

Moreton-in-Marsh Neighbourhood Plan

2018 - 2043

Regulation 16 Draft



MORETON-IN-MARSH
NEIGHBOURHOOD PLAN

Table of Contents

Foreword.....	4
Introduction	6
Purpose of the Plan.....	6
Policy Context	6
About Moreton-in-Marsh	8
Moreton-in-Marsh Today	9
Profile of the Community Today.....	11
National And Regional Policy	15
Challenges for Moreton-in-Marsh:	17
Vision for Moreton-in-Marsh.....	18
Objectives for Moreton-in-Marsh.....	19
Community Aspirations.....	19
Approach to Sustainable Development	22
Monitoring and Review.....	23
Overview of Policies	24
Policies and Objectives Matrix.....	25
Housing Policies	26
Climate Adaption and Energy Efficiency in Developments.....	27
Managing Flood Risk	28
Housing Mix	29
Affordable Housing	30
Well Designed Housing and Places	32
Parking in Residential Developments	34
Brownfield First.....	35
Hard Infrastructure	36
Soft Infrastructure.....	37
Principal Residence Housing	38
Economy and Business Policies.....	39
Employment land.....	39
Small Business Units.....	40
Town Centre Policies.....	42
Retail Provision	42
Infrastructure Investment Priorities	45

Environment Policies	46
Local Green Spaces	46
Conserving non-designated heritage assets	53
Enhancing Biodiversity	54
Important Views.....	56
Development Boundary	57
Transport and Active Travel Policies.....	58
Transport & Active Travel	58
Glossary of terms that appear in the Neighbourhood Plan.....	60

List of Appendices

Appendix A	Moreton-in-Marsh Design Statement
Appendix B	Infrastructure Development Priorities
Appendix C	Local Green Spaces
Appendix D	Non-designated Heritage Assets
Appendix E(i)	Important Views map
Appendix E(ii)	Important Views descriptions
Appendix F	Biodiversity data search
Appendix G	Greenway Documents
Appendix H	Housing Needs Analysis

Foreword

Welcome to the Moreton-in-Marsh Neighbourhood Development Plan.

A Neighbourhood Plan is a community led initiative under the aegis of the Town Council which enables a community to play a much stronger role in shaping the area in which it lives and works. While it must align with the Cotswold District Local Plan, it can add detail important to the community. For example, it can put into policy:

- where we might choose to have new homes, shops and offices to be built
- the type, design and sustainability requirements for any new buildings
- the infrastructure that needs to be provided
- the protection of important local green spaces, important views and other community assets

In addition, it enables a local community to benefit from 25% of the revenues from the Community Infrastructure Levy arising from any development that takes place in the area.

The plan can also identify projects that the community perceives would benefit the town. Unfortunately, no funds are attached to this, but they do provide a very strong indication of what the community would like to see happen.

The Moreton-in-Marsh NDP covers the parish of Moreton-in-Marsh and will run up to 2043 (in line with the local plan). It has been driven by a working group made up of volunteers, a mix of local residents and local councillors. The working group began in 2018 and since then has held a number of events, surveys, workshops and exhibitions to understand the community needs and wishes.

Residents like the fact that Moreton is a small, friendly historic market town which provides a focus for shopping, hospitality, social activities and services such as healthcare for residents of the town and the surrounding villages. The town sits in a bucolic setting, surrounded by agriculture and countryside. The high street is the second broadest in the country and is lined with historic buildings of architectural value. The town is well connected as it is located at the crossroads of two main 'A' roads and has a railway station providing direct services to London and Hereford. All these factors make it very popular with locals and with tourists.

The High Street, the two business areas and people working from home are at the heart of the economy of the town, but agriculture and tourism are also extremely important, so it is key to the community that the character of the town is maintained or enhanced.

Generally, people like living in Moreton but there are a number of issues which the plan aims to address:

- Quality of Life
There has been a very large and very rapid increase in housing in the town recently. Between the 2011 and 2021 censuses, the number of households and the population both grew by just under 50%. This is a massive increase in a short time and has put many aspects of life in the town under pressure.
- Infrastructure – is struggling and bringing increased health and safety risks.
It is noted that the land allocated for housing in the Local Plan to 2031 has all been developed – and more.
- Water management – the local water treatment plant (owned by Thames Water) is already at capacity and is unable to cope even with current demand. It is noted that the CDC Local Plan referred to a 2015 water cycle study indicating that some upgrading was required – but none has been carried out.
 - While there are plans to upgrade the plant there are concerns when this might

happen (as it keeps being delayed and acknowledging Thames Water's current financial difficulties). The immediate impact has been excessive foul water discharges into the River Evenlode and an increased risk of flooding.

- Traffic – the two sides of the beautiful High Street are split by the A429, Fosse Way. This has now become so busy with the general increase in traffic, as well as the increase in local traffic, that it suffers from significant air and noise pollution and is often difficult to cross increasing the health and safety risks.
- Services – local health services (GP surgeries, dental services, etc.) have not grown at the same rate as the population and so have become difficult to access.
- Climate change and sustainability
 - Residents want a more sustainable town that is able to manage successfully the issues that are predicted from climate change – particularly extreme weather events
 - People value the town's close links with agriculture and the countryside and are keen to see this maintained and enhanced, not degraded, and support efforts to increase biodiversity.

The plan seeks to address these issues as far as it is able, and deliver the vision that the residents have for the town

*“An attractive, vibrant and prosperous market town with a wide range of housing options
It benefits from excellent transport links, a network of safe walking and cycling routes
It successfully blends its role as a key retail and service centre for businesses, residents and visitors in a green, bio-diverse, low carbon environment.”*

We would like to acknowledge everyone that has helped to create this plan, not least the residents themselves for their participation in the various surveys, events, exhibitions and workshops. We would also like to thank everyone who has volunteered their time on the working group since its inception in 2018, the consultants who have helped us enormously and also the CDC officers who have helped us along the way.

Peter Richardson
Chair of the Neighbourhood Development Plan

Eileen Viviani
Vice-Chair of the Neighbourhood Development Plan

Introduction

This document represents the Neighbourhood Plan for Moreton-in-Marsh, for the period 2018 to 2043. The plan contains a vision for the future of Moreton-in-Marsh and sets out clear planning policies to realise this vision.

Purpose of the Plan

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

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

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

Policy Context

This document is the Neighbourhood Plan for Moreton-in-Marsh neighbourhood area, being one part of the development plan over the period 2018 to 2043, the other part being the Local Plan for Cotswold District Council 2011 - 2031¹.

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

The Moreton-in-Marsh Neighbourhood Plan has been prepared in accordance with the Town & Country Planning Act 1990², the Planning & Compulsory Purchase Act 2004³, the Localism Act 2011⁴ and the Neighbourhood Planning Regulations 2016⁵. The NPSG has prepared the plan to establish a vision for the future of the neighbourhood area and to set out how that vision will be realised through planning and controlling land use and development change over the plan period 2018 to 2043.

The map in *Figure 1* below shows the boundary of the Neighbourhood Plan area, which is contiguous with the parish boundary.

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

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

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

⁴ [Localism Act 2011](#)

⁵ [Neighbourhood Planning Regulations 2016](#)

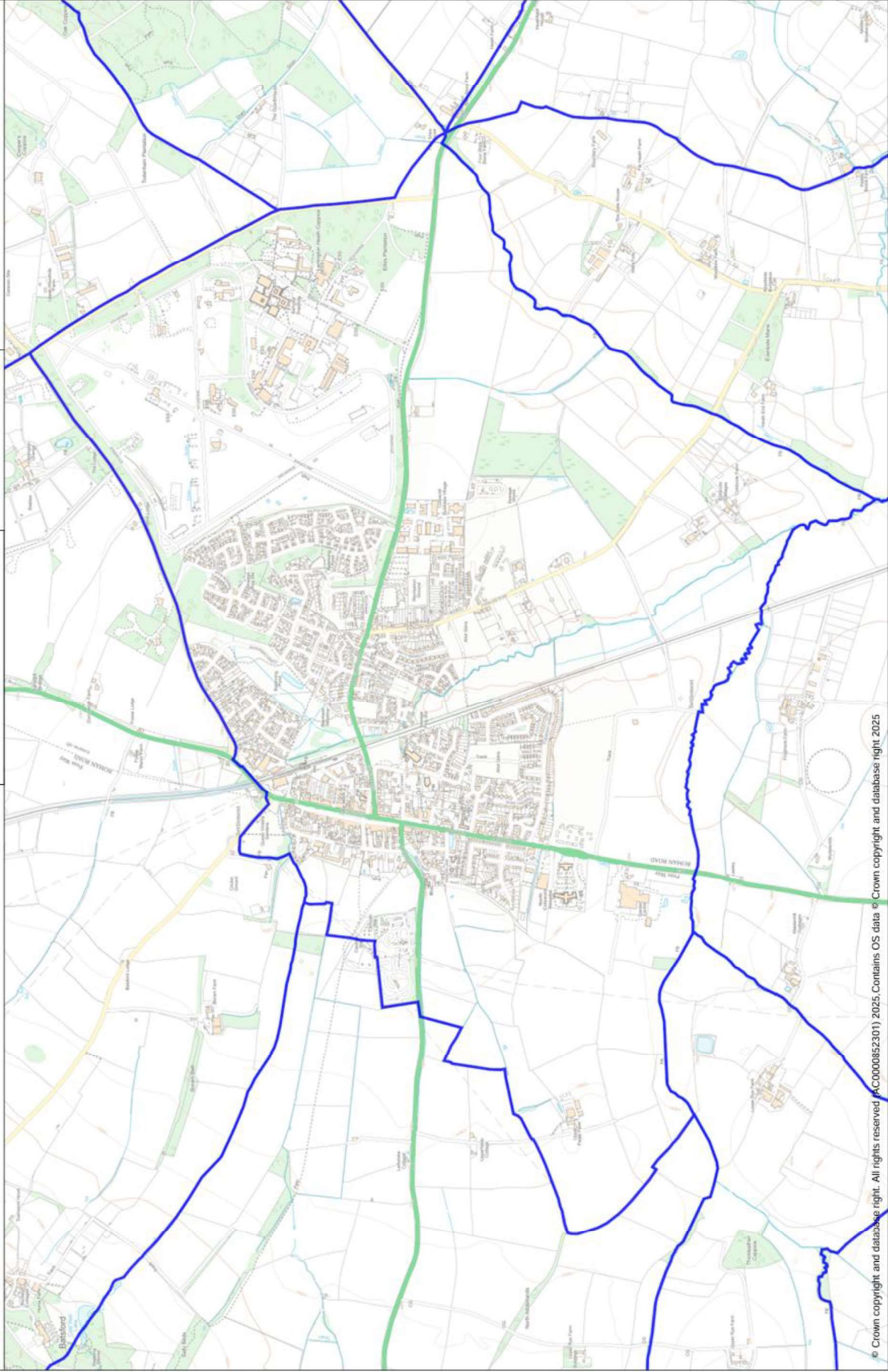


Figure 1 Neighbourhood Plan Boundary Map

About Moreton-in-Marsh

Moreton-in-Marsh was first settled during the Iron Age which began around 750BC and lasted until the coming of the Romans in AD43. Roman pottery and coins have been found at the site which is not surprising since the settlement borders the Fosse Way, built by the Romans to link Lincoln and Exeter. Moreton is first mentioned as a Saxon settlement around 577 AD and just before the Norman Conquest of 1066 it was transferred to the ownership of Westminster Abbey. It was granted its market charter in 1226, and this encouraged the growth of the market town with its wide main street, narrow burgage plots and back lanes. There still is a busy market today attracting many visitors every Tuesday throughout the year.

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

The development helped the town's wool and cloth-making economy to thrive during this period, enabling the building of the elegant 18th century inns and houses which line the High Street. After a thousand years of church ownership the estate was sold in 1856.

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

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

The placing of a main railway station in Moreton encouraged further growth such that by the end of the 19th century the number of houses had increased by 50%.

Moreton-in-Marsh Today

Today, Moreton-in-Marsh is a thriving market town with just over 5,000 residents. It is a principal settlement in the North Cotswolds, being located in the northeast of Gloucestershire and bordering three other counties, Oxfordshire, Worcestershire and Warwickshire.

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

The town sits in a very rural setting, with attractive scenery made up of woods and agricultural fields which are threaded with many public footpaths. A significant proportion of the Parish is within Cotswold National Landscape, for which the NPPF⁶ notes: *'Great weight should be given to conserving and enhancing landscape and scenic beauty in National Parks, the Broads and National Landscapes which have the highest status of protection..'*

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

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

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

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

It has a mainline railway station with direct links to London, Oxford and Reading one way and Malvern, Hereford and Worcester the other.

Moreton-in-Marsh is at the crossroads of the A429 (Fosse Way) running north/south and the A44 running east/west.

⁶ [NPPF 2024 Para 189](#)

There are bus services to a number of local towns and villages including Cheltenham, Stratford-upon-Avon, Shipston-on-Stour, Bourton-on-the-Water and Stow on the Wold.

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

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

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

Every Tuesday throughout the year the High Street in Moreton-in-Marsh hosts the largest street market in the Cotswolds with many stalls selling a wide variety of goods including food (fresh and cooked), hardware, clothing, haberdashery, pet products, cookware, etc.

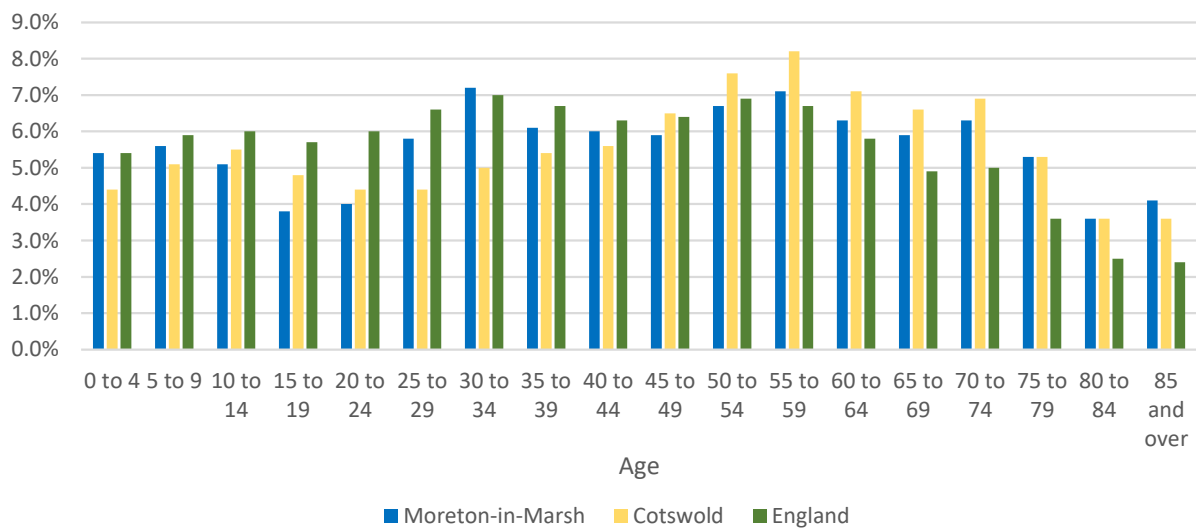
Each year, on the first Saturday in September, the Moreton Show, a major one-day agricultural show celebrating past and present farming life is held close to the town centre.

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

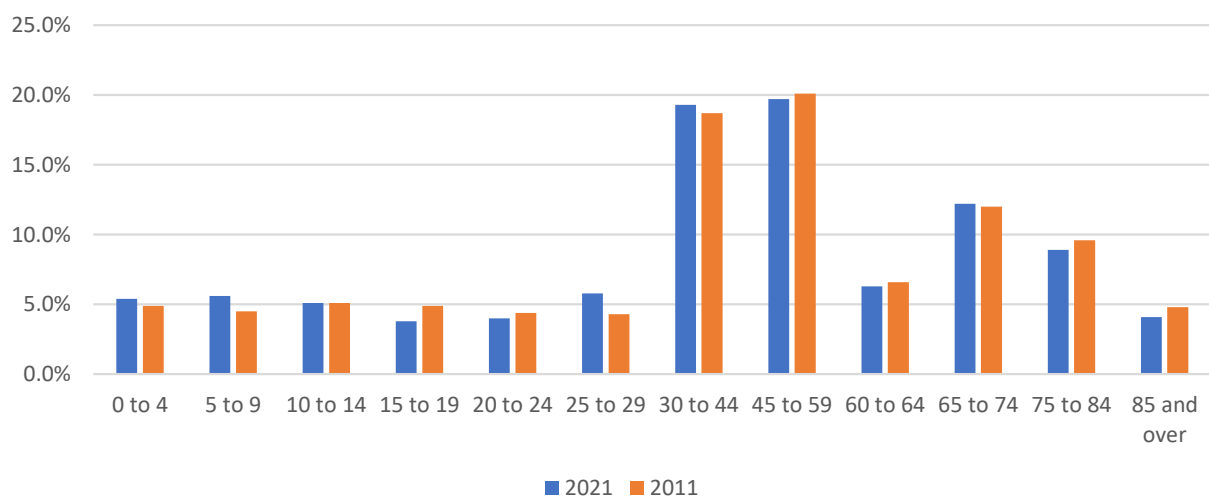
Profile of the Community Today⁷

Key facts	Moreton-in-Marsh Parish	
	2011 ONS Census ⁸	2021 ONS Census ⁹
Area	609 hectares	609 hectares
Total population	3,493	5,015
Population density (no. of persons per hectare)	7.38	8.23
Households	1,799	2,400

