



COTSWOLD
DISTRICT COUNCIL

Cotswold District Local Plan: Evidence Base

Economy Evidence Paper

January 2013

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Introduction – (updated March 2013)

1. The purpose of this Paper is to pull together the evidence base relevant to the economy of Cotswold District and put forward a set of economic policies and proposals for inclusion in the emerging *Cotswold District Local Plan 2011-2031*.
2. Since the adoption of the current *Cotswold District Local Plan 2001-2011* there have been several changes to the planning system, including the abolition of the regional tier of plan-making. The Local Development Framework (LDF) method for preparing new planning policy documents (e.g. Core Strategies) introduced in 2004 has been replaced through the Localism Act 2011 with a system of new style Local Plans.
3. The Council had progressed the preparation of an LDF Core Strategy through two 'Issues and Options' stages, including public consultation, and assembled a comprehensive evidence base. Following an independent review panel, it was decided that the most effective and efficient way of securing full planning control in the District was to prepare a comprehensive Local Plan rather than continue with preparing separate Core Strategy, Site Allocations and Development Management Documents. The Panel recognised that the evidence base was sufficiently well developed to enable a comprehensive Local Plan to be prepared for the District. The Local Plan will provide a District wide development strategy, site allocations and development management policies in one document.
4. This Economy Evidence Paper examines national, larger than local, and local planning policy documents, and the evidence base relevant to the economy in Cotswold District. Using this information and the findings from the public consultation on the *LDF Core Strategy: Second Issues and Options Paper (December 2010)*, a set of economic policies and settlement specific policies have been formulated which will be used as the basis for the relevant sections of the emerging *Cotswold District Local Plan 2011-2031*.
5. ***Please note that the Economy Evidence Paper was completed in January 2013 prior to the decision being made to prepare a comprehensive Local Plan. Therefore references to the Core Strategy and Development Plan Document remain, but should be interpreted as now meaning the emerging Local Plan.***

Policy Context

National Policy

6. The *National Planning Policy Framework (NPPF)* was published in March 2012, setting out the Government's planning policies for England and how these are expected to be applied. The NPPF replaces a whole swathe of previous national planning guidance and policy, including *Planning Policy Statement 4 'Planning for Sustainable Economic Growth'*.
7. The NPPF clearly states (*para 7*) that the purpose of the planning system is to contribute to the achievement of sustainable development. There are three dimensions to sustainable development: economic, social and environmental.

These give rise to the need for the planning system to perform several, mutually dependent, roles.

- The 'economic role' is described as *“contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure.”*
 - The social role is *“supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community’s needs and support its health, social and cultural well-being”.*
 - The environmental role is *“contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy”.*
8. These roles should not be undertaken in isolation. To achieve sustainable development, economic, social and environmental gains should be sought jointly and simultaneously through the planning system.
9. Pursuing sustainable development involves seeking positive improvements in the quality of the built, natural and historic environment, as well as in people’s quality of life, including: *“making it easier for jobs to be created in cities, towns and villages”* and *“improving the conditions in which people live, work, travel and take leisure”* (para 9, NPPF).
10. At the heart of the NPPF is a presumption in favour of sustainable development. Paragraph 14 explains that for plan-making this means that: *“Local planning authorities should positively seek opportunities to meet the development needs of their area; and Local Plans should meet objectively assessed needs, with sufficient flexibility to adapt to rapid change, unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole; or specific policies in the NPPF indicate development should be restricted”.* An example of a specific policy in the NPPF that restricts development is one that relates to an Area of Outstanding Natural Beauty.
11. The NPPF sets out 12 core planning principles. One in particular relates to the Economy (para 17, point 3): *“Planning should proactively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs. Every effort should be made objectively to identify and then meet the housing, business and other development needs of an area, and respond positively to wider opportunities for growth. Plans should take account of market signals, such as land prices and housing affordability, and set out a clear strategy for allocating sufficient land which is suitable for development in their area, taking account of the needs of the residential and business communities.”*

12. The Government is committed to securing economic growth and through the NPPF the Government wants to ensure that the planning system supports sustainable economic growth. To help achieve economic growth, local planning authorities should plan proactively to meet the development needs of business. The NPPF (*para 21*) states that in drawing up Local Plans, local planning authorities should:
- *Set out a clear economic vision and strategy for their area which positively and proactively encourages sustainable economic growth*
 - *Set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period*
 - *Support existing business sectors, taking account of whether they are expanding or contracting and, where possible, identify and plan for new and emerging sectors likely to locate in their area. Policies should be flexible enough to accommodate needs not anticipated in the plan and allow a rapid response to changes in economic circumstances*
 - *Plan positively for the location, promotion and expansion of clusters or networks of knowledge, creative or high technology industries.*
 - *Identify priority areas for economic regeneration, infrastructure provision and environmental enhancement*
 - *Facilitate flexible working practices such as the integration of residential and commercial uses within the same unit.*
13. With regard to employment site allocations, the NPPF (*para 22*) states that planning policies should avoid the long term protection of such sites where there is no reasonable prospect of a site being used for that purpose.
14. The NPPF also refers specifically to the rural economy. Planning policies should support economic growth in rural areas in order to create jobs and prosperity by taking a positive approach to sustainable new development.
15. The NPPF (*para 28*) states that local and neighbourhood plans should:
- *Support the sustainable growth and expansion of all types of business and enterprise in rural areas, both through conversion of existing buildings and well designed new buildings.*
 - *Promote the development and diversification of agricultural and other land-based rural businesses.*
 - *Support sustainable rural tourism and leisure developments that benefit businesses in rural areas, communities and visitors, and which respect the character of the countryside. This should include supporting the provision and expansion of tourist and visitor facilities in appropriate locations where identified needs are not met by existing facilities in rural service centres;*
 - *Promote the retention and development of local services and community facilities in villages, such as local shops, meeting places, sports venues, cultural buildings, public houses and places of worship.*
16. The NPPF (*para 42*) identifies that *advanced, high quality communications infrastructure is essential for sustainable economic growth*. It requires local planning authorities to support the expansion of electronic communications networks, including high speed broadband.
17. Minerals are essential to supporting sustainable economic growth (*para 142, NPPF*). Minerals are a finite resource and can only be worked where they are found. Sand and gravel, and hard rock quarries occur in Cotswold District.

Planning for minerals development is carried out by Gloucestershire County Council through the preparation of the Gloucestershire Minerals Local Plan.

18. The NPPF gives guidance to local planning authorities on preparing Local Plans. With regard to 'Business', paragraph 160 states the "*local planning authorities should have a clear understanding of business needs within the economic markets operating in and across their area*". Local Planning Authorities should work together with county and neighbouring authorities and with Local Enterprise Partnerships to prepare and maintain a robust evidence base to understand both existing business needs and likely changes in the market. They should also work with the business community to understand their changing needs and identify and address barriers to investment, including lack of housing, infrastructure or viability.
19. The evidence base should be used to assess (*para 161*):
 - *The needs for land or floorspace for economic development, including both the quantitative and qualitative needs for all foreseeable types of economic activity over the plan period, including for retail and leisure development.*
 - *The existing and future supply of land available for economic development and its sufficiency and suitability to meet the identified needs. Reviews of land available for economic development should be undertaken at the same time as, or combined with, SHLAA and should include a reappraisal of the suitability of previously allocated land.*
 - *The role and function of town centres and the relationship between them, including any trends in the performance of centres.*
 - *The capacity of existing centres to accommodate new town centre development.*
 - *Locations of deprivation which may benefit from planned remedial action.*
 - *The needs of the food production industry and any barriers to investment that planning can resolve.*
20. The evidence base that has been established to underpin the emerging Local Plan satisfies many of the requirements of the NPPF. In particular, the *Cotswold Economy Study 2012* and the *Role and Function Study of Settlements Study 2012* were prepared in the context of the NPPF. The economic policies and proposals in the *Draft Local Plan: Core Strategy 2011-2031* must also meet the requirements of, and accord with, the NPPF.

Larger than Local: Other Strategy / Policy Documents

21. There are several documents that have been published by other authorities or organisations that are relevant to the economy of Cotswold District. These form an important element of the evidence base and have been analysed to ensure a coherent approach is taken towards the economy of the District.
22. A brief discussion is given below of the key documents published since the Council's *LDF Core Strategy: Second Issues and Options Paper* was consulted upon in December 2010. Appendix 1 identifies the key issues raised and the implications for the emerging Local Plan.

23. Appendix 2 presents the analysis of key documents that were taken into consideration in the preparation of the *LDF Core Strategy: Second Issues and Options Paper (December 2010)*.

Gloucestershire Integrated Economic Strategy 2009 to 2015

24. The current economic strategy for Gloucestershire is set out in the Gloucestershire Integrated Economic Strategy 2009 to 2015. The mission of the strategy is *"to create and foster in Gloucestershire a sustainable, low carbon economic environment in which businesses flourish, communities thrive and individuals have the opportunity to reach their potential"*.
25. The economic needs of the County are covered under 8 themes which relate to competitiveness, connectivity, low carbon, resilience, skills, sustainability, workers and the needs of different places – urban and rural. There is a strategic priority for each theme, and these include:
- To make Gloucestershire a place where the economy thrives in both the urban and rural areas and in all communities; and
 - To develop a more competitive and productive Gloucestershire economy by 2015 in terms of sectors and employment opportunities.
26. Priorities for achieving these objectives include "ensuring the provision of readily available employment land and workspace for the future, particularly linked to new housing developments" and strengthening the county's offer to tourists, visitors and businesses.
27. The Integrated Economic Strategy will be superseded by a new strategy currently being developed for the Gloucestershire Local Economic Partnership (LEP).
28. The Cotswold Economy Study 2012 has been prepared in the context of the Gloucestershire Integrated Economic Strategy 2009-2015, and the findings taken into account in the conclusions and recommendations.

Gloucestershire Local Economic Assessment 2011

29. This document presents economic data and contains a SWOT (Strengths, Weaknesses, Opportunities and Threats) of the County's economy. It is prepared by Gloucestershire County Council research team 'Inform Gloucestershire' and is used primarily by GFirst – the lead partner in the Gloucestershire Local Enterprise Partnership.

Gloucestershire Local Transport Plan 3 (LTP3)

30. Transport infrastructure and services are an essential component of a successful Cotswold economy. The *Gloucestershire Local Transport Plan 3 (LTP3)* sets out the transport strategy for the County from 2011 to 2026.
31. The vision for transport in the future is: *"Providing a safe and sustainable transport network within Gloucestershire"* where safe means a transport network that people feel safe and secure using and sustainable means a transport network that is both environmentally and financially sustainable. Everybody relies on there being a safe and sustainable transport system. Businesses use the

transport system to bring their raw materials then deliver their products to the customer. People use the transport system to get to work, shops, schools and colleges, or healthcare facilities. The LTP3 sets out how a safe and sustainable transport system in Gloucestershire can be delivered within the financial limits that are likely to exist over the period covered by LTP3.

32. The elements of the LTP3 that are particularly relevant to Cotswold District are identified in the analysis presented in Appendix 1.

Strategy and Action Plan for Sustainable Tourism in the Cotswolds AONB 2011-2016

33. The Cotswolds AONB covers much of the District and areas of neighbouring authorities too. The Cotswolds Conservation Board is an independent statutory organisation which looks after the AONB. The Board has a Management Plan (2008-2013) and also has prepared a series of Position Statements on various issues, including Employment, and Telecommunications. These were taken into account when preparing the *LDF Core Strategy: Second Issues and Options Paper (December 2010)*. Refer to Appendix 2 for an analysis of key issues and implications.
34. Policies specifically relating to tourism in the Cotswolds AONB are set out in the *Strategy and Action Plan for Sustainable Tourism in the Cotswolds AONB 2011-2016* which has been published since the Council's *LDF Core Strategy: Second Issues and Options Paper (December 2010)*. The Strategy has been prepared under the guidance of a Cotswolds AONB Sustainable Tourism Partnership made up of the Board, tourism authorities and representatives from the private and community sectors.
35. The Strategy's aim is that *'By 2016: the Cotswolds is widely recognised and valued as a sustainable visitor destination, where local communities benefit, businesses prosper and the environment is sustained through the co-ordinated delivery of quality and enriching visitor experiences'*.
36. The implications of the Strategy for sustainable tourism for the Cotswold District Local Plan are identified in the analysis presented in Appendix 1.

Current Local Plan Policy

37. The *Cotswold District Local Plan 2001 – 2011* provides the current planning policy for the District. With regard to the economy, a series of policies are saved. These cover:
- Employment uses including: employment allocations; existing employment uses; development in the main employment areas; employment proposals in settlements; development within existing employment sites
 - Vitality and viability of settlements
 - Tourism
 - Diversification of farms and agricultural estates
 - Conversion of rural buildings
 - Equestrian related development

38. The current Development Strategy for the District directs housing and employment growth towards Cirencester and nine Principal Settlements. Development is restrained in rural settlements and open countryside.
39. The Local Plan allocates 21.5 hectares (gross) of land for employment development on sites in Cirencester, Tetbury, Moreton-in-Marsh and Lechlade. Much of this has been taken up.
40. Development which would result in the loss of existing employment uses or allocations is restricted and development in the main employment areas for employment uses is normally permitted. Five main employment areas are identified in the current Local Plan:
 - Cirencester – Love Lane
 - Tetbury – Tetbury Industrial Estate
 - Bourton-on-the-Water – Bourton Industrial Park
 - Moreton-in-Marsh – Cotswold Business Village
 - South Cerney – Broadway Lane
41. The Local Plan policies allow development that helps maintain and improve the vitality and viability of Cirencester and the Principal Settlements. Also appropriate tourism related development is allowed and the diversification of farms is encouraged, subject to certain criteria being satisfied. The conversion of rural buildings to employment uses is normally allowed subject to certain safeguards.

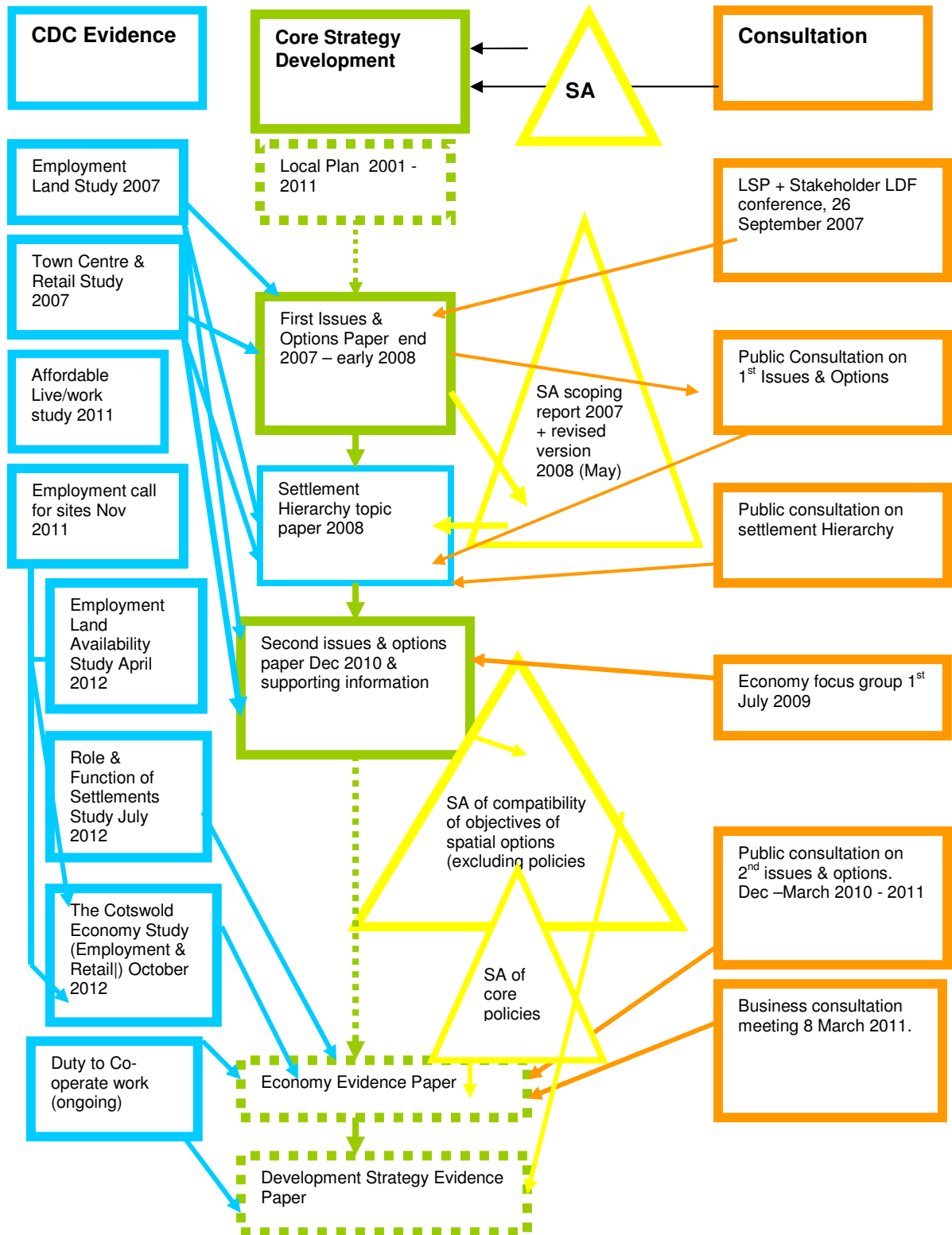
The Evidence Base

42. The *LDF Core Strategy: Second Issues and Options Paper* published by the Council in December 2010 put forward a series of proposed policies, and examined alternative options, to address economic issues. The issues were highlighted through the analysis of the evidence base, including policy documents produced by Gloucestershire First, the South West Regional Assembly, and Cotswold AONB Board. The analysis of these documents is presented in Appendix 2. The proposed policies were also based on the findings of technical studies and community engagement that had been undertaken since 2007.
43. The key pieces of evidence produced relating to the economy in Cotswold District include:
- Cotswold Employment Land Study, *White Young Green Planning & Donaldsons LLP*, March 2007
 - Cotswold Retail Study, *White Young Green Planning & Donaldsons LLP*, March 2007
 - Stakeholder conference held for the Local Development Framework (LDF) and Local Strategic Partnership (LSP) on 26 September 2007
 - LDF Core Strategy: First Issues and Options Paper, *Cotswold District Council* (published end of 2007 & consultation continued early 2008)
 - LDF: Sustainability Appraisal Scoping Report, *Cotswold District Council* (published end of 2007 alongside first Issues and Options paper)
 - LDF Core Strategy: Settlement Hierarchy Topic Paper, *Cotswold District Council*, (November 2008 and consultation continued early 2009)
 - Cotswold Economy Focus Group held on 15 July 2009
44. The *LDF Core Strategy: Second Issues and Options Paper* was published for consultation between December 2010 and March 2011. The representations received have been considered and a report prepared which presents a summary of the comments made and a response to them. A series of suggestions were drawn from the representations and have been taken into consideration when formulating the set of core economic policies in this Paper which will form the basis of the Economy chapter of the *Draft Local Plan: Core Strategy 2011-2031*. A summary of these suggestions is presented in Appendix 3.
45. Further work has also been undertaken to develop and update the economic evidence base of the *Draft Local Plan: Core Strategy 2011-2031*. This includes:
- Cotswold Business Consultation Meeting held on 8 March 2011
 - Making the case for Affordable Rural Live-Work Housing in Cotswold District, *CABE (Commission for Architecture and the Built Environment) & Cotswold District Council*, April 2011

- Call for Employment Sites, November 2011,
 - Cotswold Employment Land Availability Study, *Cotswold District Council*, April 2012
 - Role and Function of Settlements Study, *Cotswold District Council*, July 2012
 - Sustainability Appraisal of Proposed Options for Core Economic Policies (Refer to full Sustainability Appraisal report that is published at each key stage of the preparation of the Local Plan)
 - Cotswold Economy Study (Refresh), *Peter Brett Associates*, October 2012
 - Duty to Co-operate – ongoing liaison with partners over cross boundary and larger than local issues.
46. The **Business Consultation meeting** was held to engage with representatives from the local business community and find out issues of concern that the Local Plan could help address.
47. A study looking into **Affordable rural live-work housing in Cotswold District** was prepared by CABA and Cotswold District Council. The study provides a series of recommendations on how the Council could progress affordable live-work housing to help bring housing and employment solutions to rural settlements.
48. A **Call for employment sites** was issued in November 2011. The Council invited agents / landowners to submit land they would like to be considered for possible future employment uses. The sites have been collated and assessed as part of the *Cotswold Economy Study (2012)* prepared by Peter Brett Associates on behalf of the Council. The findings have been used to inform the set of core economic policies and settlement policies in this Paper which will form the basis of the relevant sections of the *Draft Local Plan: Core Strategy 2011-2031*.
49. The **Cotswold Employment Land Availability Study** is prepared annually and provides monitoring information on sites that have planning permission for all types of employment uses. It indicates the sites that have been built, are under construction or not started yet but still have planning permission. The information is used to monitor existing planning policies and has been used to inform the set of core economic policies and settlement policies in this Paper which will form the basis of the relevant sections of the *Draft Local Plan: Core Strategy 2011-2031*.
50. The **Role and Function of Settlements Study** provides an analysis of the role and function of 34 settlements in the District now and in the future. The analysis is based on three broad themes: Employment and People; Retail and Community Facilities; and Travel and Relationships. The findings have been used to inform the set of core economic policies and settlement policies in this Paper which will form the basis of the relevant sections of the *Draft Local Plan: Core Strategy 2011-2031*.

51. The proposed options for economic policies put forward in the *LDF Core Strategy: Second Issues and Options Paper (December 2010)* have undergone a **Sustainability Appraisal**. This means that the policy options have been assessed against the Sustainability Objectives. Any resulting suggestions for change have been taken into account in the revised set of core economic policies and settlement policies in this Paper which will form the basis of the relevant sections of the *Draft Local Plan: Core Strategy 2011-2031*. Refer to the Sustainability Appraisal report that accompanies the preparation of the *Local Plan: Core Strategy* for further details.
52. The **Cotswold Economy Study** comprises of two pieces of work completed in 2007 and 2012. The first study was prepared during a period of strong economic growth and the second during a period of a national economic downturn. Considering that the Local Plan will have a 20 year time horizon, it is useful to have data and forecasts from both of these perspectives. These Studies provide strength and depth to the economic evidence base of the emerging Local Plan. The findings of the Studies underpin the set of core economic policies and settlement policies in this Paper which will form the basis of the relevant sections of the *Draft Local Plan: Core Strategy 2011-2031*.
53. The NPPF requires local planning authorities to work together and with other bodies to address strategic or 'larger than local' issues. This requirement is known as the '**duty to co-operate**'. Cotswold District Council has identified current and potential joint / cross boundary issues and has been liaising with partners on how best to address these through the emerging Local Plan. The Duty to Co-operate process is ongoing and runs alongside the preparation of the Local Plan. The issues particularly relevant to the economy identified through the evidence gathered so far are:
- Transport infrastructure:
 - Cotswold Water Park Eastern Spine Road
 - A417 Missing Link, Crickley Hill
 - Re-doubling of railway lines to Kemble and Moreton-in-Marsh
 - Gloucestershire Warwickshire Railway restoration of link to mainline at Honeybourne
 - Lorries in Vale of Evesham – HGV Control Zone
 - Cotswold Water Park
 - Thames and Severn Canal Restoration
 - Minerals development
 - Broadband – 'Borders Broadband' project
54. The diagram below demonstrates how the evidence base, community engagement and sustainability appraisal all relate to the preparation of the set of core economic policies and settlement policies in this Paper which will form the basis of the relevant sections of the *Draft Local Plan: Core Strategy 2011-2031*.

Evidence Base for Economy and Employment



Economic Policies and Proposals

Developing the Core Economic Policies

55. The economic development needs of the District have been assessed during a period of sustained economic growth (*Employment Land Study 2007*) and during a period of national economic downturn (*Cotswold Economy Study 2012*).
56. The Studies provide an in-depth analysis of the presence of employment in the District and identify which sectors are growing or declining, and which sectors offer the most potential for economic growth in the future. Economic forecasts have been used to project the amount of job growth the District may experience in the future and translate this into requirements for the quantity of employment land and floorspace that is needed. An assessment of existing employment land, current planned supply and suitable future employment sites has also been completed. A balance between the findings of these studies needs to be achieved to ensure that the emerging Local Plan, which will span a 20 year period, is sufficiently flexible and adaptable to changing economic circumstances.
57. The *Economy Study 2012* appraised four strategic options for the distribution of employment development. These options were tested against bespoke criteria derived from the Vision and Strategic Objectives set out in the *Core Strategy: Second Issues and Options Paper 2010*, and supplemented by additional commercial and national planning policy considerations (*Table 6.6, Vol. 1, Economy Study 2012*). The appraisal highlighted the strongest performing option. The options have also been assessed through the Sustainability Appraisal process which accompanies the development of the Local Plan and the findings taken into account.
58. To add depth to the evidence base, the Council has carried out its own Study of the role and function of settlements in the District (*Role and Function of Settlements Study 2012*). This analysed 34 settlements in relation to 3 broad themes: Employment and People; Community and Retail Facilities; and Travel and Relationships. The current, and potential, role and function of settlements was identified and conclusions drawn on potential risks and opportunities for the future. This information helps provide an indication of what type of development might help strengthen a settlement's role or function in a particular area and improve its overall sustainability.
59. Evidence gathered from these sources balanced against the emerging Local Plan: Core Strategy's Vision for the District and Objectives (*as consulted on in the LDF Core Strategy: Second Issues and Options Paper (December 2010)*) has been used to put forward a revised set of core economic policies and settlement strategies. Other evidence (*as indicated in the previous section of this Paper*) and the results of community engagement have also been taken into account.
60. The policies and proposals set out in this Evidence Paper will be used to inform the *Development Strategy Evidence Paper* where housing and employment development is considered together to ensure a holistic approach is taken to planning the District and its settlements.

Local Plan: Core Strategy Vision in 2031

61. The following key points are the parts of the Vision (set out in the *Core Strategy: Second Issues and Options Paper 2010*) that relate specifically to the economy and employment in the District:
1. Towns and villages will provide services and facilities for a sustainable future, meeting the needs of businesses, communities and visitors.
 2. The economy will be carefully promoted to ensure the character and quality of the countryside, heritage and built environment is maintained and enhanced.
 3. commuting journeys will decrease due to the increased provision of local jobs and opportunities for home working
 4. local businesses will have expanded, with rural economies offering local small scale employment opportunities.
 5. Towns and villages will attract visitors to support their local economies.

Local Plan: Core Strategy Objectives

62. A series of Objectives have been developed which, when implemented, will help achieve the Vision for the District. Objective C relates specifically to economy, retail and employment, including agriculture and tourism.
63. The Objective set out in the *LDF Core Strategy: Second Issues and Options Paper (2010)* has been updated to reflect more recent policy guidance and evidence.

Proposed Revised Objective C: Economy, employment and retail:

To support and strengthen the resilience of the local economy and encourage sustainable economic growth that is appropriate to the District's considerable heritage and environmental assets. To improve the vitality and viability of the District's market towns and villages, and ensure the District is a place where a variety of businesses can flourish with access to a skilled work force. This is to be achieved by:

- *Allocating new employment land in Cirencester, Tetbury, Bourton-on-the-Water and Moreton-in-Marsh; guiding employment development towards existing employment land in other settlements; and allowing appropriately scaled development elsewhere in line with policy, to meet localised demand, such as rural workspace, and create opportunities for businesses and residents;*
- *Enhancing town centre environments to create a pleasant shopping experience;*
- *Maintaining the vitality and viability of town and service centres through a distinctive retail offer;*
- *Encouraging sustainable tourism and its positive contribution to the area's economy;*
- *Supporting the provision of traditional agriculture across the District, whilst enabling diversification where necessary.*

64. Core Strategy Objective I relates specifically to Cirencester, but is pertinent to economic and employment in the District.

Objective I: Cirencester

To reinforce Cirencester's role as the main urban area, service provider and employment centre for the District. To be achieved by:

- *Allocating land to meet the housing and employment need of the area;*
- *Improving the town centre environment;*
- *Improving traffic management, increasing opportunities for sustainable modes of travel and access for all to Cirencester;*
- *Protecting and enhancing the town's historic and natural environment;*
- *Connecting the town centre with other neighbourhoods and new developments;*
- *Providing opportunities for a variety of businesses to flourish.*

Revised Core Economic Policies

65. The *Local Plan: Core Strategy* will contain a robust and sound set of policies which will provide the means to implement the Objectives and achieve the Vision set out for the District in 2031.
66. The policies set out below revise the proposed policies that were consulted upon in the *LDF Core Strategy: Second Issues and Options Paper (2010)* and also introduce new policies in response to public consultation and new evidence.

Economic Priorities

67. The *Local Plan: Core Strategy* economic policies will help to support the implementation of the *Gloucestershire Integrated Economic Strategy* and meet the requirements of the *National Planning Policy Framework* with regard to achieving sustainable economic growth appropriate to the District. Other policy documents have also been taken into account as indicated in Appendices 1 and 2.
68. Public consultation on the economic priorities for the District set out under proposed Policy 7 of the *LDF Core Strategy: Second Issues and Options Paper (December 2010)* showed much support, and also many suggested amendments. These are listed in Appendix 3.
69. The *Employment Study (Vol 1, 2012)* identified the move towards creating sustainable economic communities as an overarching planning principle. In terms of employment planning, this involves a need to encourage development that is accessible to all sectors of the community, whilst balancing market demand for particular locations (*Vol 1, paragraph 6.7.2*). To assist with the appraisal of employment distribution options for Cotswold District, bespoke criteria / objectives were identified (*Vol. 1, Table 6.6*) as follows:
- Improve economic performance
 - Maintain and support existing settlements' employment functions
 - Promote sustainable patterns of development
 - Promote sustainable communities and social inclusion
 - Ensure deliverability through assessment of viability and commercial realism

- Address deficiencies and gaps in the network of employment sites.
70. Taking all the evidence into account, the revised economic priorities for the District are identified in Policy E1, and, in principle, development which helps to achieve the priorities will be supported.

Proposed Policy E1: Economic Priorities

Subject to other Policies and Proposals of the Development Plan, the Council will:

Improve economic performance and maintain and support existing settlements' employment functions by:

- 1. Making provision for the objectively assessed employment and economic needs of the District, whilst being sensitive to the AONB and other constraints, and ensuring a degree of flexibility and adaptability to changing economic circumstances.**
- 2. Seeking to sustain and support the resilience of the local economy, recognising the value of smaller businesses, as well as larger employers.**
- 3. Encouraging employment opportunities linked to Further and Higher Education institutions and research establishments.**
- 4. Exploring opportunities for use of local timber and wood products (including more durable treatment measures) in the local construction industry, and wood fuel for both housing and employment developments.**
- 5. Realising the economic potential of the Cotswold Water Park in leisure, recreation, tourism and business development to create local jobs, without prejudicing the ecological balance of the area and local communities, and in accordance with the Cotswold Water Park Masterplan (Strategic Review and Implementation Plan – Scott Wilson, 2008 amended 2010).**

Address gaps in the network of employment sites by:

- 6. Focussing on providing business incubation space and serviced workspace to encourage new business start ups, including appropriate provision in rural areas.**
- 7. Enabling the growth and/or expansion of existing employers wherever possible balanced against the environmental and heritage constraints of the District.**

8. Encouraging the development of knowledge industries, new environmental technology hubs, and attract the headquarters of small/medium sized knowledge based businesses in appropriate locations.

