

Role and Function of Settlements Study

Local Plan: Evidence Base July 2012



COTSWOLD
DISTRICT COUNCIL

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Role and Function of Settlements Study

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Introduction 1

I Introduction

1.1 The *Role and Function of Settlements Study for Cotswold District* forms part of the evidence base that will be used to inform the preparation of a *Spatial and Distribution Strategy* and the emerging *Cotswold District Local Plan: Core Strategy (2011 - 2031)*.

1.2 Much of the base data used in this Study comes from the Census 2001. Some data from the 2011 Census is expected to become available from the end of 2012 and during 2013. A decision will be made at that time as to whether a review of the findings of this Study is necessary to ensure the preparation of a sound Core Strategy.

1.3 Cotswold District Council would like to acknowledge the support and advice given by Peter Brett Associates (through the Planning Advisory Service) to Council Officers at the inception and during the preparation of this Study.

The Role and Function of Settlements Study

1.4 This Study provides an analysis of the role and function of settlements in Cotswold District, now and in the future. The Study will help the Council to propose an effective future development strategy for the District which both reflects existing roles and functions and builds upon them to achieve more sustainable settlements.

1.5 The Role and Function of Settlements Study will form part of the evidence base for the new Cotswold District Local Plan, in particular the first document of the *Core Strategy*.

1.6 The objectives of the Study are to:

1. Develop a methodology to identify the current role and function of settlements and their inter-relationships, and also their potential future roles.
2. Build on the settlement hierarchy work undertaken in 2007/8 (see *Settlement Hierarchy Topic Paper 2008*).
3. Establish an evidence base and enable the monitoring of relevant data to facilitate future analysis of the role and function of settlements.

1.7 Through the application of the methodology and the analysis of the information available, the findings of the Study will provide conclusions on settlement roles and functions in Cotswold District.

1.8 These conclusions, together with the findings of other work being undertaken (including: the *Housing Evidence Review*; the *Employment and Retail Study Refresh*; and the *Analysis of the Capacity of Settlements to Accommodate Growth*) will be used to help prepare the Council's strategy to guide the level and distribution of development in Cotswold District for the next 20 years.

1.9 The Study has been prepared in light of the *National Planning Policy Framework* published by the Government in April 2012.

2 Methodology

2 Methodology

2.1 This section sets out the broad methodology for identifying the current role and function of settlements in Cotswold District, together with their functional relationships and future potential roles.

Stage 1: Defining Scope of Study and Settlement Classification

2.2 The first stage of the Study is to define the scope of the Study, review work undertaken to date and existing literature, and refine the approach to settlement classification.

2.3 The Study area is defined as Cotswold District, but the inter-relationships between the settlements within the District and those larger urban areas beyond the District boundary is also acknowledged and considered. Given the complexity of settlement roles and functions likely to exist in the District, it was considered that a broad iterative approach would be used to settlement selection rather than constraining the scope of the Study too much at the beginning.

2.4 The starting point for defining the settlements to be included in the Study, was the list of 21 settlements contained in the *Settlement Hierarchy Topic Paper 2008*, which was itself based on the work carried out during the preparation of the *Cotswold District Local Plan 2001-2011 (Adopted 2006)*.

2.5 The list was supplemented by 10 settlements (Ampney Crucis, Bibury, Chedworth, Coates, Didmarton and Leighterton, North Cerney, Poulton, Sapperton and Temple Guiting) which were put forward for consideration and assessment as a result of public consultation carried out on the *Settlement Hierarchy Topic Paper 2008* and the *Second Issues and Options Paper 2010*. However, the analysis of smaller settlements such as these is dependent on the level of statistical information available.

2.6 A further 3 settlements were added to the list of settlements in response to the issues raised in the *Settlement Hierarchy Topic Paper 2008*. For example, a rural village may provide a vital service for the surrounding area which may be some distance from higher order service centres. Also given the distances between higher order centres in the District, there may be some large 'service gaps' that should be analysed to see if there is potential to 'plug' these gaps. Some settlements may be considered as a 'cluster' as together they perform a vital function.

2.7 Therefore 3 settlements have been suggested for consideration as a potential 'cluster' through local officer knowledge. These are Coln St Aldwyns, Hatherop and Quenington.

2.8 In total 34 settlements are included in this Study and are set out in Table 2.1:

Settlement	Source
Ampney Crucis	Response to consultation on Second Issues and Options Paper 2010
Andoversford	Settlement Hierarchy Topic Paper 2008
Avening	Settlement Hierarchy Topic Paper 2008
Bibury	Response to consultation on Second Issues and Options Paper 2010
Birdlip	Settlement Hierarchy Topic Paper 2008
Blockley	Settlement Hierarchy Topic Paper 2008

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Settlement	Source
Bourton-on-the-Water	Principal Settlement in Local Plan 2006 Settlement Hierarchy Topic Paper 2008
Chedworth	Response to consultation on Second Issues and Options Paper 2010
Chipping Campden	Principal Settlement in Local Plan 2006 Settlement Hierarchy Topic Paper 2008
Cirencester	Main Urban Area in Local Plan 2006 Settlement Hierarchy Topic Paper 2008
Coates	Response to consultation on Second Issues and Options Paper 2010
Coln St Aldwyns	Part of Potential Cluster (Local Officer Knowledge)
Didmarton and Leighterton	Response to consultation on Second Issues and Options Paper 2010
Down Ampney	Settlement Hierarchy Topic Paper 2008
Fairford	Principal Settlement in Local Plan 2006 Settlement Hierarchy Topic Paper 2008
Hatherop	Part of Potential Cluster (Local Officer Knowledge)
Kemble	Settlement Hierarchy Topic Paper 2008
Kempsford	Settlement Hierarchy Topic Paper 2008
Lechlade-on-Thames	Principal Settlement in Local Plan 2006 Settlement Hierarchy Topic Paper 2008
Mickleton	Settlement Hierarchy Topic Paper 2008
Moreton-in-Marsh	Principal Settlement in Local Plan 2006 Settlement Hierarchy Topic Paper 2008
Northleach	Principal Settlement in Local Plan 2006 Settlement Hierarchy Topic Paper 2008
North Cerney	Response to consultation on Second Issues and Options Paper 2010
Poulton	Response to Consultation on Settlement Hierarchy Topic Paper in 2008 Second Issues and Options Paper 2010

2 Methodology

Settlement	Source
Quenington	Part of Potential Cluster (Local Officer Knowledge)
Sapperton	Response to consultation on Second Issues and Options Paper 2010
Siddington	Settlement Hierarchy Topic Paper 2008
South Cerney	Principal Settlement in Local Plan 2006 Settlement Hierarchy Topic Paper 2008
Stow-on-the-Wold	Principal Settlement in Local Plan 2006 Settlement Hierarchy Topic Paper 2008
Temple Guiting	Response to Consultation on Settlement Hierarchy Topic Paper in 2008 Second Issues and Options Paper 2010
Tetbury	Principal Settlement in Local Plan 2006 Settlement Hierarchy Topic Paper 2008
Upper Rissington	Settlement Hierarchy Topic Paper 2008
Willersey	Settlement Hierarchy Topic Paper 2008

Table 2.1 Settlements included in the Role and Function Study

2.9 These 34 settlements cover all but 1 of the Wards in the District. The Ward that does not have a settlement featured in the list is Foss ridge. This is mainly due to the topography and scattered, sparse population.

2.10 The methodology for this Study has been informed by the work already undertaken and presented in the *Settlement Hierarchy Topic Paper 2008*, which itself built on the methodology used for establishing a settlement hierarchy in the *Cotswold District Local Plan 2001-2011* (adopted 2006).

2.11 The *Draft South West Regional Spatial Strategy 2006-2026* (RSS) also informed this work, but the Regional Spatial Strategies will be abolished through the Localism Act 2011 and the National Planning Policy Framework (2012) has been published.

2.12 Despite the proposed abolition of the RSS, Cotswold District Council continued with its planned consultation on the *Core Strategy Second Issues and Options Paper* in November 2010. This meant that the classification of settlements developed through the *Settlement Hierarchy Topic Paper 2008* was retained and consulted upon further.

2.13 The following broad classification of the District's settlements into a hierarchy was set out in the *Second Issues and Options Paper 2010* :

Methodology 2

Level in Hierarchy	Classification	Criteria (Source: Settlement Hierarchy Topic Paper 2008)	Settlement
1	Cirencester		Cirencester
2	Market Towns	<p>A Distinct commercial centre</p> <p>A wide range of both convenience and comparison shops, as well as a supermarket</p> <p>Employment area (s)</p> <p>Pre-school provision, a primary school and good access to a secondary school</p> <p>A sports / Leisure Centre</p> <p>A GP Surgery and a hospital</p> <p>A variety of community facilities</p> <p>Good public transport provision; a 2 hourly or more frequent service between approx 9am and 5.30pm Monday to Friday</p>	<p>Bourton-on-the-Water</p> <p>Moreton-in-Marsh</p> <p>Tetbury</p>
3	Small Towns	<p>A Distinct commercial centre</p> <p>A good range of shops, both convenience and comparison</p> <p>Local employment</p> <p>Pre-school provision and a primary school</p> <p>Sports provision and childrens play area / playing field</p> <p>GP Surgery</p> <p>Frequent public transport services; a minimum of a daily service (Mon-Fri) to at least 2 higher order service centres.</p>	<p>Chipping Campden</p> <p>Fairford</p> <p>Lechlade-on-Thames</p> <p>Northleach</p> <p>South Cerney</p> <p>Stow-on-the-Wold</p>
4	Local Service Centres	<p>A convenience shop and post office</p> <p>Pre-school provision and a primary school</p> <p>Some local employment</p> <p>Playing field / play area</p> <p>A community hall</p> <p>A GP surgery</p>	<p>Andoversford</p> <p>Avening</p> <p>Blockley</p> <p>Down Ampney</p> <p>Kemble</p> <p>Kempsford</p> <p>Mickleton</p> <p>Siddington</p> <p>Willersey</p>
5		<p><i>Settlements that did not meet a minimum acceptable level of facilities and services were considered to be unsuitable for accommodating further development that would be unsustainable in a rural area.</i></p>	<p><i>Birdlip</i></p> <p><i>Poulton</i></p> <p><i>Temple Guiting</i></p>

2 Methodology

Level in Hierarchy	Classification	Criteria (Source: Settlement Hierarchy Topic Paper 2008)	Settlement
			Upper Rissington

Table 2.2 Settlement Hierarchy (Second Issues and Options Paper 2010)

2.14 The settlements featured in the *Settlement Hierarchy Topic Paper 2008* and *Second Issues and Options Paper 2010* were analysed by assessing their level of services and facilities, and accessibility. However, it was noted in that work that further analysis was required to consider the function of settlements in relation to each other.

2.15 One of the objectives of this Study is to assess settlements, in terms of their role and function now and potential role and function in the future, taking into account their inter-relationships. The findings of this Study will test the settlement hierarchy presented in the *Second Issues and Options Paper 2010* and help inform the *Spatial and Distribution Strategy*.

Stage 2: Gathering Statistical Information

2.16 The second stage of the Study involves identifying the sources of statistical information available and at what level. The study has sought to use low level data from the Census 2001 and 'NOMIS'. The Census provides information on people, and NOMIS on jobs.

2.17 The Office of National Statistics (ONS) has defined the NeSS Geography Hierarchy. This is based on aggregations of Output Areas (OA). The most appropriate level of Census and NOMIS information for Cotswold District is presented in Lower Super Output Areas (LSOAs). These are aggregations of OAs and have a minimum size of 1000 residents and 400 households. One or more LSOAs correspond with a ward.

2.18 The starting point for settlement identification and definition for statistical purposes is the identification of settlements within each LSOA. Appendix 1 sets out the list of settlements and their respective LSOA codes and wards. In some cases the small size of settlements means that several settlements may be contained within one LSOA. Appendix 2 provides a map of the LSOAs in Cotswold District.

2.19 The sources of data that have been used in the Study include:

- Census 2001
- Business Register and Employment Survey (NOMIS) 2010
- Cotswold District Employment Study (and Refresh) (2007 & 2012)
- Cotswold District Retail Study (and Refresh) (2007 & 2012)
- Gloucestershire Economic Assessment 2011 by the Local Enterprise Partnership
- Gloucestershire County Council bus service information from website (April 2012)
- *Housing Trend Analysis and Population and Household Projections* (Gloucestershire County Council, May 2011)
- Sustainability Matrix from the *Second Issues and Options Paper 2010* (and update from Parish and Town Councils 2011 and 2012)
- Travel Line South West website (May 2012)

Methodology 2

Themes and Tasks

2.20 There are 3 recurring factors that inform settlement role, function and increased sustainability that emerge from the Council's own plans and policies, general sustainability good practice and the analysis of national policy. These factors can be expressed as:

1. Settlements with a strong employment role
2. Important retail and community services
3. Sustainable travel opportunities and self containment

2.21 Taking these factors forward, this Study is split into three corresponding broad themes:

1. Employment and People
2. Retail and Community Facilities
3. Travel and Relationships

2.22 The statistical analysis of these themes can be broken down into specific tasks. Each theme and related tasks will be looked at in turn.

Employment and People

2.23 Employment analysis is one of the key considerations for settlement role and function. The location of existing employment, the number of economically active people and the potential for economic growth have a strong influence on the sustainability of existing settlements.

2.24 The specific tasks are:

1. Analyse the existing location and sector of jobs and workers; and assess the level of economically active population and working age population in individual settlements.
2. Analyse employment growth projections; assess how and where the economy is likely to grow.

Retail and Community Facilities

2.25 The retail and community facilities analysis will focus on identifying retail and service provision to help define settlements which act as retail and local service centres.

2.26 The specific tasks are:

1. Analyse the location and size of retail services and identification of retail catchments.
2. Devise a framework illustrating the level of services and facilities in each settlement.

Travel and relationships

2.27 The degree of self containment is important to the role and function of a settlement and also its sustainability. Travel patterns will be investigated for the District and its surrounding area, and in particular the influence of surrounding larger urban areas will be explored.

2.28 The specific tasks are:

2 Methodology

1. Analyse travel to and from work patterns by ward and settlement to establish functional relationships in terms of employment, and assess the degree of self containment for each settlement.
2. Assess the potential for sustainable travel opportunities for employment and leisure purposes.

Stage 3: Analysis of Existing Situation

2.29 The third and fourth stages of the methodology relate to the analysis and interpretation of the statistical information. Stage 3 is based on looking at the existing situation for each settlement using a series of indicators for each 'theme' of analysis. This enables the Study to focus analysis on the main determinates of settlement function rather than simply presenting statistical information. The indicators are identified with the primary purpose of differentiating settlements based on existing information.

2.30 The key indicators for the existing situation are set out below according to each theme:

- Employment and People:
 - Level of existing employment (number of jobs)
 - Economically active population and employment density
- Retail and Community Facilities:
 - Level of retail provision
 - Position in the retail hierarchy
 - Level of community service provision
- Travel and Relationships:
 - Employment self containment
 - Travel to work pattern
 - Sustainable Transport: bus and rail services, cycling

Stage 4: Analysis of Issues for Potential Change

2.31 The fourth stage of the methodology is to identify issues for potential change. This includes looking at population projections and employment growth forecasts. The issues for potential change identified may affect settlement role and function in the future.

2.32 The key issues for potential change are set out below according to the relevant theme:

- Employment and People:
 - The effect of a reduction in the population of economically active ages
 - Harnessing future employment growth
 - Meeting local employment needs
- Retail and Community Facilities:

Methodology 2

- The effect of a reducing household size and total population
- The level of population required to support facilities

Report Structure

2.33 The report is structured around the three broad themes. Under each theme, the statistical information is analysed and interpreted in relation to both the key indicators of the existing situation and the issues for potential change. The structure of the remainder of the report is as follows:

- Chapter 3 - Employment and People
- Chapter 4 - Retail and Community Facilities
- Chapter 5 - Travel and Relationships
- Chapter 6 - Settlement Role and Function Conclusions
- Chapter 7 - Key Findings for each Settlement

3 Employment and People

3 Employment and People

3.1 The first 'theme' to be considered is 'Employment and People'. This chapter will examine employment related indicators for Cotswold District. Employment is a key indicator of the functionality of a settlement and settlements with a strong employment role will be identified. The identification of strong employment centres should be a defining feature of a robust settlement hierarchy for Cotswold District.

3.2 The research report 'A Functional Analysis of Settlements' (Roger Tym and Partners, 2005) commissioned by the South West Regional Assembly concluded that a key factor determining the functionality of a settlement, and therefore a good basis for targeting future development, was its level of self containment for employment. Considering the ability of people to live and work in close proximity is important in determining the sustainability of a settlement, or the potential for improving a settlement's sustainability. This 'self containment' is discussed further in Chapter 5. Employment density (the ratio of jobs to the number of economically active people) is closely related to self containment and is examined in this chapter.

3.3 The following key indicators will be examined:

- Level of employment (number of jobs)
- Economically active population and
- Employment density

3.4 And also the following potential issues for change will be examined too:

- The effect of a reduction in the population of economically active ages
- Harnessing future employment growth
- Meeting local employment needs

3.1 Key Indicator: Level of existing employment (No. of Jobs)

3.5 Information has been analysed from the Business Register and Employment Survey (BRES, carried out by NOMIS 2010) on the distribution and number of jobs (including sole traders and partners) in Cotswold District. The data from BRES is derived from a sample survey and estimates. The information is geographically presented on Lower Super Output Area (LSOA). Refer to Appendix 1 and 2 for a Settlement list and District Map showing Lower Super Output Areas. Table 3.1 presents the total number of jobs within each LSOA and the percentage of jobs out of the District total. The data is ordered with those settlements that have the highest percentage of jobs out of the whole District listed first. Existing employment sites (*Employment Land Study: Cotswold District*, White Young Green Planning & Donaldsons LLP, 2007 and *Employment Study (Refresh)*, Peter Brett Associates, 2012) are also indicated for information and to aid interpretation.

LSOA Code	Settlements (Bold text signifies inclusion in Study)	Existing Employment Sites (Business Parks and Industrial Estates)	Total Jobs*	% of District Jobs
188-200	Cirencester Total	Love Lane Industrial Estate; Phoenix Way; College Farm Buildings; Querns Business Centre; Cirencester Office Park	12200	30.5

Employment and People 3

LSOA Code	Settlements (Bold text signifies inclusion in Study)	Existing Employment Sites (Business Parks and Industrial Estates)	Total Jobs*	% of District Jobs
211-212	Moreton in Marsh Total	Fosseway Industrial Estate; Cotswold Business Village	2000	5.0
180-181	Bourton-on-the-Water Total	Bourton Industrial Estate	2000	4.9
217-220	Tetbury Total	Tetbury Industrial Estate (part of) see LSOA 206; Priory Industrial Estate; Hampton Street Industrial Estate	1800	4.6
223	South Cerney	Lakeside Business Park - South Cerney	1800	4.5
206	Didmarton / Leighterton (Beverston, Chavenage, Kingscote, Shipton Moyne, Tetbury Upton, Westonbirt)	Babdown Airfield - Beverston; Street Farm - Doughton; Tetbury Industrial Estate (part of)	1600	4.1
187	North Cerney (Bagendon, Baunton, Calmsden, Coberley, Colesbourne, Rendcomb, Ullenwood, Woodmancote)	Ullenwood Court - Ullenwood; Fosse Cross - North Cerney	1400	3.4
225	Cirencester (edge of) / Siddington (Preston)	Part of Love Lane Industrial Estate; Village Farm - Preston;	1300	3.2
216	Andoversford (Brockhampton, Hazleton, Notgrove, Salperton, Sevenhampton, Shipton, Turkdean, Whittington)	Andoversford Industrial Estate; Whalley Farm - Whittington	1300	3.2
177	Stow-on-the-Wold		1100	2.8
183	Chipping Campden	See LSOA 184	1100	2.7
182	Willersey (Broad Campden, Weston Subedge)	Willersey Industrial Estate; Weston Industrial Estate - Weston Subedge; Honeybourne Airfield Trading Estate; Campden Business Park - Chipping Campden;	1000	2.6
179	Blockley (Aston Magna, Draycott, Paxford, and includes Northwick Park business centre)	Northwick Business Centre - Blockley; Draycott Works - Blockley; Blockley/Paxford Brickworks (Northcott Business Park).	1000	2.4
203-204	Fairford Total	Horcott Industrial Estate	900	2.3
222	Temple Guiting (Guiting Power, Lower Swell, Lower Slaughter, Naunton, Upper Slaughter)	Manor Farm - Upper Slaughter	800	2.1
184	Chipping Campden / Mickleton (Aston Subedge, Ebrington, Hidcote Boyce)	Campden and Chorleywood Food Research Association - Chipping Campden	700	1.8
176	Avening (Ashley, Cherington, Culkerton, Long Newton, Rodmarton, Tarlton, and includes part of Kemble Airfield)	Avening Mill - Avening (<i>Note: recommended for release from employment uses</i>); Kemble Airfield Enterprise Park (part of)	700	1.7
201	Birdlip (Brimpsfield, Cowley, Daglingworth, Duntisbourne Abbots, Edgeworth, Elkstone, Syde, Winstone)		600	1.6
175	Ampney Crucis / Bibury (Ablington, Ampney St Peter, Ampney St Mary, Barnsley, Coln Rogers, Coln St Dennis, Winson)	Dovecote Workshops - Barnsley	600	1.6
221	Kemble / Coates / Sapperton (Ewen, Frampton Mansell, and includes part of Aston Down Airfield, includes part of Kemble Airfield)	Kemble Airfield Enterprise Park (part of); Aston Down Airfield (part of)	600	1.6
208 & 210	Lechlade-on-Thames Total		600	1.5
215	Coln St Aldwyns (Aldsworth, Eastleach Turville, Farmington, Great Barrington, Little Barrington, Sherborne, Southrop, Windrush)	Cockrup Farm - Coln St Aldwyn	600	1.5
202	Fairford (edge of) / Hatherop / Quenington	London Road - Fairford; Whelford Lane Industrial Estate - Fairford	600	1.4

3 Employment and People

LSOA Code	Settlements (Bold text signifies inclusion in Study)	Existing Employment Sites (Business Parks and Industrial Estates)	Total Jobs*	% of District Jobs
224	South Cerney (part of) / Siddington (part of) (Poole Keynes, Somerford Keynes)		500	1.3
209	Kempford (Whelford, and includes Fairford Airbase)		500	1.2
214	Upper Rissington (Church Westcote, Great Rissington, Icomb, Little Rissington, Westcote, Wyck Rissington)	Upper Rissington Business Park; The Barn Business Centre - Great Rissington	500	1.2
207	Down Ampney / Poulton (Driffield, Meysey Hampton)	Butts Farm - Poulton	400	1.1
186	Chedworth (Compton Abdale, Foxcote, Lower Dowdeswell, Upper Dowdeswell, Withington, Yanworth)	Compton Business and Craft Centre - Compton Abdale; Manor Farm (<i>Note: recommended for release from employment uses</i>) - Compton Abdale	400	1.0
213	Northleach (Eastington, Hampnett)	Old Brewery - Northleach; Old Coalyard Farm Industrial Estate - Northleach	400	1.0
205	(LSOA has no settlements specifically identified in Study) (Bourton on the Hill, Broadwell, Condicote, Donnington, Longborough, Todenham)	<i>The Sitch - Longborough</i>	300	0.9
178	(LSOA has no settlements specifically identified in Study) (Adlestrop, Bledington, Evenlode, Lower Oddington, Mangersbury, Upper Oddington)		300	0.8
185	Mickleton (part of Mickleton included in LSOA Code 184)	Seyfried (Bird Industrial Estate) - Mickleton	300	0.7
	COTSWOLD DISTRICT		39900	100.0

Table 3.1 Level of Existing Employment (BRES - NOMIS 2010)

3.6

*Please note that the figures under 'Total Jobs' have been rounded to the nearest 100 for confidentiality. Also figures may not add due to rounding. Totals are given for those settlements which are covered by more than one LSOA. Where an LSOA covers 2 or more settlements included in the Study, these have not been included in the totals but are shown separately. For example, LSOA 225 covers Siddington and the edge of Cirencester, and so has **not** been included in the Cirencester total.

3.7 Table 3.1 shows that in 2010 there were around 39,900 jobs in Cotswold District. Unsurprisingly, the main concentration of employment is in Cirencester which accounts for just over 30% or 12,000 jobs. If LSOA 225 is included (which covers areas on the edge of Cirencester, Siddington and Preston), then this increases to a 34% share of the jobs in the District.

3.8 The gap between Cirencester and the next settlements is considerable. Moreton in Marsh and Bourton-on-the-Water have approximately 2000 jobs each, followed by Tetbury at 1800 and South Cerney at 1800 too. Interestingly, if LSOA 224 (which covers part of South Cerney, part of Siddington and also small settlements of Poole Keynes and Somerford Keynes) is included with the South Cerney figure then this raises its number of jobs to over 2300, which is more than Moreton and Bourton.

3.9 With regard to Tetbury, the actual number of jobs would be higher as part of the Tetbury Industrial Estate is included in the LSOA 206 figure which covers a number of settlements such as Didmarton and Leighterton, and also Babdown Airfield which has employment uses. It is difficult to calculate what part of this figure, 1600, would relate to Tetbury due to the limitations of the data. Assuming a reasonable proportion of these jobs related to Tetbury then this would bring its total jobs figure nearer to a level similar to Moreton and Bourton.

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3.10 In order to analyse the number of jobs at Chipping Campden, then LSOA 184 also needs to be taken into consideration as it covers the Campden and Chorleywood Food Research Association which is situated on the edge of Chipping Campden. Consequently, the total number of jobs for Chipping Campden would be nearer 1800. However part of this LSOA includes Mickleton and other smaller settlements. Again due to the limitations of the data it is difficult to ascertain an accurate number of jobs for a particular settlement. If Chipping Campden and Mickleton were considered together in terms of jobs, this would bring the total to 2000. Also the Campden Business Park would increase this figure but it falls within LSOA 182 (Willersey and other settlements). The 3 settlements of Chipping Campden, Mickleton and Willersey in the very north of the District provide considerable employment, when considered together it amounts to over 3000 jobs. A decision for the Core Strategy would be to consider supporting the existing employment role in this area with further residential development.

3.11 Fairford and Lechlade are often considered as complementary settlements. On its own Lechlade has only 600 jobs but when considered with Fairford the total is about 1500. However, if Fairford is considered with part of the potential cluster of Hatherop and Quenington (LSOA 202) then this also brings the total jobs to nearly 1500. Adding in Coln St Aldwyns, which was suggested as part of the cluster with Hatherop and Quenington, would bring this higher. But due to the limitation of the data it is difficult to ascertain the part of LSOA 215 that would apply to Coln St Aldwyns. Collectively, this whole area has an important employment role, with over 2000 jobs. A decision for the Core Strategy would be whether to treat Fairford on its own, or in conjunction with Lechlade, and/ or with the cluster of settlements to its north.

3.12 Stow on the Wold has just over 1000 jobs. Other LSOAs with over 1000 jobs includes Andoversford (LSOA 216), Blockley (LSOA 179), Didmarton / Leighterton (LSOA 206) and North Cerney (LSOA 187). However, the data needs to be treated with care as these LSOAs include a number of smaller settlements and isolated rural employment sites which may skew the results. The data does not go down to a sufficient level to give accurate figures for individual smaller settlements. For example, North Cerney (LSOA 187) includes a number of small settlements but more significantly employment centres such as Ullenwood and Fosse Cross. North Cerney itself would have very limited number of jobs. Similarly, LSOA 206 (Didmarton / Leighterton) also includes a range of other settlements and the isolated employment centre of Babdown Airfield. Andoversford and Blockley, however, do have an employment site within or very near to them.

3.13 In summary, it is concluded that in terms of the level of existing employment, the settlements which display a stronger employment role relative to other settlements in the District are identified as follows:

Settlements / Area	Approximate Number of Jobs
Cirencester (LSOA 188-200, + 225)	13000
South Cerney & surrounding area (LSOA 223 and 224)	2300
Chipping Campden & Mickleton (LSOA 183, 184, 185)	2000
Bourton-on-the-Water (LSOA 180-181)	2000
Moreton-in-Marsh (LSOA 211-212)	2000
Tetbury (LSOA 217-220, + part of 206)	1800+

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Settlements / Area	Approximate Number of Jobs
Fairford and Lechlade (LSOA 203, 204 208, 210) OR	1500
Fairford with Hatherop & Quenington & Coln St Aldwyns (LSOA 203-204, 202, 215)	1500+
Andoversford & surrounding area (LSOA 216)	1200
Blockley & surrounding area (LSOA 179)	1000
Stow-on-the-Wold (LSOA 177)	1000
Willersey & surrounding area (LSOA 182)	1000

Table 3.1a Summary of Analysis of Existing Employment

3.14 The LSOAs / settlements with a total number of jobs below 1000 are not considered to have a strong employment role relative to other settlements in the District. However, those settlements with higher levels of employment may be candidates for future development where it is considered appropriate within the wider spatial strategy for the District to meet specific identified needs or take advantage of local development opportunities. More detailed evidence of the presence of existing employment would be required in these settlements to ensure that an appropriate level of data was gathered. The data from NOMIS does not go down to a low enough level to accurately analyse employment in these settlements.

3.2 Key Indicator: Population, Economically Active People and Employment Density

3.15 The distribution of population influences the role and function of a settlement. However, certain levels of population do not mean that a settlement will have certain functions. Other factors such as the proximity of neighbouring settlements or transport access to other settlements come into play which cannot easily be correlated.

3.16 Table 3.2 presents the existing population structure for each settlement / LSOA in Cotswold District based on 2001 Census information. The 2001 Census data has been used rather than more recent estimates because it is considered more reliable than a projection based on short term trends; the Census is an actual count. The table indicates the number of people and the proportions (%) that fall within 3 age groups: Under 20 year olds, 20- 64 year olds, and over 65 year olds.

3.17 The broad age structure will indicate any local variations in the population, for example, some LSOAs may have a higher proportion of older people (over 65 year olds) than other areas, and this will impact the role and functions needed in those settlements. The table is ordered on Total Population so the settlements with the largest population are listed first.

LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Total Population*	Age 0-19 years*	% of pop'n	Age 20-64 years*	% of pop'n	Age 65+ years*	% of pop'n
188-200	Cirencester	18300	4400	24	10400	57	3500	19
217-220	Tetbury	5250	1200	23	3000	58	1000	19
180-181	Bourton-on-the-Water	3450	700	20	1800	53	950	28
211-212	Moreton in Marsh	3200	700	21	1750	54	800	24

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LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Total Population*	Age 0-19 years*	% of pop'n	Age 20-64 years*	% of pop'n	Age 65+ years*	% of pop'n
203-204	Fairford	2900	600	22	1600	56	650	23
208&210	Lechlade	2800	600	21	1600	57	600	22
223	South Cerney	2100	500	24	1300	60	350	16
177	Stow-on-the-Wold	2100	400	19	1100	53	600	28
206	Didmarton / Leighterton (Beverston, Chavenage, Kingscote, Shipton Moyne, Tetbury Upton, Westonbirt)	2000	500	26	1200	60	300	14
179	Blockley (Aston Magna, Draycott, Paxford, and includes Northwick Park business centre)	2000	400	21	1200	59	400	19
187	North Cerney (Bagendon, Baunton, Calmsden, Coberley, Colesbourne, Rendcomb, Ullenwood, Woodmancote)	2000	600	32	1000	52	300	17
213	Northleach (Eastington, Hampnett)	1900	400	23	1100	56	400	21
214	Upper Rissington (Church Westcote, Great Rissington, Icomb, Little Rissington, Westcote, Wyck Rissington)	1900	500	25	1200	63	200	12
222	Temple Guiting (Guiting Power, Lower Swell, Lower Slaughter, Naunton, Upper Slaughter)	1900	400	19	1200	61	400	20
215	Coln St Aldwyns (Aldsworth, Eastleach Turville, Farmington, Great Barrington, Little Barrington, Sherborne, Southrop, Windrush)	1900	400	21	1100	60	400	19
221	Kemble / Coates / Sapperton (Ewen, Frampton Mansell, and includes part of Aston Down Airfield, does not include Kemble Airfield)	1900	500	26	1100	57	300	16
176	Avening (Ashley, Cherington, Culkerton, Long Newton, Rodmarton, Tarlton, and includes Kemble Airfield)	1900	500	24	1137	61	300	15
205	(Bourton on the Hill, Broadwell, Condicote, Donnington, Longborough, Todenham)	1900	400	20	1054	57	400	23
175	Ampney Crucis / Bibury (Ablington, Ampney St Peter, Ampney St Mary, Barnsley, Coln Rogers, Coln St Dennis, Winson)	1800	400	20	1091	60	400	19
216	Andoversford (Brockhampton, Hazleton, Notgrove, Salperton, Sevenhampton, Shipton, Turkdean, Whittington)	1800	400	24	1100	62	250	14
201	Birdlip (Brimpsfield, Cowley, Daglingworth, Duntisbourne Abbots, Edgeworth, Elkstone, Syde, Winstone)	1700	400	23	1000	59	300	18
186	Chedworth (Compton Abdale, Foxcote, Lower Dowdeswell, Upper Dowdeswell, Withington, Yanworth)	1700	400	21	1000	60	300	18
207	Down Ampney / Poulton (Driffield, Meysey Hampton)	1600	400	24	900	56	300	20
225	Cirencester (edge of) / Siddington (Preston)	1500	400	23	900	59	300	18
184	Chipping Campden / Mickleton (Aston Subedge, Ebrington, Hidcote Boyce)	1500	300	20	800	53	400	27

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LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Total Population*	Age 0-19 years*	% of pop'n	Age 20-64 years*	% of pop'n	Age 65+ years*	% of pop'n
182	Willersey (Broad Campden, Weston Subedge)	1500	300	18	800	53	400	29
224	South Cerney (part of) / Siddington (part of) (Poole Keynes, Somerford Keynes)	1500	300	21	950	64	200	15
178	(Adlestrop, Bledington, Evenlode, Lower Oddington, Maugersbury, Upper Oddington)	1400	300	21	800	57	300	23
183	Chipping Campden	1400	200	17	700	53	400	30
209	Kempsford (Whelford, and includes Fairford Airbase)	1300	300	27	800	63	100	10
185	Mickleton (part of Mickleton included in LSOA Code 184)	1300	200	19	700	54	300	27
202	Fairford (edge of) / Hatherop / Quenington	1100	300	28	650	58	200	14
	COTSWOLD DISTRICT	80400	18250	23	46100	57	16050	20

Table 3.2 Existing Population Structure (Census 2001, ONS Crown Copyright Reserved)

3.18

*Please note that figures are rounded to the nearest 50 for confidentiality. Also figures may not add due to rounding. Totals are given for those settlements which are covered by more than one LSOA. Where an LSOA covers 2 or more settlements included in the Study, these have not been included in the totals but are shown separately. For example, LSOA 225 covers Siddington and the edge of Cirencester, and so has **not** been included in the Cirencester total.

3.19 The total population for the District in 2001 was 80,350. In terms of population, Cirencester accounts for 23% of the District's population. At 18,300 it is significantly larger than the next largest settlement, Tetbury which has 5,250 people. Following from Tetbury, the next largest settlements are Bourton, Moreton, Fairford and Lechlade, all with between 2,500 and 3,500 people. South Cerney and Stow on the Wold have just over 2000 people. Due to the limitations of the data it is difficult to ascertain the population of certain individual settlements where LSOAs include a number of smaller settlements. For example, the LSOAs including Didmarton / Leighterton and Blockley have a number of other settlements within them too. Also, it is worth noting that Chipping Campden which has a population of nearly 1,400 (in LSOA 183) is also partly covered by LSOA 184 and therefore by including a reasonable proportion of that population would bring it around the 2000 level.

3.20 In summary, individual settlements with a population of 2000 and above, based on the Census 2001 data, are:

- Cirencester
- Tetbury
- Bourton-on-the Water
- Moreton-in-Marsh
- Fairford
- Lechlade-on-Thames
- South Cerney
- Stow-on-the-Wold
- Chipping Campden

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3.21 Table 3.2 shows that the age structure varies for each settlement. Specific settlements differ from the District average of 23% under 20 years old, 57% in the 20-64 age group and 20% over 65 years old.

3.22 Those settlements or LSOAs with a higher than average proportion of younger people are:

- **North Cerney** (Bagendon, Baunton, Calmsden, Coberley, Colesbourne, Rendcomb, Ullenwood and Woodmancote) LSOA 187
- **Fairford** (edge of) / **Hatherop / Quenington** LSOA 202
- **Kempsford** (Whelford) LSOA 209
- **Kemble / Coates / Sapperton** (Ewen, Frampton Mansell) LSOA 221
- **Didmarton / Leighterton** (Beverston, Chavenage, Kingscote, Shipton Moyne, Tetbury Upton, Westonbirt) LSOA 206
- **Cirencester**
- **South Cerney** LSOA 223
- **Upper Rissington** (Church Westcote, Great Rissington, Icomb, Little Rissington, Westcote, Wyck Rissington) LSOA 214
- **Avening** (Ashley, Cherington, Culkerton, Long Newnton, Rodmarton, Tarlton, and includes Kemble Airfield) LSOA 176
- **Andoversford** (Brockhampton, Hazleton, Notgrove, Salperton, Sevenhampton, Shipton, Turkdean, Whittington) LSOA 216
- **Down Ampney / Poulton** (Driffield, Meysey Hampton) LSOA 207

3.23 Care must be taken with the interpretation of the data as it can be skewed by the location of institutions such as boarding schools and defence establishments, which may have a higher proportion of younger people present. The Census in 2001 counted students and boarding school pupils as 'usually resident' at their term time address. Therefore LSOA 187, LSOA 206, LSOA 209, and LSOA 223 may have a higher proportion of young people due to the presence of such institutions. Generally, where individual settlements have a higher level of younger people relative to other settlements then these would form more appropriate places to focus future employment growth to ensure a better balance of jobs to homes and reduce travel to work distances.

3.24 Those settlements / LSOAs with a higher than average proportion of older people are:

- Chipping Campden
- LSOA 182 Willersey (Broad Campden, Weston Subedge)
- Stow-on-the-Wold
- Bourton-on-the-Water
- Mickleton
- LSOA 184 Chipping Campden / Mickleton (Aston Subedge, Ebrington, Hidcote Boyce)
- Moreton-in-Marsh
- LSOA 178 (Adlestrop, Bledington, Evenlode, Lower Oddington, Maugersbury, Upper Oddington)
- LSOA 205 (Bourton on the Hill, Broadwell, Condicote, Donnington, Longborough, Todenham)
- Fairford
- Lechlade-on-Thames
- Northleach

3 Employment and People

3.25 In the future, particularly with a nationally ageing population, these settlements which already have a much higher than average proportion of older people may require additional housing growth to ensure that existing employment has sufficient economically active residents to support it.

3.26 The number of people in the 20-64 age group fluctuates around the District average, with there generally being proportionately less people in this age group in settlements / LSOAs with higher proportions of older people and vice versa.

Economically Active People

3.27 A good indicator for the sustainability of a settlement is employment density. This is the simple ratio of jobs to the number of economically active people. This issue is closely related to the self containment of a settlement and also travel to work patterns which are covered in Chapter 5. With regard to planning, a good ratio of jobs to homes increases the potential for residents to live and work in the same settlement thereby increasing self containment and reducing travel to other settlements. Consequently, the sustainability of a settlement is improved.

3.28 Table 3.3 sets out the level of economically active people for each Settlement(s) / LSOA. The data on economic activity is based on the Census 2001, which uses the age range 16-74 years. The data is ordered on the percentage of the population that are economically active (% Active). This means that settlements / LSOAs with the highest proportion of economically active people are listed first.

LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Population Aged 16 - 74 years	Total Economically Active	% Active	Total Economically Inactive	% Inactive
214	Upper Rissington (Church Westcote, Great Rissington, Icomb, Little Rissington, Westcote, Wyck Rissington)	1400	1050	76	350	24
209	Kempsford (Whelford, and includes Fairford Airbase)	950	700	75	250	25
223	South Cerney	1550	1150	74	400	26
202	Fairford (edge of) / Hatherop / Quenington	750	550	74	200	26
188-200	Cirencester	12850	9350	73	3500	27
225	Cirencester (edge of) / Siddington (Preston)	1150	800	72	300	28
216	Andoversford (Brockhampton, Hazleton, Notgrove, Salperton, Sevenhampton, Shipton, Turkdean, Whittington)	1350	950	72	350	28
224	South Cerney (part of) / Siddington (part of) (Poole Keynes, Somerford Keynes)	1150	850	72	300	28
217-220	Tetbury	3750	2700	72	1050	28
203-204	Fairford	2000	1450	72	550	28
206	Didmarton / Leighterton (Beverston, Chavenage, Kingscote, Shipton Moyne, Tetbury Upton, Westonbirt)	1450	1050	72	400	28
222	Temple Guiting (Guiting Power, Lower Swell, Lower Slaughter, Naunton, Upper Slaughter,)	1450	1000	71	400	29

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LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Population Aged 16 - 74 years	Total Economically Active	% Active	Total Economically Inactive	% Inactive
201	Birdlip (<i>Brimpsfield, Cowley, Daglingworth, Duntisbourne Abbots, Edgeworth, Elkstone, Syde, Winstone</i>)	1250	900	71	350	29
176	Avening (<i>Ashley, Cherington, Culkerton, Long Newton, Rodmarton, Tarlton, and includes Kemble Airfield</i>)	1350	950	71	400	29
221	Kemble / Coates / Sapperton (<i>Ewen, Frampton Mansell, and includes part of Aston Down Airfield, does not include Kemble Airfield</i>)	1300	900	71	400	29
177	Stow-on-the-Wold	1450	1000	70	450	30
175	Ampney Crucis / Bibury (<i>Ablington, Ampney St Peter, Ampney St Mary, Barnsley, Coln Rogers, Coln St Dennis, Winson</i>)	1300	900	69	400	31
186	Chedworth (<i>Compton Abdale, Foxcote, Lower Dowdeswell, Upper Dowdeswell, Withington, Yanworth</i>)	1200	850	69	400	31
211-212	Moreton-in-Marsh	2150	1500	69	650	31
213	Northleach (<i>Eastington, Hampnett</i>)	1300	900	69	400	31
215	Coln St Aldwyns (<i>Aldsworth, Eastleach Turville, Farmington, Great Barrington, Little Barrington, Sherborne, Southrop, Windrush</i>)	1400	950	69	450	31
207	Down Ampney / Poulton (<i>Driffield, Meysey Hampton</i>)	1150	800	68	350	32
185	Mickleton (part of Mickleton included in LSOA Code 184)	900	600	67	300	33
208&210	Lechlade	2000	1350	67	650	33
178	(<i>Adlestrop, Bledington, Evenlode, Lower Oddington, Mangersbury, Upper Oddington</i>)	1000	650	67	350	33
179	Blockley (<i>Aston Magna, Draycott, Paxford, and includes Northwick Park business centre</i>)	1500	1000	67	500	33
205	(<i>Bourton on the Hill, Broadwell, Condicote, Donnington, Longborough, Todenham</i>)	1350	900	67	450	33
180-181	Bourton-on-the-Water	2350	1550	65	800	35
182	Willersey (<i>Broad Campden, Weston Subedge</i>)	1100	700	65	400	35
183	Chipping Campden	950	600	64	350	36
187	North Cerney (<i>Bagendon, Baunton, Calmsden, Coberley, Colesbourne, Rendcomb, Ullenwood, Woodmancote</i>)	1400	900	63	500	37
184	Chipping Campden / Mickleton (<i>Aston Subedge, Ebrington, Hidcote Boyce</i>)	1100	700	63	400	37
	COTSWOLD DISTRICT	57400	40350	70	17050	30

Table 3.3 Economically Active Population (Census 2001, ONS Crown Copyright Reserved)

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3.29

*Please note that figures are rounded to the nearest 50 for confidentiality. Also figures may not add due to rounding. Totals are given for those settlements which are covered by more than one LSOA. Where an LSOA covers 2 or more settlements included in the Study, these have not been included in the totals but are shown separately. For example, LSOA 225 covers Siddington and the edge of Cirencester, and so has **not** been included in the Cirencester total.

3.30 The economically active rate for Cotswold District is 70% of the age 16-74 year population. The Office for National Statistics (ONS) defines this age group as people of economically active age, even though the retirement age is currently 65. However, retirement age is very likely to increase in the future and people will be able to work longer. Those settlements shown in *italics* in Table 3.3 have a higher proportion of economically active people than the District average rate of 70%.

3.31 Table 3.4 brings together employment (no. of jobs) and rates of economically active population to identify 'employment density'. Employment density is expressed as a ratio of the number of jobs to economically active people. So for example, for every economically active person in Cirencester, there are 1.3 jobs. There is not a *direct* link between the jobs and the economically active population in each settlement / LSOA. Employment density is a measure of the *opportunity* to live and work in close proximity.

3.32 The economic activity data comes from the Census 2001. The employment (no. of jobs) information comes from NOMIS Business Register and Employment Survey 2010. Bringing these two sources of information together gives a theoretical 'employment density'. The base dates of these 2 sources of data are not the same, but until data from the Census 2011 is available, the Census 2001 is the most reliable source for economically active population as it is based on real counts and not estimates. If the population has increased in a settlement / LSOA since 2001, the result will be that the ratio will be lower i.e there will be less jobs to people. If the population has declined, then the ratio will be higher. However, the settlement ratios are all calculated the same way and based on the same sources of data and so are all comparative with each other. This means that settlement analysis of employment density will still be relevant and useful.

3.33 The data presented in Table 3.4 is ordered on Employment Density, in other words those settlements / LSOAs with the highest number of jobs in relation to economically active population are listed first. Those in *italics* have a ratio higher than the District average of 1.0 (1 job to 1 person).

3.34

*Please note that figures are rounded to the nearest 50 (Census) and 100 (NOMIS) for confidentiality. Also figures may not add due to rounding. Totals are given for those settlements which are covered by more than one LSOA. Where an LSOA covers 2 or more settlements included in the Study, these have not been included in the totals but are shown separately. For example, LSOA 225 covers Siddington and the edge of Cirencester, and so has **not** been included in the Cirencester total.

LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Total Economically Active Population* (Census)	Total Jobs* (NOMIS)	Employment Density
183	Chipping Campden	600	1100	1.7
206	Didmarton / Leighterton (<i>Beverston, Chavenage, Kingscote, Shipton Moyne, Tetbury Upton, Westonbirt</i>)	1050	1600	1.6
223	South Cerney	1150	1800	1.6
225	Cirencester (<i>edge of</i>) / Siddington (<i>Preston</i>)	800	1300	1.5
187	North Cerney (<i>Bagendon, Baunton, Calmsden, Coberley, Colesbourne, Rendcomb, Ullenwood, Woodmancote</i>)	900	1400	1.5
182	Willersey (<i>Broad Campden, Weston Subedge</i>)	700	1000	1.4

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LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Total Economically Active Population* (Census)	Total Jobs* (NOMIS)	Employment Density
211-212	Moreton in Marsh	1500	2000	1.3
216	Andoversford (Brockhampton, Hazleton, Notgrove, Salperton, Sevenhampton, Shipton, Turkdean, Whittington)	950	1300	1.3
188-200	Cirencester	9350	12200	1.3
180-181	Bourton-on-the-Water	1550	2000	1.3
177	Stow-on-the-Wold	1000	1100	1.1
184	Chipping Campden / Mickleton (Aston Subedge, Ebrington, Hidcote Boyce)	700	700	1.0
202	Fairford (edge of) / Hatherop / Quenington	550	600	1.0
179	Blockley (Aston Magna, Draycott, Paxford, and includes Northwick Park business centre)	1000	1000	1.0
222	Temple Guiting (Guiting Power, Lower Swell, Lower Slaughter, Naunton, Upper Slaughter,)	1050	800	0.8
201	Birdlip (Brimpsfield, Cowley, Daglingworth, Duntisbourne Abbots, Edgeworth, Elkstone, Syde, Winstone)	900	600	0.7
176	Avening (Ashley, Cherington, Culkerton, Long Newton, Rodmarton, Tarlton, and includes Kemble Airfield)	950	700	0.7
175	Ampney Crucis / Bibury (Ablington, Ampney St Peter, Ampney St Mary, Barnsley, Coln Rogers, Coln St Dennis, Winson)	900	600	0.7
217-220	Tetbury	2700	1800	0.7
221	Kemble / Coates / Sapperton (Ewen, Frampton Mansell, and includes part of Aston Down Airfield, does not include Kemble Airfield)	900	600	0.7
209	Kempsford (Whelford, and includes Fairford Airbase)	700	500	0.7
203-204	Fairford	1450	900	0.6
224	South Cerney (part of) / Siddington (part of) (Poole Keynes, Somerford Keynes)	850	500	0.6
215	Coln St Aldwyns (Aldsworth, Eastleach Turville, Farmington, Great Barrington, Little Barrington, Sherborne, Southrop, Windrush)	950	600	0.6
207	Down Ampney / Poulton (Driffield, Meysey Hampton)	800	400	0.6
186	Chedworth (Compton Abdale, Foxcote, Lower Dowdeswell, Upper Dowdeswell, Withington, Yanworth)	850	400	0.5
178	(Adlestrop, Bledington, Evenlode, Lower Oddington, Mangersbury, Upper Oddington)	650	300	0.5
208&210	Lechlade	1350	600	0.5
214	Upper Rissington (Church Westcote, Great Rissington, Icomb, Little Rissington, Westcote, Wyck Rissington)	1050	500	0.4
185	Mickleton (part of Mickleton included in LSOA Code 184)	600	300	0.4
213	Northleach (Eastington, Hampnett)	900	400	0.4

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LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Total Economically Active Population* (Census)	Total Jobs* (NOMIS)	Employment Density
205	(Bourton on the Hill, Broadwell, Condicote, Donnington, Longborough, Todenham)	900	300	0.4
	COTSWOLD DISTRICT	40350	39900	1.0

Table 3.4 Employment Density

3.35 An employment density ratio of 1:1 indicates that there is 1 job available for every economically active person, in theory. In reality, if settlements are to provide an appropriate range of jobs to meet the requirements of all residents in terms of employment sectors and skills, then a ratio of greater than 1:1 would be required. From Table 3.4, those settlements / LSOAs that have a ratio of 1:1 are:

- **Chipping Campden / Mickleton** (Aston Subedge, Ebrington, Hidcote Boyce) LSOA 184
- **Fairford (edge of) / Hatherop / Quenington** LSOA 202
- **Blockley** (Aston Magna, Draycott, Paxford, and includes Northwick Park business centre) LSOA 179

3.36 Settlements with a ratio close to 1:1 are considered to represent relatively balanced settlements in terms of the number of jobs to economically active people. Those with higher ratios are likely to attract workers from surrounding settlements. From Table 3.4, the following settlements are identified as having a higher employment density ratio:

- **Chipping Campden**
- **Didmarton / Leighterton** (Beverston, Chavenage, Kingscote, Shipton Moyne, Tetbury Upton, Westonbirt) LSOA 206
- **South Cerney**
- **Cirencester (edge of) / Siddington** (Preston) LSOA 225
- **North Cerney** (Bagendon, Baunton, Calmsden, Coberley, Colesbourne, Rendcomb, Ullenwood, Woodmancote) LSOA 187
- **Willersey** (Broad Campden, Weston Subedge) LSOA 182
- **Moreton in Marsh**
- **Andoversford** (Brockhampton, Hazleton, Notgrove, Salperton, Sevenhampton, Shipton, Turkdean, Whittington) LSOA 216
- **Cirencester**
- **Bourton-on-the-Water**
- **Stow-on-the-Wold**

3.37 Care should be taken when considering the data for LSOAs that cover a number of smaller settlements too as well as isolated rural employment sites. However, those settlements where the data 'fits' well, a high employment density ratio is a strong indicator to use to guide future development. In particular, by combining employment density analysis with the travel to work analysis in Chapter 5, it is possible to take a view on the relative benefits of directing future employment growth towards certain settlements to assist in reducing commuting, improving sustainability and strengthening employment roles.

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3.3 Potential Issue for Change: The effect of a reducing population of economically active age

3.38 Settlements do not exist in isolation or in a static form. Over time changes in the economy, population and level of service provision could potentially alter the function of an individual settlement. The issues for potential change to be examined in this chapter highlight key considerations that will affect settlement classification. Settlements can be classified on existing data which will provide a robust snapshot in time. However, settlement function and therefore classification could change over time. Examining the issues for potential change and the impact on settlements will attempt to provide an indication of settlement classification that will be more robust in the future.

3.39 For example, the first issue for potential change to be considered is the effect of a decline in economically active population on Cotswold District and its settlements. The population of Cotswold District is ageing and the household size is reducing and so the future level of economically active people will reduce. This will affect the ratio of jobs to workers (employment density), potentially resulting in fewer workers than jobs. This may also have the effect of increased in-commuting to the District and its settlements.

3.40 Gloucestershire County Council produces population projections which forecast the change in population, including age structure, over the next 20 years. The demographic 'trend based' approach to population projections up to 2031 have been used. Refer to the *Housing Paper - Core Strategy Evidence Base* (Cotswold District Council, 2012) for further information on population projections.

3.41 Table 3.5 shows the population for Cotswold District for 2001 (Census) and projections for 2011, 2021 and 2031. The projected change in population within the 3 age groups (0-19 years, 20-64 years and 65+ years) is indicated as well.

Age / Year	2001 (Census Count)*	2011 Projection	2021 Projection	2031 Projection	Overall projected change from 2001 to 2031	% Change in Population
Age 0-19 years	18250	18,100	16,200	15000	-3250	-17.9%
Age 20-64 years	46050	48,750	47,700	44,300	-1750	-3.8%
Age 65+ years	16050	18,500	24,000	30,200	+14150	+88.3%
Total	80350	85,400	87,900	89,550	+9150	+11.4%

Table 3.5 Population Projections for Cotswold District

3.42 *Please note that the population data comes from the Census 2001 (ONS Crown Copyright Reserved) and so are rounded to the nearest 50 (Census) for confidentiality. Figures may not add due to rounding. The projections data comes from the Gloucestershire Local Population Projection 2010; Glos County Council).

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3.43 Overall the population in Cotswold District is projected to grow between 2001-2031 by just over 9,000 people. However, this will be made up of an increase of over 14,000 aged over 65 years (the equivalent to an 88% increase) and a decrease in the number of children and young people (0-19 year olds) by around 3,200 and a decrease of around 1700 in the middle age group (20-64 year olds). This will have significant implications for the District and the role and functions of its settlements.

3.44 The information from Table 3.5 has been used in Table 3.6 to show how the population structure of the settlements in the District might look if future demographic change forecasts for Cotswold District were to occur on a consistent basis across all settlements by 2031. For example, the 0-19 year olds age group population in 2001 has a decrease of -17.9% applied to it. The age groups correspond with the broad age structure statistics set out in Table 3.2. Table 3.6 is hypothetical, as in reality some settlements may have slightly different demographic changes than other settlements, but it gives a broad indication of the impact demographic changes may have on specific settlements. The data is ordered on 'Total Population' with the largest settlements listed first.

3.45 *Please note that the population data comes from the Census 2001 (ONS Crown Copyright Reserved) and so are rounded to the nearest 50 (Census) for confidentiality. Figures may not add due to rounding. The projections data comes from the Gloucestershire Local Population Projection 2010; Glos County Council (see Table 3.5 above). The data for 2031 are in *italics*. Totals are given for those settlements which are covered by more than one LSOA. Where an LSOA covers 2 or more settlements included in the Study, these have not been included in the totals but are shown separately. For example, LSOA 225 covers Siddington and the edge of Cirencester, and so has **not** been included in the Cirencester total.

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LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Total Population (2001)*	Projected Population (2031)	Age 0-19 years in 2001*	% in 2001	Age 0-19 Years Projected in 2031	% in 2031	Age 20-64 years in 2001*	% in 2001	Age 20-64 Years Projected in 2031	% in 2031	Age 65+ years in 2001*	% in 2001	Age 65+ Years Projected in 2031	% in 2031
188-200	Cirencester	18300	20400	4400	24	3600	18	10400	57	10050	49	3500	19	6600	32
217-220	Tetbury	5250	5850	1200	23	1000	17	3000	58	2900	50	1000	19	1900	33
180-181	Bourton-on-the-Water	3450	3850	650	20	550	14	1800	53	1750	46	950	28	1800	47
211-212	Moreton-in-Marsh	3200	3550	700	21	550	16	1750	54	1700	47	800	24	1450	41
203-204	Fairford	2900	3200	650	22	500	16	1600	56	1550	48	650	23	1250	38
208&210	Lechlade-on-Thames	2750	3050	600	21	500	16	1550	57	1500	49	600	22	1150	37
223	South Cerney	2100	2350	500	24	400	18	1250	60	1200	52	350	16	600	27
177	Stow-on-the-Wold	2100	2300	400	19	350	14	1100	53	1050	46	600	28	1100	47
206	Didmarton / Leighterton (Beverston, Chavenage, Kingscote, Shipton Moyne, Tetbury Upton, Westonbirt)	2000	2250	500	26	450	19	1200	60	1150	52	300	14	550	24
179	Blockley (Aston Magna, Draycott, Paxford, and includes Northwick Park business centre)	2000	2200	450	21	350	16	1200	59	11650	51	400	19	700	33
187	North Cerney (Bagendon, Baunton, Calmsden, Coberley, Colesbourne, Rendcomb, Ullenwood, Woodmancote)	1950	2200	650	32	500	23	1000	52	1000	45	350	17	600	28
213	Northleach (Easington, Hampnett)	1900	2150	450	23	350	17	1100	56	1050	48	400	21	750	36
214	Upper Rissington (Church Westcote, Great Rissington, Icomb, Little Rissington, Westcote, Wyck Rissington)	1900	2150	450	25	400	18	1200	63	1150	54	250	12	450	21
222	Temple Guiting (Guiting Power, Lower Swell, Lower Slaughter, Naunton, Upper Slaughter,)	1900	2100	350	19	300	14	1150	61	1100	53	400	20	700	34
215	Coln St Aldwyns (Aldsworth, Eastleach Turville, Farmington, Great Barrington, Little Barrington, Sherborne, Southrop, Windrush)	1900	2100	400	21	350	16	1150	60	1100	52	350	19	650	32
221	Kemble / Coates / Sapperton (Ewen, Frampton Mansell, and includes part of Aston Down Airfield, does not include Kemble Airfield)	1850	2050	500	26	400	19	1050	57	1050	50	300	16	550	28
176	Avening (Ashley, Cherington, Culkerton, Long Newton, Rodmarton, Tarlton, and includes Kemble Airfield)	1850	2050	450	24	350	18	1150	61	1100	53	250	15	500	25
205	(Bourton on the Hill, Broadwell, Condicote, Donnington, Longborough, Todenham)	1850	2050	400	20	300	15	1050	57	1000	49	400	23	800	38
175	Ampney Crucis / Bibury (Abington, Ampney St Peter, Ampney St Mary, Barnsley, Coln Rogers, Coln St Dennis, Winson)	1800	2000	350	20	300	15	1100	60	1050	52	350	19	650	33

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LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Total Population (2001)*	Projected Population (2031)	Age 0-19 years in 2001*	% in 2001	Age 0-19 Years Projected in 2031	% in 2031	Age 20-64 years in 2001*	% in 2001	Age 20-64 Years Projected in 2031	% in 2031	Age 65+ years in 2001*	% in 2001	Age 65+ Years Projected in 2031	% in 2031
216	Andoversford (Brockhampton, Hazleton, Notgrove, Salperton, Sevenhampton, Shipton, Turkdean, Whittington)	1800	2000	450	24	350	18	1100	62	1100	54	250	14	450	23
201	Birdlip (Birpsfield, Cowley, Daglingworth, Duntisbourne Abbots, Edgeworth, Elkstone, Syde, Winstone)	1750	1950	400	23	350	17	1050	59	1000	51	300	18	550	30
186	Chedworth (Compton Abdale, Foxcote, Lower Dowdeswell, Upper Dowdeswell, Withington, Yanworth)	1650	1850	350	21	300	16	1000	60	950	52	300	18	600	31
207	Down Ampney / Poulton (Driffield, Meyse Hampton)	1650	1850	400	24	350	18	950	56	900	49	300	20	600	33
225	Cirencester (edge of) / Siddington (Preston)	1550	1700	350	23	300	17	900	59	850	51	250	18	500	30
184	Chipping Campden / Mickleton (Aston Subedge, Ebrington, Hidcote Boyce)	1550	1700	300	20	250	15	800	53	800	46	400	27	800	45
182	Willersey (Broad Campden, Weston Subedge)	1550	1700	250	18	200	13	800	53	800	46	450	29	850	49
224	South Cerney (part of) / Siddington (part of) (Poole Keynes, Somerford Keynes)	1500	1650	300	21	250	15	950	64	900	55	250	15	450	26
178	(Adlestrop, Bledington, Evenlode, Lower Oddington, Mangersbury, Upper Oddington)	1400	1550	300	21	250	15	800	57	750	49	300	23	600	39
183	Chipping Campden	1400	1550	250	17	200	13	750	53	700	45	400	30	750	50
209	Kempsford (Whelford, and includes Fairford Airbase)	1300	1450	350	27	300	20	800	63	800	55	100	10	250	16
185	Mickleton (part of Mickleton included in LSOA Code 184)	1250	1400	250	19	200	14	700	54	650	47	350	27	650	46
202	Fairford (edge of) / Hatherop / Quenington	1100	1250	300	28	250	20	650	58	600	50	150	14	300	24
	COTSWOLD DISTRICT	80350	89550	18250	23	15000	17	46050	57	44300	49	16050	20	30250	34

Table 3.6 Future Population Structure (2031)

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3.46 Given that the most significant trend will be the increase in the proportion of older people (over 65 year olds) in the District, for those settlements with an already high proportion this will mean the current population structure will become even more extreme. For example, those settlements that are projected to have between 40% and 50% of their populations made up of the older persons age group are:

- **Chipping Campden**
- **Willersey** (Broad Campden, Weston Subedge) LSOA 182
- **Stow on the Wold**
- **Bourton on the Water**
- **Mickleton**
- **Moreton in Marsh**

3.47 Conversely, it is mostly in these settlements that the proportion of younger people (0-19 year olds) is projected to be less than 15%. The implications of these changes in the age structure of settlements will have a significant impact on their role and function in the future.

3.48 Future population growth will generally only be facilitated by new housing development especially taking into consideration reducing household size. Reducing household size means that even if the population remained static there would still be a need for more housing. The average household size is falling in Cotswold District in line with County and National Trends. The average number of persons per dwelling in Cotswold was estimated to be around 2.15 in 2009, down from 2.26 in 1991 (*Housing Trend Analysis and Population and Household Projections Final Report*, Gloucestershire County Council, May 2011).

3.49 An ageing population will affect the broad structure of the District's population. Table 3.7 looks at the impact of this trend on the economically active age group, the bulk of which fall into the 20-64 year old category. When taking the whole District into account, the proportion of people in the 20-64 year old age group will change in relative terms by -8% between 2001 and 2031 (refer to Table 3.6). Table 3.7 illustrates the impact of this reduction for each settlement, assuming a completely constrained environment where nothing is built or done to encourage population growth in this age group.

LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Population Age 20-64 years in 2001*	Population Age 20-64 in 2031 (apply -8% reduction from projected change in proportion of this age group above)	Change in Population of 20-64 Age Group between 2001-2031
188-200	Cirencester	10400	9600	-850
217-220	Tetbury	3000	2800	-250
180-181	Bourton-on-the-Water	1800	1650	-150
211-212	Moreton-in-Marsh	1750	1600	-150
203-204	Fairford	1600	1500	-150
208&210	Lechlade-on-Thames	1550	1450	-150
223	South Cerney	1250	1150	-100
206	Didmarton / Leighterton (Beverston, Chavenage, Kingscote, Shipton Moyne, Tetbury Upton, Westonbirt)	1200	1100	-100

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LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Population Age 20-64 years in 2001*	Population Age 20-64 in 2031 (apply -8% reduction from projected change in proportion of this age group above)	Change in Population of 20-64 Age Group between 2001-2031
214	Upper Rissington (Church Westcote, Great Rissington, Icomb, Little Rissington, Westcote, Wyck Rissington)	1200	1100	-100
179	Blockley (Aston Magna, Draycott, Paxford, and includes Northwick Park business centre)	1200	1100	-100
222	Temple Guiting (Guiting Power, Lower Swell, Lower Slaughter, Naunton, Upper Slaughter,)	1150	1100	-100
176	Avening (Ashley, Cherington, Culkerton, Long Newton, Rodmarton, Tarlton, and includes Kemble Airfield)	1150	1050	-100
215	Coln St Aldwyns (Aldsworth, Eastleach Turville, Farmington, Great Barrington, Little Barrington, Sherborne, Southrop, Windrush)	1150	1050	-100
216	Andoversford (Brockhampton, Hazleton, Notgrove, Salperton, Sevenhampton, Shipton, Turkdean, Whittington)	1100	1050	-100
177	Stow-on-the-Wold	1100	1000	-100
175	Ampney Crucis / Bibury (Ablington, Ampney St Peter, Ampney St Mary, Barnsley, Coln Rogers, Coln St Dennis, Winson)	1100	1000	-100
221	Kemble / Coates / Sapperton (Ewen, Frampton Mansell, and includes part of Aston Down Airfield, does not include Kemble Airfield)	1100	1000	-100
213	Northleach (Eastington, Hampnett)	1050	1000	-100
205	(Bourton on the Hill, Broadwell, Condicote, Donnington, Longborough, Todenham)	1050	950	-100
201	Birdlip (Brimpsfield, Cowley, Daglingworth, Duntisbourne Abbots, Edgeworth, Elkstone, Syde, Winstone)	1050	950	-100
187	North Cerney (Bagendon, Baunton, Calmsden, Coberley, Colesbourne, Rendcomb, Ullenwood, Woodmancote)	1000	950	-100
186	Chedworth (Compton Abdale, Foxcote, Lower Dowdeswell, Upper Dowdeswell, Withington, Yanworth)	1000	900	-100
224	South Cerney (part of) / Siddington (part of) (Poole Keynes, Somerford Keynes)	950	900	-100
207	Down Ampney / Poulton (Driffield, Meysey Hampton)	950	850	-50
225	Cirencester (edge of) / Siddington (Preston)	900	850	-50
209	Kempsford (Whelford, and includes Fairford Airbase)	800	750	-50
184	Chipping Campden / Mickleton (Aston Subedge, Ebrington, Hidcote Boyce)	800	750	-50

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LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Population Age 20-64 years in 2001*	Population Age 20-64 in 2031 (apply -8% reduction from projected change in proportion of this age group above)	Change in Population of 20-64 Age Group between 2001-2031
182	Willersey (Broad Campden, Weston Subedge)	800	750	-50
178	(Adlestrop, Bledington, Evenlode, Lower Oddington, Mangersbury, Upper Oddington)	800	750	-50
183	Chipping Campden	750	650	-50
185	Mickleton (part of Mickleton included in LSOA Code 184)	700	650	-50
202	Fairford (edge of) / Hatherop / Quenington	650	600	-50

Table 3.7 Future Population of Working Age

3.50

*Please note that the population data comes from the Census 2001 (ONS Crown Copyright Reserved) and so are rounded to the nearest 50 (Census) for confidentiality. Figures may not add due to rounding.

3.51 The proportions will change too for Children and Young People, by -6%, and for the 65 year olds and over by +14% (refer to Table 3.6).

3.52 Overall the population is projected to grow in the District, but as Table 3.5 indicated, this is made up of a decline in the below 65 age groups and a significant increase in the over 65 age group. Table 3.7 highlighted the effect of the population ageing on the number of economically active people in a constrained environment. In reality, other factors will come into play, including migration and new development, but the purpose of the table is to illustrate that factors such as ageing population and reducing household size will slowly reduce the population of settlements and the number of economically active people. This will ultimately undermine the employment function of settlements in the absence of positive migration trends or proactive allocation of future development.

3.53 With regard to migration, there will be a natural exchange of population between settlements which will influence demographic structure. However, reducing household size and an ageing population are national demographic trends which are reflected here in Cotswold District and are likely to continue.

3.54 Looking in more detail at migration, over the past 10 years Cotswold District received 4,900 internal (from within the UK) migrants per year and about 4500 people moved out of the District, giving a net inflow of 400 people a year. Out of the 4900 internal migrants, the majority, 4100, were from outside Gloucestershire. With regard to the movement of population within Gloucestershire, most of the population exchange to and from Cotswold District took place with Stroud District and Cheltenham Borough. The outflow from Cotswold District has regularly outweighed the inflow and notably the outflow has been highly responsive to new housing completions. For example, in 2007 out migrants reached 360 to both Stroud and Cheltenham when new housing completions also peaked in those areas. Cotswold has a unique migration pattern in that it has been a net exporter of people to every other Gloucestershire District in most part of the past 10 years (*Housing Trend Analysis and Population and Household Projections Final Report*, Gloucestershire County Council, May 2011).

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3.55 It is unlikely that migration trends will significantly alter demographic structures, but depending on future development, they may reinforce them. The key message for settlement function is the importance of future development allocations when it comes to supporting existing settlement role and function.

3.56 In summary, Table 3.7 shows the hypothetical effect of an ageing population on the number of people in the predominantly working age group of 20-64 year olds within each settlement. The number of people in this age group will decline if no other influences are considered. Depending on the level of future development it is clear that a reduction of economically active population is likely to occur in all settlements. Therefore a decision needs to be taken through the Core Strategy on which settlements should be allowed to have a reduced economically active population, for example, settlements with low employment levels and current high levels of commuting; and conversely a decision needs to be taken on which settlements should have their employment role supported by additional accommodation for new economically active people.

3.4 Potential Issue for Change: Harnessing future employment growth

3.57 The second of the potential issues for change is the effect of future economic growth. In addition to a changing economically active population, the changing economic structure can result in an increase or decrease in jobs in particular employment sectors within individual settlements.

3.58 The report produced for the South West Regional Assembly *RSS Employment Land Provision: Spatial Implications* (Roger Tym and Partners, August 2008) provides forecasts for economic growth up to 2026. There are two scenarios, a 2.8% GVA growth and 3.2% GVA growth. GVA is Gross Value Added and is an economic indicator. It is the difference between output and intermediate consumption for any given industrial sector. It is the difference between the value of goods and services produced and the cost of raw materials and other inputs which are used up in production. Table 3.8 shows the forecasts for Cotswold District for both growth scenarios.

Cotswold - Gloucester and Cheltenham Housing Market Area									
Employment Change 2006-2026									
Growth Scenarios:	SIC Code (1992/2003)	Jobs	Gross Value Added 2.8%				Gross Value Added 3.2%		
			2006	2026	change	%change	2026	change	%change
A+B	Agriculture etc	3400	2500	-900	-26	2500	-900	-26	
C	Mining & Quarrying	200	200	0	0	200	0	0	
D	Food, Textiles & Wood	300	300	0	0	300	0	0	
D	Printing & Publishing	300	300	0	0	300	0	0	
D	Chemicals & Minerals	1000	900	-100	-10	900	-100	-10	
D	Metals & Engineering	1200	900	-300	-25	900	-300	-25	
D	Electronics	900	400	-500	-56	400	-500	-56	
D	Transport Equipment	400	400	0	0	400	0	0	

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Cotswold - Gloucester and Cheltenham Housing Market Area								
Employment Change 2006-2026								
Growth Scenarios:	Jobs	Gross Value Added 2.8%				Gross Value Added 3.2%		
		2006	2026	change	%change	2026	change	%change
D	Other Manufacturing	500	500	0	0	500	0	0
E	Electricity, Gas & Water	0	0	0	0	0	0	0
F	Construction	2200	2300	100	5	2300	100	5
G	Distribution	7700	10100	2400	31	10300	2600	34
H	Hotels & Catering	5400	6900	1500	28	7300	1900	35
I	Transport & Communications	1100	1200	100	9	1200	100	9
J	Banking & Insurance	800	800	0	0	800	0	0
K	Other Business Services	6900	9600	2700	39	9800	2900	42
L	Public Administration & Defence	1700	1500	-200	-12	1600	-100	-6
M+N	Education & Health	6300	7300	1000	16	7500	1200	19
O	Miscellaneous Services	3200	4500	1300	41	4900	1700	53
	COTSWOLD DISTRICT	43500	50600	7100	16	52100	8600	20

Table 3.8 Future Economic Projections (RSS Employment Land Provision: Spatial Implications August 2008 Roger Tym and Partners)

3.59 Table 3.8 indicates that even under the lower growth scenario, an overall increase is forecast in the number of jobs in the District by 7,100 between 2006 and 2026.

3.60 The latest employment forecast undertaken by Gloucestershire County Council using the Cambridge Econometrics Local Economy Forecasting Model has been extrapolated to cover the period 2011 to 2031 and is presented in the *Employment Study (Refresh) for Cotswold District* (Peter Brett Associates, 2012). The forecasting model applies regional and national baseline data to local areas. It is important to be aware of the limitations of data, different assumptions and methodologies used, but the trends that can be identified from it are still useful for helping assess the role and function of settlements within the District.

3.61 Table 3.8a shows the projected economic growth up to 2031.

SIC Codes	Sector	2011	2031	Change 2011 to 2031
A	Agriculture	9500	6400	-3100
C	Mining	100	100	0
E	Utilities including Gas and Electric	-	-	-
D	Manufacturing	3500	2800	-700

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SIC Codes	Sector	2011	2031	Change 2011 to 2031
F	Construction	2700	3100	+400
G	Distribution including Retail and Motor Trade	8000	9300	+1300
H	Hotels and Restaurants	3600	5000	+1400
I	Transport and Communication	1100	1400	+300
J	Finance	800	1000	+200
K	Business Services	7500	10700	+3200
L	Public Administration	1200	1200	0
M	Education and Health	7800	8500	+700
O	Other Services	3600	6200	+2600
	Cotswold District Total	49400	55600	+6200

Table 3.8a Economic Forecast - No. of Jobs (Gloucestershire County Council 2011-2031)

3.62 Tables 3.8 and 3.8a provide useful indications of how each sector is projected to change, in terms of the number of jobs in the District, up to 2031. Although the projections show that, overall, the economy grows, this masks considerable variations between employment sectors. Several employment sectors are forecast to decline, whilst others will grow and some remain static. Those sectors that are likely to decline in Cotswold District are:

- Agriculture
- Manufacturing (including Electronics, Metals & Engineering, Chemicals & Minerals)

3.63 The sectors that are projected to grow in Cotswold District are:

- Business Services (including real estate, renting and business activities);
- Other / Miscellaneous Services (including community, social and personal service activities);
- Hotels and Restaurants (including catering);
- Distribution (including retail and motor trade); and to a lesser extent
- Education and Health; Construction; Transport and Communication; and Finance.

3.64 The changing economic structure will have an implication for existing settlements with high levels of employment identified within growing or declining sectors. Table 3.9 gives a snapshot of the employment structure for each LSOA / Settlement in 2010. The number of jobs that exist in each settlement/LSOA within each employment sector are presented. The information comes from the NOMIS Business Register and Employment Survey 2010 (ONS Crown Copyright Reserved). The LSOA / Settlements are listed in alphabetical order.

3.65 Based on the job projections in Table 3.8 and 3.8a, the sectors that are highlighted in **bold** in Table 3.9 are growth sectors, those in *italics* are declining sectors. Settlements / LSOAs which are considered to be particularly vulnerable to a decline in their employment role in the future based on their existing employment structure are highlighted in the analysis following the Table. For example, a settlement may have a high percentage of jobs within one or two declining sectors. This would make

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it susceptible to a reduction in its employment role in the future, unless growth sectors can compensate. A decision would need to be made on whether some form of intervention to assist these settlements was appropriate through the Core Strategy. Similarly, those settlements with a good base in the growth sectors may be able to develop a stronger employment role if this was facilitated through the Core Strategy through additional employment land allocations, for example. To aid analysis the percentage of jobs in the growth sectors and declining sectors for each settlement have been included to indicate a settlements degree of dependence on a particular sector. The District totals are encouraging, in that 72% of jobs in the District are within the growth sectors, with only 12% in the declining sectors.

3.66 * Please note the source of the jobs data is the NOMIS Business Register and Employment Survey 2010 (ONS Crown Copyright Reserved). Data was originally collected on 2007 SIC codes but in order to aid comparison with Table 3.10, the data has been correlated to the 1992/2003 SIC Codes. Also, figures have been rounded to the nearest 100 for confidentiality. Also figures may not add due to rounding. Totals are given for those settlements which are covered by more than one LSOA. Where an LSOA covers 2 or more settlements included in the Study, these have not been included in the totals but are shown separately. For example, LSOA 225 covers Siddington and the edge of Cirencester, and so has **not** been included in the Cirencester total. The Table presents the Settlements / LSOAs in alphabetical order. The Sectors identified as growing / declining come from Table 3.8 and 3.8a (Roger Tym and Partners 2008; Employment Study (Refresh) for Cotswold District (Peter Brett Associates 2012)).