2021 Age Profile



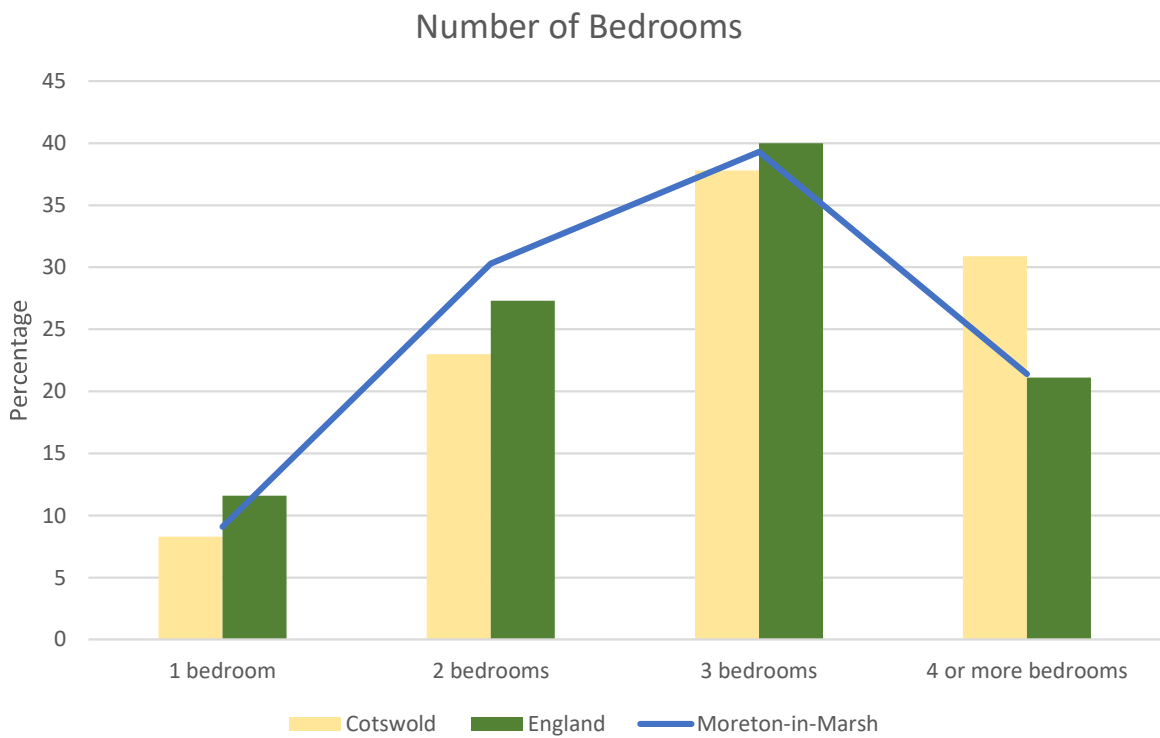
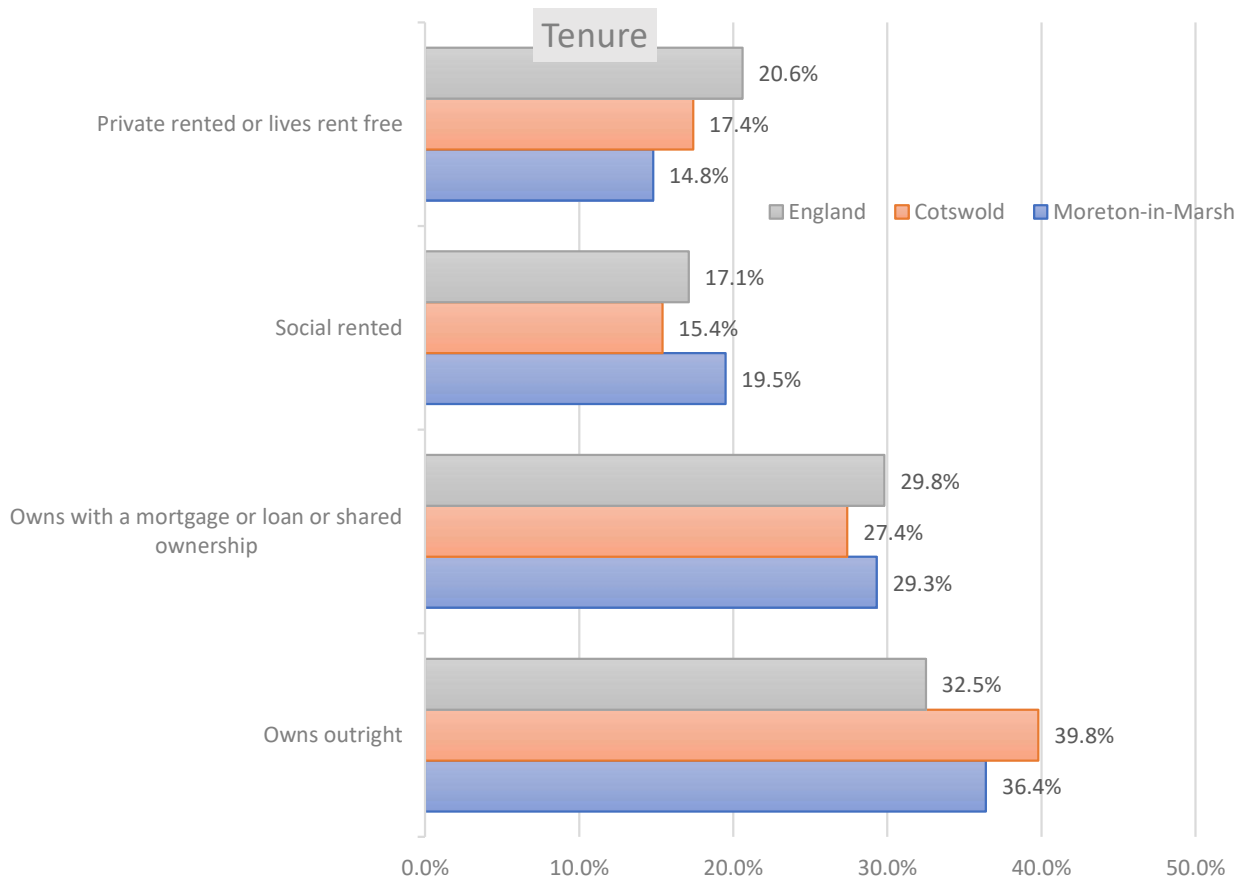
Age change in Moreton-in-Marsh between 2011 & 2021 Census



⁷ Information taken from [2021 Census](#)

⁸ [ONS 2011 Census](#)

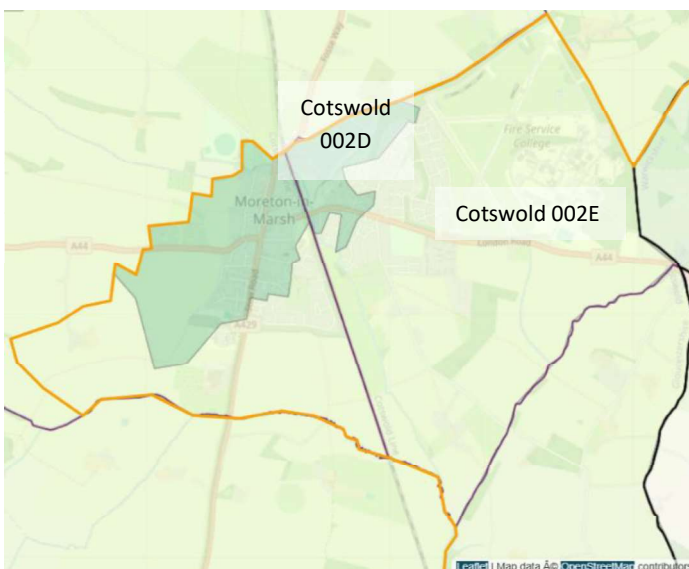
⁹ [ONS 2021 Census](#)



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

The seven levels measured are:

- Income:** Measures the proportion of the population experiencing deprivation relating to low income
- Employment:** Measures the proportion of the working age population in an area involuntarily excluded from the labour market
- Education, Skills and Training:** Measures the lack of attainment and skills in the local population
- Health and Disability:** Measures the risk of premature death and the impairment of quality of life through poor physical or mental health
- Crime:** Measures the risk of personal and material victimisation at local level
- Barriers to Housing and Services:** Measures the physical and financial accessibility of housing and local services
- Living Environment:** Measures the quality of both the ‘indoor’ and ‘outdoor’ local environment, e.g. indoor: proportion of houses with central heating; outdoor: air quality, road traffic accidents



For the purpose of IMD’s Moreton-in-Marsh is split into two wards: Cotswold 002D and 002E. These 2 wards were ranked overall as 17,850 and 25,479 out of 32,844 areas in England, where 1 is the most deprived area. This is amongst the 60% and 80% least deprived neighbourhoods in the country. When split out by level, the results are quite diverse:

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

Section Two

Policy Context

National And Regional Policy

- This section of the plan explores the topic areas to be covered in the Neighbourhood Plan in more detail. Each section identifies relevant policies and evidence at the national, regional, and local level, as well as a summary of Moreton-in-Marsh resident's views collated to date.
- Evidence is drawn from a series of sources including:
 - The National Planning Policy Framework¹⁰ (NPPF) first published in March 2012 and revised in July 2018, updated February 2019, July 2021, December 2023 and December 2024.
 - The NPPF sets out the planning policies for England and how these are expected to be applied in order to achieve sustainable development.
 - The Local Plan for Cotswold District Council¹¹ formally adopted by the Council on 3rd August 2018. It sets out the current situation for the district, as well as some overarching strategic objectives for the future.
 - The Local Plan now forms part of the Development Plan for the District and will be used in the determination of all planning applications submitted to the Council alongside policies in the Affordable Housing Supplementary Planning Document (2007)¹²
 - Cotswold District Local Plan Sustainability Appraisal 2017¹³
- The purpose of the Sustainability Appraisal is to assess the environmental, social, and economic effects of approaches in order to help decide what the most appropriate policies will be.
- The Local Plan proposes 203 new homes over the period of the Local Plan (2011-2031) for Moreton-in-Marsh.
- In terms of employment land, MOR_E6 (Fire Services College B (7ha) has been allocated for B1 uses.
- Discussions with infrastructure providers have confirmed that the level of growth and development proposals are acceptable in principle. There are a number of infrastructure issues to be addressed. These include provision of a new primary school and investment in sewage treatment and sustainable urban drainage for surface water. An early review of primary health provision by the NHS may also be needed.
- Moreton has a good employment base (about 2,000 jobs), with a higher-than-average proportion of those jobs in growth employment sectors and a good balance of jobs to workers. The town's high sustainability ranking is despite the lack of both a secondary school and publicly available leisure facilities.

¹⁰ [National Planning Policy Framework December 2024](#)

¹¹ [Cotswold District Local Plan \(2011 – 2031\)](#)

¹² [LDF Affordable Housing Supplementary Planning document \(Adopted version 2007\)](#)

¹³ [Cotswold District Local Plan SA Report 12th January 2017](#)

Section Three

Vision and Objectives

Challenges for Moreton-in-Marsh:

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

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

Other challenges identified through community engagement:

- Anti-social behaviour and crime.

Vision for Moreton-in-Marsh

In 2043 Moreton-in-Marsh is an attractive, vibrant and prosperous market town with a wide range of housing options. Moreton benefits from excellent transport links, a network of safe walking and cycling routes. The town successfully blends its role as a key retail and service centre for businesses, residents and visitors in a green, bio-diverse, low carbon environment.

Objectives for Moreton-in-Marsh

Housing

- 1) New developments to be energy efficient and climate adaptive.
- 2) New developments to provide a range of housing to meet the needs of local people.
- 3) New developments on brownfield sites to take priority over greenfield sites.
- 4) To ensure new homes are of high-quality design and built to Building Research Establishment Environmental Assessment Method (BREEAM) standards.
- 5) Ensure appropriate infrastructure is in place to support new development prior to the completion of the project.
- 6) To support the provision of principal residence housing for those wishing to live in Moreton-in-Marsh.

Economy & Business

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

Town Centre

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

Environment

- 11) Protect and maintain open green spaces.
- 12) Protect and maintain archaeological and built heritage assets deemed to be of value to the community.
- 13) Preserve and increase opportunities for biodiversity net gain.
- 14) Preserve important views within the parish.
- 15) Protect the sensitive natural environment and exceptional rural assets surrounding Moreton-in-Marsh.

Transport & Active Travel

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

Community Aspirations

- As part of the consultation process for this plan, a number of issues were highlighted by the community as being necessary to maintain the competitiveness and governance of Moreton-in-Marsh in the future.

- It is recognised these are outside the scope of the Neighbourhood Plan; however, they have been mentioned many times by the community and inform some of the key objectives.
- Given that they clearly have such an importance, it is felt they should be documented for the community to see as well as to ensure these issues are highlighted to the relevant bodies. Therefore, as well as being mentioned in the relevant policies section, these actions are identified as Community Aspirations.
- Moreton-in-Marsh Town Council does not have the resource to follow through on all the community aspirations identified during the preparation of the Neighbourhood Plan. The Council has therefore agreed to create and support a Community Plan Steering Group, which would be a delegated Committee of the Town Council. The Group:
 - Should be largely composed of non-councillor residents.
 - Would develop a Community Plan, with professional support if required and within the budgetary constraints of Moreton-in-Marsh Town Council.
 - Would determine the priority of the aspiration, a reasonable timeframe for completion and the body responsible for taking any required action.
 - Would report regularly to Moreton-in-Marsh Town Council, which would be the responsible body for agreeing any public actions.

Section Four

Policies

Approach to Sustainable Development

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

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

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

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

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

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

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

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

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

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

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

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

- Other relevant policies in the development plans for Cotswold indicate otherwise
- Any adverse impacts of the proposal would significantly and demonstrably outweigh its benefits when assessed against the policies in the NPPF taken as a whole.
- Or specific policies in the framework or other material considerations indicate that development should be restricted.

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

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

Monitoring and Review

The Neighbourhood Plan has been prepared to guide development up to 2043. It is unlikely that the Neighbourhood Plan will remain current and completely relevant for the entire plan period and may, in whole or in part, require amendment before 2043.

This is particularly relevant as Cotswold District Council is in the process of updating its Local Plan. The main question to be asked through the monitoring process is “Are planning applications being determined in accordance with Neighbourhood Plan policies?”

In all cases, the Town Council and its partners will undertake a partial review of the Neighbourhood Plan within five years of it being made.

Overview of Policies

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

Policies and Objectives Matrix

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

Housing Policies

Housing Allocations in Cotswolds Local Plan

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

Site	Dwellings Allocated	Dwellings Delivered (June 25)
• Land at Evenlode Road	63	67
• Land southeast of Fosseway Avenue	91 and 28	250 Under Construction
• Former hospital site	21	20

Note: The Cotswold District Local Plan Update Consultation¹⁴ Moreton-in-Marsh is identified as a potential strategic growth area with a suggestion of 1,500 additional homes by 2041.

¹⁴ [Folder: Local Plan Update Consultation | Cotswold District Council](#)

Policy One

Climate Adaption and Energy Efficiency in Developments

Objective One

New developments to be energy efficient and climate adaptive.

- a) Proposals which enhance carbon capture and ecological biodiversity whilst reducing flood risk are welcomed.
- b) The fitting of renewable energy systems to domestic property is supported where appropriate in terms of architecture and location.
- c) Proposals for the development of new housing, extensions to dwellings or business premises, will be particularly supported where they are designed to generate as much of their energy as reasonably feasible from renewable sources.
- d) Where relevant and appropriate, energy assessment showing how new developments minimises carbon footprint and energy requirements should be submitted as part of the planning application.
- e) Provision of electric vehicle charging, to account for current and projected future need, should be incorporated in relevant planning applications whether domestic, commercial or industrial uses.
- f) Developments which show innovation and imagination to achieve zero carbon will be welcomed.

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

Reasoned justification for Policy One

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

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

Policy Two

Managing Flood Risk

Objective One

New developments to be energy efficient and to climate adaptive.

a) When proposals for development are being considered, all sources of flood risks must be considered at the appropriate stages and the sequential and exception tests used to divert development to areas with lower probability of flooding, in accordance with NPPF and PPG guidance.

b) Proposals for development on land identified by the Environment Agency as lying within either Flood Zone 2 or 3, or in Flood Zone 1 in the circumstances outlined in footnote 63 of paragraph 181 of the December 2024 NPPF (or subsequent NPPF iterations), will require a Flood Risk Assessment (FRA), using appropriate calculations based on the highest expected groundwater levels for the area (200 year maximum). Proposals will only be supported where it can be demonstrated in the FRA that:

- 1) they include appropriate site-specific measures to address effectively all the identified surface and ground water issues; and
- 2) any residual flood risk can be safely managed.

c) Where it is appropriate to do so new developments should incorporate Sustainable Drainage Systems (SuDS).

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

Reasoned justification for Policy Two

- 9 Moreton-in-Marsh is subject to flooding and in addition to river flooding, has experienced groundwater, surface water and sewage flooding. In the summer of 2007, the High Street was under water for days following heavy rain and flash flooding.
- 10 Due to the topography of the parish, flooding arising from surface water run-off is a major issue for parts of the parish.
- 11 The CDC flood defence update map¹⁵ identifies 5 different locations within Moreton-in-Marsh as parish flood locations.
- 12 The decision notice¹⁶ for the development of 250 homes at Dunstall Farm laid out 5 conditions relating to water and flooding issues, including limiting occupancy to just 50 dwellings until actions have been completed to reduce risk of foul water and sewage.
- 13 The world’s climate is changing and will continue to change as a result of greenhouse gas emissions, even if global warming is limited to 1.5°C above pre-industrial level. In England,

¹⁵ [Moreton-in-Marsh flood update location map](#)

¹⁶ [CDC Planning Permission application ref 19/02245/FUL](#) para’s 25/26/27/28/35

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

- 14 The draft CDC strategic flood risk assessment¹⁷ para 5.4 identifies the area surrounding Moreton-in-Marsh as being in groundwater hazard classification levels 3 or 4 meaning there is a risk of groundwater flooding to surface and subsurface assets. There is the possibility of groundwater emerging at the surface locally or within this zone there is a risk of groundwater flooding to both surface and subsurface assets. Groundwater may emerge at significant rates and has the capacity to flow overland and/or pond within any topographic low spots (level 4). It also highlights that groundwater flood risk should be afforded equal standing in importance and consideration as fluvial and surface water flood risk.
- 15 A briefing by the European Environment Agency in 2024 identified levels of Perfluorooctane Sulonfate (PFOS) at 2,000 times higher¹⁸ than environmental standards in water samples taken from a stream in Moreton-in-Marsh.
- 16 Thames Water do not expect to meet the government's targets for storm overflows in Moreton-in-Marsh until 2040-2050¹⁹

Policy Three

Housing Mix

Objective Two

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

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

¹⁷ [CDC Strategic flood risk assessment](#)

¹⁸ [ENDS Report 14/11/2024](#)

¹⁹ [Investment plans for storm discharge sites](#)

The objective of Policy 3 is to ensure that Moreton-in-Marsh remains a sustainable settlement with a balanced provision of housing. It seeks to ensure that any new housing development in Moreton-in-Marsh includes the kinds of homes and tenures which meet the expressed needs of the local community.

Reasoned justification for Policy Three

- 17 The purposes of Policy 3 are to ensure that new housing development in Moreton-in-Marsh includes the kind of homes which meet the expressed needs of the local community, including smaller homes suitable for older people wishing to downsize and young people seeking an affordable first home for themselves or their families.
- 18 The NPPF²⁰ says that the planning system should deliver a wide choice of high-quality homes and that it should provide for a mix of housing types based on current and future demographic trends, market trends and the needs of different groups in the community.
- 19 Policy 3 seeks to ensure that Moreton-in-Marsh remains a sustainable settlement with a balanced provision of housing for people who may experience difficulties in accessing suitable housing in the parish and older persons wishing to move to more suitable accommodation.
- 20 The demographic groups to which policy 3 applies include younger persons seeking their first home, young person’s seeking a smaller family home and older persons seeking smaller more manageable accommodation.
- 21 When asked in the community engagement what size/type of housing would be supported, 58% of respondents recorded ‘support’ or ‘strongly support’ for small 2 bed houses.
- 22 60% of respondents also recorded ‘support’ or ‘strongly support’ for bungalows.
- 23 55% of respondents supported or strongly supported Government Starter Homes (20% discount on market value for under 40’s).
- 24 Smaller homes need to provide large reception space to suit downsizers.

Policy Four

Affordable Housing

Objective Two

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

- a) Development proposals which make provision for affordable homes should reflect local need²¹ and contribute to the objective of creating a mixed and balanced community. All affordable homes should be:
 - provided within the development, distributed throughout the development and fully integrated within the market housing,
 - Tenure blind, i.e. built using the same materials and in the same style as any market housing on the site,
 - such that residents of affordable homes have the same access to all communal facilities as the residents of market housing
 - of a type, size and tenure that meets local needs including provision of homes for rent,
- b) Affordable homes will be prioritised for households with a strong local connection with the parish of Moreton-in-Marsh, as defined in figure P4(a) below and any relevant planning policy guidance.

²⁰ [National Planning Policy Framework Para 61-77](#)

²¹ Appendix H Moreton-in-Marsh Housing Needs Assessment

- c) Proposals should be accompanied by a statement demonstrating how the development addresses local affordable housing needs as set out in the Cotswold Strategic Housing Market Assessment 2015 (or subsequent updates) or any local objectively assessed need.
- d) Development proposals which safeguard a proportion of the affordable homes and maintain affordability of the homes in perpetuity will be supported.

Local Connection Criteria:

Note: This criterion is supplementary to CDC HomeSeeker Plus Common allocations policy or subsequent updates.

Current residency: Normal residence in the 'area' for at least one year immediately prior to exchange of contracts for the relevant dwelling.

Employment: in permanent employment in the 'area', consisting of 16 hours a week or more, for at least six months immediately prior to exchange of contracts for the relevant dwelling. Home workers must show that their main workplace is in the 'area' (in an actual place of work, not where the head/regional office is located).

Family connection: an immediate family member (parents, children, siblings) over the age of 18 has continuously lived in the 'area' for at least the last three years.

Special circumstances such as caring responsibilities: a requirement to move to the 'area' to give care or support to a family member (or receive care or support from a family member). If you do not meet the above criteria but have exceptional circumstances which you are able to evidence this will be considered on a case-by-case basis.

