housing in locations which are within or well related to settlements which have or can provide an adequate range of employment opportunities and community services (schools, shops, medical facilities etc.). Policies should continue to strictly control new house-building in the open countryside, away from established settlements. "*

3.6 Regarding freight transport, Regional Planning Guidance for the West Midlands Region (RPG11 - April 1998) acknowledges that the *"The movement of goods is of particular significance to the West Midlands, a region with above average reliance on manufacturing industry. Its central position dictates that its transport system also carries high volumes of goods in transit between other regions. The majority of goods travel by road and this pattern is likely to continue. However, the Government wishes to encourage greater use of rail freight. This is likely to be particularly appropriate for bulk loads over longer distances. The Region has a number of railheads which should be safeguarded for rail use. Authorities should, through their development plans, consider the potential for*

designating sites for distribution and warehousing, particularly for bulky goods, near railway sidings (though access to the strategic highway network may also be important)" (paragraph 10.22).

Structure Plans, Local Plans, and Transport Plans

3.7 The County Structure Plans, Local Plans and Transport Plans are at a variety of stages of completion and adoption. In the emerging reviews, more emphasis has been given to minimise the need to travel through locational policies which concentrate HGV generating development along appropriate transport routes. Likewise the Local Transport Plans have identified the need for the complementary use of traffic management, partnerships and zoning measures to marshal and minimise the effects of current movements.

4. EXISTING B1, B2, AND B8 SITES WITHIN THE VALE

4.1 In seeking to resolve the problem of HGV traffic in the Vale, Wychavon District Council has allocated part of Vale Park, near Evesham, for fruit and vegetable B8 (storage and distribution) uses, subject to certain qualifying criteria. Thus, there is the opportunity for some businesses in the area to be relocated to that site.

4.2 Where relocation occurs, there is a need to extinguish the use of the vacant site, especially as this offers the opportunity to potentially reduce the number of HGV movements in the area. It is important to acknowledge that most class B8 uses usually create some local employment opportunities. Therefore, in most cases, it is likely that either a B1 (business) or, in certain locations, other

uses, would be acceptable alternatives as they would also provide local employment opportunities. It would, however, be inappropriate to be prescriptive in this general document and advice should be sought from the relevant local planning authority regarding a site's potential for redevelopment.

4.3 Generally, uses which fall within the B1 (business) use class, such as light industry, research and offices, do not generate significant levels of HGV traffic, although there are exceptions. Thus, in most cases, 131 uses will be a suitable alternative use, although such sites should also seek to reduce the number of car journeys made by employees, by being well located to existing settlements. Any applications for redevelopment of a B8 site for a 131 or B2 use should also include a Transport Assessment and a commitment to prepare a Green Travel Plan to clearly demonstrate that the use will result in a net reduction in HGV and other traffic movements.

5. CONSIDERATION OF HGV GENERATING DEVELOPMENT

Consultation Zone

5.1 Due to the routes and accessibility to existing trunk roads, it is possible to define a zone within and around the Vale where HGV - generating development could adversely impact upon existing communities.

5.2 The Councils have already identified such a zone for development control consultation purposes, whereby all the authorities concerned are consulted on any development which has the potential to generate HGV traffic (see Figure X). It is

logical to utilise that zone for the purpose of this SPG as it is contained by the major roads accessing the villages and areas of concern.

Policy Statement

Within the zone indicated in Figure X, applications for development falling within Use Classes B1, B2 and B8 will be permitted only if it can be demonstrated that the use will not generate an increase in HGV movements through any of the settlements located within the zone. The general presumption is that development in the zone should not generate any increase in HGV movements. Permission may be granted where it can be clearly demonstrated that the benefits to the local communities resulting from the development would outweigh the harm.

All applications will be required to be accompanied by a Transport Assessment and a Workplace Travel Plan. Applications for a B8 use will in addition need to include a Lorry Control Plan indicating how the impact of distribution lorries on local settlements will be minimised.

Notes for Guidance:

All planning applications for new B1, B2 and B8 uses, including extensions to existing businesses, should include the following information.