Promote sustainable communities and social inclusion by:

9. Supporting the expansion of educational opportunities in the District, and encourage core skills training, to help develop a highly skilled workforce and address identified local skills shortages, including skills that are needed in traditional trades to maintain the natural and built environment.
10. Supporting agriculture by allowing appropriate farm diversification and encourage high value agricultural related industry to develop, including food processing and local produce.
11. Encouraging opportunities to develop and grow low impact, sustainable tourism and increase its benefit to the local economy.

Promote sustainable patterns of development by:

12. Enabling greater opportunities for people to live and work locally, potentially reducing commuting distances and increasing use of sustainable modes of transport.
13. Enabling more sustainable working practices such as home working, live/work opportunities that fit well in an area of high environment and heritage value.
14. Supporting initiatives that maintain and improve the vitality and viability of the District's main settlements.
15. Improving sustainable transport links including walking, cycling and public transport to existing and proposed employment development.

Address gaps in infrastructure to ensure deliverability of economic potential by:

16. Working with Partners to secure upgraded broadband infrastructure across the District and ensure that all new development is built 'ready' for superfast broadband.
17. Supporting improvements to the transport infrastructure in the District including: A417 Nettleton Bottom / Air Balloon; Chipping Campden Railway Station; Cycle route linking Kemble and Cirencester; Thames – Severn canal restoration; redoubling of railway lines in the District; protecting route of the Gloucestershire – Warwickshire railway line that falls within the District.

In general, employment proposals will be supported where they contribute to the above priorities.

Meeting Current and Future Economic Needs

Safeguarding existing employment provision

71. The Employment Study (*Vol. 1, 2012*) examined the existing employment situation and assessed future needs. The gaps in B-class employment land provision were identified and recommendations made on how best this could be addressed.
72. The Study recommended that existing employment sites in good use that support the existing economy required protection from speculative development applications that could undermine economic activity in the District (*Vol.1, para. 6.2.3*). The sites listed in Policy E2 are considered valuable employment locations and are recommended for protection.
73. Three sites in the District are recommended for release from employment uses in the Employment Study (*Vol.1, 2012*). This approach accords with the NPPF (*para 22*) where planning policies should avoid the long term protection of sites where there is no reasonable prospect of a site being used for that purpose.
74. Recently, employment sites in the District have become vulnerable to development pressures from other uses, such as care home and retirement developments. Whilst the quasi – employment nature of these developments is recognised, the primary purpose of such a development is providing people of retirement age and/or with care needs with somewhere to live. On balance the development is considered to be more residential than employment. Therefore in order to protect the integrity of the District’s employment sites, care home and retirement developments (including C2 use class) are not considered acceptable on these sites.

Proposed Policy E2: Safeguarding existing employment provision

The sites listed are safeguarded for continued employment use. The change of use, development of new buildings or structures, or redevelopment of existing buildings or structures on these sites to other uses, including retail and residential institutions (C2 use class), will not be permitted.

Development proposals for employment uses (B1, B2, B8 or for employment uses that do not fall within a specific use class and which do not cause unacceptable environmental problems) on the sites listed will be permitted, particularly where it would bring about environmental or other improvements.

Settlement(s)	Existing employment sites to be safeguarded
Bourton-on-the-Water and Surrounds	Bourton-on-the-Water Industrial Estate; The Barn Business Centre, Great Rissington; Upper Rissington Business Park, Upper Rissington; Manor Farm, Upper Slaughter
Chipping Campden and Surrounds	Willersey Industrial Estate; Weston Industrial Estate, Weston-sub-Edge; Honeybourne Airfield Trading Estate, Weston-sub-Edge; Seyfried, Mickleton (Bird Industrial Estate); Campden Business Park, Chipping Campden; Campden BRI; Draycott Works, Blockley; Paxford Brickworks (Northcott Business Park); Northwick Business Centre, Blockley
Cirencester and Surrounds (including South Cerney)	Love Lane; Phoenix Way; Cirencester Office Park (Smith's Field); Querns Business Centre; College Farm; Whiteway Farm; Mitsubishi HQ; St James Place; Sheep Street Island; Dovecott Workshops, Barnsley; Fosse Cross, North Cerney; Lakeside Business Park, South Cerney; Village Farm, Preston
Fairford, Lechlade and Surrounds	Horcott Industrial Estate, Fairford; London Road, Fairford; Whelford Lane Industrial Estate, Fairford; New Chapel Electronics, Fairford; Cockrup Farm, Coln St.Aldwyn; Butts Farm, Poulton
Moreton-in-Marsh and Surrounds	Cotswold Business Park/Village, Moreton-in-Marsh; Fosseyway Industrial Estate, Moreton-in-Marsh; The Stich, Longborough
Northleach and Surrounds	Old Coalyard Farm Industrial Estate, Northleach; Old Brewery, Northleach; Compton Business and Craft Centre, Compton Abdale
Tetbury and Surrounds	Tetbury Industrial Estate; Hampton Street Industrial Estate; Priory Industrial Estate; Babdown Airfield, Beverston; Street Farm, Doughton; Kemble Airfield Enterprise Park, Kemble
Other Employment Locations	Andoversford Industrial Estate, Andoversford; Ullenwood Court, Ullenwood; Whalley Farm, Whittington

Other areas in employment use

In areas not listed above, proposals for development that would result in the loss of any existing employment uses (within Use Classes B1, B2 or B8 or other employment uses that do not fall within any specific use class), or land allocated for future employment uses, or land with planning permission for employment use, will only be permitted if:

- a) The site is not required to meet existing or future employment needs;**
- b) The use of the site for employment purposes is causing serious environmental or amenity problems; or**
- c) An alternative use or mixed use development would offer local community benefits which outweigh the loss of the employment use.**

Where one of the above criteria is met and a new use on an existing employment site is justified, redevelopment for a less harmful employment use (B1) would be the first preference, followed by other uses that generate employment, such as tourism.

Release of sites from employment uses

75. Avening Mill, Manor Farm (Compton Abdale) and Old Station (Lechlade) are recommended for release from employment uses in the Employment Study (*para 6.4.1, Vol.1, 2012*). Planning policies should avoid the long term protection of sites where there is no reasonable prospect of a site being used for that purpose (*NPPF, paragraph 22*).

Proposed Policy E3: Release of sites from employment uses

Policy E2 does not apply to the following sites:

- **Avening Mill**
- **Manor Farm (Compton Abdale)**
- **Old Station site (Lechlade)**

Meeting future economic needs

76. The Local Plan must make provision for objectively assessed economic needs, taking into account the important landscape and heritage assets of the District, such as the Cotswolds Area of Outstanding Natural Beauty.

77. The Employment Study 2012 used employment forecasts prepared by Gloucestershire County Council. The County Council use a constrained economic model that robustly projects forward past trends of economic growth and its spatial distribution (*Vol. 1, para 5.2.2*). The forecast for 2006 – 2026 has been extrapolated to 2031. This has then been translated into land and floorspace requirements using a translation model, which includes a number of assumptions regarding location, type of premises, job density, plot ratios, and spaceless growth (*Vol. 1, para 5.3.1-3*).

78. The Employment Study 2012 concludes that about **7,555 jobs** will require new employment provision in Cotswold District between 2011 and 2031 (*Vol.1, para 5.3.6*). This translates to an overall requirement for about **15.28 hectares** of employment land.

79. The Employment Land Study of 2007 estimated that 20 hectares of land needed to be allocated. This Study was completed during a period of sustained economic growth. The Council needs to ensure the Local Plan is adaptable to changing economic circumstances and therefore provision will be made for **at least 15 hectares** of employment land thus allowing further provision to be made in a future Development Plan Document if and when required.

Proposed Policy E4: Meeting future economic needs

At least 15 hectares (gross) of employment land, providing at least 162,000 sq. m of floorspace, will be allocated to meet the economic forecast for the net growth of 7,555 jobs between 2011 and 2031.

Future Employment Provision

80. As indicated above, the Employment Study 2012 recommends that provision should be made for the gross employment land requirement of 15.28 hectares without taking into consideration existing commitments. This should provide flexibility, ensure market choice and address the potential non-implementation of existing commitments (*Vol.1, para 6.9.5*). The Council is also advised to annually monitor the loss and gain of floorspace to ensure that sufficient provision is made over the plan period (*Vol.1 para 6.9.4*). This is already incorporated into the Council's Annual Monitoring Report.
81. As well as supporting economic growth across the District, employment development plays an important role in maintaining and potentially strengthening the role and function of individual settlements and their relationship with surrounding rural areas.
82. It is in this context that four potential strategic employment distribution options were appraised in the Employment Study 2012. They were assessed against criteria derived from the emerging Vision and Objectives of the Local Plan supplemented by good planning practice, commercial and national policy considerations (*Vol.1 para 6.7.3*).
83. The appraisal (*Vol.1 para 6.8.4*) found that the 'Distribution Strategy' was the most balanced approach by reaffirming Cirencester as the primary employment settlement, but allowing a suitable level of growth at other key settlements which enables greater opportunities to live and work locally, whilst potentially reducing commuting distances to reasonable levels by providing a network of key Cotswold towns/villages with a stronger employment function. Importantly, the strategy allows for rural business growth by continuing to provide small rural business units that have proved to be popular with existing businesses in the District. This option was also supported by the findings of the Sustainability Appraisal, the process that accompanies the preparation of the *Local Plan: Core Strategy*.
84. In accordance with the 'Distribution Strategy', the overall land requirement of 15.28 hectares has been split into broad locations as follows (*Employment Study 2012, Vol.1, Table 6.8*):

Location (% split)	Overall Land Requirement (hectares)	Overall Floorspace Requirement (square metres)
Cirencester & Surrounds (including South Cerney, the A419 / Cotswold Water Park) 60%	9.16	97,207
Tetbury & Surrounds (including Kemble Airfield) 11%	1.68	17,821
Moreton-in-Marsh & Surrounds 8%	1.22	12,961
Bourton-on-the-Water & Surrounds 11%	1.68	17,821
Other Town / Villages and Rural Areas 10%	1.53	16,201
District Total	15.28	162,012

85. The Employment Study 2012 (*Vol.1 para 6.9.6*) recommends that the land requirement could be accommodated in Cotswold District through:
- Developing undeveloped plots and redeveloping existing employment sites;
 - Redeveloping sites in other uses (town centre sites);

- Identifying new employment sites at main settlements; and
 - Establishing policy to allow new rural employment sites.
86. The existing business parks in Chipping Campden, South Cerney and Moreton-in-Marsh are considered to have potential for further employment floorspace. Two previous local plan allocations (Sheep Street Island and Memorial Hospital) in Cirencester town centre could contribute to future B1 office provision. New allocations are recommended in Cirencester, Tetbury, and Bourton-on-the-Water. The 2007 Employment Study recommended allocating land at Moreton-in-Marsh too.
87. The Employment Study 2012 (*Vol.1 para 6.9.10*) also found that rural business units represent an important element of the employment portfolio of Cotswold District. The Study recommends that a policy is established to encourage the positive development of small rural employment premises in appropriate locations. The Employment Land Study 2007 also identified that there would continue to be demand for rural workspace driven by lifestyle choices and the footloose nature of small enterprises brought about by improvements in telecommunications and broadband access, and also a strong tourism sector.
88. The findings of the Economy Study 2012 have been balanced against other sources of evidence (such as the *Role and Function of Settlements Study 2012*), public consultation on the Settlement Strategies presented in the *LDF Core Strategy: Second Issues and Options Paper 2010*, and other relevant evidence, to put forward a deliverable and achievable employment strategy that meets the needs of the District.

Proposed Policy E5: Distribution of Future Employment Provision

Most new employment development will be focussed on Cirencester, followed by Tetbury, Bourton-on-the-Water and Moreton-in-Marsh. Employment development will also be directed towards existing employment sites with remaining land available at South Cerney and Chipping Campden.

Some employment development will be guided towards other settlements, such as Lechlade, Northleach and Stow, where it is required to address a specific need or issue. A suitable site in these settlements will be identified.

An allowance will be made for small scale employment development in other settlements identified in the Development Strategy and in rural areas, including at established rural employment sites, where this meets local rural business needs and supports the rural economy.

Proposed Policy E6: Managing Employment Delivery

Proposals for employment development (including B1, B2 and B8, and uses that do not fall within any specific use class) in the settlements identified in the Development Strategy will be permitted in accordance with the following locational priorities:

- a) Firstly, on brownfield sites through the remodelling and redevelopment of existing employment land and buildings within established industrial / business areas that are located within existing settlements or on land already committed for this purpose;
- b) Secondly, where it can be demonstrated that there are no suitable sites outlined above, taking into account operational requirements and deliverability, then on land allocated in Policy E7 and any future Development Plan Document.
- c) Thirdly, where no suitable sites are available in accordance with a) and b), then exceptionally circumstances may justify consideration of other sites which are well related to the settlement and meet all the following criteria:
 - the proposed site is part of a wider mixed use scheme or is well integrated with surrounding uses to enable a more sustainable, self contained development to occur;
 - the proposed site has an appropriate level of accessibility from residential areas, including access by sustainable modes of transport;
 - the proposed development does not cause unacceptable impact on the local and strategic road network;
 - the proposal would not harm the vitality and viability of existing shops, facilities or services; and
 - the proposal is designed to avoid visual harm and does not have an unacceptable amenity impact.

Proposed Policy E7: Employment Land Allocations

Allocations of employment land totalling at least 15 hectares for B1, B2 and B8 uses (and for other employment uses that do not fall within any specific use class and which do not cause unacceptable environmental problems) will be made in a Development Plan Document broadly in the following locations:

- a) South of Chesterton, Cirencester (including land at Wilkinson Road) in association with a potential strategic urban extension
- b) Extension of Tetbury Industrial Estate (Land between Cirencester Road and London Road) in conjunction with the redevelopment of the existing employment estate.
- c) Expansion of Bourton Business Park, Bourton-on-the-Water
- d) Extension of Cotswold Business Village, Moreton-in-Marsh

A phasing policy to guide the delivery of the allocations will be included in a future Development Plan Document.

Consideration will be given in a future Development Plan Document to allocating the Army Barracks at South Cerney for B2, B8 and other

employment uses that do not fall within any specific use class, should the base become available at some point in the future.

The Old Station site at Lechlade is no longer allocated for employment use. The future of the site will be considered in a Development Plan Document or Neighbourhood Planning Document.

Proposed Policy E8: Range and type of Provision

Proposals for B Class employment development will normally be required to provide for a range of unit sizes and type of premises, both in quality and tenure, to meet local economic needs and stimulate economic growth potential, including small, low cost workspace suitable for business start-up and incubation.

All new employment development should be built 'ready' for superfast broadband.

Proposed Policy E9: Rural Employment

Small-scale employment development that contributes to the Priorities set out in Policy E1 will be supported within or adjacent rural settlements, where the siting and design is appropriate to the scale and character of the settlement, the proposal meets a local need, and does not significantly increase trips on the local and strategic road network. Priority will be given to making effective use of existing employment sites and the re-use of redundant buildings and the redevelopment or remodelling of brownfield sites, before other sites are considered.

Employment proposals which contribute to the restructuring of the local economy by providing incubation space for small scale rural economic activity (e.g. arts and crafts, local produce, food or agricultural related business, land-based activities, quiet recreational activities, micro businesses - knowledge-based, new environmental technology development, renewable energy) and opportunities for more sustainable working practices such as home-working will be encouraged.

Proposals that provide affordable housing alongside employment opportunities in settlements will be supported, including the provision of affordable live-work units where appropriate. Detailed guidance will be provided in a future Supplementary Planning Document.

The conversion of employment premises in rural areas to residential uses will not be permitted.

Established Rural Employment Sites

Development proposals at established rural employment sites, including Kemble Airfield Enterprise Park, Upper Rissington Business Park, Andoversford Industrial Estate, Babdown Airfield, Northwick Business Centre, Paxford Brickworks (Blockley), will be subject to the following:

- a) existing redundant buildings on these sites can be converted to employment use, appropriate to the scale and nature of each site;
- b) new development should enhance the visual characteristics of the site and when appropriate be screened from the surrounding area;
- c) Major traffic generating uses should be avoided, and sustainable transport opportunities should be facilitated where possible;
- d) The cumulative impacts of development across the site as a whole on the surrounding area and existing uses should be taken into consideration when assessing proposals, including where a site crosses administrative boundaries (e.g. Kemble Airfield);
- e) In the case of Upper Rissington, new development should not affect the remaining (or possible future) military operation of the site.

Economic Activity in the Countryside

Beyond rural settlements, only small scale economic activity that meets a specific countryside need, such as that which relates to agriculture, forestry or local food production, will be supported in appropriate locations.

Agriculture

- 89. Although agriculture is in decline, it remains an important economic sector in Cotswold District. It not only provides rural employment and forms the basis of the rural economy, but also plays an essential role in terms of the management and maintenance of the natural environment (landscape, biodiversity, ecology and woodland).
- 90. Agriculture will face significant changes during the Local Plan period and appropriate diversification can supplement the core agricultural business. While farmers in the District must be allowed to respond to change, the special character of the Cotswold landscape must be protected.
- 91. The *Strategy and Action Plan for Sustainable Tourism in the Cotswolds AONB (2011-2016)* supports the diversification of farms into sustainable tourism, for example through the provision of holiday accommodation, and farm activity visits and stays. The Strategy identifies a need for low cost accommodation such as camping and bunk barn facilities too.
- 92. The diversification of farms to incorporate low impact economic activities such as sustainable tourism, renewable energy initiatives (such as micro-generation) and other countryside activities should be supported where it can help maintain a viable farm holding.

Proposed Policy E10: Agriculture

Proposals for development that relates to the diversification of an existing farm or agricultural estate will be permitted provided that:

- a) **It will not cause conflict with the existing farming operation including severance or disruption to the agricultural holding that would prejudice its continued viable operation;**
- b) **The scale and design of the development harmonises with the character and appearance of the area;**
- c) **Suitable vacant buildings on the farm or estate are utilised before considering new buildings unless compelling reasons are advanced for doing otherwise.**
- d) **The proposal is not for permanent residential accommodation**
- e) **The proposal does not cause significant impact on the local or strategic road network**
- f) **A whole farm plan is provided where appropriate.**

Tourism

93. Tourism is a key employment sector for the District. In 2010, there was an estimated total spend of £83 million (*South West Tourism Alliance – Value of Tourism 2010*). The main categories of visitor spend are accommodation, shopping, food and drink, attractions and entertainment and travel (*paragraph 3.2.19 Employment Study 2012*). Cultural activity also has high economic value and brings in the tourist trade (*Cotswold District Cultural Strategy 2003-7*). Tourism was highlighted by many representations to the *LDF Core Strategy: Second Issues and Options Paper 2010* as being essential to the economies of several towns and villages in the District, in particular Moreton-in-Marsh, Bourton-on-the-Water, Stow-on-the-Wold, and also the Cotswold Water Park.
94. *The Strategy and Action Plan for Sustainable Tourism in the Cotswolds AONB (2011-2016)* found that tourism is critical for the socio-economic well-being of the Cotswolds. It provides an essential source of income for businesses and communities both within and around the AONB. The Strategy provides a framework for the development and management of tourism in the AONB which the Local Plan will seek to complement and support. The aim is for the area to become an exemplar in sustainable tourism. The vision is for the Cotswolds to be widely recognised and valued as a sustainable visitor destination, where local communities benefit, businesses prosper and the environment is sustained through the co-ordinated delivery of quality and enriching visitor experiences.
95. The Strategy identifies several weaknesses which should be addressed. These include few low cost accommodation options, family attractions, limited public transport, limited parking facilities, congestion in popular towns and villages, and reliance on day visitors. The opportunities identified include growth in countryside recreational activities (walking and cycling), growth in niche product areas (e.g. glamping), new discovery centre, converting day visitors to staying visitors through suitable product development.
96. The emerging Local Plan should ensure that any new tourism development is effectively and appropriately controlled to protect the high quality natural and built environment of the District, especially the AONB. Development which helps to address current weaknesses in the tourist economy should be encouraged where appropriate. For example, low cost accommodation and low impact family attractions, such as farm activity visits.

97. The *LDF Core Strategy: Second Issues and Options Paper (2010)* identified the Cotswold Water Park as an area of further potential with regard to new businesses related to recreation and tourism. This area has seen a significant amount of development of holiday accommodation over recent years, and locally this is regarded to have reached 'saturation' point. The area also has long term tourism potential through the Thames – Severn Canal restoration scheme, the route of which will be safeguarded in the Local Plan.
98. The *LDF Core Strategy: Second Issues and Options Paper (2010)* also suggested that a lack of hotels and tourism provision in Cirencester needed to be addressed and this was supported through public consultation. The lack of accommodation in Lechlade was also raised as an issue through public consultation. The sections of this Evidence Paper which deal specifically with settlements / areas will provide proposed policies on these matters.
99. Many representations to the *LDF Core Strategy: Second Issues and Options Paper (2010)* highlighted the need for a specific planning policy on Tourism to be included in the Core Strategy: Local Plan. English Heritage provided policy wording which makes a strong link between tourism and the natural and historic environment, and links to specific settlement policies and also complements the existing Sustainable Tourism Strategy for the AONB. This has been incorporated into the Policy E11.

Proposed Policy E11: Tourism

To deliver high quality sustainable tourism and cultural leisure development, which enhances the vital role that these sectors play for the local economy, benefits local communities and visitors, and is sensitive to Cotswold's intrinsic natural and historic environment qualities, emphasis will be placed on:

- a) **Supporting new and extended tourism development and cultural and leisure facilities that are appropriate to their location and enhance and protect the existing attractions within the District.**
- b) **Promoting connections between visitors and Cotswolds natural cultural and historic environment including through active recreation access to heritage trails and parkland an enhanced value of local food, drink and crafts.**
- c) **Supporting development that promotes opportunities for accessing understanding and engaging with Cotswolds landscape cultural and historic assets including the Cotswold AONB, rights-of-way network, rivers, and canals.**
- d) **Supporting appropriate regeneration schemes and tourism development proposals that seek to enhance the economic, social and cultural value of the distinctive industrial heritage and crafts associated with the district.**
- e) **Promoting and preserving the distinctive historic brands of Cotswold market towns, villages and rural areas.**
- f) **Supporting schemes aimed at diversifying the rural economy for tourism, cultural and leisure uses that are appropriate in terms of their location, scale and nature that retains and enhances existing natural features.**

Applications for new tourism development will be required to include a robust Transport Assessment and package of mitigation measures for the local and strategic road network commensurate with the scale of development proposed.

Detailed criteria based policies to guide specific types of tourist development will be included, if necessary, in a future Development Plan Document.

Proposals that enable the development of the sustainable tourism industry in the following places will be supported, in principle:

- **Bourton-on-the-Water**
- **Chipping Campden**
- **Cirencester**
- **Cotswold Water Park**
- **Fairford**
- **Lechlade –on- Thames**
- **Moreton-in-Marsh**
- **Northleach**
- **Stow-on-the-Wold**
- **Tetbury**

The design of proposals must respect the high quality natural and built environment, and, where possible, should address a gap or identified weakness in the current tourist economy.

Proposals which maximise the benefits to the local tourism economy from the restoration of the Thames – Severn Canal will be supported in principle.

Settlement Strategies and Policies: Economy

100. Each settlement has been evaluated and a strategy / policies suggested based on relevant economic information from the evidence base which includes the:
- Economy Studies (2007 and 2012);
 - Role and Function of Settlements Study (2012);
 - LDF Core Strategy Second Issues and Options Paper (2010);
 - Representations to the Second Issues and Options Paper (see Appendices 3 and 4);
 - Sustainability Appraisal;
 - Parish and Town Plans (see Appendix 5);
 - Cotswold District Local Plan 2001-2011; and
 - relevant larger than local documents (see Appendices 1 and 2).
101. The settlements are presented in alphabetical order.

Ampney Crucis

102. Ampney Crucis has a very limited role in terms of the presence of existing employment and the area as a whole has a poor balance of jobs to workers. The self containment level is below average, which means that more people than average travel out of the area for work (*Role and Function of Settlements Study 2012*).
103. There are no employment sites in Ampney Crucis that are identified for protection in the *Employment Study (Vol.1, 2012)*.
104. Ampney Crucis falls under the category of 'Other towns / villages and Rural Areas' in the assessment of future requirements for employment land carried out in the *Employment Study (Vol.1, Table 6.8, 2012)*. An overall requirement for **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 was recommended for 'Other towns / villages and Rural Areas' (everywhere except Cirencester (and South Cerney), Moreton, Bourton and Tetbury).
105. The *Employment Study (Vol. 1, para 6.9.6, 2012)* identified that this provision could be met through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a planning policy to encourage the positive development of small rural employment premises in appropriate locations.

Proposed Strategy:

Encourage development of small rural employment premises in appropriate locations to support local economic growth and meet local needs. (Core Policy E9)

Andoversford

106. Andoversford has a good employment base, with a higher than average proportion of jobs in growth employment sectors. The village and surrounding area has a good balance of jobs to workers. It also has a slightly above-average proportion of people who are economically active; however, this proportion is decreasing, which could undermine the economy in future. Overall, Andoversford is currently one of the District's more sustainable settlements in terms of employment (*Role and Function of Settlements Study 2012*).
107. The Employment Study (*para 6.2.3, Vol.1, 2012*) recommended using planning policy to specifically identify and protect existing employment sites that are in good use and support the existing economy. The Andoversford Industrial Estate was identified for this purpose.
108. After assessing existing provision across the District, and forecasting future need for employment land, a number of distribution options for employment land were assessed in the Employment Study (*Vol. 1, 2012*). The recommended approach identified an overall requirement for **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 was recommended for 'Other towns / villages and Rural Areas' (everywhere except Cirencester (and South Cerney), Moreton, Bourton and Tetbury). Andoversford falls into this category.
109. The Employment Study (*Vol. 1, para 6.9.6, 2012*) identified that this provision could be met through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a planning policy to encourage the positive development of small rural employment premises in appropriate locations.
110. The Employment Study (*Para 6.9.10, Vol. 1, 2012*) recommends this approach because rural business units represent an important element of the employment portfolio in Cotswold District. The 2007 Employment Study also supported this approach by recommending allowing appropriately scaled employment development in the main villages and consolidating established employment sites (including Andoversford) to help meet localised demand.
111. Potential employment sites were put forward through the 'Call for Sites' process carried out in 2011. These sites have been assessed in the Employment Study (*Vol.1, Table 4.1, 2012*). In Andoversford, two sites were put forward for employment development and assessed through the Study. One of is a large parcel of agricultural land to the west of Andoversford. The site has the potential to offer a mixed use extension to Andoversford if required; however, availability to provide a suitable access for employment purposes is unclear. The Study concluded that no allocations for employment land were needed in Andoversford, but recommended keeping this proposed site under review should more land be needed in the future (*Land at Andoversford, Table 4.1, Site ref 15*). The other site put forward is small-scale and located to the rear of the sewage treatment works. It would require a new access directly onto the A40, which is likely to raise viability concerns to prospective commercial developers. This is primarily why the site (*Land adjacent Andoversford sewage treatment works, Table 4.1, Site ref 18*) was considered unsuitable and discounted from the Study for further consideration.

Proposed Strategy:

Protect existing employment area of Andoversford Industrial Estate (Core Policy E2)

Encourage development of small rural employment premises in appropriate locations to support local economic growth and meet local needs. (Core Policy E9)

Avening

112. Avening has a very limited role in terms of the presence of existing employment and the area as a whole has a poor balance of jobs to workers. The self containment level is well below average, which means that more people than average travel out of the area for work (*Role and Function of Settlements Study 2012*).
113. There are no employment sites in Avening that are identified for protection in the *Employment Study (Vol.1, 2012)*. Furthermore, Avening Mill is identified for release from employment uses due to an existing planning permission for residential development (*Employment Study Vol.1, para 6.4.1, 2012*).
114. Avening falls under the category of 'Other towns / villages and Rural Areas' in the assessment of future requirements for employment land carried out in the *Employment Study 2012*. An overall requirement for **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 was recommended for 'Other towns / villages and Rural Areas' (everywhere except Cirencester (and South Cerney), Moreton, Bourton and Tetbury).
115. The *Employment Study (Vol. 1, para 6.9.6, 2012)* identified that this provision could be met through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a planning policy to encourage the positive development of small rural employment premises in appropriate locations.

Proposed Strategy:

Encourage development of small rural employment premises in appropriate locations to support local economic growth and meet local needs. (Core Policy E9)

Bibury

116. Bibury has a very limited role in terms of the presence of existing employment and the area as a whole has a poor balance of jobs to workers. The self containment level is below average, which means that more people than average travel out of the area for work (*Role and Function of Settlements Study 2012*).
117. There are no employment sites in Bibury that are identified for protection in the *Employment Study (Vol.1, 2012)*.

118. Bibury falls under the category of 'Other towns / villages and Rural Areas' in the assessment of future requirements for employment land carried out in the Employment Study 2012. An overall requirement for **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 was recommended for 'Other towns / villages and Rural Areas' (everywhere except Cirencester (and South Cerney), Moreton, Bourton and Tetbury).
119. The Employment Study (*Vol. 1 2012*) identified that this provision could be met through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a planning policy to encourage the positive development of small rural employment premises in appropriate locations.

Proposed Strategy:

Encourage development of small rural employment premises in appropriate locations to support local economic growth and meet local needs. (Core Policy E9)

Birdlip

120. Birdlip has a very limited role in terms of the presence of existing employment and the area as a whole has a poor balance of jobs to workers. The self containment level is below average, which means that more people than average travel out of the area for work (*Role and Function of Settlements Study 2012*).
121. There are no employment sites in Birdlip that are identified for protection in the *Employment Study (Vol.1, 2012)*.
122. Bibury falls under the category of 'Other towns / villages and Rural Areas' in the assessment of future requirements for employment land carried out in the Employment Study 2012. An overall requirement for **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 was recommended for 'Other towns / villages and Rural Areas' (everywhere except Cirencester (and South Cerney), Moreton, Bourton and Tetbury).
123. The Employment Study (*Vol. 1 2012*) identified that this provision could be met through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a planning policy to encourage the positive development of small rural employment premises in appropriate locations.