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ISA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Standard Industrial Classification (SIC) Codes (1992/2003)													% of jobs in declining sectors (AD)	Total jobs in LSOA					
		A. Agriculture, hunting and forestry & B. Fishing	C. Mining and quarrying	D. Manufacturing	E. Electricity, gas and water supply	F. Construction	G. Wholesale and retail trade, repairs	H. Hotels and restaurants	I. Transport, storage and communications	J. Financial and insurance	K. Real estate, renting and business activities	L. Public administration and defence, social security	M. Education	N. Health and social work			O. Other community, social and personal service activities				
175	Ampney Crucis / Bibury (Ablington, Ampney St Peter, Ampney St Mary, Barnsley, Colin Rogers, Colin St Dennis, Winson)	50	0	50	0	50	250	0	0	0	100	0	50	0	50	0	50	87	13	650	
216	Andoversford (Brockhampton, Hazleton, Notgrove, Salperton, Sevenhampton, Shipton, Turkdean, Whittington)	0	0	100	0	150	0	500	50	300	0	50	0	50	0	50	0	50	92	8	1250
176	Avening (Ashley, Chenington, Culkerton, Long Newton, Rodmarton, Tarlton, and includes Kemble Airfield)	0	0	100	50	50	50	50	0	150	0	50	0	50	100	50	50	79	14	650	
201	Birdlip (Brimpsfield, Cowley, Daglingworth, Duntisbourne Abbots, Edgeworth, Elkstone, Syde, Winstone)	50	0	0	0	50	200	50	50	100	0	50	0	50	0	50	50	87	13	650	
179	Blockley (Aston Magna, Draycott, Paxford, and includes Northwick Park business centre)	0	0	250	0	50	250	200	50	100	0	50	0	50	0	0	0	75	25	950	
180	Bouffourd	0	0	250	0	50	250	450	250	100	0	300	150	150	0	0	0	88	12	1950	

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ISA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Standard Industrial Classification (SIC) Codes (1992/2003)											% of jobs in declining sectors (AD)	% of jobs in growth sectors (FGHIJKMNO)	Total jobs in LSOA					
		A. Agriculture, hunting and forestry & B. Fishing	C. Mining and quarrying	D. Manufacturing	E. Electricity, gas and water supply	F. Construction	G. Wholesale and retail trade, repairs	H. Hotels and restaurants	I. Transport, storage and communications	J. Financial and insurance	K. Real estate, renting and business activities	L. Public administration and defence, social security				M. Education	N. Health and social work	O. Other community, social and personal service activities		
186	Chedworth (Compton Abdale, Foxcole, Lower Dowdeswell, Upper Dowdeswell, Withington, Yanworth)	50	0	0	0	50	50	50	0	0	50	0	0	0	50	0	50	82	15	400
183	Chipping Campden	0	0	0	0	0	200	250	0	0	50	0	0	0	300	150	50	98	1	1100
184	Chipping Campden / Mickleton (Aston Subedge, Ebrington, Hidcote Boyce)	0	0	50	0	0	50	100	50	0	350	0	0	0	0	0	100	94	4	700
225	Cirencester (edge of) / Siddington (Preston)	0	0	700	0	400	2800	750	1100	750	1750	550	1450	1350	550	150	550	90	6	12150
215	Coln St Aldwyns (Aldsworth, Eastleach Turville, Farmington, Great Barrington, Little Barrington, Sherborne, Southrop, Windrush)	100	0	50	0	0	50	100	50	0	150	0	50	50	50	50	50	74	26	600
206	Didmarton / Leighton (Beverston, Chavenage, Kingscote, Shipton Moyne, Tetbury Upton, Westonbirt)	100	0	100	0	0	200	200	0	0	350	0	200	100	0	350	350	87	13	1650

3 Employment and People

LSA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Standard Industrial Classification (SIC) Codes (1992/2003)													% of jobs in declining sectors (AD)	Total jobs in LSOA						
		A. Agriculture, hunting and forestry & B. Fishing	C. Mining and quarrying	D. Manufacturing	E. Electricity, gas and water supply	F. Construction	G. Wholesale and retail trade, repairs	H. Hotels and restaurants	I. Transport, storage and communications	J. Financial and insurance	K. Real estate, renting and business activities	L. Public administration and defence, social security	M. Education	N. Health and social work			O. Other community, social and personal service activities					
207	Down Ampney / Poulton (Driffeld, Meyse, Hampton)	0	0	50	0	0	0	0	0	0	0	50	100	0	100	0	50	0	50	91	9	450
208	Fairford	0	0	0	0	50	250	50	50	0	100	50	50	0	100	0	50	100	50	96	2	900
202	Fairford (edge of) / Hatherop / Quenington	0	0	150	0	50	100	0	50	0	50	0	50	0	50	0	0	50	0	69	31	550
221	Kemble / Coates / Sapperton (Ewen, Frampton Mansell, and includes part of Aston Down Airfield, does not include Kemble Airfield)	0	0	50	100	50	50	100	0	50	0	100	0	100	0	100	0	50	0	76	6	650
209	Kempsford (Whelford, and includes Fairford Airbase)	0	0	50	0	0	0	0	0	0	0	0	0	200	50	200	50	50	0	40	10	450
210	Lechlade	0	0	0	0	50	150	100	0	0	0	100	0	0	100	0	0	100	0	96	0	600
185	Mickleton (part of Mickleton included in LSOA Code 184)	0	0	0	0	0	50	100	0	0	0	100	0	0	0	0	0	50	0	95	5	250
212	Moreton-in-Marsh	0	0	150	0	100	350	200	150	50	50	300	50	300	50	300	250	50	50	90	9	2000
187	North Cerney (Bagendon, Baunton, Calmsden, Coberley, Colesbourne, Rendcomb, Ullenwood, Woodmancote)	0	0	100	0	0	100	100	50	0	0	100	0	100	0	100	100	100	100	91	8	1350

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ISA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Standard Industrial Classification (SIC) Codes (1992/2003)											% of jobs in declining sectors (AD)	Total jobs in LSOA				
		A. Agriculture, hunting and forestry & B. Fishing	C. Mining and quarrying	D. Manufacturing	E. Electricity, gas and water supply	F. Construction	G. Wholesale and retail trade, repairs	H. Hotels and restaurants	I. Transport, storage and communications	J. Financial and insurance activities	K. Real estate, renting and business activities	L. Public administration and defence, social security			M. Education	N. Health and social work	O. Other community, social and personal service activities	
213	Northleach (Eastington, Hamnett)	0	0	0	0	50	50	50	0	0	50	50	50	50	50	95	1	400
223	South Cerney	0	0	100	100	150	400	500	0	50	150	0	0	50	0	88	6	1800
224	South Cerney (part of) / Siddington (part of) (Poole Keynes, Somerford Keynes)	0	50	0	0	50	100	50	0	100	0	0	0	0	0	90	3	500
177	Slow-waters-Wald	0	0	50	0	50	400	250	0	150	50	50	100	50	50	91	2	1150
222	Temple Guiting (Guiting Power, Lower Swell, Lower Slaughter, Naunton, Upper Slaughter,)	0	50	0	0	50	50	250	0	100	50	0	50	150	50	90	1	850
220	Tetbury	0	0	150	0	150	550	100	50	250	50	200	150	50	50	88	9	1850
214	Upper Rissington (Church Westcote, Great Rissington, Icomb, Little Rissington, Westcote, Wyck Rissington)	0	0	50	0	50	150	50	0	50	100	50	0	0	0	93	7	450
182	Willersey (Broad Campden, Weston Subedge)	0	0	350	0	150	150	150	0	150	50	0	0	50	0	66	34	1050
178	(Adlestrop, Bledington, Evenlode, Lower Oddington, Mangersbury,	0	0	0	0	0	150	50	0	50	0	50	0	0	0	100	0	300

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ISA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Standard Industrial Classification (SIC) Codes (1992/2003)													% of jobs in declining sectors (AD)	% of jobs in growth sectors (FGHIJKMNO)	Total jobs in LSOA				
		A. Agriculture, hunting and forestry & B. Fishing	C. Mining and quarrying	D. Manufacturing	E. Electricity, gas and water supply	F. Construction	G. Wholesale and retail trade, repairs	H. Hotels and restaurants	I. Transport, storage and communications	J. Financial and insurance	K. Real estate, renting and business activities	L. Public administration and defence, social security	M. Education	N. Health and social work				O. Other community, social and personal service activities			
205	Upper Oddington (Bourton on the Hill, Broadwell, Condicote, Donnington, Longborough, Todenham)	0	0	50	0	50	50	50	0	0	0	0	100	0	0	0	0	50	79	20	350
	Cotswold District	500	200	3700	300	2050	8250	4850	2800	1100	5550	1000	4750	3050	2500				87	9	39850

Table 3.9 Number of Jobs in Settlement/LSOA by Employment Sector (BRES, NOMIS 2010)

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3.67 Table 3.9 highlights that the following settlements / LSOAs have a higher than District average proportion of jobs in the growth employment sectors:

- LSOA 178 (Adlestrop, Bledington, Evenlode, Lower Oddington, Mangersbury, Upper Oddington) (100%)
- **Chipping Campden** (98%)
- **Fairford** (96%)
- **Lechlade** (96%)
- **Northleach** (95%)
- **Mickleton** (95%)
- LSOA 184 **Chipping Campden / Mickleton** (Aston Subedge, Ebrington, Hidcote Boyce) (94%)
- LSOA 214 **Upper Rissington** (Church Westcote, Great Rissington, Icomb, Little Rissington, Westcote, Wyck Rissington) (93%)
- LSOA 216 **Andoversford** (Brockhampton, Hazleton, Notgrove, Salperton, Sevenhampton, Shipton, Turkdean, Whittington) (92%)
- LSOA 207 **Down Ampney / Poulton** (Driffield, Meysey Hampton) (91%)
- LSOA 187 **North Cerney** (Bagendon, Baunton, Calmsden, Coberley, Colesbourne, Rendcomb, Ullenwood, Woodmancote) (91%)
- **Stow on the Wold** (91%)
- LSOA 222 **Temple Guiting** (Guiting Power, Lower Swell, Lower Slaughter, Naunton, Upper Slaughter) (90%)
- LSOA 224 **South Cerney (part of) / Siddington** (part of) (Poole Keynes, Somerford Keynes) (90%)
- **Moreton in Marsh** (90%)
- **Cirencester** (90%)
- **Bourton** (88%)
- **South Cerney** (88%)
- **Tetbury** (88%)

3.68 Some of these Settlements/LSOAs have particularly high number of jobs in certain growth sectors due the influence of particular factors, such as the location of a secondary school, for example, or a large hotel. In the more attractive areas of the District, for example, Chipping Campden, LSOA 175 Ampney Crucis and Bibury, and LSOA 222 Temple Guiting (& Slaughters), the dominant industry is tourism and this is reflected in the high proportion of jobs in Hotel and Restaurant sector H. The location of isolated rural employment sites will also have an influence, refer back to Table 3.1 which lists such sites.

3.69 With regard to the declining sectors A (Agriculture) and D (Manufacturing), the following settlements have a higher than District average dependence on them:

- LSOA 182 **Willersey** (Broad Campden, Weston Subedge) (34%)
- LSOA 202 **Fairford (edge of) / Hatherop / Quenington** (31%)
- LSOA 215 **Coln St Aldwyns** (Aldsworth, Eastleach Turville, Farmington, Great Barrington, Little Barrington, Sherborne, Southrop, Windrush) (26%)

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- LSOA 179 **Blockley** (Aston Magna, Draycott, Paxford, and includes Northwick Park business centre) (25%)
- LSOA 205 (Bourton on the Hill, Broadwell, Condicote, Donnington, Longborough, Todenham) (20%)
- LSOA 186 **Chedworth** (Compton Abdale, Foxcote, Lower Dowdeswell, Upper Dowdeswell, Withington, Yanworth) (15%)
- LSOA 225 **Cirencester (edge of) / Siddington** (Preston) (14%)
- LSOA 176 **Avening** (Ashley, Cherington, Culkerton, Long Newnton, Rodmarton, Tarlton, and includes Kemble Airfield) (14%)
- LSOA 206 **Didmarton / Leighterton** (Beverston, Chavenage, Kingscote, Shipton Moyne, Tetbury Upton, Westonbirt) (13%)
- LSOA 201 **Birdlip** (Brimpsfield, Cowley, Daglingworth, Duntisbourne Abbots, Edgeworth, Elkstone, Syde, Winstone) (13%)
- LSOA 175 **Ampney Crucis / Bibury** (Ablington, Ampney St Peter, Ampney St Mary, Barnsley, Coln Rogers, Coln St Dennis, Winson) (13%)
- **Bourton** (12%)
- LSOA 209 **Kempford** (Whelford, and includes Fairford Airbase) (10%)

3.70 Careful interpretation of the data is necessary as particular circumstances and situations can have a dramatic influence on a settlement / LSOA. For example, LSOA 202 Fairford and LSOA 192 Willersey and LSOA 179 Blockley have a high number of manufacturing jobs. These LSOAs include a number of industrial estates, for example, LSOA 179 Blockley includes the rural employment site, Northwick Park Business Centre.

3.71 In settlements / LSOAs where the employment base is fairly narrow, and there is a high dependence on the declining sectors, the employment role of that settlement could potentially be undermined unless new industry is attracted. Smaller settlements are less likely to be able to off set the decline with growth in other sectors due to a narrower economic base.

3.72 A decision will need to be taken through the Core Strategy on where to focus the location of future employment growth and how to address the potential decline of existing employment in particular settlements. The *Employment Land Availability Monitoring Report (ELA) 2012* (Cotswold District Council 2012) identifies 93,543 sq metres of available employment land / space across the District. These are sites with outstanding planning permission not started or under construction for all employment land classes (See ELA for further details). The Core strategy will need to consider future provision of employment to support the employment role of settlements over the plan period.

3.5 Potential Issue for Change: Meeting local employment needs

3.73 Meeting local employment needs is an important consideration for planning the future of settlements in Cotswold District. A comparison of jobs by employment sector and the industry within which existing residents work provides a good indication of the current balance of employment opportunities. It enhances the understanding of employment and settlements gained from the employment density indicator examined earlier.

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3.74 Table 3.10 shows the number of people working within each industry (sector) based on where they live. The information comes from the Census 2001. The table effectively presents a breakdown of people who live in each settlement / LSOA and are in employment indicating what industrial sector they work in. The number of 'people in employment' is similar to the number of economically active people (set out in Table 3.3) but doesn't include those who are classed as 'unemployed'. The information in the table doesn't necessarily mean that workers live and work in the same Settlement / LSOA, although they may well do.

3.75 To create a better settlement balance in terms of jobs and workers, this information will be useful in considering the future level and type of employment provision that could be made through the Core Strategy. This will ensure that opportunities to maximise self containment for existing residents can be harnessed by focusing employment premises provision towards identified specific sectoral requirements.

3.76 *Please note that the population data comes from the Census 2001 (ONS Crown Copyright Reserved) and so are rounded to the nearest 50 (Census) for confidentiality. Figures may not add due to rounding.

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LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Population Aged 16-74 years in Employment	Standard Industrial Classification (SIC) Codes (1992/2003)																	
			A. Agriculture, hunting and forestry & B. Fishing	C. Mining and quarrying	D. Manufacturing	E. Electricity, gas and water supply	F. Construction	G. Wholesale and retail trade, repairs	H. Hotels and restaurants	I. Transport, storage and communications	J. Financial and insurance	K. Real estate, renting and business activities	L. Public administration and defence, social security	M. Education	N. Health and social work	O. Other community and social and personal service activities				
175	Ampney Crucis / Bibury (Ablington, Ampney St Peter, Ampney St Mary, Bamsley, Colin Rogers, Colin St Dennis, Winson)	900	100	0	100	0	100	0	50	100	100	50	50	0	50	200	0	50	100	50
216	Andoversford (Brockhampton, Hazleton, Notgrove, Salperton, Sevenhampton, Shipton, Turkdean, Whittington)	950	100	0	100	0	100	0	50	100	100	50	50	50	200	50	50	100	50	50
176	Avening (Ashley, Cherington, Culkerton, Long Newton, Rodmarton, Tarlton, and includes Kemble Airfield)	950	50	0	150	0	100	0	50	100	100	50	50	50	150	50	50	100	50	50
201	Birdlip (Brimpsfield, Cowley, Daglingworth, Duntisbourne Abbots, Edgeworth, Elkstone, Syde, Winstone)	850	100	0	100	0	100	0	50	100	100	0	50	50	200	50	50	100	50	50
179	Blockley (Aston Magna, Draycott, Paxford, and includes Northwick Park business centre)	950	50	0	150	0	150	0	50	150	300	100	50	0	200	150	50	50	150	50
180-181	Bourton-on-the-Water	1500	50	0	150	0	150	0	150	300	200	100	50	50	150	50	100	150	50	50
186	Chedworth (Compton Abdale, Foxcote, Lower Dowdeswell, Upper Dowdeswell, Withington, Yanworth)	850	100	0	100	0	100	0	50	100	100	50	50	50	200	50	100	50	50	50

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LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Population Aged 16-74 years in Employment	Standard Industrial Classification (SIC) Codes (1992/2003)													
			A. Agriculture, hunting and forestry & B. Fishing	C. Mining and quarrying	D. Manufacturing	E. Electricity, gas and water supply	F. Construction	G. Wholesale and retail trade, repairs	H. Hotels and restaurants	I. Transport, storage and communications	J. Financial and insurance	K. Real estate, renting and business activities	L. Public administration and defence, social security	M. Education	N. Health and social work	O. Other community and social and personal service activities
183	Chipping Campden	600	50	10	50	0	50	100	50	0	0	100	0	50	50	50
184	Chipping Campden / Mickleton (Aston Subedge, Ebrington, Hidcote Boyce)	650	50	0	50	100	100	100	50	0	150	0	50	50	50	50
188-200	Cirencester	9050	150	50	1300	50	600	1900	450	500	1400	350	650	900	400	400
225	Cirencester (edge of) / Siddington (Preston)	800	0	0	100	0	50	150	0	50	100	200	50	50	50	50
215	Coil St Aldwyns (Aldsworth, Eastleach Turville, Farmington, Great Barrington, Little Barrington, Sherborne, Southrop, Windrush)	950	100	0	100	0	50	100	100	50	200	50	50	50	50	50
206	Didmarton / Leighton (Beveston, Chavenage, Kingscote, Shipton Moyne, Tebury Upton, Westonbirt)	1000	150	0	150	0	50	100	50	50	150	50	100	50	50	50
207	Down Ampney / Poulton (Driffeld, Meyse Hampton)	750	50	0	100	0	50	100	50	50	150	50	50	50	50	50
203-204	Fairford	1450	50	0	250	0	100	200	50	50	200	100	150	100	50	50
202	Fairford (edge of) / Hatherop / Quenington	550	50	0	100	0	50	50	0	50	100	0	50	50	50	50
221	Kemble / Coates / Sapperton (Ewen, Frampton Mansell, and includes part of	900	50	0	100	0	50	150	50	50	150	50	50	50	50	50

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LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Population Aged 16-74 years in Employment	Standard Industrial Classification (SIC) Codes (1992/2003)														
			A. Agriculture hunting and forestry & B. Fishing	C. Mining and quarrying	D. Manufacturing	E. Electricity, gas and water supply	F. Construction	G. Wholesale and retail trade, repairs	H. Hotels and restaurants	I. Transport, storage and communications	J. Financial and insurance	K. Real estate, renting and business activities	L. Public administration and defence, social security	M. Education	N. Health and social work	O. Other community and personal services activities	
209	Aston Down Airfield, does not include Kemble Airfield)	700	50	0	100	0	50	50	0	100	100	100	50	50	50	50	
208&210	Kempford (Whelford, and includes Fairford Airbase)	1300	50	0	150	0	100	250	100	100	200	100	200	100	100	100	
185	Mickleton (part of Mickleton included in LSOA Code 184)	600	50	0	100	0	50	100	0	100	100	50	100	50	50	50	
211-212	Moreton-in-Marsh	1450	50	0	150	0	100	250	200	100	150	50	150	150	100	100	
187	North Cerney (Bagendon, Baunton, Calmsden, Coberley, Colesbourne, Rendcomb, Ullenwood, Woodmancote)	900	50	0	100	0	50	150	50	100	150	0	100	100	100	50	
213	Northleach (Eastington, Hampnett)	900	50	0	100	0	100	150	50	100	150	50	150	100	100	50	
223	South Cerney	1100	0	0	150	0	100	200	100	100	50	50	150	100	100	50	
224	South Cerney (part of) / Siddington (part of) (Poole Keynes, Somerford Keynes)	800	50	0	100	0	50	150	50	100	150	50	150	50	50	50	
177	Stow-on-the-Wold	950	50	0	100	0	100	250	150	100	100	0	100	50	50	50	
222	Temple Guiting (Guiting Power, Lower Swell, Lower Slaughter, Naunton, Upper Slaughter,)	1000	100	0	100	0	50	150	100	100	150	50	150	50	50	100	

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LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Population Aged 16-74 years in Employment	Standard Industrial Classification (SIC) Codes (1992/2003)													
			A. Agriculture, hunting and forestry & B. Fishing	C. Mining and quarrying	D. Manufacturing	E. Electricity, gas and water supply	F. Construction	G. Wholesale and retail trade, repairs	H. Hotels and restaurants	I. Transport, storage and communications	J. Financial and insurance	K. Real estate, renting and business activities	L. Public administration and defence, social security	M. Education	N. Health and social work	O. Other community and social personal service activities
217-220	Tetbury	2650	50	0	550	0	200	400	150	150	100	400	100	150	250	100
214	Upper Rissington (Church Westcote, Great Rissington, Icomb, Little Rissington, Westcote, Wyck Rissington)	1050	50	0	100	0	50	200	50	50	150	150	50	50	100	50
182	Willersey (Broad Campden, Weston Subedge)	700	50	0	100	0	50	150	50	50	100	100	0	50	50	50
178	(Adlestrop, Bledington, Evenlode, Lower Oddington, Mangersbury, Upper Oddington)	650	50	0	50	0	50	100	50	50	100	150	0	50	50	50
205	(Bourton on the Hill, Broadwell, Condicote, Donnington, Longborough, Todenham)	900	100	0	100	0	50	150	50	50	150	150	50	50	50	50
	Cotswold District	39250	1950	200	5300	250	2800	6600	2550	1900	1350	6200	1750	2950	3400	2050

Table 3.10 Settlement / LSOA Residents Employed in each Industrial Sector (Census 2001)

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3.77 The next table (3.11) takes the information from Table 3.10 (the number of residents employed in each sector) and compares this against existing employment structures set out in Table 3.9 (the number of jobs in each sector) for each settlement / LSOA. This comparison of jobs by industrial sector against the residents employed in each sector according to where they live will show where there are existing deficiencies or surpluses of jobs to meet residents demand for employment.

3.78 For example, Table 3.11 may identify for a settlement / LSOA the type of employment that is needed to theoretically match the existing employment skills of residents. A negative number in the table means that there are more workers than jobs in that particular sector and settlement / LSOA. A positive number means that there are more jobs than workers in a particular sector and settlement / LSOA. The closer the figure is to 0 the better balanced the settlement / LSOA is, in theory, regarding jobs and workers. But in reality a greater number and variety of jobs than workers is more desirable.

3.79 In Table 3.11, the data is sorted on the Total Column. Of course, settlement residents who work in a sector do not necessarily work in jobs in that settlement, they may work elsewhere. Also the large variety of jobs required to meet all residents needs means that even settlements with a ratio of 1:1 jobs to workers (see Table 3.4 'Employment Density') will still have a level of out and in commuting. Despite this, the information in Table 3.11 still gives a useful indication of the balance of jobs and workers within a settlement and so will be useful for developing policies on future employment and housing development in the Core Strategy which help create better balanced, more sustainable communities.

3.80 Please note that the base dates of the information being compared are different. The workers data is based on 2001 Census and the jobs data is based on the NOMIS 2010 survey. However, comparing these 2 data sets will indicate trends that are most likely consistent with the current situation, or they may be more accentuated today, given that population is likely to have grown since 2001 and the number of jobs will have had peaks and troughs. Figures are rounded to the nearest 50 and where a -0 appears in the table, this represents a minus number that has been rounded to zero.

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LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Standard Industrial Classification (SIC) Codes (1992/2003)													Total	
		A. Agriculture, hunting and forestry & B. Fishing	C. Mining and quarrying	D. Manufacturing	E. Electricity, gas and water supply	F. Construction	G. Wholesale and retail trade, repairs	H. Hotels and restaurants	I. Transport, storage and communications	J. Financial and insurance	K. Real estate, renting and business activities	L. Public administration and defence, social security	M. Education	N. Health and social work		O. Other community and social personal service activities
208&210	Lechlade	-50	0	-150	-0	-50	-100	50	-50	-50	-100	-50	-150	-50	-100	-900
217-220	Tetbury	-50	0	-400	-0	-100	150	-0	-50	-150	-50	-50	50	-100	-50	-800
214	Upper Rissington (Church Westcote, Great Rissington, Icomb, Little Rissington, Westcote, Wyck Rissington)	-50	-0	-100	-0	-0	-50	-50	50	-100	-50	-50	-50	-100	-50	-550
205	(Bourton on the Hill, Broadwell, Condicote, Dornington, Longbough Todenham)	-50	0	-50	0	-0	-100	-0	-50	-50	-50	-50	-50	-50	-0	-500
203-204	Fairford	-50	-0	-250	-0	-100	50	-0	-50	-100	-50	-50	150	-0	-0	-500
213	Northleach (Eastington, Hampnett)	-50	-0	-100	-0	-0	-100	0	-50	-50	-50	-50	-50	-50	0	-500
186	Chedworth (Compton Abdale, Foxcote, Lower Doveswel, Upper Doveswel, Withington, Yanworth)	-0	0	-100	-0	-0	-50	50	-0	-0	-50	-50	-50	-50	-0	-400
215	Coln St Aldwyns (Aldsworth, Eastleach)	-0	-0	-50	-0	-50	-100	50	0	-50	-50	-50	-50	-50	-0	-350

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LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Standard Industrial Classification (SIC) Codes (1992/2003)													Total			
		A. Agriculture, hunting and forestry & B. Fishing	C. Mining and quarrying	D. Manufacturing	E. Electricity, gas and water supply	F. Construction	G. Wholesale and retail trade, repairs	H. Hotels and restaurants	I. Transport, storage and communications	J. Financial and insurance	K. Real estate, renting and business activities	L. Public administration and defence, social security	M. Education	N. Health and social work		O. Other community, social and personal service activities		
221	Kemble / Coates / Sapperton (Ewen, Frampton Mansell, and includes part of Aston Down Airfield, does not include Kemble Airfield)	-50	0	-100	100	0	-100	50	-50	-0	-50	-0	-0	-50	-0	-50	-0	-250
175	Ampney Crucis / Bibury (Ablington, Ampney St Peter, Ampney St Mary, Barnsley, Colin Rogers, Colin St Dennis, Winson)	-50	0	-50	-0	-0	200	-50	-0	-50	-0	-0	-0	-100	-0	-50	-50	-250
176	Avening (Ashley, Cherington, Culkerton, Long Newnton, Radnor, Tarlton, and includes Kemble Airfield)	-50	-0	-50	50	-50	50	-50	-0	-50	-0	-0	-0	-50	-0	50	-0	-250
201	Birdlip (Etmesfeld, Cowley,	-0	-0	-50	-0	0	150	-50	0	-0	-100	-50	-50	-100	-0	-100	0	-200

3 Employment and People

LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Standard Industrial Classification (SIC) Codes (1992/2003)											Total		
		A. Agriculture, hunting and forestry & B. Fishing	C. Mining and quarrying	D. Manufacturing	E. Electricity, gas and water supply	F. Construction	G. Wholesale and retail trade, repairs	H. Hotels and restaurants	I. Transport, storage and communications	J. Financial and insurance	K. Real estate, renting and business activities	L. Public administration and defence, social security		M. Education	N. Health and social work
209	Dagworth Dunstable Abbots, Edgeworth, Elkstone, Syde, Winstone)	-50	0	-50	-0	-50	-50	-0	-0	-50	150	-0	-50	50	-200
222	Kempford (Whelford, and includes Fairford Airbase)	-100	50	-100	0	0	-100	150	-50	-50	-50	-50	-50	50	-150
179	Temple Guiting (Guiting Power, Lower Swell, Lower Slaughter, Naunton, Upper Slaughter,)	-50	-0	100	-0	-50	50	200	0	-50	-0	-0	-50	-50	0
202	Blockley (Aston Magna, Draycot, Paxford, and includes Northwick Park business centre)	-50	0	100	-0	0	50	-0	-0	-50	-0	50	0	-0	0
	Fairford (edge of) Hatherop Quantington	-50	0	100	-0	0	50	-0	-0	-50	-0	50	0	-0	0

Employment and People 3

LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Standard Industrial Classification (SIC) Codes (1992/2003)													Total	
		A. Agriculture, hunting and forestry & B. Fishing	C. Mining and quarrying	D. Manufacturing	E. Electricity, gas and water supply	F. Construction	G. Wholesale and retail trade, repairs	H. Hotels and restaurants	I. Transport, storage and communications	J. Financial and insurance	K. Real estate, renting and business activities	L. Public administration and defence, social security	M. Education	N. Health and social work		O. Other community, social and personal service activities
184	Chipping Campden / Mickleton (Aston Subedge, Ebrington, Hidcote Boyce)	-50	0	-50	0	-50	-50	50	0	-0	200	-0	-50	-0	50	50
177	Soarville (M&M)	-50	-0	-100	0	-50	100	100	-0	-0	0	50	-0	50	0	150
216	Arboretum (Buckrampton, Hazleton, Nolegrove, Salserton, Salserton, Shipton, Turkdean, Whittington)	-50	-0	-50	-0	100	400	-50	0	-0	100	-50	-0	-100	-0	350
182	Willersey (Broad Campden, Weston Subedge)	-50	-0	250	0	100	0	100	0	-0	0	-0	-0	-50	0	350
180-181	Burton (M&M)	-50	-0	100	-0	-100	150	50	150	-50	-50	-50	200	-0	100	450
225	Cheneston (edge of) / Siddington (Preston)	-0	-0	50	-0	0	450	50	100	-0	-0	-150	-0	100	-0	450
183	Chipping Campden	-50	-0	-50	0	-50	100	200	-0	-0	-50	-0	250	100	0	500
187	North Cerney (Bagenon, Baunton, Calmsden, Coberley, Cobbourne, Rendcomb)	-50	-0	50	-0	-50	-50	50	0	-50	-50	-0	600	50	50	500

3 Employment and People

LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Standard Industrial Classification (SIC) Codes (1992/2003)													Total
		A. Agriculture, hunting and forestry & B. Fishing	C. Mining and quarrying	D. Manufacturing	E. Electricity, gas and water supply	F. Construction	G. Wholesale and retail trade, repairs	H. Hotels and restaurants	I. Transport, storage and communications	J. Financial and insurance	K. Real estate, renting and business activities	L. Public administration and defence, social security	M. Education	N. Health and social work	
211-212	Ullenwood, Watercote) Moreton in Marsh	-0	-0	-0	-0	-0	100	50	0	150	-50	200	100	-0	550
206	Didmington / Lighthampton Chavenage, Kingscote, Shipton Moynes, Tebury Upton, (Westonbirt)	-0	-0	-0	-0	-50	50	-0	-50	200	-50	100	50	250	650
223	South Cerney	-0	0	-50	50	50	200	450	0	-50	-50	0	-50	100	700
188-200	Cirencester	-150	-50	-650	-50	-200	900	300	450	350	200	800	450	150	3150
	COTSWOLD DISTRICT	-1450	-50	-2250	0	-750	1650	2250	-250	-650	-750	1800	-350	450	600

Table 3.11 Balance of Jobs and Workers by Settlement / LSOA and Sector (Nomis 2010 and Census 2001)

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3.81 Overall Table 3.11 illustrates an interesting picture of just how imbalanced many of settlements / LSOAs in Cotswold District are in terms of jobs and workers. For example, the following settlements /LSOAs have high negative numbers (-400 or less shown in **bold** in Table 3.11) which indicate that there are many more workers than jobs and therefore there must be a high level of out-commuting:

- -900 **Lechlade**
- -800 **Tetbury**
- -550 **Upper Rissington** (Church Westcote, Great Rissington, Icomb, Little Rissington, Westcote, Wyck Rissington) LSOA 214
- -500 (Bourton on the Hill, Broadwell, Condicote, Donnington, Longborough, Todenham) LSOA 205
- -500 **Fairford**
- -500 **Northleach** (Eastington, Hampnett)
- -400 **Chedworth** (Compton Abdale, Foxcote, Lower Dowdeswell, Upper Dowdeswell, Withington, Yanworth)LSOA 186

3.82 From the above list, several LSOAs would be expected to have more workers than jobs given the very rural nature of some of these areas (e.g. LSOA 214, 205,186). There is little that can be done through the Core Strategy to make these areas more sustainable in terms of employment as it really is down to personal choice of people to live a considerable distance away from where they work. The improvement of broadband speed to encourage home-working is perhaps the only opportunity to improve the 'sustainability' of very rural areas. The Core Strategy can assist in preventing a worsening of the 'sustainability' situation in these areas by continuing to restrict new build open market housing development in rural settlements and open countryside.

3.83 Lechlade and Fairford both feature in the above list. They have a high level of out commuting which is undoubtedly influenced by the relatively close proximity of Swindon to these towns (See Chapter 5), particularly for jobs in the Manufacturing Sector (D). The Core Strategy should carefully consider the purpose of any new housing development in these towns as it may just continue to feed the demand from workers in Swindon. In order to work towards more balanced, sustainable communities, a greater focus should perhaps be placed on achieving suitable local employment in these towns, particularly Lechlade which lacks an employment site.

3.84 Tetbury appears to have a high degree of imbalance in favour of more workers than jobs. Looking in more detail at the figures, it is clear that Sector D 'Manufacturing' is the source of the largest imbalance. However, it is likely that a significant proportion of the jobs in LSOA 206 (Didmarton/Leighterton, Tetbury Upton and other smaller settlements) which includes part of Tetbury Industrial Estate, would offset this imbalance in someway. The remaining imbalance may be indicative of the gradual decline / loss of manufacturing employers in the town, and the lack of replacement employers moving in. Despite land being allocated for employment development throughout the Local Plan period, little take up of this land has been achieved. The Core Strategy should focus on redressing the balance of workers and jobs, and explore more proactive policies towards achieving suitable and appropriate employment development in the town that meets local needs.

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3.85 Northleach has a problem with lack of employment opportunities and this is reflected by its imbalance between jobs and workers, generally across all Sectors. Exploring employment opportunities should be looked at through the Core Strategy to try and redress the balance and improve the sustainability of the town.

3.86 Now turning to the other end of the spectrum, the following settlements / LSOAs have a high positive number in Table 3.11 (over 400 shown in *italics* in Table 3.11) which means that there are more jobs than workers and therefore there is likely to be a high level of in-commuting:

- +3150 **Cirencester**
- +700 **South Cerney**
- +650 **Didmarton / Leighterton** (Beverston, Chavenage, Kingscote, Shipton Moyne, Tetbury Upton, Westonbirt) LSOA 206
- +550 **Moreton in Marsh**
- +500 **North Cerney** (Bagendon, Baunton, Calmsden, Coberley, Colesbourne, Rendcomb, Ullenwood, Woodmancote) LSOA 187
- +500 **Chipping Campden**
- +500 **Cirencester (Edge of) / Siddington** (Preston)
- +450 **Bourton on the Water**

3.87 Care needs to be taken when interpreting the data. For example, the more rural areas (e.g. LSOA 206 and 197) which have a number of very small settlements but also happen to include some significant isolated rural employment sites will have the results slightly skewed. LSOA 187 includes Ullenwood and Fosse Cross. LSOA 206 includes Babdown Airfield, and part of Tetbury industrial Estate (See Table 3.1).

3.88 It is clear that Cirencester (and LSOA 225 edge of, Siddington and Preston) has more jobs than people employed and overall the town is a net importer of labour. However, by looking at the Sector information it can be seen that whilst most sectors have a surplus of jobs to workers there are a few sectors which are the other way round. For example, Sector D Manufacturing shows a figure of -650, which means there are more manufacturing workers who live in Cirencester than manufacturing jobs available in Cirencester. Why this is so needs to be explored. The influence of large manufacturing employers in Swindon could be an important factor. Commuting patterns will be analysed in Chapter 5.

3.89 South Cerney, Moreton in Marsh, Chipping Campden and Bourton on the Water are all settlements that show an imbalance of jobs and workers in favour of there being more jobs in these settlements than workers. However, it is important to fully understand the inter relationships between settlements, again to be explored in Chapter 5. For example, a settlement with a high number of jobs to workers means that there will be a high level of in commuting. Where do these workers come from? It may be the case that they come from a settlement very nearby. For example, when consideration is given to Mickleton, a neighbouring settlement to Chipping Campden, it has a negative figure which almost cancels out the surplus of jobs that Chipping Campden has. Similarly, if Upper Rissington (LSOA 214) is taken into consideration with nearby Bourton on the Water the high negative figure cancels out the surplus of jobs in Bourton. Chapter 5 will shed more light on the commuting patterns and relationships between settlements and clarify this. It should also be noted that both South Cerney and Moreton in Marsh already have planning permissions for significant housing development.

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3.90 Overall, Cotswold District has a small surplus of jobs over workers. The settlements with negative figures indicate an imbalance of jobs to workers and their sustainability could be improved by increasing employment opportunities in particular sectors through the Core Strategy. Settlements with positive figures indicate that there are more jobs than workers, but as discussed before under 'employment density', there needs to be a higher ratio than 1:1 in reality to ensure a variety of employment opportunities are available to meet the needs of the local population.

4 Retail and Community Facilities

4 Retail and Community Facilities

4 Identifying Retail and Community Service Centres

4.1 The second theme was the identification of important retail and community centres. In addition to employment, many settlements provide additional retail or community service functions. The location of facilities has a strong bearing on the position of settlements within a hierarchy and therefore their settlement classification.

4.2 This section covers the following key indicators and potential issues of change:

- Level of retail provision
- Position in the retail hierarchy
- Level of community service position
- The effect of a reducing household size and total population
- The level of population required to support facilities

4.1 Key Indicator: Level of Retail Provision

4.3 Cotswold District Council commissioned Roger Tym and Partners to undertake the Cotswold Employment Land and Retail Study in February 2012 to inform policies relating to retail and employment space within the emerging LDF Core Strategy. Specifically, the retail study had to:

- Bring the town centre assessments up-to-date, reflecting their true identity and character as well as issues and opportunities
- Undertake primary research to understand the current shopping patterns and demands of local residents and identify the quantitative and qualitative requirements for town centre uses (retail, commercial and leisure)
- Develop and test a town centre strategy for each of the centres (including sequential and impact).

4.4 The full methodology can be found in the Cotswold Retail Study (2012), but the the survey area is presented in Appendix 10 of this report and covers 10 zones and an area extending beyond the boundary of Cotswold District Council into neighbouring areas. The main towns and villages in Cotswold District identified in the survey in each zone are:

- Zone 1 - Cirencester and South Cerney
- Zone 2 - Tetbury
- Zone 3 - no main towns or villages in the District
- Zone 4 - Fairford and Lechlade-on-Thames
- Zone 5 - no main towns or villages in the District
- Zone 6 - Bourton-on-the-Water and Northleach
- Zone 7 - no main towns or villages in the District
- Zone 8 - no main towns or villages in the District
- Zone 9 - Moreton-in-Marsh and Stow-on-the-Wold
- Zone 10 - Chipping Campden

Retail and Community Facilities 4

4.5 Information has been drawn from this study to ascertain the role and function of these town centres, the conclusions are set out below.

4.1.1 Convenience Market Share and Expenditure

4.6 The total amount of convenience goods spending for the study area residents in 2012 is £760.5m. Of this total, it is estimated that £33m (or 4.3% of expenditure) is attributable to special forms of trading (SFT) which mainly includes internet purchasing of food goods.

4.7 Overall, 49.1% of the available convenience goods expenditure is retained within the study area, which equates to an estimated spending of £406.8m on food and grocery goods across supermarkets and town centre shops across the study area. The main leakage is to supermarkets just outside the study area, most notably to the Morrisons at Davies Road, Evesham (£32m leakage), the Tesco at Birmingham Road, Stratford-upon-Avon (£22.3m) and the Asda at Orbital Shopping Centre, Swindon (£15.9m).

4.8 It is important to consider the local pattern of spending on convenience goods in order to identify where deficiencies lie or where there are particular monopoly issues. Consideration of each zone is based upon the localised convenience goods retention rate – which is the proportion of expenditure on convenience goods available to residents in a specific zone which is spent in town centres and stores within that zone.

4.9 The localised retention rates are set out in the Cotswold Retail Study (2012) and identify that local retention is particularly high in Zone 1 (Cirencester) at 92.3 per cent – this illustrates the strength and hierarchical nature of Cirencester and the foodstores it has. Zones 2 (Tetbury) and 9 (Stow-on-the-Wold) also have localised retention rates of over 50%, indicating that food shopping is largely undertaken on a local basis. Zones 4 (Lechlade and Fairford), 5 (Chipping Norton), 6 (Northleach and Bourton) and 10 (Chipping Campden) have rates of between 20 and 50 percent, indicating that people can undertake a main food shop in these locations but many are making a choice to shop elsewhere.

%	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total
	Cirencester	Tetbury	Cricklade	Lechlade Fairford	Chipping Norton	Bourton OTW Northleach	Withington	Winchcombe	Stow OTW Moreton IM	Chipping Campden	%
Locations Within Study Area											
Zone 1 Cirencester	90.0	7.8	26.2	40.9	0.4	25.3	12.8	0.0	1.5	0.0	20.5
Zone 1 Other	1.7	0.0	0.8	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Zone 1 Total	91.7	7.8	27.0	41.3	0.4	26.3	12.8	0.0	0.0	0.0	20.8
Zone 2 Tetbury	0.2	31.1	3.8	0.0	0.0	0.1	0.0	0.1	0.0	0.0	3.4
Zone 2 Other	0.1	24.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.5
Zone 2 Total	0.3	55.2	3.8	0.0	0.0	0.2	0.0	0.1	0.0	0.0	5.9
Zone 3 Total	0.0	0.0	20.0	1.8	0.0	0.0	0.0	0.2	0.0	0.0	2.3

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%	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total
	Cirencester	Tetbury	Cricklade	Lechlade Fairford	Chipping Norton	Bourton OTW Northleach	Withington	Winchcombe	Stow OTW Moreton IM	Chipping Campden	%
Zone 4 Fairford	0.3	0.0	0.0	10.5	0.0	0.1	0.0	0.0	0.0	0.0	1.1
Zone 4 Lechlade	0.0	0.0	0.2	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Zone 4 Other	0.0	0.0	0.0	7.8	0.0	0.1	0.0	0.0	0.0	0.0	0.8
Zone 4 Total	0.3	0.0	0.2	22.7	0.0	0.2	0.0	0.0	0.0	0.0	2.3
Zone 5	0.0	0.0	0.0	0.0	42.4	0.0	0.0	0.0	1.0	0.2	4.4
Zone 6 Bourton OTW	0.0	0.0	0.0	0.0	0.0	13.3	1.3	0.	0.4	0.0	1.5
Zone 6 Northleach	0.0	0.0	0.0	0.0	0.0	3.4	0.3	0.0	0.0	0.0	0.4
Zone 6 Other	0.0	0.0	0.0	0.0	0.1	4.6	0.0	0.2	0.6	0.0	2.4
Zone 6 Total	0.0	0.0	0.0	0.0	0.1	21.3	1.7	0.3	0.6	0.0	2.4
Zone 7	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.1	0.2
Zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.6	0.4	0.2	2.3
Zone 9 Stow OTW	0.0	0.0	0.0	0.0	10.0	21.3	0.0	2.3	33.3	3.0	7.0
Zone 9 Moreton In Marsh	0.0	0.0	0.0	0.0	0.6	1.4	0.0	0.0	25	2.1	3.0
Zone 9 Other	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	4.1	0.0	0.4
Zone 9 Total	0.0	0.0	0.0	0.0	10.8	22.7	0.0	2.3	62.3	5.0	10.4
Zone 10 Chipping Campden	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	3.3	0.4
Zone 10 Other	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.2	1.4	16.4	2.1
Zone 10 Total	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.3	1.7	19.7	2.5
Total for Zones 1-10	92.3	63.0	50.9	66.1	57.7	69.7	16.2	25.8	67.5	25.2	53.5
Totals for Outside the Study Area	7.0	32.5	45.2	31.1	38.3	23.9	79.5	71.4	25.7	67.4	42.2
Special forms of Trading	0.6	4.5	3.9	2.8	4.0	6.5	4.1	2.8	6.8	7.4	4.3
Overall Total	100	100	100	100	100	100	100	100	100	100	100

Table 4.1 Convenience Goods Spending Patterns in 2012 as a Percentage across the Study Area Zones 2012

Retail and Community Facilities 4

Source: NEMS Survey of Households Feb/March 2012.