- ***Details of all lorry movements*** (over 7.5 tonnes maximum gross weight) associated with the proposed development. This should include: service vehicles; the number and frequency of in and out trips; the weight of the HGV's; and the routes which will be used to join a trunk road or defined advisory lorry route.

- ***A justification which clearly demonstrates*** why the lorry routes identified to serve the development will be used in preference to other routes. The justification will also include any details of how the business would ensure, to the best of their ability, that these routes are used.
- ***Where the proposal would generate Lorry movements*** through existing settlements, the application will need to include a statement which clearly demonstrates the need for the development to be sited in the location applied for and the reasons why it cannot be located elsewhere, for example at Vale Park, Evesham.
- ***An assessment of the impact on the local economy of permitting, or refusing, the proposal.*** Where an application for B8 development is approved on local economic grounds, it should not result in more than a 5% increase in HGV traffic over the prevailing at the time of the application.
- ***Outline applications, or speculative B2 or B8 proposals,*** will not normally be permitted unless it can be clearly demonstrated that the location of the site is such that the HGV traffic would not adversely affect on any of the settlements located within the zone illustrated in Figure X.
- ***Further information on Green Travel Plans can be obtained from*** the Energy Efficiency Best Practice Programme manual "A Travel Plan resource pack for employers ", "Making travel plans work - lessons from UK case studies" (2002), "Using the planning process to secure travel plans, Best Practice Guide" (2002). These are available from the Department of Transport and any of the relevant District/ County Councils.

- **Each District Council when considering an application which is likely to generate HGV movements,** will consult each of the neighboring authorities within the Cross Boundary Consultation Area. The Cross Boundary Working Group will then be given the opportunity to comment on applications which the respective authorities have not yet determined.
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THE GLOUCESTERSHIRE COUNTY

STRUCTURE PLAN (SECOND REVIEW),

NOVEMBER 1999 interpreted the emerging policy agenda along the following lines:

- *Policy T11 - Heavy lorries will be encouraged to use appropriate routes, and measures will be introduced to prevent such lorries from using unsuitable roads.*
- *Policy T 12 - Provision should be made for the development or expansion of road freight generators, transshipment depots and lorry parking areas, only close to routes which are appropriate for use by heavy goods vehicles.*
- *Policy T.13 - The County and District Councils should, subject to environmental considerations, give favourable consideration to the development of facilities which will enable the carriage of freight by rail, pipeline or waterway.*
- *Policy E3 - Priority should be given to Distribution and Warehousing (BS) uses at locations that have potential to be served from Wharves, harbours or railway sidings. All development for such uses should be located on sites that are readily accessible from the primary route network. In identifying sites in local plans or considering development proposals it is also important that priority is given to the use of sites which offer prospects for more sustainable transport in the long term, including that by rail and water transport. Such routes should be accessible, but avoid direct access to the primary road network.*
- *Policy E.4 - Rural Commercial and Industrial Development - Commercial and industrial development within and adjacent to villages will be appropriate in scale and well integrated with the existing form and framework of settlements, local employment needs, and to local services and infrastructure, especially public transport. Commercial and industrial development in the open countryside will be strictly controlled and restricted to small scale sensitive enterprises which are essential to agriculture or forestry or other rural industries, or which re-use existing buildings*

in a manner which maintains or enhances the character and appearance of the surroundings. Local Plans will set criteria for the consideration of proposals to extend existing business premises in the countryside.

- *Policy E.5 - Existing Employment Sites - Existing employment sites will be safeguarded for employment use except where the site is not required to meet existing or future employment needs, where employment use creates unacceptable environmental or traffic problems, or an alternative use or mixed-use development would offer local community benefits which outweigh the loss of the employment use.*

Other policies in the Strategy section and also in the Natural and Historic Environment Section of the Structure Plan are also relevant.