Proposed Strategy:

Encourage development of small rural employment premises in appropriate locations to support local economic growth and meet local needs. (Core Policy E9)

Blockley

124. Blockley and the surrounding area, which includes several rural employment sites, has a substantial employment base (over 900 jobs). However, the area has a higher than District average number of jobs dependent on declining sectors – Agriculture and Manufacturing. The population of Blockley has a slightly below average proportion of economically active people and this proportion is declining too, as it is across all settlements in Cotswold District. There is currently an equal balance of jobs to workers but at 40%, Blockley's self-containment (the percentage of travel to work journeys that start and finish in the Ward) is below average (*Role and Function of Settlements Study 2012*).
125. The Employment Study (*Vol.1, para 6.3.2, 2012*) recommended using planning policy to specifically identify and protect existing employment sites that are in good use and support the existing economy. In Blockley and the surrounding area these are: Draycott Works, Blockley; Paxford Brickworks (Northcot Business Park); Northwick Business Centre, Blockley.
126. Blockley falls under the category of 'Other towns / villages and Rural Areas' in the assessment of future requirements for employment land carried out in the Employment Study 2012. An overall requirement for **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 was recommended for 'Other towns / villages and Rural Areas' (everywhere except Cirencester (and South Cerney), Moreton, Bourton and Tetbury).
127. The Employment Study (*Vol. 1, 2012*) identified that this provision could be met through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a planning policy to encourage the positive development of small rural employment premises in appropriate locations.
128. Other potential employment sites were put forward through the 'Call for Sites' process carried out in 2011. These sites have been assessed in the Employment Study (*Vol.1, Table 4.1, 2012*).
129. Out of the sites submitted for consideration, only one (a plot of land to the rear of Blockley water works) was considered suitable at present for perhaps a rural workshop unit. The other sites assessed through the Cotswold Economy Study (2012) were: Tip Field (Draycott Road) and Tanzie Field (Draycott Road); however, these were not recommended for allocation. Tip Field represents an opportunity to provide rural employment opportunities in close proximity to Blockley but is isolated from the settlement edge and, therefore, not considered to be in a suitable location. Tanzie Field could be combined with the adjacent field (if available) to form an extension to Draycott Business Village; hence, the Study recommended that the site be kept under review.

Proposed Strategy:

Protect existing employment areas in Blockley and the surrounding area: (Core Policy E2)

- **Draycott Works, Blockley;**
- **Paxford Brickworks (Northcot Business Park);**

- **Northwick Business Centre, Blockley.**

Encourage development of small rural employment premises in appropriate locations to support local economic growth and meet local needs. (Core Policy E9)

Bourton-on-the-Water

130. Bourton-on-the-Water has a good employment base (about 2,000 jobs), with a higher than average proportion of those jobs in growth employment sectors. There is currently a good balance of jobs to workers. At 52%, Bourton's self-containment (the percentage of travel to work journeys that start and finish in the Ward) is second only to Cirencester (*Role & Function of Settlements Study 2012*). The Employment Study (*Vol. 1, para 3.3.2, 2012*) identified the Bourton ward as providing a valuable level of employment.
131. The employment sectors that are projected to grow include Business Services, Other Services (including community, social and personal service activities), Hotels and Restaurants, Distribution (including retail and motor trade) and Education, Health, Construction, Transport and Communication, and Finance. Sectors that are likely to decline are Agriculture and Manufacturing (including Electronics, Metals and Engineering, Chemicals and Minerals) (*para 3.62 – 3.63 Role & Function of Settlements Study 2012; Vol. 1, table 5.4, Employment Study 2012*).
132. Tourism is a key employment sector for the District. The sector is essential to the local economy of Bourton-on-the-Water but it does have a direct impact on the environment and daily life of local people. Public consultation on the *LDF Core Strategy: Second Issues and Options Paper 2010* highlighted the problems of congestion and parking in popular towns and villages, including Bourton. The *Strategy and Action Plan for Sustainable Tourism in the Cotswolds AONB (2011-2016)* identified parking and congestion issues as a weakness to the tourism economy. Any new development should take account of the provision of parking facilities and the need to alleviate congestion. The Highways Agency were concerned that further tourist development could impact upon the safe and efficient operation of the local and strategic road network, particularly in the peak season. The Parish Council highlighted the conflict between further large scale development on the fringes of the village and the need to retain the traditional character of Bourton upon which the tourist industry is based.
133. Around 40% of all jobs in Cotswold District are 'B-space' jobs (sectors that typically occupy office, warehousing and industrial premises). This is surprisingly high for a rural area with strong tourism and agricultural sectors. The spread of B space jobs across the District reveals that they are focussed in and around the main settlements. Office jobs and warehousing jobs are focussed predominantly in and around Cirencester. Jobs that typically occupy industrial premises are more scattered across the District. There is also a significant presence of warehousing jobs at Bourton-on-the-Water (*para 3.2.14, Vol. 1, Employment Study 2012*).
134. The Employment Study (*Vol. 1, para 6.3.2, 2012*) recommended using planning policy to specifically identify and protect existing employment sites that are in good use and support the existing economy. The Bourton Industrial Estate was recommended for protection along with other sites in the surrounding area.

Rural employment sites in the surrounding area provide small units (the Barn Business Centre, Great Rissington; Manor Farm, Upper Slaughter) and larger units located at Upper Rissington Business Park, Upper Rissington. The redevelopment of the Highways Depot at Bourton was noted as a loss of existing employment land.

135. After assessing existing provision, and forecasting future need for employment land, a number of distribution options for employment land were assessed in the Employment Study 2012. The recommended approach identified an overall requirement of **1.68 hectares** of employment land (17,821 sq m of floor space) between 2011 and 2031 for Bourton and its surrounds.
136. The Employment Study (*Vol 1, para 6.9.5, 2012*) recommended that the Council should plan to provide for the gross land requirements without taking into consideration existing commitments to address several issues that could constrain economic growth. The Study identified how the provision of employment land could be met. For Bourton, provision could be met through the expansion of the Bourton Industrial Estate/Business Park (*Vol 1, para 6.9.9, and Table 4.1 'Land to the North of Bourton Business Park'*). Only one other potential employment site was put forward through the 'call for sites' process carried out in 2011 - the Co-op / Countrywide site on Station Road. potential employment use. The site comprises a supermarket and bulk retail unit located within a built-up residential area. The assessment (*Employment Study: Vol.1, Table 4.1, 2012*) concluded that the site was not suitable for employment purposes as a change of use to employment would present an amenity issue given its close proximity to residential properties.
137. The Employment Study 2007 (and the *LDF Core Strategy: Second Issues and Options Paper 2010*) had previously recommended and identified that an extension to the existing industrial park by around 3 hectares to the north adjacent to the Fosseyway road frontage would be the preferred option for making additional employment land (B1, B2 and B8) provision in Bourton.
138. Given these factors, the village has the potential for its employment role to strengthen. However, the economically active population is decreasing faster than almost anywhere else in the District, and this is expected to undermine its economy in the future (*Role and Function of Settlements Study 2012*). It has also been identified that young people tend to leave Bourton after they complete their education. The *LDF Core Strategy: Second Issues and Options Paper 2010* identified a need for improved local employment opportunities, particularly for school and further education leavers, accompanied by affordable housing and improved transport links. A multi-purpose development which incorporated a further education advice centre with links with local organisations which could sponsor or encourage future employment opportunities was also suggested.
139. The Parish Council are currently focussed on the new community centre project which it is hoped will be provided at the Moore Cottage Hospital building in Bourton. The intention is for the Parish Council to own and occupy the building during 2013.

Proposed Strategy:

Protect the traditional village character of Bourton-on-the-Water upon which the local tourism industry is dependent as an economic priority.

Encourage appropriate sustainable tourism and its contribution to the economy in Bourton-on-the-Water. (Core Policy E11).

Proposals for new development should take account of the provision of parking facilities and congestion issues in the centre of Bourton.

Applications for new development in Bourton will be required to include a robust Transport Assessment and package of mitigation measures for the local and strategic road network commensurate with the scale of development proposed. (Core Policy – Transport / Accessibility)

Future employment development should be provided alongside affordable housing growth to enable young people to take up local employment opportunities and also help ensure there is a sufficient economically active population to support the economy.

Protect existing employment area of Bourton Industrial Estate / Business Park (Core Policy E2).

In a future Development Plan Document, allocate up to 3 hectares of land for B1, B2 and B8 employment uses to form an expansion of the Bourton Industrial Estate / Business Park, subject to a high standard of design and layout sensitive to the AONB, and the mitigation of any impact on the local and strategic road network.

Support the provision of a multi-purpose community development in Bourton, incorporating an advice centre for education and employment.

Chedworth

140. Chedworth has a very limited role in terms of the presence of existing employment and the area as a whole has a poor balance of jobs to workers. The self containment level is below average, which means that more people than average travel out of the area for work (*Role & Function of Settlements Study 2012*).
141. There are no employment sites in Chedworth that are identified for protection in the *Employment Study (Vol.1, 2012)*.
142. Chedworth falls under the category of 'Other towns / villages and Rural Areas' in the assessment of future requirements for employment land carried out in the *Employment Study 2012*. An overall requirement for **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 was recommended for 'Other towns / villages and Rural Areas' (everywhere except Cirencester (and South Cerney), Moreton, Bourton and Tetbury).
143. The *Employment Study (Vol. 1 2012)* identified that this provision could be met through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a planning policy to encourage the positive development of small rural employment premises in appropriate locations.

144. The *Chedworth Parish Plan 2008* identified that a significant amount of home-working occurred in the village, and that there was a lack of small business units. Encouraging affordable live / work units was seen as a way of addressing the problem, and also identifying suitable sites for small business units / workshops.

Proposed Strategy:

Encourage development of small rural employment premises in appropriate locations to support local economic growth and meet local needs. (Core Policy E9)

Chipping Campden

145. The Chipping Campden area has a good employment base (approaching 1,800 jobs), with a higher than average proportion of those jobs in growth employment sectors. The town's main employment area is located a mile or so to the east around the site of the old station. On one side of the track is a modern, well appointed employment area; while on the other (in Ebrington parish) is the Campden BRI, a food and drink research establishment. The latter, with a workforce of well over 300 jobs, is one of the District's largest employers.
146. There is currently a good balance of jobs to workers and, at 50%, Chipping Campden's self-containment (the percentage of travel to work journeys that start and finish in the Ward) is very healthy. Given these factors, there is potential for the town's employment role to increase. However, the economically active population is decreasing faster here than anywhere else in the District and this is expected to undermine its economy in the future (*Role & Function of Settlements Study 2012*).
147. Tourism is a key employment sector for the District as a whole, but it is particularly important to Chipping Campden. The town attracts visitors throughout much of the year and has a range of tea rooms, restaurants, hotels and specialist independent retailers. However, tourism does have a direct impact on the environment and daily life of local people. It should be managed, and sustainable tourism encouraged, in line with the *Strategy for Sustainable Tourism in the Cotswolds AONB 2011-2016*. The Town Council raised concerns about the impact of tourism, particularly in relation to car parking. Consideration should be given to retaining a site previously identified for a small car park at Wolds End Orchard (*Cotswold District Local Plan 2001-2011 Policy CHI.3*) or investigating alternative suitable sites in a future Development Plan Document or Neighbourhood Plan. This approach is recommended to alleviate parking pressures and to ensure the continued contribution that visitors make to the town's economy (*LDF Core Strategy: Second Issues and Options Paper 2010 and Chipping Campden Area Partnership 'The Way Forward' 2010*).
148. The Chipping Campden Area Partnership document '*The Way Forward*' identified that the town relies largely upon tourism and agriculture for its income. The document identified a need to promote Chipping Campden as a centre for small businesses and to encourage tourism. The town is not considered suitable for high density commercial or industrial activity, given its location in the AONB and weight restrictions on vehicles in the town. Investigating the viability of a

town museum / heritage centre was identified as a proposal that would benefit tourism, particularly during the winter months.

149. Work undertaken with the Town Council raised issues concerning youth employment and lack of affordable housing which means that young people have to leave the town (*LDF Core Strategy: Second Issues and Options Paper 2010*). The Town Council also highlighted the role of smaller business parks around the town such as Campden Business Park (Battlebrook), and Honeybourne (in Wychavon District). The small scale expansion of these would be supported. Also the tradition of Arts and Crafts remains strong in Chipping Campden and the expansion of creative industries in line with this heritage would be desirable (*Appendix 4, Question 8*).
150. The Employment Study (*Vol. 1, para 6.3.2, 2012*) recommended using planning policy to specifically identify and protect existing employment sites that are in good use and support the existing economy. In Chipping Campden, these include: Campden Business Park and Campden BRI. In the surrounding area sites identified for protection are: Willersey Industrial Estate; Weston Industrial Estate, Weston-sub-Edge; Honeybourne Airfield Trading Estate, Weston-sub-Edge; Seyfried Mickleton (Bird Industrial Estate); Draycott Works, Blockley; Paxford Brickworks (Northcot Business Park); Northwick Business Centre, Blockley.
151. After assessing existing provision, and forecasting future need for employment land, a number of distribution options for employment land were assessed in the Employment Study 2012. The recommended approach identified an overall requirement of **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 in 'Other towns / villages and Rural Areas' (everywhere except Cirencester (including South Cerney), Moreton, Bourton and Tetbury). Chipping Campden falls into this category.
152. The Employment Study (*Vol 1, para 6.9.5, 2012*) recommended that the Council should plan to provide for the gross land requirements without taking into consideration existing commitments to address several issues that could constrain economic growth. The Study identified how the provision of employment land could be met. It could be met in the category 'Other Towns / Villages and Rural Areas' through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a policy for rural employment. For Chipping Campden, provision could be met through the development of space remaining at the existing employment area of Campden Business Park (*Vol 1, para 6.9.7*). The Council's Employment Land Availability Study identifies 0.38 hectares of space remaining as of April 2012.
153. The 2007 Employment Study (*para 6.40*) recommended that Chipping Campden could be a suitable location for the provision of small-scale workspace, if suitable opportunities arose within the existing urban area. The level of demand for this type of development cannot be quantified as it is essentially a 'new product' for the town.
154. Given the town's location away from the main road network, local employment will be provided in the form of improved opportunities for home working in new developments (reliant on improved electronic communications) and focussed on small scale premises in the town centre and at existing business park. Scope exists within the existing Campden BRI site for its expansion needs, and there may also be scope in the general locality to establish additional workspace for other businesses within the food supply sector that would benefit

from being located closely to the existing research facilities (*LDF Core Strategy: Second Issues and Options Paper 2010*).

155. Potential does exist in the long term for Chipping Campden's accessibility to improve significantly. A new railway station at Chipping Campden (on the Oxford – Worcester mainline) has been identified in the provisional list of projects for the Local Transport Programme 2019-2026 (*Gloucestershire Local Transport Plan 3*). The land has been identified by Network Rail and should be protected by planning policy for this purpose.

Proposed Strategy:

Protect existing employment areas of Campden Business Park and Campden BRI in Chipping Campden (Core Policy E2).

Allow the development of additional workspace for food supply sector businesses in the vicinity of the existing Campden BRI site, subject to high standards of design and layout sensitive to the AONB.

Small scale development for employment (B1) uses will be permitted in the town centre, subject to high standards of design that respect the exceptional built environment of the town and where it does not detract from the vitality and viability of the town centre.

Consider retaining the allocation of a site at Wolds End Orchard for a small visitors car park, or allocating an alternative suitable site(s) in a future Development Plan Document or Neighbourhood Plan, to alleviate the impact of tourism and ensure the continued contribution that visitors make to the town's economy.

Encourage sustainable tourism and its contribution to the economy in Chipping Campden (Core Policy E10)

Affordable housing should be provided to enable young people to take up local employment opportunities and to help ensure there is a sufficient economically active population to support the economy.

Safeguard the land identified for the provision of a new railway station at Chipping Campden. (Core Policy X– Transport / Accessibility)

Cirencester

156. About one-third of all employment in the District (over 13,000 jobs) is based in Cirencester, much of it at the Love Lane Industrial Estate. There is a higher than average proportion of jobs in growth employment sectors and, currently, a good balance of jobs to workers. At 60%, Cirencester's self-containment (the percentage of travel to work journeys that start and finish in the town) is, by far, the best in the District and this is despite the existence of a fast road link to Swindon, just 16 miles down the A419 (*Role & Function of Settlements Study 2012*).

157. The employment sectors that are projected to grow include Business Services, Other Services (including community, social and personal service

activities), Hotels and Restaurants, Distribution (including retail and motor trade) and Education, Health, Construction, Transport and Communication, and Finance. Sectors that are likely to decline are Agriculture and Manufacturing (including Electronics, Metals and Engineering, Chemicals and Minerals) (*para 3.62 – 3.63 Role & Function of Settlements Study 2012; Vol.1, table 5.4, Employment Study 2012*).

158. Around 40% of all jobs in Cotswold District are 'B-space' jobs (sectors that typically occupy office, warehousing and industrial premises). This is surprisingly high for a rural area with strong tourism and agricultural sectors. The breakdown of B space jobs is 20% of jobs are in office type premises, 11% in industrial type premises and 9% in warehouse units. The image of the Cotswolds as a nice to place to live and visit, combined with the locational advantages of Cirencester, have helped attract B space employers (*Employment Study 2012 Vol 1, para 3.2.12 & 13*).
159. Knowledge based economy (KBE) employment sectors are regarded as key drivers of productivity and economic growth. KBE employment accounts for 19% of employee jobs. There are some large employers in Cirencester providing high value knowledge based employment, such as St James Place and Mitsubishi. The proportion of employee jobs in KBE is growing at a higher rate in Cotswold District than in other areas (*Employment Study 2012 Vol 1, para 3.2.16 & 17, 3.2.3*).

Existing employment land supply

160. The Employment Studies (2007 and 2012) examined the amount of existing commercial stock (B-use floor space) in the District. Little had changed between 2007 and 2012 due to the recession. However, job density comparisons show that many units (B space floorspace) may be inefficient and / or unfit for modern purposes (*Employment Study 2012 para 3.5.13*). Consultation has shown that there is very little suitable allocated land available for development in Cirencester, resulting in a limited supply of vacant units, particularly freehold, for potential investors and businesses looking to expand (*Employment Study 2012 Vol 1, para 3.5.14*). Commercial agents also indicated that demand is high for office, industrial and warehouse space, particularly in Cirencester, but the supply of stock and land is low (*Employment Study 2012 Vol 1, para 3.5.25*).
161. There are several planning permissions for employment land in Cirencester. The largest of these commitments are: (*Employment Study para 3.5.29 & Table 4.1*)
- Metric House Love Lane
 - Land off east side of Wilkinson Road
 - 14 Wilkinson Road
 - Siddington Park Farm
 - Land North of Kingshill
 - The Triangle Site, Royal Agricultural College
162. However, a care / retirement development is being promoted at Siddington Park Farm, which has recently gained planning permission. The Employment Study 2012 (*Vol 1, Table 4.1*) advises the Council to monitor the site and ensure additional employment land is provided if it does not come forward for employment uses. Similar advice is given for the land North of Kingshill.

163. With regard to the 'Triangle Site', the Royal Agricultural College (RAC) are currently seeking the renewal of the outline permission that was granted for the development of a business park comprising educational, research, agricultural business uses and conference facilities related to the College.
164. The Employment Study (*Vol 1, para 6.3.2, 2012*) recommended using planning policy to specifically identify and protect existing employment sites that are in good use and support the existing economy. In Cirencester, these are: Love Lane; Phoenix Way; Cirencester Office Park (Smith's Field); Querns Business Centre; College Farm; Whiteway Farm; Mitsubishi HQ; St James Place, Sheep Street Island; and in the Surrounding area: Dovecott Workshops, Barnsley; Fosse Cross, North Cerney; Lakeside Business Park, South Cerney; Village Farm, Preston

Meeting future needs

165. After assessing existing provision, and forecasting future need for employment land, a number of distribution options for employment provision were assessed in the Employment Study (*Vol 1, 2012*). The recommended approach identified an overall land requirement of **9.16 hectares** (97,207 sq m of floor space) between 2011 and 2031 for Cirencester and its surrounds (including South Cerney, A419 / Cotswold Water Park). The Employment Study (*Vol 1, para 6.9.5, 2012*) recommended that the Council should plan to provide for the gross land requirements without taking into consideration existing commitments. This would address several issues that could constrain economic growth, for example it would:
- Provide flexibility and ensure variation in development schemes density does not constrain supply
 - Ensure market choice and allow sufficient lag time for sites to get planning permission
 - Address the potential non-implementation of existing commitments.
166. The Council's economic consultants (Peter Brett Associates) advised that allocations should also cover all B-use classes to provide flexibility in supply.
167. The provision of employment land for Cirencester and the surrounding area can be met through the:
- Redevelopment of sites in other uses which could contribute to the provision of B1 office provision in town centre locations. Specifically, the Sheep Street Island site and Memorial Hospital site (*although currently subject to a preferred bidder*) are recommended for redevelopment in the Employment Study (*2012, Vol 1, para 6.9.8*).
 - Development of plots remaining on existing sites. Specifically the Lakeside Business Park, South Cerney has been identified in the Employment Study (*2012, Vol 1, para 6.9.7*) as having spare capacity.
 - Identification of new employment sites in Cirencester. The area South of Chesterton and Land at Wilkinson Road is recommended for this purpose in the Employment Study (*2012, Vol 1, para 6.9.9 and Table 4.1*).
168. The Employment Study 2007 (and *LDF Core Strategy: Second Issues and Options Paper 2010*) made more detailed recommendations and suggested building on the success of the Cirencester Office Park by accommodating the

future expansion of the park on adjoining land fronting the Tetbury Road. This could cater for specific needs arising from companies seeking new headquarters and also provide employment space in general, including small scale workspace. To meet medium to longer term needs, a phased allocation of up to 6 hectares of land was recommended in this location, predominantly for B1 (a) office space. Small start-up and incubation space may also be appropriate. A high standard of design and layout would be required at this prominent location on one of the main approaches to the town (*Second Issues and Options Paper 2010, para 6.9*).

169. With regard to the provision of B2/B8 space, the Employment Study 2007 identified options for the southerly expansion of the Love Lane industrial estate area along Wilkinson Road and possible B2/B8 uses in the vicinity of the Cirencester Office Park, subject to environmental considerations and careful controls. Up to 3 hectares of new B2/B8 space was recommended. This was carried forward into the *LDF Core Strategy: Second Issues and Options Paper (2010)*, which found that businesses in Love Lane had indicated a need for further industrial / commercial land and suggested investigating the possibility of allocating about 3 hectares of land for B2 and B8 uses near Wilkinson Road. Little has changed since these recommendations were made in 2007 due to the recession, and therefore are considered still relevant and valid.

Royal Agricultural College

170. In addition, the Employment Study 2007 (and *LDF Core Strategy: Second Issues and Options Paper 2010*) identified that scope exists for employment development specifically associated with the function of the Royal Agricultural College. Adjacent to the college (the 'Triangle Site') an outline planning permission (currently being applied for renewal) was granted in 2007 for specialist employment space and related uses. The Employment Study 2012 (*Vol.1, Table 4.1*) identifies the site as a potential option if required, but the impact of development on surrounding listed buildings, the AONB and the landscape setting of the college would need careful consideration.
171. Given the importance of the Royal Agricultural College and its associated activities to the local economy and future growth, it is considered appropriate to investigate allocating the 'Triangle Site' for employment and associated uses in accordance with the relevant outline planning permission. Although the allocation would be separate from the strategic site to the south of Chesterton as it is located in the AONB and has uniquely sensitive issues that need to be addressed, the potential development at the RAC should be taken into account when designing the strategic site and vice versa.
172. Further potential at the college site also exists to develop a niche centre of small and medium sized premises catering for knowledge based companies and associated economic sectors, such as food processing and agriculture, all with links to the college. Any potential development would need to be balanced against the impact on surrounding listed buildings, the AONB and the landscape setting of the Royal Agricultural College. It would therefore be appropriate for a comprehensive development brief to be prepared which addressed the highly sensitive development issues. If required, this development potential will be considered in a future Development Plan Document (*LDF Core Strategy: Second Issues and Options Paper 2010 para 6.8; Appendix 4 – Question 6, Representation by RAC; Employment Study 2012, Table 4.1*).

Tourism

173. Other issues identified in the *LDF Core Strategy: Second Issues and Options Paper (2010)* in relation to employment land provision, were the desire for studio and start-up space for craft workers (highlighted by Cirencester Town Council); and aspirations to build on the tourism economy linking with the Cotswold Water Park but the lack of hotels and tourism provision in Cirencester was an issue.
174. With regard to tourism provision in Cirencester and the surrounding area, the Council has mixed views. Over the last 3 years, monitoring statistics show that there has been no increase in hotel capacity in Cirencester. Also, the Kings Head Hotel in the Market Place remains closed for refurbishment, as it has since 2006. However, the Four Pillars Hotel in the Cotswold Water Park opened in 2007. The *Cotswold AONB Sustainable Tourism Strategy 2011-2016* considered tourist provision within the AONB and the surrounding areas. A need for low-cost accommodation and new niche accommodation was identified (*Appendix 1*). Representations submitted as part of the *LDF Core Strategy: Second Issues and Options Paper (2010)* consultation supported the need for developing high quality tourist hotel provision in Cirencester. Such development could support business to business tourism too. It is an issue that could be explored further in a future Development Plan Document.

Other potential employment sites

175. The South Cerney Barracks site on the A419 to the South East of Cirencester was identified in the *LDF Core Strategy: Second Issues and Options Paper (2010)* and *Employment Study (2007)* as being potentially suitable for employment use if land is released by the MoD. The brownfield site is within easy reach of Cirencester, and is likely to be attractive to large space users seeking a Cirencester base with good links to Swindon and the M4. The MoD has recently indicated that the site will be retained and so this would only be a potential option in the longer term for meeting employment needs.
176. The potential allocation of land between Dobbies Garden Centre and the South Cerney Barracks for employment uses specifically to attract commercial headquarters was also suggested in the *LDF Core Strategy: Second Issues and Options Paper 2010*. However, further consideration, supported by representations (*Appendix 4, Question 6*) submitted through public consultation, has shown that this would not be the most sustainable option for developing Cirencester in the future. The area is significantly detached from Cirencester, with the land in between being an area of flood risk. It would promote unattractive, ribbon development on the approach to Cirencester and would increase commuting. The site is not well integrated with Cirencester and is not accessible by sustainable modes of transport. The growth option was appraised through the Sustainability Appraisal (SA) process. The appraisal demonstrated that the most sustainable growth option was the area South of Chesterton. Therefore, the area between Dobbies garden centre and the army barracks at South Cerney is not recommended for inclusion in the *Draft Core Strategy: Local Plan*.
177. Other potential employment sites were put forward through the public consultation on the *LDF Core Strategy: Second Issues and Options Paper (2010)* and/or the 'Call for Sites' process (2011). These sites have been assessed in the *Employment Study 2012 (Vol. 1, Table 4.1)*. Sites were discounted for B-space uses for various reasons and others (including the RAC Triangle Site and Land to

the east of the RAC) are recommended for as potential options for employment development if required. Recommendations have also been made on the current Local Plan employment allocations too (*Employment Study 2012 Vol.1, para 6.9.11*). The information will be used to prepare a Development Plan Document containing detailed site allocations.

178. With regard to the current *Cotswold District Local Plan 2001-2011* employment allocations at Siddington Park Farm (*Policy CIR.13*) and Land at Kingshill North (*Policy CIR.12*), the Employment Study (*Vol.1, 2012*) advises that the sites should be monitored and if they don't come forward for employment use then additional land should be provided for elsewhere (*Table 4.1*). Further advice (*paragraph 6.9.11*) is that the sites are not recommended for allocation.
179. However, after further consideration it has been concluded that these sites (Siddington Park Farm and Land at Kingshill North) should continue to be protected for employment uses. Reasons include:
- The sites have only been allocated since 2006 and during that time (since 2008) there has been a recession which would have impacted on them coming forward for employment development.
 - The land around Cirencester is highly constrained which makes it very difficult to find suitable land for employment. Other than the land south of Chesterton (where the land requirement of 9.16 hectares is proposed to be accommodated), there are few places without significant constraints, for example, flood risk, AONB, Historic Parkland or risk of coalescence with nearby settlements.
 - Given that the Local Plan covers a 20 year period it would be sensible to retain two acceptable potential employment sites for the long term, to enable the Local Plan to be flexible and responsive to changing economic circumstances.
 - Without prejudice to the above comments, the Council recognises that the care / retirement development that has recently been permitted at Siddington Park Farm is not technically an 'employment' use (B-class). However, the Council does acknowledge that the scheme will have an element of job creation and quasi employment in it.

Conclusion

180. In conclusion, it can be seen that there is considerable potential for Cirencester's employment role to be strengthened. However, the economically active population is decreasing and this is expected to undermine its economy in the future (*Role & Function of Settlements Study 2012*). Also the Employment Study 2007 recognised that although there is significant potential for economic growth in Cirencester, this must be considered in the context of the reducing labour market (*para 6.24*). Several representations to the *LDF Core Strategy: Second Issues and Options Paper 2010 (Appendix 4, Question 6)* highlighted the need for employment proposals to be closely integrated with new housing development in Cirencester. Therefore any employment proposals should be linked with housing development to boost the economically active population, minimise commuting and create a more sustainable, robust and resilient town.

Proposed Strategy:

Future employment development should be closely related to the provision of housing development to ensure that there is a sufficient economically active population to support the economy.

Protect existing employment areas in Cirencester and the surrounding area.

- In Cirencester, these are: Love Lane; Phoenix Way; Cirencester Office Park (Smith's Field); Querns Business Centre; College Farm; Whiteway Farm; Mitsubishi HQ; St James Place, Sheep Street Island;**
- and in the Surrounding area: Dovecott Workshops, Barnsley; Fosse Cross, North Cerney; Lakeside Business Park, South Cerney; Village Farm, Preston (see Core Policy E2).**

Retain previous Local Plan allocations in a Development Plan Document for Siddington Park Farm and Land at Kingshill North for employment development.

Encourage the redevelopment of town centre sites (such as Sheep Street Island and Memorial Hospital) to contribute to B1 office provision, and possibly studio / start-up space.

Allocate at least 9.16 ha of land (providing at least 97,207 sq m of floor space) for B1, B2 and B8 uses (or for other employment uses that do not fall within any specific use class and which do not cause unacceptable environmental problems) as part of the Strategic Site south of Chesterton, Cirencester, incorporating Land at Wilkinson Road. As part of the detailed allocation for the Strategic Site, consider the expansion of Love Lane industrial estate for predominantly B2 /B8 uses; and the expansion of Cirencester Office Park for predominantly B1 uses.

Consider allocating the Triangle Site at the Royal Agricultural College in a Development Plan Document for employment and associated uses in accordance with an approved Outline Permission. In addition, encourage the preparation of a Development Brief for the whole college site (including the area of land to the east of the college) to ensure that a holistic, long term approach is taken which is both responsive to the college's needs and also appropriate to the highly constrained and sensitive site.

Taking into consideration monitoring information, the development of the strategic site, changing economic circumstances and other relevant factors, the Council will make further allocations for employment land in and around Cirencester, as required to meet local employment needs, through a Development Plan Document.

Consider making provision for a hotel or similar type of tourist accommodation (C1 Use Class) in Cirencester in a Development Plan Document to support the local tourism based economy.