Figure P4(a) Local Connection Criteria

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

Reasoned justification for Policy Four

- 25 Local Affordable Housing needs as defined in the Cotswold District Council SHMA²², Further Update, Affordable Housing, identifies affordable housing needs for the District.
- 26 When applied to general affordable housing the following requirements should be used to assess local need:
 - An individual/at least one adult member of a couple or family unit seeking an affordable dwelling who has either lived or worked (at least 16 hours per week, paid or unpaid) continuously in the Neighbourhood Plan Area for at least the last 12 months.
 - An individual/at least one adult member of a couple or family unit seeking an affordable dwelling who has a family member (defined as grandparents, parents, siblings or children of the applicant) that currently lives in the Neighbourhood Plan Area and has done so continuously for the last five years or more.
 - An individual/at least one adult member of a couple or family unit seeking an affordable dwelling who was demonstrably forced to move away from the Neighbourhood Plan Area due to a previous lack of affordable housing.
- 27 In addition, when applied to exception sites:
 - An individual/at least one adult member of a couple or family unit seeking an affordable dwelling who has lived in the Parish continuously for at least the last six months.

²² [Cotswold District Council SHMA 2016](#)

- 28 42% of respondents supported or strongly supported new affordable shared ownership housing.
- 29 92% of respondents to the Vision & Objective survey agreed or strongly agreed with the objective 'New developments to provide a range of housing to meet the needs of local people'.

Policy Five

Well Designed Housing and Places

Objective Two

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

Objective Four

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

- a) Proposals for new development should demonstrate high quality design, reflect local distinctiveness, and seek to incorporate local design features evident in buildings in the surrounding area.
- b) Development, whether residential or commercial, that seeks to meet the highest possible standards of construction Code for Sustainable Homes and BREEAM (Building Research Establishment Environmental Assessment Method) standards or equivalent will be strongly supported.
- c) Layouts must retain important trees and hedgerows. The planting of new trees and shrubs of similar species to those already evident in the immediate surroundings is required.
- d) New developments are required to provide adequate on-site refuse and recycling storage while minimising its visual impact.
- e) Wherever possible, developments should be screened from the road using earthworks, native species green hedging and/or trees for highway boundaries wherever possible and where these are in keeping with the existing streetscape.
- f) Developments should demonstrate how they are designed to ANGSt (Accessible Natural Greenspace Standards).
- g) Proposals which provide for adaptable spaces suitable for home working will be strongly supported.
- h) If the development site is not within a reasonable walking distance (1/2 mile) of existing allotments, sufficient space should be identified to provide allotments for a minimum of 10% of the new dwellings unless credible evidence shows this not possible.
- i) The provision of high-quality open space with the opportunity for recreation and physical activity, proportionate to the development, is expected to be included in any Design and Access statement related to new development.
- j) New housing developments must be well connected both within the site and with the wider area. Developers must demonstrate how they have had regard to movement (vehicular, pedestrian and cycle) and conform to Policy 20 Transport & Active Travel.

Reasoned justification for Policy Five

- 30 The design of new residential properties and the space in which they sit is important. Developers will be expected to demonstrate in their applications that the design and layout of the proposed development is sympathetic to the character of its immediate surroundings. This is not only because such an approach should be expected of all residential developments in the twenty-first century but because Moreton-in-Marsh is a parish that has a rich heritage of quality residential development and wishes this tradition to be maintained. For this reason, the Moreton-in-Marsh Design Statement (Appendix A) has been produced to guide development.

- 31 There is already a rich variety of architectural styles in the Plan area and any new development should contribute to this variety while being sympathetic to the existing character of this part of the Cotswolds. The Cotswold Design Code²³ forms part of the Cotswold Local Plan and is a material consideration in planning decisions. It includes Design and Architectural Design Guidelines, Local Vernacular Design Guidelines and Design Guidelines. Relevant guidance published by the Cotswold National Landscape board, including the Landscape Strategy and Guidelines for Landscape Character Type 17²⁴ should also be taken into account.
- 32 In addition to these locally developed guidelines, we wish to ensure that developers pay due regard to current relevant national design guidance, codes, standards, toolkits, award schemes etc., meeting standards and wherever viable, exceeding them. These standards include Housing Design Awards²⁵, Homes and Communities Agency Affordable Homes Survey²⁶, Building in Context,²⁷ Building for a Healthy Life (previously Building for Life 12)²⁸ Manual for Streets²⁹, BRE Home Quality Mark and other relevant BREEAM schemes (ref Evidence list and Glossary)³⁰.
- 33 The three underlying principles of ANGSt are:
- a. Improving access to green spaces.
 - b. Improving naturalness of green spaces.
 - c. Improving connectivity with green spaces. at the same time as delivering a wide range of environmental, social and economic benefits.³¹

²³ [Cotswold District Local Plan Appendix D](#)

²⁴ Cotswold AONB [Landscape Strategy and Guidelines](#)

²⁵ [Housing Design Awards](#)

²⁶ [Homes and Communities Agency Affordable Homes Survey](#)

²⁷ [Building in Context](#)

²⁸ [Building for a Healthy Life](#)

²⁹ [Manual for Streets](#)

³⁰ [BREEAM](#)

³¹ [Natural England Green Infrastructure Standards for England Jan 2023 Appendix 2](#)

Parking in Residential Developments

Objective Four

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

Environmental Assessment Method (BREEAM) or equivalent standards.

Objective Sixteen

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

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

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

Garages as off-street parking

b) The following minimum internal dimensions should apply:

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

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

Visitor parking

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

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

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

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

carriageway or pavement.

Reasoned justification for Policy Six

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

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

35. A recent planning application³² for 67 homes compelled over 50 residents to object, many on the basis of issues this would cause with parking on the already-busy Evenload Road.

Policy Seven

Brownfield First

Objective three

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

a) The reuse of formerly developed land (brownfield land) will be strongly supported.

b) Development on these sites and any other brownfield sites will be supported.

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

Reasoned justification for Policy Seven

36. Paragraph 125 (c) of the NPPF (2024) states that planning polices, and decisions should, “give substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs, proposals for which should be approved unless substantial harm would be caused, and support appropriate opportunities to remediate despoiled, degraded, derelict, contaminated or unstable land;”
37. The sight of derelict sites is a disincentive to investors in a town and greenfield development draws life out of the town. Moreton-in-Marsh residents are keen to maintain and increase the vibrancy of the town centre and so are keen to explore all opportunities to rejuvenate any derelict areas.
38. Brownfield sites tend to be much better located than greenfield sites, closer to shops, education, healthcare and public transport.
39. Building on brownfield land presents opportunity to simultaneously remove local eyesores and breathe new life into urban areas in need of regeneration. It can bring homes, jobs and services closer together, reduce car dependence and enhance communities.

³² [19/00086/OUT Land to East of Evenload Road](#)

Hard Infrastructure

Objective 5

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

- a) New development should not compromise the ability of the local infrastructure to support the existing settlement, and the proposed development concerned.
- b) Proposals for new development will be required to demonstrate how the infrastructure plans are adequate for the number of proposed dwellings. This is required in instances where new dwellings or new non-residential buildings are proposed for major development (i.e., 10 or more dwellings / at least 1,000m² of floorspace):
 - the relevant water supply, wastewater treatment to be considered in line with policy 2 of this plan and
 - electricity distribution and transmission network providers to be consulted.
 - traffic and transport assessments, identifying and quantifying the effects of the traffic generated by the scheme on its own, and in combination with other consented and allocated schemes, on the Moreton-in-Marsh Conservation Area and on other heritage assets in the Town Centre.
- c) Where the potential for adverse effects has been identified, then the proposals must make provision for the necessary mitigation measures to avoid contributing to the adverse effects caused to those assets.
- d) It is expected that this infrastructure will be in place no later than the completion of development.
- e) Nationally Significant Infrastructure Projects (NSIPs) and Utility plans that impact on the Parish and its surrounding area that are approved or updated are to be disclosed as soon as possible to ensure that plans within the Parish boundary are suitably adapted.

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

Reasoned justification for Policy Eight

- 40 New development will inevitably put a strain on existing infrastructure, and new proposals for development will need to demonstrate how this has been considered and how appropriate new infrastructure is included as part of the masterplan.
- 41 Moreton-in-Marsh already has infrastructure and services that are under strain, including education, transport and utilities provision. As a result of further housing development delivered as part of the Cotswold District Local Plan, additional healthcare facilities, community and sports facilities and infrastructure are likely to have to be provided to meet the resulting increase in population.

- 42 As a rule of thumb, approximately 5 (five) primary school pupils and 2.5 secondary school pupils are created on any 20-dwelling residential scheme which has a mix of dwelling sizes³³. Equally, any 20-dwelling scheme will create a lot more new residents who will require access to the network of local footpaths and cycle routes.
- 43 Therefore, in respect of residential development, the construction of new dwellings on larger schemes of 30 or more dwellings must be phased to ensure adequate time is allowed for identified local services and infrastructure to be expanded, in order to limit any sudden adverse impact of an increased population on the community and surrounding parishes.
- 44 The A429 and A44 both run through the centre of Moreton-in-Marsh.
- 45 When asked through the community engagement to rank their greatest concerns about living in Moreton-in-Marsh, respondents ranked 'Heavy Goods traffic and congestion' their top concern out of 15 options.

Policy Nine

Soft Infrastructure

Objective 5

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

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

Soft infrastructure includes all the services which are required to maintain the economic, health, cultural and social standards of a population. It is essential in bringing a community together and enables it to enjoy a good quality of life. Examples include employment (work hubs, working from home, tourism, and retail), health (GPs, dentists, security, clean air, quiet places), leisure (green spaces, allotments, sports facilities, community facilities and social clubs), education (primary and secondary school access).

Reasoned justification for Policy Nine

46. Moreton-in-Marsh already has infrastructure and services that are under strain, including education, transport and utilities provision. As a result of further housing development delivered as part of the Cotswold District Local Plan, additional healthcare facilities, community and sports facilities and infrastructure are likely to have to be provided to meet the resulting increase in population.
47. As a rough rule of thumb, approximately 5 (five) primary school pupils are created on any 20-dwelling residential scheme which has a mix of dwelling sizes. Equally, any 20-dwelling scheme will create a lot more new residents who will require access to the network of local footpaths and cycle routes.

³³ [Homes England Fact Sheet 5: New homes and school places](#)

48. Therefore, in respect of residential development, the construction of new dwellings on larger schemes of 30 or more dwellings must be phased to ensure adequate time is allowed for identified local services and infrastructure to be expanded, in order to limit any sudden adverse impact of an increased population on the community and surrounding parishes.

Policy Ten

Principal Residence Housing

Objective 2

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

Objective 6

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

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

The objective of policy 10 is to maintain the vibrancy of the local community and its economy. Second homes and holiday homes are killing many communities around the country, and it is already an increasing problem in the Cotswolds. The homes remain empty for much of the time, so do not contribute to the local economy or the local community. They reduce the available housing stock for local people and push up prices so that they are unaffordable for many local people. Whilst Moreton-in-Marsh might suffer this problem less than some of the more popular tourist destinations, it is a problem for the town.

Reasoned justification for Policy Ten

49. An analysis by 'Action on Empty Homes'³⁴ show that in 2024 3,409 homes in the Cotswolds were not in residential use on a long-term basis or were second homes, up from 2,639 in 2023 and 2,312 in 2022. This equates to one in seventeen homes were out of long-term use. This makes the Cotswolds the 14th highest out of 774 local authorities with second homes.
50. On 7th March 2024, Cotswold District Council agreed³⁵ to levy the maximum level of premium for Empty Homes as set out in the Levelling Up and Regeneration Act 2023. The report to the Council³⁶ noted: "The intention of the premium is to return second homes to the local housing market thereby increasing the level of available stock for permanent residents."

³⁴ [Long-term empty homes by local council areas](#)

³⁵ [CDC Decision details](#)

³⁶ [Council Tax Premium-second homes and long-term empty properties](#)

Economy and Business Policies

Policy Eleven

Employment land

Objective Seven

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

a) There will be a general presumption against the loss of locations that provide employment within the Parish, either as a result of proposals for a change of use or for the redevelopment of existing premises or sites of employment for non-employment use.

b) Proposals for change of use or redevelopment, which would result in the loss of employment use, will only be acceptable if they demonstrate the following:

1. The premises or site is no longer required for employment use in terms of need or demand, by the premises or site having been marketed for a period of not less than one year for employment use and no occupier has been found. Full details relating to the marketing must accompany any proposal,

2. That the alternative use proposed will be a positive contribution to the sustainability of Moreton-in-Marsh.

c) Proposals put forward which increase the availability of employment land will be strongly supported.

d) Schemes which include proposals for the inclusion of environmentally friendly measures will be strongly supported. This may include (but not restricted to) the following measures:

1. Solar energy
2. Harvesting rainwater for use
3. Pollution and waste reduction
4. Lower carbon emissions
5. High standards of insulation

e) Where surplus energy is produced through self-generation, a scheme for reuse of this energy locally will be supported.

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

Reasoned justification for Policy Eleven

51. The CDC Local Plan identifies Moreton-in-Marsh towns retail centre as fourth in the district, '...a 'key centre' role in the District's retail hierarchy, functioning as an important service centre and providing for an extensive rural catchment area..'
52. The Fire Service College is identified as an area for increase in employment opportunity and Cotswold Business Village is currently one of the main employment areas in the Cotswold district.

53. Paragraph 7.21.1 of the CDC Local Plan³⁷ states that Moreton-in-Marsh is ‘..widely regarded as the main service centre for the north Cotswolds..’ and ‘..one of the District’s most accessible settlements..’.
54. Paragraph 7.21.4 goes on to say ‘..the town is considered to have potential for its employment role to increase.’
55. National Planning Policy (NPPF para 90) states “Planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation.”
56. The community acknowledges the importance of bringing derelict buildings and commercial brownfield sites back into economic use however, a number of vacant or derelict land and buildings undermine the high quality of some areas of the parish. This is especially true within the historic core, where the quality of the shopping street and the gateway is undermined by closed shops and units. Bringing these back into use is a key aspiration of the plan.
57. Community engagement showed 57% of respondents would support the Neighbourhood Plan identifying further land for employment use. 65% would support the NP identifying buildings for employment use within the town centre.

Policy Twelve

Small Business Units

Objective Eight

Support development of small business units/shared space.

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

The aim of this policy is to support the growth of microbusiness (fewer than 10 full time employees) and small businesses (fewer than 50 full time employees).

Reasoned justification for Policy Twelve

58. The improvement to local employment opportunities will not only provide employment, in particular the chance for local people to access jobs but will ensure that these are sustainable in terms of the patterns of commuting that they generate.
59. Nationally there has been strong growth in self-employment and it is considered that, to grow medium and larger-sized businesses in and around Moreton-in-Marsh, it is necessary to nurture business start-ups.
60. The Bank of England reported³⁸ that the number of new business registrations increased from 50,000 a month to 60,000 a month after March 2020 and solo entrepreneurs rose from 60% to

³⁷ [Cotswolds District Local Plan 2011-2031](#)

³⁸ [Business creation during Covid-19](#)

65% of the total (in other words, the uplift is almost entirely down to an increased number of solo entrepreneurs).

61. Not all these businesses will require employment space, as many people will work from home. However, for small start-up businesses, the ability to access workspace on flexible, 'easy-in, easy-out' terms help to provide the foundation to grow a business.
62. It is therefore important to ensure that employment land is used to meet local needs for a provision of a range of types and sizes of businesses to promote the vitality and viability of the town, including start-ups and micro businesses (a business of less than 10 employees).
63. This will also encourage younger people of working age to remain in the area rather than seeking work in the surrounding area or further afield.

Community Aspiration 1 Local Business Hub

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

Town Centre Policies

Policy Thirteen

Retail Provision

Objective Eight

Support development of small business units/shared space

Objective Nine

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

a) Within the Core Retail Area (as defined by the NPSG) identified in Fig P13, the loss of Class E uses as a result of proposals for change of use or for redevelopment for non-retail use (C3), where prior approval is not given, will generally not be supported.

b) Proposals for change of use or redevelopment which would result in the loss of Class E retail use will only be acceptable if they demonstrate the following:

1. The premises or site is shown to be no longer required for retail use in terms of need or demand, by the premises or site having been marketed for a period of not less than one year for retail use and no occupier having been found. Full details relating to the marketing must accompany any proposal.
2. That the alternative use proposed will be deliverable and make a positive contribution to the sustainability, vitality and viability of Moreton-in-Marsh.

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

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

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

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

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

Reasoned justification for Policy Thirteen

64. An article by the Local Government Association³⁹ highlights the permanent changes on the high street since the pandemic *'Patterns of work and commuting have, and will remain, changed – with implications for the future of high streets. The pandemic will prompt a permanent shift in the home location decisions of many families, and domestic tourism and staycationing will remain above pre-pandemic levels. The pandemic has reinvigorated interest in community and*

³⁹ [Creating resilient and revitalised high streets in the 'new normal'](#)

what's local, while technology has proven capable of replacing in person and physical connections in many aspects of daily life.' Moreton-in-Marsh needs to adapt new experiential offers and new technology to entice visitors and increase footfall. The report continues '*Many residents in villages, green belt and peripheral settlements with office-based jobs are continuing with hybrid working in the near-term, and high streets in these locations will need to meet the demands of former commuters. With fewer commuters leaving home during the day, high streets in feeder towns and suburban centres stand to benefit from increased footfall and a new higher spending weekday demographic.'*

65. Every effort should be made to retain the retail area of Moreton-in-Marsh as a welcoming and enticing destination.
66. The improvement to local employment opportunities will not only provide employment, in particular the chance for local people to access jobs but will ensure that these are sustainable in terms of the patterns of commuting that they generate.
67. All new built development should be of a scale and design which harmonises with the character and role of the centre and with the scale and architectural composition of any adjacent buildings. Details of materials and any landscaping proposals will also be considered when considering applications.
68. The vitality of the retail area within the town centre is largely dependent on primary retail frontages and so it is important that the retail frontages be retained and enhanced, and the majority of the businesses located in the primary area are retail outlets.
69. 32% of respondents to the community engagement said they would support the provision of new shops and retail through the NP. 20% agreed there was a need for more retail jobs.
70. When asked 'Should the use of town centre premises be protected?' 38% agreed 'yes, protected' and 49% agreed 'Yes, some protection but recognise things change and we need to let this happen'.