GLOUCESTERSHIRE LOCAL TRANSPORT

PLAN 2000 Freight Distribution Strategy objectives are set out in paragraphs 5.8.3 and 5.8.5 of the Local Transport Plan. These read:

5.8.3 Objectives - The County Council's primary aim for freight distribution is to maintain and improve the efficiency of freight transport whilst minimising its environmental impact. The objectives of the freight distribution strategy are therefore:

- *To develop a Freight Quality Partnership for the County.*
- *To maintain and develop the County's transport network to facilitate the growth of sustainable economic development and access to employment opportunities.*
- *To increase the percentage of freight carried by rail and water.*
- *To improve conditions for, and reduce the environmental impact of heavy lorries.*
- *To ensure that new developments complement and do not have an adverse effect on the existing freight systems.*
- *To co-operate with transport operators and providers to identify means of contributing to the economic and environmental improvement of the County.*
- *To improve access to rail freight facilities in the County.*

5.8.5 Lorry Freight Strategy - The lorry strategy is based on:

- *Defining a lorry network which should be well maintained in order to accommodate lorries more safely and acceptably.*
- *Working closely with organisations such as the Freight Transport Association, the Road Haulage Association and the Confederation of British Industry to promote better practice.*
- *Setting up Freight Quality Partnerships.*
- *Identifying and protecting locations where lorry movements have an adverse effect on conditions, i.e. safety, congestion, pollution.*
- *Working with planners on a regional and local basis to ensure that areas earmarked for industrial development are located adjacent to the primary lorry routes.*
- *Ensuring, through the development control process, that new commercial developments provide appropriate facilities for lorries, e.g. signing, parking facilities and information points. Where appropriate, developers will be required to contribute towards the strengthening of access roads.*
- *Improving lorry signing and driver information points.*
- *Designing and introducing a lorry information system on the County Council's Internet web site, in liaison with the FTA.*
- *Investigating the potential of "no car lanes" and identify possible trial areas.*
- *Controlling lorry routing by advisory signing and weight restrictions to avoid environmentally sensitive areas. Where appropriate, to work with neighbouring authorities to achieve solutions, e.g. Vale of Evesham.*
- *Strengthening the carriageways of lorry routes and improve their safety. In particular, the A436, Shipton to Air Balloon route needs considerable works, in the light of the substantial increase in its use by lorries since the opening of M5 junction 11A.*
- *Promoting measures to reduce the impact of lorries, such as the well-driven campaign or lorries which are built to reduce their impact on roads.*
- *Monitoring applications for new lorry Operator Licences and, if necessary, lodge objections to minimise the use of inappropriate lorry operating centres.*

- *Working with other authorities to improve the tolling regime on the Severn Bridges, in order to overcome the problem of westbound lorries diverting onto the County Roads to avoid the tolls.*
- *Reducing congestion on the network, especially in the urban areas through the strategies contained elsewhere in this LTP.*
- *Providing highway improvements as appropriate to local need, e.g. A417 Nettleton to Brockworth Bypass, A436 Shipton Solers to Air Balloon Roundabout, M5 Junction 12 improvement, M5 Junction 10 improvement.*

The consultation process for substandard bridges involves the Freight Transport and Road Haulage Associations.

THE ADOPTED WARWICKSHIRE COUNTY STRUCTURE PLAN (ALTERATIONS 1989 TO 2001)

includes the following references.

- *Policy T13 - seeks to ensure that traffic uses the most suitable roads, and is diverted wherever possible from environmentally sensitive areas, appropriate signing and weight restrictions will be introduced, especially in association with Motorway, Trunk Road and County Road Improvements.*
- *Policy T6 - refers to motorway and primary distributors forming the major lorry routes for long distance lorry traffic, with main distributors providing the connections to the major lorry routes and the between towns.*

THE EMERGING WARWICKSHIRE COUNTY STRUCTURE PLAN (WASP, 1996 TO 2011)

has reached an advanced stage in its preparation,

This Plan makes reference in the Proposed Modifications to the following:

- *Policy T1a), to Warwickshire County Council '...reduc(ing) the impact of traffic on residential areas and the countryside while recognising the travel needs; and ensur(ing) that transport related developments accord with the environmental resource policies of this Plan.'*
- *Policy T1e) - various measures are set out for influencing transport choice including the use of Green Transport Plans; and*

- Policy T1J) - reference is made to 'traffic management measures which will be consistent with the overall transport objectives and targets of this Plan; give priority of consideration to the needs of pedestrians, cyclists, public transport and the mobility impaired; and ensuring) the safe and efficient operation of the transport system'.
- Policy T4 - states that 'Policies in Local Plans should safeguard existing and committed rail freight depots and sidings. Where it would be geographically feasible and economically viable to do so, new large scale industrial development must make provision for the bulk haulage of goods, raw materials and waste alternatives to road haulage. Suitable routes for the unavoidable movement of goods by HGVs will be identified and enforced.'