Coates

181. Coates has a very limited role in terms of the presence of existing employment and the surrounding area (which includes Kemble and Sapperton) has a poor balance of jobs to workers. The self containment level of the area at 27% is the lowest in the District, which means many people travel out of the area for work (*Role & Function of Settlements Study 2012*).
182. There are no employment sites in Coates that are identified for protection in the *Employment Study (Vol.1, 2012)*.
183. Coates falls under the category of 'Other towns / villages and Rural Areas' in the assessment of future requirements for employment land carried out in the Employment Study 2012. An overall requirement for **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 was recommended for 'Other towns / villages and Rural Areas' (everywhere except Cirencester (and South Cerney), Moreton, Bourton and Tetbury).
184. The Employment Study (*Vol. 1, 2012*) identified that this provision could be met through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a planning policy to encourage the positive development of small rural employment premises in appropriate locations.

Proposed Strategy:

Encourage development of small rural employment premises in appropriate locations to support local economic growth and meet local needs. (Core Policy E9)

Coln St Aldwyn / Hatherop / Quenington

185. Coln St Aldwyn / Hatherop / Quenington are being considered as a settlement cluster in the preparation of the *Local Plan: Core Strategy*. The cluster does have an employment role in terms of the presence of existing employment, but the data used to assess further aspects of employment function does not 'fit' these settlements very well. Overall the area has a below average level of self containment, which means that more people than average travel out of the area for work (*Role & Function of Settlements Study 2012*).
186. The Employment Study (*Vol.1, para 6.3.2, 2012*) recommended using planning policy to specifically identify and protect existing employment sites that are in good use and support the existing economy. The only employment site identified in the cluster of settlements for this purpose is Cockrup Farm, Coln St Aldwyn.
187. The settlement cluster falls under the category of 'Other towns / villages and Rural Areas' in the assessment of future requirements for employment land carried out in the Employment Study 2012. An overall requirement for **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and

2031 was recommended for 'Other towns / villages and Rural Areas' (everywhere except Cirencester (and South Cerney), Moreton, Bourton and Tetbury).

188. The Employment Study (*Vol. 1, 2012*) identified that this provision could be met through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a planning policy to encourage the positive development of small rural employment premises in appropriate locations.

Proposed Strategy:

Protect existing employment area of Cockrup Farm, Coln St Aldwyn (Core Policy E2).

Encourage development of small rural employment premises in appropriate locations to support local economic growth and meet local needs. (Core Policy E9)

Didmarton / Leighterton

189. Didmarton / Leighterton are being considered as a settlement cluster in the preparation of the *Local Plan: Core Strategy*. The area as a whole does have an employment role in terms of the presence of existing employment, but the area includes employment sites which are not in these settlements. Overall, the employment data does not 'fit' these settlements very well and so assessing them is difficult (*Role & Function of Settlements Study 2012*).
190. There are no employment sites in Didmarton / Leighterton that are identified for protection in the *Employment Study (Vol.1, 2012)*.
191. The settlement cluster falls under the category of 'Other towns / villages and Rural Areas' in the assessment of future requirements for employment land carried out in the Employment Study 2012. An overall requirement for **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 was recommended for 'Other towns / villages and Rural Areas' (everywhere except Cirencester (and South Cerney), Moreton, Bourton and Tetbury).
192. The Employment Study (*Vol. 1, 2012*) identified that this provision could be met through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a planning policy to encourage the positive development of small rural employment premises in appropriate locations.

Proposed Strategy:

Encourage development of small rural employment premises in appropriate locations to support local economic growth and meet local needs. (Core Policy E9)

Down Ampney

193. Down Ampney has a very limited role in terms of the presence of existing employment and the surrounding area has a poor balance of jobs to workers. The self containment level of the area is well below average, which means many people travel out of the area for work (*Role & Function of Settlements Study 2012*).
194. There are no employment sites in Down Ampney that are identified for protection in the *Employment Study (Vol.1, 2012)*. Accessibility to surrounding employment provision was identified as an issue in the *LDF Core Strategy: Second Issues and Options Paper 2010*.
195. Down Ampney falls under the category of 'Other towns / villages and Rural Areas' in the assessment of future requirements for employment land carried out in the *Employment Study 2012*. An overall requirement for **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 was recommended for 'Other towns / villages and Rural Areas' (everywhere except Cirencester (and South Cerney), Moreton, Bourton and Tetbury).
196. The *Employment Study (Vol. 1, 012)* identified that this provision could be met through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a planning policy to encourage the positive development of small rural employment premises in appropriate locations.

Proposed Strategy:

Encourage development of small rural employment premises in appropriate locations to support local economic growth and meet local needs.(Core Policy E9)

Identify opportunities to improve transport links with surrounding employment provision through a future Development Plan Document or Neighbourhood Plan.

Fairford

197. The Fairford area has a reasonable employment base (approaching 1,400 jobs), with a higher than average proportion of those jobs in growth employment sectors. Besides Horcott Industrial Estate, there are other employment areas at London Road and at Whelford Lane (1 mile), while RAF Fairford lies a short distance to the south of Horcott. The town has the potential for its employment role to increase as it has a higher proportion of jobs in growth employment sectors. Also, at 42%, its self-containment (the percentage of travel to work journeys that start and finish in the Ward) is lower than some of the other larger settlements (*Role & Function of Settlements Study 2012*).
198. Fairford's employment role, however, is in danger of decreasing as there is a poor balance of jobs to workers. A higher proportion of jobs to workers is

desirable to ensure that the employment needs of the population are met and to reduce the need for out-commuting. It is important to achieve employment development that matches the needs of the local workforce. Also, Fairford's economically active population is decreasing which could undermine the economy in the future (*Role & Function of Settlements Study 2012*).

199. The Employment Study (*Vol. 1, para 6.3.2, 2012*) recommended using planning policy to specifically identify and protect existing employment sites that are in good use and support the existing economy. In Fairford, these are: Horcott Industrial Estate, Fairford; London Road, Fairford; Whelford Lane Industrial Estate, Fairford; New Chapel Electronics, Fairford; and the surrounding area: Cockrup Farm, Coln St.Aldwyn; Butts Farm, Poulton.
200. After assessing existing provision, and forecasting future need for employment land, a number of distribution options for employment land were assessed in the Employment Study 2012. The recommended approach identified an overall requirement of **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 in 'Other towns / villages and Rural Areas' (everywhere except Cirencester (including South Cerney), Moreton, Bourton and Tetbury). Fairford falls into this category.
201. The Employment Study (*Vol 1, para 6.9.5, 2012*) recommended that the Council should plan to provide for the gross land requirements without taking into consideration existing commitments to address several issues that could constrain economic growth. The Study identified how the provision of employment land could be met. It could be met in the category 'Other Towns / Villages and Rural Areas' through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a policy for rural employment.
202. The 2007 Employment Study (*para 6.40*) recommended that Fairford could be a suitable location for provision of small-scale workspace, if suitable opportunities arose within the existing urban area. The level of demand for this type of development cannot be quantified as it is essentially a 'new product' for the town.
203. Site-specific employment land opportunities in Fairford are only likely to arise through the reconfiguration and recycling of existing employment premises (*Employment Study 2007, para 6.38*). However, a potential site has been put forward off London Road, which could be considered for employment development if development into open countryside was acceptable and if it is required in the future (*Employment Study 2012, Table 4.1, Site ref OU1*). No allocations for additional employment land are recommended in Fairford in the 2012 Employment Study, but evidence should be kept under review should economic circumstances change.
204. To maintain the town's long term prosperity the '*Fairford Horizon*' community plan identifies that opportunities to provide additional employment sites and accommodation in Fairford should be pursued, particularly for skilled occupations. The community also wish to encourage small businesses to the town. These issues could be addressed through a future Development Plan Document or Neighbourhood Plan.
205. The *LDF Core Strategy: Second Issues and Options Paper 2010* suggested that out-commuting could be tackled by introducing home working facilities within

any new development. This was supported by representations made during public consultation on the Paper (*Appendix 4, Question 9*).

206. Tourism is important to Fairford's local economy, and also the wider Cotswold Water Park. One of the three goals identified in the town's community-led plan '*Fairford Horizon*' aims to maintain Fairford as a shopping and tourist destination. Work with the Town Council on the *LDF Core Strategy: Second Issues and Options Paper 2010* identified that improved links between the east and west areas of the Cotswold Water Park were needed, including footpath links to the canal and the reinstatement of the canal route. This would support tourism and also enable local residents to have improved access to enjoy the leisure opportunities at the Water Park. A multi use cycle / footpath link to Lechlade also needs to be progressed and HGVs diverted from travelling through the town centre (*Fairford Horizon*). Improving cycle / footpath links and the public realm of the town centre would help to maximise the attractiveness of Fairford to the tourism industry.
207. Monitoring the impact of reduced activity at the RAF base on the local economy in Fairford is identified in the *Fairford Horizon* community plan. However, the MoD have indicated that RAF Fairford is a fully operational military base and that as time progresses further development may be required to ensure the MoD is capable of meeting the advanced military requirements of the future.

Proposed Strategy:

Protect existing employment areas of Horcott Industrial Estate; London Road; Whelford Lane Industrial Estate; and New Chapel Electronics, Fairford (Core Policy E2).

Allow the redevelopment of existing employment sites for employment uses, and where possible, employment uses should be targeted to match the skills of the local population to reduce the need for out commuting.

Explore opportunities for additional employment land in the longer term through a Development Plan Document or Neighbourhood Plan to meet local needs.

Improved opportunities for home-working will be provided in any new housing developments. (Core Policy E1)

Support the restoration of the Thames – Severn Canal and the associated tourism and other benefits it would bring to the local economy (Core Policy E1 and Core Policy – Transport / Accessibility)

Support the provision of footpath and cycle links to the Cotswold Water Park, canal route and Lechlade. (Core Policy – Transport / Accessibility)

Kemble

208. Kemble has a very limited role in terms of the presence of existing employment has a poor balance of jobs to workers. The self containment level of

the area at 27% is the lowest in the District, which means many people travel out of the area for work (*Role & Function of Settlements Study 2012*).

209. There are no employment sites in Kemble that are identified for protection in the *Employment Study (Vol.1, 2012)*. However, the village lies about 2 miles to the east of Kemble Airfield Enterprise Park, which is identified as a site to be protected.
210. Kemble falls under the category of 'Other towns / villages and Rural Areas' in the assessment of future requirements for employment land carried out in the *Employment Study 2012*. An overall requirement for **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 was recommended for 'Other towns / villages and Rural Areas' (everywhere except Cirencester (and South Cerney), Moreton, Bourton and Tetbury).
211. The *Employment Study (Vol. 1, 2012)* identified that this provision could be met through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a planning policy to encourage the positive development of small rural employment premises in appropriate locations.

Proposed Strategy:

Protect existing employment area of Kemble Airfield Enterprise Park (Core Policy E2)

Encourage development of small rural employment premises in appropriate locations to support local economic growth and meet local needs. (Core Policy E9)

Support the restoration of the Thames – Severn Canal and the associated tourism and other benefits it would bring to the local economy. (Core Policy E1 and Core Policy – Transport / Accessibility)

Kempsford

212. Kempsford has a very limited role in terms of the presence of existing employment has a poor balance of jobs to workers. The self containment level of the area at 27% is the lowest in the District, which means many people travel out of the area for work (*Role & Function of Settlements Study 2012*).
213. There are no employment sites in Kempsford that are identified for protection in the *Employment Study (Vol.1, 2012)*.
214. Kempsford falls under the category of 'Other towns / villages and Rural Areas' in the assessment of future requirements for employment land carried out in the *Employment Study 2012*. An overall requirement for **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 was recommended for 'Other towns / villages and Rural Areas' (everywhere except Cirencester (and South Cerney), Moreton, Bourton and Tetbury).
215. The *Employment Study (Vol. 1, 2012)* identified that this provision could be met through redevelopment of existing employment sites, the development of

remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a planning policy to encourage the positive development of small rural employment premises in appropriate locations.

Proposed Strategy:

Encourage development of small rural employment premises in appropriate locations to support local economic growth and meet local needs. (Core Policy E9)

Support the restoration of the Thames – Severn Canal and the associated tourism and other benefits it would bring to the local economy. (Core Policy E1 and Core Policy – Transport / Accessibility)

Lechlade-on-Thames

216. Lechlade has a minor employment role for its size, with just over 600 jobs within its immediate area. There is 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. It would be important to tailor future employment provision to the skills of the local workforce to reduce the need for out-commuting. At 34%, Lechlade's self-containment (the percentage of travel to work journeys that start and finish in the town) is low compared with most of the District's other larger settlements (*Role & Function of Settlements Study 2012*).
217. The Employment Study (*Vol. 1, para 6.3.2, 2012*) recommended using planning policy to specifically identify and protect existing employment sites that are in good use and support the existing economy. However, in Lechlade, there is no such site identified.
218. Lechlade does not currently have any established employment sites, and is, to a large extent a dormitory settlement. The Old Station site has been allocated for employment in previous local plans but despite gaining permission for a mixed housing and employment scheme the site has never been developed. The Employment Study (*Vol. 1, para 6.4.1, 2012*) has recommended the site for release from employment allocation. This approach accords with the National Planning Policy Framework.
219. After assessing existing provision, and forecasting future need for employment land across the District, a number of distribution options for employment land were assessed in the Employment Study 2012. The recommended approach identified an overall requirement of **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 in 'Other towns / villages and Rural Areas' (everywhere except Cirencester (including South Cerney), Moreton, Bourton and Tetbury).
220. The Employment Study (*Vol 1, para 6.9.5, 2012*) recommended that the Council should plan to provide for the gross land requirements without taking into consideration existing commitments to address several issues that could

constrain economic growth. The Study identified how the provision of employment land could be met. It could be met in the category 'Other Towns / Villages and Rural Areas' through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a policy for rural employment.

221. The potential employment sites submitted through the Council's 'Call for Sites' were assessed in the Employment Study (*Vol. 1, table 4.1, 2012*). One site was promoted in Lechlade for B class employment uses, to the North of Butlers Court. The assessment recommended that the site could represent an opportunity for rural employment opportunities and should be assessed against the Council's rural employment policy.
222. The 2007 Employment Study gave more detailed guidance with regard to Lechlade. The Study recommended that Lechlade could be a suitable location for provision of small-scale workspace, if suitable opportunities arose within the existing urban area. The level of demand for this type of development cannot be quantified as it is essentially a 'new product' for the town (*para 6.40, 2007*).
223. The *LDF Core Strategy: Second Issues and Options Paper 2010* identified a number of key issues for Lechlade, including limited local employment opportunities and high levels of commuting. It was suggested that out-commuting could be tackled by introducing home working space / units. Representations made by Lechlade Town Council (*Appendix 4, Question 10*) wanted more local employment opportunities to be encouraged. It was suggested that employment land for small scale enterprises should be provided and that potential exists at Butlers Court, the Old Station site and other areas if settlement boundaries were marginally extended where appropriate. Significant improvements to the quality and availability of hotel and guest house accommodation should be made in order to support the tourist economy. Improvements to employment and tourism in Lechlade should be made before allowing any further open-market housing developments, according to the CPRE. The role of the Thames and Severn Canal in improving access to the Water Park and bringing benefits to the local economy was emphasised by the Cotswolds Canal Trust.
224. Tourism is important to Lechlade, and also the wider Cotswold Water Park. The *LDF Core Strategy: Second Issues and Options Paper 2010* identified that tourism in Lechlade needed to be supported and it would be more beneficial to the town if visitors stayed overnight. Improvements to the town centre would help to attract longer stay visitors, for example, the Riverside area is a prominent gateway into the town which has the potential to include tourist and leisure related retail uses. The tidiness and appearance of the town centre could be improved, along with the creation of a safe cycle / footpath route between Lechlade and Fairford, and the Water Park. Parking provision was also identified as inadequate in the town centre.
225. *Lechlade's Market Town Healthcheck (2003)*, complemented by a more recent survey of residents carried out in 2012, identified a number of issues relating to the economy of the town. One of the biggest weaknesses was the lack of affordable premises for small, new businesses. Also, the lack of amenities for tourists was identified as a problem, including the lack of a quality hotel, petrol station, cashpoint and visitor information.
226. Improvements to the public realm and entrances to the town were suggested in the Healthcheck findings, including neglected sites such as the Old Station

site. Schemes to improve accessibility were identified such as the cycle / footpath link to Fairford and the Water Park, a new footbridge over the River Thames and the removal of the old railway bridge and widening of the footpath. Increasing parking in the town centre was seen as a way of boosting support for local shops and businesses, and the potential relief road link would help alleviate traffic impact on the town centre.

227. With regard to the relief road, the County Council have confirmed that the Relief Road has been deleted from the Highways Records list as it is unlikely to be delivered within the *Gloucestershire Local Transport Plan 3 (LTP3)* period. However, should any new development be planned at Lechlade, the distribution of traffic will need to be considered which may result in a link road being required out to the A417 and A361 in order to prevent development traffic from passing through the town centre.

228. Proposals in Lechlade that were put forward in the *Cotswold District Local Plan 2001-2011* are important to the town's economy. The proposals remain 'saved' until replaced in a future Development Plan Document or Neighbourhood Plan. The Policies that are saved include:

- Policy LEC.1: Riverside Area
- Policy LEC.3: Car Park

Proposed Strategy:

Remove the employment land allocation from the Old Station site, Lechlade and return the site to an 'undesigned' state. Should the extant planning permission remain unimplemented, the future of the site should be considered in a Development Plan Document or Neighbourhood Plan. (Core Policy E3)

Small scale development for employment (B1) uses will be permitted in the town centre, subject to high standards of design that respect the built environment of the town and where it does not detract from the vitality and viability of the town centre.

Identify in a Development Plan Document or Neighbourhood Plan an appropriate site in Lechlade which can deliver employment development. The site should be able to establish a range of employment uses, which, where possible, match the skills of the local population to reduce the need for out commuting. The new provision should include small-scale workspace suitable for business start-ups.

Opportunities for home-working will be incorporated in the design of any new housing developments. (Core Policy E1)

Support the restoration of the Thames – Severn Canal and the associated tourism and other benefits it would bring to the local economy. (Core Policy E1 and Core Policy – Transport / Accessibility)

Support the provision of footpath and cycle links to the Cotswold Water Park, canal route and Fairford. Support the installation of a new footbridge over the River Thames. (Core Policy – Transport / Accessibility)

Consider making provision for a hotel or similar type of tourist accommodation (C1 Use Class) in Lechlade in a Development Plan Document to support the local tourism based economy.

Support improvements to the public realm at the entrances to Lechlade and the town centre. Support the regeneration of the Riverside Area as a prominent gateway to the town for tourist, leisure and retail related uses taking into account the flood risk.

Consider retaining the allocation of a site at Wharf Lane for a small visitors car park, or allocating an alternative suitable site(s) in a future Development Plan Document or Neighbourhood Plan.

Discontinue the safeguarding of land previously identified for the relief road linking the A361 and A417 to the north and west of Lechlade. Should new development be planned in Lechlade a link road may be required to distribute development traffic away from the town centre.

Subject to the provisions of the Core Strategy, the settlement specific policy proposals contained in the Cotswold District Local Plan 2001-2011 are saved until superseded by a future Development Plan Document or Neighbourhood Plan. (Core Policy XX)

Mickleton

229. Mickleton has a small employment base. At one time, market gardening was a significant provider of work in and around the village; however, former glasshouses now lie derelict, notably at Meon Hill Nurseries. The only employment site of any significance now is Seyfried Industrial Estate to the north of the village.
230. Mickleton has a higher proportion of jobs in growth employment sectors. However, Mickleton is one of the six settlements in the District where the impact of a declining economically active population is more extreme and this is likely to undermine its economy in the future. Despite the relative lack of job opportunities, self-containment (the percentage of travel to work journeys that start and finish in the Ward) at 50% is surprisingly high (*Role & Function of Settlements Study 2012*).
231. The Employment Study (*para 6.2.3, Vol.1, 2012*) recommended using planning policy to specifically identify and protect existing employment sites that are in good use and support the existing economy. The Seyfried Industrial Estate to the north of Mickleton is recommended for this purpose.
232. After assessing existing provision, and forecasting future need for employment land, a number of distribution options for employment land were assessed in the Employment Study 2012. The recommended approach identified an overall requirement for **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 was recommended for 'Other towns / villages and Rural Areas' (everywhere except Cirencester (and South Cerney), Moreton, Bourton and Tetbury). Mickleton falls into this category.
233. The Employment Study (*Vol. 1 2012*) identified that this provision could be met through redevelopment of existing employment sites, the development of

remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a planning policy to encourage the positive development of small rural employment premises in appropriate locations.

234. The Employment Study (*Para 6.9.10, Vol. 1, 2012*) recommends this approach because rural business units represent an important element of the employment portfolio in Cotswold District. The 2007 Employment Study also supported this approach by recommending allowing appropriately scaled employment development in the main villages and consolidating established employment sites to help meet localised demand.
235. Potential employment sites were put forward through the 'Call for Sites' process carried out in 2011. These sites have been assessed in the Employment Study (*Vol.1, Table 4.1, 2012*). The only site in Mickleton to be put forward was 'land off Stratford Road' (*Table 4.1, Ref OU3*), also known as the Meon Hill nurseries site. The site was assessed as being suitable for employment development as long as access improvements were made and a suitable scheme designed.

Proposed Strategy:

Protect existing employment area of Seyfried Industrial Estate near Mickleton (Core Policy E2)

Future employment development should be closely related to the provision of housing development to ensure that there is a sufficient economically active population to support the local economy.

In a Development Plan Document or Neighbourhood Plan, consider identifying the derelict Meon Hill Nurseries site (Land off Stratford Road) for a mixed use redevelopment to establish a range of employment uses, including small-scale workspace suitable for business start-ups, plus community / sports provision and an appropriate mix of housing necessary to achieve a viable development.

Moreton-in-Marsh

236. Moreton-in-Marsh has a good employment base (about 2,000 jobs), with a higher than average proportion of those jobs in growth employment sectors (*Role & Function of Settlements Study 2012*).
237. The employment sectors that are projected to grow include Business Services, Other Services (including community, social and personal service activities), Hotels and Restaurants, Distribution (including retail and motor trade) and Education, Health, Construction, Transport and Communication, and Finance. Sectors that are likely to decline are Agriculture and Manufacturing (including Electronics, Metals and Engineering, Chemicals and Minerals) (*para 3.62 – 3.63 Role & Function of Settlements Study 2012; table 5.4 Employment Study 2012*).

238. Moreton is home to the internationally-renowned Fire Services College, while the Cotswold Business Village, on the eastern side of the town, is one of the best designed employment areas in the District. Moreton currently has a good balance of jobs to workers. At 50%, the town's self-containment (the percentage of travel to work journeys that start and finish in the Ward) is relatively high, only ranking behind Cirencester and Bourton-on-the-Water (*Role & Function of Settlements Study 2012*).
239. Given these factors, the town has the potential for its employment role to increase. However, the economically active population is decreasing faster than almost anywhere else in the District, and this is expected to undermine its economy in the future.
240. The Employment Study (*Vol.1, para 6.3.2, 2012*) recommended using planning policy to specifically identify and protect existing employment sites that are in good use and support the existing economy. In Moreton, these are: the Cotswold Business Park/Village; and Fosseyway Industrial Estate; and in the surrounding area: The Stich, Longborough.
241. After assessing existing provision across the whole District, and forecasting future need for employment land, a number of distribution options for employment land were assessed in the Employment Study 2012. The recommended approach identified an overall requirement of **1.22 hectares** of employment land (12,961 sq m of floor space) between 2011 and 2031 for Moreton and its surrounds.
242. The Employment Study (*Vol 1, para 6.9.5, 2012*) recommended that the Council should plan to provide for the gross land requirements without taking into consideration existing commitments to address several issues that could constrain economic growth. The Study identified how the provision of employment land could be met. For Moreton, provision could be met through the existing employment area of the Cotswold Business Park / Village, which is considered as having potential for further employment floorspace (*Vol. 1, Para 6.9.7, 2012*). There are adequate remaining plots on the existing site to meet the identified need, according to the 2012 Employment Study. The Council's Employment Land Availability Study identifies 0.19 hectares remaining as of April 2012.
243. The 2007 Employment Study (*para 6.38*) suggested that should the sites within the Cotswold Business Village dry up there was likely to be a need for additional land. The Study recommended an easterly extension of the Business Village, of 2 hectares for B1, B2 and B8 employment uses, would be the preferred option for meeting needs arising in the longer term. It also identified good potential for specialised employment uses at the Fire Services College. These recommendations were carried forward and consulted upon in the *LDF Core Strategy: Second Issues and Options Paper 2010*.
244. Consultation responses highlighted the importance of the Fire Services College, as the largest employer in Moreton, to the local economy but also the importance of tourism. To improve the resilience of the local economy sustainable tourism should be encouraged in line with the *Strategy for Sustainable Tourism in the Cotswolds AONB 2011-2016*.
245. The Fire Services College (FSC) submitted a representation to the *LDF Core Strategy: Second Issues and Options Paper 2010* outlining the importance of the College to the wellbeing of Moreton by providing employment and drawing significant financial expenditure into the local economy (*Appendix 4, Question*

11). The College indicated that flexibility needed to be provided in the *Local Plan: Core Strategy* to support the development of the site that may be necessary to meet the changing nature of the training provided. On-site facilities and live fire training venues would need to adapt accordingly. The *LDF Core Strategy: Second Issues and Options Paper 2010* indicated that specialist employment uses at the Fire Services College would be investigated. The College supports this, and suggests that additional non-fire and rescue related employment uses would be appropriate at the site. However, after a period of uncertainty, a preferred bidder was announced for the FSC in December 2012 as Capita plc. The FSC will form a key part of their growing business with the Emergency Services. Capita plc have indicated that they are planning major capital investment in the site and want to attract companies and trade organisations to the site that do business with the emergency services as part of a growing community. It is important the Local Plan provides policy support for potentially one of the largest employers in the District.

246. Potential employment sites were put forward through the 'Call for Sites' process carried out in 2011. These sites have been assessed in the Employment Study (*Vol.1, Table 4.1, 2012*). Sites were discounted for B space uses for various reasons and others recommended for further consideration. In Moreton, the only site put forward that was considered suitable for employment development as part of a mixed use scheme was 'Land at Todenham Road' (Table 4.1, Site ref 14). However, employment development on the site was only suitable if an extension of Moreton into the open countryside was acceptable and required to deliver new housing development.

Proposed Strategy:

247. **Future employment development should be provided alongside housing growth to ensure that there is a sufficient economically active population to support the growing economy.**

248. **Protect existing employment areas of the Cotswold Business Park/Village; and Fosseway Industrial Estate in Moreton (Core Policy E2).**

249. **Safeguard 2 hectares of land for B1, B2 and B8 employment uses to form an easterly extension of the Cotswold Business Village to meet longer term needs should the current Business Village site become fully developed and occupied.**

250. **Proposals for development at the Fire Services College site that enables the expansion of the College's activities and / or the establishment of other businesses related to the Emergency Services sector will be supported, in principle. Any proposal should include enabling access to the College's sport and leisure facilities by local residents. Detailed policy guidance will be provided in a future Development Plan Document or Neighbourhood Plan.**

251. **Encourage Sustainable Tourism and its contribution to the economy in Moreton-in-Marsh (Core Policy E11).**

North Cerney

252. The area covering North Cerney has an employment function most likely influenced by the rural employment sites, e.g. Fosse Cross included in the area. The area as a whole has a good balance of jobs to workers, but the self containment level is below average, which means many people travel out of the area for work (*Role & Function of Settlements Study 2012*).
253. The Employment Study (*Vol. 1, para 6.2.3, 2012*,) recommended using planning policy to specifically identify and protect existing employment sites that are in good use and support the existing economy. In the area covering North Cerney, the Fosse Cross site has been identified for this purpose.
254. North Cerney falls under the category of 'Cirencester and Surrounds' in the assessment of future requirements for employment land carried out in the Employment Study 2012. An overall requirement of **9.16 hectares** of employment land (97,207 sq m of floor space) between 2011 and 2031 was identified for 'Cirencester and Surrounds'.
255. The Employment Study (*Vol 1, 2012*) identified how the provision of employment land could be met in Cirencester and the surrounding area. Primarily this was through sites identified in Cirencester, and also the existing employment area at South Cerney, which has potential for further employment floorspace. The Study also recommended establishing a rural employment policy which encouraged the positive development of small rural employment premises in appropriate locations.

Proposed Strategy:

Protect existing employment area of Fosse Cross, near North Cerney (Core Policy E2)

Encourage development of small rural employment premises in appropriate locations to support local economic growth and meet local needs. (Core Policy E9)

Northleach

256. Northleach has a small employment base (around 380 jobs), with just a couple of small industrial sites at Old Brewery and Coalyard Farm. The lack of employment opportunities, and the consequent imbalance in terms of more workers than jobs, partly explains why the town has a self-containment of just 37% (percentage of travel to work journeys that start and finish in the Ward). Northleach has essentially become a dormitory town with modest service and employment roles.
257. The town clearly has potential for its employment role to increase, particularly as it has a higher proportion of jobs in growth employment sectors. A decreasing

economically active population is also likely to further undermine the local economy in the future (*Role & Function of Settlements Study 2012*).

258. The Employment Study (*Vol. 1, para 6.3.2, 2012*) recommended using planning policy to specifically identify and protect existing employment sites that are in good use and support the existing economy. In Northleach: Old Coalyard Farm Industrial Estate; the Old Brewery; and in the surrounding area: Compton Business and Craft Centre, Compton Abdale.
259. After assessing existing provision, and forecasting future need for employment land, a number of distribution options for employment land were assessed in the Employment Study 2012. The recommended approach identified an overall requirement of **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 in 'Other towns / villages and Rural Areas' (everywhere except Cirencester (including South Cerney), Moreton, Bourton and Tetbury). Northleach falls into this category.
260. The Employment Study (*Vol 1, 2012*) recommended that the Council should plan to provide for the gross land requirements without taking into consideration existing commitments to address several issues that could constrain economic growth. The Study identified how the provision of employment land could be met. It could be met in the category 'Other Towns / Villages and Rural Areas' through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a policy for rural employment.
261. The potential employment sites submitted through the Council's 'Call for Sites' were assessed in the Employment Study (*Vol. 1, table 4.1, 2012*). Two sites were promoted in Northleach for employment development: Land at West End; and Land off Bassett Road. The assessment recommended that both sites could be considered further if new employment land is required in Northleach.
262. The 2007 Employment Study (*para 6.38 – 6.40*) recommended that Northleach could be a suitable location for provision of small-scale workspace, if suitable opportunities arose within the existing urban area, and at the Old Coalyard Industrial Estate.
263. The *LDF Core Strategy: Second Issues and Options Paper 2010* identified a number of key issues for Northleach including a need for affordable housing balanced with sustainable businesses and infrastructure. This was supported in representations (*Appendix 4, Question 12*) by the CPRE who emphasised the need for affordable housing provision to enable younger people to stay in the town. The need for long stay car parking sites was raised by the Town Council to free up space in the town centre in order to support the use of local businesses. The Paper also suggested seeking opportunities for existing businesses to expand and stay in the area.
264. Tourism is a key employment sector for the District, and for Northleach. The opening of a new Discovery Centre at the Old Prison in Northleach is identified as an opportunity to develop and promote sustainable tourism in the *Strategy for Sustainable Tourism in the Cotswolds AONB 2011-2016*. The Old Prison is in the process of being sold by the District Council, and the preferred bidder was announced in 2012 as the registered charity 'Friends of the Cotswolds'. Plans have been worked up for the reconfiguration and improvement of the Market Place, which help make the town more attractive to tourists.
265. The *Northleach Town Plan (2010)* and *Northleach Development Statement (2011)* provide useful insight into local concerns and priorities. There is support

for the development of local employment opportunities in Northleach to prevent the town from becoming a dormitory settlement. There should be opportunities for existing businesses to expand as well as opportunities for small businesses to start up and develop. A high proportion of people work or run a business from home in Northleach.