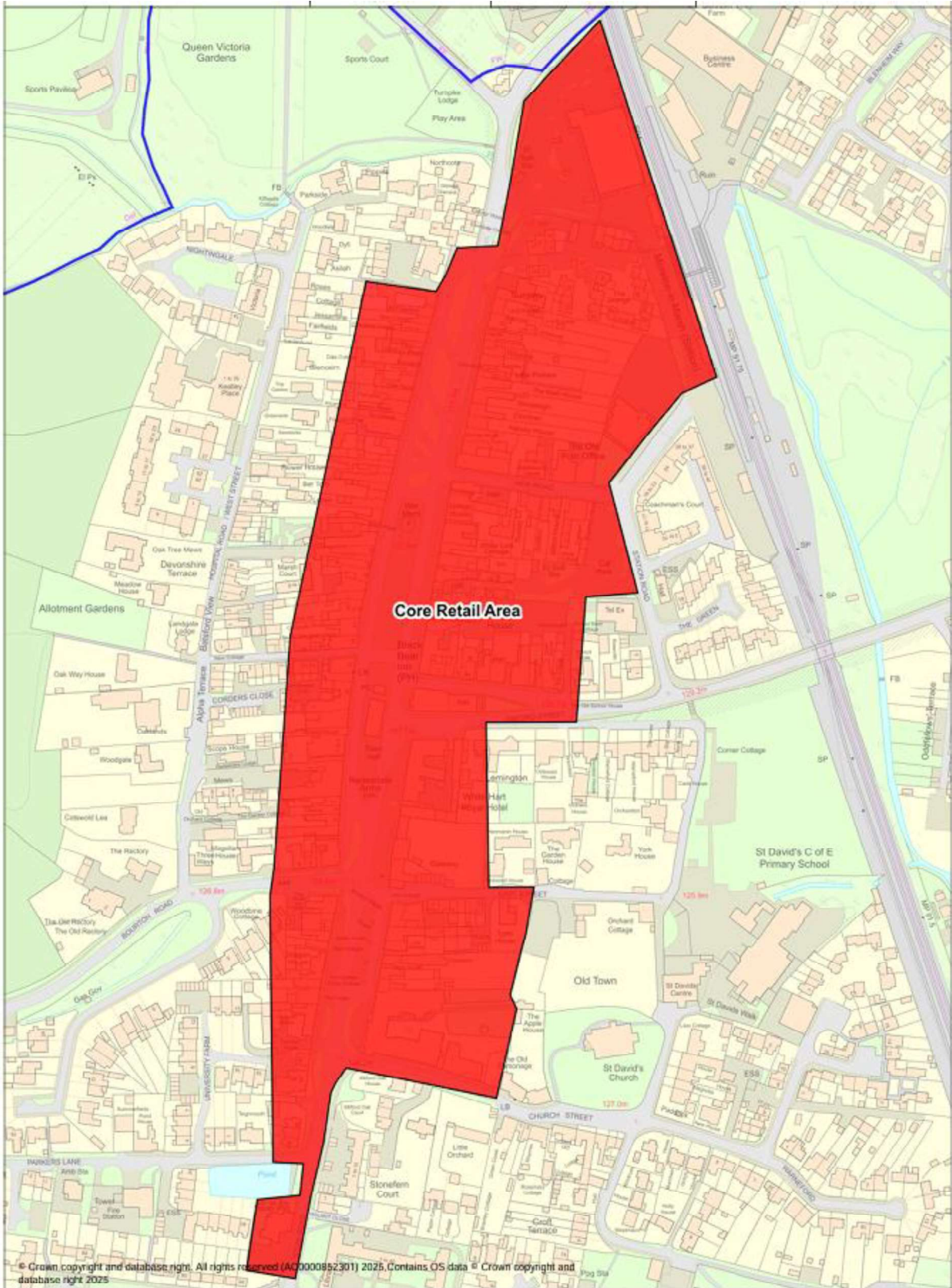


Fig P13 Moreton-in-Marsh Core Retail Area

Policy Fourteen

Infrastructure Investment Priorities

Objective Nine

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

Objective Ten

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

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

- a. Refurbishment, including Public Realm improvements, around the Redesdale Hall
- b. Moreton-in-Marsh High Street Refurbishment improvements
- c. Remove long-stay parking from the town to a location close to the train and bus stations
- d. Improve Accessibility around Moreton-in-Marsh
- e. Invest in planting around the town such as a community orchard, additional woodland or a herb garden
- f. Additional retail on the East side of Moreton-in-Marsh

More detailed information can be found in Appendix B

Reasoned justification for Policy Fourteen

71. It was agreed that the list of priority projects should be taken directly from the responses we have received from the community.

72. The provision of supporting infrastructure is vital in achieving sustainable growth. Infrastructure covers a very broad range of considerations. At its most basic, it is utilities and communications infrastructure: water, sewerage, drainage, gas, electricity, mobile phone, conventional phones and broadband. However,

infrastructure also comprises community infrastructure matters, such as health, education, play areas, green open spaces, leisure facilities and so on. This section addresses these issues as well.

73. As a clear expression of the community's wishes, Moreton-in-Marsh Town Council intends that the CIL agreements and contributions raised within the Moreton-in-Marsh Neighbourhood Area and, where relevant, monies from other planning obligations, are used to contribute towards delivering any of the projects listed above, providing they demonstrate compliance with the Community Infrastructure Regulations.
74. Developer contributions from development can be used to contribute towards addressing these issues.

Community Aspiration 2 Overnight parking in town centre

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

Environment Policies

Policy Fifteen

Local Green Spaces

Objective Eleven

Protect and maintain open green spaces.

The following areas, as shown on the proposal's maps in Appendix C, are designated as Local Green Spaces:

- 1 Moreton Rangers FC
- 2 Outdoor gym, skate park & practise football pitch
- 3 (a) Blenheim Meadow
- 3 (b) Cotswold Gate open space
- 3 (c) Moreton Park / Cotswold Gate
- 4 Land east of Moreton Park
- 5 Entrance to Fire Service College
- 6 Upper Cemetery
- 7 Lower Cemetery
- 8 University allotments
- 9 Hospital Road allotments
- 10 Croft Road allotments
- 11 St David's churchyard
- 12 Tinkers Close playground
- 13(a) Redesdale Place MUGA
- 13 (b) Redesdale Place Croquet club
- 13 (c) Redesdale Place Bowls club
- 14 Monarch Way Grassed strip
- 15 (a) Jubilee Gardens
- 15 (b) Jubilee Gardens opposite verge
- 16 (a) - (f) Greens on High St
- 17 Queen Victoria Gardens
- 18 Mann Institute Gardens
- 19 Glebe Field
- 20 Special habitat – Stockwells
- 21(a) Moreton Park - 1
- 21(b) Moreton Park – 2
- 21(c) Moreton Park - 3

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

b. Where permission for development can be demonstrated to be required with compelling evidence, developers will be expected to demonstrate how the existing flora and fauna will be protected or be subject to mitigation measures.

c. Where loss of Green Space is considered essential, mitigation measures will be required to provide equivalent facilities.

Reasoned justification for Policy Fifteen

75. Under the NPPF, neighbourhood plans have the opportunity to designate Local Green Spaces which are of particular importance to the local community. This will afford protection from

development other than in very special circumstances. Paragraph 107 of the NPPF says that Local Green Space designation should only be used where the green space is:

- in reasonably close proximity to the community it serves;
 - demonstrably special to a local community and holds a particular local significance, for example, because of its beauty, historic significance, recreational value (including as a playing field), tranquillity or richness of its wildlife; and
 - local in character and is not an extensive tract of land.
76. Proposals maps in Appendix C show the areas that are considered to meet these criteria and must be protected as Local Green Spaces.

1: Moreton Rangers FC	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 1 on green spaces map and in a populated south east part of the town close to the business village and housing
<i>"demonstrably special to the local community"</i>	It is a sports field which regularly holds training and matches for various teams of all ages
<i>"local in character and is not an extensive tract of land"</i>	Within walking distance of the centre of town The whole area covers approx. 1.09ha

2: Outdoor Gym, Skate Park and practise football pitch	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 2 on green spaces map and in a populated south east part of the town close between the business village and housing
<i>"demonstrably special to the local community"</i>	Public amenity space providing valuable space for leisure and play activities.
<i>"local in character and is not an extensive tract of land"</i>	Within walking distance of the centre of town The whole area covers approx. 0.70ha

3 (a): Blenheim Meadow	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 3(a) on green spaces map and in a populated north east part of the town bounded by housing, railway and road
<i>"demonstrably special to the local community"</i>	Open public space, adjoining Cotswold Gate including the River Evenlode and mature trees which attract wildlife and nature, providing a safe walking route joining parts of the town.
<i>"local in character and is not an extensive tract of land"</i>	Open space with a feel of the local countryside The whole area covers approx. 4ha

3 (b): Cotswold Gate Open Space	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 3(b) on green spaces map and in a populated north east part of the town flanked by housing
<i>"demonstrably special to the local community"</i>	Open public space, adjoining Blenheim Meadow including an attenuation pond which attracts wildlife and nature, particularly well-used during covid
<i>"local in character and is not an extensive tract of land"</i>	Open space with a feel of the local countryside The whole area covers approx. 5ha

3 (c): Moreton Park/Cotswold Gate	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 3(c) on green spaces map and situated in a residential area regarded as a nature reserve. Linking footpaths to parts of the Town including the railway station
<i>"demonstrably special to the local community"</i>	Continuance of Blenheim Meadow as an open meadow space promoting wellbeing
<i>"local in character and is not an extensive tract of land"</i>	Remaining meadowland predating residential development. The whole area covers approx. 3.51ha

4: Land east of Moreton Park	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 4 on green spaces map and on the north east edge of the housing in Moreton
<i>"demonstrably special to the local community"</i>	Provides a green buffer between local housing and an active fire training facility and provides a safe walking route to the business village. A nature reserve which supports endangered newts.
<i>"local in character and is not an extensive tract of land"</i>	Grass, ponds and marsh land. The whole area covers approx. 5.4ha

5: Entrance to Fire Service College	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 5 on green spaces map and situated to the eastern entrance to the town.
<i>"demonstrably special to the local community"</i>	A wide cut-grass verge and tree-lined avenue which provides a gentle, visual transition between the countryside and the town and provides screening at the entrance to the active fire training college.
<i>"local in character and is not an extensive tract of land"</i>	Site of a war memorial to the Wellington Bomber crews who trained here in WWII The whole area covers approx. 1.1ha

6: Upper Cemetery	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 6 on green spaces map and situated in the east of the town bordering the business village and the football ground
<i>"demonstrably special to the local community"</i>	A well-maintained community asset with yew tree-lined pathways and Bier House.
<i>"local in character and is not an extensive tract of land"</i>	Includes Commonwealth War graves and memorial The whole area covers approx. 0.88ha

7: Lower Cemetery	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 7 on green spaces map and situated in the east of the town surrounded by housing.
<i>"demonstrably special to the local community"</i>	A 19 th century community asset with specimen trees, bat house and Bier House and of historical interest
<i>"local in character and is not an extensive tract of land"</i>	Traditional Victorian style cemetery The whole area covers approx. 0.58ha

8: University Allotments	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 8 on green spaces map and situated in the centre of Moreton Old Town
<i>"demonstrably special to the local community"</i>	An important community asset, gifted by the Bowes-Lyons family to the University of Oxford supporting the health and well-being of residents
<i>"local in character and is not an extensive tract of land"</i>	Easily accessible to local residents. The whole area covers approx. 2.41ha

9: Hospital Road Allotments	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 9 on green spaces map and close to the countryside, yet very close to the High Street.
<i>"demonstrably special to the local community"</i>	An important community asset, with views of the Cotswold Edge and Cotswold National Landscape and supporting the health and well-being of residents
<i>"local in character and is not an extensive tract of land"</i>	Easily accessible to local residents. The whole area covers approx. 0.24ha

10: Croft Road Allotments	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 10 on green spaces map and close to the countryside and to housing in the Back House, Wellington Gardens and Cornish House developments
<i>"demonstrably special to the local community"</i>	Situated in the Special Landscape Area, it is an important community asset, with view of St David's church and Batsford House and supporting the health and well-being of residents and encouraging biodiversity
<i>"local in character and is not an extensive tract of land"</i>	Easily accessible to local residents. The whole area covers approx. 1.58ha

11: St David's Churchyard	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 11 on green spaces map, In the centre of town between Moreton Old Town and the High Street
<i>"demonstrably special to the local community"</i>	Traditional Cotswold church with bells providing a valuable service to the community, supporting their health and well-being.
<i>"local in character and is not an extensive tract of land"</i>	Easily accessible to local residents, providing a focal point for the town The whole area covers approx. 0.41ha

12: Tinkers Close Playground	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 12 on green spaces map, housing on three sides and University Allotment on the 4 th . Cut through to the Primary school.
<i>"demonstrably special to the local community"</i>	Popular walk through and recreational space (play area plus football play space) for surrounding housing
<i>"local in character and is not an extensive tract of land"</i>	Open green space for wellbeing The whole area covers approx. 0.16ha

13 (a): Redesdale Place MUGA	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 13(a) on green spaces map and borders on Redesdale Place housing and accommodates the Multi Use Games Area.
<i>"demonstrably special to the local community"</i>	Provides an area for all age activities facilitating recreation and wellbeing options.
<i>"local in character and is not an extensive tract of land"</i>	Adjacent to the National Footpath (Monarchs Way and Moreton Eight Walk) The whole area covers approx. 0.89ha

13 (b): Redesdale Place Croquet Club	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 13(b) on green spaces map and borders on Redesdale Place housing and accommodates the Croquet Club.
<i>"demonstrably special to the local community"</i>	Provides an area for all age activities facilitating recreation and wellbeing options.
<i>"local in character and is not an extensive tract of land"</i>	Adjacent to the National Footpath (Monarchs Way) and Moreton Eight Walk The whole area covers approx. 0.40ha

13 (c): Redesdale Place Bowls Club	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 13(c) on green spaces map and borders on Redesdale Place housing and accommodates the Bowls Club.
<i>"demonstrably special to the local community"</i>	Provides an area for all age activities facilitating recreation and wellbeing options.
<i>"local in character and is not an extensive tract of land"</i>	Adjacent to the National Footpath (Monarchs Way and Moreton Eight Walk) The whole area covers approx. 0.30ha

14: Monarchs Way grassed strip	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 14 on green spaces map, open fields and hedgerow on one side and housing to the other.
<i>"demonstrably special to the local community"</i>	Limited vehicle access part way leading to grassed walkway. The grassed walkway is much used by pedestrians seeking a tranquil walk around the outskirts of the Town with views to the Cotswold National Landscape.
<i>"local in character and is not an extensive tract of land"</i>	A green buffer providing a wildlife habitat on the edge of the Town. The whole area covers approx. 0.23ha

15 (a/b): Jubilee Gardens & Jubilee Gardens opposite verge	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 15 (a) & 15 (b) on green spaces map, to the West of the Town planted to commemorate the Festival of Britain situated inside the conservation area.
<i>"demonstrably special to the local community"</i>	Wildlife habitat shielding residents from the noise of traffic on the A44
<i>"local in character and is not an extensive tract of land"</i>	Cotswold Stone Wall surround and carved Festival of Britain Logo on the gate posts. The whole area covers approx. 0.28ha

16 (a-f): Greens on High Street	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 16 (a-f) on green spaces map and situated on a Conservation High Street
<i>"demonstrably special to the local community"</i>	Designated Village Greens.
<i>"local in character and is not an extensive tract of land"</i>	The avenue of trees and the grassed areas (known as the greens) are an integral part of the character and charm of Moreton-in-Marsh's broad High Street. The whole area covers approx. 0.17ha

17: Queen Victoria Gardens	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 17 on green spaces map and at the north end of the conservation High Street
<i>"demonstrably special to the local community"</i>	Supports a large, fenced play area plus a recreational space and lime walkway
<i>"local in character and is not an extensive tract of land"</i>	The lime walkway is reminiscent of the tree lined High Street. The whole area covers approx. 2.86ha

18: Mann Institute Gardens	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 18 on green spaces map and situated in the conservation area
<i>"demonstrably special to the local community"</i>	The gardens provide a peaceful space in the midst of the centre of the Town surrounded by wrought iron railings.
<i>"local in character and is not an extensive tract of land"</i>	Part of the historic curtilage of the adjacent Mann Institute The whole area covers approx. 0.02ha

19: Glebe Field	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 19 on green spaces map and is within the town
<i>"demonstrably special to the local community"</i>	Historic connection to the Parish. An important separation between the Campsite and Town. With views to the High Wold and Cotswold escarpment.
<i>"local in character and is not an extensive tract of land"</i>	Typical of parkland where stock can graze under the ancient oaks. The whole area covers approx. 2.13ha

20: Special Habitat-Stockwells	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 20 on green spaces map and formally recognised as a special habitat area rich in biodiversity
<i>"demonstrably special to the local community"</i>	Wildlife habitat encouraging numerous species.
<i>"local in character and is not an extensive tract of land"</i>	The site is within the built-up area of the town, a remaining undeveloped/undisturbed piece of land The whole area covers approx. 0.25ha

21 (a): Moreton Park 1	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 21 (a) on green spaces map, close to residential area with footpath and woodland habitat separating residential area from the A44.
<i>"demonstrably special to the local community"</i>	Woodland habitat encouraging walking with nature, promoting wellbeing.
<i>"local in character and is not an extensive tract of land"</i>	Large trees predating residential development The whole area covers approx. 1.81ha

21 (b): Moreton Park 2	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 21 (b) on green spaces map and situated within residential area
<i>"demonstrably special to the local community"</i>	Wooded spaces with walkthrough to promote wellbeing
<i>"local in character and is not an extensive tract of land"</i>	Large trees predating residential development The whole area covers approx. 1.63ha

21 (c): Moreton Park 3	
<i>"In reasonably close proximity to the community it serves"</i>	Marked area 21(c) on green spaces map and situated within residential area
<i>"demonstrably special to the local community"</i>	Wooded spaces with walkthrough to promote wellbeing
<i>"local in character and is not an extensive tract of land"</i>	Large trees predating residential development The whole area covers approx. 1.63ha

Policy Sixteen

Conserving non-designated heritage assets

Objective Eleven

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

a) The Neighbourhood Plan identifies the buildings and structures, as listed in Appendix D: Non-Designated Heritage Assets by way of their local architectural or historic interest.

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

Reasoned justification for Policy Sixteen

77. Within the Moreton-in-Marsh Parish boundaries are assets of historic interest, and many buildings and structures of Grade II and Grade II* listed status some of which are over 400 years old. See Appendix D – “Non-Designated Heritage Assets”. Listed buildings

are identified by the Secretary of State as being of “special architectural or historic interest” and as such are worthy of special protection.

78. Throughout the Parish there are also buildings which, while not listed, are of good quality, design and appearance, are important features in their own right and which also contribute to the character and appearance of an area. They illustrate, and are reminders of, the historical development of an area and are worthy of retention wherever possible.
79. Communities cohere and thrive through an awareness of their shared endeavours, past and present and it is important that any new development respects the historical past of the area.
80. Moreton-in-Marsh has a distinctive character, which has been partly shaped by its vivid history.
81. Community consultation showed strong support for the historic environment, with ‘historic’ and ‘picturesque’ 2 of the most popular words used to describe the town.

NPPF Paragraph 216 and CDC Local Plan policy EN12⁴⁰ both highlight the importance of non-designated heritage assets. Paragraph 10.12.1 of the CDC Local Plan goes on to explain that there is no comprehensive list of non-designated heritage assets available for the Cotswold District.

⁴⁰ [CDC Local Plan Policy EN12](#)

Enhancing Biodiversity

Objective Thirteen

Preserve and increase opportunities for biodiversity net-gain.

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

Moreton-in-Marsh partially sits in the Cotswold National Landscape and a Special Landscape Area and has strong connections with the countryside and agriculture. This not only benefits health and well-being of the local residents and the local flora and fauna but also is important to Moreton's economy through the income generated from agriculture and tourism. It is important to residents that the town maintains its green and leafy environment and connections to the surrounding countryside. In particular, the town is blessed with a broad High Street flanked by historic buildings and an avenue of trees which help to give the town centre its unique appeal. Trees combat climate change in a number of ways including reducing air and noise pollution, providing habitats for urban wildlife, providing green, leafy cooling for pedestrians and absorbing large amounts of water to reduce the risk of flooding. In addition, on Moreton's High Street, they provide a natural barrier between the busy road and the pedestrian areas.