WARWICKSHIRE'S LOCAL TRANSPORT PLAN

sets out the following on sustainable freight distribution:

'Strategic Objectives to achieve:

- an appropriate balance between the needs of transport in sustaining an improving economy and the need to sustain and improve the environment,•
- to encourage operating efficiency and disseminate best practice in freight transport;
- to increase the proportion of companies with a recognised environmental management award;
- to encourage integration within and between all freight transport modes.

The Strategy

a) General Principles

The strategy to achieve this objective is described below.

- Policy F1 - The County Council will promote: the development of the Trans European Road and Rail Networks;
- the inclusion of sustainable freight distribution in the development of Green Transport Plans for new industrial and commercial development.

b) Road Freight Strategy

- Policy F2 - The County Council will work in partnership with the freight industry to recognise the needs of goods vehicles in the management of the highway network (including traffic management, highway improvements, highway

maintenance and bridge maintenance and strengthening), including seeking:
 to promote the use of a defined and agreed 24 hour lorry route network, including producing a map for distribution within the Road Haulage industry (FQP);
 to establish a zoning system in each urban area so that signage can be introduced to direct heavy goods vehicles to industrial estates and town centres via the best route (FQP); to control heavy goods vehicle movements through or near environmentally sensitive areas (for example conservation areas and residential areas);
 to define and enforce delivery times in town centres (FQP);
 to provide enforcement of parking restrictions to protect delivery access for lorries and heavy goods vehicles;
 to review parking and loading restrictions to identify opportunities to address problems for delivery vehicles, particularly where front only access exists;
 to ensure that reasonable access for heavy goods vehicles is maintained in connection with measures for their control and restriction.'

WORCESTERSHIRE LOCAL TRANSPORT PLAN (2001-2006)

The Worcestershire Local Transport Plan includes a section on Cross Boundary Issues, which reads as follows:

'Although this strategy focuses on the source or end of the freight journey there is a large proportion of freight transport on Worcestershire's road network that is simply passing through the County. This is dominated by freight traffic on the M5 moving between Birmingham, The North and South West. The County will continue dialogue through the Regional Transport Group with the West Midlands Local Government Association and neighbouring authorities to ensure the freight strategy meets the needs and aspirations of Worcestershire. The strategy also recognises the roles of regional distribution centres most notably Hams Hall and Daventry International Rail Freight Terminal, and will identify opportunities to interface with these centres through strategic routing of freight. . . .

Attention will also be given to promoting the importance of locating new economic development where rail services already exist or could be provided, and to the safeguarding of existing and currently disused rail lines.'

WORCESTERSHIRE COUNTY STRUCTURE PLAN (1996 - 2011)

- Policy T15 Freight /Goods Transfer - the transfer of freight, waste, aggregates and minerals from roads to other forms of transport such as rail, water and pipeline will be promoted. In order to reduce the impact on the highway network and the environment:
 - (i) the location of new industrial and warehouse development will be sited such that access to railways and/or waterways and pipeline termini is maximised;
 - (ii) where freight is still required to be transported by road, it will be concentrated on the Lorry Route network where access is required.

THE STRATFORD-ON-AVON DISTRICT LOCAL PLAN REVIEW 1996-2011 - First Deposit Draft (January 2002) - does not have a specific policy on the problem of lorries in the Vale of Evesham. However, Policy COM11 which deals with traffic management, provides general support for traffic-related measures which would achieve environmental and other benefits for local areas. The explanation to the policy refers to the preparation of Supplementary Planning Guidance for the Vale of Evesham area as a particular action that has been progressed. The publication of the Second Deposit Draft of the Local Plan Review is anticipated in January 2003 and this may include a more specific policy or policies relating to the Vale of Evesham Area.