266. The role of tourism in the local economy was recognised and the need for a car park to encourage visitors / tourists to Northleach was identified. Also, a tourist information point in the town centre was a top priority in the Town Plan.

Proposed Strategy

Future employment development should be provided alongside housing growth, including a substantial proportion of affordable housing, ensure that there is a sufficient economically active population to support the growing economy.

Protect existing employment areas of the Old Coalyard Farm Industrial Estate and the Old Brewery in Northleach (Core Policy E2).

Small scale development for employment uses will be permitted in appropriate locations in Northleach, subject to high standards of design that respect the built environment and position of the town in the AONB.

Identify in a Development Plan Document or Neighbourhood Plan opportunities to accommodate existing businesses seeking to expand in Northleach and a suitable site for the development of small-scale workspace.

Opportunities for home-working will be incorporated in the design of any new housing developments. (Core Policy E1)

Encourage sustainable tourism and its contribution to the economy of Northleach (Core Policy E11). Support the development of the new discovery centre at the Old Prison, Northleach and Plans to improve the Market Place.

Poulton

267. Poulton has a very limited role in terms of the presence of existing employment and the surrounding area has a poor balance of jobs to workers. The self containment level of the area is well below average, which means many people travel out of the area for work (*Role & Function of Settlements Study 2012*).

268. The Employment Study (*Vol.1, para 6.2.3, 2012*) recommended using planning policy to specifically identify and protect existing employment sites that are in good use and support the existing economy. In the area covering Poulton, Butts Farm has been identified.

269. Poulton falls under the category of 'Other towns / villages and Rural Areas' in the assessment of future requirements for employment land carried out in the Employment Study 2012. An overall requirement for **1.53 hectares** of

employment land (16,201 sq m of floor space) between 2011 and 2031 was recommended for 'Other towns / villages and Rural Areas' (everywhere except Cirencester (and South Cerney), Moreton, Bourton and Tetbury).

270. The Employment Study (*Vol. 1, 2012*) identified that this provision could be met through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a planning policy to encourage the positive development of small rural employment premises in appropriate locations.

Proposed Strategy:

Encourage development of small rural employment premises in appropriate locations to support local economic growth and meet local needs. (Core Policy E9)

Identify opportunities to improve transport links with surrounding employment provision through a future Development Plan Document or Neighbourhood Plan.

Sapperton

271. Sapperton has a very limited role in terms of the presence of existing employment and the surrounding area (which includes Kemble and Coates) has a poor balance of jobs to workers. The self containment level of the area at 27% is the lowest in the District, which means many people travel out of the area for work (*Role & Function of Settlements Study 2012*).
272. There are no employment sites in Sapperton that are identified for protection in the *Employment Study (Vol.1, 2012)*.
273. Sapperton falls under the category of 'Other towns / villages and Rural Areas' in the assessment of future requirements for employment land carried out in the Employment Study 2012. An overall requirement for **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 was recommended for 'Other towns / villages and Rural Areas' (everywhere except Cirencester (and South Cerney), Moreton, Bourton and Tetbury).
274. The Employment Study (*Vol. 1, 2012*) identified that this provision could be met through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a planning policy to encourage the positive development of small rural employment premises in appropriate locations.

Proposed Strategy:

Encourage development of small rural employment premises in appropriate locations to support local economic growth and meet local needs. (Core Policy E9)

Siddington

275. Siddington has a significant employment base (around 1,200 jobs) but this is primarily due to parts of Siddington abutting Cirencester, including the Love Lane Industrial Estate.
276. The area covering Siddington has a higher proportion of jobs in declining employment sectors (Agriculture and Manufacturing) but has a good balance of jobs to workers. The self containment level is well below average, which means that more people travel out of the area for work. This is most likely due to the influence of the Cirencester. The economically active population is decreasing in the area as it is across all settlements in Cotswold District (*Role and Function of Settlements Study 2012*).
277. Other than the Love Lane Industrial Estate, which is considered under Cirencester, there are no employment sites in Siddington that are identified for protection in the 2012 Employment Study (*Vol.1, para. 6.2.3*). However, the *Cotswold District Local Plan 2001-2011* allocated 6 hectares of land for B1 development at Siddington Park Farm on the A419, and this site benefits from an outline planning permission for a Business Park. Recently, permission has been granted for a care / retirement development at Siddington Park Farm. The Employment Study 2012 (*Vol 1, Table 4.1*) advises the Council to monitor the site and ensure additional employment land is provided if it does not come forward for employment uses.
278. Siddington falls under the category of 'Cirencester and Surrounds' in the assessment of future requirements for employment land carried out in the Employment Study 2012. An overall requirement of **9.16 hectares** (97,207 sq m of floor space) of employment land between 2011 and 2031 for Cirencester and its surrounds (including South Cerney, A419 / Cotswold Water Park) has been identified.
279. The Employment Study (*Vol.1, para 6.9.5, 2012*) recommended that the Council should plan to provide for the gross land requirements without taking into consideration existing commitments to address several issues that could constrain economic growth. The Study identified how the provision of employment land could be met in Cirencester and the surrounding area.
280. Provision can be met through the redevelopment of sites in other uses to make provision for B1 office space near the town centre; and through the identification of new employment sites in Cirencester (*refer to Cirencester section*). Also provision can be increased through the existing employment area at South Cerney, which is considered as having potential for further employment

floorspace, and through a planning policy to encourage the positive development of small rural employment premises in appropriate locations (*Employment Study Vol. 1 para 6.9.6, 2012*).

281. Sites submitted in response to the Council's 'call' for potential employment sites were assessed in the Employment Study (*Vol. 1 Table 4.1, 2012*). The Cotswold Canal Trust suggested a site, the Cirencester arm of the canal at Siddington Road, for marina based employment uses. This type of development could be considered in a future Development Plan Document or Neighbourhood Plan. Evidence gathered through the *Siddington Parish Plan (2010)* found that 77% of residents supported the restoration of the canal.
282. The Parish Plan also identified the need for footpath and cycle links to the Secondary Schools in Cirencester, to South Cerney and Siddington Mill / Preston Tollbar.

Proposed Strategy:

Protect existing employment area of Love Lane Industrial Estate (Core Policy E2).

Retain Cotswold District Local Plan 2001-2011 allocation for employment development for Siddington Park Farm (see Cirencester proposed strategy).

Encourage development of small rural employment premises in appropriate locations to support local economic growth and meet local needs (Core Policy E9).

Support the restoration of the Thames – Severn Canal and the associated tourism and other benefits it would bring to the local economy. (Core Policy E1 and Core Policy X – Transport / Accessibility)

Consider opportunities for Marina based employment uses in connection with the Thames – Severn Canal at Siddington in a future Development Plan Document or Neighbourhood Plan.

Support the provision of footpath and cycle links to the Secondary Schools in Cirencester, to South Cerney and Siddington Mill / Preston Tollbar. (Core Policy – Transport / Accessibility)

South Cerney

283. Cirencester, South Cerney and the surrounding area with access to the A419 is the primary location for existing employment in the District (*Employment Study, Vol.1, para. 4.5.1, 2012*). About a third of employment is located in this area.
284. South Cerney and immediate surrounds has a sizable employment base (approaching 2,000 jobs), with a higher than average proportion of those jobs in growth employment sectors. Most of the employers are located along Broadway Lane (Lakeside Business Park). There is a good balance of jobs to workers;

however, the economically active population is decreasing, which could undermine the economy in the future.

285. At 35% South Cerney's self-containment (the percentage of travel to work journeys that start and finish in the Ward) is low. This suggests that, despite the existence of numerous job opportunities, many residents commute to places like Cirencester, Swindon or onwards from Kemble station (*Role and Function of Settlements Study 2012*).
286. The Employment Study (*Vol. 1, para 6.2.3, 2012*,) recommended using planning policy to specifically identify and protect existing employment sites that are in good use and support the existing economy. The Lakeside Business Park (Broadway Lane) in South Cerney was recommended for this purpose.
287. South Cerney falls under the category of 'Cirencester and Surrounds' in the assessment of future requirements for employment land carried out in the Employment Study 2012. An overall requirement of **9.16 hectares** of employment land (97,207 sq m of floor space) between 2011 and 2031 was identified for 'Cirencester and Surrounds'.
288. The Employment Study (*Vol 1, para 6.9.5, 2012*) recommended that the Council should plan to provide for the gross land requirements without taking into consideration existing commitments to address several issues that could constrain economic growth. The Study identified how the provision of employment land could be met in Cirencester and the surrounding area. For South Cerney, provision could be met through the development of plots remaining on the existing employment site, Lakeside Business Park, (*Vol 1, para 6.9.7*). The Council's Employment Land Availability Study identifies 1.1 hectares remaining as of April 2012.
289. Other potential employment sites were put forward through the 'Call for Sites' process (2011). These sites have been assessed in the Employment Study 2012 (*Vol. 1 Table 4.1*). Sites were discounted for B-space uses for various reasons and others recommended for further consideration. In South Cerney, two sites (Land north of Broadway Lane and the Gateway Centre site) were put forward which were assessed as being suitable for more tourism and leisure related development rather than B class employment uses. Also, the Cotswold Canal Trust suggested a site, Land north-west of South Cerney, for marina based employment uses. These types of proposal need to accord with the *Cotswold Water Park Strategic Review and Implementation Plan (Masterplan) (2008 amended 2010, Scott Wilson)*, and be considered through a future Development Plan Document or Neighbourhood Plan.
290. The 2007 Employment Study identified that South Cerney had significant scope for new employment development on existing employment sites and this has been re-confirmed by the 2012 Employment Study. Also the 2007 Study acknowledged the potential for employment development at the South Cerney Barracks (should the site be released by the MoD), and that this relieves any pressure to identify additional employment land in South Cerney in the longer term.
291. Representations submitted as part of the public consultation (Appendix 4, Question 13) on the *LDF Core Strategy: Second Issues and Options Paper 2010* highlighted concerns about the high levels of commuting from South Cerney. The Highways Agency indicated that any future employment development should have sustainable transport links to Cirencester. Also improved links to the Cotswold Water Park would be strongly supported too.

292. The *South Cerney Village Appraisal 1999* and *Village Plan 2006* found that the majority of residents travelled to work by car. A significant proportion travelled to Cirencester and Swindon for employment and education purposes. The need for a cycle path from South Cerney to Cirencester was identified in 1999, and it still remained the outstanding project to deliver in the later Village Plan. The provision of a cycle path would enable people to use a more sustainable mode of transport, and would hopefully reduce commuting by car.
293. Tourism is an important employment sector for the District as a whole, and in particular the Cotswold Water Park. Through the public consultation on the *LDF Core Strategy: Second Issues and Options Paper 2010*, the Cotswold Canals Trust indicated that the restoration of the Thames and Severn Canal would bring added benefits to South Cerney, including some additional employment, improved recreation and leisure facilities and improved access between the village and the Water Park. As indicated above, the Cotswold Canal Trust also suggested a site for marina based employment uses.

Proposed Strategy

Protect existing employment area of Lakeside Business Park (Broadway Lane) in South Cerney (Core Policy E2).

Allow the redevelopment of existing employment sites for employment uses, and where possible, employment uses should be targeted to match the skills of the local population to reduce the need for out commuting.

New employment development should contribute to the provision of infrastructure (e.g. cycle path from South Cerney to Cirencester) which gives people the opportunity to use more sustainable modes of transport.

Support the restoration of the Thames – Severn Canal and the associated tourism and other benefits it would bring to the local economy (Core Policy – Transport / Accessibility).

In accordance with the Masterplan prepared for the Cotswold Water Park, encourage tourism / leisure related development at appropriate locations in and around South Cerney.

Consider opportunities for Marina based employment uses in connection with the Thames – Severn Canal at South Cerney in a future Development Plan Document or Neighbourhood Plan.

Consider allocating the South Cerney Barracks for employment uses in a future Development Plan Document should the site become available in the long term (Core Policy E6).

Stow-on-the-Wold

294. Stow does not have a substantial industrial or business centre, and so the town has a smaller employment base (around 1,130 jobs) than most of the other main settlements. Most of the employment is focussed around town centre service activities, with a higher than average proportion of those jobs in growth employment sectors. There is currently a good balance of jobs to workers and, at

50%, Stow-on-the-Wold's self-containment (the percentage of travel to work journeys that start and finish in the Ward) is very healthy. Given these factors, there is potential for the town's employment role to increase. However, the economically active population is decreasing faster here than in most parts of the District and this is expected to undermine its economy in the future (*Role & Function of Settlements Study 2012*).

295. Tourism is a key employment sector for the District, and makes a significant contribution to the local economy of Stow. Tourism needs to be supported in the town to ensure that the local economy gains from it, for example by encouraging visitors to stay overnight. Sustainable tourism should be encouraged, in line with the *Strategy for Sustainable Tourism in the Cotswolds AONB 2011-2016*.
296. The Employment Study (*Vol. 1, para 6.3.2, 2012*) recommended using planning policy to specifically identify and protect existing employment sites that are in good use and support the existing economy. However, in Stow, there is no such site identified.
297. After assessing existing provision in the District as a whole, and forecasting future need for employment land, a number of distribution options for employment land were assessed in the Employment Study 2012. The recommended approach identified an overall requirement of **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 in 'Other towns / villages and Rural Areas' (everywhere except Cirencester (including South Cerney), Moreton, Bourton and Tetbury).
298. The Employment Study (*Vol 1, para 6.9.5, 2012*) recommended that the Council should plan to provide for the gross land requirements without taking into consideration existing commitments to address several issues that could constrain economic growth. The Study identified how the provision of employment land could be met. It could be met in the category 'Other Towns / Villages and Rural Areas' through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a policy for rural employment.
299. Potential new employment sites were also submitted through the Council's 'Call for Sites' process and were assessed in the Employment Study (*Vol. 1, table 4.1, 2012*). However, no sites were submitted in Stow.
300. The 2007 Employment Study (*Para 6.40*) recommended that Stow could be a suitable location for provision of small-scale workspace, if suitable opportunities arose within the existing urban area. The level of demand for this type of development could not be quantified as it is essentially a 'new product' for the town.
301. In summary, Stow does not currently have any established employment site and there is limited scope for future employment growth due to the town's physical constraints. The *Stow Community Strategic Plan 2011 (para 3.18)* noted that while there is a significant amount of employment in the many small businesses in the town, especially related to tourism, there is no specific location for new industries or businesses. One of the projects identified in the *Stow Community Strategic Plan* was to develop a site outside the town centre for small local workshops.

302. The *LDF Core Strategy: Second Issues and Options Paper 2010* put forward a strategy and vision for Stow which was based on discussions with the Town Council and the then draft *Stow Community Strategic Plan 2010 – 2015*.
303. The draft *Community Strategic Plan* identified key challenges to be faced, including securing Stow's future economy and preserving its environment. The contribution tourism makes to the town's economy was recognised and there was a desire to ensure that these benefits were retained and developed. The *Stow Community Strategic Plan 2011* identifies three goals for the town. The first goal is to maintain Stow as a premier shopping and tourist destination. One specific project identified to help achieve this was the development of a Town Museum to enhance the attraction of Stow to tourists. The high quality of Stow's environment has also been a crucial factor in the Town's economic success. In order to sustain and grow Stow's economy, it has been suggested that the environment of the town centre, particularly the Square and its approaches could be enhanced (*Para 5.2*).
304. The *LDF Core Strategy: Second Issues and Options Paper 2010* took this suggestion forward and identified that to assist the town's economic development, a physical environment improvement plan could be put together for the town centre area to attract longer staying tourists to the town, as well as increased expenditure from the surrounding area. This could incorporate measures such as reinstating the Market Square as the focal point of the town, thereby moving some of the parking to a different location in or near the town centre.
305. The Town Council submitted representations to the *LDF Core Strategy: Second Issues and Options Paper 2010* and suggested that greater flexibility for small town centre shops to diversify into other areas, such as maker and mender outlets with light work facilities for artisans, would be desirable to help increase the resilience of the local economy in the longer term. Also maintaining town centre parking for both shoppers and workers was considered vital to maintaining the town's economy.
306. The *Strategy and Action Plan for Sustainable Tourism in the Cotswolds AONB (2011-2016)* also identified parking and congestion issues as a weakness to the tourism economy. Any new development should take account of the provision of parking facilities and the need to alleviate congestion. The Highways Agency were concerned that further tourist development in Stow could impact upon the safe and efficient operation of the local and strategic road network, particularly in the peak season. Therefore any new development would need a robust transport assessment and a package of mitigation measures.
307. The *Stow Community Strategic Plan 2011* specifically identified improving the town's traffic management and parking arrangements as a key project. This included identifying a site to provide additional off street parking outside the town centre.

Proposed Strategy:

Small scale development for employment (B1) uses will be permitted in appropriate locations in Stow, subject to high standards of design that respect the built environment and position of the town in the AONB.

Identify an appropriate site for the development of small local workshops in a future Development Plan Document or Neighbourhood Plan.

In a future Development Plan Document or Neighbourhood Plan, explore options for improving the physical environment of the town centre, including moving car parking provision from the Market Square to a location in or near the town centre.

Allocate a suitable site for additional off street car parking provision in a future Development Plan Document or Neighbourhood Plan, to alleviate the impact of tourism and ensure the continued contribution that visitors make to the town's economy.

Applications for new development in Stow will be required to include a robust Transport Assessment and package of mitigation measures for the local and strategic road network commensurate with the scale of development proposed. (Core Policy – Transport / Accessibility)

Encourage appropriate sustainable tourism, such as the development of a Town Museum, and its contribution to the economy in Stow. (Core Policy E11).

Temple Guiting

308. The area that covers Temple Guiting does have an employment function in terms of the presence of existing employment. However, the area has a poor balance of jobs to workers; there are more workers than jobs but the self containment level of the area is above average. The data shows that there is a higher proportion of jobs in growth sectors in the area as a whole but the economically active population is decreasing, as it is across all settlements (*Role and Function of Settlements Study 2012*).
309. There are no employment sites in Temple Guiting that are identified for protection in the 2012 Employment Study.
310. Temple Guiting falls under the category of 'Other towns / villages and Rural Areas' in the assessment of future requirements for employment land carried out in the Employment Study 2012. An overall requirement for **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 was recommended for 'Other towns / villages and Rural Areas' (everywhere except Cirencester (and South Cerney), Moreton, Bourton and Tetbury).
311. The Employment Study (*Vol. 1, 2012*) identified that this provision could be met through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a planning policy to encourage the positive development of small rural employment premises in appropriate locations.

Proposed Strategy:

Encourage development of small rural employment premises in appropriate locations to support local economic growth and meet local needs. (Core Policy E9)

Tetbury

312. Tetbury has a good employment base and a stronger employment role relative to most other settlements in the District. It has a higher than average proportion of people who are economically active although this proportion is decreasing which could undermine the economy in the future. Tetbury 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 (*Role and Function of Settlements Study 2012*).
313. The employment sectors that are projected to grow include Business Services, Other Services (including community, social and personal service activities), Hotels and Restaurants, Distribution (including retail and motor trade) and Education, Health, Construction, Transport and Communication, and Finance. Sectors that are likely to decline are Agriculture and Manufacturing (including Electronics, Metals and Engineering, Chemicals and Minerals) (*para 3.62 – 3.63 Role & Function of Settlements Study 2012; table 5.4 Employment Study 2012*).
314. The Employment Study (*Vol. 1, para 6.3.2, 2012*) recommended using planning policy to specifically identify and protect existing employment sites that are in good use and support the existing economy. In Tetbury, these are: Tetbury Industrial Estate; Hampton Street Industrial Estate; Priory Industrial Estate; and in the surrounding area: Babdown Airfield, Beverston; Street Farm, Doughton; Kemble Airfield Enterprise Park, Kemble.
315. After assessing existing provision across the District, and forecasting future need for employment land, a number of distribution options for employment land were assessed in the Employment Study 2012. The recommended approach identified an overall requirement of **1.68 hectares** of employment land (17,821 sq m of floor space) between 2011 and 2031 for Tetbury and its surrounds.
316. The Employment Study (*Vol 1, para 6.9.5, 2012*) recommended that the Council should plan to provide for the gross land requirements without taking into consideration existing commitments to address several issues that could constrain economic growth. The Study identified how the provision of employment land could be met. For Tetbury, provision could be met through the redevelopment and expansion of the Tetbury Industrial Estate – land between Cirencester Road and London Road (*Vol.1, Para 6.9.9, 2012*).
317. The 2007 Employment Study (*para 6.38*) recognised that Tetbury had been subject to a long term economic down turn, and considered that the town should be the subject of intervention in order to stimulate new economic activity. A potential means of doing this would be to support the development of new small-scale workspace suited to business start up and incubation. There is evidence of demand for further innovation workspace in the District and funding assistance could potentially bring this type of development forward in Tetbury. Such

development has the potential to act as a catalyst for increased interest in the town as a business location. These recommendations were carried forward and consulted upon in the *LDF Core Strategy: Second Issues and Options Paper 2010*.

318. Most representations to the *LDF Core Strategy: Second Issues and Options Paper 2010 (Appendix 4 – Question 15)* highlighted the need to provide additional employment opportunities in Tetbury. Small scale business units and starter workshops were identified by the Town Council as a potential way of halting the decline of the town's industrial base and attracting new companies to the town.
319. Tetbury Town Council and Tetbury Upton Parish Council are actively exploring potential employment opportunities in the town and feel that employment should come before any large housing developments in order to reduce commuting, prevent the town becoming more of a 'dormitory' settlement and to improve its overall sustainability. The Highways Agency also supports improvements to local employment opportunities and home working opportunities as it will assist in reducing out-commuting along local and strategic road networks. The Agency also supports the uptake of sustainable transport links within Tetbury to Kemble railway station. Other representations considered that existing brownfield employment sites needed to be redeveloped, before more Greenfield land is taken up.
320. Part of the area identified in the Employment Study (*Vol, 2, Site ref 1041, 2012*) as the Tetbury Industrial Estate was allocated in the *Cotswold District Local Plan 2001-2011* for a mix of residential and Class B1 employment development (Policy TET.1 – Former Matbro site) to encourage the redevelopment of the site. However, redevelopment has not been forthcoming. The affect on residential amenity from the adjoining steel factory building is likely to be a factor. Representations to the *LDF Core Strategy: Second Issues and Options Paper 2010* from the owners of the steel factory indicated that due to economic conditions the steel plant is not a viable operation and has been closed but the offices retained. The owners wish to redevelop the steel plant, adjoining buildings and greenfield land bounded to the north by Quercus Road for primarily housing. They estimate that 3.2 hectares of land could be developed for 100-125 houses with 0.4 hectares retained in employment use, Class B1, on the London Road / Quercus Road frontage (*Appendix 4 – Question 15, representation from SIAC*). Since then an outline planning application (Ref: 12/01792/OUT) is pending consideration for residential development comprising approximately 124 dwellings and 50 sheltered units, the erection of a 60 bedroom care home and 50 extra care apartments, with associated public open space, car parking and access.
321. The Economy Study (*Vol.1, para 6.4.1, 2012*) does not recommend the release of any part of the Tetbury Industrial Estate from employment uses but the findings note that consideration could be given to suitable redevelopment proposals. Without prejudice to the pending planning decision, at present the industrial estate should be safeguarded for employment uses, apart from the Former Matbro Site which should retain the allocation in the *Cotswold District Local Plan 2001-2011 Policy TET.1* for a mix of residential and Class B1 employment development.
322. In the *Tetbury Action Plan and Healthcheck 2008* highlights a number of issues relating to the town's economy (*Appendix 5*). Bearing in mind the healthcheck was published in 2008, prior to the current national economic recession, the evidence showed that even then the employment situation in

Tetbury was static. There were limited employment opportunities for young people and larger firms in Tetbury had no expansion plans. A redundant railway building (the Goods Shed) was identified for renovation should funding become available into community space and workshops. Tourism was highlighted as important to Tetbury. Many visitors are attracted to the town due to its historic environment, niche retailers and local attractions such as Westonbirt Arboretum. Representations to the *LDF Core Strategy: Second Issues and Options Paper 2010 (Appendix 4 - Question 15)* also recognised the importance of tourism to Tetbury and that it should be enhanced and supported. Sustainable tourism should be encouraged in line with the *Strategy for Sustainable Tourism in the Cotswolds AONB 2011-2016*.

Proposed Strategy:

Protect existing employment areas of the Tetbury Industrial Estate; Hampton Street Industrial Estate and Priory Industrial Estate in Tetbury (Core Policy E2).

New employment development at the Tetbury Industrial Estate will be positively encouraged, and further land between Cirencester Road and London Road will be allocated for employment uses to form an extension to the Estate.

The Council will work with the community, the development industry and partners (including the Gloucestershire Local Enterprise Partnership) to help achieve a successful employment development scheme, which includes a hi tech, enterprise hub consisting of low cost small-scale workspace units to help business start up and incubation in Tetbury and improve local employment opportunities.

Encourage Sustainable Tourism and its contribution to the economy in Tetbury (Core Policy E11)

Support sustainable transport links from within Tetbury to Kemble railway station (Core Policy – Transport / Accessibility)

Upper Rissington

323. Upper Rissington has planning permission for, effectively, a new settlement, of: 368 new dwellings (including affordable units); an enterprise quarter comprising 4,555m² class B1 employment floorspace; and a new village centre, with convenience shopping, cafes, pub, restaurants, childcare and commercial units.

324. However, at present, Upper Rissington and the surrounding area has a very limited role in terms of the presence of existing employment compared to other areas of the District. There is a poor balance of jobs to workers, in that there are more workers than jobs in the area. The area also has a self containment level of 35% which is well below average (*Role and Function of Settlements Study 2012*).

325. With regard to employment sites, the Employment Study (*Vol. 1, para 6.3.2, 2012*) recommended using planning policy to specifically identify and protect existing employment sites that are in good use and support the existing economy. The Upper Rissington Business Park was recommended for this purpose.
326. Upper Rissington falls under the category of 'Bourton and Surrounds' in the assessment of future requirements for employment land carried out in the Employment Study 2012. After assessing existing provision across the District, and forecasting future need for employment land, a number of distribution options for employment land were assessed in the Employment Study 2012. The recommended approach identified an overall requirement of **1.68 hectares** of employment land (17,821 sq m of floor space) between 2011 and 2031 for Bourton and its surrounds.
327. The Employment Study (*Vol 1, 2012*) recommended that the Council should plan to provide for the gross land requirements without taking into consideration existing commitments to address several issues that could constrain economic growth. The Study identified how the provision of employment land could be met. For Bourton and its surrounds, provision could be met through the expansion of the Bourton Industrial Estate/Business Park (*Vol 1, para 6.9.9*) (see Bourton section above) and also through the establishment of a planning policy to encourage the positive development of small rural employment premises in appropriate locations (*Vol 1, Para 6.9.10*).

Proposed Strategy:

Protect existing employment area of Upper Rissington Business Park (Core Policy E2) subject to the provisions of outline planning permission 08/03697/OUT and subsequent reserved matters approvals. The redevelopment of derelict buildings on the Business Park for employment uses is supported.

Encourage development of small rural employment premises in appropriate locations to support local economic growth and meet local needs (Core Policy E9).

Willersey

328. Willersey and its surrounding area has a significant employment base (over 1,000 jobs) but it has a higher proportion of jobs in declining employment sectors (Agriculture and Manufacturing). There is also a lower than average proportion of economically active people in the area and Willersey is one of the six settlements in the District where the impact of a declining economically active population is more extreme. This is likely to undermine its economy in the future. The area as a whole (Willersey, Chipping Campden and Mickleton) has an above average level of self-containment, at 50% (the percentage of travel to work journeys that start and finish in the Ward) (*Role and Function of Settlements Study 2012*).
329. The Employment Study (*Vol. 1, para 6.3.2, 2012*) recommended using planning policy to specifically identify and protect existing employment sites that are in good use and support the existing economy. The Willersey Industrial Estate was recommended for this purpose.
330. After assessing existing provision, and forecasting future need for employment land, a number of distribution options for employment land were

assessed in the Employment Study 2012. The recommended approach identified an overall requirement for **1.53 hectares** of employment land (16,201 sq m of floor space) between 2011 and 2031 was recommended for 'Other towns / villages and Rural Areas' (everywhere except Cirencester (and South Cerney), Moreton, Bourton and Tetbury). Willersey falls into this category.

331. The Employment Study (*Vol. 1, 2012*) identified that this provision could be met through redevelopment of existing employment sites, the development of remaining plots on existing employment sites, redeveloping sites in other uses (town centre sites), and the establishment of a planning policy to encourage the positive development of small rural employment premises in appropriate locations.
332. The *Willersey Parish Plan* was prepared in 2003 (Appendix 5). At the time, several businesses were wishing to expand and others were experiencing skills shortages, particularly in the building, engineering and catering trades. Most people commuted from the Evesham area to work, which was exacerbated by the lack of cheaper housing.

Proposed Strategy:

Protect existing employment area of Willersey Industrial Estate (Core Policy E2)

Future employment development should be closely related to the provision of housing development to ensure that there is a sufficient economically active population to support the local economy.