Notes: 'Other' can refer to smaller stores in the main towns that receive less than 1% of total market share as well as outside of the listed towns

4.10 Table 4.1, above, lists the local pattern of spending on convenience goods in order to identify where deficiencies lie or where there are particular monopoly issues. Consideration of each zone is based upon the localised convenience goods retention rate, which is the proportion of expenditure on convenience goods available to residents in a specific zone which is spent in town centres and stores within that zone. The three broad factors for retaining food shopping in the local area are

- The availability of foodstores in the local zone
- The quality and choice of foodstore provision in the local zone
- Competition from larger stores in or closer to higher order settlements.

4.11 The table identifies that local retention (highlighted in blue) is particularly high in Cirencester at 90.0%, which illustrates the strength and hierarchical nature of Cirencester and the food stores it has. This is followed by Tetbury, at 31.1%, Stow-on-the-Wold at 33.3%, Moreton-in-Marsh at 25%, Bourton-on-the-Water at 13.3%, Fairford at 10.5%, Lechlade 4.3%, Northleach 3.4% and Chipping Campden 3.3%. Stow-on-the-Wold's relatively high score is due to the location of the Tesco store on its northern edge and the lack of a similar store in the area.

4.12 The amount of convenience spending retained in the study area as a whole can also be seen from the table above, shaded grey. Again, Cirencester takes the largest amount at 20.5% of total spend from the study area. Next is Stow-on-the-Wold with a market share of 7%, Tetbury with 3.4%, Moreton-in-Marsh with 3%, Bourton-on-the-Water with 1.5% share, Fairford with 1.1% and Chipping Campden, Lechlade and Northleach each with 0.4%. There is no data for South Cerney.

4.1.2 Comparison Market Share and Expenditure

4.13 The total amount of comparison goods spending for the study area residents in 2012 is £647.7m. Of this total, £408.6m is leaked outside the study area to towns such as Cheltenham, Swindon and Stratford-upon-Avon and £97.2m is attributable to SFT. However, Zone 1 (Cirencester) retains £96.9m (14.4%) and is the dominant town centre in the sub region for spending by local residents.

4.14 The table 4.2 below demonstrates the pattern of spending on comparison goods by zone as a percentage.

%	Zone 1 Cirencester £129.8m	Zone 2 Tetbury £52.9m	Zone 3 Cricklade £119.9m	Zone 4 Lechlade Fairford £36.4m	Zone 5 Chipping Norton £81.1m	Zone 6 Bourton OTW Northleach £34.9m	Zone 7 Withington £52.2m	Zone 8 Windcombe £50.1m	Zone 9 Stow OTW Moreton IM £48.8m	Zone 10 Chipping Campden £68.6m	Total % of £674.7m
Stores & Centres											
Zone 1 Cirencester	48.08	10.24	10.10	21.81	0.22	11.73	7.61	0.36	1.19	0.0	14.36

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%	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total % of £674.7m
	Cirencester £129.8m	Tetbury £52.9m	Cricklade £119.9m	Lechlade Fairford £36.4m	Chipping Norton £81.1m	Bourton OTW Northleach £34.9m	Withington £52.2m	Windcombe £50.1m	Stow OTW Moreton IM £48.8m	Chipping Campden £68.6m	
Zone 1 South Cerney	0.35	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.07
Zone 1 Other	0.08	0.05	0.05	0.12	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Zone 1 Total	48.5	10.3	10.6	21.9	0.2	11.7	7.6	0.4	1.2	0.0	14.54
Zone 2 Tetbury	0.04	5.79	5.79	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.49
Zone 2 Other	0.0	9.29	9.29	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.73
Zone 2 Total	0.0	15.1	15.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.22
Zone 3 Total	0.1	0.1	8.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	1.48
Zone 4 Fairford	0.07	0.0	0.07	4.67	0.0	0.0	0.0	0.0	0.0	0.0	0.28
Zone 4 Lechlade	0.0	0.0	0.0	1.48	0.0	0.0	0.0	0.0	0.0	0.0	0.08
Zone 4 Total	0.0	0.0	0.1	6.1	0.0	0.0	0.0	0.0	0.0	0.0	0.36
Zone 5 Total	0.1	0.0	0.2	0.3	20.3	0.4	0.0	0.0	1.0	0.2	2.63
Zone 6 Bourton OTW	0.0	0.0	0.0	0.0	0.2	8.2	0.4	0.4	0.6	0.0	0.55
Zone 6 Northleach	0.0	0.0	0.0	0.0	0.1	1.5	0.2	0.0	0.0	0.0	0.10
Zone 6 Other	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.02
Zone 6 Total	0.1	0.0	0.0	0.0	0.3	9.9	0.6	0.4	0.6	0.0	0.68
Zone 7 Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.01
Zone 8 Total	0.0	0.0	0.0	0.1	0.0	0.0	0.0	8.1	0.2	0.3	0.7
Zone 9 Stow OTW	0.0	0.0	0.0	0.0	1.3	3.1	0.1	0.2	5.5	0.3	0.77
Zone 9 Moreton In Marsh	0.0	0.0	0.0	0.3	1.1	1.5	0.0	0.8	18.5	0.8	1.71
Zone 9 Total	0.0	0.0	0.0	0.3	2.5	4.6	0.1	1.0	23.9	1.1	2.48
Zone 10 Chipping Campden	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	1.2	0.14
Zone 10 Other	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	1.0	6.3	0.86
Zone 10 Total	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.1	1.1	7.5	1.00
Total for Zones 1-10	48.9	25.4	19.1	28.9	24.5	26.6	8.3	10.6	28.2	9.1	25.08
Totals for Outside the Study Area	39.4	57.3	64.7	57.2	60.1	58.1	79.2	75.0	57.7	76.6	60.55
Special forms of Trading	11.71	17.29	16.11	13.9	15.39	15.23	12.54	14.37	14.1	14.31	14.37

Retail and Community Facilities 4

%	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Total % of
	Cirencester	Tetbury	Cricklade	Lechlade	Chipping	Bourton OTW	Withington	Witchampton	Stow OTW	Chipping	£674.7m
	£129.8m	£52.9m	£119.9m	Fairford	Norton	Northleach	£52.2m	£50.1m	Moreton IM	Campden	
				£36.4m	£81.1m	£34.9m			£48.8m	£68.6m	
Overall Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 4.2 Comparison Goods Spending Patterns as a Percentage across the Study Area Zones 2012

Source: NEMS Survey of Households Feb/March 2012

Notes : Retail centres and individual stores are listed where the market share is 1% or greater than 3% in any one zone.

4.15 Table 4.2 above demonstrates the localised retention of comparison shopping both in terms of within each zone and within the study area as a whole. Localised retention rates of spending within the zone for the key study area towns are highlighted in blue and show that Cirencester is by far the most dominant centre with a retention rate of 48.1%. This is followed by (in decreasing order) Moreton-in-Marsh at 18.9%, Bourton-on-the-Water at 8.2%, Stow-on-the-Wold at 5.5%, Tetbury at 5.8%, Fairford at 4.7%, Fairford at 4.7%, Northleach at 1.5%, Lechlade at 1.48%, Chipping Campden at 1.2% and South Cerney at 0.35%.

4.16 The amount of comparison spending retained in the study area as a whole shows a similar ranking, shaded grey, with Cirencester having a 14.36% share of total spending in the study zone, which is over eight times larger than the next settlement of Moreton-in-Marsh taking 1.7% of total spend. The other town centres, in descending order of spend are Stow-on-the-Wold (0.8%), Bourton-on-the-Water (0.6%), Tetbury (0.5%), Fairford (0.3%), Northleach (0.1%), Chipping Campden (0.1%), Lechlade (0.1%) and South Cerney (0%).

4.17 The key observation is that Cirencester obtains a strong market share from many zones, obtaining a market share of more than 10% from 5 study area zones. The other town centres in the study area provide more of a local role for residents in their constituent zones, attracting most of their market share from residents in their own zones and few people from elsewhere.

4.2 Key Indicator: Position in Retail Hierarchy

Settlement	Convenience	Comparison	Service	Vacant	Total	National Ranking
Cirencester	19	204	82	16	321	199
Stow-on-the-Wold	12	80	42	13	147	1789

4 Retail and Community Facilities

Settlement	Convenience	Comparison	Service	Vacant	Total	National Ranking
Bourton-on-the-Water	7	39	26	0	72	2356
Moreton-in-Marsh	6	39	31	7	83	2779
Tetbury	5	64	33	2	104	3321
Fairford	4	7	17	0	28	3870
Chipping Campden	8	31	23	3	65	4226
Lechlade	4	18	14	0	36	5720
Northleach	4	3	4	2	13	N/a
South Cerney	1	1	9	0	11	N/a

Table 4.3 Number of Retail Units and National Ranking of study Area Town Centres 2012

4.18 Table 4.3, above, shows that Cirencester has more than twice the number of retail units than any other settlement and Tables 4.1 and 4.2 show that Cirencester is clearly the dominant shopping centre in the District, as well as having a sub regional role. The national ranking figure of 199 also demonstrates it is in a different league to the other town centres in the District.

4.19 Stow-on-the-Wold has the second highest number of units, which partly reflects the large number of tourist visitors it attracts. Tourism also boosts the town centres of Bourton-on-the-Water, Moreton-in-Marsh, Tetbury and Chipping Campden, which offer retail units in the comparison and service categories to cater to this market.

4.20 The smaller settlements in the District were not included within the Retailing Survey, but the presence of a shop, post office and service units is identified and discussed in more detail in the Community Facilities section. All have some type of retail offer, with Sapperton having a pub. However, when looking at smaller settlements the existence of a village store is usually the measure of retailing function and this is not present in Kempsford, Didmarton and Leighterton, Ampney Crucis, North Cerney, Birdlip, Coates and Sapperton.

4.3 Key Indicator: Level of Community Service Provision

4.21 Community facilities are a vital part of creating sustainable communities that are healthy, active and well educated. The Study has utilised a community facilities matrix to identify the level community service provision. This matrix has evolved through the Core Strategy process, having appeared in the Settlement Hierarchy Topic Paper in January 2009. This was refined after consultation and was again updated in the Supporting Information document accompanying the Second Issues and Options of December 2010. The 2nd Issues and Options document consulted on a range of three options : SS2, SS3 and SS9, which was a combination of SS2 and SS3.

Retail and Community Facilities 4

4.22 Option SS2 is to locate development in Cirencester, Market Towns, Small Towns and Larger Local Service Centres. This option required that settlements selected for development should have at least the following facilities:

- Food shop and post office
- Pre-school provision and primary school
- Local Employment
- Playing field/play area
- Community hall
- GP surgery
- Daily (Mon-Fri) bus service to at least 2 service centres
- Pub
- Library service

4.23 Option SS3 is to spread development across Cirencester, Market Towns, Small Towns and those Local Service Centres with a reasonable level of facilities. Settlements should have at least the following facilities:

- Food shop or post office
- Pre-school provision or primary school
- Community hall
- Playing field/play area
- Daily (Mon-Fri) bus service to at least 2 service centres

4.24 Option SS9 is a combination of SS2 and SS3 with local employment added to the criteria. It should be noted that the South West Regional Assembly suggested that this be tested to find a strategy that would best fit with the spatial strategy for the region. Following the Localism Act and NPPF, it is reasonable to propose that Cotswold District develop a strategy to best fit with the circumstances in the District. For consistency, the Option SS9 criteria will be used initially to categorise each settlement. However, it may then be more appropriate to rethink the number of facilities needed for each category in line with the District's characteristics, and this will be considered in the Spatial and Distribution Strategy.

4.25 Since the 2nd Issues and Options was published, the number of facilities in settlements has changed, along with national trends. These are the closure of bank and post office branches and the rationalisation of library services. These and other changes are reflected in the up-to-date facilities survey. In addition, a further 5 settlements have been suggested for consideration as two potential 'clusters' through local officer knowledge. These are Coln St Aldwyns, Hatherop and Quenington and Didmarton and Leighterton. Another change is that transport services have removed from the matrix as these will be considered in more detail in another chapter of this paper. The Town and Parish Councils were consulted again in November 2011 through to March 2012 to verify and update where necessary, the level of services listed. Where no response has been received, Planning Policy Officers have investigated further to update the list.

4 Retail and Community Facilities

4.26 In previous Core Strategy work, the list of facilities for each settlement was presented as one table. However, this study has split these into different categories to better highlight the availability of types of facilities, as some may be deemed more important to a community than others. These categories are 'Retail Facilities', 'Educational Facilities', 'Health Facilities' and 'Leisure, Community & Sports Facilities'.

4.27 To be consistent with the previous work, scores have been applied to each service or facility. These provide a useful insight into the role and function of each settlement for each category, but will only be used in the overall table to provide an indicative ranking for that settlement. It should be noted that all community facilities are important, but the population required to support each one varies. This results in a natural grading of facilities, with more strategic facilities such as hospitals and secondary schools requiring larger catchments and therefore only being present in larger settlements. This effectively results in residents from smaller settlements and rural areas travelling to settlements with strategic facilities to use them. This pattern of travel is less sustainable than that of people located within a settlement with all the community facilities they require on a regular basis. This scoring accords with the NPPF's presumption in favour of sustainable development.

Proposed Score	4	4 (2 limited opening)	3	2 (1 per operation)	3	Total
Settlement	Food Shop	Post Office	Bank	Petrol Station/Garage	Employment Estate	
Ampney Crucis	-	-	-	-	-	0
Andoversford	Y	Y	-	Y	Y	13
Avening	Y	Y	-	-	-	8
Bibury	Y	Y	-	-	-	8
Birdlip	-	-	-	-	-	0
Blockley	Y	Y~	-	-	Y	9
Bourton-on-the-Water	Y	Y	Y	Y	Y	16
Chedworth	Y	-	-	-	Y	7
Chipping Campden	Y	Y	Y	-	Y	14
Cirencester	Y	Y	Y	Y	Y	16
Coates	-	-	-	-	-	0
Coln St Aldwyns, Hatherop, Quenington	Y	Y*	-	-	Y	9
Didmarton & Leighterton	-	-	-	Y petrol only	-	1
Down Ampney	Y	Y~	-	-	-	6
Fairford	Y	Y	Y	Y	Y	17
Kemble	Y	Y*	-	-	Y	11
Kempsford	-	Y	-	-	-	4
Lechlade-on-Thames	Y	Y	Y	Y^	-	11
Mickleton	Y	Y	-	Y	Y	13
Moreton-in-Marsh	Y	Y	Y	Y	Y	16

Retail and Community Facilities 4

Proposed Score	4	4 (2 limited opening)	3	2 (1 per operation)	3	Total
Settlement	Food Shop	Post Office	Bank	Petrol Station/Garage	Employment Estate	
Northleach	Y	Y	-	-	Y	11
North Cerney	-	-	-	Y Servicing only	-	1
Poulton	Y	Y~	-	Y Servicing only	Y	10
Sapperton	-	-	-	-	-	0
Siddington	Y	Y*	-	-	-	8
South Cerney	Y	Y	-	Servicing only	Y	12
Stow-on-the-Wold	Y	Y	Y	Y	Y	16
Temple Guiting	Y	Y~	-	-	Y	9
Tetbury	Y	Y	Y	Y	Y	16
Upper Rissington	Y	-	-	-	Y	7
Willesley	Y	-	-	Y	Y	9

Table 4.4 Retail and Employment Facilities

*Food Shop and Post Office combined

^ Repair garage, petrol sales coming soon

~ Combined with Shop, limited opening

4.28 Most settlements have access to a village shop, with only 7 of the smaller settlements without one. The shift in banking policy has meant that only the larger settlements will have a bank and it may be unlikely that new branches will open in the near future in the other settlements. Some settlements have large employers, but not employment estates. As you would expect, the largest settlements score maximum or high scores. However, there are a number of smaller settlements that do not have any of the facilities listed, or have access limited to them, such as with the reduction or closure of Post Office services. Only Sapperton is without any type of facility listed.

Proposed Score	4	4	3	Total
Settlement	Pre-School Provision	Primary School	Secondary School	
Ampney Crucis	Y	Y	-	8
Andoversford	Y	Y	-	8
Avening	Y	Y	-	8
Bibury	-	Y	-	4
Birdlip	-	Y	-	4
Blockley	Y	Y	-	8
Bourton-on-the-Water	Y	Y	Y	8

4 Retail and Community Facilities

Proposed Score	4	4	3	Total
Settlement	Pre-School Provision	Primary School	Secondary School	
Chedworth	Y	Y	-	8
Chipping Campden	Y	Y	Y	11
Cirencester	Y	Y	Y	11
Coates	-	-	-	0
Coln St Aldwyns, Hatherop, Quenington	Y	Y	-	8
Didmarton & Leighterton	-	Y	-	4
Down Ampney	Y	Y	-	8
Fairford	Y	Y	Y	11
Kemble	Y	Y	-	8
Kempsford	Y	Y	-	8
Lechlade-on-Thames	Y	Y	-	8
Mickleton	Y	Y	-	8
Moreton-in-Marsh	Y	Y	-	8
Northleach	Y	Y	-	8
North Cerney	-	Y	-	4
Poulton	-	-	-	0
Sapperton	?	Y	-	4
Siddington	Y	Y	-	8
South Cerney	Y	Y	-	8
Stow-on-the-Wold	Y	Y	-	8
Temple Guiting	-	Y	-	4
Tetbury	Y	Y	Y	11
Upper Rissington	-	-	-	0
Willersey	Y	Y	-	8

Table 4.5 Educational Facilities

4.29 Access to educational facilities is generally good, with only 5 settlements without a primary school. As secondary schools have a higher pupil roll than primary schools it is to be expected that they are only located within the 5 larger towns, although one of the these towns, Moreton-in-Marsh does not have a secondary school.

Proposed Score	2 (1 for limited services)	4	3	Total
Settlement	Hospital	GP Surgery	Pharmacy	
Ampney Crucis	-	-	-	0

Retail and Community Facilities 4

Proposed Score	2 (1 for limited services)	4	3	Total
Settlement	Hospital	GP Surgery	Pharmacy	
Andoversford	-	Y	-	4
Avening	-	-	-	0
Bibury	-	-	-	0
Birdlip	-	-	-	0
Blockley	-	Y	-	4
Bourton-on-the-Water	Y (1)	Y	Y	8
Chedworth	-	Y*	-	4
Chipping Campden	-	Y	Y	7
Cirencester	Y (24hr A&E)	Y	Y	9
Coates	-	-	-	0
Coln St Aldwyns, Hatherop, Quenington	-	-	-	0
Didmarton & Leighterton	-	-	-	0
Down Ampney	-	-	-	0
Fairford	Y^ (1)	Y	Y	8
Kemble	-	Y	-	4
Kempsford	-	-	-	0
Lechlade-on-Thames	-	Y	Y	7
Mickleton	-	-	-	0
Moreton-in-Marsh	Y	Y	Y	9
Northleach	-	Y	Y	7
North Cerney	-	-	-	0
Poulton	-	-	-	0
Sapperton	-	-	-	0
Siddington	-	-	-	0
South Cerney	-	Y	Y	7
Stow-on-the-Wold	-	Y	Y	7
Temple Guiting	-	-	-	0
Tetbury	Y	Y	Y	8
Upper Rissington	-	-	-	0
Willersey	-	-	-	0

Table 4.6 Health Facilities

4 Retail and Community Facilities

* Limited opening hours ^ Outpatients only

4.30 The number of health facilities in the District has remained fairly static over the past few years since the original settlement hierarchy was written in 2008. The main changes are the closure of the GP surgery in Mickleton and the closure of the Moore Cottage Hospital in Bourton-on-the-Water, with in-patient services moving to the new hospital in Moreton-in-Marsh, although out patient and therapy services remain.

Proposed Score	2 (M1)	3	3	2	2	2	3	Total
Settlement	Library	Public House /social club	Community Hall	Place of Worship	Leisure centre	Sport Pitches /Courts	Children's Play area /Playing Field	
Ampney Crucis	-	Y	Y	Y	-	-	-	8
Andoversford	M	Y	Y	-	-	Y	Y	12
Avening	-	Y	Y	Y	-	Y	Y	13
Bibury	M	Y	Y	Y	-	Y	Y	14
Birdlip	-	Y	Y	-	-	-	-	6
Blockley	M	Y	Y	Y	-	Y	Y	14
Bourton-on-the-Water	Y	Y	Y	Y	Y	Y	Y	17
Chedworth	M	Y	Y	Y	-	Y	Y	14
Chipping Campden	Y	Y	Y	Y	Y	Y	Y	17
Cirencester	Y	Y	Y	Y	Y	Y	Y	17
Coates	-	Y	Y	Y	-	Y	-	10
Coln St Aldwyns,Hatherop Quenington	M	Y	Y	Y	-	Y	Y	14
Didmarton & Leighterton	-	Y	Y	Y	-	Y	Y	13
Down Ampney	M	Y	Y	Y	-	Y	Y	14
Fairford	Y	Y	Y	Y	Y	Y	Y	17
Kemble	M	Y	Y	Y	-	-	Y	12
Kempsford	-	Y	Y	Y	-	-	Y	11
Lechlade-on-Thames	Y	Y	Y	Y	-	Y	Y	15
Mickleton	-	Y	Y	Y	-	Y	Y	13
Moreton-in-Marsh	Y	Y	Y	Y	Y*	Y	Y	17
Northleach	M	Y	Y	Y	-	Y	Y	14
North Cerney	M	Y	Y	Y	-	Y	Y	14
Poultton	-	Y	Y	Y	-	Y	Y	13
Sapperton	-	Y	-	Y	-	-	-	5

Retail and Community Facilities 4

Proposed Score	2 (M1)	3	3	2	2	2	3	Total
Settlement	Library	Public House /social club	Community Hall	Place of Worship	Leisure centre	Sport Pitches /Courts	Children's Play area /Playing Field	
Siddington	M	Y	Y	Y	-	-	Y	12
South Cerney	M	Y	Y	Y	-	Y	Y	14
Stow-on-the-Wold	Y	Y	Y	Y	-	Y	Y	15
Temple Guiting	M	Y	Y	Y	-	Y	Y	14
Tetbury	Y	Y	Y	Y	Y	Y	Y	17
Upper Rissington	-	-	Y	-	-	-	Y	6
Willersey	M	Y	Y	Y	-	Y	Y	14

Table 4.7 Leisure, Community & Sports Facilities

*Limited public opening hours

4.31 It is noticeable that there is a strong social and community function for even the smallest settlement listed, which suggests that they retain these social links even though other facilities may have closed.

Community Facilities Matrix Findings

4.32 The individual matrices have been collated in a summary matrix below, Table 4.8. The settlements have been reordered into their rankings according to their indicative scores. It can be seen from the matrix that even the lowest ranking settlements have a small number of community facilities, indicating that they all perform some level of community function. However, individual facilities, such as the pub for example, do not help to differentiate between settlements and identify which settlements have a greater role as community service centres relative to others. This will be demonstrated by the use of scoring in the overall table and the use of the settlement hierarchy categories in the next section.

4 Retail and Community Facilities

Proposed Score	4	4/3	3	1/1	3	3	4	4	4	2/1	4	3	2	3	3	2	2	2	2	3	Total	Rank
Settlement	Food Shop	P.O	Bank	Petrol Station/ Garage	Employ. Estate	Retail	Primary School	2ndary School	Hospital	GP Surgery	Pharm ¹	Library (M=1)	Public House/ Social Club	Commtly Hall	Place of Worship	Leisure Centre	Sports Pitches/ Courts	Childrens Play Areas				
Cirencester	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	53	=1
Tetbury	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	53	=1
Bourton OTW	Y	Y	Y	Y	Y	Y	Y	Y	Y ^A	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	52	=3
Fairford	Y	Y	Y	Y	Y	Y	Y	Y	Y ^A	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	52	=3
Moreton IM	Y	Y	Y	Y	Y	Y	Y	-	Y	Y	Y	Y	Y	Y	Y	Y*	Y	Y	Y	Y	50	5
Chipping Campden	Y	Y	Y	-	Y	Y	Y	Y	-	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	49	6
Stow OTW	Y	Y	Y	Y	Y	Y	Y	-	-	Y	Y	Y	Y	Y	Y	-	Y	Y	Y	Y	46	7
Lecton-Thames	Y	Y	Y	Repair garage, petrol sales coming Autumn 2012	Y	Y	Y	-	-	Y	Y	Y	Y	Y	Y	-	Y	Y	Y	Y	45	8
SouthCerney	Y	Y	-	Service only	Y	Y	Y	-	-	Y	Y	M	Y	Y	Y	-	Y	Y	Y	Y	41	9
Northleach	Y	Y	-	-	Y	Y	Y	-	-	Y	Y	M	Y	Y	Y	-	Y	Y	Y	Y	40	10
Andoversford	Y	Y	-	Y	Y	Y	Y	-	-	Y	-	M	Y	Y	-	Y	Y	Y	Y	Y	37	11
Blockley	Y	Y#	-	-	Y	Y	Y	-	-	Y	-	M	Y	Y	Y	-	Y	Y	Y	Y	36	12
Kemble	Y	Y#	-	-	Y	Y	Y	-	-	Y	-	M	Y	Y	Y	-	-	Y	Y	Y	35	13
Mickleton	Y	Y	-	Y	Y	Y	Y	-	-	-	-	-	Y	Y	Y	-	Y	Y	Y	Y	34	14
Coln StAlwvyns	Y	Y#	-	-	Y	Y	Y	>	-	-	-	M	Y	Y	Y	-	Y	Y	Y	Y	32	=15
Hatherop																						
Quenington																						
Chedworth	Y	-	-	-	Y	Y	Y	-	-	Y*	-	M	Y	Y	Y	-	Y	Y	Y	Y	32	=15

4 Retail and Community Facilities

Key

- * Limited Opening Hours – 3pts
- ^ Limited services - 1pt
- # Food Shop and Post Office combined – 3pts
- > Private prep school to age 13

Retail and Community Facilities 4

4.4 Potential Issues for Change

The Effect of a reducing Household Size and Total Population

4.33 The first issue for potential change in this section is reducing household size. A reduction in average household size will result in a reduction of overall population levels in settlements that do not receive additional residential development. In reality, most settlements in Cotswold District will benefit from some additional development over the next 20 years. The objective of examining the impact of reducing household size is to isolate and illustrate the potential impact this factor could have. Reducing household size could have implications for the level of economically active population in a settlement but will also affect the level of community service provision that can be supported in the population declines.

4.34 Office of National statistics latest household projections indicate that the average household size in Cotswold District will decline in the period 2009 - 2029 from 2.29 to 2.12 persons per household (dwelling) which is a percentage reduction of -7.4%.

4.35 Whilst the data is not available to illustrate what the impact of a reduction in average household size would have on the existing Census 2001 population of each of the study settlements, a general indication can be obtained by comparing this to the level of population required to support facilities. Further modelling work will be done on population growth scenarios later as part of the preparation of the Core Strategy.

LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Total Population
188-200	Cirencester	18324
217-220	Tetbury	5246
180-181	Bourton-on-the-Water	3440
211-212	Moreton in Marsh	3198
203-204	Fairford	2892
208&210	Lechlade	2756
223	South Cerney	2090
177	Stow-on-the-Wold	2074
206	Didmarton / Leighterton (Beverston, Chavenage, Kingscote, Shipton Moyne, Tetbury Upton, Westonbirt)	2012
179	Blockley (Aston Magna, Draycott, Paxford, and includes Northwick Park business centre)	1996
187	North Cerney (Bagendon, Baunton, Calmsden, Coberley, Colesbourne, Rendcomb, Ullenwood, Woodmancote)	1967
213	Northleach (Eastington, Hampnett)	1921
214	Upper Rissington (Church Westcote, Great Rissington, Icomb, Little Rissington, Westcote, Wyck Rissington)	1913
222	Temple Guiting (Guiting Power, Lower Swell, Lower Slaughter, Naunton, Upper Slaughter,)	1899
215	Coln St Aldwyns (Aldsworth, Eastleach Turville, Farmington, Great Barrington, Little Barrington, Sherborne, Southrop, Windrush)	1888

4 Retail and Community Facilities

LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Total Population
221	Kemble / Coates / Sapperton (Ewen, Frampton Mansell, and includes part of Aston Down Airfield, does not include Kemble Airfield)	1865
176	Avening (Ashley, Cherington, Culkerton, Long Newton, Rodmarton, Tarlton, and includes Kemble Airfield)	1864
205	(Bourton on the Hill, Broadwell, Condicote, Donnington, Longborough, Todenham)	1851
175	Ampney Crucis / Bibury (Ablington, Ampney St Peter, Ampney St Mary, Barnsley, Coln Rogers, Coln St Dennis, Winson)	1812
216	Andoversford (Brockhampton, Hazleton, Notgrove, Salperton, Sevenhampton, Shipton, Turkdean, Whittington)	1800
201	Birdlip (Brimsfield, Cowley, Daglingworth, Duntisbourne Abbots, Edgeworth, Elkstone, Syde, Winstone)	1730
186	Chedworth (Compton Abdale, Foxcote, Lower Dowdeswell, Upper Dowdeswell, Withington, Yanworth)	1656
207	Down Ampney / Poulton (Driffield, Meysey Hampton)	1646
225	Cirencester (edge of) / Siddington (Preston)	1541
184	Chipping Campden / Mickleton (Aston Subedge, Ebrington, Hidcote Boyce)	1535
182	Willersey (Broad Campden, Weston Subedge)	1526
224	South Cerney (part of) / Siddington (part of) (Poole Keynes, Somerford Keynes)	1491
178	(Adlestrop, Bledington, Evenlode, Lower Oddington, Mangersbury, Upper Oddington)	1395
183	Chipping Campden	1376
209	Kempsford (Whelford, and includes Fairford Airbase)	1290
185	Mickleton (part of Mickleton included in LSOA Code 184)	1265
202	Fairford (edge of) / Hatherop / Quenington	1105
	COTSWOLD DISTRICT	80364

Table 4.9 Population of Settlements based on LSOAs (Census 2001 - ONS Crown Copyright Reserved)

The Level of Population required to Support Key Services

4.36 The community service matrix has enabled the broad community service role to be identified. Potential household size change could result in insufficient population to support community facilities and therefore undermine a settlement's role and function and, therefore, its position within a settlement hierarchy.

4.37 Communities and Local Government Guidance on *Eco-Towns (2008)* and *Shaping Neighbourhood Guide for Health and Sustainability and Vitality (2001)* provide guidance on the level of population required to support key facilities. This information has been combined with the indicative population required for each facility identified through the Community Facilities Matrix. This has resulted in the following indicative thresholds:

Facility	Population Threshold
Higher Education College	24,000

Retail and Community Facilities 4

Facility	Population Threshold
Secondary School	8,000
Swimming Pool or Sports Hall	24,000
Hospital	24,000
Primary School	1,000 to 5,000
Health Centre	1,000
Bank/Building Society	1,000 to 5,000
Convenience Store	1,500

Table 4.10 Population Threshold required to Support Key Services

4.38 Based on these thresholds, any population decline could result in the reduction in the community service role identified for our study settlements if no new additional development was provided to support existing population levels. The key message for spatial planning is that without intervention, the population of key community service settlements could fall to levels that are insufficient to support key facilities and, therefore, undermine their identified community service role.

4.39 One scenario to be tested in the modelling exercise would be the impact of the reduction in household size if no additional dwellings were provided, no migration occurred and household projections occurred in line with forecasts by the end of the plan period. Whilst in reality, residential development will occur and people will move freely, this scenario would illustrate that a decreasing household size will reduce population, reduce travel and demand for employment opportunities and potentially undermine community services in each settlement. Examining the threshold figures for the services against the populations of the study settlements indicates that the smaller villages may struggle to retain their services in the future as they are the type of facilities that people are unlikely to travel far for.

4.40 The effect of household size reduction will affect all settlements to a lesser and greater extent in the future and how the Spatial and Distribution Strategy decides to allocate new residential development is ultimately an opportunity to provide additional accommodation to maintain population levels, reduce unsustainable travel, support community services and closely match jobs and economically active people.

5 Travel and Relationships

5 Travel and Relationships

5.1 The third theme to be considered is 'Travel and Relationships', which includes the promotion of sustainable travel opportunities and self containment. The functional relationship between settlements can be shown through self containment levels and how settlements interact with regard to travel to work patterns.

5.2 The following key indicators will be examined:

- Employment self containment
- Travel to work pattern
- Sustainable transport opportunities (bus and rail services, cycling)

5.1 Key Indicator: Employment Self Containment

5.3 Travel to work data has been analysed on a Ward basis. Some Wards correspond with one LSOA, and other Wards cover several LSOAs. Only Cirencester is covered by more than one Ward, so these have been grouped together to enable an analysis of Cirencester as a whole. Appendix 1 shows the Settlements and LSOAs that fall within each Ward. Appendix 2 shows a map of LSOA geographical boundaries.

5.4 The Travel to Work data comes from the Census 2001 and shows the number of people who travel to work from each Ward and where they go. The number of people who live and work within the same Ward indicates the level of self containment. Self containment is a good indicator of the sustainability of a Ward.

5.5 Table 5.1 sets out the results of the Travel to Work data analysis by Ward, with regard to self containment. The Settlements (and LSOAs) covered by the Ward are also shown.