THE COTSWOLD DISTRICT LOCAL PLAN - (ADOPTED 1999) has no specific policy addressing the problem of lorries. However the emerging review (2002) will include the following policy in the first deposit, which reflects the wording of the Lorries in the Vale SPG, but broadened to minimise the impact of lorries in other parts of the District:

POLICY 17: MINIMISING THE IMPACT OF LORRIES

Minimising the Impact

1. Development that is likely to generate increased or new lorry movements, which would cause an unacceptable adverse impact on

the highway, residential amenity, safety or the local environment, will not be permitted unless the impact can be adequately mitigated.

2. Proposals for developments with significant freight requirements should be located along, or adjacent to, appropriate transport routes, particularly near alternative modes of transport, such as rail terminals.

Sustainable Freight Transport

3. Development proposals which would facilitate the movement of freight by rail, pipeline and/or water will be permitted in appropriate locations.

Lorries in the Vale of Evesham

4. Within the zone indicated on the Proposals Map, applications for development falling within Use Classes I31, B2 and B8 will be permitted only if it can be demonstrated that the use will not generate an increase in HGV movements through any of the settlements located within the zone. The intention of this policy is that development within the zone should not generate any increase in HGV movements.
5. Permission may be granted within the zone where it can be clearly demonstrated that the benefit to the local communities resulting from the development is likely to outweigh the harm that would be caused by any increase in HGV traffic.
6. Outline applications, or speculative Class B2 or B8 proposals, will not normally be permitted within the zone unless it can be clearly demonstrated that the location of the site is such that HGV traffic would not adversely affect any of the settlements located within the zone indicated on the Proposals Map.
7. All applications within the zone will be required to be accompanied by a Transport Assessment and Travel Plan. Applications for a Class B8 use will, in addition, need to include a Lorry Control Plan indicating how the impact of distribution lorries on local settlements will be minimised.

The accompanying NOTES FOR GUIDANCE

explain key words and phrases. The Plan is at First Deposit Stage and the contents may vary by the time it is finally adopted.

**WYCHAVON DISTRICT LOCAL PLAN REVIEW -
FIRST DEPOSIT (JUNE 2002)**

The following policies are extracted from the Wychavon District Local Plan Review First Deposit. They establish Wychavon's latest policy stance (at the time of going to press) on the Lorries in the Vale issue and are being used to inform development control decisions. For further information, contact Wychavon's Policy Plans team on 01386 565565.

"The Vale of Evesham is well known as a major location for fruit and vegetable production and storage and distribution activity associated with this activity is wide spread throughout the District. In a number of instances the scale and location of activity associated with the larger operators, alone or in combination with others has resulted in significant problems associated with traffic movements. The east of Evesham in particular, experiences frequent movements of heavy goods vehicles (HGV's) generated by storage and distribution activity which has historically been located on former military bases, farms and airfields in the countryside at some distance from the primary road network. The cumulative affects of growth in the industry has increased, the frequency and size of vehicular movement resulting in significant disturbance and safety implications for residents of settlements located on the main lorry routes. The following three Policies aim to address these issues. Wychavon, along with the neighbouring districts of Cotswold and Stratford-Upon-Avon, has adopted an SPG (Lorries in the Vale of Evesham - 2001) intended to address the problem of intensification of B8 uses. It is a material consideration in determining planning applications. The SPG identifies a control zone within the three districts to which it applies. Policies ECON3 and ECON4 will operate within Wychavon but will accept relocations from anywhere within the zone.

- **Policy EOCENE - B8 "Exceptions policy** As an exception to other Policies in the Plan, planning permission will be granted for existing food storage and distribution businesses operating in the Vale of Evesham Control Zone to relocate to sites better situated on the primary road network provided that:
 - a) transport movement associated with the business in its existing location has resulted in unacceptable environmental impact and the applicant can demonstrate that operation

from the proposed site will result in transportation/environmental improvement;
b) the proposed site is a brownfield site or a greenfield site adjacent to established business activity which can accommodate the business without an unacceptable landscape impact.