Encourage development of small rural employment premises in appropriate locations to support local economic growth and meet local needs. (Core Policy E9)

Appendix 1

Economic Evidence Base Analysis:

Larger than local policy documents

(Since 2010)

The Gloucestershire Local Economic Assessment 2011 (prepared by Glos County Council for GFirst)	
Key Points particularly relevant to Cotswold District	Implications for Cotswold District Local Plan
<p>Glos Economic Strengths:</p> <ul style="list-style-type: none"> High economic activity rates Low unemployment rates High level of self-employment High value knowledge base Higher than national average levels of education Skilled labour force Diverse economic structure (manufacturing, banking, finance & insurance services, distribution & tourism sectors) Strong in Advanced engineering Presence of international & innovative companies Good accessibility & links – road, rail & air High quality landscape & cultural sites are important economic assets. 	<p>Policies to support existing strengths of the District's economy – high economic activity, high levels of entrepreneurship, high levels of self employed / small business start ups etc.</p> <p>Retain and build upon the diverse economy to improve resilience to external factors – recognise role of traditional sectors e.g agriculture and tourism, and encourage new growth sectors, particularly high value jobs – knowledge economy.</p> <p>Policies to protect the landscape & heritage assets of the District.</p>
<p>Glos Economic Weaknesses:</p> <ul style="list-style-type: none"> Ageing population Total number of employees declining Young people leaving (15-29 yrs) Less going to higher education Decline in further education success Skills shortages Employment declined in Tourism & Public Sector Agriculture declining at a faster rate than South West and England Congestion problems – A417/Birdlip/Nettleton/Air Balloon Residents in rural areas may have difficulties accessing key services using public transport High dependency on the car Broadband speeds are inadequate in many areas House prices are relatively high so difficult for first time buyers to get on the property market. 	<p>Policies to tackle the issues raised by an ageing population e.g. direct new development towards settlement with more extreme ageing population to achieve more balanced and sustainable communities.</p> <p>Policies to tackle the reasons why young people leave the District – e.g. accessibility to education / employment, and affordable housing provision.</p> <p>Policies to address skills shortages, e.g. enable education establishments to expand where appropriate to enable skills development for local people.</p> <p>Support traditional sectors – agriculture and tourism – e.g. through diversification of agriculture and enabling sustainable tourism.</p> <p>Policies to reduce the dependency on the car and increase accessibility in rural areas.</p> <p>Policies to tackle infrastructure problems e.g congestion at A417 / Nettleton bottle neck; Broadband speeds</p> <p>Affordable housing policies.</p>

<p>Glos Opportunities:</p> <p>Population structure means Care Sector is likely to experience considerable growth</p> <p>Significant growth opportunities within: High tech manufacturing, environmental technologies and creative industries.</p> <p>Improvement of transport infrastructure e.g. redoubling Kemble – Swindon line</p> <p>Waterway network improvements</p> <p>Improvements in Broadband infrastructure may create new opportunities for businesses</p> <p>Transition to low carbon economy may present considerable opportunities for business development – manufacturing and environmental technologies sectors</p> <p>Household numbers are project to increase</p> <p>Joined up approach to employment and housing land and workspace planning and delivery.</p>	<p>Explore potential growth in Care Sector and related impacts</p> <p>Policies to enable growth in sectors such as high tech manufacture, environmental technologies and creative industries.</p> <p>Improvements to transport infrastructure – reflect Local Transport Plan 3</p> <p>Broadband infrastructure essential for sustainability of rural areas.</p> <p>Policies to provide new housing to meet the projected needs.</p> <p>Ensure joined up approach to planning for employment and housing land, and workspace planning and delivery.</p>
<p>Glos Threats:</p> <p>Young people can work here but can't afford to live here</p> <p>Polarisation of working age people to urban areas</p> <p>Public sector cuts may result in job losses and knock on effects on other sectors</p> <p>Manufacturing sector has been declining – reliance on this sector makes Glos vulnerable to further declines</p> <p>Current economic climate may impact on levels of affordable homes</p> <p>Oil prices</p> <p>Funding for transport is likely to reduce – impact on infrastructure and services</p> <p>Impact of climate change & need to tackle climate change</p> <p>Household numbers are project to increase</p>	<p>Policies on affordable housing provision</p> <p>Policies to provide new housing to meet the projected needs.</p> <p>Policies to address imbalance in population in many settlements.</p> <p>Policies to ensure new development adapts to climate change.</p> <p>Policies to ensure planning future development tackles climate change.</p>
<p>The Integrated Economic Strategy for Gloucestershire 2009-2015 (FINAL VERSION)</p>	
<p>Key Points particularly relevant to Cotswold District Local Plan</p>	<p>Implications for Cotswold District Local Plan</p>
<p>Strategic Objective 1: To make Gloucestershire a place where the economy thrives in both the urban and rural areas and in all communities</p> <p>Deliver by:</p> <p>Provide quality of life and business environment to attract and retain business entrepreneurs, innovative and creative thinkers, and academics</p> <p>Make sure the Higher and Further Education sectors better meet the future needs of Glos businesses</p>	<p>Policies to maintain the high quality landscape and heritage assets of Cotswold District.</p> <p>Policies to ensure the Cotswolds, in particular Cirencester, remains an attractive place to live, work and do business.</p> <p>Policies to enable the development of Higher and Further education sectors e.g. Royal Agricultural College, Cirencester College etc.</p>

<p>and young people Reinvigorate market towns and help villages become more sustainable rural communities</p>	<p>Policies aimed at maintaining and improving the vitality and viability of the District's main settlements Policies aimed at enabling smaller villages to become more sustainable.</p>
<p>Strategic Objective 2: To develop a more competitive and productive Gloucestershire economy by 2015 in terms of sectors and employment opportunities. Deliver by: Developing a more sustainable food and drink production and processing industry (using Rural Development Programme & Gloucestershire Food Vision) Developing and nurturing engineering aptitude in young people and retain a profitable manufacturing sector including using advanced engineering techniques and innovation to pro-actively grow the environmental technology sector. Ensuring the provision of readily available employment land and workspace for the future particularly linked to new housing developments Maintaining and developing the construction and creative industries sectors Strengthening offer to tourists, visitors and business Support micro businesses and Small and Medium sized enterprises to start up, survive and grow.</p>	<p>Policies to support the food and drink production / processing industry where this links with Agriculture. Policies to provide employment land and workspace to meet the economy's needs to 2031. Policies to enable the retention and potential expansion of economic sectors important to the local economy e.g. tourism, hi tech advanced engineering, agriculture, environmental technology etc. Policies to support micro businesses, and small / medium size businesses start up and incubation.</p>
<p>Strategic Objective 3: To provide the connectivity that enables Gloucestershire to be a place where people and communities interact and connect whether locally, regionally or globally. Deliver by: Lobbying for high quality rail and road links to London and South East including the re-duelling of Kemble – Swindon Line and removing A417 Nettleton Bottom Bottleneck Recognise the need to provide an attractive alternative to private car travel, commuting, as essential to developing a low carbon economy Ensure Local Transport Plan includes transport infrastructure and services appropriate to the needs of Gloucestershire and provides solutions to road and rail capacity issues, including freight. Tackling the access deprivation in rural communities with innovative initiatives. Pressuring suppliers to ensure that businesses can maximise the benefits of broadband and ICT</p>	<p>Re-doubling of Kemble – Swindon line has been announced. Policies to reduce reliance on the private car and promote more sustainable communities. Policies to complement the initiatives contained in the Local Transport Plan 3. Policies to make rural communities more sustainable and 'accessible', including use of technology.</p>
<p>Strategic Objective 4: To develop an exemplary low carbon economy in Gloucestershire. Deliver by: Supporting businesses developing in the environmental technology sector and attracting new businesses in this sector to Gloucestershire</p>	<p>Policies to support the growth of new sectors in the future – environmental technology. Explore opportunities to enable local and community based energy generation in appropriate locations e.g including use of wood fuel.</p>

<p>Exploiting opportunities that arise to generate renewable energy including local and community based generation and initiatives to use wood fuel and waste as a resource for energy production.</p> <p>Establishing carbon zero or carbon neutral planning policies</p> <p>Rapidly growing the necessary skills base</p> <p>Encouraging the development of electric vehicle technology and infrastructure.</p>	<p>Policies should reflect the aim of working towards carbon zero or carbon neutral development.</p> <p>Policies to encourage use of new technologies for transport.</p>
<p>Strategic Objective 5: To adapt the economy of Gloucestershire to climate change and its resilience to natural disasters etc</p> <p>Deliver by:</p> <p>Facilitating debate about adapting to Climate Change</p> <p>Reviewing the energy security and critical infrastructure of the County and developing solutions to increase its robustness.</p>	<p>Tackling Climate Change, and adapting to its effects, should be a key objective of the Local Plan.</p> <p>Policies should encourage local energy generation in appropriate locations.</p>
<p>Strategic Objective 6: To maximise the potential of the people of Gloucestershire by developing skills and talent that ensure profitable employment and enable them to take advantage of and contribute to the economic development of the County.</p> <p>Deliver by:</p> <p>Ensuring that Gloucestershire has Higher and Further Education provision that meets the needs of the County's employers</p> <p>Encouraging and supporting people in the potential workforce to gain or improve their skills and contribute to the local economy.</p>	<p>Policies to enable the development of Higher and Further education sectors e.g. Royal Agricultural College, Cirencester College etc.</p> <p>Policies to enable the provision of employment opportunities that are accessible to local people.</p> <p>Policies to increase the opportunity of local people to improve their skills.</p>
<p>Strategic Objective 7: To realise fully the economic potential of Gloucestershire's environment whilst conserving and enhancing its exceptional quality of the countryside as a foundation for a sustainable economy.</p> <p>Deliver by:</p> <p>Maintaining a viable agricultural (farming and forestry) sector.</p> <p>Integrating land management and environment measures to protect the unique landscape</p> <p>Ensuring new housing is developed to exemplary standards to achieve high quality living environments and genuinely sustainable communities.</p> <p>Developing and sustaining traditional skills and conservation expertise</p> <p>Support restoration of the Thames – Severn Canal</p> <p>Drawing up planning policy documents in consultation with businesses and communities.</p>	<p>Policies to support agriculture. A successful agricultural sector helps to support the management of the landscape.</p> <p>Policies to support traditional skills development where possible.</p> <p>Policies to require high quality design of development that creates sustainable communities.</p> <p>Safeguard the Thames – Severn Canal route through the District.</p> <p>Consult with GFirst on emerging Local Plan.</p>
<p>Strategic Objective 8: To increase the proportion of high value productive jobs, particularly the</p>	<p>Policies to enable the expansion of the knowledge economy in the</p>

<p>'knowledge economy', in the long term, whilst minimising unemployment in the short term.</p> <p>Delivery by:</p> <p>Promoting and supporting new and emerging wealth creating businesses and industries, particularly in the 'knowledge economy'</p> <p>Maintaining and strengthening existing key employment sectors and attracting and retaining valuable Foreign Direct Investment jobs.</p>	<p>District.</p> <p>Policies to support existing key employment sectors in the District and enable their growth in appropriate locations.</p>
Gloucestershire Local Transport Plan 3	
Key Points particularly relevant to Cotswold District Local Plan	Implications for Cotswold District Local Plan
<p>Access to services, especially in rural areas –</p> <p>Cycling schemes – Countywide</p> <p>Quality Bus Corridors – Cirencester to Gloucester; Moreton to Cheltenham</p>	<p>Policy support for more sustainable modes of travel than the private car.</p>
<p>Congestion on the A417 between the Cotswolds and Gloucester.</p>	<p>Provide policy support for potential solutions to the capacity issues on the A417 particularly at Nettleton Bottom / Air Balloon sections. Refer to Air Quality Management Area at Air Balloon.</p>
<p>Improvement to rail services at Kemble and Moreton-in-Marsh</p>	<p>Provide policy support where necessary to ensure successful redoubling of railway lines into the District to improve capacity & services.</p>
<p>Regeneration and development projects in Cirencester and the Cotswold Water Park.</p>	<p>Provide policy support where necessary for improvements to the public realm and vibrancy of Cirencester including improvements to transport network.</p> <p>Provide strategic policy context for the preparation of the Masterplan covering the Cotswold Water Park. Recognise need for improved transport infrastructure and services in the area.</p>
<p>Effectiveness of the Cotswolds Lorry Management Zone</p>	<p>Refer to the Cotswolds Lorry Management Zone.</p>
<p>General Transport Policies:</p> <p>Require a Transport Assessment with new planning applications – to ensure transport infrastructure necessary to mitigate the impact of the development on the highway and transport networks is provided. And to ensure suitable levels of accessibility to the development by all modes of travel.</p> <p>Require new development is in locations where sustainable modes of transport are realistic alternatives to the car and that it is designed to encourage walking, cycling and / or public transport.</p> <p>Use CIL monies for funding priorities and schemes in the Local Transport Plan</p> <p>Land or routes probably required for transport uses during the life of the Local Transport Plan should</p>	<p>Include Policy requiring provision of Transport Assessments.</p> <p>Policies to guide majority of new development to more sustainable settlements</p> <p>Policies to ensure the design incorporates more sustainable modes of travel</p> <p>Include a Policy on CIL</p> <p>Safeguard land that may be required in the future for transport infrastructure e.g. Route of the Honeybourne Line.</p>

be protected.	
Local Transport Plan Programme 2019 – 26 provisional list of projects: A417 Improvements, Crickley Hill, Air Balloon, Nettleton Bottom Cirencester – Kemble Station Cycle Route New Station at Chipping Campden	Provide policy support for transport infrastructure improvement projects: A417 Improvements, Crickley Hill, Air Balloon, Nettleton Bottom Cirencester – Kemble Station Cycle Route New Station at Chipping Campden
Strategy and Action Plan for Sustainable Tourism in the Cotswolds AONB 2011-2016.	
Issue	Implications for Cotswold District Local Plan
Tourism is critical for the socio-economic well being of the Cotswolds. It provides an essential source of income for businesses and communities both within and around the AONB. The Strategy provides a framework for the development and management of tourism in the AONB – based on the principles of sustainability. The aim is to be an exemplar in sustainable tourism. Other aims include: for tourism to make a positive and sustainable contribution to the local economy and environment. The vision is that by 2016: the Cotswolds is widely recognised and valued as a sustainable visitor destination, where local communities benefit, businesses prosper and the environment is sustained through the co-ordinated delivery of quality and enriching visitor experiences.	Provide, in principle, policy support for development that meets the aims and objectives of the Sustainable Tourism strategy in the Cotswolds.
The Strategy summarises the key issues arising out of a SWOT analysis of tourism in the Cotswolds, these include: Strength is the high quality natural and built environment – no significant damage as a result of current tourism levels, AONB designation Weaknesses include few low cost accommodation options, family attractions, limited public transport, limited parking facilities in popular towns and villages, congestion concerns by residents, and reliance on day visitors Opportunities for countryside recreational activities, particularly walking & cycling, growth in niche product areas e.g. glamping, new discovery centre, converting day visitors to staying visitors through suitable product development. Threats include potential habitat damage by increased visitors, increased pressure on honeypot areas, increase in retired people moving to AONB, increasing volumes of traffic, uncertainty in land use planning system (revocation of Regional Strategies) which could lead to inappropriate development within the AONB.	Provide appropriate policy protection to the areas of the District covered by the Cotswold AONB designation. Take into account provision of parking facilities and congestion issues when planning any new development. Support proposals for low cost accommodation, new niche accommodation products and attractions where appropriate. Policies to support the development of balanced communities. Discourage developments specifically targeted towards attracting retire people into the District. Progress all parts of the new Cotswold District Local Plan to provide certainty and ensure inappropriate development does not occur within the AONB or elsewhere in the District.
The Strategy identifies Action Areas. These include: Ensure that any new tourism development is effectively and appropriately controlled Encourage farm activity visits and stays Encourage businesses to improve their impact and resilience to increased energy costs by promoting	Consult with Cotswolds Conservation Board on Local Plan strategic and development management policies relating to tourism development in the AONB. Policies to support farm diversification into tourism e.g. provision of holiday accommodation.

<p>national and local initiatives related to energy efficiency and microgeneration Identify and promote opportunities for more low cost accommodation</p>	<p>Policy support for development aimed at improving energy efficiency of existing business and microgeneration where appropriate in the AONB. Policy support for farm diversification (e.g. camping / bunk barn facilities) and the development of camping facilities and low cost accommodation in appropriate locations.</p>
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Appendix 2

Economic Evidence Base Analysis:

Larger than local policy documents

(up to 2010)

The Integrated Economic Strategy for Gloucestershire 2009-2015 (Consultation Draft May 09)		
Issue	Implications for Cotswold LDF	How will Cotswold LDF address this?
World wide shortage of food likely to return; high priority should be given to farming and food processing	Cotswold LDF needs to support agriculture; employment sites for food processing to be sought within the District?	To protect the land for farming, and to allocate employment sites, some of which could be promoted for specific industries, such as food processing.
As population ages, the number requiring care and those employed in the sector will increase	Provision for older people Housing within the District for people in lower paid sectors of employment	Housing for older people; need to look into different kinds of provision to cater for the increasingly wider range of older people Affordable housing; need to consider different kinds of affordable housing provision to cater for different groups, not just social rented housing
Advances in medical techniques mean there is a need for medical equipment R&D and manufacturing	Employment land to be allocated, some of which could be promoted for this sector.	
Global warming: development of the environmental technology sector important (potential market is huge). Possible areas of development: electric vehicles, the exploitation of photovoltaic cells, anaerobic digestion and geothermal heating Waste should increasingly be seen as a resource Risk of global warming damaging the AONB and thus the tourist industry Environmental and sustainable energy sectors have real potential for high growth – future opportunities linked to delivering a low carbon economy	Climate change from economic point of view: New employment/economic opportunities The potential of waste for heating to be kept in mind when allocating sites LDF to strive for minimising the effects of climate change to protect Cotswold environment	Some employment sites could be promoted as “new environmental technology villages” The potential of housing or employment sites to benefit from waste, district heating provision etc. should be assessed Policies to tackle and adapt to climate change
Development of ‘knowledge economy’	New employment opportunities within the District.	Need to investigate the possibility of promoting some employment sites for “knowledge industries” with appropriate infrastructure provision, e.g. good

		broadband connection etc. To be looked into for the areas identified as “special policy areas” in the employment land study?
Maintaining the creative industries sector for future expansion after the recession.	Creative industries benefit from clustering together, possibly in town centres (e.g. Brewery Arts in Cirencester); maintaining the vitality and viability of the District’s market towns. Rural locations more suitable for activities requiring bigger workshops/spaces.	Policies to encourage/enable town centre enhancement schemes, master planning etc. Rural workspace to be promoted, as well.
Need for appropriate employment land with good communication links and workspace that encourages the creation of job opportunities	Need to establish what kind of employment land is needed within Cotswold District.	Allocate employment land according to evidence: what kind of employment land is needed, how much and where.
Distribution (includes wholesale & retail and hotels & restaurants), leisure and tourism: significant employment sectors	Low paid sectors of employment: increased in-commuting, as housing affordability poor in Cotswold District	Need to provide affordable housing.
Importance of good connectivity, physically and electronically, internally and globally: Potential of broadband, increase flexible and home working Re-doubling the single line track between Kemble and Swindon; detailed design work to progress in 2009-10 Network Rail has agreed to re-double the North Cotswolds Line linking Moreton-in-Marsh with London, Oxford and Worcester Poor or no broadband service: wireless solutions should be promoted Possibility of completing the canal restoration	Communication networks to be promoted; to improve the existing ones, and to plan for as part of new developments.	As part of infrastructure planning, to consider and promote: Improved broadband provision Improved rail connections The possibility of the canal restoration reaching Cotswold District
Gloucestershire is a net exporter of traditional HE students; less than 20% of sixth formers staying in the County to complete HE and the majority never returning after completion – also, poor graduate retention	To try & retain educated young people in the District.	Improved housing affordability to encourage young people to stay Improved access to higher and further education
Lack of connection between higher and further education with employers	To improve physical connection between the two sectors.	Consider employment land allocation near further education establishments to encourage better/easier connection.

Both migrants and older people represent an economic resource, because of their experience	This is an issue largely to be addressed by other means than by the LDF. For older people to become a more vital part of communities, site designs need to encourage community cohesion by making different age groups mix and by introducing meeting places aimed at all age groups.	
The unique countryside plays a major role in attracting new business and investment because it is a pleasant place to both live and work	The LDF will need to protect & enhance the unique Cotswold environment, both built and natural.	
The high quality and diversity of the landscape environment: there is a need for skills in its conservation	Low paid sectors of employment: increased in-commuting, as housing affordability poor in Cotswold District	Need to provide affordable housing.
The Future of Farming and Forestry in the Cotswolds AONB (Cotswolds Conservation Board Sept 2009); what do climate change and globalisation mean for farming and forestry in the Cotswolds AONB?		
Issue	Implications for Cotswold LDF	How will Cotswold LDF address this?
There has been a noticeable expansion in the area of cropped land in the AONB	Farming is still an important employment sector in the District.	Policies to support agriculture & farming to allow this sector to adapt to changing economic conditions.
Agricultural labour force has continued to fall with a significant 45% fewer farm workers in 2007 compared to 1990	Reduced need for agricultural workers dwellings. This group will now though probably work in other low-paid employment, so there is a need to provide affordable housing.	
The total farmgate income is estimated to be around £106m, a significant contribution to the economy of the AONB	Farming is still an important employment sector in the District.	Policies to support agriculture & farming to allow this sector to adapt to changing economic conditions.
The total area of woodland in the Cotswolds has increased since 1990	The LDF will need to protect & enhance the unique Cotswold environment, both built and natural.	
The current trend of more broad leaved woodland and less coniferous woodland is likely to continue. More wood is expected to go to the woodfuel market – growth in the woodfuel/biomass energy sector is likely	If wood fuel market increases in the District, the disruption of subsequent increase in lorry traffic will need to be minimised for Cotswold settlements.	Cotswold LDF to support GCC lorry route network...?
Landscape impacts may include an increase in the number of reservoirs, energy generation schemes and composting sites	The LDF will need to protect & enhance the unique Cotswold environment, both built and natural.	
A reduction in water quality and quantity will adversely affect aquatic and wetland habitats and species	The LDF will need to protect & enhance the unique Cotswold environment, both built and natural.	

Rural economy impacts may include increased domestic tourism, increased opportunities for diversified enterprises and pressure on rural skills and experience to manage change/events	Increased domestic tourism: need to protect the local environment Support for rural enterprise Help to manage change	Policies to protect & enhance the unique Cotswold environment, both built and natural Provision of rural employment Flexible policies to adjust to changing circumstances
Potential increase in agricultural output	The disruption of possible increase in lorry traffic will need to be minimised for Cotswold settlements.	Cotswold LDF to support GCC lorry route network...?
Water will come under particular pressure	Saving and collecting water to be incorporated into design work.	New housing and possibly employment/commercial developments: design to encourage grey water usage, rain water collection etc.
Change in the character of the Cotswolds landscape	The LDF will need to protect & enhance the unique Cotswold environment, both built and natural.	
Climate change presents an opportunity to improve the resilience of local communities by developing closer connections between farmers, foresters and local people (e.g. local food, renewable energy and flood management)	The LDF will need to increase community cohesion, and the ability of people to grow their own food and to lead healthier lifestyles.	Design of new developments will need to increase opportunities for improved community cohesion; informal meeting places (for all ages), increased allotment provision etc.
Planning issues will include pressure for new farm buildings, building adaptation, energy generation schemes, composting and tourism development	Cotswold LDF will need to support different economic sectors and environmental schemes whilst protecting & enhancing the unique Cotswold environment, both built and natural.	Flexible policies to enable support for agriculture and farming, as well as renewable energy and other environmental/community schemes.
A couple of recommendations: Promote good woodland design practice, e.g. wind farm edges Promote the benefits of mixed farming (single farm or multi-farm) in relation to mitigation of the range of climate change impacts and reduced business risk	Cotswold LDF will need to take these recommendations on board. Cotswold Design Code to consider design practice re. new economic sectors, e.g. renewable energy Policies to support farm diversification to adapt to changing economic or environmental circumstances	
South West RSS		
Issue	Implications for Cotswold LDF	How will Cotswold LDF address this?
LDDs should make adequate provision enabling 'spin offs' and businesses related to key knowledge intensive institutions (universities, hospitals, higher & further education institutions) to develop through the	To be pursued with Cirencester College and the Royal Agricultural College.	

identification of sites for science parks, technology centres, incubator units etc.	
Provision of employment land has changed since RPG10; it is now necessary to provide a larger number of smaller sites to meet organic growth and rural investment and take greater account of the role of non-B class uses (i.e. not B1, B2 or B8) as generators of employment.	To be considered in connection with site allocations DPD.
LAs should ensure that they maintain an up-to-date robust evidence base of supply and likely demand for employment land and sizes and types of unit for their area.	To be pursued together with Glos 1 st ?
Strategically significant sites need to be identified and safeguarded for employment use – these will be of different sizes, serve different employment uses and provide different numbers of jobs in different parts of the region.	To be considered in connection with site allocations DPD.
Policy E1: LAs will assess the supply of, and demand for, employment land in their area, and will maintain a ready supply of sites and premises to meet local requirements for business expansion and inward investment.	To be pursued together with Glos 1 st ?
E3: The supply of sites should be critically reviewed on a three year rolling basis so as to ensure that those allocated continue to meet the requirements of business, and will meet current or longer-term needs for economic development.	To be pursued together with Glos 1 st ?
E5: Waterside sites must be safeguarded for social and economic uses...	To be considered as part of CWP AAP development?
Appropriate actions to maintain healthy town centres founded on the evidence base ... should be included in LDDs.	Market towns' viability is included in draft Core Strategy Objectives
Provision for retail, office, leisure and other town	Leisure and other services: part of infrastructure planning

centre uses will need to be provided in-step with the needs generated by economic and population growth.	Employment and housing provision to be co-ordinated	
The Regional Tourism Strategy identifies three priorities: sustainable tourism, increased quality and improved destination management arrangements.	Tourism will be promoted as part of LDF – at appropriate scale for different settlements	
New tourism development should be encouraged to improve quality...would include appropriate small-scale schemes in more rural areas where they will assist the diversification of the economy.	Tourism will be promoted as part of LDF – at appropriate scale for different settlements	
Cotswolds AONB Management Plan		
Issue	Implications for Cotswold LDF	How will Cotswold LDF address this?
Aim TO2: to support the vital contribution tourism makes to the Cotswold economy and seek to manage the inevitable pressures that it places upon the natural beauty of the AONB in a positive and sustainable manner	Tourism will be promoted as part of LDF – at appropriate scale for different settlements	
Farming and rural land use Aim FR1: to promote viable, sustainable farming as the principal land use within the Cotswolds AONB to retain the vital mix of farms. This should be achieved through the production of a wide range of goods and services which support other local businesses and retain local spending to help an integrated rural economy in the Cotswolds	Flexible policies to enable support for agriculture and farming, as well as renewable energy and other environmental/community schemes.	
Behind the Scenes – A cultural strategy for the Cotswold District 2003-2007		
Issue	Implications for Cotswold LDF	How will Cotswold LDF address this?
Culture makes money – creative industries can generate large revenues and employ a lot of people	Cultural development to be promoted for those settlements where appropriate – for example, Cirencester Town Council has highlighted the need for artist workshops; studio and start-up space for craft workers – identified as a potential growth area for the town.	
The provision of cultural activity is important to the economic success of the District – high economic	Tourism will be promoted as part of LDF – at appropriate scale for different settlements	

value of the tourist trade		
Gloucestershire Local Economic Assessment, Process and Progress March 2010 (GCC, Glos 1st)		
Data not available yet – development of evidence base to take place until June 2010		
Cotswold Conservation Board Position Statement on Telecommunications and the Rural Economy		
Issue	Implications for Cotswold LDF	How will Cotswold LDF address this?
The rural economy is now dependant upon reliable communications technology. However, the installation of apparatus, particularly mobile phone masts, to facilitate this without harming the natural beauty of the AONB can be problematic. The Board would wish to see LPAs carefully considering the impact on the setting of the AONB of any apparatus proposed on land outside, but visible from, the AONB.	None? More of a development management issue?	
The approach of SPDs is commended.	Consider producing an SPD, or incorporating this issue in a possible design code SPD, in due course.	
Cotswolds Conservation Board Position Statement - Employment		
Issue	Implications for Cotswold LDF	How will Cotswold LDF address this?
It is recognised that the Cotswolds need appropriate economic growth to maintain strong, balanced and viable communities – a living and working landscape	Planning for the AONB: economic needs of the area to be taken into account, and appropriate employment to be provided.	
Providing local employment opportunities will over time result in a greater proportion of the population of the AONB travelling relatively short distances to work and thereby higher levels of self-containment Will be achievable.	Planning for the AONB: economic needs of the area to be taken into account, and appropriate employment to be provided.	
Trend towards a commuter economy has been growing - also a growth in the number of people commuting into the Cotswolds; these trends need to be reversed: Retain existing and generate new employment Provide affordable housing	Both aims to be taken into account in LDF/Core Strategy development	
What (employment) is appropriate will depend on its	Allow appropriate employment within the AONB and consider the potential for increased traffic movements.	

nature and location, including proximity to the major transport network; employment involving many HGV movements will be inappropriate; exception quarrying	
Support for conversion of redundant farm buildings for employment or mixed development; building of purpose built small scale workshops and commercial buildings within or adjoining settlements of appropriate siting and design will be acceptable	Rural workspace development of appropriate scale and design will be encouraged.
Examples of types of employment likely to be most compatible with the character of the most rural areas of the AONB (i.e. outside settlements of more than 3000): Tourist facilities Land based jobs Food or agricultural related businesses Micro businesses and home working Craft based workshops Retailing; local produce or crafts Quiet recreational facilities	Allow appropriate employment within the AONB and consider the potential for increased traffic movements.
For the larger settlements it is usually possible to develop larger scale industrial/business parks (large by Cotswolds standards) sited to be inconspicuous in the landscape	This aim will be strived for in employment development within the AONB market towns.
SW Regional Woodland & Forestry Framework 2005	
Issue	Implications for Cotswold LDF How will Cotswold LDF address this?
Woodlands and forests contribute to a wide range of social, economic and environmental benefits – both environmentally valuable and economically important	To be kept in mind when developing the economy section of the Core Strategy.
Economic contribution: tourism, recreation and other benefits generate revenues far in excess of timber production; Westonbirt Arboretum gets over 300,000 visitors a year	To be kept in mind when developing the economy section of the Core Strategy.

<p>Producing high quality timber matched to local market need may open up greater opportunities...construction as part of new Sustainable Communities should offer a major opportunity for the sector to increase the use of locally grown timber and wood products</p>	<p>A possible economic growth area for a rural area like Cotswold District?</p>
<p>Woodfuel has the potential to become a significant source of renewable energy, particularly heat...for much of the region, small to medium size wood heat installations are appropriate and sustainable. Hospital, care home, community centre, industrial unit and affordable housing schemes seem to work best.</p>	<p>A possible economic growth area for a rural area like Cotswold District?</p>
<p>Woodland itself could become the focus for a tourism campaign, based on natural areas and landscapes...Westonbirt Arboretum mentioned as a major regional venue</p>	<p>The LDF will promote tourism at an appropriate scale for the District.</p>
<p>Woods and forests provide a setting for more active living; good for social, physical and intellectual well-being</p>	<p>The Core Strategy will endeavour to retain amenity green space.</p>

Appendix 3

Public Consultation – Proposed Economic Policies

**Summary of Suggestions from the Sustainability Appraisal of,
and Representations made to, the Second Issues and Options
Paper public consultation Dec 2010 – March 2011**

Proposed Policy 7: District-wide Economic Priorities

Summary of Suggestions:

1. Consider amending wording of the economic priority referring to enabling the growth of larger employers to include existing businesses regardless of size to demonstrate that the Council supports smaller businesses too. Consider amending priorities to include supporting small innovative business.
2. Consider adding 'local communities' to policy wording.
3. Ensure that a policy covering transport and accessibility, encompassing the potential re-opening of Chipping Campden railway station, is included in the Core Strategy.
4. Consider adding reference to the need for training and skills development, including 'core skills' and skills that are needed in traditional trades to maintain the natural and built environment, especially in the North of the District.
5. Improve clarity of Policies on Rural Employment (Policy 10) and Location of New Employment (Policy 9) with regard to approach to small sites in smaller towns and heavy industry.
6. Consider referring to 'local produce' in text.
7. Consider referring to more durable treatment measures for local timber.
8. Consider adding economic resilience to priorities.
9. Consider creating a separate Tourism policy – see suggested wording (English Heritage)
10. Consider including housing growth as an economic priority.
11. The location of new employment provision is covered by a separate policy. Consideration will be given to providing employment within or adjacent to the District's smaller settlements under that policy – (see Policy 9).
12. Consider including reference to provision of additional employment space within existing employment areas.
13. Consider including Tourism as a specific priority.
14. Consider re-wording priority relating to improved transport links. - sustainable transport links including walking, cycling and public transport, will be improved to existing and proposed employment development.
15. Consider including reference to Glos County Council objective of securing funding for a roundabout at junction of A429/A433 (south west of Cirencester) in relation to any potential employment growth at Kemble Airfield and Cirencester.
16. The Employment Study Refresh (2012) will provide evidence and recommendations on growth industrial sectors and the recommendations will be incorporated into the Core Strategy.
17. Consider including a policy relating to facilitating more sustainable working practices especially in more rural areas, including home-working and live-work units. Rural enterprise hubs and start-up businesses will also be considered further and policies developed where appropriate.
18. Consider including more detailed policy on agriculture and farm diversification.
19. Include low cost business units suitable for start-ups into policies dealing with range, quality and type of employment provision to be made.
20. Consider adding the A417 'Missing Link' to the economic priorities list under Policy 7.