Cotswold District Wards	Settlements within each Ward (bold text signifies inclusion in Role and Function Study)	LSOA Code within each Ward	Journeys from Ward	Journeys starting and ending within same Ward	Self containment (%)
Ampney-Coln	Ampney Crucis / Bibury (Ablington, Ampney St Peter, Ampney St Mary, Barnsley, Coln Rogers, Coln St Dennis, Winson)	175	952	409	43.0
Avening	Avening (Ashley, Cherington, Culkerton, Long Newnton, Rodmarton, Tarlton, and includes Kemble Airfield)	176	955	317	33.2
Beacon-Stow	Stow-on-the-Wold (Adlestrop, Bledington, Evenlode, Lower Oddington, Maugersbury, Upper Oddington)	177 - 178	1624	825	50.8
Blockley	Blockley (Aston Magna, Draycott, Paxford, and includes Northwick Park business centre)	179	964	389	40.4
Bourton-on-the-Water	Bourton-on-the-Water (Clapton on the Hill, Cold Aston)	180 - 181	1483	771	52.0

Travel and Relationships 5

Cotswold District Wards	Settlements within each Ward (bold text signifies inclusion in Role and Function Study)	LSOA Code within each Ward	Journeys from Ward	Journeys starting and ending within same Ward	Self containment (%)
Campden-Vale	Chipping Campden / Mickleton / Willersey (Broad Campden, Weston Subedge, Aston Subedge, Ebrington, Hidcote Boyce)	182 - 185	2524	1276	50.6
Chedworth	Chedworth (Compton Abdale, Foxcote, Lower Dowdeswell, Upper Dowdeswell, Withington, Yanworth)	186	848	365	43.0
Churn Valley	North Cerney (Bagendon, Baunton, Calmsden, Coberley, Colesbourne, Rendcomb, Ullenwood, Woodmancote)	187	865	362	41.8
Cirencester Wards	Cirencester	188-200	9008	5378	59.7
Ermin	Birdlip (Brimpsfield, Cowley, Daglingworth, Duntisbourne Abbots, Edgeworth, Elkstone, Syde, Winstone)	201	879	363	41.3
Fairford	Fairford (includes Horcott) / Hatherop / Quenington	202-204	1953	823	42.1
Fosseridge	(Bourton on the Hill, Broadwell, Condicote, Donnington, Longborough, Todenham)	205	925	364	39.4
Grumbolds Ash	Didmorton / Leighterton (Beverston, Chavenage, Kingscote, Shipton Moyne, Tetbury Upton)	206	1038	482	46.4
Hampton	Down Ampney / Poulton (Driffield, Meysey Hampton)	207	765	240	31.4
Kempsford-Lechlade	Lechlade-on-Thames / Kempsford (Whelford, and includes Fairford Airbase)	208-209	2048	689	33.6
Moreton-in-Marsh	Moreton-in-Marsh	211-212	1474	745	50.5
Northleach	Northleach (Eastington, Hampnett)	213	853	315	36.9
Rissingtons	Upper Rissington (Church Westcote, Great Rissington, Icomb, Little Rissington, Westcote, Wyck Rissington)	214	991	347	35.0
Riversmeet	Coln St Aldwyns (Aldsworth, Eastleach Turville, Farmington, Great Barrington, Little Barrington, Sherborne, Southrop, Windrush)	215	987	402	40.7
Sandywell	Andoversford (Brockhampton, Hazleton, Notgrove, Salperton, Sevenhampton, Shipton, Turkdean, Whittington)	216	948	356	37.6
Tetbury	Tetbury	217-220	2659	1149	43.2
Thames Head	Kemble / Coates / Sapperton (Ewen, Frampton)	221	921	251	27.3

5 Travel and Relationships

Cotswold District Wards	Settlements within each Ward (bold text signifies inclusion in Role and Function Study)	LSOA Code within each Ward	Journeys from Ward	Journeys starting and ending within same Ward	Self containment (%)
	Mansell, and includes part of Aston Down Airfield, does not include Kemble Airfield)				
Three Rivers	Temple Guiting (Guiting Power, Lower Swell, Lower Slaughter, Naunton, Upper Slaughter)	222	944	471	49.9
Water Park	South Cerney / Siddington / Edge of Cirencester (Poole Keynes, Somerford Keynes)	223-224	2742	957	34.9
Cotswold District			39350	18046	45.9

Table 5.1 Travel to Work Self Containment (Census 2001)

5.6 The average level of self containment for Cotswold District Wards is 45.9%. This means that 45.9% of travel to work journeys start and end within the same Ward. The Settlements within Wards that have a higher level of self containment provide a stronger employment role as these Settlements provide greater opportunities for people to live and work in close proximity. The following list indicates the Wards with a self containment level that is higher than the District average:

- Cirencester Wards (59.7%)
- Bourton-on-the-Water (52%)
- Beacon-Stow (50.8%)
- Campden-Vale (50.6%)
- Moreton-in-Marsh (50.5%)
- Three Rivers (49.9%)
- Grumbolds Ash (46.4%)

5.2 Key Indicator: Travel to Work Pattern

5.7 Travel to work patterns, both in- and out- commuting, have been analysed to give an indication of the employment relationship between different Wards and locations. Table 5.1 demonstrated the level of self containment for each Ward. The Self Containment figure gives the proportion of journeys to work that take place within the same Ward. The level of out commuting from the Ward forms the remaining proportion. Table 5.2 shows the level of out commuting for each Ward in Cotswold District with the top four destinations for those people who leave the Ward for employment listed too. The following destinations were specifically identified in the analysis:

- All Cotswold District Wards
- Adjoining Authorities (Cheltenham Borough, North Wiltshire, South Gloucestershire, Stratford on Avon, Stroud District, Swindon, Tewkesbury Borough, Vale of White Horse, West Oxfordshire, Wychavon)
- Other Authorities in Gloucestershire (Forest of Dean, Gloucester City)
- Other large Towns / Cities (Bath and North East Somerset, Bristol, Birmingham, Oxford, London, Warwick, Worcester)

Travel and Relationships 5

5.8 Out commuting journeys to any other locations were grouped under 'Rest of England & Wales'.

Cotswold District Wards	Settlements within each Ward (bold text signifies inclusion in Role and Function Study)	LSOA Code(s) within each Ward	Out Commuting (% of journeys from Ward to destinations outside of the Ward)	Destination of Out Commuting Journeys			
				First	Second	Third	Fourth
Ampney-Coln	Ampney Crucis / Bibury (Ablington, Ampney St Peter, Ampney St Mary, Barnsley, Coln Rogers, Coln St Dennis, Winson)	175	57.0	Cirencester	Swindon	London	Rest of England & Wales
Avening	Avening (Ashley, Cherington, Culkerton, Long Newton, Rodmarton, Tarlton, and includes Kemble Airfield)	176	66.8	Stroud District	Cirencester	North Wiltshire	Tetbury
Beacon-Stow	Stow-on-the-Wold (Adlestrop, Bledington, Evenlode, Lower Oddington, Mangersbury, Upper Oddington)	177 - 178	49.2	West Oxfordshire	Rest of England & Wales	Moreton-in-Marsh	Bourton-on-the-Water
Blockley	Blockley (Aston Magna, Draycott, Paxford, and includes Northwick Park business centre)	179	59.6	Campden-Vale	Rest of England & Wales	Wychavon	Moreton-in-Marsh
Bourton-on-the-Water	Bourton-on-the-Water (Clapton on the Hill, Cold Aston)	180 - 181	48.0	Cheltenham Borough	West Oxfordshire	Beacon-Stow	Rest of England & Wales
Campden-Vale	Chipping Campden / Mickleton / Willersey (Broad Campden, Weston Subedge, Aston Subedge, Ebrington, Hidcote Boyce)	182 - 185	49.4	Stratford on Avon	Wychavon	Rest of England & Wales	Cheltenham Borough
Chedworth	Chedworth (Compton Abdale, Foxcote, Lower Dowdeswell, Upper Dowdeswell, Withington, Yanworth)	186	57.0	Cheltenham Borough	Cirencester	Tewkesbury Borough	Sandywell
Churn Valley	North Cerney (Bagendon, Baunton, Calmsden, Coberley, Colesbourne, Rendcomb, Ullenwood, Woodmancote)	187	58.2	Cirencester	Cheltenham Borough	Swindon	Rest of England & Wales
Cirencester Wards	Cirencester	188-200	40.3	Swindon	Water Park	North Wiltshire	Rest of England & Wales
Ermin	Birdlip (Brimpsfield, Cowley, Daglingworth, Duntisbourne Abbots,	201	58.7	Cheltenham Borough	Cirencester	Gloucester City	Rest of England & Wales

5 Travel and Relationships

Cotswold District Wards	Settlements within each Ward (bold text signifies inclusion in Role and Function Study)	LSOA Code(s) within each Ward	Out Commuting (% of journeys from Ward to destinations outside of the Ward)	Destination of Out Commuting Journeys			
				First	Second	Third	Fourth
	Edgeworth, Elkstone, Syde, Winstone)						
Fairford	Fairford (includes Horcott) / Hatherop / Quenington	202-204	57.9	Swindon	Cirencester	Kempsford-Lechlade	Rest of England & Wales
Fosseridge	(Bourton on the Hill, Broadwell, Condicote, Donnington, Longborough, Todenham)	205	60.6	Moreton-in-Marsh	Beacon-Stow	Stratford on Avon	Rest of England & Wales
Grumbolds Ash	Didmarton / Leighterton (Beverston, Chavenage, Kingscote, Shipton Moyne, Tetbury Upton)	206	53.6	Stroud District	Tetbury	North Wiltshire	South Gloucestershire
Hampton	Down Ampney / Poulton (Driffield, Meysey Hampton)	207	68.6	Swindon	Cirencester	North Wiltshire	Fairford
Kempsford-Lechlade	Lechlade-on-Thames / Kempsford (Whelford, and includes Fairford Airbase)	208-209	66.4	Swindon	West Oxfordshire	Fairford	Rest of England & Wales
Moreton-in-Marsh	Moreton-in-Marsh	211-212	49.5	Beacon-Stow	Stratford on Avon	Rest of England & Wales	West Oxfordshire
Northleach	Northleach (Eastington, Hampnett)	213	63.1	Cheltenham Borough	Cirencester	Bourton-on-the-Water	Rest of England & Wales
Rissingtons	Upper Rissington (Church Westcote, Great Rissington, Icomb, Little Rissington, Westcote, Wyck Rissington)	214	65.0	West Oxfordshire	Bourton-on-the-Water	Beacon-Stow	Rest of England & Wales
Riversmeet	Coin St Aldwyns (Aldsworth, Eastleach Turville, Farmington, Great Barrington, Little Barrington, Sherborne, Southrop, Windrush)	215	59.3	West Oxfordshire	Swindon	Cirencester	Rest of England & Wales
Sandywell	Andoversford (Brockhampton, Hazleton, Notgrove, Salperton, Sevenhampton, Shipton, Turkedean, Whittington)	216	62.4	Cheltenham Borough	Gloucester City	Tewkesbury Borough	Rest of England & Wales
Tetbury	Tetbury	217-220	56.8	North Wiltshire	Cirencester	Stroud District	Swindon

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Cotswold District Wards	Settlements within each Ward (bold text signifies inclusion in Role and Function Study)	LSOA Code(s) within each Ward	Out Commuting (% of journeys from Ward to destinations outside of the Ward)	Destination of Out Commuting Journeys			
				First	Second	Third	Fourth
Thames Head	Kemble / Coates / Sapperton (Ewen, Frampton Mansell, and includes part of Aston Down Airfield, does not include Kemble Airfield)	221	72.7	Cirencester	Swindon	North Wiltshire	Stroud District
Three Rivers	Temple Guiting (Guiting Power, Lower Swell, Lower Slaughter, Naunton, Upper Slaughter)	222	50.1	Beacon-Stow	Cheltenham Borough	Bourton-on-the-Water	London
Water Park	South Cerney / Siddington / Edge of Cirencester (Poole Keynes, Somerford Keynes)	223-224	65.1	Cirencester	Swindon	North Wiltshire	Rest of England & Wales

Table 5.2 Out Commuting Destinations (Census 2001 - Travel to Work Data)

5.9 From Table 5.2, in total there are 22 places listed in the top four destinations for out commuting from Cotswold District Wards. Out of these, less than half (10) are Wards in Cotswold District. This demonstrates that for the proportion of Journeys that go out of the Wards, many go to destinations that are beyond the District Boundary. For example, the grouping called 'Rest of England & Wales' features 17 times in the list of top four destinations. This grouping covers those places beyond the adjoining authority boundaries and does not include the surrounding major cities of Bath, Bristol, Birmingham, Gloucester, Oxford, London, Warwick and Worcester. People from Cotswold District clearly travel considerable distances and to a variety of places for employment purposes.

5.10 As you would expect with a predominantly rural area, the surrounding towns do have a significant employment role for the population of Cotswold District. For example, Swindon features 10 times in the list of top four destinations and Cheltenham 8 times. North Wiltshire features 7 times and West Oxfordshire 6 times. Stroud and Stratford-on-Avon also have employment roles as they are featured 4 and 3 times respectively.

5.11 With regard to the Wards within the District that are out commuting destinations, Cirencester features 12 times in the list of top four destinations, reflecting its strong employment role in the District. The Ward of Beacon-Stow (which includes Stow-on-the-Wold) features 5 times, Bourton-on-the-Water 4 times, Moreton-in-Marsh 3 times, and Tetbury and Fairford feature twice each. This demonstrates that these settlements do have an important employment role within the District.

5.12 Wards with the highest levels of out-commuting, over 65%, are the more rural Wards such as Avening, Hampton and the Rissingtons, and those Wards that are close to Cirencester such as Thames Head and Water Park. Kempsford-Lechlade ward also has a high level of out-commuting (66.4%), with Swindon as the top destination.

5 Travel and Relationships

5.13 Table 5.3 shows the level of in-commuting journeys into each Ward and the four main locations of where those journeys start from. The origins of the in-commuting journeys are listed as individual Cotswold District Wards or Adjoining Authorities. Journeys starting anywhere else are grouped under 'Rest of England & Wales'.

Cotswold District Wards	Settlements within each Ward (bold text signifies inclusion in Role and Function Study)	LSOA Codes within each Ward	In Commuting (% of journeys INTO Ward out of total journeys originating within Cotswold District and from outside District coming in)	Origin of In Commuting Journeys			
				First	Second	Third	Fourth
Ampney-Coln	Ampney Crucis / Bibury (Ablington, Ampney St Peter, Ampney St Mary, Barnsley, Coln Rogers, Coln St Dennis, Winson)	175	0.6	Rest of England & Wales	Cirencester	Stroud District	Fairford
Avening	Avening (Ashley, Cherington, Culkerton, Long Newton, Rodmarton, Tarlton, and includes Kemble Airfield)	176	0.6	Stroud District	Tetbury	North Wiltshire	Cirencester Total / Rest of England & Wales
Beacon-Stow	Stow-on-the-Wold (Adlestrop, Bledington, Evenlode, Lower Oddington, Mangersbury, Upper Oddington)	177 - 178	1.5	Moreton-in-Marsh	Rest of England & Wales	Three Rivers	Bourton-on-the-Water
Blockley	Blockley (Aston Magna, Draycott, Paxford, and includes Northwick Park business centre)	179	0.7	Wychavon	Stratford on Avon	Moreton-in-Marsh	Rest of England & Wales
Bourton-on-the-Water	Bourton-on-the-Water (Clapton on the Hill, Cold Aston)	180 - 181	1.6	Cheltenham Borough	Rissingtons	Rest of England & Wales	Beacon-Stow
Campden-Vale	Chipping Campden / Mickleton / Willersey (Broad Campden, Weston Subedge, Aston Subedge, Ebrington, Hidcote Boyce)	182 - 185	2.9	Wychavon	Stratford on Avon	Rest of England & Wales	Blockley
Chedworth	Chedworth (Compton Abdale, Foxcote, Lower Dowdeswell, Upper Dowdeswell, Withington, Yanworth)	186	0.3	Cheltenham Borough	Rest of England & Wales	Tewkesbury Borough	Sandywell
Churn Valley	North Cerney (Bagendon, Baunton, Calmsden, Coberley, Colesbourne,	187	1.2	Cheltenham Borough	Rest of England & Wales	Tewkesbury Borough	Cirencester

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Cotswold District Wards	Settlements within each Ward (bold text signifies inclusion in Role and Function Study)	LSOA Codes within each Ward	In Commuting (% of journeys INTO Ward out of total journeys originating within Cotswold District and from outside District coming in)	Origin of In Commuting Journeys			
				First	Second	Third	Fourth
	Rendcomb, Ullenwood, Woodmancote)						
Cirencester Wards	Cirencester	188-200	11.7	Stroud District	Rest of England & Wales	Water Park	North Wiltshire
Ermin	Birdlip (Brimpsfield, Cowley, Daglingworth, Duntisbourne Abbots, Edgeworth, Elkstone, Syde, Winstone)	201	0.6	Rest of England & Wales	Stroud District	Cheltenham Borough	Tewkesbury Borough
Fairford	Fairford (includes Horcott) / Hatherop / Quenington	202-204	1.3	Kempsford-Lechlade	Cirencester	Swindon	Rest of England & Wales
Fosseridge	(Bourton on the Hill, Broadwell, Condicote, Donnington, Longborough, Todenham)	205	0.3	Beacon-Stow	Moreton-in-Marsh	Blockley	Stratford on Avon
Grumbolds Ash	Didmarton / Leighterton (Beverston, Chavenage, Kingscote, Shipton Moyne, Tetbury Upton)	206	1.3	Tetbury	Rest of England & Wales	North Wiltshire	Cheltenham Borough
Hampton	Down Ampney / Poulton (Driffild, Meysey Hampton)	207	0.4	Cirencester	Swindon	North Wiltshire	Fairford
Kempsford-Lechlade	Lechlade-on-Thames / Kempsford (Whelford, and includes Fairford Airbase)	208-209	1.4	Rest of England & Wales	Fairford	Swindon	Cirencester
Moreton-in-Marsh	Moreton-in-Marsh	211-212	1.8	Stratford on Avon	Wychavon	Rest of England & Wales	West Oxfordshire
Northleach	Northleach (Eastington, Hampnett)	213	0.4	Rest of England & Wales	Cheltenham Borough	Cirencester	Chedworth
Rissingtons	Upper Rissington (Church Westcote, Great Rissington, Icomb, Little Rissington, Westcote, Wyck Rissington)	214	0.4	Rest of England & Wales	Bourton-on-the-Water	West Oxfordshire	Moreton-in-Marsh
Riversmeet	Coln St Aldwyns (Aldsworth, Eastleach Turville,	215	0.6	Rest of England & Wales	West Oxfordshire	Cheltenham Borough	Northleach

5 Travel and Relationships

Cotswold District Wards	Settlements within each Ward (bold text signifies inclusion in Role and Function Study)	LSOA Codes within each Ward	In Commuting (% of journeys INTO Ward out of total journeys originating within Cotswold District and from outside District coming in)	Origin of In Commuting Journeys			
				First	Second	Third	Fourth
	Farmington, Great Barrington, Little Barrington, Sherborne, Southrop, Windrush)						
Sandywell	Andoversford (Brockhampton, Hazleton, Notgrove, Salperton, Sevenhampton, Shipton, Turkedean, Whittington)	216	0.7	Cheltenham Borough	Rest of England & Wales	Tewkesbury Borough	Stroud District
Tetbury	Tetbury	217-220	1.7	Stroud District	North Wiltshire	Rest of England & Wales	Grumbolds Ash
Thames Head	Kemble / Coates / Sapperton (Ewen, Frampton Mansell, and includes part of Aston Down Airfield, does not include Kemble Airfield)	221	0.4	Cirencester	Stroud District	North Wiltshire	Rest of England & Wales
Three Rivers	Temple Guiting (Guiting Power, Lower Swell, Lower Slaughter, Naunton, Upper Slaughter)	222	0.7	Tewkesbury Borough	Bourton-on-the-Water	Beacon-Stow	Cheltenham Borough
Water Park	South Cerney / Siddington / Edge of Cirencester (Poole Keynes, Somerford Keynes)	223-224	2.6	Cirencester	Rest of England & Wales	North Wiltshire	Swindon

Table 5.3 In Commuting & Origin of Journeys (Census 2001 - Travel to Work Data)

5.14 Table 5.3 shows that there is minimal in-commuting to Cotswold District Wards. This is to be expected given the rural nature of the District. Cirencester attracts the most in-commuting at 11.7%, and only 2 other Wards attract levels of in-commuting of over 2%. These are Campden-Vale (which includes Chipping Campden, Mickleton and Willersey) at 2.9% and the Water Park (which includes edge of Cirencester, South Cerney and Siddington) at 2.6%.

5.15 People who commute into Cirencester come from the surrounding areas of Stroud, the Water Park ward and North Wiltshire, and also further away from the 'Rest of England & Wales'. Campden-Vale pulls people in from the nearby areas of Wychavon, Stratford-on-Avon, Blockley, and also further away from the 'Rest of England & Wales'. The Water Park attracts people from Cirencester, North Wiltshire, Swindon and again the 'Rest of England & Wales'.

5.16 Wards with over 1.5% level of in commuting are Moreton-in-Marsh, Bourton-on-the-Water, Tetbury and Beacon-Stow (which includes Stow-on-the-Wold).

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5.17 Considering the higher level of in-commuting that they attract (Table 5.3), and the lower level of out-commuting that occurs (Table 5.2), relative to other Wards in the District, the following Wards (Settlements) are considered to have a stronger employment function in the District, relative to the other Wards:

- Cirencester
- Campden-Vale (which includes Chipping Campden, Mickleton and Willersey)
- Moreton-in-Marsh
- Bourton-on-the-Water
- Beacon-Stow (which includes Stow-on-the-Wold).

5.3 Key Indicator: Sustainable Transport

5.18 This section examines the current bus and rail services that occur in each settlement included in the Role and Function Study. Understanding the level of existing provision is important to assessing which settlements offer greater opportunities for using more sustainable transport and reducing reliance on the car. Some settlements will potentially be more sustainable than others due to the higher level of public transport provision that they have and the service this provides which enables residents to access settlements with higher functionality. Cycling is also discussed.

5.3.1 Bus Services

5.19 Bus services are the primary mode of public transport within Cotswold District. Existing bus service provision has been analysed in detail and the Table 5.5 presents the resulting assessment for each settlement included in the Role and Function Study. Information on bus services has been obtained from Gloucestershire County Council (April 2012) and Travel Line South West (May 2012) and is up to date as possible, however, it should be borne in mind that bus routes and services are subject to regular change. There are no bus services on Sundays, Public Holidays and very few in the evenings (which offer a return service).

5.20 A grading system has been devised to help differentiate between settlements and to provide a clear conclusion for the assessment of bus service provision for that settlement. The terminology used is relative to settlements in Cotswold District. It is recognised that in comparison to other areas of the UK, the public transport services offered in Cotswold District are unlikely to be classed as 'Good'. The grading system with criteria is set out below:

Assessment Grading	Criteria
Poor	No Daily Service
Very Limited	Can access places only for Leisure OR only for Employment
Limited	Can access 1 place for Leisure AND 1 place for Employment
Adequate	Can access at least 2 places for Leisure AND 2 places for Employment
Reasonable	As 'Adequate' plus place acts as a destination for at least 2 other places for Employment AND Leisure

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Assessment Grading	Criteria
Good	Can access a range of places (3 or more) for Employment and a range of places (3 or more) for Leisure and acts as a destination for 3 or more places for Employment AND Leisure.

Table 5.4 Bus service assessment grading and criteria

5.21 The assessment focuses on the accessibility of a settlement to people from other settlements within the District and the ability of people to get from one settlement to another for employment or leisure purposes. In order to achieve a meaningful assessment of the bus service provision in each settlement which will help determine the role and function, the following points have been taken into account and assumptions made:

- Access for 'employment' means that bus services arrive at a destination before 9am and leave after 5pm.
- Access for 'leisure' means that there are bus services during the day to a destination between 9am and 5pm.
- Only bus services that operate daily (Monday to Friday) are considered in the assessment. Services that are less frequent are not considered. Also services that only operate on school days have not been considered
- Only bus services to a destination that also offers a bus service back again are considered in the assessment.
- Although some settlements have bus services on a Saturday, they have not been included in the assessment criteria as the weekday services are considered sufficient to help differentiate between the role and function of the settlements.
- The 'places' referred to in the assessment are only those settlements in Cotswold District that are included in the Role and Function Study (see Appendix 1), not all the villages a bus may stop at. Also the main settlements that are outside of the District which have a role and function for people who live in the District are referred to as well.

5.22 Table 5.5 provides the results of the assessment:

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Settlements (Included in Role and Function Study)	Timings suitable for working day (Before 9am and after 5pm)	Settlements bus links TO for employment purposes	Timings suitable for leisure purposes (within 9-5pm)	Settlements bus links TO for Leisure purposes	Settlements where bus comes FROM that link to the Settlement	Summary of Accessibility	Assessment Grade
Ampney Crucis	Yes	Cirencester	Yes	Cirencester	Lechlade and Fairford (Leisure only)	From Ampney Crucis, people can access Cirencester for Employment. People from Lechlade and Fairford can access Ampney Crucis for Leisure only.	Very Limited
Andoversford	Yes	Northleach, Burford, Witney, Oxford	Yes	Cheltenham, Northleach, Burford, Witney, Oxford	Temple Guiting (Employment only), Northleach, Burford, Witney, Oxford, Cheltenham (Leisure only)	From Andoversford, people can access Northleach, Burford, Witney and Oxford for Employment and Leisure, and Cheltenham for Leisure only; People from Northleach, Burford, Witney and Oxford can access Andoversford for Leisure only. People from Temple Guiting can access Andoversford for Employment purposes only.	Adequate
Avening	Yes	Stroud	Yes	Stroud; Teibury	Teibury and Stroud (Employment and Leisure)	From Avening, people can access Stroud for Employment and Leisure, and Teibury for Leisure only. People from Teibury and Stroud can access Avening for Employment and Leisure purposes.	Limited
Bibury	Yes	Cirencester	Yes	Cirencester, Northleach;	Cirencester (Leisure only), Northleach (for Employment and Leisure)	From Bibury, people can access Cirencester for Employment and Leisure, and Northleach for Leisure only. People from Cirencester can access Bibury for Leisure only. People from Northleach can access Bibury for Employment and Leisure.	Limited
Birdlip	No	None	Yes	Cirencester, Gloucester	Cirencester and Gloucester (Leisure only)	From Birdlip, people can only access Cirencester and Gloucester for Leisure. People from Cirencester can access Birdlip for Leisure purposes only.	Very Limited
Blockley	Yes	Chipping Campden; Mickleton; Stratford-upon-Avon; Moreton-in-Marsh; plus Railway Station	Yes	Chipping Campden; Mickleton; Stratford-upon-Avon; Moreton-in-Marsh (including Railway Station), Willersey, Broadway	Chipping Campden and Moreton-in-Marsh (for employment and leisure); Willersey; Chipping Campden, Mickleton, Broadway, Stratford-upon-Avon (Leisure only).	People from Blockley can access Chipping Campden, Mickleton, Stratford, Moreton (including Railway Station) for Employment and Leisure purposes, and Willersey for Leisure purposes only. People from Chipping Campden and Moreton can access Blockley for Employment and Leisure. People from Willersey, Mickleton, Broadway and Stratford can access Blockley for Leisure purposes only.	Reasonable
Bourton-on-the-Water	Yes	Upper Rissington, Cirencester, Northleach, Moreton-in-Marsh; plus Railway Station;	Yes	Upper Rissington (and surrounding villages); Cirencester; Northleach; Moreton-in-Marsh;	Upper Rissington (for employment and leisure); Cirencester (Leisure Only); Moreton-in-Marsh; Stow-on-the-Wold;	People from Bourton can access Upper Rissington, Cirencester, Northleach, Moreton incl Railway Station, Stow, Andoversford, Cheltenham for Employment and Leisure purposes. People from Upper Rissington, Moreton,	Good

5 Travel and Relationships

Settlements (Included in Role and Function Study)	Timings suitable for working day (Before 9am and after 5pm)	Settlements bus links TO for employment purposes	Timings suitable for leisure purposes (within 9-5pm)	Settlements bus links TO for Leisure purposes	Settlements where bus comes FROM that link to the Settlement	Summary of Accessibility	Assessment Grade
Chedworth	No	Stow-on-the-Wold, Northleach; Andoversford; Cheltenham	Yes	plus Railway Station; Stow-on-the-Wold, Northleach; Andoversford; Cheltenham	Northleach; Andoversford; Cheltenham (for employment and leisure)	Stow, Northleach, Andoversford, Cheltenham can access Bourton for Employment and Leisure. People from Cirencester can only access Bourton for Leisure.	Very Limited
Chipping Campden	Yes	Mickleton; Stratford-upon-Avon; Moreton-in-Marsh; plus Railway Station	Yes	Mickleton; Stratford-upon-Avon; Moreton-in-Marsh; plus Railway Station	Mickleton (Leisure Only); Moreton-in-Marsh; Blockley; Stratford-upon-Avon (for employment and leisure)	People from Chedworth can only access Cirencester for 2 hours (Leisure only) People from Chipping Campden can access Mickleton, Stratford, Moreton (including Railway Station) for Employment and Leisure. People from Moreton, Blockley, Stratford can access Chipping Campden for Employment and Leisure. People from Mickleton can only access Chipping Campden for Leisure.	Good
Cirencester	Yes	Siddington, South Cerney, Cricklade and Swindon; North Cerney and Cheltenham; Coates; Poulton, Ampney Crucis, Down Ampney; Malmesbury; Gloucester; Northleach; Kemble and Tetbury	Yes	Siddington, South Cerney, Cricklade and Swindon; North Cerney and Cheltenham; Coates; Poulton, Ampney Crucis, Down Ampney; Fairford and Lechlade; Malmesbury; Gloucester and Birdlip; Northleach and Bibury; Kemble and Tetbury	Siddington, South Cerney, Cricklade and Swindon; North Cerney and Cheltenham (employment and leisure); Poulton, Ampney Crucis, Down Ampney, Fairford and Lechlade (employment and leisure); Malmesbury (employment and leisure); Gloucester and Birdlip (leisure only); Northleach and Bibury (employment and leisure); Kemble and Tetbury (Employment and leisure)	People from Cirencester can access for Employment and Leisure the following settlements Siddington, South Cerney, Cricklade, Swindon, North Cerney, Cheltenham, Coates, Poulton, Ampney Crucis, Down Ampney, Malmesbury, Gloucester, Northleach, Kemble and Tetbury. People from Cirencester can also access Stroud, Fairford, Lechlade, Birdlip, Bibury for Leisure only. People from Siddington, South Cerney, Cricklade and Swindon, North Cerney and Cheltenham, Stroud, Poulton, Ampney Crucis, Down Ampney, Fairford and Lechlade, Malmesbury, Northleach and Bibury, Kemble and Tetbury can access Cirencester for Employment and Leisure purposes. People from Gloucester and Birdlip can access Cirencester for Leisure purposes only.	Good
Coates	Yes	Cirencester	Yes	Sapperton; Stroud (Leisure Only); Cirencester	Sapperton; Stroud (for employment and leisure)	People from Coates can access Cirencester for Employment purposes, and Cirencester, Sapperton and Stroud for Leisure only. People from Sapperton and Stroud can access Coates for Employment and Leisure	Limited
Coln St Aldwyns / Hatherop / Quenington (potential cluster)	No	None	No	None	None	There is no daily bus service.	Poor

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Settlements (Included in Role and Function Study)	Timings suitable for working day (Before 9am and after 5pm)	Settlements bus links TO for employment purposes	Timings suitable for leisure purposes (within 9-5pm)	Settlements bus links TO for Leisure purposes	Settlements where bus comes FROM that link to the Settlement	Summary of Accessibility	Assessment Grade
Didmarton / Leighterton (potential cluster)	Yes (Didmarton); No (Leighterton)	Chipping Sodbury and Yate (Didmarton); None (Leighterton)	Yes (Didmarton); No (Leighterton)	Teibury; Chipping Sodbury and Yate (S Glos); and Bath (Didmarton). None (Leighterton)	Teibury (employment and leisure); Chipping Sodbury and Yate (S Glos); and Bath (Leisure only) (Didmarton). None (Leighterton)	People from Didmarton can access South Glos settlements (Chipping Sodbury and Yate) for Employment and Leisure; and Bath and Teibury for Leisure only. People coming from Teibury can access Didmarton for employment only. People from Chipping Sodbury, Yate and Bath can only access Didmarton for Leisure. Leighterton has no daily bus service.	Adequate (Didmarton) Poor (Leighterton)
Down Ampney	Yes	Ampney Crucis, Poulton, Cirencester	Yes	Ampney Crucis, Poulton, Cirencester; Fairford; Lechlade	Ampney Crucis, Poulton, Cirencester; Fairford; Lechlade (for employment and leisure)	People from Down Ampney can access Ampney Crucis, Poulton and Cirencester for Employment purposes only, and Fairford and Lechlade for Leisure purposes. People from all these places can access Down Ampney for Employment and Leisure too.	Reasonable
Fairford	Yes	Down Ampney, Poulton, Ampney Crucis, Cirencester, Lechlade	Yes	Down Ampney, Poulton, Ampney Crucis, Cirencester, Lechlade	Lechlade (for employment and leisure); Cirencester, Ampney Crucis, Poulton and Down Ampney (Leisure only)	People from Fairford can access Down Ampney, Poulton, Ampney Crucis, Cirencester and Lechlade for employment and leisure. People from Lechlade can access Fairford for employment and leisure. People from Cirencester, Ampney Crucis, Poulton and Down Ampney can access Fairford for leisure only.	Adequate
Kemble	Yes	Cirencester	Yes	Cirencester	Teibury (employment and leisure); Coates (employment only)	People from Kemble can access Cirencester for Employment and Leisure. People from Teibury can access Kemble for Employment and Leisure. People from Coates can access Kemble for Employment only.	Limited
Kempford	No	None	No	None	None	There is no daily bus service.	Poor
Lechlade-on-Thames	Yes	Fairford, Poulton, Down Ampney, Ampney Crucis, Cirencester, Swindon	Yes	Fairford, Poulton, Down Ampney, Ampney Crucis, Cirencester, Swindon (West Oxfordshire)	Cirencester (Leisure only), Fairford (Employment and Leisure), Swindon (leisure only), Witney (employment only), Carterton (employment and leisure)	People from Lechlade can access Swindon, Fairford, Poulton, Down Ampney, Ampney Crucis, Cirencester for Employment and Leisure purposes, and Carterton for Leisure only. People from Carterton and Fairford can access Lechlade for both Employment and Leisure. People from Cirencester, Swindon can access Lechlade for Leisure only. People from Witney can access Lechlade for Employment only.	Good

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Settlements (Included in Role and Function Study)	Timings suitable for working day (Before 9am and after 5pm)	Settlements bus links TO for employment purposes	Timings suitable for leisure purposes (within 9-5pm)	Settlements bus links TO for Leisure purposes	Settlements where bus comes FROM that link to the Settlement	Summary of Accessibility	Assessment Grade
Mickleton	Yes	Stratford-upon-Avon	Yes	Stratford-upon-Avon, Chipping Campden, Blockley, Moreton-in-Marsh, Willersey	Stratford, Willersey, Blockley and Moreton for Leisure Only	People from Mickleton can access Stratford for Employment and Leisure, and Chipping Campden, Blockley, Moreton-in-Marsh, Willersey for Leisure only. People can only access Mickleton for Leisure from Stratford, Willersey, Blockley and Moreton.	Limited
Moreton in Marsh	Yes	Blockley, Willersey, Chipping Campden, Mickleton, Broadway, Stratford-upon-Avon, Stow on the Wold, Bourton on the Water, Northleach, Andoversford, Cheltenham	Yes	Blockley, Willersey, Chipping Campden, Mickleton, Broadway, Stratford-upon-Avon, Stow on the Wold, Bourton on the Water, Northleach, Andoversford, Cheltenham	Stow on the Wold, Bourton on the Water, Northleach, Andoversford, Cheltenham, Broadway and Blockley for Employment and Leisure purposes. Willersey, Chipping Campden, Mickleton, Stratford-upon-Avon for Leisure only.	People from Moreton can access Stow on the Wold, Bourton on the Water, Northleach, Andoversford, Cheltenham, Blockley, Willersey, Chipping Campden, Mickleton, Broadway, Stratford-upon-Avon for Employment and Leisure purposes. People from these settlements can access Moreton in Marsh for Employment and Leisure purposes (except Willersey, Chipping Campden, Mickleton, Stratford-upon-Avon for leisure only). All bus services include the Railway Station.	Good
Northleach	Yes	Burford, Witney and Cirencester, Bibury; Andoversford and Cheltenham	Yes	Burford, Witney and Oxford; Cheltenham; Andoversford; Cirencester; Bibury;	Bibury, Burford, Witney and Oxford (Leisure only); Cheltenham, Cirencester and Andoversford (Employment and Leisure);	People from Northleach can access Burford, Witney, Oxford, Cirencester, Bibury, Andoversford and Cheltenham for Employment and Leisure purposes. People from Cirencester, Andoversford and Cheltenham can access Northleach for Employment and Leisure. People from Burford, Witney, Oxford and Bibury can access Northleach for Leisure only.	Good
North Cerney	Yes	Cheltenham, Cirencester	Yes	Cheltenham, Cirencester, Siddington, South Cerney, Cricklade, Swindon	Cheltenham, Cirencester, Siddington, South Cerney, Cricklade, Swindon (Employment and leisure)	People from North Cerney can access Cheltenham and Cirencester for Employment and Leisure purposes, and Siddington, South Cerney, Cricklade and Swindon for Leisure purposes only. People from Cheltenham, Cirencester, Siddington, South Cerney, Cricklade and Swindon can access North Cerney for Employment and Leisure purposes.	Reasonable
Poultton	Yes	Ampney Crucis, Cirencester, Down Ampney	Yes	Ampney Crucis, Cirencester, Down Ampney, Fairford, Lechlade	Lechlade, Fairford, Cirencester for employment and leisure purposes	People from Poultton can access Ampney Crucis, Cirencester and Down Ampney for Employment and Leisure purposes, and, Fairford and Lechlade for leisure only. People from Lechlade, Fairford and Cirencester can access Poultton for Employment and Leisure.	Good

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Settlements (Included in Role and Function Study)	Timings suitable for working day (Before 9am and after 5pm)	Settlements bus links TO for employment purposes	Timings for leisure purposes (within 9-5pm)	Settlements bus links TO for Leisure purposes	Settlements where bus comes FROM that link to the Settlement	Summary of Accessibility	Assessment Grade
Sapperton	Yes	Cirencester, Coates	Yes	Stroud, Cirencester, Coates	Stroud, Cirencester and Coates for employment and leisure purposes	People from Sapperton can access Cirencester and Coates for Employment and Leisure, and Stroud for Leisure only. People from Stroud, Cirencester and Coates can access Sapperton for Employment and Leisure.	Reasonable
Siddington	Yes	Cirencester, North Cerney, Cheltenham, Swindon, South Cerney and Cricklade	Yes	Cirencester, North Cerney, Cheltenham, Swindon, South Cerney and Cricklade	Swindon, Cricklade, South Cerney for employment and leisure purposes. Cheltenham and North Cerney for leisure purposes only.	People from Siddington can access Cirencester, North Cerney, Cheltenham, Swindon, South Cerney and Cricklade for Employment and Leisure purposes. People from Swindon, Cricklade and South Cerney can access Siddington for Employment and Leisure purposes. People from Cheltenham and North Cerney can access Siddington for leisure purposes only.	Good
South Cerney	Yes	Cirencester, Siddington, North Cerney, Cheltenham, Cricklade and Swindon	Yes	Cirencester, Siddington, North Cerney, Cheltenham, Cricklade and Swindon	Cirencester, Cricklade and Swindon for employment and leisure purposes. Siddington, North Cerney, Cheltenham for Leisure only.	People from South Cerney can access Cirencester, Siddington, North Cerney, Cheltenham, Cricklade and Swindon for Employment and Leisure purposes. People from Cirencester, Cricklade and Swindon can access South Cerney for Employment and Leisure purposes. People from Siddington, North Cerney and Cheltenham can access South Cerney for Leisure only.	Good
Stow on the Wold	Yes	Moreton-in-Marsh (including Railway Station); Bourton-on-the-Water, Northleach, Andoversford, Cheltenham	Yes	Moreton-in-Marsh, Bourton-on-the-Water, Northleach, Andoversford, Cheltenham	Moreton-in-Marsh, Bourton-on-the-Water, Northleach, Andoversford, Cheltenham	People from Stow can access Moreton in Marsh (and Railway Station), Bourton-on-the-Water, Northleach, Andoversford, Cheltenham for Employment and Leisure purposes. People from these places can access Stow for Employment and Leisure purposes too.	Good
Temple Guiting	Yes	Andoversford and Cheltenham	No	None	None	People from Temple Guiting can access Andoversford and Cheltenham for Employment purposes only. People cannot access Temple Guiting from other settlements.	Very Limited
Tetbury	Yes	Avening and Stroud, Kemble (including Railway Station), Cirencester, Coates, Didmarton	Yes	Avening and Stroud, Kemble and Cirencester	Avening and Stroud, Kemble and Cirencester	People from Tetbury can access Avening, Stroud, Kemble and Cirencester for Employment and Leisure purposes, and Coates and Didmarton for Employment only. People can also access Kemble Railway Station (7 buses a day). People from Kemble, Cirencester,	Good

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Settlements (Included in Role and Function Study)	Timings suitable for working day (Before 9am and after 5pm)	Settlements bus links TO for employment purposes	Timings suitable for leisure purposes (within 9-5pm)	Settlements bus links TO for Leisure purposes	Settlements where bus comes FROM that link to the Settlement	Summary of Accessibility	Assessment Grade
Upper Rissington	Yes	Bourton-on-the-Water	Yes	Bourton-on-the-Water	Bourton-on-the-Water	Avening and Stroud can access Tetbury for Employment and Leisure purposes. People from Upper Rissington can access Bourton for Employment and Leisure purposes. People from Bourton can access Upper Rissington for Employment and Leisure too.	Limited
Willersey	Yes	Broadway and Evesham, Cheltenham, Broadway, Winchcombe	Yes	Chipping Campden, Mickleton, Blockley, Moreton in Marsh (including Railway Station), Stratford-upon-Avon, Broadway and Evesham, Cheltenham, Broadway, Winchcombe	Cheltenham, Broadway, Winchcombe (Employment and Leisure); Chipping Campden, Mickleton, Blockley, Moreton in Marsh (including Railway Station), Stratford-upon-Avon, Broadway and Evesham (Leisure only),	People from Willersey can access Cheltenham, Broadway, Winchcombe and Evesham for employment and leisure purposes. Can access Chipping Campden, Mickleton, Blockley, Moreton in Marsh (including Railway Station), Stratford-upon-Avon for Leisure Only. People from Cheltenham, Broadway, Winchcombe can access Willersey for employment and leisure purposes. People from Chipping Campden, Mickleton, Blockley, Moreton in Marsh, Stratford-upon-Avon and Evesham can only access Willersey for leisure purposes.	Good

Table 5.5 Assessment of Bus Services in Cotswold District

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5.3.2 Rail Services

5.23 There are 2 railway stations in Cotswold District: Kemble and Moreton in Marsh. Train services operating at these stations enable people to travel out of the District and in to the District. However, people cannot travel within the District by rail as the network does not link any settlements within the District. Some settlements have bus services linking to the railway stations to enable residents to have access to train services.

5.24 Table 5.6 gives an assessment of the rail services operating in Cotswold District.

Stations in Cotswold District	Rail Route	Settlements linked to Station by daily (mon-fri) bus service	Train times suitable for daily commute to work (Before 9am and after 5pm)	Train times suitable for leisure purposes (within 9-5pm)	Conclusion
Kemble Railway Station	London - Reading - Didcot - Swindon - Kemble - Stroud - Stonehouse - Gloucester - Cheltenham - Worcester	Kemble, Cirencester and Tetbury	Yes	Yes	People who can get to Kemble station can make use of regular trains to access Stroud - Stonehouse - Gloucester - Cheltenham and London - Reading - Didcot - Swindon for employment and leisure purposes. There are services on Saturdays, Sundays and Evenings too. People from Kemble, Cirencester and Tetbury can access the Station by bus Mon - Friday and timings are suitable for employment and leisure purposes.
Moreton-in-Marsh Railway Station	London - Slough - Maidenhead - Reading - Didcot - Oxford - Hanborough - Charlbury - Kingham - Moreton-in-Marsh - Honeybourne - Evesham - Pershore - Worcester - Malvern - Colwall - Ledbury - Hereford	Blockley, Chipping Campden, Mickleton, Broadway, Stratford, Stow, Bourton (timings suitable for Employment and Leisure), Northleach, Andoversford, and Cheltenham.	Yes	Yes	People who can get to Moreton-in-Marsh Station can make use of regular trains to access London - Slough - Maidenhead - Reading - Didcot - Oxford - Hanborough - Charlbury - Kingham and Honeybourne - Evesham - Pershore - Worcester - Malvern - Colwall - Ledbury - Hereford. There are services on Saturdays, Sundays and Evenings too. People from Stow, Bourton, Blockley and Chipping Campden can access the Station by bus Mon - Saturday with timings suitable for employment and leisure purposes. People from Northleach, Andoversford and Cheltenham, Mickleton, Broadway and Stratford can reach the Station by bus Mon - Saturday with timings only suitable for Leisure purposes.

Table 5.6 Analysis of Rail Services in Cotswold District

5.3.3 Cycling

5.25 Given the topography of Cotswold District and the significant distances between the main settlements, it is considered unlikely that cycling would prove to be a viable transport option for many people and therefore the availability of cycle routes shouldn't influence the assessment of the role and function of settlements.

5.26 Instead, the Core Strategy should focus on improving cycling opportunities within the larger settlements and also linking smaller settlements to nearby larger settlements to enable more sustainable transport opportunities to be available.