Reasoned justification for Policy Seventeen

82. Wildlife habitats are subject to a range of pressures, including those from development. New development can cause direct loss and degradation of wildlife habitats fragmenting the ecological network and hindering the movement of wildlife through the landscape. Harm can be caused by the degradation, narrowing or severance of corridors (which includes the semi-natural habitats next to them) by the introduction or enlargement of barriers such as buildings, roads, hard landscaping (e.g. tarmac, fencing) or inappropriate landscaping (such as laurel or leylandii hedges) artificial lighting, and by the culverting or re-direction of watercourses. The intent of this policy is to ensure that such harm does not occur.
83. Conversely, development can have a positive impact on biodiversity by creating new and restoring neglected habitats and by providing high quality links between them. For example, new ponds can be created and existing ones restored, as part of well-designed sustainable drainage systems. Also, new semi-natural habitats can be created as part of a landscaping or off-setting scheme and the landscaping within a development (including gardens and parks) can be designed to maximise its value for wildlife such as by using native trees and hedgerows. The intent of this policy is to ensure that these benefits are realised.
84. The NPPF paragraph 187⁴¹ says Planning policies and decisions should contribute to and enhance the natural and local environment by:
- (d) *“minimising impacts on and providing net gains for biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures and incorporating features which support priority or threatened species such as swifts, bats and hedgehogs;”*
85. Paragraph 192 further states that plans should:
- a) *“Identify, map and safeguard components of local wildlife-rich habitats and wider ecological networks, including the hierarchy of international, national and locally designated sites of importance for biodiversity; wildlife corridors and stepping stones that connect them; and areas identified by national and local partnerships for habitat management, enhancement, restoration or creation; and*
- b) *promote the conservation, restoration and enhancement of priority habitats, ecological networks and the protection and recovery of priority species; and identify and pursue opportunities for securing measurable net gains for biodiversity.”*
86. In July 2019 CDC declared a climate emergency. One of the main responses to this is to ensure the Local Plan is ‘green to the core’.
87. In July 2020, CDC declared an ecological emergency. One of the main responses to this is ‘promoting tree and woodland planting and re-wilding in the right places and with the right species to maximise wildlife value, carbon sequestration and other benefits.’ And ‘taking a leadership role on the ecological emergency and nature recovery in the Cotswolds’.
88. The CDC Climate Emergency Strategy 2020-2030 (para 4.3) states “..Our trees, and all the wildlife they support, are on the frontline of climate change...This is a stark reminder of the need to take immediate action on climate change.”
89. In June 2018 an investment of £31,000 was made in a scheme run by the Gloucestershire Wildlife Trust (GWT) as part of the European Regional Development Fund (ERDF) Wild Towns Project to improve areas of the town.

⁴¹ [National Planning Policy Framework paras 174 a, 179 a & b](#)

90. CDC Local plan (para 10.4.4) states ‘Trees, hedgerows and woodlands play a major part in establishing the character of the Cotswold landscape and make a valuable contribution to the ecological balance of the area, particularly veteran trees, ancient woodland and hedgerows.
91. Policy EN7 goes on to say ‘1. Where such natural assets are likely to be affected, development will not be permitted that fails to conserve and enhance:
 - a. trees of high landscape, amenity, ecological or historical value;
 - b. veteran trees;
 - c. hedgerows of high landscape, amenity, ecological or historical value; and/or
 - d. woodland of high landscape, amenity, ecological or historical value.’
92. Approximately a quarter of Moreton-in-Marsh is the Cotswold National Landscape. In addition, approximately half the parish is as a ‘special landscape area’ Although not designated, the remaining area of Moreton-in-Marsh is of similar ecological nature and therefore should be treated with the same regard.

Policy Eighteen

Important Views

Objective Fourteen

Preserve important views within the parish.

- a) The Plan identifies as Important Views as shown in Appendix E(i)-Important Views Map.
- b) Development proposals should be located and designed to take account of the identified Important Views and, where practicable, to enhance or provide greater accessibility to the views concerned.
- c) Development proposals throughout the Neighbourhood Area must be sensitive to the importance of maintaining key views.

The objective of this policy is to ensure that the town maintains its links to the surrounding countryside which is important to its residents.

Reasoned justification for Policy Eighteen

93. Moreton-in-Marsh enjoys numerous exceptional views of the surrounding countryside. This is one of the reasons for the thriving tourist industry which has grown up in and around the town.
94. Appendix E (ii) gives description of each view and the reasoning behind its designation.
95. Community engagement showed the importance residents attach to living within an attractive rural area. Many of those residents who responded during community engagement commented on how they valued the rural character of the parish and expressed concerns over threats to it.
96. A substantial part of the Parish is within the Cotswold National Landscape.
97. Rural features that are particularly appreciated are natural verges, natural footpaths, bogs and church bells all add to the rural ambience.
98. The random infiltration of “green windows” between buildings in the settlement areas is particularly liked.
99. The town has many footpaths, surrounded by fields and gently undulating countryside. Even in developed areas the rural feel is maintained by high hedgerows, and residents value the quietness of the lanes and the ability to stroll along them and to stop and talk in safety. Cyclists and horse riders also use the lanes.
100. From several places in the town there are views into the wider iconic landscape. Some recent infilling has already eroded the number and extent of such views and as shown from our consultation value the feeling of openness and rurality of the parish.

101. Where appropriate, planning applications should be accompanied by a supporting landscape assessment demonstrating how these views have been taken into account and explaining the steps taken to preserve or minimise the impact on the views.

Policy Nineteen

Development Boundary

Objective Fifteen

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

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

- a) New development in Moreton-in-Marsh shall be focused within the development boundary.
 b) Additional development which would result in Moreton-in-Marsh growing by significantly more than the minimum number of dwellings required by the Cotswold District Local Plan over this period, will not be supported.



Area highlighted on map 2 shows development boundary
 (taken from CDC plan policies map)

Reasoned justification for Policy Nineteen

102. Policy DS2 of the Cotswold District Local Plan defines a Development Boundary around the town, within which development will be permissible in principle. It is expected that the bulk of development will be focused within the built-up area of Moreton-in-Marsh. The town needs to accommodate a degree of growth in order to prosper. However, this must be balanced against the need to preserve its role as a largely rural market town which does not encroach unduly on the open countryside that surrounds it.
103. Given the unique and sensitive nature of much of the land outside the settlement boundaries (defined in map 2 above) the community supports building housing within the existing settlement as much as is feasible.
104. Development proposals outside the settlement boundary will not be supported unless they are spatially planned and harms to biodiversity, sustainable land use and Special Landscape Area and Cotswold National Landscape are mitigated.

Transport and Active Travel Policies

Policy Twenty

Transport & Active Travel

Objective Sixteen

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

- a) The provision of accessibility through 'active travel' (non-car) should be the primary focus for development through provision of sustainable travel such as new / improved cycleways, new / improved footpaths and interconnecting small transport hubs and bus corridors.
- b) Larger residential schemes (100 dwellings or more) should promote non-car use and have appropriate internal layouts and connections to footpaths and key services.
- c) Support will be given to proposals which increase or improve the network of cycle ways, footways and footpaths. New footpaths, where created and officially designated, will be supported.
- d) Proposals which harm the following characteristics of public rights of way will be resisted:
 1. Safety.
 2. Directness.
 3. Access and Connections.
 4. Attractiveness.
 5. Convenience.
- e) Proposals should seek, where possible, to create cycle paths so as to provide safe and effective routes across the Neighbourhood Area, and where possible link with the Local Cycle and Walking Infrastructure Plan (LCWIP) and National Cycle Network.
- f) Developer or CIL contributions will be sought from all new developments to fund improvements to the existing cycle and footpath networks as well as supporting the provision of new connections, where these have been identified and can be delivered.

The objective of this policy is to reduce traffic within the town by enabling and encouraging other forms of movement through the town such as walking and cycling. This would result in the following benefits: reduced carbon emissions, reduced air and noise pollution, and an increase in health and well-being. It is intended to build on the Gloucestershire Local Transport Plan 2020-2041 at a more local level.

Reasoned justification for Policy Twenty

105. Safe and convenient provision for cyclists, pedestrians and horse riders is an essential part of policies being pursued to reduce the use of the private motor car. New development will, where appropriate, be required to facilitate the opportunity for increased cycle use, walking and horse riding by providing, as an integral part of the development, safe cycle and footpath networks. In assessing the suitability of new routes, proposals should demonstrate that they will not prejudice the effective operation of existing uses, and capacity of existing routes is expanded to support additional residents generated by any new development.

106. This policy is intended to enhance the provision of safe multi-user routes for cyclists, pedestrians and horse riders, as well as providing safe and secure non-vehicular routes to all schools within the parish.
107. Strategic developments in Moreton-in-Marsh, where practical, should be designed to provide dedicated footpaths and cycleways which will provide access for pedestrians and cyclists towards the existing built-up areas of Moreton-in-Marsh and the key focal points within it (e.g. the station, schools, the retail centre), as well as enabling access to the green belt and wider countryside.
108. With the growth in the population that will occur through any development in Moreton-in-Marsh, movement by all modes will continue to become a challenge. The key types of movement can be classed as 'local' and 'strategic':
 - 'Local' movement is principally within Moreton-in-Marsh, to key points in the town such as the school, the railway station, the retail centre. It also includes people accessing community infrastructure and leisure activities – even as simple as dog walking.
 - 'Strategic' movement is mainly to areas outside the parish, principally the larger towns and road network.
109. The NPPF (2024) para 109e states, "*identifying and pursuing opportunities to promote walking, cycling and public transport use*" (at the earliest stages of plan making and development proposals)". For Moreton-in-Marsh, the benefits of investing in walking and cycling include:
 - providing genuine alternatives to the private car as a means of accessing key shops and services, such as the local schools.
 - providing health benefits through increased walking and cycling.
 - facilitating less congestion at busy times by encouraging children walking to and from school and people walking to the station and shops rather than 'jumping in the car' for a short journey.
 - providing a safer environment for the community, including for vulnerable users.
110. Community engagement respondents showed 79% of respondents would support more dedicated walking and cycling routes within the town.
111. 59% believed traffic in the town is a big problem.
112. All walkway routes are expected to consider accessibility requirements for those with mobility difficulties such as the elderly and young children.

Community Aspiration 3 Public transport

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

Glossary of terms that appear in the Neighbourhood Plan

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

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

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

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

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

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

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

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

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

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

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

Cotswold National Landscape – An area of countryside designated as nationally important for conservation due to its significant landscape value. Previously known as Area of Outstanding Natural Beauty.

Countryside – The area outside a settlement boundary.

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

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

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

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

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

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

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

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

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

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

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

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

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

Local – Within the Neighbourhood Plan Area.

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

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

National Planning Policy Framework (NPPF) – Initially published by the Government in 2012, most recently updated in December 2024, it sets out the Government’s planning policies for England and how these are expected to be applied.

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

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

Plan Period – The period for which the Moreton-in-Marsh NP will set policy for the NPA. This will be from the adoption of the plan until 2043 by agreement between Moreton-in-Marsh Town Council and CDC.

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

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

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

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

Rural Area - The area outside identified settlements.

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

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

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

SSSI – Site of Special Scientific Interest.

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

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

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

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

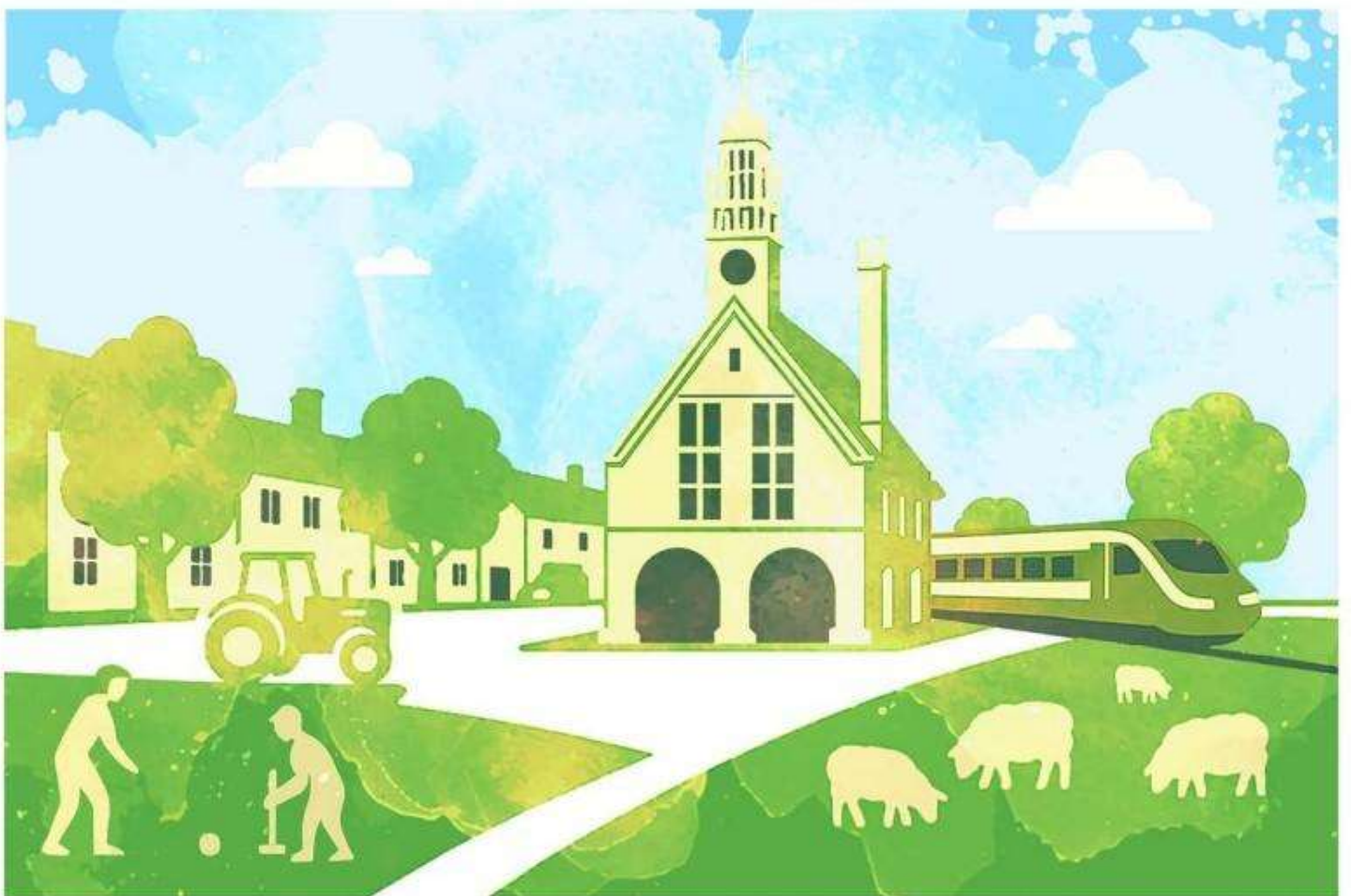
Transport Assessment – An assessment of the availability of, and levels of access to, all forms of transport. In relation to a proposed development, it identifies what measures will be required to improve accessibility and safety for all modes of travel particularly for alternatives to the car such as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