21. Consider separate policy covering Cotswold Water Park.
22. Consider including a specific policy addressing renewable energy in the Core Strategy.
23. Consider setting out criteria for permitting the conversion and re-use of buildings in the countryside.
24. Consider adding attracting headquarters of small/medium knowledge based businesses as a priority.
25. Consider including reference to reviving traditional sustainable industries and high value agricultural related industry in priorities list.
26. Consider including recently exhausted gravel pits for use for employment purposes.
27. Consider brownfield sites around the perimeter of the Fire Services College.
28. Review the available and prospective employment sites and opportunities that exist in Tetbury & Tetbury Upton.
29. Consider the Glos Diocese Board of Finance site at Siddington Glebe. However, site in school use and would raise issues of coalescence. Will be assessed in Employment Study Refresh.
30. Consider the triangle site by London Road, Cirencester Road and Quercus Road at Tetbury as an employment allocation.
31. Consider the Cirencester Agricultural Centre as an employment site related to the provision of agriculture related industries.
32. Identify Northwick Business Centre Identify Northwick Business Centre as an existing employment site that should be safeguarded. Consider identifying the site as having potential for redevelopment and improvement, with policy support for B1, B2 and B8 uses.
33. Consider including Northwick Business Centre as a Special Policy Area identified under proposed Policy 11.
34. The improvement of broadband and mobile connections should be identified as an economic priority in the Core Strategy – (See policy 8 for comment).

Proposed Policy 8: Proposed Employment Land Allocations

Summary of Suggestions:

1. Consider broadening proposed policy 20 (Accessibility) to cover traffic impact issues.
2. Consider the need to increase employment allocations, particularly in the North of the District.
3. The improvement of broadband and mobile connections should be identified as an economic priority in the Core Strategy – (See policy 7).
4. Consider making the Proposed Allocations policy adaptable – e.g. phasing policies etc.
5. Review the employment land requirement in light of the Economy Study 2012, and also the housing requirement.
6. Incorporate results of ATLAS work on strategic site at Chesterton into Core Strategy and subsequent documents.
7. Consider a phased release of sites for later in plan period to ensure there is always adequate provision of sites. Also consider use of flexible allocations to ensure the Core Strategy is adaptable to changing economic circumstances.
8. Consider including redundant MOD sites in the policy subject to criteria restricting the types of activity which are not acceptable for traffic and other environmental reasons.

9. Consider using a 'flexible' employment land allocation in heavy out-commuting settlements (e.g. Lechlade) where land returns to an 'undesigned' state should an employment use not materialise. This should ensure that such land would be considered the same as any other area of land should it be put forward for residential development, and stop employment allocations being susceptible to future housing development.
10. Clarify the policy position of the Core Strategy regarding the proposed strategic employment land allocation at Tetbury.
11. The type of industrial space available in Tetbury has not attracted interest from the market. There is evidence that demand exists in the District for more small scale, modern, workspace suited to business start up and incubation. Enabling this type of employment development in Tetbury will be considered in the drafting of the Core Strategy policies.
12. Consider allocating sites with current planning permission for employment uses.
13. Clarify policy position regarding heavy industry – see Policy 9.
14. Consider flexible allocation for heavy industry at South Cerney Army Base should a change in circumstance occur to ensure the Core Strategy remains adaptable in the longer term.
15. Consider revising policy 9 to give support for new employment space at Northwick Business Centre.

Proposed Policy 9: Location of New Employment Provision

Summary of Suggestions:

1. Consider providing employment within or adjacent to the District's smaller settlements (See Policy 7 for comment).
2. Improve clarity of Policies on Rural Employment (Policy 10) and Location of New Employment (Policy 9) with regard to approach to small sites in smaller towns and heavy industry (See Policy 7 for comment).
3. Consider including a restriction on the conversion of new employment units in rural areas into residential use.
4. Consider amending Policy 9 to allow development within and adjacent to existing settlements.
5. Consider including Northwick Business Centre in Policy 9.
6. Clarify policy position regarding heavy industry. Consider suggested wording "heavy industry, apart from quarrying, will not be appropriate in the District and land will not be allocated for it."
7. Consider clarifying in the wording that the scale of employment development should be commensurate with the scale of individual settlements.
8. Clarify where it may be appropriate to allow employment development to occur outside development boundaries e.g. brownfield sites such as MOD land.
9. Consider amending Policies to include reference to additional employment development opportunities at the Fire Service College.
10. Ensure that the Core Strategy Policies cover the issue that proposals may need to mitigate the impact of increased trips, including HGVs and commercial traffic, on local and strategic road networks, in particular on the A417 and A419.

Proposed Policy 10: Rural Employment

Summary of Suggestions:

1. Improve clarity of Policies on Rural Employment (Policy 10) and Location of New Employment (Policy 9) with regard to approach to small sites in smaller towns and heavy industry (See Policy 7 for comment).
2. Consider adding criterion to the Policy so that proposals which significantly increase traffic in rural areas will not be permitted. Rural employment development should not increase trips on the local and strategic road network. (Highways Agency)
3. Consider including a restriction on the conversion of new employment units in rural areas into residential use.
4. Consider the merits of developing a separate policy designed specifically to support agriculture and the District's farming industry, and the management and maintenance of the natural environment (landscape, ecology, biodiversity and woodland).
5. Consider adding a bullet point to Policy 10 to direct economic growth in rural areas onto existing employment sites in the first instance or consider formulating an overarching policy that sets out a sequential test for economic development proposals to encourage more sustainable economic growth by ensuring that effective use is made of existing employment sites and brownfield buildings and sites, before other sites are considered.
6. Consider clause in policy to encourage extension of residential properties to provide home working space.
7. Consider developing a policy aimed at facilitating more sustainable working practices particularly suited to rural areas, such as homeworking / live work units / broadband 'ready' development.
8. In response to the CABE Live-Work Study (2011), the Core Strategy will retain a general policy relating to live-work units to enable more detailed policy guidance to be developed in subsequent planning policy documents.
9. Include the suggested site at Cranmore Farm (Chavenage Estate) in an assessment of employment sites in rural areas should this be necessary in a future Site Allocations Document.

Proposed Policy 11: Potential Special Policy Areas

Summary of suggestions:

1. Consider amending policy to reflect suggested changes – amend fourth bullet to refer to the avoidance of overloading the HGV routes e.g. through Culkerton. And add an additional bullet point with reference to the impact on noise levels in the surrounding area.
2. Consider adding text referring to the need to consider the cumulative impacts of development across the area as a whole (part of which falls in Wiltshire).
3. Consider amending Policy to enable other brownfield sites that may come forward in the future to be designated as Special Policy Areas, and refer to Site Allocations Document / Neighbourhood Plans as the means for achieving this.
4. Consider adding the Cirencester Agricultural Centre as a Special Policy Area.
5. Consider adding the Northwick Business Centre and Paxford Brickworks (Blockley) as a Special Policy Area. Consider rewording the bullet point referring to the remaining (or possible future) military operation of a site to make it clearer as to which sites this applies to.

6. Consider including a new Policy to help facilitate more sustainable working practices, including working from home.
7. Consider including a clause to control new development that may conflict with surrounding existing uses e.g. airfield uses.

Appendix 4

Public Consultation – Settlement Strategies

Summary of Representations made to Second Issues and Options Paper public consultation Dec 2010 – March 2011:

Question 6 – 19 Proposed Settlement Strategies (employment issues only)

Representations made to the LDF Core Strategy: Second Issues and Options Paper (December 2010)	
Question 6 – Cirencester (economy and employment related issues only)	Officer Response
<p>The Royal Agricultural College is an important asset to Cirencester. It generates local employment and benefits the local economy due in part to the students who come to live in Cirencester each year for the duration of their studies. Consequently local businesses, landlords, and shopkeepers all benefit directly or indirectly from the College's activities. Outline planning permission has been granted on the Triangle Site for the development of a business park comprising education and research in connection with agriculture, the agri-food business, forestry, rural conservation and rural land management. This permission will shortly be renewed for a further 5 years. This will reaffirm the College's commitment to delivering this project over the plan period 2011-2030. Furthermore, it is considered that this represents the justification to give the RAC, including the triangle site, strategic recognition in the Core Strategy for employment uses incorporating C2, B1, B2 and D1 uses. This could take the form of allocating the Triangle Site as part of the strategic allocation of the area to the south of Chesterton.</p> <p>RAC agrees with the comments at paragraph 6.8 in Second Issues and Options Paper that further potential exists to develop opportunities at the college site for knowledge based companies and wish to explore these further through discussions with the Council as part of the LDF process.</p>	<p>The Council recognises the importance of the Royal Agricultural College to the local economy, and particularly to Cirencester.</p> <p>Consider allocating the RAC Triangle Site in the draft Local Plan: Core Strategy.</p> <p>Consider in a future Development Plan Document further opportunities for development at the Royal Agricultural College site.</p>
<p>Down Ampney Parish Council do not consider the allocation of land between Dobbies garden centre and the army base for commercial property would enhance the approach to Cirencester. The land should be left for farming.</p>	<p>Noted. The suggestion of allocating land between Dobbies Garden Centre and the Army Barracks at South Cerney will be re-considered.</p>
<p>The Bathurst Estate - Ref paragraph 6.7 in Second Issues and Options Paper – the text refers to a limit of 6 hectares on the amount of employment land to</p>	<p>A detailed analysis of existing and potential employment land has been carried out through the Cotswold Economy Study 2012. The</p>

<p>be provided on Tetbury Road and refers to this being for predominantly B1a office space. Whilst the proposed location for employment uses is sensible, particularly in light of the presence of the existing Office Park, there is no information in the evidence base to support either the restriction on the area for employment development or the category of employment. The Estate requests that a more detailed analysis of the market for employment land be undertaken to obtain an evidence base that can be relied upon to inform the scale of the allocation and the scope of appropriate employment uses in this location. The same applies to the proposed allocation at Wilkinson Road, albeit that there the scale of the site is clearly defined by physical boundaries.</p>	<p>findings and recommendations of the Study will form the basis for the new Local Plan policies and proposals.</p>
<p>The CPRE is concerned about the possibilities of expansion of office accommodation on the Tetbury Road and the A419 between Dobbies and the South Cerney Barracks. One of the important aspect of the setting of Cirencester is how the countryside seems to run into the town along approach roads. This is partly because development has been concentrated off the main routes. Both these proposals would start ribbon development particularly if taken in combination with the development of the Agricultural College site and the site adjacent to Siddington House which has already been allocated for commercial development . We also recall that the approval of the Dobbies building was subsequently seen to have been a mistake and to now use it as a marker for further development would only compound that mistake. We totally support the need to ensure a steady supply of land for employment, in particular office, development to maintain Cirencester's vitality. However we suggest the strategy should concentrate on expansion of Love Lane, full utilization of sites already allocated and designation of a major new commercial park site at South Cerney barracks.</p> <p>The CPRE entirely agrees that emphasis needs to be put on developing high quality tourist hotels in Cirencester.</p>	<p>Noted. The suggestion of allocating land between Dobbies Garden Centre and the Army Barracks at South Cerney will be re-considered.</p> <p>A detailed analysis of existing and potential employment land has been carried out through the Cotswold Economy Study 2012. The findings and recommendations of the Study will form the basis for the new Local Plan policies and proposals.</p> <p>Noted. Consideration will be given to including hotel provision in Cirencester in the emerging Local Plan.</p>

<p>Highways Agency note that Cirencester is identified as a primary location for meeting the District's employment land requirements over the LDF period. The Highways Agency stress that employment proposals must come forward as part of mixed use proposals and be accessible by sustainable transport modes to ensure development is self contained and does not result in increased traffic on local and strategic road networks.</p>	<p>Noted. A detailed analysis of existing and potential employment land has been carried out through the Cotswold Economy Study 2012. The findings and recommendations of the Study, where appropriate, will form the basis for the new Local Plan policies and proposals. The recommendations take into account the objectives of the Local Plan and National Policy in relation to sustainable development.</p> <p>Consider a Core Policy relating to the need for employment proposals to be part of a wider mixed use scheme that is well integrated with surrounding uses to enable a more sustainable, self contained development to occur. Development should be accessible by sustainable modes of transport to minimise traffic impact on the local and strategic road network.</p>
<p>Robert Hitchins Ltd – The employment section within the Cirencester Settlement Strategy does not refer to any up to date assessment being carried out of existing employment sites. Such an assessment should inform the strategy and would reveal whether any existing sites might be better allocated for a broader mix of employment generating uses (ie including uses outside of B1, B2 and B8) or for alternative uses (See also our comment on paragraph 7.47 below). Planning Policy Statement 4 (Planning for Sustainable Economic Development) makes it clear that economic development extends beyond the traditional B Use Classes and encompasses other development that provides employment opportunities. In short it acknowledges that it is about jobs and not just those within Use Class B. Furthermore PPS 4 makes clear that at the local level the evidence base should: "assess the existing and future supply of land available for economic development, ensuring that existing site allocations for economic development are reassessed against the policies in this PPS, particularly if they are for single or restricted uses. Moreover: Where possible, any reviews of land available for economic development should be undertaken at the same time as, or combined with, strategic housing land availability assessments"</p> <p>Land at Kingshill North lies within the development boundary of Cirencester</p>	<p>A detailed analysis of existing and potential employment land has been carried out through the Cotswold Economy Study 2012, including land at Kingshill North. The Council has taken the findings of the Study into account, where appropriate, along with other factors such as the sustainability objectives and the NPPF, when putting forward policies and proposals in the draft Local Plan: Core Strategy.</p>

<p>has had outline planning permission for B1 employment since the end of 2007 and has yet to come forward for the permitted use. This site is suitable for a range of other employment generating uses, mixed use development including residential or solely for residential.</p>	
<p>Pegasus Planning Group – support the proposals to improve the employment aspirations within the Town. Whilst paragraph 6.7 makes reference to the possibility of additional land being identified on the Tetbury Road and to the existing outline planning permission at the Royal Agricultural College, no reference is made to the Local Plan allocations at Siddington Park Farm or at Kingshill North.</p> <p>Whilst there are various reasons why these sites have not come forward for development, there may be potential for mixed use developments which will service them as well as providing a solution to the apparent lack of residential commitment to the expansion of the Town. Siddington Park Farm in particular should be looked at for some form of mixed use development so as to generate funds for access into the site. Such an arrangement will also remove the accident black spot at Preston Tollbar.</p> <p>Although under the issues to be explored in further stages of LDF work, the possibility of allocating further land south east of the town (beyond Dobbies Garden Centre) is raised (as is the possibility of the closure of the Duke of Gloucester's Barracks beyond), little mention is made of this as a potential direction for growth either for employment and housing purposes. This location would be an ideal location for mixed use development as it lies close to the main trunk road and could link to the Duke of Gloucester's HQ, which may become redundant as some stage in the future (and this becomes a brownfield site). Development in this direction would not directly affect the surrounding settlements of Preston or Siddington. Using this sector as a potential location for both residential employment and other specialist uses could provide a better longer term solution to the expansion of the Town as compared with the westward expansion of the Town alongside the A433 which is the only option identified, see 6.12.</p> <p>Rather than identify land south west of the town for strategic growth, the LDF should properly explore the options including examining the traffic implications of the two alternatives, the comparative attractiveness of the two locations for</p>	<p>Noted.</p> <p>A detailed analysis of existing and potential employment land has been carried out through the Cotswold Economy Study 2012, including land at Kingshill North and Siddington Park Farm. The Council has taken the findings of the Study into account, where appropriate, along with other factors such as the sustainability objectives and the NPPF, when putting forward policies and proposals in the draft Local Plan: Core Strategy.</p> <p>The suggestion of allocating land for employment uses between Dobbies Garden Centre and the Army Barracks at South Cerney will be re-considered in light of all representations made, the sustainability objectives of the local plan, the findings of the Economy Study 2012 and other relevant evidence.</p>

<p>employment growth and the ability of a mixed use urban extension to incorporate potential brownfield land.</p>	<p>Alternative options for the long term growth of Cirencester have been assessed through the Sustainability Appraisal process, including those put forward through public consultation on the Second Issues and Options Paper 2010. The Options assessed include: Land at Chesterton; Hare Bushes; Land East of Kingshill; and Land at Worms Farm, South East of Cirencester (A419).</p>
<p>Resident – Before Love Lane Trading Estate expands into more good agricultural land, make sure the buildings that are being built at the moment will all be sold and that there is a demand for more.</p>	<p>A detailed analysis of existing and potential employment land has been carried out through the Cotswold Economy Study 2012, including supply and demand. The findings and recommendations of the Study will form the basis for the new Local Plan policies and proposals.</p>
<p>Baylight Properties – In the proposed vision much is made of the need to provide for the ability of employers to recruit locally and provide additional employment opportunities. This will require the release of additional employment land around the town to enable new business to locate at Cirencester. By the same token it is necessary that additional homes be provided to enable companies to move into the town and for their workforce to be able to live locally. Therefore there is a dual need in employment terms to make the town attractive to work in and live in for new businesses.</p>	<p>Noted. The evidence gathered through the Local Plan process indicates a falling economically active population in Cirencester, and across the District (refer to Role and Function of Settlements Study 2012). The policies and proposals in the draft Local Plan: Core Strategy will take account of the need for employment development to be closely integrated with housing development.</p>
<p>Gloucestershire County Council – does not consider the option for development at land between Dobbies garden centre and the army base as being particularly beneficial in terms of supporting sustainable local public transport connections and more strategic sustainable transport between Cirencester, Swindon and beyond. GCC would consider the Cirencester Office Park / RAC options as providing the best likely options for encouraging increased sustainable transport with employment growth – particularly if actively linked to the rail option at nearby Kemble.</p>	<p>Noted. The suggestion of allocating land between Dobbies Garden Centre and the Army Barracks at South Cerney will be re-considered in light of all representations made.</p>

<p>Barton Willmore – Reference to the aspiration for Cirencester to build on the tourism economy, linking with the Cotswold Water Park. The policy refers to a need for hotels and tourist provision. However, there will also be a need for holiday homes. These are usually occupied in winter as well as summer, whereas tourism accommodation such as small hotels are populated mainly in the summer months. The provision of holiday homes will therefore provide a stable basis for this link and to significantly contribute to facilitating the building of the tourism economy.</p>	<p>A significant number of holiday homes have been developed in the Water Park. Evidence from the Strategy for Sustainable Tourism in the Cotswolds AONB 2011-2016 demonstrates what type of accommodation is lacking in the AONB and also surrounding areas. The need for low cost and / or niche accommodation was identified. A specific tourism policy will be included in the draft Local Plan: Core Strategy, which takes account of all representations made and the relevant evidence available.</p>
<p>Question 7 – Bourton-on-the-Water (economy and employment related issues only)</p>	<p>Officer Response</p>
<p>Defence Estates - RAF Little Rissington is currently home to the 621 Volunteer Gliding School and is used extensively by the RAF Regiment and for various other military training exercises on the ground and the air. As part of the site is owned by the Home Office independently of MOD, the Home Office will decide its own use and operational needs for its land and buildings. There are civilian employment uses established on some parts of the site.</p>	<p>Noted.</p>
<p>Highways Agency - Concerned that further tourism development in Bourton-on-the-Water could impact upon the safe and efficient operation of the local and strategic road network, particularly in the peak season. Therefore forthcoming applications for tourism development may need to be accompanied by a robust transport assessment and a package of mitigation measures, dependent on the scale of development proposed.</p> <p>Moreover we would wish to be involved in future discussions with the Council around extensions to the existing industrial estate at Bourton-on-the-Water which is adjacent to the Fosse Way as this could impact on the operation of the A417/A419.</p>	<p>Noted. A specific tourism policy will be included in the draft Local Plan: Core Strategy, which takes account of all representations made and the relevant evidence available including the Strategy for Sustainable Tourism in the Cotswolds AONB 2011-2016.</p> <p>Noted.</p>
<p>Bourton-on-the-Water Parish Council - Paragraph 6.16 (Second Issues and Options Paper) recognises the importance of the tourist industry which provides a large part of the economic stability for this settlement and also recognises that to do so it will need to retain its traditional village character. This is directly incompatible with further large scale development that would develop existing rural village margins and entrances into suburban style residential developments. This will further erode the village character and will</p>	<p>Noted. The Local Plan will seek to support sustainable tourism in the District, including Bourton. A specific tourism policy will be included in which takes account of all representations made and the relevant evidence available including the Strategy for Sustainable Tourism in the Cotswolds AONB 2011-2016.</p>

impact negatively on the number of tourists who wish to visit and return to Bourton. Our response to objective EC4 maintains that over-development will actively harm Bourton's existing sustainable tourist economy.	The Development Strategy of the Local Plan which will guide the distribution of housing and employment growth in the District will take into consideration the need to preserve the character of the village and the AONB.
Question 8 – Chipping Campden (economy and employment related issues only)	Officer Response
Chipping Campden Town Council - the strategy does not pay enough attention to smaller business parks around the town eg. Battlebrook, Honeybourne and Northwick Park and we would like to see a small scale expansion of these. We would like to add "creative industries" in line with the Town's Arts and Crafts heritage to the end "proposed vision".	Noted. Consider including specific reference to smaller business parks in and around Chipping Campden such as Battlebrook, Honeybourne and Northwick Park.
Question 9 – Fairford (economy and employment related issues only)	Officer Response
Defence Estates - RAF Fairford is a fully operational military base with usage varying depending on operational requirements. MOD is currently fully utilising surplus capacity at RAF Fairford; using existing married quarters as housing for service personnel operating from RAF Brize Norton. This demonstrates MOD's commitment to the sustainable use of its existing building stock. As time progresses further development at RAF Fairford may be required to ensure we are capable to meet the advanced military requirements of the future.	Noted
<i>The Trust supports the opportunities to develop home working facilities in an attempt to reduce out commuting. The settlement strategy should include the provision of affordable housing and the ability to encourage appropriate employment opportunities at Fairford.</i>	Noted. These issues will be addressed through the Local Plan.
Hunter Page - The Second Issues and Options Consultation paper highlights Fairford and Lechlade as having lower levels of employment opportunities that the remaining market towns; perhaps with the exception of Northleach. While we acknowledge that position, it is noted the proposed visions for Fairford and Lechlade make no reference to increasing local employment	Noted. The Local Plan policies will address the need for employment opportunities in Fairford to improve the sustainability of the town and reduce the need to out commute.

<p>opportunities and improving levels of self containment in accordance with the proposed vision for the market towns and larger villages Vision (para 6.2). It is contended the Second Issues and Options Consultation Paper, while identifying a problem of lack of employment opportunities at Fairford and Lechlade, fails to adequately address the spatial planning solution to secure genuinely achievable and deliverable employment allocations at those settlements.</p> <p>Rather than unrealistically relying upon the Old Station site to make assisted provision of small-scale workspace, it is contended the Local Development Framework should instead identify unconstrained and deliverable land at Fairford and Lechlade to support economic growth opportunities for rural enterprise units; or make a single larger allocation to meet the requirements of both settlements. In order to appeal to the market and be deliverable, allocated land will need to avoid any land remediation costs, generally associated with previously developed land, and will need to comprise unconstrained land where basic infrastructure investment can be implemented in a cost efficient manner.</p> <p>The proposed visions for Lechlade and Fairford should make reference to increased employment and enterprise opportunities with consequential allocations or a larger single allocation, of achievable and deliverable land for economic development purposes being subsequently identified.</p>	
<p>Question 10 - Lechlade (economy and employment related issues only)</p>	<p>Officer Response</p>
<p>Cotswolds Canal Trust - strongly supports this Vision for the town. We wish to see recognition within the various statements in the text of the role of the Thames & Severn canal in improving access into the Water Park, in bringing benefits to the local economy and adding significantly to the attraction of the Town to visitors - including visitor access by water. we suggest adding the words ' and to the link of the restored canal and towpath to Kempford, and beyond' to the end of Vision statement</p>	<p>Noted. The role of the Thames / Severn Canal in bringing benefits to the local economy, including tourism will be specifically referred in the Local Plan.</p>
<p>Resident – Employment land should be zoned at the Old Station Site, Butlers Court and maybe elsewhere.</p>	<p>Noted. The Local Plan policies will address the need for employment opportunities in Lechlade to improve the sustainability of the town and reduce the need to out commute.</p>

<p>Lechlade Town Council – The key strategic planning needs include the following: More local employment opportunities; the provision of employment land for small scale enterprises (potential exists at Butlers Court, the former railway site and others if settlement boundaries are marginally extended where appropriate). Significant improvement to the quality, availability and marketing of hotel and guest house accommodation for visitors, which itself would be a direct generator of employment.</p>	<p>Noted. The Local Plan policies will address the need for employment opportunities in Lechlade to improve the sustainability of the town and reduce the need to out commute.</p> <p>A specific tourism policy will be included in the Local Plan which will seek to support sustainable tourism in the District, including at Lechlade.</p>
<p>CPRE - We agree that the issues for Lechlade are employment related and improving the tourist/retail offer. No more significant free market housing should be permitted till these problems have been positively resolved.</p>	<p>Noted. The Local Plan policies will address the need for employment opportunities in Lechlade to improve the sustainability of the town and reduce the need to out commute.</p> <p>A specific tourism policy will be included in the Local Plan which will seek to support sustainable tourism in the District, including at Lechlade.</p> <p>The Development Strategy of the Local Plan which will guide the distribution of housing and employment growth in the District will take these considerations into account.</p>
<p>Hunter Page - The Vision states that the town will have a healthy local economy benefiting from surrounding employment provision, presumably from locations predominantly outside the District. With the inference that out-commuting should be addressed, it would be logical to make reference to the inclusion of an employment allocation for the town, either at the Old Station site or at another location and for this to be investigated as part of the LDF process. Such an approach should then provide for more self-containment within the town.</p>	<p>Noted. The Local Plan policies will address the need for employment opportunities in Lechlade to improve the sustainability of the town and reduce the need to out commute.</p>
<p>Hunter Page - The Council's Second Issues and Options Consultation Paper identifies the Old Station Site as potentially being suitable for the assisted provision of small-scale workspace (para 6.31). However, it should be noted that planning permission was first granted in 1997 for Class B1 and B2 business and general industrial uses but the site attracted no market interest. Planning permission was subsequently granted for mixed use residential, live/work and B1 employment development in 2005. That permission, despite being renewed on two separate occasions, has yet to yield any employment development upon the site.</p>	<p>Noted. The Economy Study 2012 recommends that the allocation of the Old Station Site should not be retained in the Local Plan.</p>

<p>It is evident the site cannot be relied upon for the delivery of employment generating development.</p> <p>As part of ongoing discussions to unlock to redevelopment potential of this previously developed site, a viability assessment has been submitted to the Council. Notwithstanding the outcome of those discussions, it is apparent the site is significantly constrained by its topography, awkward shape and is disadvantaged by technical issues to unlock a new access and to overcome foundation and drainage abnormalities.</p> <p>The Old Station Site is therefore considered unsuitable and unachievable for economic development uses. The Core Strategy should not rely upon the site to support the employment needs of Lechlade. A suitable and deliverable alternative provision should be found.</p>	
<p>Hunter Page - The Second Issues and Options Consultation paper highlights Fairford and Lechlade as having lower levels of employment opportunities than the remaining market towns; perhaps with the exception of Northleach. While we acknowledge that position, it is noted the proposed visions for Fairford and Lechlade make no reference to increasing local employment opportunities and improving levels of self containment in accordance with the proposed vision for the market towns and larger villages Vision (para 6.2).</p> <p>It is contended the Second Issues and Options Consultation Paper, while identifying a problem of lack of employment opportunities at Fairford and Lechlade, fails to adequately address the spatial planning solution to secure genuinely achievable and deliverable employment allocations at those settlements.</p> <p>Rather than unrealistically relying upon the Old Station site to make assisted provision of small-scale workspace, it is contended the Local Development Framework should instead identify unconstrained and deliverable land at Fairford and Lechlade to support economic growth opportunities for rural enterprise units; or make a single larger allocation to meet the requirements of both settlements. In order to appeal to the market and be deliverable, allocated land will need to avoid any land remediation costs, generally associated with previously developed land, and will need to comprise unconstrained land where basic infrastructure investment can be implemented in a cost efficient manner.</p>	<p>Noted. The Local Plan policies will address the need for employment opportunities in Lechlade to improve the sustainability of the town and reduce the need to out commute.</p>

<p>The proposed visions for Lechlade and Fairford should make reference to increased employment and enterprise opportunities with consequential allocations or a larger single allocation, of achievable and deliverable land for economic development purposes being subsequently identified.</p>	
<p>Question 11 - Moreton (economic issues only)</p>	<p>Officer Response</p>
<p>Resident - There are opportunities to promote Moreton more as a tourist destination. We have 3 good hotels, and a number of b&bs. The railway station means that many people coming to the Cotswolds arrive in Moreton. There is Batsford Aboretum, the falconry centre and the potential to develop a arts/craft centre.</p>	<p>Noted. The Local Plan will seek to support sustainable tourism in the District, including Moreton. A specific tourism policy will be included in which takes account of all representations made and the relevant evidence available including the Strategy for Sustainable Tourism in the Cotswolds AONB 2011-2016.</p>
<p>Resident - There is considerable uncertainty about the prosperity and future of the Fire Service College. FSC is the largest employer in the area and contributes significantly to the local economy.</p> <p>Tourism is key to the local economy particularly with uncertainty about the FSC.</p>	<p>Noted. Policies in the Local Plan will seek to address employment issues in Moreton, including the Fire Service College.</p> <p>The Local Plan will seek to support sustainable tourism in the District, including Moreton. A specific tourism policy will be included in which takes account of all representations made and the relevant evidence available including the Strategy for Sustainable Tourism in the Cotswolds AONB 2011-2016.</p>
<p>Fire Service College - In addition to traditional rural agricultural, high street retail and hospitality employment, there is a range of employment provision within Moreton-in-Marsh including the Fire Service College, the Fosse Way Business Park, the Cotswold Business Village.</p> <p>Support Section 6.34 (Second Issues and Options Paper) and the comment that “to the north east of the town is the Fire Service College site, which is of international importance”.</p> <p>Suggested amendment after Section 6.34:</p> <p>It is suggested that the reference to the Fire Service College in Section 6.34 should be amended to read that:</p> <p>“to the north east of the town is the Fire Service College site, which is of both</p>	<p>Noted. Consider including a Policy in the Local Plan specifically relating to the Fire Services College and its site.</p>

national and international importance due to the technical expertise of its staff and the unique live fire training ground”.