5 Travel and Relationships

5.3.4 Conclusion of Sustainable Transport Assessment

5.27 From the analysis of bus services, the following settlements were graded as having a 'Good' bus service (see Table 5.4 for grading criteria). These settlements are considered potentially more sustainable than other settlements due to access to more existing sustainable transport opportunities:

- Bourton on the Water
- Chipping Campden
- Cirencester
- Lechlade on Thames
- Moreton in Marsh
- Northleach
- Poulton
- Siddington
- South Cerney
- Stow on the Wold
- Tetbury
- Willersey

5.28 With regard to Rail services, both Kemble and Moreton-in-Marsh have railway stations. Moreton-in-Marsh has a good bus service which links several other settlements to the station at convenient times for both employment and leisure purposes. Kemble, however, has a limited bus service, which doesn't link to the railway station at convenient times. This is a gap in service provision that should be explored for improvement to promote more sustainable travel opportunities.

5.29 The development of new cycling opportunities should focus on improving the integration of routes within larger settlements and linking smaller 'satellite' settlements to larger settlements that offer employment, retail and community functions. Depending on distance, safe cycle routes between larger settlements should be developed too. This approach would maximise the opportunity for a greater number of people to use cycling as a viable and realistic alternative to the car.

Settlement Role and Function Conclusions 6

6 Settlement Role and Function Conclusions

6.1 The Study has analysed three broad themes to identify information to help determine the role and function of individual settlements or groups of settlements (LSOAs). Chapter 6 provides the conclusions of these findings.

6.2 The main objective of the Study has been to use a range of evidence to examine settlement role and function in Cotswold District. The findings of the evidence will validate or otherwise the Settlement Hierarchy for Cotswold District presented in the Core Strategy Second Issues and Options Paper (See Chapter 2, Table 2.2). The Settlement Hierarchy was based on evaluating the 'sustainability' of the District's larger towns and villages by analysing settlement level of services and facilities, and accessibility. At the time, it was recognised that further work was required to consider settlement role and function and inter-relationships. It was the intention of this Study to complete that work. However, this Study has revealed the nature of this settlement work to be more complex than envisaged. Given this, plus the opportunity to produce a settlement hierarchy more relevant to the needs of Cotswold District than that provided by the draft RSS (Regional Spatial Strategy for the South West), it has been decided to examine this in the detail that it merits in a further document, the Spatial and Distribution Strategy. This document will use the findings of this Role and Function Study, along with capacity of settlements work to formulate a Spatial and Distribution Strategy for the District.

Role and Function Study Conclusions

6.3 Tables 6.1, 6.3 and 6.4 set out the key indicators from the data analysis carried out in Chapters 3, 4 and 5 for each 'theme' and provides a conclusion as to whether a settlement or group of settlements has a 'Major', 'Medium', 'Minor', 'Very Limited' or 'No' role or function. The criteria used for determining the level of 'Role or Function' that a Settlement has for each theme is explained too. Table 6.6 provides a summary of these results, which will be used to inform the Spatial and Distribution Strategy document.

6.4 A summary of the potential impact that certain issues may have on the role and function of the settlements has also been included in this Chapter (see Table 6.5). These issues will enable a more sophisticated settlement classification to be developed for Cotswold District in the Spatial and Distribution Strategy document. Account will be taken, not of just the current situation, but also the potential future role that settlements may have too.

6.5 Finally, the Key Findings of each theme are set out for the Settlements included in the Study in Chapter 7.

6.1 Theme 1: Employment and People

6.6 Table 6.1 highlights the main findings of the economic key indicators looked at in Chapter 3. The final column indicates whether, as a result of analysis, an LSOA / Settlement has a major, medium, minor or very limited employment role or function relative to the other LSOA/ Settlements in Cotswold District.

6 Settlement Role and Function Conclusions

6.7 The LSOA / Settlements are sorted on population size with the largest Settlement / LSOAs listed first. However, population size is not the main factor in employment function, but there is a relationship between the population size of a settlement and its employment role. The analysis in Chapter 3, Table 3.2, concluded that, with regard to population size, there were 9 settlements which had a population of over 2000 people according to the Census 2001:

- Cirencester
- Tetbury
- Bourton-on-the-Water
- Moreton-in-Marsh
- Fairford
- Lechlade-on-Thames
- South Cerney
- Stow-on-the-Wold
- Chipping Campden

LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Existing Employment		Economically Active Population (%) (over 70% in Bold)	Employment Density Ratio (over 1.0 in Bold)	Employment Function (Major, Medium, Minor, Very Limited)
		(% of jobs) (Top 5 settlements in bold)	(Actual No. Of Jobs)			
188-200	Cirencester Total	30.5	12151	72.6	1.3	Major
217-220	Tetbury Total	4.6	1837	72.1	0.7	Medium
180-181	Bourton-on-the-Water Total	4.9	1954	65.4	1.3	Medium
211-212	Moreton in Marsh Total	5.0	1981	69.0	1.3	Medium
203-204	Fairford Total	2.3	907	72.0	0.6	Medium
208&210	Lechlade Total	1.5	611	67.4	0.5	Minor
223	South Cerney	4.5	1802	74.3	1.6	Major
177	Stow-on-the-Wold	2.8	1131	69.7	1.1	Medium
206	Didmarton / Leighterton (Beverston, Chavenage, Kingscote, Shipton Moyne, Tetbury Upton)	4.1	1645	71.6	1.6	Medium
179	Blockley (Aston Magna, Draycott, Paxford, and includes Northwick Park business centre)	2.4	960	67.1	1.0	Medium
187	North Cerney (Bagendon, Baunton, Calmsden, Coberley, Colesbourne, Rendcomb, Ullenwood, Woodmancote)	3.4	1361	63.5	1.5	Minor
213	Northleach (Eastington, Hampnett)	1.0	385	69.0	0.4	Very Limited
214	Upper Rissington (Church Westcote, Great Rissington, Icomb, Little Rissington, Westcote, Wyck Rissington)	1.2	470	75.5	0.4	Minor
222	Temple Guiting (Guiting Power, Lower Swell, Lower Slaughter, Naunton, Upper Slaughter)	2.1	837	71.3	0.8	Minor

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LSOA Code	Settlements (Bold text signifies inclusion in Role and Function Study)	Existing Employment		Economically Active Population (%) (over 70% in Bold)	Employment Density Ratio (over 1.0 in Bold)	Employment Function (Major, Medium, Minor, Very Limited)
		(% of jobs) (Top 5 settlements in bold)	(Actual No. Of Jobs)			
215	Coln St Aldwyns (Aldsworth, Eastleach Turville, Farmington, Great Barrington, Little Barrington, Sherborne, Southrop, Windrush)	1.5	593	68.8	0.6	Minor
221	Kemble / Coates / Sapperton (Ewen, Frampton Mansell, and includes part of Aston Down Airfield, does not include Kemble Airfield)	1.6	627	70.5	0.7	Minor
176	Avening (Ashley, Cherington, Culkerton, Long Newton, Rodmarton, Tarlton, and includes Kemble Airfield)	1.7	671	71.0	0.7	Minor
205	(Bourton on the Hill, Broadwell, Condicote, Donnington, Longborough, Todenham)	0.9	349	66.6	0.4	Very Limited
175	Ampney Crucis / Bibury (Ablington, Ampney St Peter, Ampney St Mary, Barnsley, Coln Rogers, Coln St Dennis, Winson)	1.6	641	69.4	0.7	Very Limited
216	Andoversford (Brockhampton, Hazleton, Notgrove, Salperton, Sevenhampton, Shipton, Turkedean, Whittington)	3.2	1260	72.2	1.3	Major
201	Birdlip (Brimpsfield, Cowley, Daglingworth, Duntisbourne Abbots, Edgeworth, Elkstone, Syde, Winstone)	1.6	644	71.2	0.7	Minor
186	Chedworth (Compton Abdale, Foxcote, Lower Dowdeswell, Upper Dowdeswell, Withington, Yanworth)	1.0	409	69.1	0.5	Very Limited
207	Down Ampney / Poulton (Driffield, Meysey Hampton)	1.1	435	67.8	0.6	Very Limited
225	Cirencester (edge of) / Siddington (Preston)	3.2	1265	72.3	1.5	Major
184	Chipping Campden / Mickleton (Aston Subedge, Ebrington, Hidcote Boyce)	1.8	702	63.3	1.0	Medium
182	Willersey (Broad Campden, Weston Subedge)	2.6	1029	64.6	1.4	Medium
224	South Cerney (part of) / Siddington (part of) (Poole Keynes, Somerford Keynes)	1.3	517	72.1	0.6	Medium
178	(Adlestrop, Bledington, Evenlode, Lower Oddington, Mangersbury, Upper Oddington)	0.8	323	67.1	0.5	Very Limited
183	Chipping Campden	2.7	1084	64.3	1.7	Medium
209	Kempsford (Whelford, and includes Fairford Airbase)	1.2	472	74.9	0.7	Minor
185	Mickleton (part of Mickleton included in LSOA Code 184)	0.7	260	67.5	0.4	Minor
202	Fairford (edge of) / Hatherop / Quenington	1.4	559	74.0	1.0	Major

Table 6.1 Settlement / LSOA Assessment by Employment Indicators

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6.8 The number of jobs in a Settlement / LSOA is considered a key indicator of employment function. Despite the large geographic area covered by Cotswold District, half of all jobs are found in just 5 settlements (shown in bold in Column 3 of Table 6.1), with Cirencester accounting for over 30% of the District's jobs. The more detailed analysis of number of jobs in Chapter 3, Table 3.1a, concluded that in terms of the level of existing employment, the settlements which displayed a stronger employment role relative to other settlements in the District, in terms of the presence of existing employment, were:

- Cirencester (LSOA 188-200, + 225)
- South Cerney & surrounding area (LSOA 223 and 224)
- Chipping Campden & Mickleton (LSOA 183, 184, 185)
- Bourton on the Water (LSOA 180-181)
- Moreton in Marsh (LSOA 211-212)
- Tetbury (LSOA 217-220, + part of 206)
- Fairford and Lechlade (LSOA 203, 204, 208, 210) OR Fairford with Hatherop & Quenington & Coln St Aldwyns (LSOA 203-204, 202, 215)
- Andoversford & surrounding area (LSOA 216)
- Blockley & surrounding area (LSOA 179)
- Stow on the Wold (LSOA 177)
- Willersey & surrounding area (LSOA 182)

6.9 These Settlements / LSOAs are highlighted in bold in the Column 4 of Table 6.1.

6.10 The economically active rate for Cotswold District is 70% of people aged 16-74 years old. In Table 6.1, the rates that are higher than 70% are shown in bold (Column 5). Economic activity rates are a good measure of employment function, it shows where there is a concentration of economically active people. Also, Settlements / LSOAs with lower economically active rates could be the focus of residential development if it was shown that this would help bolster economic activity levels and maintain an existing employment function in a settlement.

6.11 The proportion of economically active people in the population has been examined for each settlement / LSOA in Chapter 3 (Table 3.3) and has been compared with employment provision (Table 3.1). A simple ratio 'employment density' has been derived from the data to indicate, in theory, the balance of jobs to people in each settlement / LSOA. Employment density is a good measure of employment function, and also sustainability. A ratio of 1:1 or slightly above indicates a good balance of jobs to workers. The LSOA / Settlements that have a ratio 1 or above are in bold in Column 6 of Table 6.1. A high employment density ratio is a strong indicator to use to guide future development.

6.12 The final column indicates what level of employment role a LSOA / Settlement is considered to have at the moment. If a LSOA / Settlement has a strong value in each of the 3 employment indicators then it is considered to have a 'major' employment role. If a LSOA / Settlement has a strong value in 2 of the 3 employment indicators then it is considered to have a 'Medium' employment role. If it has 1 out of the 3 indicators then its considered to have a 'Minor' employment role. Consequently, if there are no strong values in any of the indicators, then its classed as having 'Very Limited' employment role.

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6.2 Theme 2: Retail and Community Facilities

6.13 As proposed in the methodology, the retail and community facilities analysis will focus on identifying retail and service provision to help define settlements which act as retail and local service centres.

6.14 The specific tasks are:

1. Analyse the location and size of retail services and identification of retail catchments.
2. Devise a framework illustrating the level of services and facilities in each settlement.

6.15 However, whilst the *Settlement Hierarchy Topic Paper* of September 2008 and the *Second Issues and Options Paper* of December 2010 considered the role and function of settlements within the framework of the emerging RSS for the South West, this is now out of date and the categorisation of these settlements into Category B and C settlements is no longer supported by policy. This is now replaced by the new *National Planning Policy Framework (NPPF)* of April 2012, the overarching aim of which is to achieve sustainable development. According to paragraph 7 of the NPPF, there are three dimensions to sustainable development: economic, social and environmental. Of particular relevance to the retail and community facility service functions is the definition in this paragraph of the social role of the planning system, which is "supporting strong, vibrant and healthy communities, by providing the supply of housing required to meets 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." Paragraph 28 further states that "To promote a strong rural economy, local and neighbourhood plans should....Promote the retention and development of local services and community facilities, such as local shops, meeting places, sports venues, cultural buildings, public houses and places of worship."

6.16 As para10 of the NPPF states that "plans and decisions need to take local circumstances into account, so that they respond to the different opportunities for achieving sustainable development in different areas" it is not the place of this document to discount a settlement for achieving a low rank of services and facilities. Instead, the role and function that each settlement performs at present will be described using the local categorisation of settlements derived from previous work on the Core Strategy and developed to take into account the rural nature of the District.

Retailing Function

6.17 Initially, the findings of the *Cotswold Retail Study 2012* were used to examine the retail function of the settlements in the District and these demonstrate the higher order retailing roles and identify the retail catchment areas of those settlements where there is a defined commercial area. Further to this, the community facilities work demonstrates that through the role of a village shop, most of the settlements examined have a retailing function, albeit of a lower order.

6.18 *Planning Policy Statement 4 'Planning for Sustainable Economic Growth'*, although now replaced by the NPPF, provides a useful definition of the retailing roles of settlements, which in the absence of any further guidance, will be used here. These roles are City Centres, Town Centres, District Centres and Local Centres. This approach is also recommended in the *Cotswold Retail Study 2012*.

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6.19 There are no City Centres in Cotswold District.

6.20 Town Centres are defined as follows: "Town Centres will usually be the second level of centre after city centres and, in many cases, they will be the principal centre or centres in a local authority's area. In rural areas they are likely to be market towns and other centres of similar size and role which function as important service centres, providing a range of facilities and services for extensive rural catchment areas." It is considered that the following settlements fulfill this role:

- Cirencester
- Bourton-on-the-Water
- Moreton-in-Marsh
- Stow-on-the-Wold
- Tetbury
- Chipping Campden

6.21 District Centres are defined as "usually comprising groups of shops often containing at least one supermarket or superstore and a range of non-retail services such as banks, building societies and restaurants, as well as local public facilities such as a library." It is considered that the following settlements fulfill this role:

- Fairford
- Lechlade-on-Thames

6.22 Local Centres are defined as including "a range of small shops of a local nature, serving a small catchment. Typically, local centres might include a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could include a hot-food takeaway and launderette. In rural areas, large villages may perform the role of a local centre. It is considered the following settlements fulfill this role:

- Northleach
- South Cerney

6.23 The Cotswold Retail Study did not consider whether any other settlements meet the criteria for a centre and recommend that the District Council consider rural villages and include them within the retail hierarchy if appropriate, based on the definitions provided in their report. Thus, given the rural nature of the District, it is possible that the following villages may fulfill the role of a Local Centre, although none have a bank or pharmacy:

- Kemble
- Andoversford
- Blockley
- Mickleton

6.24 The remaining settlements fulfill a local service role, as defined by para 28 of the NPPF, although some settlements have a far wider range of services than others as can be seen in the Community Facilities Matrix. For the purposes of a retail function, it is considered that the settlements should have a village shop or post office to fulfill this role. These settlements are (in the order they appear in the Community Facilities Matrix):

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- Chedworth
- Willersey
- Avening
- Coln St Aldyns, Hatherop & Quenington grouping
- Siddington
- Down Ampney
- Bibury
- Temple Guiting
- Poulton,
- Kempford
- Upper Rissington

6.25 The following settlements have no retail function:

- Didmarton & Leighterton grouping
- Ampney Crucis
- North Cerney
- Birdlip
- Coates
- Sapperton

Community Facilities Function

6.26 The NPPF's presumption in favour of sustainable development accords with the identification of higher order facilities (such as a secondary school) and the wider range and availability of community facilities within settlements. Simply put, the more facilities a settlement has the more sustainable it is. This has been factored into the weighting of each facility in the Community Facilities Matrix and the subsequent scoring has ranked the settlements, giving an indication of the size of their offer. They are then categorised using the criteria derived from the Settlement Hierarchy Topic Paper and used in the *Second Issues and Options Paper* as Option SS3 in Table 6.2 below. The categories are: Cirencester, Market Towns, Small Towns and Local Service Centres. Those settlements that do not fall within the categories are considered to perform a very local community function and have been called 'Villages' here. These rankings and categorisation will be used to further assess the overall role of each settlement later in Chapter 6 as it may be more appropriate to rethink the number of facilities needed for each category in line with the District's characteristics rather than in line with the, now revoked, draft RSS.

Settlement	Rank	Option SS3 Settlement Category
Cirencester	=1	Cirencester
Tetbury	=1	Market Town
Bourton-on-the-Water	=3	Market Town
Fairford	=3	Market Town
Moreton-in-Marsh	5	Market Town
Chipping Campden	6	Small Town

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Settlement	Rank	Option SS3 Settlement Category
Stow-on-the-Wold	7	Small Town
Lechlade-on-Thames	8	Small Town
SouthCerney	9	Local Service Centre
Northleach	10	Local Service Centre
Andoversford	11	Local Service Centre
Blockley	12	Local Service Centre
Kemble	13	Local Service Centre
Mickleton	14	Local Service Centre
Coln StAldwyns, Hatherop, Quenington	=15	Local Service Centre
Chedworth	=15	Local Service Centre
Willersey	17	Local service Centre
Avening	=18	Village
Down Ampney	=18	Village
TempleGuiting	20	Local Service Centre
Siddington	21	Village
Bibury	22	Village
Poulton	23	Village
Kempsford	24	Village
North Cerney	25	Village
Didmarton & Leighterton	26	Village
Ampney Crucis	27	Village
Upper Rissington	28	Village
Birdlip	=29	Village
Coates	=29	Village
Sapperton	31	Village

Table 6.2 Ranking in the Community Facilities Matrix and draft RSS Category

6.27 Although Cirencester is joint first with Tetbury, it was considered to be in a category of its own in earlier stages of the Issues and Options development, so it is repeated here for consistency.

6.28 Table 6.3 sets out a summary of the findings of the Retail and Community Facilities work to demonstrate the role that each of the settlements has, relative to the other settlements in Cotswold District. These are then categorised into major, medium, minor, very limited or no role categories, as previously described in this chapter, based on earlier settlement hierarchy work. It was the intention that an overall role of each settlement in terms of its retail and community function could be allocated

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at this stage. However, given the different level of function that some of the settlements have it has been decided to keep the classification separate and feed this into the final table with the Employment and Travel themes to enable a more accurate picture to be given.

Settlement	Retail Role	Retail Function	Community Facility	Community Facility
		(Major, Medium, Minor, Very Limited, None)	Category	Function (Major, Medium, Minor, Very Limited, None)
Cirencester	Town Centre	Major	Cirencester	Major
Tetbury	Town Centre	Major	Market Town	Major
Bourton-on-the-Water	Town Centre	Major	Market Town	Major
Fairford	District Centre	Medium	Market Town	Major
Moreton-in-Marsh	Town Centre	Major	Market Town	Major
Chipping Campden	Town Centre	Major	Small Town	Medium
Stow-on-the-Wold	Town Centre	Major	Small Town	Medium
Lechlade-on-Thames	District Centre	Medium	Small Town	Medium
SouthCerney	Local Centre	Minor	Local Service Centre	Minor
Northleach	Local Centre	Minor	Local Service Centre	Minor
Andoversford	Local Centre	Minor	Local Service Centre	Minor
Blockley	Local Centre	Minor	Local Service Centre	Minor
Kemble	Local Centre	Minor	Local Service Centre	Minor
Mickleton	Local Centre	Minor	Local Service Centre	Minor
Coln St Aldwyns, Hatherop Quenington	Local Service Role	Very Limited	Local Service Centre	Minor
Chedworth	Local Service Role	Very Limited	Local Service Centre	Minor
Willersey	Local Service Role	Very Limited	Local Service Centre	Minor
Avening	Local Service Role	Very Limited	Village	Very Limited
Down Ampney	Local Service Role	Very Limited	Village	Very Limited
TempleGuiting	Local Service Role	Very Limited	Local Service Centre	Minor
Siddington	Local Service Role	Very Limited	Village	Very Limited
Bibury	Local Service Role	Very Limited	Village	Very Limited
Poulton	Local Service Role	Very Limited	Village	Very Limited
Kempsford	Local Service Role	Very Limited	Village	Very Limited
North Cerney	None	None	Village	Very Limited
Didmarton & Leighterton	None	None	Village	Very Limited
Ampney Crucis	None	None	Village	Very Limited

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Settlement	Retail Role	Retail Function	Community Facility	Community Facility
		(Major, Medium, Minor, Very Limited, None)	Category	Function (Major, Medium, Minor, Very Limited, None)
Upper Rissington	Local Service Role	Very Limited	Village	Very Limited
Birdlip	None	None	Village	Very Limited
Coates	None	None	Village	Very Limited
Sapperton	None	None	Village	Very Limited

Table 6.3 Summary of the Retail and Community Facilities Role of Each Settlement

6.3 Theme 3: Travel and Relationships

6.29 Table 6.4 presents the main findings of the Travel and Relationships data examined in Chapter 5.

6.30 The Self Containment indicator shows the percentage of travel to work journeys that start and finish within the same Ward. Wards (and the settlements within them) which have a better than District average (45.9%) level of self containment with regard to 'travel to work' have a stronger employment role relative to other settlements and have more sustainable travel patterns.

6.31 The level of in-commuting is a good indicator for identifying settlement roles in terms of travel. Those settlements which act as destinations for in-commuting will have a stronger employment role relative to other settlements in the District. The Wards in Table 6.4 which have the higher levels of in-commuting (over 1.5%) relative to the other Wards in the District are indicated in Column 4 in bold. Whilst self- containment should be encouraged across the District, improving sustainable transport links to these settlements is also important.

6.32 The current provision of sustainable transport opportunities has been analysed in Chapter 5. In the District, buses are the predominant form of sustainable transport and the bus services have been graded for each settlement in Table 5.5. The results are indicated in Column 5 of Table 6.4 below, with those achieving a 'Good' or 'Reasonable' grading are highlighted in bold. The two settlements with railway stations are noted as well.

6.33 The final column in Table 6.4 indicates the strength of the function a Ward / Settlement has in relation to promoting and enabling sustainable patterns of travel for employment and other purposes. If a Ward / Settlement has a been highlighted in all 3 key indicators then it is considered to have a 'Major' function. If it has 2 out of the 3 key indicators highlighted then the Ward / Settlement is considered to have a 'Medium' function. If it has 1 out of the 3 indicators then it is considered to have a 'Minor' function, otherwise it is considered to have a 'Very limited' function.

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Ward	Settlements within each Ward (bold text signifies inclusion in Role and Function Study)	Self Containment (%) (Ward)	In Commuting (%) (Ward)	Grading of Public Transport Provision (Settlement)	Assessment of function in relation to sustainable patterns of travel (Major, Medium, Minor, Very Limited)
Ampney-Coln	Ampney Crucis / Bibury (Ablington, Ampney St Peter, Ampney St Mary, Barnsley, Coln Rogers, Coln St Dennis, Winson)	43.0	0.6	Very Limited / Limited	Very Limited
Avening	Avening (Ashley, Cherington, Culkerton, Long Newton, Rodmarton, Tarlton, and includes Kemble Airfield)	33.2	0.6	Limited	Very Limited
Beacon-Stow	Stow-on-the-Wold (Adlestrop, Bledington, Evenlode, Lower Oddington, Maugersbury, Upper Oddington)	50.8	1.5	Good	Major
Blockley	Blockley (Aston Magna, Draycott, Paxford, and includes Northwick Park business centre)	40.4	0.7	Reasonable	Minor
Bourton-on-the-Water	Bourton-on-the-Water (Clapton on the Hill, Cold Aston)	52.0	1.6	Good	Major
Campden-Vale	Chipping Campden / Mickleton / Willersey (Broad Campden, Weston Subedge, Aston Subedge, Ebrington, Hidcote Boyce)	50.6	2.9	Good / Limited/ Good	Major (Chipping Campden) Medium (Mickleton) Major (Willersey)
Chedworth	Chedworth (Compton Abdale, Foxcote, Lower Dowdeswell, Upper Dowdeswell, Withington, Yanworth)	43.0	0.3	Very Limited	Very Limited
Churn Valley	North Cerney (Bagendon, Baunton, Calmsden, Coberley, Colesbourne, Rendcomb, Ullenwood, Woodmancote)	41.8	1.2	Reasonable	Minor
Cirencester Wards	Cirencester	59.7	11.7	Good	Major
Ermin	Birdlip (Brimpsfield, Cowley, Daglingworth, Duntisbourne Abbots, Edgeworth, Elkstone, Syde, Winstone)	41.3	0.6	Very Limited	Very Limited
Fairford	Fairford (includes Horcott) / Hatherop / Quenington	42.1	1.3	Adequate / Poor / Poor	Very Limited
Fosseridge	(Bourton on the Hill, Broadwell, Condicote, Donnington, Longborough, Todenham)	39.4	0.3	<i>Not Assessed (no settlement included in Role and Function Study)</i>	Very Limited
Grumbolds Ash	Didmarton / Leighterton (Beverston, Chavenage, Kingscote, Shipton Moyne, Tetbury Upton, Westonbirt)	46.4	1.3	Adequate / Poor	Minor
Hampton	Down Ampney / Poulton (Driffield, Meysey Hampton)	31.4	0.4	Reasonable / Good	Minor (Down Ampney) Minor (Poulton)
Kempsford-Lechlade	Lechlade-on-Thames / Kempsford (Whelford, and includes Fairford Airbase)	33.6	1.4	Good / Poor	Minor (Lechlade) Very Limited (Kempsford)
Moreton-in-Marsh	Moreton-in-Marsh	50.5	1.8	Good (+Rail Station)	Major
Northleach	Northleach (Eastington, Hampnett)	36.9	0.4	Good	Minor

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Ward	Settlements within each Ward (bold text signifies inclusion in Role and Function Study)	Self Containment (%) (Ward)	In Commuting (%) (Ward)	Grading of Public Transport Provision (Settlement)	Assessment of function in relation to sustainable patterns of travel (Major, Medium, Minor, Very Limited)
Rissingtons	Upper Rissington (Church Westcote, Great Rissington, Icomb, Little Rissington, Westcote, Wyck Rissington)	35.0	0.4	Limited	Very Limited
Riversmeet	Coln St Aldwyns (Aldsworth, Eastleach Turville, Farmington, Great Barrington, Little Barrington, Sherborne, Southrop, Windrush)	40.7	0.6	Poor	Very Limited
Sandywell	Andoversford (Brockhampton, Hazleton, Notgrove, Salperton, Sevenhampton, Shipton, Turkdean, Whittington)	37.6	0.7	Adequate	Very Limited
Tetbury	Tetbury	43.2	1.7	Good	Medium
Thames Head	Kemble / Coates / Sapperton (Ewen, Frampton Mansell, and includes part of Aston Down Airfield, does not include Kemble Airfield)	27.3	0.4	Limited (+Rail Station) / Limited / Reasonable	Very Limited (Kemble) *but with potential Very Limited (Coates) Very Limited (Sapperton)
Three Rivers	Temple Guiting (Guiting Power, Lower Swell, Lower Slaughter, Naunton, Upper Slaughter,)	49.9	0.7	Very Limited	Minor
Water Park	South Cerney / Siddington/ Edge of Cirencester (Poole Keynes, Somerford Keynes, Preston)	34.9	2.6	Good / Good	Medium (South Cerney) Medium (Siddington)

Table 6.4 Settlement Assessment by Travel and Relationship Key Indicators

6.4 Potential for Change

6.34 Potential issues for change that may have an effect on the future role and function of settlements were examined in Chapters 3 and 4 (Employment Role and Community Role). The conclusions drawn from this analysis are discussed and presented in Table 6.5 below.

Potential Change in Employment Role

6.35 Using the data analysis of Issues for Potential Change in Chapter 3, table 6.5 below, indicates whether the strength of the employment role settlements have at the moment has the **potential** to **increase or decrease** in the future, unless intervention occurs. Settlements are listed in alphabetical order.

6.36 For the issue of 'the effect of a reducing population of economically active age', **all** settlements will show a decline in the number of people in the working age group if no other influences, such as migration, are considered. But for the settlements where the 'decrease' is in bold text, the effect of a declining population of working age is more extreme. In these settlements future population projections mean that they will have between 40% and 50% of their populations made up of older people. As the

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proportion of economically active population reduces the economy of these areas will be undermined (see Chapter 3 Tables 3.6 and 3.7). Therefore, a decision needs to be taken for future planning purposes, on which settlements to support and which to allow to have a reduced economically active population.

6.37 Harnessing future employment growth was an issue examined in Chapter 3. Changing economic structure can result in an increase or decrease in jobs in particular employment sectors. The effect of this potential change on settlements/LSOAs was analysed in Chapter 3, Table 3.9. Where a settlement or LSOA had a higher than District average (87%) proportion of jobs in the growth employment sectors it has been marked as having the potential for its employment role to 'increase' in Table 6.5, Column 3. Those settlements/LSOAs which may have more vulnerable employment functions due to their higher than District average (9%) reliance on declining employment sectors are marked with a potentially decreasing role. As always, care should be taken interpreting the data particularly where an LSOA covers a number of smaller settlements. In the Core Strategy, decisions will need to be taken on whether to help facilitate the potential increase in jobs at some settlements and / or whether to tackle the potential decline in jobs in other settlements through the provision of land for development (employment and / or residential) and through other policies too.

6.38 The final issue for potential change examined in Chapter 3 was concerned with 'meeting local employment needs'. Data was analysed in Chapter 3, Table 3.11, which compared the skills of resident workers against the number of jobs there were in a settlement / LSOA by employment sector. This gave an indication, in theory, of how balanced a settlement / LSOA was in terms of the jobs and workers. It also gives an indication of the 'sustainability' of a settlement, and how to achieve a more sustainable community in the future through the provision of employment tailored to the skills of the local workforce.

6.39 Settlements / LSOAs which were very imbalanced in terms of **more workers** than jobs are indicated as having a potentially decreasing role in employment in Table 6.5, Column 4. This is because intervention policies to facilitate new employment development are historically very difficult to achieve in practise. Those places with an imbalance in terms of **more jobs** than workers are indicated as having a potentially increasing role in employment because they have a good starting point. A good number and variety of jobs is more desirable. Also policies enabling residential development suitable for encouraging an economically active population to support the economy are almost always successful in Cotswold District. A decision needs to be taken through the Core Strategy as to the best way to address the imbalance of jobs and workers in particular settlements through planning policies tailored to specific settlements.

Potential Change in Community Role

6.40 As previously discussed in Chapter 4 (section 4.1), a potential change in household size could lead to a reduction in population size and this could result in there being insufficient population to support community facilities in a settlement. This could undermine a settlement's role and function and therefore, its position in the settlement hierarchy. The precise effect of this on each of our study settlements would need to be done through further modelling work later in the Core Strategy, but it is Officer opinion that the smaller settlements would be more at risk of potentially losing facilities, as the larger settlements have a wider catchment area of facility users, and are therefore likely to continue to retain most facilities. For the purposes of the table, those settlements smaller than the 'Small Town' category are identified as having the potential for a decrease in their community role.

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Settlements (Bold text signifies inclusion in Role and Function Study)	Potential for Increasing or Decreasing Role / Function of a Settlement			
	EMPLOYMENT ROLE			COMMUNITY ROLE
	Effect of reducing economically active population	Harnessing future employment growth	Meeting local employment needs	Community Service Function
Ampney Crucis / Bibury (Ablington, Ampney St Peter, Ampney St Mary, Barnsley, Coln Rogers, Coln St Dennis, Winson)	Decrease	Decrease		Decrease
Andoversford (Brockhampton, Hazleton, Notgrove, Salperton, Sevenhampton, Shipton, Turkedean, Whittington)	Decrease	Increase		Decrease
Avening (Ashley, Cherington, Culkerton, Long Newnton, Rodmarton, Tarlton, and includes Kemble Airfield)	Decrease	Decrease		Decrease
Birdlip (Brimpsfield, Cowley, Daglingworth, Duntisbourne Abbots, Edgeworth, Elkstone, Syde, Winstone)	Decrease	Decrease		Decrease
Blockley (Aston Magna, Draycott, Paxford, and includes Northwick Park business centre)	Decrease	Decrease		Decrease
Bourton-on-the-Water	Decrease	Increase	Increase	
Chedworth (Compton Abdale, Foxcote, Lower Dowdeswell, Upper Dowdeswell, Withington, Yanworth)	Decrease	Decrease	Decrease	Decrease
Chipping Campden	Decrease	Increase	Increase	
Chipping Campden / Mickleton (Aston Subedge, Ebrington, Hidcote Boyce)	Decrease	Increase		
Cirencester	Decrease	Increase	Increase	
Cirencester (edge of) / Siddington (Preston)	Decrease	Decrease	Increase	Decrease
Coln St Aldwyns (Aldsworth, Eastleach Turville, Farmington, Great Barrington, Little Barrington, Sherborne, Southrop, Windrush)	Decrease	Decrease		Decrease
Didmarton / Leighterton (Beverston, Chavenage, Kingscote, Shipton Moyne, Tetbury Upton)	Decrease	Decrease	Increase	Decrease
Down Ampney / Poulton (Driffield, Meysey Hampton)	Decrease	Increase		Decrease
Fairford	Decrease	Increase	Decrease	
Fairford (edge of) / Hatherop / Quenington	Decrease	Decrease		
Kemble / Coates / Sapperton (Ewen, Frampton Mansell, and includes part of Aston Down Airfield, does not include Kemble Airfield)	Decrease			Decrease
Kempsford (Whelford, and includes Fairford Airbase)	Decrease	Decrease		Decrease
Lechlade	Decrease	Increase	Decrease	
Mickleton (part of Mickleton included in LSOA Code 184)	Decrease	Increase		Decrease
Moreton in Marsh	Decrease	Increase	Increase	
Northleach (Eastington, Hampnett)	Decrease	Increase	Decrease	Decrease
North Cerney (Bagendon, Baunton, Calmsden, Coberley, Colesbourne, Rendcomb, Ullenwood, Woodmancote)	Decrease	Increase	Increase	Decrease
South Cerney	Decrease	Increase	Increase	Decrease

Settlement Role and Function Conclusions 6

Settlements (Bold text signifies inclusion in Role and Function Study)	Potential for Increasing or Decreasing Role / Function of a Settlement			
	EMPLOYMENT ROLE			COMMUNITY ROLE
	Effect of reducing economically active population	Harnessing future employment growth	Meeting local employment needs	Community Service Function
South Cerney (part of) / Siddington (part of) (Poole Keynes, Somerford Keynes)	Decrease	Increase		Decrease
Stow-on-the-Wold	Decrease	Increase		
Temple Guiting (Guiting Power, Lower Swell, Lower Slaughter, Naunton, Upper Slaughter)	Decrease	Increase		Decrease
Tetbury	Decrease	Increase	Decrease	
Upper Rissington (Church Westcote, Great Rissington, Icomb, Little Rissington, Westcote, Wyck Rissington)	Decrease	Increase	Decrease	Decrease
Willersey (Broad Campden, Weston Subedge)	Decrease	Decrease		Decrease
(Adlestrop, Bledington, Evenlode, Lower Oddington, Mangersbury, Upper Oddington)	Decrease	Increase		N/a
(Bourton on the Hill, Broadwell, Condicote, Donnington, Longborough, Todenham)	Decrease	Decrease	Decrease	N/a

Table 6.5 Potential Change in Role and Function of Settlements

6.5 Settlement Assessment Conclusions

6.41 Table 6.6 below brings together the conclusions reached on the strength of the role and function of each settlement in terms of:

- Employment
- Retail
- Community Facilities; and
- Sustainable Transport and Patterns of Travel

Settlements	Employment	Retail	Community Facilities	Sustainable Travel
Cirencester	Major	Major	Major	Major
Tetbury	Medium	Major	Major	Medium
Bourton-on-the-Water	Medium	Major	Major	Major
Fairford	Medium	Medium	Major	Very Limited
Moreton-in-Marsh	Medium	Major	Major	Major
Chipping Campden	Medium	Major	Medium	Major
Stow-on-the-Wold	Medium	Major	Medium	Major
Lechlade-on-Thames	Minor	Medium	Medium	Minor

6 Settlement Role and Function Conclusions

Settlements	Employment	Retail	Community Facilities	Sustainable Travel
South Cerney	Major	Minor	Minor	Medium
Northleach	Very Limited	Minor	Minor	Minor
Andoversford	Major	Minor	Minor	Very Limited
Blockley	Medium	Minor	Minor	Minor
Kemble	Minor	Minor	Minor	Very Limited *plus train station
Mickleton	Minor	Minor	Minor	Medium
Coin St Aldwyns/Hatherop/Quenington	Medium	Very Limited	Minor	Very Limited
Chedworth	Very Limited	Very Limited	Minor	Very Limited
Willersey	Medium	Very Limited	Minor	Major
Avening	Minor	Very Limited	Very Limited	Very Limited
Down Ampney	Very Limited	Very Limited	Very Limited	Minor
Temple Guiting	Minor	Very Limited	Minor	Minor
Siddington	Medium	Very Limited	Very Limited	Medium
Bibury	Very Limited	Very Limited	Very Limited	Very Limited
Poulton	Very Limited	Very Limited	Very Limited	Minor
Kempsford	Minor	Very Limited	Very Limited	Very Limited
North Cerney	Minor	None	Very Limited	Minor
Didmarton & Leighterton	Medium	None	Very Limited	Minor
Ampney Crucis	Very Limited	None	Very Limited	Very Limited
Upper Rissington	Minor	Very Limited	Very Limited	Very Limited
Birdlip	Minor	None	Very Limited	Very Limited
Coates	Minor	None	Very Limited	Very Limited
Sapperton	Minor	None	Very Limited	Very Limited

Table 6.6 Summary of Role and Function of Settlements

6.42 The conclusions reached in Table 6.6, and the more detailed evidence presented and analysed in this Study, will be used as the basis for developing a bespoke settlement classification / hierarchy for Cotswold District. The abolition of the RSS, and its associated settlement hierarchy, gives the Council the opportunity to devise a more sophisticated settlement classification for use in developing planning policy specifically for Cotswold District. Due to the detailed and complex nature of this work this will now be done in a further Paper, the Spatial and Distribution Strategy.

Settlement Role and Function Conclusions 6

6.43 The 2nd Issues and Options Paper (2010) consulted upon the three Spatial Strategy Options, SS2, SS3 and SS9. The Council received eighty two responses on the Spatial Strategy, including general comments and support for other options, through written representation and the Public Consultation meetings. From the written representations, SS2 received the most support of 17 , with SS3 supported by 10 reps and SS9 receiving 11 reps. This split changed in those comments received at the consultation events, with most people being in favour of a more dispersed pattern of development, as SS3 received 13 representations of support and SS9 receiving 12, with Option SS2 receiving 4. Overall, Options SS3 and SS9 had an equal amount of support with 23 representations each, with SS2 receiving 21 representations. It should be noted that there were 3 general comments on this issue and 12 made arguing for other options to be considered.

6.44 Using this as a steer it could be argued that a more dispersed pattern of development is favoured in the District, rather than limiting development to the 13 settlements in SS2. Some representations argued for an even more dispersed pattern of development and to an extent this is why more settlements have been included in this study. However, if even smaller settlements than these are to be considered for development then the need for sustainable development as required by the NPPF cannot be met as they simply do not have the employment, retailing or community function to support this.

6.45 In order to avoid the 'Sustainability Trap'⁽¹⁾ identified in the Taylor Review of 2008 further housing would have to be justified for other reasons, such as affordable housing to meet local needs, which tend to be small scale in nature. The 'village cluster' approach whereby villages that are relatively close to one another with a range of services are deemed sustainable has been examined with the inclusion of the Hatherop/Coln St Aldwyns and Quenington grouping and the Leighterton and Didmarton grouping in the settlement study. Under the Localism Act it is possible for the community in smaller villages to take this work further if they wish to have more housing. It would be difficult to allocate sites for this or indeed numbers of dwellings that will come forward through this route, as it is unknown at this stage how many villages would wish to have more development. However, the Core Strategy can include a policy to enable such rural settlement sites to come forward and this can be considered in the next stage of policy formulation.