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

Moreton-in-Marsh Neighbourhood Plan

2018 - 2043

Appendices

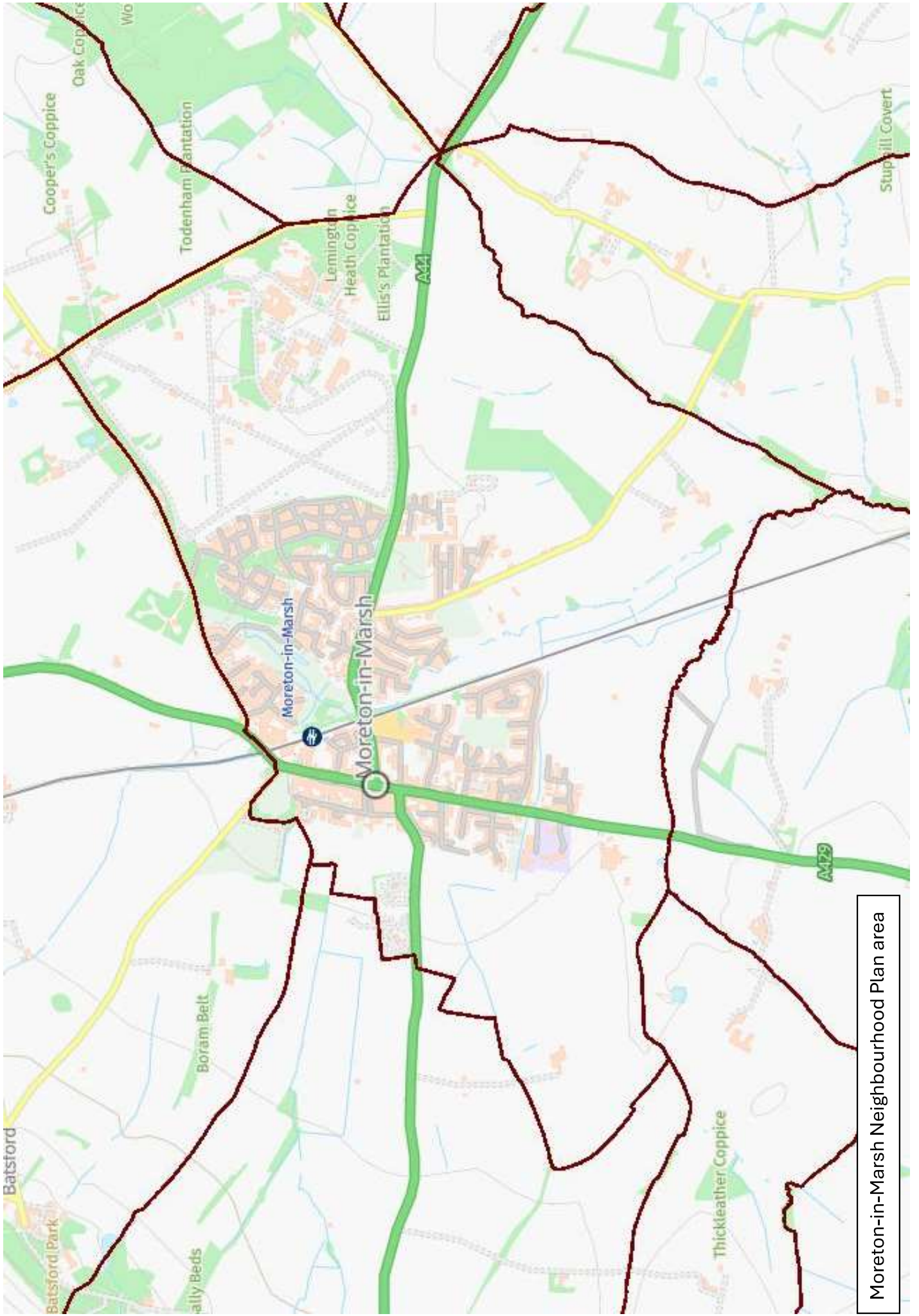


MORETON-IN-MARSH
NEIGHBOURHOOD PLAN

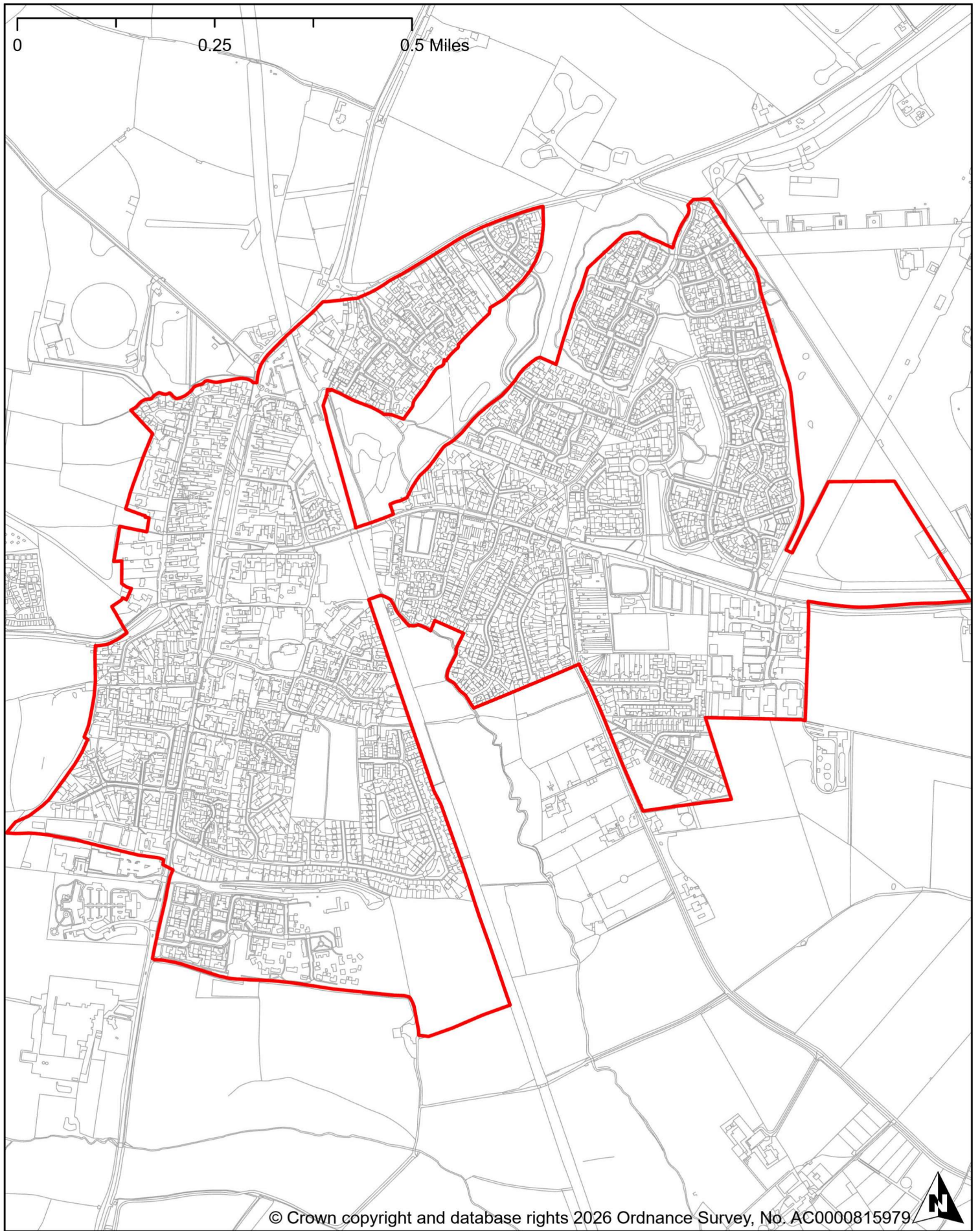
Moreton-in-Marsh Neighbourhood Plan

2018 - 2043

Policies Maps



Moreton-in-Marsh Neighbourhood Plan area

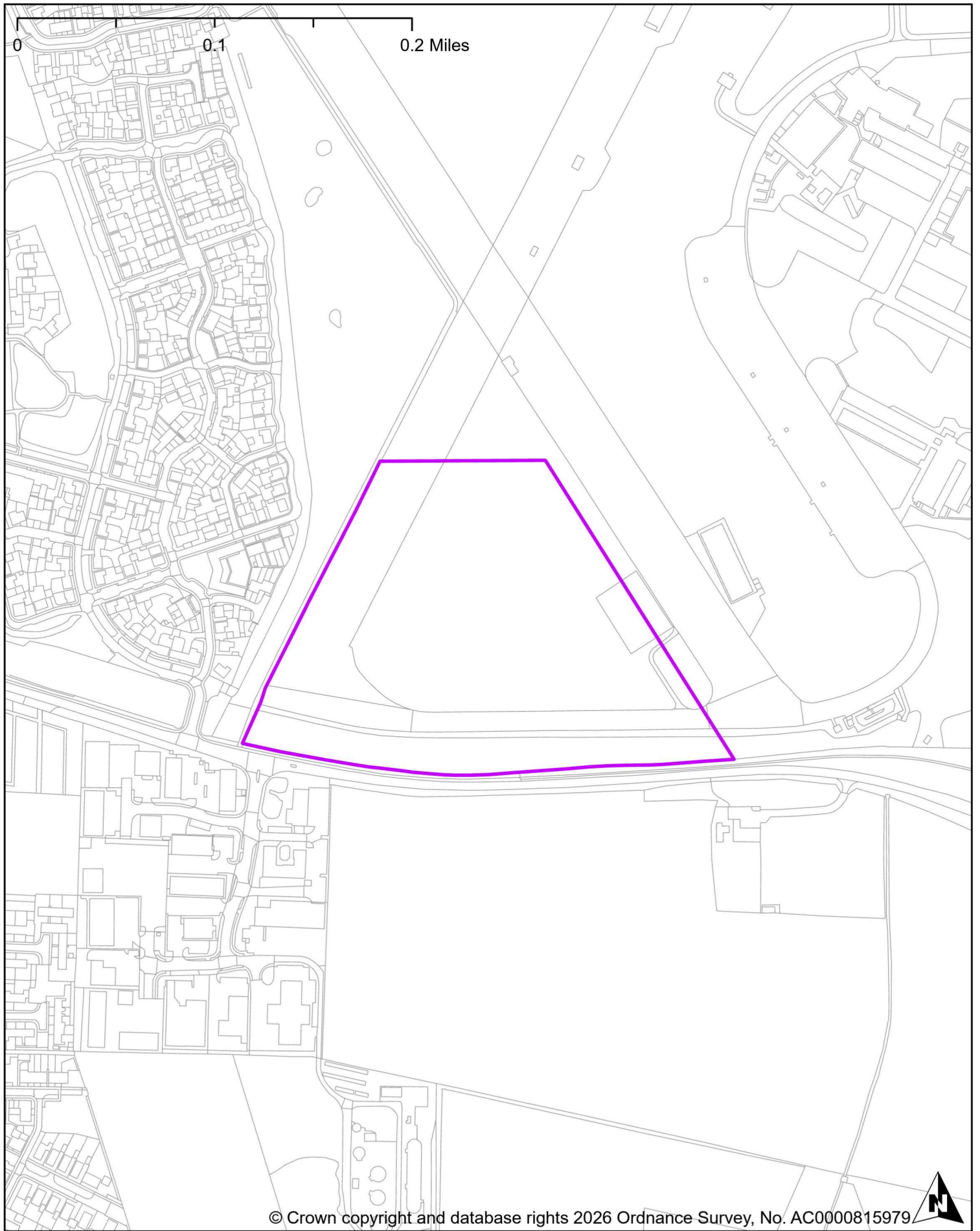


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Moreton-in-Marsh Development Boundary



COTSWOLD
District Council



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Moreton-in-Marsh Employment Land

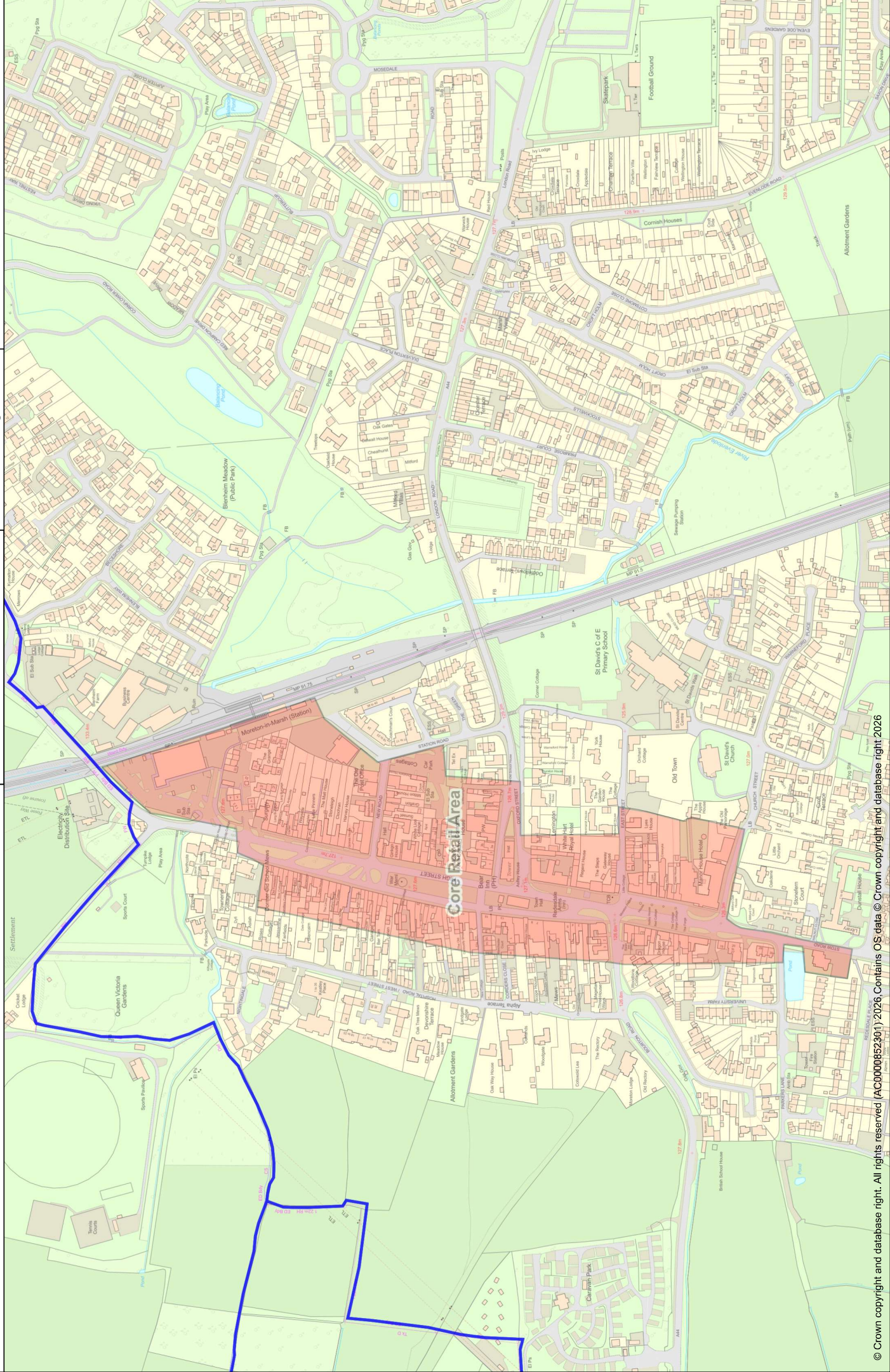


COTSWOLD
District Council

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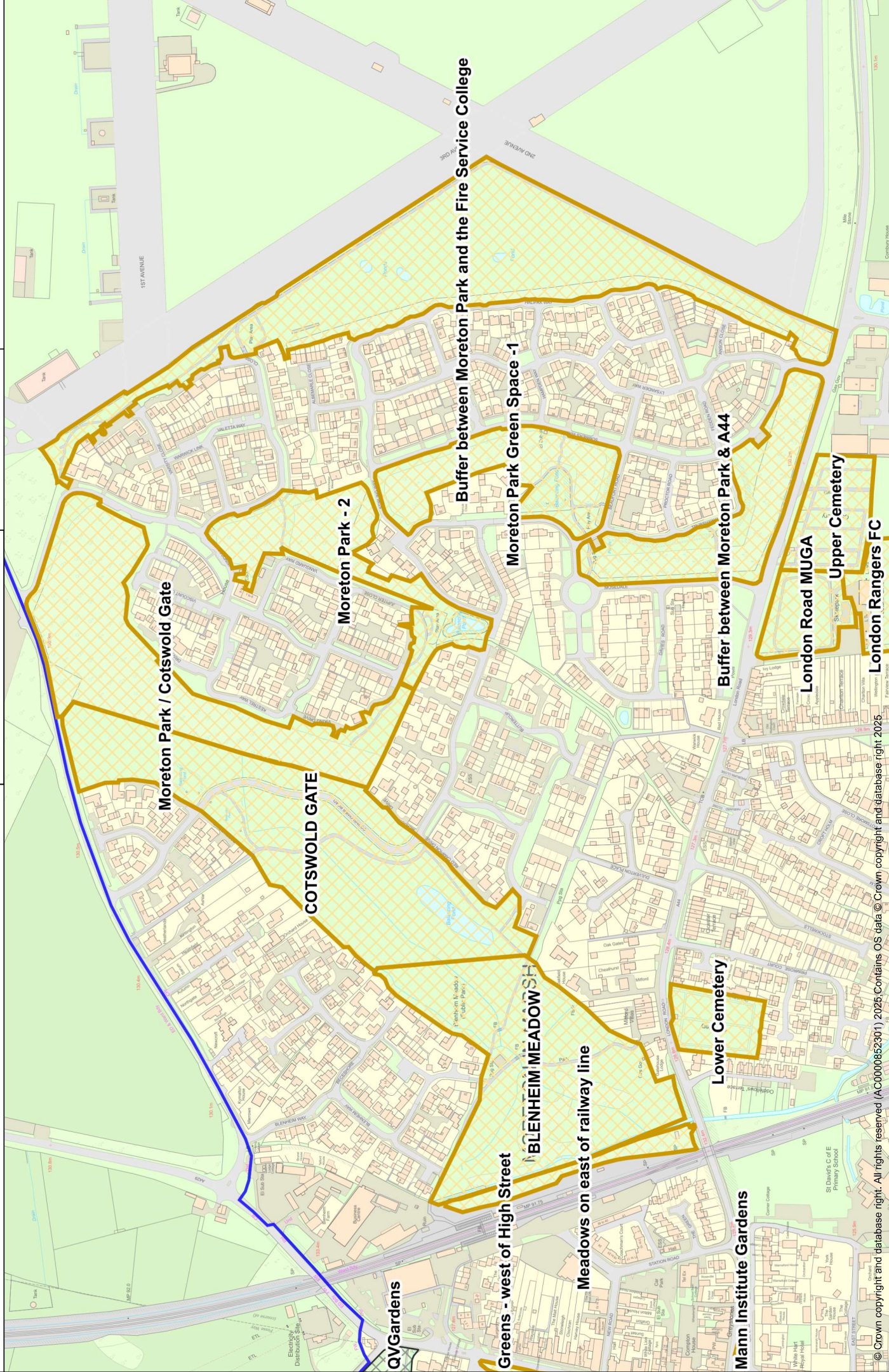
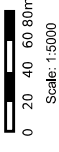
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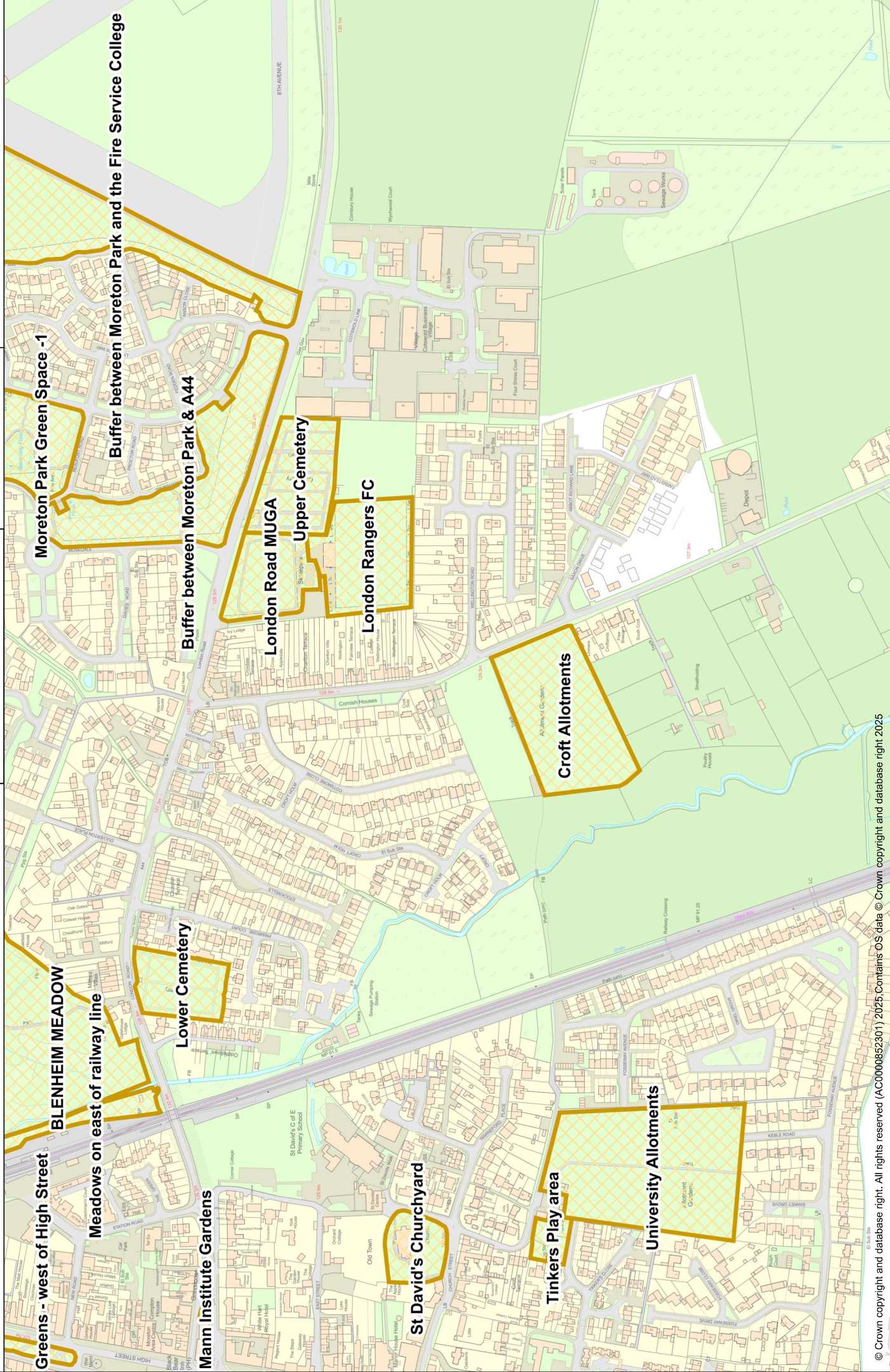
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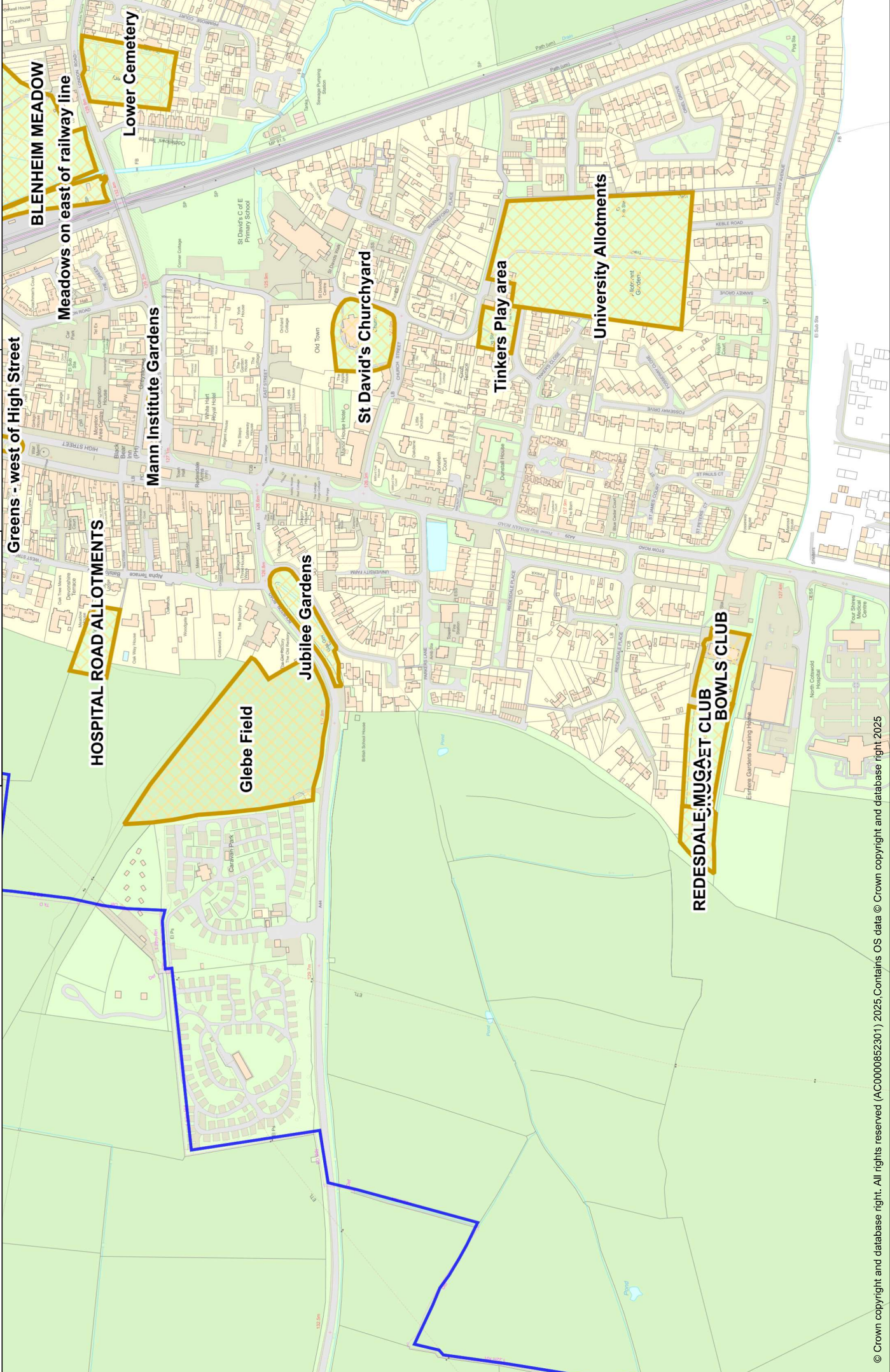