It should also be acknowledged within Section 6.34 that the Fire Service College is the largest employer in Moreton-in-Marsh. It provides practical and theoretical fire related training and consultancy services for the UK Fire and Rescue Service (FRS), other UK public sector first responders and Government organisations, the private sector and the wider international market. Studies have shown that it is directly responsible for the purchase of goods and services valued in the region of £1.7million from local suppliers on an annual basis.

The College therefore has a vital role in the wellbeing of the town by providing employment and drawing significant financial expenditure into the local economy. As the nature of training at the site evolves between now and 2030, the on-site facilities and its live fire training venues will need to adapt accordingly if it is to meet the demands of its customers and play a key role in supporting national resilience. The Core Strategy needs to provide sufficient flexibility to support any development that may be necessary at the site to meet these changing circumstances.

Support Section 6.38 - the recognition that the Fire Service College may be an appropriate site for new employment uses is supported. The LDF is planning for development up to 2030 and must account for changes that may take place within the Fire Service College site during that time period. As the nature of training at the site evolves between now and 2030, the on-site facilities and its live fire training venues will need to adapt accordingly if it is to meet the demands of its customers and play a key role in supporting national resilience. Additional employment uses may be appropriate for the brownfield site as a result of these changes and the LDF needs to provide flexibility to enable appropriate development to be accommodated within the site.

The development of the brownfield Fire Service College site would accord with the national planning policy objective to promote resource efficient settlement patterns that minimise land take and urban sprawl.

It is suggested that the reference to the Fire Service College in Section 6.38 is amended to read that: “For employment provision, an easterly extension of the business village will be investigated, as well as the opportunity for

<p>additional non-fire and rescue related employment uses at the Fire Service College”.</p>	
<p>Tourism is, after the Fire College, the most important economic activity in Moreton and must feature in the vision for the town.</p> <p>The FSC is of national significance and is the town's largest employer.</p> <p>It must be noted that the town is very vulnerable to any FSC employment cut-backs.</p> <p>Every year Moreton hosts the 'Moreton Show' in September which is of national importance and a vital show-case for businesses serving the agricultural and animal-husbandry sectors and the rural community more generally. Another important local happening is the summer opera season held just two miles south of Moreton. The Longborough Festival Opera must be the leading cultural event in the Cotswolds calendar and helps bring significant tourism revenue to Moreton.</p> <p>Caravanning is an important contributor to Moreton's economy. It brings large numbers of customers to Moreton's tea shops, restaurants and hostelryes and "Budgens" tell me they benefit significantly from the fillip to trade during the extended caravanning season (which kicks off at Easter). The economic impact of caravanners should not be overlooked.</p>	<p>Noted. Policies in the Local Plan will seek to address employment issues in Moreton, including the Fire Service College.</p> <p>The Local Plan will seek to support sustainable tourism in the District, including Moreton. A specific tourism policy will be included in which takes account of all representations made and the relevant evidence available including the Strategy for Sustainable Tourism in the Cotswolds AONB 2011-2016.</p>
<p>Question 12 - Northleach (Economic issues only)</p>	<p>Officer Response</p>
<p>CPRE - We disagree with the statement that development is needed to support services. Experience has shown that the key to supporting services, particularly primary schools, is the retention of young people and this is about affordable housing and local employment. We think the vision should put more emphasis on these aspects with free market development being seen as only allowable if it would contribute substantial affordable housing. Greenfield sites for development are scarce because of the setting of the town and their potential to provide affordable housing should be fully exploited.</p>	<p>Noted. Policies in the Local Plan will seek to address employment issues in Northleach.</p>
<p>Question 13 - South Cerney (Economic issues only)</p>	<p>Officer Response</p>
<p>Cotswold Canal Trust - The restoration of the Thames & Severn Canal will bring added benefits to South Cerney within the vision as described here -</p>	<p>Noted. The role of the Thames / Severn Canal in bringing benefits to the local economy, including tourism will be specifically referred in</p>

which CCT supports - including some additional employment, improved access between the community and the Water Park, and the opportunity to provide a wider range of water-based amenities, thus enhancing recreation and leisure facilities. CCT would like to see better reference to the impact of the canal on this community by adding '...and the nearby canal...' into the Vision statement.	the Local Plan.
CPRE - Significant development such as the Mallards should be in step with actual employment creation in the area (rather than availability of employment land) to avoid South Cerney becoming a commuter town for Swindon and Cirencester.	Noted. The Local Plan policies will seek to address the sustainability of issues relating to South Cerney, such as commuting.
Defence Estates – South Cerney Barracks - this site is the base of 29 Regt RLC and the Air Mounting Centre (AMC) for land operations overseas. It covers an area of approximately 147 hectares and comprises hangars, technical buildings (including baggage handling facilities), messes and barrack blocks. There is a grass airfield which is also used as a drop zone.	Noted.
Highways Agency - future employment development must be accessible by sustainable transport modes, and in particular there must be sustainable links from proposed development to Cirencester. Any forthcoming application for employment development would need to be supported by a robust Transport Assessment which considers the impact on the A419 and M4. Also strongly support improved sustainable links between South Cerney and the Cotswold Water Park.	Noted. Include need for links by sustainable modes of transport with Cirencester and Cotswold Water Park in Local Plan policies which relate to potential employment development in South Cerney.
Question 14 – Stow-on-the-Wold (Economic issues only)	Officer Response
Stow Town Council - The current economic climate will dictate that an over reliance on tourist gift shops is unlikely to sustain the local economy in the longer term. Would like to see greater flexibility for small town centre shops to diversify into other areas, such as CEmaker and mender ¹ outlets with light work facilities for artisans, e.g. cobblers / framers / decorative glaziers / joiners / weavers / dressmakers / furniture restorers, etc. Maintaining town centre parking for both shoppers and people who work in the town is vital to maintaining the town's economic vitality.	Noted. The policies of the Local Plan will seek to improve the resilience of the local economy in the District and the vitality and viability of town centres, including in Stow.
Highways Agency - Concerned that further tourism development in Stow-on-	Noted. A specific tourism policy will be included in the draft Local

the-Wold could impact upon the safe and efficient operation of the local and strategic road network, particularly in the peak season. Therefore forthcoming applications for tourism development may need to be accompanied by a robust transport assessment and a package of mitigation measures, dependent on the scale of development proposed.	Plan: Core Strategy, which takes account of all representations made and the relevant evidence available including the Strategy for Sustainable Tourism in the Cotswolds AONB 2011-2016.
Question 15 – Tetbury (Economic issues only)	Officer Response
Resident - growth in Tetbury should be controlled and dependant on firstly being able to provide additional local employment by developing the Quercus Rd. business park ,then utilising existing brownfield sites such as the ex-Matpro site on London Rd.and finally providing additional facilities for the town such as a new surgery .All the options should materialise before any consideration is given to developing greenfield sites.	Noted. Explore use of phasing policy in Local Plan with regard to development of employment & housing in Tetbury.
Resident - the Priory Industrial Estate comprises many buildings that fall short of modern standards in terms of circulation space, building specification (esp. insulation) and configuration. The estate is adjacent to residential property and would thus lend itself to redevelopment for residential purposes. Alternatively, given the adjacent Tesco, there would be merit in allocating the estate as an “edge of town” retail location or small scale business users. In either case, existing businesses on the estate could be relocated en masse to the proposed strategic employment land, providing an initial critical mass to kick start that development.	Noted. A detailed analysis of existing and potential employment land has been carried out through the Cotswold Economy Study 2012. The Council will take the findings of the Study into account, along with other factors such as the sustainability objectives and the NPPF, when putting forward policies and proposals in the draft Local Plan: Core Strategy.
Tetbury Upton Parish Council - Employment is desperately needed in Tetbury to create a sustainable community. Tetbury Town Council with Tetbury Upton Parish Council are actively exploring potential employment opportunities in the town and surrounding area and would welcome any financial assistance to facilitate this. We strongly feel that employment MUST come before any large housing developments otherwise new residents would just commute to work in distant towns and cities with the potential of creating a 'dormitory' town that would be unsustainable both economically and with regard to increasing emissions from excessive commuting car journeys.	Noted. Explore use of phasing policy in Local Plan with regard to development of employment & housing in Tetbury. (However, decision on appeal for large housing development pending).
Resident - top priority - Employment creation. Starter business units for knowledge based industry. Bring in higher salaried skill staff into a beautiful rural location, little environmental impact, other than they will want to live in Tetbury and feed to local economy.	Noted. A detailed analysis of existing and potential for employment has been carried out through the Cotswold Economy Study 2012, including Tetbury. The Study highlighted the need for starter type business units and also the importance of the knowledge based

	sector to employment opportunities in the future. The Council will take the findings of the Study into account, along with other factors such as the sustainability objectives, the NPPF and representations made, when putting forward policies and proposals in the draft Local Plan: Core Strategy.
<p>Tetbury Town Council - there is a need to develop employment opportunities in the town in parallel with the small-scale housing growth. The development of small-scale business units and starter workshops would halt the decline of the town's industrial base and hopefully attract new companies to the town. Already land has been allocated for such development and this could well free up other brownfield housing sites as companies downsize and relocate to this new industrial area.</p> <p>New industrial development to be attracted to come to the town and the development of small to medium business units is to be encouraged together with smaller start up workshops throughout the town. The existing industrial allocation of land is to be the focus of this activity.</p>	<p>Noted. A detailed analysis of existing and potential for employment has been carried out through the Cotswold Economy Study 2012, including Tetbury. An assessment of existing and potential employment sites has been carried out too. The Study highlighted the need a range of employment provision (e.g. starter type business units, small – medium size units). The Council will take the findings of the Study into account, along with other factors such as the sustainability objectives, the NPPF and representations made, when putting forward policies and proposals in the draft Local Plan: Core Strategy.</p>
<p>Highways Agency - Support improvements to local employment opportunities and home working opportunities within Tetbury as it is the second largest town in the District and this will assist in reducing out-commuting along local and strategic road networks. We encourage the increased provision and uptake of sustainable transport links within Tetbury to Kemble station and nearby leisure facilities.</p>	<p>Noted. Include policies to support more sustainable working practices e.g. provision for local employment and home working opportunities, and include sustainable transport links between Tetbury and Kemble Station in the Local Plan policies and proposals.</p>
<p>SIAC – Vision to 2030 – The employment land in the triangle formed by Quercus Road, London Road and Cirencester Road will provide a ‘village’ location for business start up and incubation.</p>	<p>Noted. A detailed analysis of existing and potential for employment has been carried out through the Cotswold Economy Study 2012, including Tetbury. An assessment of existing and potential employment sites has been carried out too. The Council will take the findings of the Study into account, along with other factors such as the sustainability objectives, the NPPF and representations made, when putting forward policies and proposals in the draft Local Plan: Core Strategy.</p>
<p>Redrow Homes - recognise the Council's aspiration to address commuter journeys through (amongst other things) improved home working facilities; however, Redrow Homes are concerned to ensure that the Council is realistic</p>	<p>Noted. Policies which enable more sustainable working practices will be explored, including home working. The CABA report on ‘Rural Live Work Units’ prepared for Cotswold District will be taken into</p>

<p>about the extent to which “live/work” units represent a viable and successful proposition for large scale housing provision. Whilst home working can be easily facilitated through detailed design matters, such as the provision of connections for workstations etc (as is encouraged through the Code for Sustainable Homes), it is unlikely that traditional “live/work” units will form a significant proportion of any viable new housing development. This does not mean that new housing and employment development at the larger settlements (such as Tetbury) will not help to foster greater self containment and more sustainable travel patterns.</p>	<p>account, along with other relevant evidence, the sustainability objectives, the NPPF and all representations, in drafting Local Plan policies.</p>
<p>Resident - Much of the existing industrial land in Tetbury is not used. How will allocating more land attract any new business? What is different about the new industrial land? Is it really sustainable to just keep relocating industry to new greenfield sites to leave old ones derelict, as has recently happened in the case of Tetbury Audi where most of the former site is not used? For the plan to be credible it needs to be backed up with details of the business that would come to the new industrial area and consideration needs to be given to the suitability of the type of industry. We must avoid undervaluing land as a finite resource and relieving companies of the costs of redevelopment when their sites become outdated. As developing nations become more affluent and oil and transport costs increase the option of importing so much food and using high input farming methods may not remain economically viable and retaining land for agriculture could become important again.</p> <p>The vision described neglects to mention what I would term the "retirement services industry". By this I mean the work generated by the demand for services (e.g. handymen/handywomen, gardeners, builders, plumber, carers) from Tetbury's (affluent) retired population. Has the economic benefit from this group been quantified for Tetbury. At first site, it appears that this is an important industry, silently bring money into the town, and requires almost no commuting and no greenfield land. If this is correct what steps be taken to ensure the town remains an</p>	<p>Noted. A detailed analysis of existing and potential for all types of employment has been carried out through the Cotswold Economy Study 2012, including Tetbury. An assessment of existing and potential employment sites has been carried out too. The Council will take the findings of the Study into account, along with other factors such as the sustainability objectives, the NPPF and representations made, when putting forward policies and proposals in the draft Local Plan: Core Strategy.</p>

<p>attractive place for retirement? A balance needs to be struck between providing for both the 'employers' and 'employees' in this relationship.</p>	
<p>Tetbury and District Civic Society - Tourism is key to Tetbury's sustainability but this is not mentioned. Large numbers of tourists are regularly attracted to the Town together with those visiting en route to Westonbirt Arboretum and Highgrove. More tourists would be welcome and would be attracted to the Town by improving the environmental and historic quality of the town-centre Conservation Area and by providing more parking.</p> <p>The proposal for an Economic Intervention Order is most welcome, as is the proposed economic development of the NE 'green triangle,' together with existing brown-field sites.</p>	<p>Noted. A specific tourism policy will be included in the draft Local Plan: Core Strategy, which takes account of all representations made and the relevant evidence available including the Strategy for Sustainable Tourism in the Cotswolds AONB 2011-2016.</p> <p>Noted.</p>
<p>Resident - It is more likely that Live Work Use and working at home will reduce commuter journeys than will local employment opportunities. I think that Live Work and working from home should be emphasised in the overall proposed vision.</p> <p>One of the key employers in Tetbury is tourism and this needs to be mentioned in this section. Tetbury does attract tourists through its built environment, the Highgrove Shop and other interesting retailers. This needs to be enhanced and supported in the overall strategy.</p>	<p>Noted. Policies which enable more sustainable working practices will be explored, including home working. The CABE report on 'Rural Live Work Units' prepared for Cotswold District will be taken into account, along with other relevant evidence, the sustainability objectives, the NPPF and all representations, in drafting Local Plan policies.</p> <p>Noted. A specific tourism policy will be included in the draft Local Plan: Core Strategy, which takes account of all representations made and the relevant evidence available including the Strategy for Sustainable Tourism in the Cotswolds AONB 2011-2016.</p>
<p>Priory Park owner - Within Priory Park there are several units of c 300m2 or larger which I have had difficulty letting over the last 4 years and equally on Priory Industrial Estate there are at least 2 units of a similar size which have not been let at all during this period. This hard evidence runs completely counter to the plan setting out the need for more employment land to the north. I have marketed my properties pretty well and there is no demand for development on this scale and therefore I can't see where CDC identifies the demand for development on this scale. I have a list of all my enquiries over</p>	<p>Noted. A detailed analysis of existing and potential for employment has been carried out through the Cotswold Economy Study 2012, including Tetbury. An assessment of existing and potential employment sites has been carried out too. The Council will take the findings of the Study into account, along with other factors such as the sustainability objectives, the NPPF and representations made, when putting forward policies and proposals in the draft Local Plan: Core Strategy.</p>

<p>the last 4 years which if anyone wanted to confidentially see it would demonstrate the demand does not exist. The area proposed to be developed is very significant versus the existing town size and I question its validity.</p>	
<p>SIAC consider that the opportunity of providing housing better related to employment opportunities and utilising previously developed land would be more suitable and sustainable. In this regard, it is SIAC's proposal that the residential allocation on the Matbro site be extended to include the SIAC land, containing the brownfield (steel production facility and adjoining buildings) and greenfield lands, bounded to the north by Quercus Road as shown on the attached Plan. Due to economic conditions, the steel plant in Tetbury is not a viable operation and a decision has been made to close the plant but to retain the offices (please refer to statement from SIAC attached as an Appendix) The part of the lands permitted for A1 non food retail use could then be allocated for housing, possibly including some home working units. It is estimated that the area of land that could be allocated for housing would be approximately 3.2 hectares, capable of accommodating between 100-125 houses, with approximately 0.4 hectares retained in employment use, Class B1, on the London Road/Quercus Road frontage.</p> <p>It is acknowledged that the allocation of the SIAC land would not provide a sufficient number of houses to meet the housing requirement and so an additional housing allocation would be required. We would suggest that this could be the eastern part of the north Tetbury option, closest to the proposed employment allocation on land with good access to the Tesco store and the school. The remaining land to the north of Quercus Road and bounded by London Road and Cirencester Road, would remain as the strategic site (employment) indicated in the Issues and Options Paper.</p> <p>This strategy would provide an improved sense of place on the approach from Cirencester which would replace the current industrial feel and compliment the southern approach to the town.</p> <p>It is noted that one of the reasons given for a large housing allocation in the documentation is that it will act as a catalyst for business activity in the town. Rather than housing coming forward without the provision of any jobs for residents, it is suggested that the release of land to the west of London Road</p>	<p>Noted. A detailed analysis of existing and potential for employment has been carried out through the Cotswold Economy Study 2012, including Tetbury. An assessment of existing and potential employment sites has been carried out too. The Council will take the findings of the Study into account, along with other factors such as the sustainability objectives, the NPPF and representations made, when putting forward policies and proposals in the draft Local Plan: Core Strategy.</p> <p>Noted. Explore use of phasing policy in Local Plan with regard to development of employment & housing in Tetbury.</p>

<p>should be phased for later in the LDF process and to only become available after a certain percentage of the employment allocation has been taken up. Failure to incorporate some linkage between the provision of new housing and the implementation of employment uses could lead to a situation where new housing is permitted and the residents would have to commute to their place of work outside the town and, possibly, outside the Cotswold District.</p>	
<p>Tetbury Town Council - The retail mix of the town has been recently changing with the dominant antiques trade giving way to other niche retailers in the food and fashion sectors so that the town centre now enjoys a more balanced retail sector.</p> <p>This has driven the tourism aspect of the town's economy that has seen an increase in the number of day visitors followed by investment in the town's hotels which now offer a higher standard of facilities and accommodation than in the past.</p>	<p>Noted.</p>
<p>Questions 16-19 – Local Service Centres and other settlements.</p>	
<p>None relevant to economic issues.</p>	

Appendix 5

Community-led planning evidence

**Summary of Economic Issues raised in Parish / Town
Community-led Plans or Appraisals.**

Blockley Parish Plan 2010	Economic issues identified and implications for Local Plan
Business survey to be carried out following publication of the Parish Plan.	None identified from information available.
Chedworth Parish Plan 2008	Economic issues identified and implications for Local Plan
Lack of premises for small businesses – investigate provision of affordable live/work units	Policy support for affordable rural live/work units.
Increase in home working due to technological improvements, and desire to reduce time, money and carbon emissions in commuting to work. Chedworth hosts over 100 small businesses. Develop business opportunities in Chedworth – identify sites for small business units / workshops in Chedworth.	Policy support for home-working. Policy support for rural employment and small-scale business workspace in appropriate locations.
Chipping Campden Area Partnership – The Way Forward 2010	Economic issues identified and implications for Local Plan
Economic Viability – Relies on tourism and agriculture for income Some small industrial estates and one large employer (Campden BRI – employs 300 people). Need to promote town as a centre for small businesses Need to encourage tourism The town is not considered suitable for high density commercial or industrial activity due to AONB and vehicle weight restrictions.	Policy support for small scale workspace to enable small business development. Policy support for existing employment areas, including existing larger employer.
Tourism and Visitor Services – Visitors enjoy the unique built heritage of the town, and the Arts and Craft heritage. Day visitors account for a large proportion of tourism spending in the Cotswolds. Off season tourism is vulnerable to the weather, and there are no indoor attractions e.g. town museum or heritage centre.	Policy support for sustainable tourism, including an indoor tourist attraction e.g. town museum or heritage centre
Transport – Support any moves to re-open Campden railway station Continue to investigate the need for and feasibility of a town car park.	Policy support for re-opening of railway station, including safeguarding of land. Policy support for previous local plan allocation of small car park at Wolds End Orchard, or other suitable alternative site(s) that may come forward.
Cirencester – Our future Cirencester: A Community Plan 2008	Economic issues identified and implications for Local Plan
The Community Plan is based around four themes. The fourth theme is that 'Our future Cirencester will be a better place to do business'. Several projects are identified in the Community Plan to help boost the local economy. These include introducing a regular themed festival, improving the Market Place and introducing a formal	Policy support for improvements to the Market Place to enhance visitor experience and enable events such as markets / festivals.

mechanism for managing the town centre and Love Lane industrial Estate.	
Coln St Aldwyns 2010 (Action Plan)	Economic issues identified and implications for Local Plan
No actions relating to Economic issues.	None identified.
Down Ampney Village Appraisal 2008	Economic issues identified and implications for Local Plan
No recommendations / actions relevant to Economic issues.	None identified.
Fairford Horizon 2016	Economic issues identified and implications for Local Plan
Goal – Maintain Fairford as a shopping and tourist destination	Policy support for tourism based economy.
Project 3 – maintain Fairford’s long term prosperity – monitor likely impact on the local economy of reduced activity at Fairford RAF base pursue opportunities to provide additional employment sites and accommodation in Fairford, particularly for skilled occupations encourage small businesses to develop in the town	Explore additional employment sites if needed in the future. At present no new allocations in Fairford are recommended in the 2012 Employment Study.
Project 17 – support Fairford / Lechlade cycle path progress a multi use cycle / footpath to Lechlade	Policy support for cycle / footpath link to Lechlade.
Kemble and Ewen Parish Plan 2006 – Household Survey Results	Economic issues identified and implications for Local Plan
Kemble Airfield – 85% of households would like to see Kemble Airfield remain as an aerodrome with its current uses. 73% said noise level was not an issue. 25% said it was an issue. Comments favoured further commercial and aviation use of airfield and to keep as a growing business park. Other comments were opposed to further expansion of airfield and increase of use. Some comments wanted tighter restrictions on use of airfield, especially low flying jets. Some people were concerned about increased activity as an airport.	Policy protection for Business Park at Kemble Airfield. Policy controlling use and development of Airfield.
Lechlade’s Market Town Healthcheck 2003, plus residents survey 2012	Economic issues identified and implications for Local Plan
Unemployment is low, most residents commute to Swindon, Oxford, Cirencester Employment in Lechlade is mainly in the agricultural, retail, service and tourism sector.	Seek an employment site in the Town to improve local employment opportunities and the town’s sustainability.
Tourism is important to Lechlade’s economy. The River Thames, Thames Path, Cotswold Water Park and local nature reserves attracting many visitors. Decline in the number and quality of amenities for tourists needs to be improved e.g. lack of cashpoint, petrol station, quality hotel and inadequate signage.	Support tourism – related development e.g. provision for a hotel

The improvement and expansion of visitor services (e.g. tourist information centre) is considered important to the majority of respondents.	
A big weakness and threat is that there are insufficient premises available at affordable rents for small, new businesses.	New employment development to include premises / units suitable for start up businesses.
Lechlade sits at the crossroads of four main roads. The A361 and A417 to the north and west of the town could be linked via a new relief road as part of the Cotswold Water Park Eastern Spine Road scheme, previously identified in the Gloucestershire Structure Plan Second Review.	Safeguard land for relief road. LTP3
People considered that more parking in the town centre would help boost the usage of Lechlade's shops and businesses.	Consider retaining allocation for small public car park
Footpath improvements were identified e.g. to and from Perrinsfield (remove old railway bridge and widen footpath), and over Halfpenny Bridge. A new footbridge over the river has been looked at as an option.	Seek improvements to footpaths / cycle paths linking to Fairford and Water Park as part of any new development proposals. Improvements to old railway bridge must be part of any planning permission for the Old Station site. Support installation of new footbridge over River Thames.
Improvements to public realm / entrances to Lechlade to make it more attractive, including neglected sites e.g. Old Station.	Any new development proposals to include improvements to public realm. Consider future of Old Station Site through a DPD or Neighbourhood Plan.
Northleach with Eastington Town Plan (July 2010) & Northleach Development Statement 2011	Economic issues identified and implications for Local Plan
Key Findings of Town Plan: Parking – the majority of people would like additional car parking, including for visitors / tourists. Business & Economy – The majority of people felt the area was suitable for more small businesses – split evenly between office, workshop, light industrial development. Almost 20% of people work or run a business from home. Tourism – visitors were important to Northleach. The top priority identified in the Town Plan was to erect a designated tourist information point in Northleach.	Policy support for: small visitors car park in Northleach small scale workspace to enable small business development, encouraging tourism.
Conclusions of Development Statement: there is a need for both domestic and commercial development sites were identified for potential residential / commercial development lack of adequate parking provision	Policy support for commercial development on appropriate site(s). Policy support for provision of small visitors car park.
Siddington's First Parish Plan 2010	Economic issues identified and implications for Local Plan
Evidence from the household survey showed that 77% were in favour of some form of restoration of the canal.	Policy support for restoration of Thames-Severn Canal.

Improve footpath / cycle links from Siddington to Deer Park and Kingshill Schools, South Cerney, and to Siddington Mill / Preston Tollbar.	Seek improvements to footpaths / cycle path links as part of any new development proposals.
South Cerney & Cerney Wick Village Appraisal 1999 and Village Plan 2006	Economic issues identified and implications for Local Plan
Half of population work in professional / managerial roles. The rest spread evenly between unskilled, semi-skilled, skilled manual and clerical / supervisory. The majority travel to work by car, van or motorcycle. Distances travelled peak at 1-5 miles and 11-25 miles – reflecting the major centres of employment and education – Cirencester and Swindon.	Reduce out-commuting. Provide local employment opportunities suited to skills of workforce.
Cycle path linking South Cerney to Cirencester still needs to be provided.	Any new development should enable provision of infrastructure (cycle path) which gives people the opportunity to use more sustainable mode of transport.
Stow Community Strategic Plan 2011	Economic issues identified and implications for Local Plan
Business & Economy - A key challenge is securing Stow's future economy and preserving its environment. The Stow Community Strategic Plan 2011 (para 3.18) noted that while there is a significant amount of employment in the many small businesses in the town, especially related to tourism, there is no specific location for new industries or businesses. One of the projects identified in the Community Strategic Plan was to develop a site outside the town centre for small local workshops.	Policy support for the identification of a suitable site for employment development (small scale workshops) in an appropriate location in Stow.
Tourism - the Stow Community Strategic Plan 2011 identified three goals for the town. The first goal was to maintain Stow as a premier shopping and tourist destination. The contribution tourism makes to the town's economy was recognised and there was a desire to ensure that these benefits were retained and developed. The high quality of Stow's environment has been a crucial factor in the Town's economic success. In order to sustain and grow Stow's economy, it has been suggested that the environment of the town centre, particularly the Square and its approaches could be enhanced (<i>Para 5.2</i>).	Policy support for appropriate tourism development in Stow and improving the attractiveness of the town centre.
Parking – enforcement of parking restrictions in the town centre should be complemented by additional off street parking. Land immediately north of Tesco should be considered as a location for this purpose. Expansion of the Mangersbury car park should also be considered. (Para 7.18)	Policy support for the identification of a suitable site for a car park in an appropriate location in Stow.

<p>Tourist attraction – Town Museum – Stow lacks a proper venue in which to showcase the town’s history and heritage. If the existing library were relocated St Edwards Hall might provide a good venue. (para 7.38)</p>	<p>Policy support for the development of a town museum in Stow.</p>
<p>Employment site for small local workshops and light industrial space – there is no location where small service and manufacturing business can set up and operate. To help Stow have a balanced economy, a site for small scale business units would be useful. Such development should include some live work housing units to encourage the retention and development of artisanal skills (para 7.50)</p>	<p>Policy support for the identification of a suitable site for employment development (small scale workshops) in an appropriate location in Stow.</p>
<p>Tetbury Action Plan and Healthcheck 2008</p>	<p>Economic issues identified and implications for Local Plan</p>
<p>Chapter 1: Environment – the Goods shed is a redundant railway building which is due to be renovated when funding is obtained. It is planned to turn the building into a community space and workshops.</p>	<p>Policy support for the renovation of the Goods Shed, incorporating small scale workshops.</p>
<p>Chapter 4: Economy – Tetbury has become a dormitory town for people commuting by car to work in Bristol, Gloucester, Swindon, Bath and Cheltenham. Some people commute daily to London via the mainline rail station at Kemble. Overall the number of jobs available in Tetbury is not increasing or decreasing significantly. Employment opportunities in Tetbury’s few local firms are fairly static. Employment opportunities for young people in Tetbury are limited and are mostly in the retail and hotel service sectors together with some ‘blue collar’ job opportunities. There is some commercial and industrial floorspace available on the edge of town. There is very little commercial or office space vacant overall. There are not sufficient premises available at affordable rents for new small businesses. Vacancy levels have increased for industrial, are static for business and have decreased for retail premises. Tetbury’s major commercial and industrial concerns have no current plans for expansion. Tourism is important to Tetbury. Visitors are attracted for the historic architecture, antiques and specialist shops. The Westonbirt Arboretum is a major attraction as is the local countryside for walks, bike rides etc. Tetbury has a Tourist information Centre. Business support - Tetbury has an active Chamber of Commerce.</p>	<p>Policy support for improving the number and range of employment opportunities in Tetbury.</p> <p>Identify appropriate sites for the provision of premises suitable for small, new businesses.</p> <p>Encourage sustainable tourism in Tetbury.</p>
<p>Willersey Parish Plan 2003</p>	<p>Economic issues identified and implications for Local Plan</p>
<p>Economic issues identified – Four businesses had expansion plans</p>	<p>Policy support for skills development. Policy support for affordable housing development.</p>

Six businesses experiencing skills shortages in building, engineering and catering trades.

Workers tend to commute in from Evesham Area. Cheaper housing would enable some workers to live in Willersey.

Improved access to industrial estate was suggested.