6.46 Thus, it is deemed inappropriate to include smaller settlements in this study.

6.47 Chapter 7 summarises the Key Findings of all four themes for each settlement. The settlements are listed in alphabetical order.

1 "Planning must not determine the future development of rural communities against a narrow tick box approach to sustainable development, assessing communities as they are now and not what they could be. In too many places this approach writes off rural communities in a 'sustainability trap' where development can only occur in places that are already considered to be in narrow terms 'sustainable'. The question planners must address is "how will development add to or diminish the sustainability of this community?" taking a better balance of social, economic, and environmental factors together to form a long term vision for all scales of communities. A mix of housing and employment opportunities are essential for the sustainability of rural communities" the Taylor Review 2008

7 Key Findings for each Settlement

7 Key Findings for each Settlement

7.1 Ampney Crucis

Employment and People

- In terms of the presence of existing employment, the area that includes Ampney Crucis (as well as Bibury and other small settlements) has a very limited role relative to other areas of the District. It accounts for only 1.6% of the total jobs in the District.
- The area has a similar proportion of economically active people than the District average of 70%.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. However, the employment data does not 'fit' well with the settlement of Ampney Crucis, as Bibury and other small settlements are included too. The whole area has a low employment density of 0.7. This means that the area has a poor balance of jobs to workers - there are more workers than jobs. A higher proportion of jobs to workers is desirable to ensure that the employment needs and skills of the population are met and to reduce the need for out-commuting.

Retail

- Ampney Crucis has no identified retail role.

Community Facilities

- Ampney Crucis is ranked 27th in the Community Facilities Matrix.
- It has 5 facilities listed: a pre-school, primary school, pub, community hall and place of worship.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. However, the data is based on Wards, and Ampney Crucis falls within the same Ward as Bibury and a number of smaller settlements. The area as a whole has a self containment level of 43%, which is below average. This indicates that more people than average travel out of the Ward to work. The top destination for out-commuting was Cirencester, followed by Swindon and London.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Ampney Crucis was graded as 'Very Limited'.

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. The area covering Ampney Crucis has a higher proportion of

Key Findings for each Settlement 7

jobs in declining employment sectors. The economically active population is decreasing in the area, as it is across all settlements in Cotswold District. The community service role of Ampney Crucis is vulnerable too.

Summary

Employment & People	Retail	Community Facilities	Travel & Relationships
Very Limited	None	Very Limited	Very Limited

Ampney Crucis: Summary of Role & Function

7 Key Findings for each Settlement

7.2 Andoversford

Employment and People

- Andoversford and its surrounding area accounts for a significant number of jobs, over 1200. This is nearly 4% of the District's total number of jobs. Therefore, in terms of the presence of existing employment, Andoversford has a stronger employment role relative to the majority of other settlements in the District.
- Andoversford and its surrounding area, which includes a number of other small settlements, has a slightly higher than average (70%) proportion of people who are 'economically active'. Where the data 'fits' well for a settlement, this is a good measure of employment function.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. For those settlements where the data 'fits' well, a high employment density ratio is a strong indicator to use to guide future development. The data does not 'fit' perfectly for Andoversford, as a number of smaller settlements are included, but, given the dominance of Andoversford and the fact that the main employment site in the area is located within it, it is considered reasonable to interpret the data accordingly. Andoversford and its surrounding area has a reasonably high employment density ratio of 1.3, which means that there is a good balance of jobs to workers (there are more jobs than workers). Therefore Andoversford is potentially one of the District's more sustainable settlements in terms of employment.

Retail

- Andoversford has a 'Local Centre' retail role, providing a range of small shops of a local nature, serving a small catchment.

Community Facilities

- It is ranked 11th in the Community Facilities Matrix, offering 12 of the 18 facilities listed.
- Facilities not present include a bank, a secondary school, pharmacy, place of worship, hospital and leisure centre, which would be unusual in a settlement of this size.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. The data is based on Wards, and Andoversford is considered alongside a number of small settlements. The area as a whole has a self containment level of nearly 38%, which is below average. This indicates that more people than average travel out of the Ward to work. The top destination for out-commuting was Cheltenham, followed by Gloucester and Tewkesbury Borough.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Andoversford was graded as 'Adequate'. Public transport is lacking in Andoversford given the strength of the Employment, Retail and Community roles that the settlement offers.

Key Findings for each Settlement 7

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. The area covering Andoversford has a higher proportion of jobs in growth employment sectors. However, the economically active population is decreasing as it is across all settlements in Cotswold District which could undermine the economy in the future. The community service role of Andoversford is vulnerable too.

Summary

Employment & People	Retail	Community Facilities	Travel & Relationships
Major	Minor	Minor	Very Limited

Andoversford: Summary of Role & Function

7 Key Findings for each Settlement

7.3 Avening

Employment and People

- In terms of the presence of existing employment, the area that includes Avening (and other small settlements, and Kemble Airfield) has a very limited role relative to other areas of the District. It accounts for only 1.7% of the total jobs in the District.
- Avening and the surrounding area, which includes a number of other small settlements, has a slightly higher, than average proportion of people who are 'economically active'.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. The employment data does not 'fit' well with the settlement of Avening, as a number of other small settlements are included too. The whole area covered by the data has a low employment density ratio of 0.7. This means that the area has a poor balance of jobs to workers - there are more workers than jobs. A higher proportion of jobs to workers is desirable to ensure that the employment needs and skills of the population are met and to reduce the need for out-commuting.

Retail

- Avening fulfils a 'local service role' in the District, having a food shop and post office.

Community Facilities

- Avening is 18th out of 31 in the community facilities matrix having 9 of the 18 facilities listed.
- Avening has a strong social function, having 5 of the 6 facilities.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. The data is based on Wards, and Avening is considered alongside a number of other small settlements. The area as a whole has a self containment level of 33%, which is well below average. This indicates that more people than average travel out of the Ward to work. The top destination for out-commuting was Stroud District, followed by Cirencester and North Wiltshire.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Avening was graded as 'Limited'.

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. The area covering Avening has a higher proportion of jobs in declining employment sectors and the economically active population is decreasing in the area, as

Key Findings for each Settlement 7

it is across all settlements in Cotswold District. The community service role of Avening is vulnerable too.

Summary

Employment & People	Retail	Community Facilities	Travel & Relationships
Minor	Very Limited	Very Limited	Very Limited

Avening: Summary of Role & Function

7 Key Findings for each Settlement

7.4 Birdlip

Employment and People

- In terms of the presence of existing employment, the area that includes Birdlip (and other small settlements) has a very limited role relative to other areas of the District. It accounts for only 1.6% of the total jobs in the District.
- Birdlip and the surrounding area, which includes a number of other small settlements, has a slightly higher than average proportion of people who are 'economically active'.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. The employment data does not 'fit' well with the settlement of Birdlip as other small settlements are included too. The whole area covered by the data has a low employment density ratio of 0.7. This means that the area has a poor balance of jobs to workers - there are more workers than jobs. A higher proportion of jobs to workers is desirable to ensure that the employment needs and skills of the population are met and to reduce the need for out-commuting.

Retail

- Birdlip has no retail function.

Community Facilities

- It only has three facilities: a primary school, pub and community hall and is one of the lowest ranked settlements in the study, being joint 29th out of 31.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. The data is based on Wards, and Birdlip is considered alongside a number of other small settlements. The area as a whole has a self containment level of 41%, which is below average. This indicates that more people than average travel out of the Ward to work. The top destination for out-commuting was Cheltenham, followed by Cirencester and Gloucester.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Birdlip was graded as 'Very Limited'.

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. The area covering Birdlip has a higher proportion of jobs in

Key Findings for each Settlement 7

declining employment sectors and the economically active population is decreasing in the area, as it is across all settlements in Cotswold District. The community service role of Birdlip is vulnerable too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Minor	None	Very Limited	Very Limited

Birdlip: Summary of Role & Function

7 Key Findings for each Settlement

7.5 Bibury

Employment and People

- In terms of the presence of existing employment, the area that includes Bibury (as well as Ampney Crucis and other small settlements) has a very limited role relative to other areas of the District. It accounts for only 1.6% of the total jobs in the District.
- The area has a similar proportion of economically active people than the District average of 70%.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. However, the employment data does not 'fit' well with the settlement of Bibury, as Ampney Crucis and other small settlements are included too. The whole area has a low employment density of 0.7. This means that the area has a poor balance of jobs to workers - there are more workers than jobs. A higher proportion of jobs to workers is desirable to ensure that the employment needs and skills of the population are met and to reduce the need for out-commuting.

Retail

- Bibury fulfils a Local Service Role, having a shop and post office, plus the Trout Farm has a shop attached selling newspapers and other items (Local Officer Knowledge).

Community Facilities

- The village has 9 of the 18 facilities listed and is ranked 22nd out of 31 in the matrix.
- It has a strong 'social function', having 5 out of the 6 facilities listed.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. However, the data is based on Wards, and Bibury falls within the same Ward as Ampney Crucis and a number of smaller settlements. The area as a whole has a self containment level of 43%, which is below average. This indicates that more people than average travel out of the Ward to work. The top destination for out-commuting was Cirencester, followed by Swindon and London.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Bibury was graded as 'Limited'.

Key Findings for each Settlement 7

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. The area covering Bibury has a higher proportion of jobs in declining employment sectors and the economically active population is decreasing in the area, as it is across all settlements in Cotswold District. The community service role of Bibury is vulnerable too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Very Limited	Very Limited	Very Limited	Very Limited

Bibury: Summary of Role & Function

7 Key Findings for each Settlement

7.6 Blockley

Employment and People

- Blockley and its surrounds (which includes the Northwick Park Business Centre) account for a significant number of jobs, over 900. This is almost 2.5% of the District total. This area, in terms of the presence of existing employment, displays a stronger employment role relative to the majority of other settlements in the District.
- The population of Blockley has a slightly lower proportion of economically active people than the District average of 70%. Places with lower economically active rates could be the focus of new residential development if it was shown that this would help bolster economic activity levels and maintain an existing employment function in a settlement.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. For those settlements where the data 'fits' well, a high employment density ratio is a strong indicator to use to guide future development. Blockley and its surrounds has an employment density ratio of 1.0, which means that, in theory, the number of jobs to workers is equal or balanced. In reality, a higher proportion of jobs to workers is desirable to ensure that the employment needs and skills of the population are met and to reduce the need for out-commuting.

Retail

- It is considered that the village of Blockley fulfils a 'Local Centre' retail role in the District, although it does not have a bank or pharmacy.

Community Facilities

- The village is ranked 12th out of 31 in the community facilities matrix, having 12 out of the 18 facilities listed. These are evenly spread across the types of facility.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. The data is based on Wards, and Blockley is considered alongside a number of other small settlements. The area as a whole has a self containment level of 40%, which is below average. This indicates that more people than average travel out of the Ward to work. The top destination for out-commuting was Campden Vale Ward, followed by 'Rest of England & Wales' and Wychavon.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Blockley was graded as 'Reasonable'.

Key Findings for each Settlement 7

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. The area covering Blockley has a higher proportion of jobs in declining employment sectors and the economically active population is decreasing in the area, as it is across all settlements in Cotswold District. The community service role of Blockley is vulnerable too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Medium	Minor	Minor	Minor

Blockley: Summary of Role & Function

7 Key Findings for each Settlement

7.7 Bourton-on-the-Water

Employment and People

- Bourton-on-the-Water is the third largest settlement in terms of population size in the District, with over 3,000 people.
- Half of all jobs in the District are found in just five settlements. Bourton-on-the-Water is one of these, accounting for almost 5% of jobs in the District. In terms of the presence of existing employment, Bourton displays a stronger employment role relative to the majority of other settlements in the District.
- The population of Bourton on the Water has a lower proportion of economically active people than the District average of 70%. Places with lower economically active rates could be the focus of new residential development if it was shown that this would help bolster economic activity levels and maintain an existing employment function in a settlement.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. For those settlements where the data 'fits' well, a high employment density ratio is a strong indicator to use to guide future development. Bourton has a reasonably high employment density ratio of 1.3, which means that there is a good balance of jobs to workers (there are more jobs than workers).

Retail

- The village performs a 'Town Centre' retailing function.
- It is ranked 2356th nationally (2008) and third in the District. It has 72 retail units, 7 of which are convenience stores.

Community Facilities

- Bourton-on-the-Water has every type of facility listed, although the hospital offers limited services. The village is ranked joint third in the matrix.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. Bourton has a self containment level of over 52%. This is the second highest (after Cirencester) in the District and shows that Bourton is a more sustainable settlement in terms of travel patterns than other settlements in the District.

Key Findings for each Settlement 7

- The level of 'in-commuting' is a good indicator of the settlements that have a stronger employment role relative to other settlements in the District because they act as destinations for in-commuters. Bourton is the sixth most popular destination for in-commuters, with 1.6% of the journeys originating from within and outside the District ending in the settlement. Most in-commuters came from Cheltenham followed by the Rissingtons Ward. Bourton has a strong employment role relative to other settlements in the District.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Bourton was graded as 'Good' (the highest grading).

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. Bourton has the potential for its employment role to increase as it has a higher proportion of jobs in growth employment sectors and it has a good balance of jobs to workers. However, the economically active population is decreasing which will undermine the economy in the future. Bourton is one of the six settlements in the District where the impact of a declining economically active population is more extreme. Therefore decisions need to be taken through the Core Strategy on whether to boost the economically active population to help support the current employment role of Bourton and whether to facilitate the potential increase in the employment role too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Medium	Major	Major	Major

Bourton-on-the-Water: Summary of Role & Function

7 Key Findings for each Settlement

7.8 Chedworth

Employment and People

- In terms of the presence of existing employment, the area that includes Chedworth (and other small settlements) has a very limited role relative to other areas of the District. It accounts for only 1% of the total jobs in the District.
- The area has a similar proportion of economically active people than the District average of 70%.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. However, the employment data does not 'fit' well with the settlement of Chedworth as a number of other small settlements are included too. The whole area covered by the data has a low employment density ratio of 0.5. This means that the area has a poor balance of jobs to workers - there are more workers than jobs. A higher proportion of jobs to workers is desirable to ensure that the employment needs and skills of the population are met and to reduce the need for out-commuting.

Retail

- Chedworth fulfils a 'Local Service Role', having a village shop.

Community Facilities

- Chedworth has 11 of the 18 facilities listed and is joint 15th in the table.
- The matrix suggests that it has an employment, educational and social function.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. The data is based on Wards, and Chedworth is considered alongside a number of other small settlements. The area as a whole has a self containment level of 43%, which is below average. This indicates that more people than average travel out of the Ward to work. The top destination for out-commuting was Cheltenham, followed by Cirencester and Tewkesbury Borough.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Chedworth was graded as 'Very Limited'.

Key Findings for each Settlement 7

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. The area covering Chedworth has a higher proportion of jobs in declining employment sectors and a poor balance of jobs to workers. The economically active population is decreasing in the area as it is across all settlements in Cotswold District. The community service role of Chedworth is vulnerable too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Very Limited	Very Limited	Minor	Very Limited

Chedworth: Summary of Role & Function

7 Key Findings for each Settlement

7.9 Chipping Campden

Employment and People

- Chipping Campden is one of the 9 larger settlements in the District in terms of population size, with over 2000 people.
- When Chipping Campden and its surrounding area (including Mickleton) are considered together, the area accounts for over 5% of the jobs in the whole District. It therefore has a stronger employment role, in terms of the presence of existing employment, relative to the majority of other settlements in the District.
- The population of Chipping Campden has the lowest proportion of economically active people in the District. Places with lower economically active rates could be the focus of new residential development if it was shown that this would help bolster economic activity levels and maintain an existing employment function in a settlement.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. For those settlements where the data 'fits' well, a high employment density ratio is a strong indicator to use to guide future development. Chipping Campden has the highest employment density ratio in the District of 1.7, which means that there is a good balance of jobs to workers (there are more jobs than workers).

Retail

- Chipping Campden fulfils a 'Town Centre' role within the District.
- The town centre is ranked 4226th nationally and 7th in the District. It has 65 retail units, 8 of which are convenience stores.

Community Facilities

- Chipping Campden has 16 of the 18 facilities listed, not having a petrol station/garage or a hospital. It is ranked 6th in the Community Facilities Matrix, offering a broad range of services.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. The data is based on Wards, and Chipping Campden falls within the same Ward as Willersey and Mickleton. The area as a whole has a self containment level of over 50%. This is above average and shows that as a group, these settlements are more sustainable in terms of travel patterns than other areas of the District.

Key Findings for each Settlement 7

- The level of 'in-commuting' is a good indicator of the settlements that have a stronger employment role relative to other settlements in the District because they act as destinations for in-commuters. The data is based on Wards, and Chipping Campden falls within the same Ward as Willersey and Mickleton. The Ward is the second most popular destination for in-commuters, with nearly 3% of the journeys originating from within and outside the District ending in the Campden-Vale Ward. In-commuters mostly came from Wychavon followed by Stratford-on-Avon. This area has a strong employment role relative to other areas of the District.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Chipping Campden was graded as 'Good' (the highest grading).

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. Chipping Campden has the potential for its employment role to increase as it has a higher proportion of jobs in growth employment sectors and it has a good balance of jobs to workers. However, the economically active population is decreasing which will undermine the economy in the future. Chipping Campden is the settlement in the District where the impact of a declining economically active population is the most extreme. Therefore decisions need to be taken through the Core Strategy on whether to boost the economically active population to help support the current economy of Chipping Campden, and whether to facilitate the potential increase in the employment role too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Medium	Major	Medium	Major

Chipping Campden: Summary of Role & Function

7 Key Findings for each Settlement

7.10 Cirencester

Employment and People

- Cirencester is the largest settlement in the District in terms of population size. It has over 18,000 people, which is nearly more than 3 times as many as the next largest settlement, Tetbury.
- In terms of the presence of existing employment, Cirencester has by far the strongest employment role in the District. Cirencester accounts for over 30% of the jobs in the whole District. When the edge of Cirencester, Siddington and Preston are included too this increases to 34%, which equates to around 13,000 jobs.
- Cirencester has a slightly higher than average proportion of people who are 'economically active'. This is a good measure of employment function.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. For those settlements where the data 'fits' well, a high employment density ratio is a strong indicator to use to guide future development. Cirencester has a reasonably high employment density ratio of 1.3, which means that there is a good balance of jobs to workers (there are more jobs than workers).

Retail

- Although it is classed as a 'Town Centre' along with 5 other settlements, Cirencester has a far larger retail role and could be said to be in a class of its own:
- It is ranked 199th nationally and 1st in the District.
- It retains 92.3% of its localised convenience goods spending and 48% of localised spending on comparison goods. This is greater than the next ranked centre which has 67.5%.
- It is the only town in the District that has a sub-regional retail role.
- It has 321 retail units, 19 of which are convenience stores, including the Tesco Extra which takes the largest market share in the District at 11.4% of spending.

Community Facilities

- It is ranked joint first in the facilities matrix.
- However, the matrix does not reflect how many of each facility it has e.g. it is listed as having a bank, however, it has all of the national bank branches and many building societies. If the total number of facilities were counted Cirencester would be the highest ranking settlement on its own.
- Cirencester is the only hospital in the District offering 24hr minor injuries A&E cover.

Key Findings for each Settlement 7

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. Cirencester has the highest level of self containment at nearly 60%. This shows that it is the most sustainable settlement in terms of travel patterns.
- The level of 'in-commuting' is a good indicator of the settlements that have a stronger employment role relative to other settlements in the District because they act as destinations for in-commuters. Cirencester is the main destination for in-commuters, with over 11% of the journeys originating from within and outside the District ending in the town. In-commuters mostly came from Stroud District followed by 'Rest of England & Wales' and the Water Park Ward. Cirencester has a strong employment role relative to other settlements in the District.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Cirencester was graded as 'Good' (the highest grading).

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment was assessed. Cirencester has the potential for its employment role to increase as it has a higher proportion of jobs in growth employment sectors and it has a good balance of jobs to workers. The economically active population is decreasing which could undermine the economy in the future. Therefore decisions need to be taken through the Core Strategy on whether to boost the economically active population to help support the current employment role of Cirencester and whether to facilitate the potential increase in the employment role too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Major	Major	Major	Major

Cirencester: Summary of Role & Function

7 Key Findings for each Settlement

7.11 Coates

Employment and People

- In terms of the presence of existing employment, the area that includes Coates (as well as Kemble, Sapperton and other small settlements) has a very limited role relative to other areas of the District. It accounts for only 1.6% of the total jobs in the District.
- Coates and the surrounding area has a slightly higher than average proportion of people who are 'economically active'. Where the data 'fits' well for a settlement, this is a good measure of employment function.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. The employment data does not 'fit' well with the settlement of Coates, as a Kemble, Sapperton and other small settlements are included too. The whole area covered by the data has a low employment density ratio of 0.7. This means that the area has a poor balance of jobs to workers - there are more workers than jobs. A higher proportion of jobs to workers is desirable to ensure that the employment needs and skills of the population are met and to reduce the need for out-commuting.

Retail

- Coates has no retail function.

Community Facilities

- Coates has only 4 of the 18 facilities listed; a pub, community hall, church and playing fields, which suggests that the village performs a social function.
- It is ranked joint 29th out of the 31 study settlements.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. However, the data is based on Wards, and Coates falls within the same Ward as Kemble, Sapperton and other small settlements. The area as a whole has a self containment level of 27%, which is the lowest in the District. Many people travel out of the Ward to work. The top destination for out-commuting was Cirencester followed by Swindon and North Wiltshire.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Coates was graded as 'Limited'.

Key Findings for each Settlement 7

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. The area covering Coates has a decreasing economically active population, as it is across all settlements in Cotswold District. The community service function of Coates is vulnerable too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Minor	None	Very Limited	Very Limited

Coates: Summary of Role & Function

7 Key Findings for each Settlement

7.12 Coln St Aldwyns, Hatherop and Quenington

Employment and People

- In terms of the presence of existing employment, these settlements do have an employment function. The data shows that the area that covers these settlements accounts for nearly 3% of the District's jobs. However, the area covered includes the edge of Fairford, and also a number of smaller settlements. The employment data does not quite 'fit' the settlement so should be treated with caution.
- Hatherop and Quenington have a slightly higher than average proportion of people who are 'economically active'. Whereas Coln St Aldwyns (and the surrounding area) has a lower than average proportion of economically active people. Where the data 'fits' well for a settlement, the proportion of economically active people is a good measure of employment function.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. As indicated above, the employment data does not 'fit' well for these settlements. Hatherop and Quenington (which include an area on the edge of Fairford) have an employment density ratio of 1.0, which means that, in theory, the number of jobs to workers is equal or balanced. Coln St Aldwyns (and the surrounding area) has a low employment density ratio of 0.6. This means that the area has an imbalance of jobs to workers - there are more workers than jobs.

Retail

- This group of villages fulfils a 'local service role', with a shop and post office.

Community Facilities

- The group has 11 of the 18 facilities listed, having those that you would expect in settlements of this size.
- The group is ranked joint 15th out of 31 settlements in the study.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. However, the data is based on Wards, and Hatherop and Quenington fall within the same Ward as Fairford. The area as a whole has a self containment level of 42%, which is below average. This indicates that more people than average travel out of the Ward to work. The top destination for out-commuting was Swindon followed by Cirencester and Kempsford-Lechlade Ward. The self containment level for the Ward covering Coln St Aldwyns is also below average.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure

Key Findings for each Settlement 7

purposes. The assessment grading is relative to other settlements in the District. Coln St Aldwyns, Hatherop and Quenington were all graded as 'Poor'.

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. The area covering Coln St Aldwyns, Hatherop and Quenington has a higher proportion of jobs in declining employment sectors and the economically active population is decreasing, as it is across all settlements in the District. The community service function of Coln St Aldwyns is vulnerable too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Medium	Very Limited	Minor	Very Limited

Coln St Aldwyns/Hatherop/Quenington: Summary of Role & Function

7 Key Findings for each Settlement

7.13 Didmarton and Leighterton

Employment and People

- The employment data for Didmarton and Leighterton includes a number of other small settlements and also some isolated rural employment sites (such as Babdown Airfield) and part of Tetbury Industrial Estate. It therefore needs to be treated with caution. The area as a whole accounts for a significant number of jobs equating to 4.1% of the total number of jobs in the District. But this is most likely due to the influence of the employment sites that are not within the settlements of Didmarton and Leighterton.
- Didmarton / Leighterton and its surrounding area has a slightly higher than average proportion of people who are 'economically active'. Where the data 'fits' well for a settlement, this is a good measure of employment function.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. The employment data does not 'fit' well with the settlements of Didmarton or Leighterton. The whole area covered by the data has a high employment density ratio of 1.6, but this is reflective of the rural employment sites included in the area.

Retail

- This grouping has no retail function. It is possible that there is some basic retail sales at the petrol station.

Community Facilities

- The group has only 6 of the 18 facilities listed; a petrol station, primary school, pub, hall, church, sports pitch and play area. This suggests a reasonable level of facilities for settlements of this size, having an educational and social function.
- The group is ranked 26th out of 31 settlements in the study matrix.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. However, the data is based on Wards, and Didmarton and Leighterton fall within the same Ward, along with an number of smaller settlements and the edge of Tetbury, so the data

Key Findings for each Settlement 7

does not 'fit' too well for these two settlements. The area as a whole has a self containment level of over 46%, which is slightly above average. This shows that as an area, more people than average work within the same Ward.

- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Didmarton was graded as 'Adequate', and Leighterton was graded as 'Poor'.

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. The area covering Didmarton and Leighterton has a higher proportion of jobs in declining employment sectors but has a good balance of jobs to workers. The economically active population is decreasing in the area, as it is across all settlements in Cotswold District. The community service role of these settlements is vulnerable too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Medium	None	Very Limited	Minor

Didmarton/Leighterton: Summary of Role & Function

7 Key Findings for each Settlement

7.14 Down Ampney

Employment and People

- In terms of the presence of existing employment, the area that includes Down Ampney (as well as Poulton and 2 other small settlements) has a very limited role relative to other areas of the District. It accounts for only 1.1% of the total jobs in the District.
- The area has a slightly lower proportion of economically active people than the District average of 70%.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. However, the employment data does not 'fit' well with the settlement of Down Ampney, as Poulton and other small settlements are included too. The whole area covered by the data has a low employment density ratio of 0.6. This means that the area has a poor balance of jobs to workers - there are more workers than jobs. A higher proportion of jobs to workers is desirable to ensure that the employment needs and skills of the population are met and to reduce the need for out-commuting.

Retail

- The Village fulfils a 'Local Service Role', having a shop with a post office.

Community Facilities

- The village has 10 of the 18 facilities listed and is ranked joint 18th out of the 31 settlements studied.
- The survey indicates that the village has a retail, educational and social function to be expected of a settlement of this size.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. However, the data is based on Wards, and Down Ampney falls within the same Ward as Poulton and other smaller settlements. The area as a whole has a self containment level of 31%, which is well below average. This indicates that more people than average travel out of the Ward to work. The top destination for out-commuting was Swindon followed by Cirencester and North Wiltshire.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Down Ampney was graded as 'Reasonable'.

Key Findings for each Settlement 7

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. The area covering Down Ampney has a higher proportion of jobs in growth employment sectors. However, the economically active population is decreasing, as it is across all settlements in Cotswold District. The community service role of Down Ampney is vulnerable too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Very Limited	Very Limited	Very Limited	Minor

Down Ampney: Summary of Role & Function

7 Key Findings for each Settlement

7.15 Fairford

Employment and People

- Fairford is one of the 9 larger settlements in the District in terms of population size, with over 2000 people.
- If Fairford and Lechlade are considered together, given their close proximity, they account for nearly 4% of the jobs in the District. Together these settlements display a stronger employment role, in terms of the presence of existing employment, relative to the majority of other settlements in the District.
- Fairford could also logically be considered with the cluster of villages to its north - Coln St Aldwyns, Hatherop and Quenington. In this situation, over 5% of jobs are accounted for. However, the data for Coln St Aldwyns does include a number of very small settlements too, so should be treated with care. Removing the Coln St Aldwyns data, still leaves Fairford, Hatherop and Quenington accounting for nearly 4% of jobs within the District, which means that this area in general does have a strong employment role in terms of the presence of existing employment.
- Fairford has a slightly higher than average proportion of people who are 'economically active'. This is a good measure of employment function.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. For those settlements where the data 'fits' well, a high employment density ratio is a strong indicator to use to guide future development. Fairford has a low employment density ratio of 0.6. This means that the area has a poor balance of jobs to workers - there are more workers than jobs. A higher proportion of jobs to workers is desirable to ensure that the employment needs and skills of the population are met and to reduce the need for out-commuting.

Retail

- It is considered that Fairford fulfils the role of a 'District Centre'.
- Although it performs well in the MHE town centre retail rankings, at 3870th, the units are more limited in number and range than the six designated 'Town Centres'.
-
- It has 28 units in the town centre, 4 of which are convenience stores.

Community Facilities

- Fairford provides all of the community facilities listed and is joint third in the matrix.
- The town, perhaps, functions more highly than would be expected of a town of this size, which may reflect a large catchment area of people using these.

Key Findings for each Settlement 7

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. However, the data is based on Wards, and Fairford falls within the same Ward as Hatherop and Quenington. The area as a whole has a self containment level of 42%, which is below average. This indicates that more people than average travel out of the Ward to work. The top destination for out-commuting was Swindon followed by Cirencester and Kempsford-Lechlade Ward.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Fairford was graded as 'Adequate'. This grading is low given the strength of the Employment, Retail and Community roles that the town offers.

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment was assessed. Fairford has the potential for its employment role to increase as it has a higher proportion of jobs in growth employment sectors. However, its employment role is in danger of decreasing as it has an imbalance in terms of more workers than jobs. Also, its economically active population is decreasing which could undermine the economy in the future. Therefore decisions need to be taken through the Core Strategy on how best to support the current employment role and whether to facilitate the potential increase in the employment role of Fairford and achieve employment tailored to the skills of the local workforce.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Medium	Medium	Major	Very Limited

Fairford: Summary of Role & Function

7 Key Findings for each Settlement

7.16 Kemble

Employment and People

- In terms of the presence of existing employment, the area that includes Kemble (as well as Coates, Sapperton and other small settlements) has a very limited role relative to other areas of the District. It accounts for only 1.6% of the total jobs in the District.
- Kemble and its surrounding area, has a slightly higher than average proportion of people who are 'economically active'. Where the data 'fits' well for a settlement, this is a good measure of employment function.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. The employment data does not 'fit' well with the settlement of Kemble, as a Coates, Sapperton and other small settlements are included too. The whole area covered by the data has a low employment density ratio of 0.7. This means that the area has a poor balance of jobs to workers - there are more workers than jobs. A higher proportion of jobs to workers is desirable to ensure that the employment needs and skills of the population are met and to reduce the need for out-commuting.

Retail

- It is considered that Kemble may fulfil the role of a 'Local Centre', although it does not have a bank or pharmacy.

Community Facilities

- Kemble has 11 of the 18 facilities listed and is ranked 13th out of the 31 study settlements.
- A broad range of facilities are provided, with the village performing a retail, employment, primary level education and social functions, along with a GP providing primary medical care.
- The village perhaps functions above the level that would be expected for a settlement of that size.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. However, the data is based on Wards, and Kemble falls within the same Ward as Coates, Sapperton and other small settlements. The area as a whole has a self containment level of 27%, which is the lowest in the District. Many people travel out of the Ward to work. The top destination for out-commuting was Cirencester followed by Swindon and North Wiltshire.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Kemble was graded as 'Limited'. Although Kemble has a railway station with regular and convenient train services, the bus services linking it to surrounding settlements are limited.

Key Findings for each Settlement 7

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. The area covering Kemble has a decreasing economically active population, as it is across all settlements in Cotswold District. The community service function of Kemble is vulnerable too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Minor	Minor	Minor	Very Limited *plus train station

Kemble: Summary of Role & Function

7 Key Findings for each Settlement

7.17 Kempsford

Employment and People

- In terms of the presence of existing employment, the area including Kempsford (and Whelford) has a very limited role relative to other areas of the District. It accounts for only 1.2% of the total jobs in the District.
- Kempsford and its surrounds (which includes Fairford Airbase and Whelford) has a higher than average proportion of people who are 'economically active'. Where the data 'fits' well for a settlement, this is a good measure of employment function.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. For those settlements where the data 'fits' well, a high employment density ratio is a strong indicator to use to guide future development. Kempsford has a low employment density ratio of 0.7. This means that the area has a poor balance of jobs to workers - there are more workers than jobs. A higher proportion of jobs to workers is desirable to ensure that the employment needs and skills of the population are met and to reduce the need for out-commuting.

Retail

- The village is considered to have a 'local service role' as it has a post office.

Community Facilities

- The village has 7 of the 18 facilities listed; a post office, pre and primary school, pub, hall, church and children's play area, fulfilling a primary retail, educational role and social role.
- The village is 24th out of the 31 study settlements in the facilities matrix.
- There is no employment estate, but the Parish Council did want it noted that there is local employment in the village.

Travel and Relationship

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. However, the data is based on Wards, and Kempsford falls within the same Ward as Lechlade. The area as a whole has a self containment level of nearly 34%, which is well below average. This indicates that more people than average travel out of the Ward to work. The top destination for out-commuting was Swindon followed by West Oxfordshire and Fairford.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Kempsford was graded as 'Poor'.

Key Findings for each Settlement 7

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. Kempsford has a higher proportion of jobs in declining employment sectors and the economically active population is decreasing, as it is across all settlements in Cotswold District. The community service role of Kempsford is vulnerable too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Minor	Very Limited	Very Limited	Very Limited

Kempsford: Summary of Role & Function

7 Key Findings for each Settlement

7.18 Lechlade-on-Thames

Employment and People

- Lechlade is one of the 9 larger settlements in the District in terms of population size, with over 2000 people.
- If Lechlade and Fairford are considered together, given their close proximity, they nearly account for 4% of the jobs in the District. Together these settlements display a stronger employment role, in terms of the presence of existing employment, relative to the majority of other settlements in the District.
- The population of Lechlade has a slightly lower proportion of economically active people than the District average of 70%. Places with lower economically active rates could be the focus of new residential development if it was shown that this would help bolster economic activity levels and maintain an existing employment function in a settlement.
-
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. For those settlements where the data 'fits' well, a high employment density ratio is a strong indicator to use to guide future development. Lechlade has a low employment density ratio of 0.5. This means that the area has a poor balance of jobs to workers - there are more workers than jobs. A higher proportion of jobs to workers is desirable to ensure that the employment needs and skills of the population are met and to reduce the need for out-commuting.

Retail

- It is considered that Lechlade fulfils a 'district centre' retail role.
- The town centre is ranked 5720th nationally and 8th in the District.
-
- It has 36 retail units, 4 of which are convenience stores.

Community Facilities

- The town provides most of the services expected for a settlement of its size. From the matrix, it does not have a secondary school, hospital or leisure centre, which are the type of facility more usually found in a larger settlement.
- The town is ranked 8th in the community facilities matrix out of 31 settlements.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. The data is based on Wards, and Lechlade falls within the same Ward as Kempford.

Key Findings for each Settlement 7

The area as a whole has a self containment level of nearly 34%, which is well below average. This indicates that more people than average travel out of the Ward to work. The top destination for out-commuting was Swindon followed by West Oxfordshire and Fairford.

- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Lechlade was graded as 'Good' (the highest grading).

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment was assessed. Lechlade has the potential for its employment role to increase as it has a higher proportion of jobs in growth employment sectors. However, its employment role is in danger of decreasing as it has an imbalance in terms of more workers than jobs. Also, its economically active population is decreasing which could undermine the economy in the future. Therefore decisions need to be taken through the Core Strategy on how best to support the current employment role and whether to facilitate the potential increase in the employment role of Lechlade and achieve employment tailored to the skills of the local workforce.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Minor	Medium	Medium	Minor

Lechlade-on-Thames: Summary of Role & Function

7 Key Findings for each Settlement

7.19 Mickleton

Employment and People

- In terms of the employment analysis, Mickleton falls within the 'surrounding area' of Chipping Campden. The area accounts for over 5% of the jobs in the whole District. Therefore this area in the very north of the District has a stronger employment role, in terms of the presence of existing employment, relative to the majority of other areas in the District.
- The population of Mickleton has a lower proportion of economically active people than the District average of 70%. Places with lower economically active rates could be the focus of new residential development if it was shown that this would help bolster economic activity levels and maintain an existing employment function in a settlement.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. For those settlements where the data 'fits' well, a high employment density ratio is a strong indicator to use to guide future development. Mickleton has a low employment density ratio of 0.4, which means that there is a poor balance of jobs to workers (there are more workers than jobs).

Retail

- It is considered that Mickleton fulfils the role of a 'local centre' although it does not have a bank or pharmacy. However, it does provide a range of small shops of a local nature, serving a small catchment.

Community Facilities

- Mickleton has 11 of the facilities listed and is ranked 14th out of 31 settlements in the matrix.
- It provides the type of facility expected for a town of this size in terms of retail, education and social function, but is lacking any medical provision and it is not on the mobile library route.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. The data is based on Wards, and Mickleton falls within the same Ward as Willersey and Chipping Campden. The area as a whole has a self containment level of over 50%. This is above average and shows that as a group, these settlements are more sustainable in terms of travel patterns than other areas of the District.
- The level of 'in-commuting' is a good indicator of the settlements that have a stronger employment role relative to other settlements in the District because they act as destinations for in-commuters. The data is based on Wards, and Mickleton falls within the same Ward as Chipping Campden and Willersey. The Ward is the second most popular destination for in-commuters, with nearly 3% of

Key Findings for each Settlement 7

the journeys originating from within and outside the District ending in the Campden-Vale Ward. In-commuters mostly came from Wychavon followed by Stratford-on-Avon. This area has a strong employment role relative to other areas in the District.

- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Mickleton was graded as 'Limited'.

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. Mickleton has a higher proportion of jobs in growth employment sectors. However, the economically active population is decreasing which will undermine the economy in the future. Mickleton is one of the six settlements in the District where the impact of a declining economically active population is more extreme. The community service role of Mickleton is vulnerable too. Therefore decisions need to be taken through the Core Strategy on whether to boost the economically active population to help support the current employment role of Mickleton, and on how best to maintain and support the community services function.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Minor	Minor	Minor	Medium

Mickleton: Summary of Role & Function

7 Key Findings for each Settlement

7.20 Moreton-in-Marsh

Employment and People

- Moreton-in-Marsh is the fourth largest settlement in terms of population size in the District, with just over 3,000 people.
- Half of all jobs in the District are found in just five settlements. Moreton in Marsh is one of these, accounting for almost 5% of the jobs. In terms of the presence of existing employment, Moreton displays a stronger employment role relative to the majority of other settlements in the District.
- The population of Moreton-in-Marsh has a slightly lower proportion of economically active people than the District average of 70%. Places with lower economically active rates could be the focus of new residential development if it was shown that this would help bolster economic activity levels and maintain an existing employment function in a settlement.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. For those settlements where the data 'fits' well, a high employment density ratio is a strong indicator to use to guide future development. Moreton has a reasonably high employment density ratio of 1.3, which means that there is a good balance of jobs to workers (there are more jobs than workers).

Retail

- It is considered that Moreton-in-Marsh fulfils a 'town centre' retail role in the District.
- The town centre is ranked 2779th nationally and 4th in the District.
- It has 83 retail units of which 6 are convenience stores.

Community Facilities

- The town provides most of the facilities expected in a town of this size apart from a secondary school and a fully accessible leisure centre.
- The town is ranked 5th out of 31 settlements in the matrix.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. Moreton has a self containment level of over 50%. This is above average and shows that it is a more sustainable settlement in terms of travel patterns than most other settlements in the District.

Key Findings for each Settlement 7

- The level of 'in-commuting' is a good indicator of the settlements that have a stronger employment role relative to other settlements in the District because they act as destinations for in-commuters. Moreton is the fourth most popular destination for in-commuters, with 1.8% of the journeys originating from within and outside the District ending in the town. In-commuters mostly came from Stratford-on-Avon followed by Wychavon. Moreton has a strong employment role relative to other settlements in the District.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Moreton was graded as 'Good' (the highest grading). Moreton also has a railway station with regular and convenient train services, and the bus services linking it to surrounding settlements are regular and convenient too.