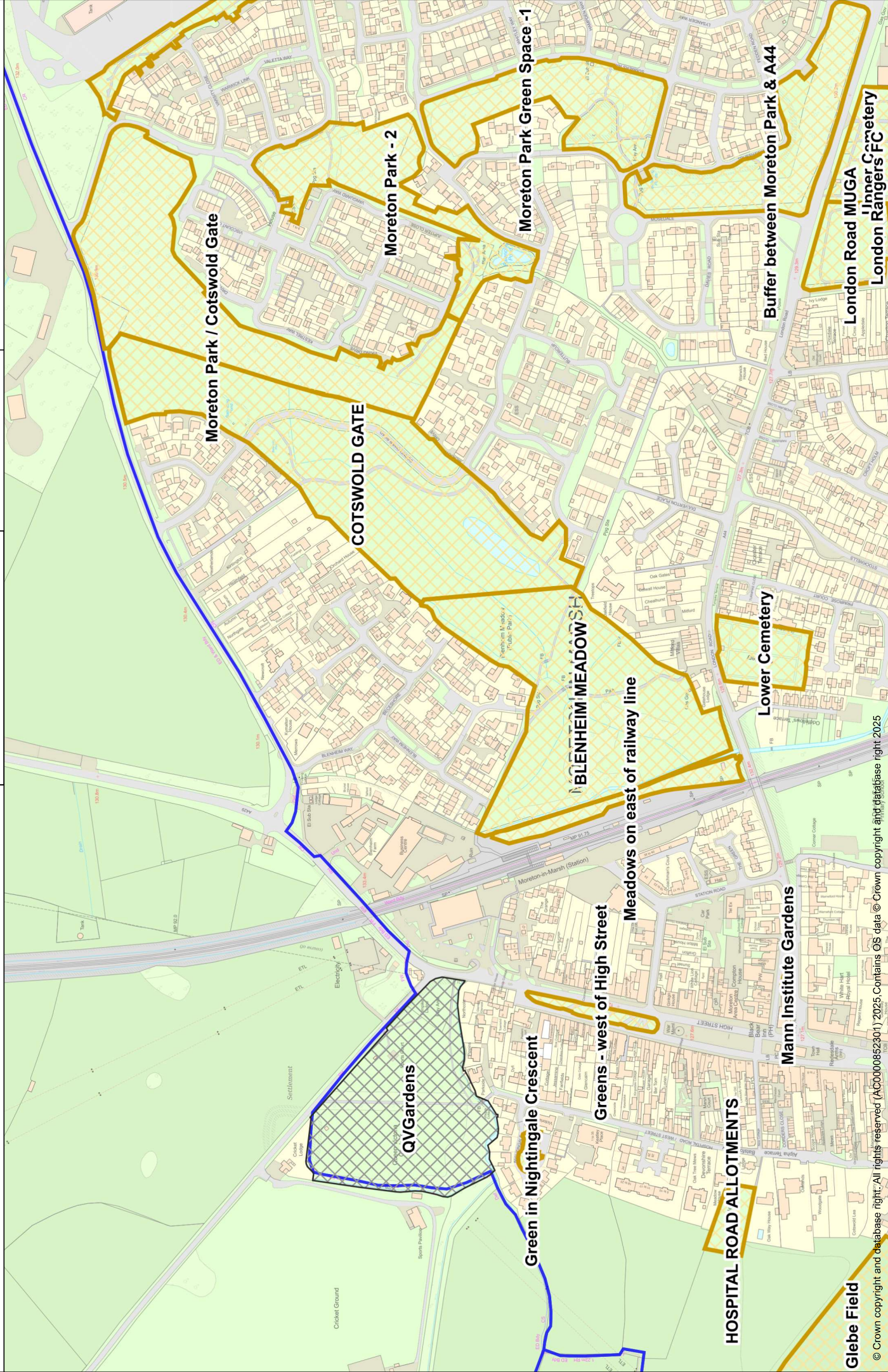
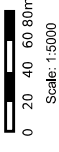
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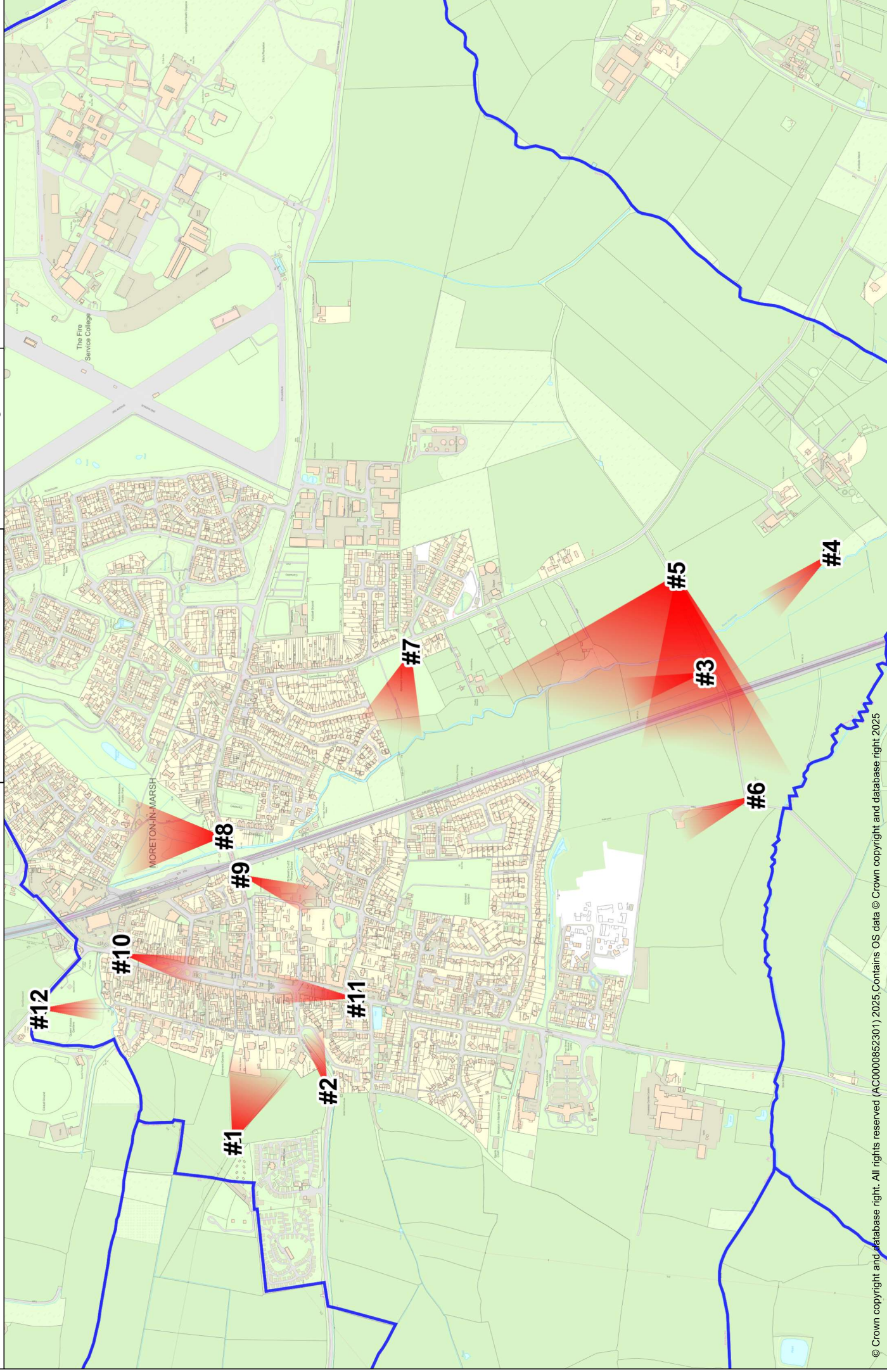