The Council will require that the future use of "evacuated" sites is restricted by a legal agreement to ensure that it does not replicate the existing transportation and environmental problems.

As an exception to other Policies in this Plan which restrict new development in the open countryside, this Policy aims to facilitate and support the relocation of existing food storage and distribution operations, whose operations demand the use of HGV vehicles which individually or cumulatively result in serious environmental impact, to new sites which are better located for access onto the primary road network. To ensure that this Policy can help achieve its desired objective, planning permission will, however, only be granted for such relocation if it is in the power of the applicant to enter into a legal agreement to restrict the future use of the existing site.

- **Policy ECON4 - B8 Relocation**

Four hectares of land adjacent to the Vale Business Park at Evesham is identified to accommodate the relocation of existing food storage and distribution businesses operating in the Vale of Evesham Control Zone. Planning permission will be granted for such a relocation provided transport movement associated with the business in its existing location has resulted in unacceptable environmental impact and the applicant can demonstrate that operation from the proposed site will result in transportation/environmental improvements. The Council will require that the future use of "evacuated" sites is restricted by a legal agreement to ensure that it does not replicate the existing transportation and environmental problems.

This Policy seeks to address this particular local issue through the allocation of 4 hectares of land at Vale Park, Evesham, to help facilitate the relocation of existing food and distribution businesses which have resulted in significant adverse environmental impact in the Vale. The land, together with about 5.5 hectares at Vale Park which is already restricted for this

purpose, will only be used for such purposes and planning permission will only be granted for the relocation when it can be demonstrated that the environmental impact associated with HGV movement would be improved and where the future use of the site currently accommodating the business can be restricted by a legal agreement.

The allocation of this area of land is in addition to that allocated to meet the County Structure Plan requirement and has been secured by the Council as part of the larger Vale Park allocation, for the purpose of relocating existing HGV activity. The environmental benefits that this allocation affords provides the justification for exceeding the level of employment land provision provided by the Structure Plan.

- Policy ECON5 - Employment development within the Vale of Evesham "HGV" control zone. Within the Vale of Evesham Control Zone indicated on the Proposals Map, proposals for new B1, B2 and B8 uses including expansions to existing businesses will be permitted where it can be demonstrated that the use and scale of activity proposed will not generate an increase in HGV movements through any of the settlements within the zone. Planning permission will only be granted for proposals which would result in an increase in lorry movement (over 7.5 tonnes maximum gross weight) where it can be demonstrated that:
 - a) there is a need for the development to be sited in that location and that the development cannot be sited elsewhere in locations with better access to the primary road network;
 - b) the reasons for the development in that location outweigh the harm which would be caused by any increase in HGV traffic;
 - c) transportation requirements would not result in more than a 5% increase in HGV traffic generated by the business over the level prevailing at the time of the application; and
 - d) the routes proposed to serve the development are those which would minimise environmental impact.

This Policy seeks to control the extent to which new development or expansion of existing businesses generates HGV movement in the Vale of Evesham. It aims to ensure that the Policies aimed at facilitating the relocation of HGV generating uses are not undermined when planning applications for new

development are received, which could further exacerbate environmental problems associated with HGV traffic movements in the Vale. The Policy supports a Cross Boundary Strategy for dealing with "Lorries in the Vale" which has been adopted as Supplementary Planning Guidance by a number of authorities affected by the issues.

In general, employment uses which can demonstrate that an increase in HGV movement would not be generated will be acceptable under this Policy and where they are acceptable under other Policies in this Plan. Where, however, a proposal would result in an increase in HGV movement, schemes will only be permitted where it can be demonstrated that the reasons for the proposal, such as economic benefits to the local community, outweigh the impact of the increase in traffic. Additionally, proposals will need to demonstrate why it is necessary that they require the proposed location and why the proposal cannot be located elsewhere outside of the control zone, on sites with better access to the primary road network. Once development satisfies these tests, applications will be considered against the extent to which increases in lorry movements occur. Permission will not be granted for uses which would result in more than a 5% increase in HGV traffic individually or cumulatively, over the level prevailing at the time of the application.

The Supplementary Planning Guidance includes details of further information which will be required to be submitted as part of any application for development."