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment was assessed. Moreton has the potential for its employment role to increase as it has a higher proportion of jobs in growth employment sectors and it has a good balance of jobs to workers. However, the economically active population is decreasing which will undermine the economy in the future. Moreton is one of the six settlements in the District where the impact of a declining economically active population is more extreme. Therefore decisions need to be taken through the Core Strategy on whether to boost the economically active population to help support the current employment role of Moreton and whether to facilitate the potential increase in the employment role too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Medium	Major	Major	Major

Moreton-in-Marsh: Summary of Role & Function

7 Key Findings for each Settlement

7.21 North Cerney

Employment and People

- In terms of the presence of existing employment, the area covering North Cerney (and a number of other small settlements) does have an employment function; it accounts for 3.4% of the total number of jobs in the District. However, this high number of jobs is clearly the influence of the rural employment sites included in the area and is not reflective of the employment provided in North Cerney itself.
- The area including North Cerney has a lower proportion of economically active people than the District average of 70%.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. The employment data does not 'fit' well with the settlement of North Cerney. The whole area covered by the data has a high employment density ratio of 1.5, but this is reflective of the presence of rural employment sites.

Retail

- North Cerney has no retail role.

Community Facilities

- North Cerney has 8 of the 18 facilities listed and is ranked 25th out of the 31 settlements surveyed.
- It has a primary school and scores well in terms of social facilities, which is to be expected in a village of this size.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. The data is based on Wards, and North Cerney is considered alongside a number of other small settlements. The area as a whole has a self containment level of nearly 42%, which is below average. This indicates that more people than average travel out of the Ward to work. The top destination for out-commuting was Cirencester followed by Cheltenham and Swindon.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for North Cerney was graded as 'Reasonable'.

Key Findings for each Settlement 7

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. The area covering North Cerney has a higher proportion of jobs in growth employment sectors and has a good balance of jobs to workers. This is due to the influence of the rural employment sites also located in this area. The economically active population is decreasing in the area as it is across all settlements in Cotswold District. The community service role of the North Cerney is vulnerable too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Minor	None	Very Limited	Minor

North Cerney: Summary of Role & Function

7 Key Findings for each Settlement

7.22 Northleach

Employment and People

- The population of Northleach, according to the 2001 census, was just over 1900 people. This makes it about the 10th largest settlement in the District in terms of population size.
- In terms of the presence of existing employment, Northleach, has a very limited role relative to the other settlements in the District. It accounts for only 1% of the total jobs in the District.
- The population of Northleach has a slightly lower proportion of economically active people than the District average of 70%. Places with lower economically active rates could be the focus of new residential development if it was shown that this would help bolster economic activity levels and maintain an existing employment function in a settlement.
-
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. For those settlements where the data 'fits' well, a high employment density ratio is a strong indicator to use to guide future development. Northleach has a low employment density ratio of 0.4. This means that the area has a poor balance of jobs to workers - there are more workers than jobs. A higher proportion of jobs to workers is desirable to ensure that the employment needs and skills of the population are met and to reduce the need for out-commuting.

Retail

- Northleach fulfils a 'local centre' role in the District, with a range of small shops.
- The town does not have a national ranking but is 9th in the District.
-
- It has 13 retail units, with 4 being convenience stores.

Community Facilities

- Northleach has 13 of the 18 facilities listed and is ranked 10th in the matrix.
- Most facility groupings are provided. The missing facilities are a bank, garage, secondary school, hospital and leisure centre, most of which are usually found in larger settlements.
- The lack of a bank in a town of this size is perhaps surprising, until the small size of the retail offer is examined and the recent trend of bank branch closures is taken into account.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. Northleach has a self containment level of nearly 37%, which is below average. This indicates that more people than average travel out of the Ward to work. The top destination for out-commuting was Cheltenham followed by Cirencester and Bourton-on-the-Water.

Key Findings for each Settlement 7

- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Northleach was graded as 'Good' (the highest grading).

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. Northleach has the potential for its employment role to increase as it has a higher proportion of jobs in growth employment sectors. However, its employment role is in danger of decreasing as it has an imbalance in terms of more workers than jobs. Also, its economically active population is decreasing which could undermine the economy in the future. The community service function of Northleach is vulnerable too. Therefore decisions need to be taken through the Core Strategy on whether to, and how best to, maintain and possibly increase the existing employment role and support the community service function of Northleach.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Very Limited	Minor	Minor	Minor

Northleach: Summary of Role & Function

7 Key Findings for each Settlement

7.23 Poulton

Employment and People

- In terms of the presence of existing employment, the area that includes Poulton (as well as Down Ampney and 2 other small settlements) has a very limited role relative to other areas of the District. It accounts for only 1.1% of the total jobs in the District.
- The area has a slightly lower proportion of economically active people than the District average of 70%.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. The employment data does not 'fit' well with the settlement of Poulton, as Down Ampney and other small settlements are included too. The whole area covered by the data has a low employment density ratio of 0.6. This means that the area has a poor balance of jobs to workers - there are more workers than jobs. A higher proportion of jobs to workers is desirable to ensure that the employment needs and skills of the population are met and to reduce the need for out-commuting.

Retail

- Poulton fulfils a 'local service role' as it has a shop and post office.

Community Facilities

- Poulton has 9 of the 18 facilities listed. It is ranked 23rd out of 31 in the facilities matrix.
- It performs a primary retail and social function and also has an employment estate. The lack of a primary school is perhaps surprising for a village of this size.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. The data is based on Wards, and Poulton falls within the same Ward as Down Ampney and other smaller settlements. The area as a whole has a self containment level of 31%, which is well below average. This indicates that more people than average travel out of the Ward to work. The top destination for out-commuting was Swindon followed by Cirencester and North Wiltshire.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Poulton was graded as 'Good' (the highest grading).

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. The area covering Poulton has a higher proportion of jobs in

Key Findings for each Settlement 7

growth employment sectors. However, the economically active population is decreasing as it is across all settlements in Cotswold District. The community service role of Poulton is vulnerable too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Very Limited	Very Limited	Very Limited	Minor

Poulton: Summary of Role & Function

7 Key Findings for each Settlement

7.24 Sapperton

Employment and People

- In terms of the presence of existing employment, the area that includes Sapperton (as well as Coates, Kemble and other small settlements) has a very limited role relative to other areas of the District. It accounts for only 1.6% of the total jobs in the District.
- Sapperton and the surrounding area, has a slightly higher than average proportion of people who are 'economically active'. Where the data 'fits' well for a settlement, this is a good measure of employment function.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. The employment data does not 'fit' well with the settlement of Sapperton, as a Kemble, Coates and other small settlements are included too. The whole area covered by the data has a low employment density ratio of 0.7. This means that the area has a poor balance of jobs to workers - there are more workers than jobs. A higher proportion of jobs to workers is desirable to ensure that the employment needs and skills of the population are met and to reduce the need for out-commuting.

Retail

- Sapperton has no retail function.

Community Facilities

- The village has only three of the 18 facilities listed; a primary school, pub and play area. The village is ranked last in the facilities matrix.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. However, the data is based on Wards, and Sapperton falls within the same Ward as Coates, Kemble and other small settlements. The area as a whole has a self containment level of 27%, which is the lowest in the District. Many people travel out of the Ward to work. The top destination for out-commuting was Cirencester followed by Swindon and North Wiltshire.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Sapperton was graded as 'Reasonable'.

Key Findings for each Settlement 7

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. The area covering Sapperton has a decreasing economically active population, as it is across all settlements in Cotswold District. The community service function of Sapperton is vulnerable too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Minor	None	Very Limited	Very Limited

Sapperton: Summary of Role & Function

7 Key Findings for each Settlement

7.25 Siddington

Employment and People

- The employment data relating to Siddington includes the edge of Cirencester (part of Love Lane Industrial Estate) and the smaller settlement of Preston. The presence of existing jobs is high - over 1200 - due to the presence of part of the Industrial Estate. As part of Cirencester, Siddington and its surrounding area, has a strong employment role in terms of existing employment.
- Siddington and the surrounding area has a slightly higher than average proportion of people who are 'economically active'. Where the data 'fits' well for a settlement, this is a good measure of employment function.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. For those settlements where the data 'fits' well, a high employment density ratio is a strong indicator to use to guide future development. Siddington and its surrounding area has high employment density ratio of 1.5, which means that there is a good balance of jobs to workers (there are more jobs than workers). This is reflective of the presence of the Industrial Estate included in the area, rather than Siddington itself.

Retail

- It is considered that Siddington fulfils a 'local service role' having a shop and post office.

Community Facilities

- The village has 9 of the 18 facilities listed, with a primary retail, educational and social function.
- The village is ranked 21 out of the 31 settlements in the facilities matrix and performs well considering its close proximity to Cirencester.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. The data is based on Wards and Siddington falls within the same Ward as South Cerney, the edge of Cirencester and some small settlements. The whole area has a self containment level of nearly 35%, which is well below average. This indicates that more people than average travel out of the Ward to work. The top destination for out-commuting was Cirencester followed by Swindon and North Wiltshire.
- The level of 'in-commuting' is a good indicator of the settlements that have a stronger employment role relative to other settlements in the District because they act as destinations for in-commuters. The Water Park Ward is the third most popular destination for in-commuters, with over 2.5% of the journeys originating from within and outside the District ending in the Ward. This will be influenced by the Love Lane Industrial Estate on the edge of Cirencester which is included in the area. Compared with the level of self containment, the indicators show a lot of population movement occurring in this area - with many people out- and in- commuting.

Key Findings for each Settlement 7

- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Siddington was graded as 'Good' (the highest grading).

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. The area covering Siddington has a higher proportion of jobs in declining employment sectors but has a good balance of jobs to workers. This is most likely due to the influence of the employment sites on the edge of Cirencester also located in this area. The economically active population is decreasing in the area as it is across all settlements in Cotswold District. The community service role of the Siddington is vulnerable too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Medium	Very Limited	Very Limited	Medium

Siddington: Summary of Role & Function

7 Key Findings for each Settlement

7.26 South Cerney

Employment and People

- South Cerney is one of the 9 larger settlements in the District in terms of population size, with over 2000 people.
- Half of all jobs in the District are found in just five settlements. South Cerney is one of these, accounting for almost 5% of the jobs. When South Cerney is considered with its surrounding area, the area has the most number of jobs after Cirencester. Therefore, in terms of the presence of existing employment, South Cerney displays a stronger employment role relative to the majority of other settlements in the District.
- South Cerney has a higher than average proportion of people who are 'economically active'. This is a good measure of employment function.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. For those settlements where the data 'fits' well, a high employment density ratio is a strong indicator to use to guide future development. South Cerney has one of the highest employment density ratios in the District of 1.6, which means that there is a good balance of jobs to workers (there are more jobs than workers).

Retail

- It is considered South Cerney has a 'Local Centre' retail role in the District, with a small range of shops serving a small catchment.
- Although considered in the Retail Study 2012 it is not large enough to have a national ranking, but is ranked 10th in the District, with 11 retail units, 1 of which is classed as a convenience store.

Community Facilities

- The village has 14 of the 18 facilities listed, offering a broad range of services. The facilities not present are those which are usually found in towns: a bank, secondary school, hospital and leisure centre.
- The village is ranked 9th out of the 31 settlements in the community facilities matrix.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. The data is based on Wards and South Cerney falls within the same Ward as Siddington, the edge of Cirencester and some small settlements. The whole area has a self containment level of nearly 35%, which is well below average. This indicates that more people than average travel

Key Findings for each Settlement 7

out of the Ward to work. The top destination for out-commuting was Cirencester followed by Swindon and North Wiltshire.

- The level of 'in-commuting' is a good indicator of the settlements that have a stronger employment role relative to other settlements in the District because they act as destinations for in-commuters. The data is based on Wards. The Water Park Ward is the third most popular destination for in-commuters, with over 2.5% of the journeys originating from within and outside the District ending in the Ward. This will be influenced by the Love Lane Industrial Estate on the edge of Cirencester which is included in this area. Compared with the level of self containment, the indicators show a lot of population movement occurring in this area - with many people out- and in- commuting.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for South Cerney was graded as 'Good' (the highest grading).

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. South Cerney has the potential for its employment role to increase as it has a higher proportion of jobs in growth employment sectors and it has a good balance of jobs to workers. The economically active population is decreasing which could undermine the economy in the future. The community service role is vulnerable too. Therefore decisions need to be taken through the Core Strategy on whether to, and how to, facilitate the potential increase in the employment role of South Cerney, and support the current community service function.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Major	Minor	Minor	Medium

South Cerney: Summary of Role & Function

7 Key Findings for each Settlement

7.27 Stow-on-the-Wold

Employment and People

- Stow on the Wold is one of the 9 larger settlements in the District in terms of population size, with over 2000 people.
- Stow-on-the-Wold accounts for a significant number of jobs, over 1100, which is around 2.8% of the District total. Therefore, in terms of the presence of existing employment, Stow-on-the-Wold displays a stronger employment role relative to the majority of other settlements in the District.
- The population of Stow-on-the-Wold has a similar proportion of economically active people than the District average of 70%. This is a good measure of employment function.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. For those settlements where the data 'fits' well, a high employment density ratio is a strong indicator to use to guide future development. Stow has an employment density ratio of 1.1, which means that there is a fairly good balance of jobs to workers (there are slightly more jobs than workers).

Retail

- The town is considered to fulfil a 'town centre' role in the District.
- The town centre is ranked 1789th nationally and 2nd in the District, with 147 shops, 12 of which are convenience stores.
- It has a localised retention rate of 33% for convenience shopping, and 67% within the whole District, reflecting the strong performance of the Tesco store.
- It has a large number of comparison stores, at 80, which is second only to Cirencester. This partly is due to the large number of tourists attracted to the town.

Community Facilities

- The town has 15 of the 18 facilities listed, offering a good range of services across the board.
- The missing facilities are a secondary school, a hospital and a leisure centre. These are provided in nearby towns and it would be unlikely that the town would grow sufficiently large in the plan period to warrant the provision of these higher function facilities.
- The town is ranked 7th out of the 31 settlements in the facilities matrix.

Key Findings for each Settlement 7

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. Stow-on-the-Wold has a self containment level of over 50%. This is above average and shows that it is a more sustainable settlement in terms of travel patterns than other settlements in the District.
- The level of 'in-commuting' is a good indicator of the settlements that have a stronger employment role relative to other settlements in the District because they act as destinations for in-commuters. Stow is the seventh most popular destination for in-commuters, with over 1.5% of the journeys originating from within and outside the District ending in the town. In-commuters mostly came from Moreton-in-Marsh followed by 'Rest of England & Wales'. Stow has a strong employment role relative to other settlements in the District.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is all relative to other settlements in the District. The assessment for Stow was graded as 'Good' (the highest grading).

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment was assessed. Stow has the potential for its employment role to increase as it has a higher proportion of jobs in growth employment sectors. However, the economically active population is decreasing which will undermine the economy in the future. Stow is one of the six settlements in the District where the impact of a declining economically active population is more extreme. Therefore decisions need to be taken through the Core Strategy on whether to boost the economically active population to help support the current employment role of Stow, and whether to facilitate the potential increase in the employment role too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Medium	Major	Medium	Major

Stow-on-the-Wold: Summary of Role & Function

7 Key Findings for each Settlement

7.28 Temple Guiting

Employment and People

- In terms of the presence of existing employment, the area covering Temple Guiting (and a number of other small settlements) does have an employment function; it accounts for 2.1% of the total number of jobs in the District.
- Temple Guiting and its surrounding area has a slightly higher than average proportion of people who are 'economically active'. Where the data 'fits' well for a settlement, this is a good measure of employment function.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. The employment data does not 'fit' well with the settlement of Temple Guiting as a number of small settlements are included too. The whole area covered by the data has a low employment density ratio of 0.8. This means that the area has a poor balance of jobs to workers - there are more workers than jobs. A higher proportion of jobs to workers is desirable to ensure that the employment needs and skills of the population are met and to reduce the need for out-commuting.

Retail

- It is considered that the village fulfils a 'local service role', having a shop and post office.

Community Facilities

- Temple Guiting has 10 of the facilities listed, and is ranked 20th out of the 31 settlements in the facilities matrix.
- The village performs a primary retail, education and social function. It also has an employment estate.

Travel and Relationship

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. However, the data is based on Wards, and Temple Guiting falls in a Ward with a number of smaller settlements, so the data does not 'fit' too well. The area as a whole has a self containment level of nearly 50%, which is above average. This shows that as an area, it is more sustainable in terms of travel patterns than other areas of the District.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Temple Guiting was graded as 'Very Limited'.

Key Findings for each Settlement 7

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. The area covering Temple Guiting has a higher proportion of jobs in growth employment sectors. However, the area has an imbalance in terms of more workers than jobs. Also, the economically active population is decreasing, as it is across all settlements in the District. The community service function of Temple Guiting is vulnerable too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Minor	Very Limited	Minor	Minor

Temple Guiting: Summary of Role & Function

7 Key Findings for each Settlement

7.29 Tetbury

Employment and People

- Tetbury is the second largest settlement in terms of population size in the District. It has over 5,000 people.
- Half of all jobs in the District are found in just five settlements. Tetbury is one of these, accounting for almost 5% of the jobs. In terms of the presence of existing employment, Tetbury displays a stronger employment role relative to the majority of other settlements in the District.
- Tetbury has a slightly higher than average proportion of people who are 'economically active'. This is a good measure of employment function.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. For those settlements where the data 'fits' well, a high employment density ratio is a strong indicator to use to guide future development. Tetbury itself has a low employment density ratio of 0.7, but part of Tetbury's main employment area is included in another data set which had a higher employment density of 1.6. The data therefore needs to be interpreted with care. Although it would seem as though the ratio of jobs to workers is on the low side compared to the other main settlements in the District. A higher proportion of jobs to workers is desirable to ensure that the employment needs and skills of the population are met and to reduce the need for out-commuting.

Retail

- It is considered that Tetbury fulfils the role of 'Town Centre', being one of the principal centres in the District.
- Nationally the town centre is ranked 3321st, which is 5th in the District.
- There are 104 retail units in the town centre, 5 of which are convenience stores.
- The town retains 31% of convenience store spending, reflecting the influence of the Tesco store.
- Tetbury also is a big draw for tourists which has contributed to the high number, 64, of comparison units.

Community Facilities

- Tetbury performs well in terms of the range of services and facilities it offers. It has every one of the facilities listed and is ranked joint 1st in the facilities matrix.

Key Findings for each Settlement 7

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. Tetbury has a self containment level of over 43%, which is just below average. This indicates that more people than average travel out of the Ward to work. The top destination for out-commuting was North Wiltshire followed by Cirencester and Stroud District.
- The level of 'in-commuting' is a good indicator of the settlements that have a stronger employment role relative to other settlements in the District because they act as destinations for in-commuters. Tetbury is the fifth most popular destination for in-commuters, with 1.7% of the journeys originating from within and outside the District ending in the town.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Tetbury was graded as 'Good' (the highest grading).

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment was assessed. Tetbury has the potential for its employment role to increase as it has a higher proportion of jobs in growth employment sectors. However, it's employment role is in danger of decreasing as it has an imbalance in terms of more workers than jobs. Also, it's economically active population is decreasing which could undermine the economy in the future. Therefore decisions need to be taken through the Core Strategy on how best to support the current employment role and whether to facilitate the potential increase in the employment role too and achieve employment tailored to the skills of the local workforce.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Medium	Major	Major	Medium

Tetbury: Summary of Role & Function

7 Key Findings for each Settlement

7.30 Upper Rissington

Employment and People

- In terms of the presence of existing employment, the area that includes Upper Rissington (as well as other small settlements) has a very limited role relative to other areas of the District. It accounts for only 1.2% of the total jobs in the District.
- Upper Rissington and its surrounding area has a higher than average proportion of people who are 'economically active'. Where the data 'fits' well for a settlement, this is a good measure of employment function.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. The employment data does not 'fit' well with the settlement of Upper Rissington, as a number of small settlements are included too. The whole area covered by the data has a low employment density ratio of 0.4. This means that the area has a poor balance of jobs to workers - there are more workers than jobs. A higher proportion of jobs to workers is desirable to ensure that the employment needs and skills of the population are met and to reduce the need for out-commuting.

Retail

- It is considered the village fulfils a 'local service role', having a village shop.

Community Facilities

- Upper Rissington has only 4 of the 18 facilities listed, these are a shop, employment estate, community hall and play area.
- The village is ranked 28th out of the 31 settlements in the facilities matrix.
- Whilst more facilities are due to be provided in the new development, until the planning permission is implemented these cannot be counted.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. However, the data is based on Wards, and Upper Rissington is considered alongside a number of small settlements. The area as a whole has a self containment level of 35%, which is well below average. This indicates that more people than average travel out of the Ward to work. The top destination for out-commuting was West Oxfordshire followed by Bourton-on-the-Water and Beacon-Stow Ward.
- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Upper Rissington was graded as 'Limited'.

Key Findings for each Settlement 7

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. The area covering Upper Rissington has a higher proportion of jobs in growth employment sectors. However, the area has an imbalance in terms of more workers than jobs. Also, the economically active population is decreasing, as it is across all settlements in the District. The community service function of Upper Rissington is vulnerable too.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Minor	Very Limited	Very Limited	Very Limited

Upper Rissington: Summary of Role & Function

7 Key Findings for each Settlement

7.31 Willersey

Employment and People

- Willersey and its surrounds accounts for a significant number of jobs, over 1000. This is over 2.5% of the District total. Therefore, in terms of the presence of existing employment, this area displays a stronger employment role relative to the majority of other settlements in the District.
- The population of Willersey and its surrounds has a lower proportion of economically active people than the District average of 70%. Places with lower economically active rates could be the focus of new residential development if it was shown that this would help bolster economic activity levels and maintain an existing employment function in a settlement.
- Employment density is a good indicator of employment function and the 'sustainability' of a settlement. For those settlements where the data 'fits' well, a high employment density ratio is a strong indicator to use to guide future development. Willersey has a high employment density ratio of 1.4, which means that there is a good balance of jobs to workers (there are more jobs than workers).

Retail

- It is considered that Willersey fulfils a 'local service role', having a village shop.

Community Facilities

- Willersey has 11 of the 18 facilities listed and is ranked 17th out of the 31 settlements in the facilities matrix.
- The facilities that are missing are the type that would be expected to be provided in towns rather than villages, perhaps with the exception of a GP.
- Willersey offers primary retail, education and social functions.

Travel and Relationships

- The level of 'self containment', in terms of travel to work journeys, provides a good measure of how sustainable a settlement is and the strength of its employment role relative to other settlements in the District. The data is based on Wards, and Willersey falls within the same Ward as Chipping Campden and Mickleton. The area as a whole has a self containment level of over 50%. This is above average and shows that as a group, these settlements are more sustainable in terms of travel patterns than other areas of the District.
- The level of 'in-commuting' is a good indicator of the settlements that have a stronger employment role relative to other settlements in the District because they act as destinations for in-commuters. The data is based on Wards, and Willersey falls within the same Ward as Chipping Campden and Mickleton. The Ward is the second most popular destination for in-commuters, with nearly 3% of the journeys originating from within and outside the District ending in the Campden-Vale Ward.

Key Findings for each Settlement 7

In-commuters mostly came from Wychavon followed by Stratford-on-Avon. This area has a strong employment role relative to other areas in the District.

- The assessment of public transport provision (bus services) provides a good indicator of the opportunity people have to use a more sustainable form of transport for employment and/or leisure purposes. The assessment grading is relative to other settlements in the District. The assessment for Willersey was graded as 'Good' (the highest grading).

Potential for Change

- The potential for increasing or decreasing the role of settlements in terms of employment and community services was assessed. Willersey has a higher proportion of jobs in declining employment sectors and the economically active population is decreasing which will undermine the economy in the future. Willersey is one of the six settlements in the District where the impact of a declining economically active population is more extreme. The community service role of Willersey is vulnerable too. Therefore decisions need to be taken through the Core Strategy on whether to tackle the potential decline in the employment role of Willersey, and how best to support the community services function.

Summary

Employment & People	Retail	Community Facilities	Sustainable Travel
Medium	Very Limited	Minor	Major

Willersey: Summary of Role & Function

8 Settlements and corresponding Lower Super Output Area Code/s

8 Settlements and corresponding Lower Super Output Area Code/s

Settlements within each LSOA (bold text signifies inclusion in Role and Function Study)	LSOA code (bold text corresponds with Map)	Ward Name
Ampney Crucis / Bibury (Ablington, Ampney St Peter, Ampney St Mary, Barnsley, Coln Rogers, Coln St Dennis, Winson)	E01022175 : Cotswold 005A	Ampney - Coln
Andoversford (Brockhampton, Hazleton, Notgrove, Salperton, Sevenhampton, Shipton, Turkedean, Whittington)	E01022216: Cotswold 004D	Sandywell
Avening (Ashley, Cherington, Culkerton, Long Newton, Rodmarton, Tarlton, and includes part of Kemble Airfield)	E01022176: Cotswold 011A	Avening
Birdlip (Brimpsfield, Cowley, Daglingworth, Duntisbourne Abbots, Edgeworth, Elkstone, Syde, Winstone)	E01022201 : Cotswold 004C	Ermin
Blockley (Aston Magna, Draycott, Paxford, and includes Northwick Park business centre)	E01022179 : Cotswold 001A	Blockley
Bourton-on-the-Water	E01022180 : Cotswold 003A	Bourton-on-the-Water (1)
Bourton-on-the-Water (Clapton on the Hill, Cold Aston)	E01022181 : Cotswold 003B	Bourton-on-the-Water (2)
Chedworth (Compton Abdale, Foxcote, Lower Dowdeswell, Upper Dowdeswell, Withington, Yanworth)	E01022186 : Cotswold 004A	Chedworth
Chipping Campden	E01022183: Cotswold 001C	Campden Vale (2)
Chipping Campden / Mickleton (Aston Subedge, Ebrington, Hidcote Boyce)	E01022184 : Cotswold 001D	Campden Vale (3)
Cirencester	E01022188 : Cotswold 006A	Cirencester Beeches (1)
Cirencester	E01022189 : Cotswold 006B	Cirencester Beeches (2)
Cirencester	E01022190 : Cotswold 006C	Cirencester Beeches (3)
Cirencester	E01022191 : Cotswold 008A	Cirencester Chesterton (1)
Cirencester	E01022192 : Cotswold 008B	Cirencester Chesterton (2)
Cirencester	E01022193 : Cotswold 008C	Cirencester Chesterton (3)
Cirencester	E01022194 : Cotswold 007A	Cirencester Park (1)
Cirencester (includes Royal Ag College, Cirencester College, Cirencester Park)	E01022195 : Cotswold 007B	Cirencester Park (2)
Cirencester (includes part of Stratton)	E01022196 : Cotswold 006D	Cirencester Stratton-Whiteway (1)
Cirencester (includes Stratton)	E01022197 : Cotswold 006E	Cirencester Stratton-Whiteway (2)
Cirencester	E01022198 : Cotswold 008D	Cirencester Watermoor (1)
Cirencester	E01022199 : Cotswold 007C	Cirencester Watermoor (2)
Cirencester	E01022200 : Cotswold 007D	Cirencester Watermoor (3)
Cirencester (edge of) / Siddington (Preston)	E01022225 : Cotswold 008E	Water Park (3)
Coln St Aldwyns (Aldsworth, Eastleach Turville, Farmington, Great Barrington, Little Barrington, Sherborne, Southrop, Windrush)	E01022215 : Cotswold 005D	Riversmeet
Didmarton / Leighterton (Beverston, Chavenage, Kingscote, Shipton Moyne, Tetbury Upton)	E01022206 : Cotswold 011B	Grumbolds - Ash
Down Ampney / Poulton (Driffield, Meysey Hampton)	E01022207 : Cotswold 005B	Hampton
Fairford (includes Horcott)	E01022203 : Cotswold 009B	Fairford (2)
Fairford	E01022204 : Cotswold 009C	Fairford (3)
Fairford (edge of) / Hatherop / Quenington	E01022202 : Cotswold 009A	Fairford (1)
Kemble / Coates / Sapperton (Ewen, Frampton Mansell, and includes part of Aston Down Airfield, includes part of Kemble Airfield)	E01022221 : Cotswold 010A	Thames Head

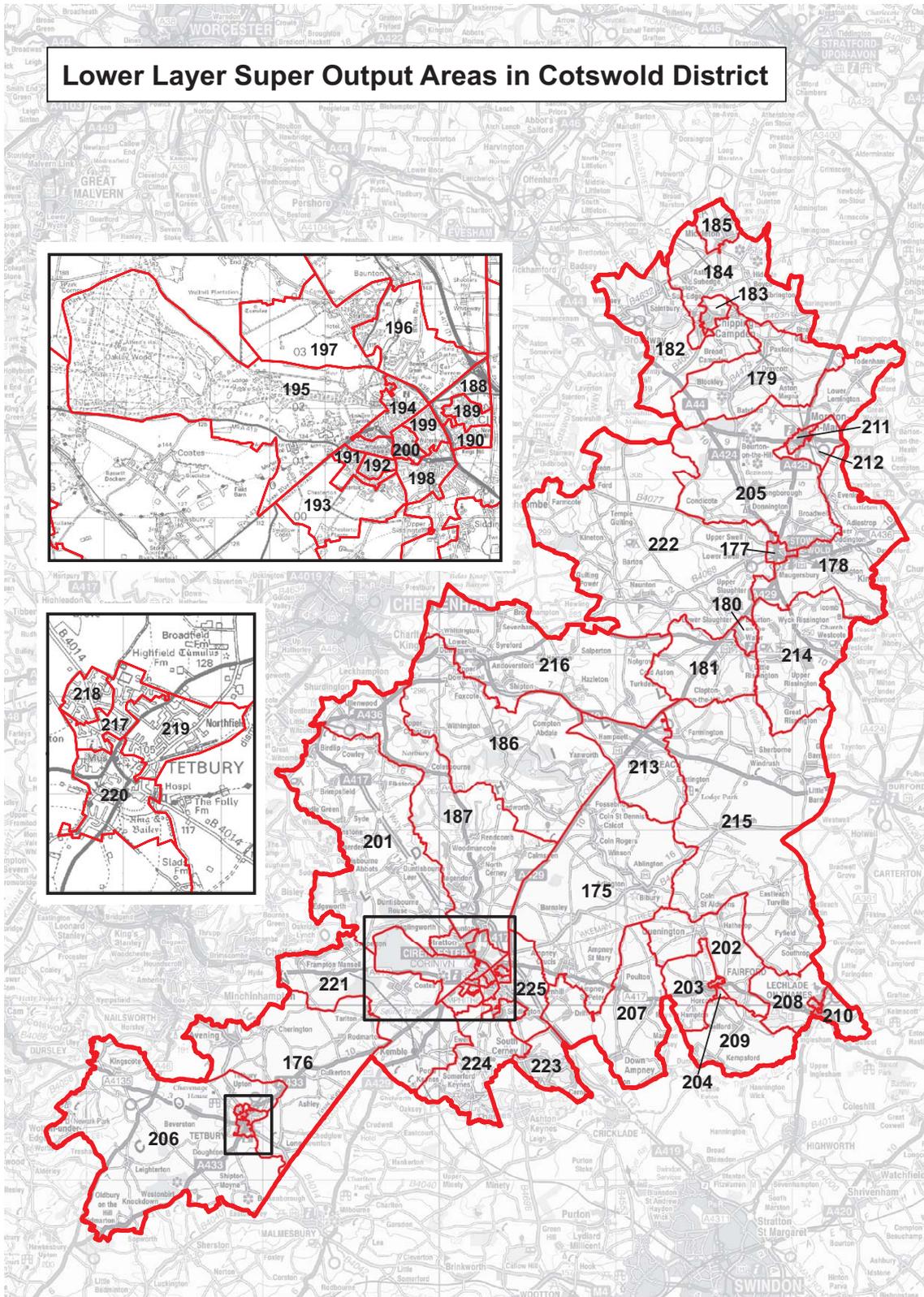
Settlements and corresponding Lower Super Output Area Code/s 8

Settlements within each LSOA (bold text signifies inclusion in Role and Function Study)	LSOA code (bold text corresponds with Map)	Ward Name
Kempsford (Whelford, and includes Fairford Airbase)	E01022209 : Cotswold 009E	Kempsford - Lechlade (2)
Lechlade-on-Thames	E01022208 : Cotswold 009D	Kempsford - Lechlade (1)
Lechlade-on-Thames	E01022210 : Cotswold 009F	Kempsford - Lechlade (3)
Mickleton (part of Mickleton included in LSOA Code 184)	E01022185 : Cotswold 001E	Campden Vale (4)
Moreton in Marsh	E01022211 : Cotswold 002D	Moreton-in-Marsh (1)
Moreton in Marsh (includes Fire Services College)	E01022212 : Cotswold 002E	Moreton-in-Marsh (2)
Northleach (Eastington, Hampnett)	E01022213 : Cotswold 005C	Northleach
North Cerney (Bagendon, Baunton, Calmsden, Coberley, Colesbourne, Rendcomb, Ullenwood, Woodmancote)	E01022187 : Cotswold 004B	Churn Valley
South Cerney	E01022223 : Cotswold 010B	Water Park (1)
South Cerney (part of) / Siddington (part of) (Poole Keynes, Somerford Keynes)	E01022224 : Cotswold 010C	Water Park (2)
Stow-on-the-Wold	E01022177 : Cotswold 002A	Beacon - Stow (1)
Temple Guiting (Guiting Power, Lower Swell, Lower Slaughter, Naunton, Upper Slaughter)	E01022222 : Cotswold 003D	Three Rivers
Tetbury	E01022217 : Cotswold 011C	Tetbury (1)
Tetbury	E01022218 : Cotswold 011D	Tetbury (2)
Tetbury	E01022219 : Cotswold 011E	Tetbury (3)
Tetbury	E01022220 : Cotswold 011F	Tetbury (4)
Upper Rissington (Church Westcote, Great Rissington, Icomb, Little Rissington, Westcote, Wyck Rissington)	E01022214 : Cotswold 003C	Rissingtons
Willersey (Broad Campden, Weston Subedge)	E01022182 : Cotswold 001B	Campden - Vale (1)
(Adlestrop, Bledington, Evenlode, Lower Oddington, Mangersbury, Upper Oddington)	E01022178 : Cotswold 002B	Beacon - Stow (2)
(Bourton on the Hill, Broadwell, Condicote, Donnington, Longborough, Todenham)	E01022205 : Cotswold 002C	Fosseridge

Table 1 Settlements within LSOA Codes and Wards

9 Map of Cotswold District with LSOA Code Boundaries

9 Map of Cotswold District with LSOA Code Boundaries



Map 1 Lower Super Output Area Code Map

Cotswold Retail Study 2012 Survey Area 10

10 Cotswold Retail Study 2012 Survey Area

10.1 Study/Survey Area Zone Map

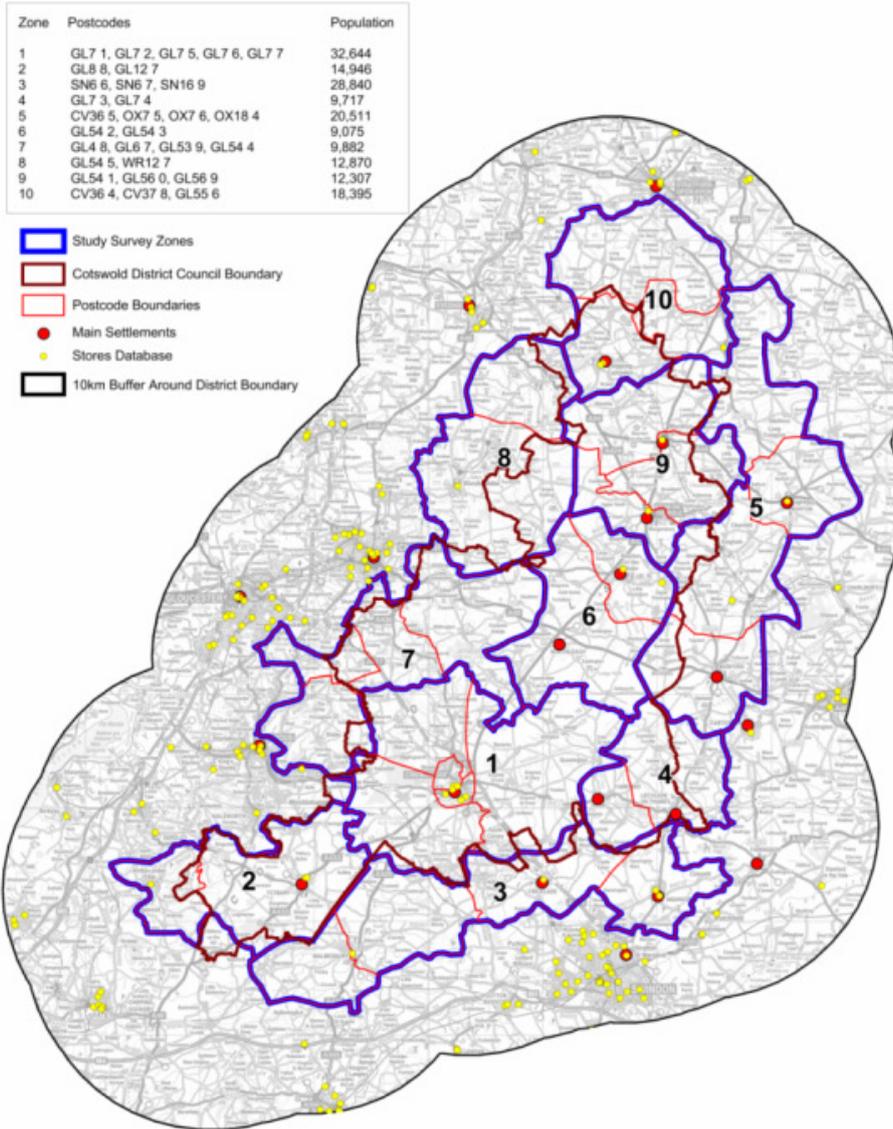
1. The zones and the composite main towns and villages are shown in the following table:

10.2 Zones and Towns/villages

Zone	Towns
Zone 1	Cirencester and South Cerney
Zone 2	Tetbury
Zone 3	Cricklade, Malmesbury and Highworth
Zone 4	Lechlade and Fairford
Zone 5	Chipping Norton and Burford
Zone 6	Bourton-on-the-Water and Northleach
Zone 7	Withington
Zone 8	Winchcombe
Zone 9	Stow-on-the-Wold and Moreton-in-Marsh
Zone 10	Chipping Campden

Table 2

10 Cotswold Retail Study 2012 Survey Area



Study Zones, Population and Main Stores

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Glossary and References 11

|| Glossary and References

Glossary

- **BRES** - Business Register and Employment Survey - undertaken by NOMIS.
- **Economically Active/ Inactive Population** - this is based on Census 2001 information for people aged 16 - 74 years old. Economically Active people include: Employees (full and part time); Self employed; Unemployed; Full time students. Economically Inactive people include: Retired; Student; Looking after home / family; permanently sick / disabled.
- **LDF** - Local Development Framework - term used to describe portfolio of planning documents for a Local Authority. No longer used. Replaced with 'Local Plan' through National Planning Policy Framework.
- **Lower Super Output Area (LSOA)**: A geographic hierarchy designed to improve the reporting of small area statistics in England and Wales. The areas are built from aggregating the Output Areas used in the 2001 Census of Population and the most common level used is the 'lower layer' Super Output Area (SOA) with a minimum size of 1,000 people and an average of 1,500. There are between 1 and 7 SOAs per local authority ward.
- **NOMIS** - organisation that provides official labour market statistics
- **Use Classes:**
 - A1 - retail
 - A2 - financial services
 - A3 - restaurant and cafe
 - A4 - drinking establishment
 - A5 - hot food take-away
 - B1 - business
 - B2 - general industrial
 - B8 - storage and distribution
 - C1 - hotel
 - C2 - residential institution
 - D1 - non residential institution
 - D2 - assembly and leisure
 - Sui Generis - other uses not included above.

References

- *A Functional Analysis of Settlements for the South West Regional Assembly* (Roger Tym and Partners, 2005)
- *Business Register and Employment Survey* (NOMIS 2010).

11 Glossary and References

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