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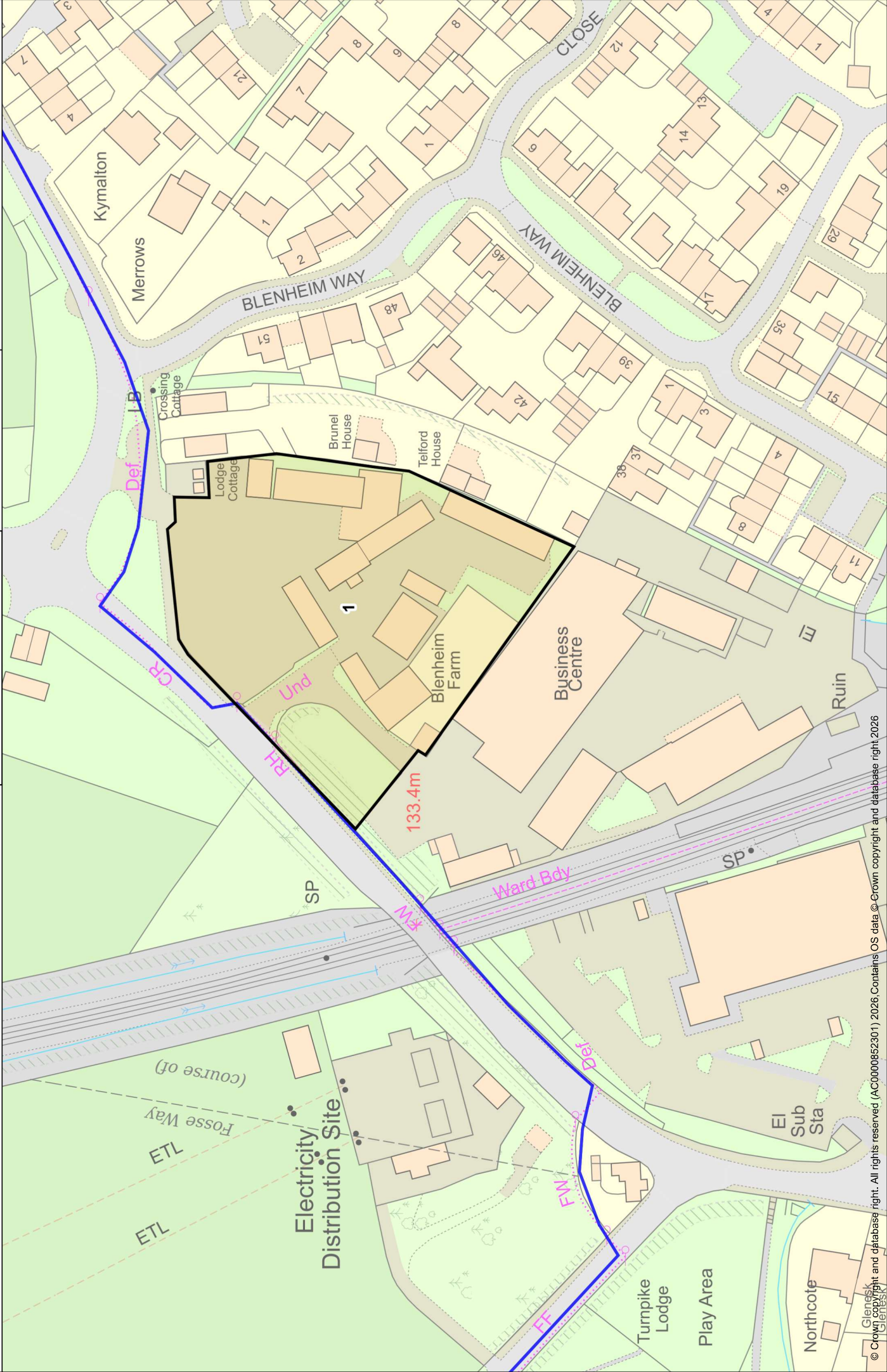
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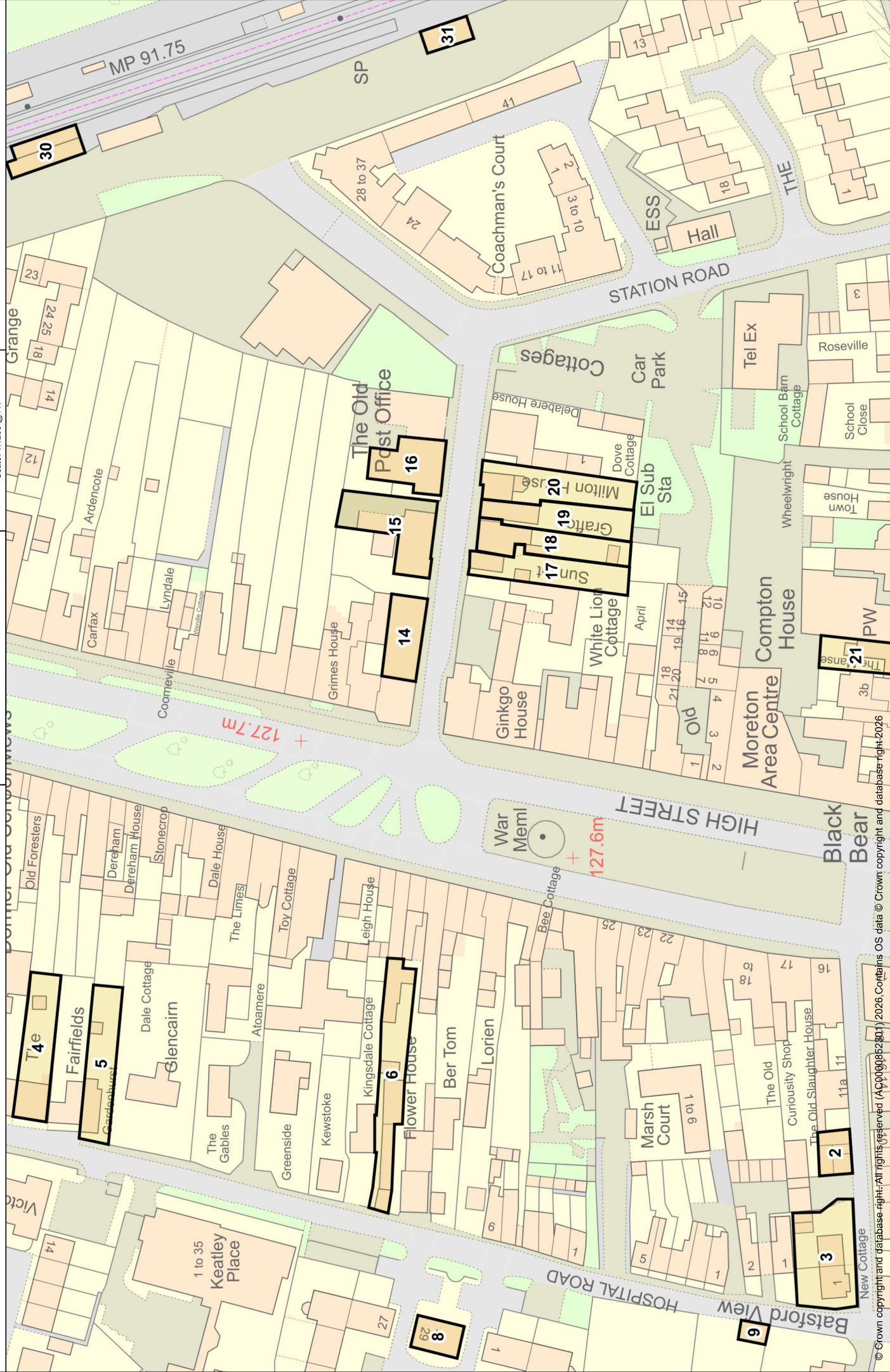
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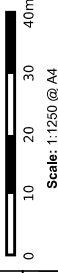
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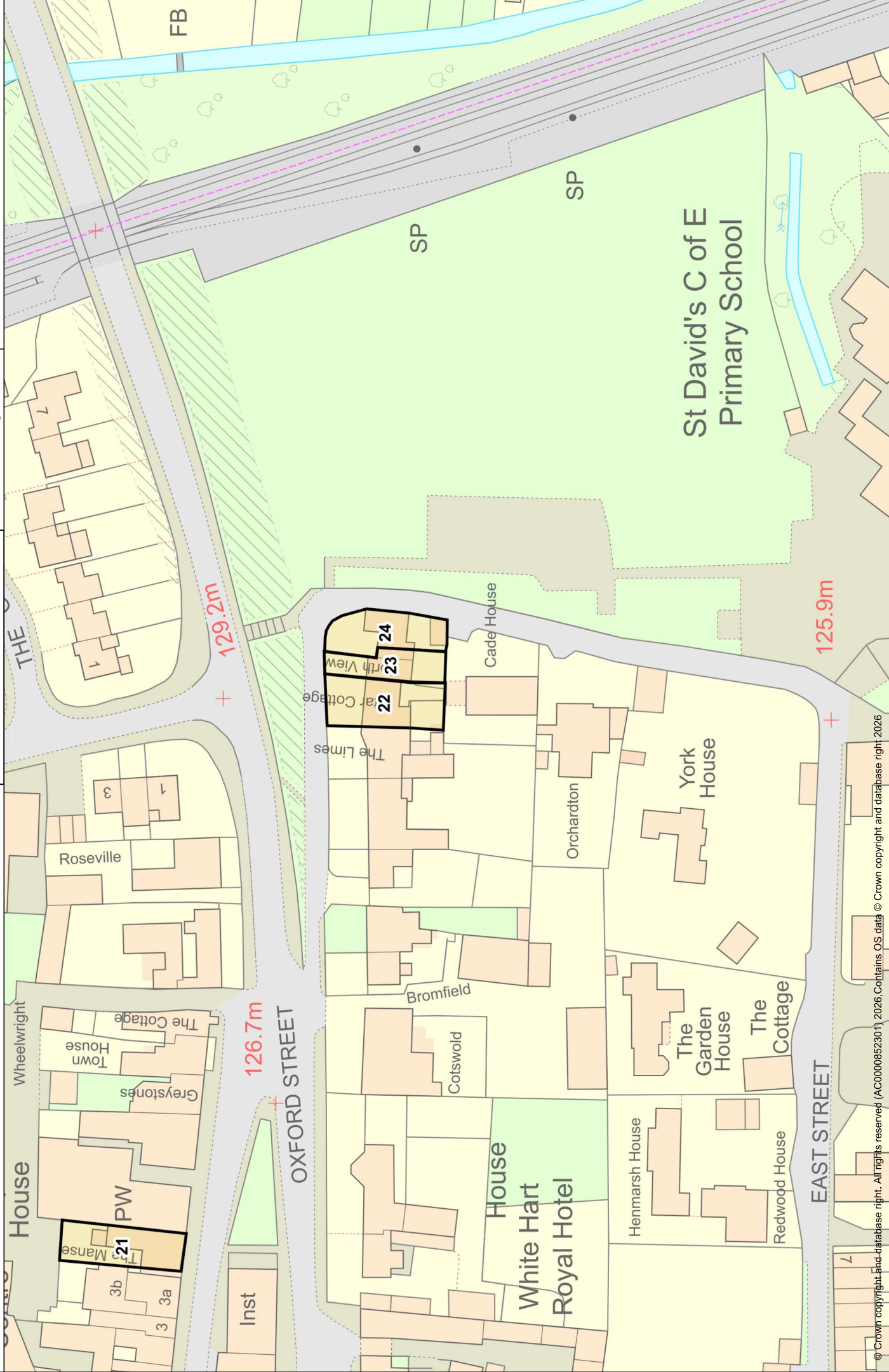
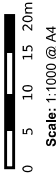
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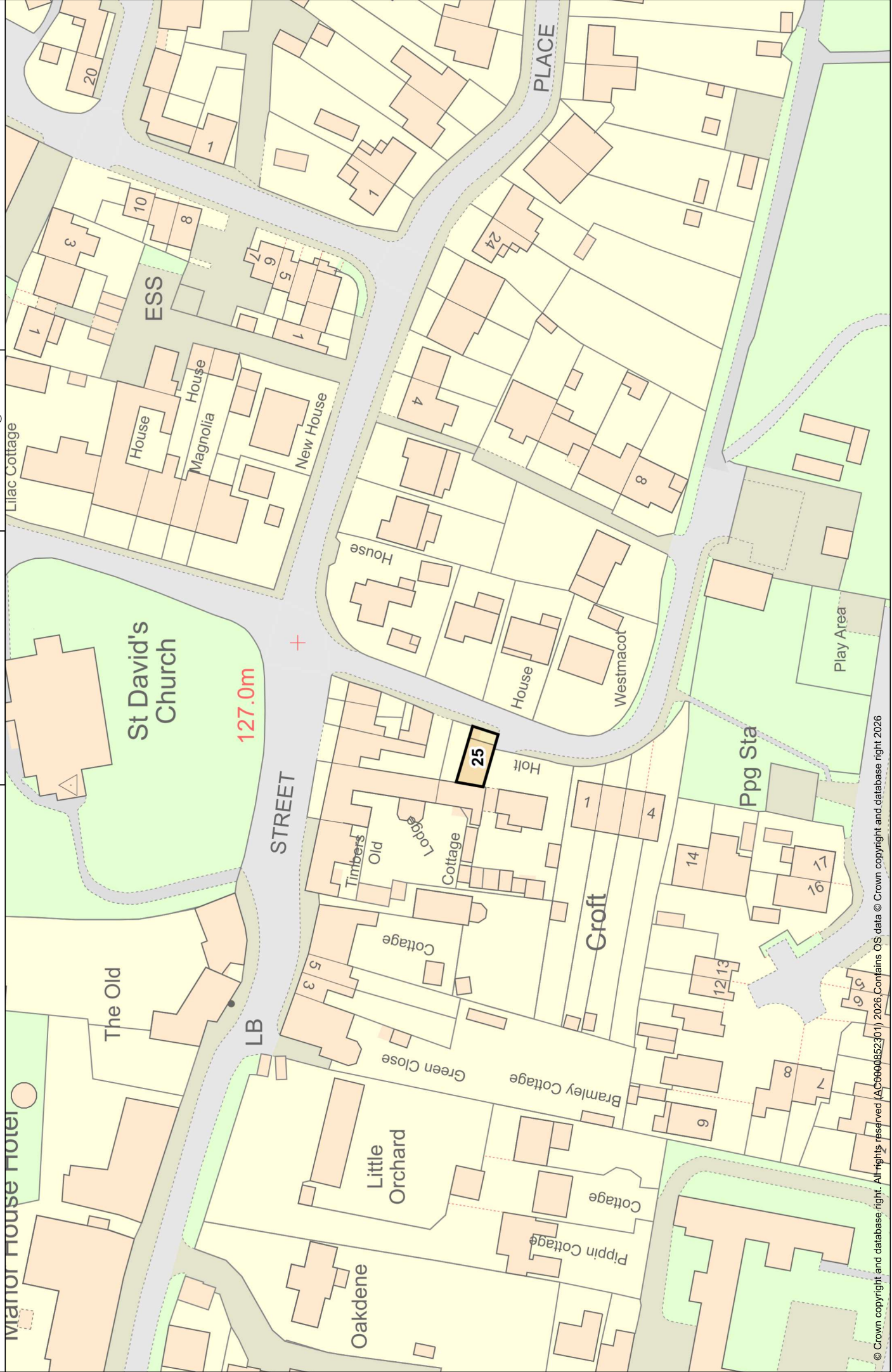
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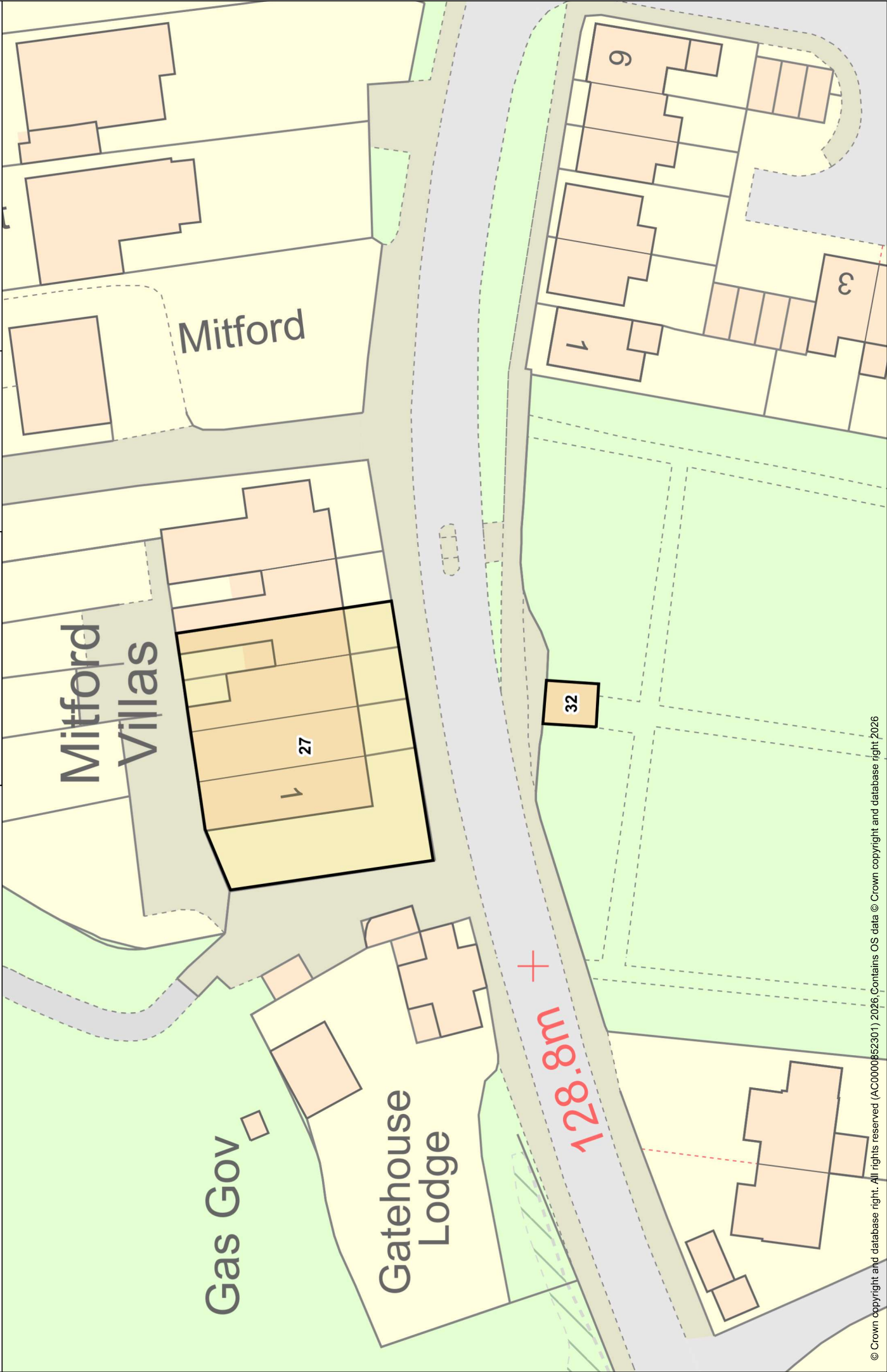
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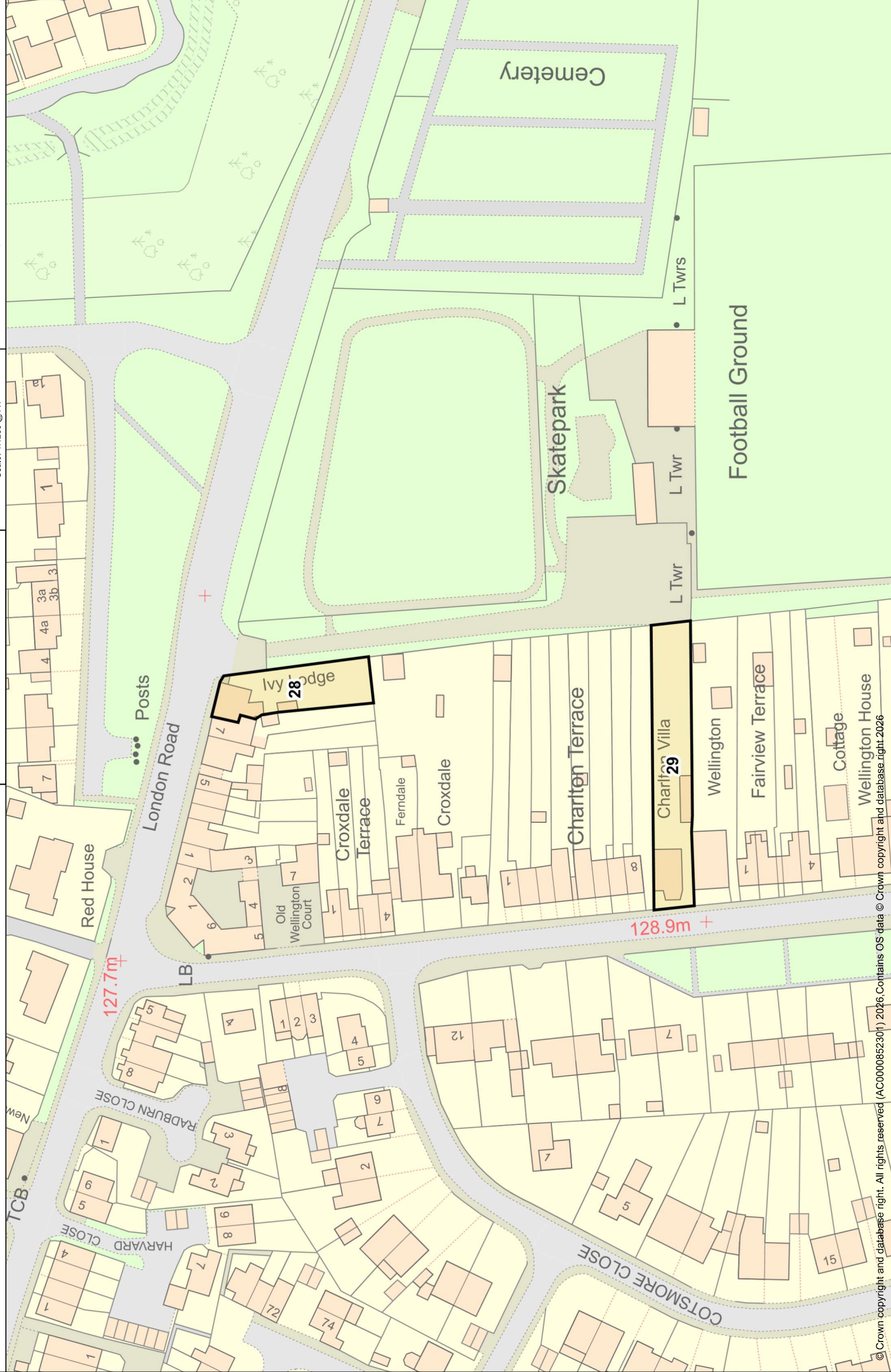
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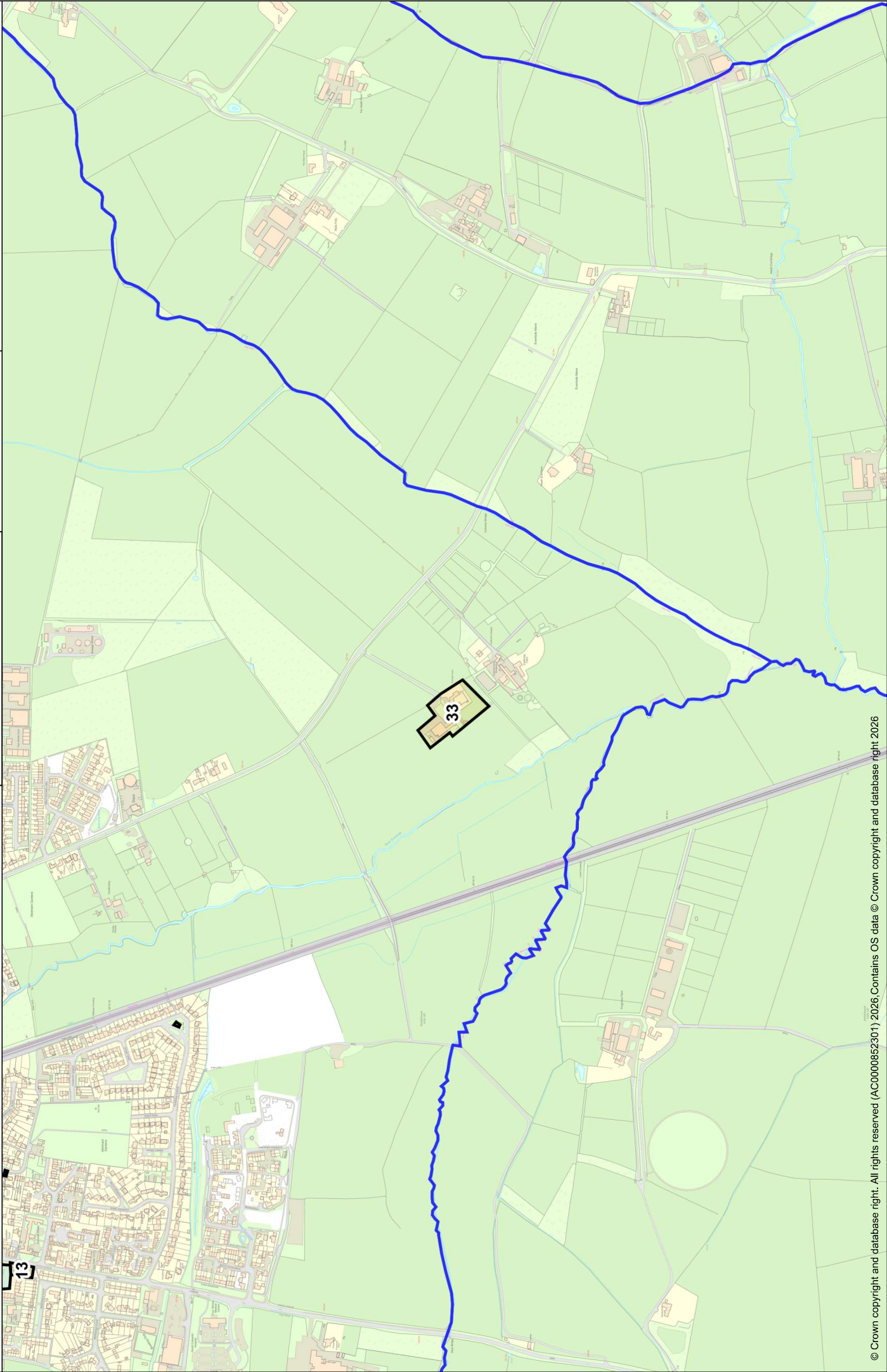
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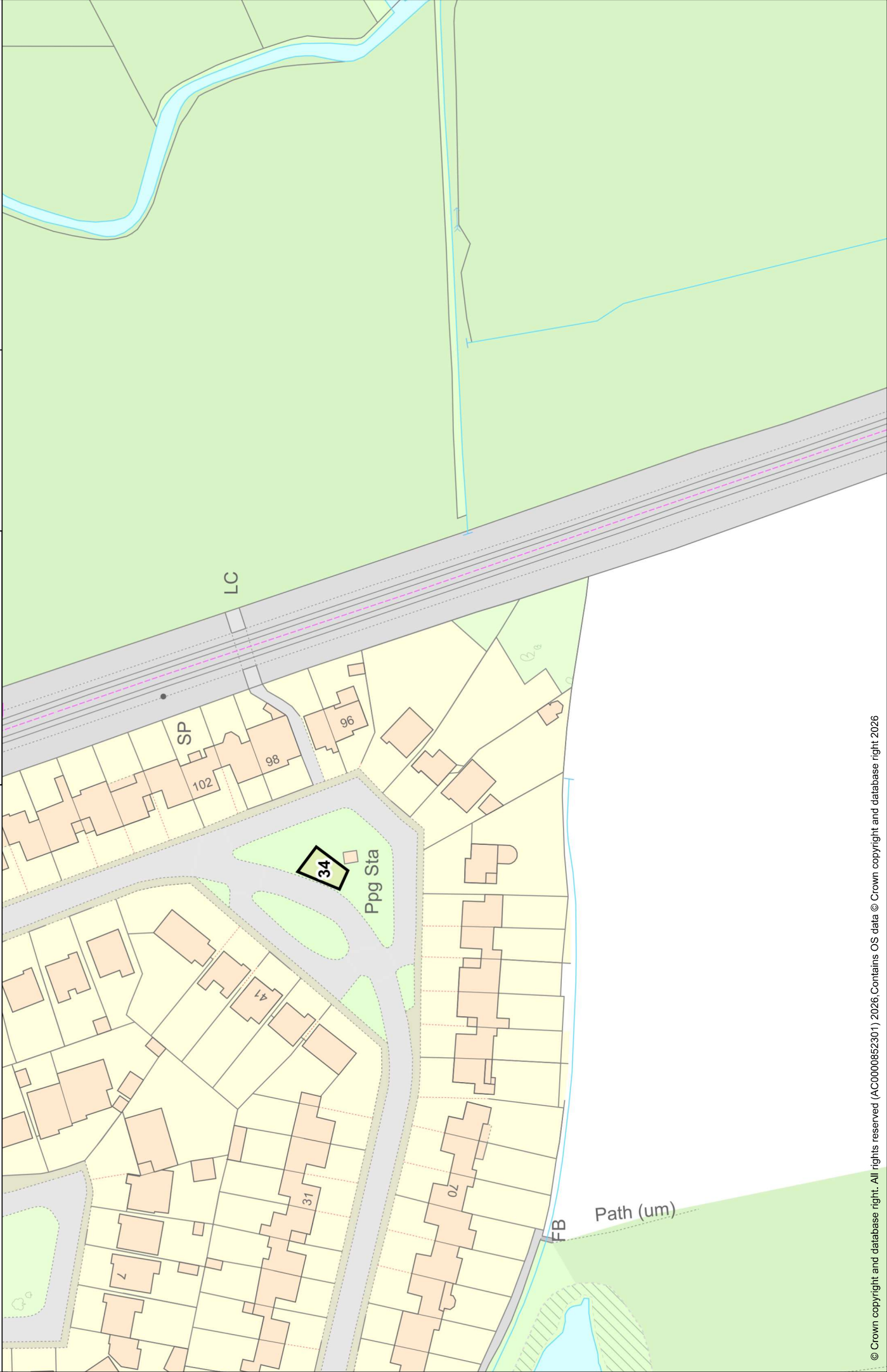
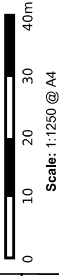
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Appendix A

MORETON-IN-MARSH COMMUNITY DESIGN STATEMENT



CONTENTS

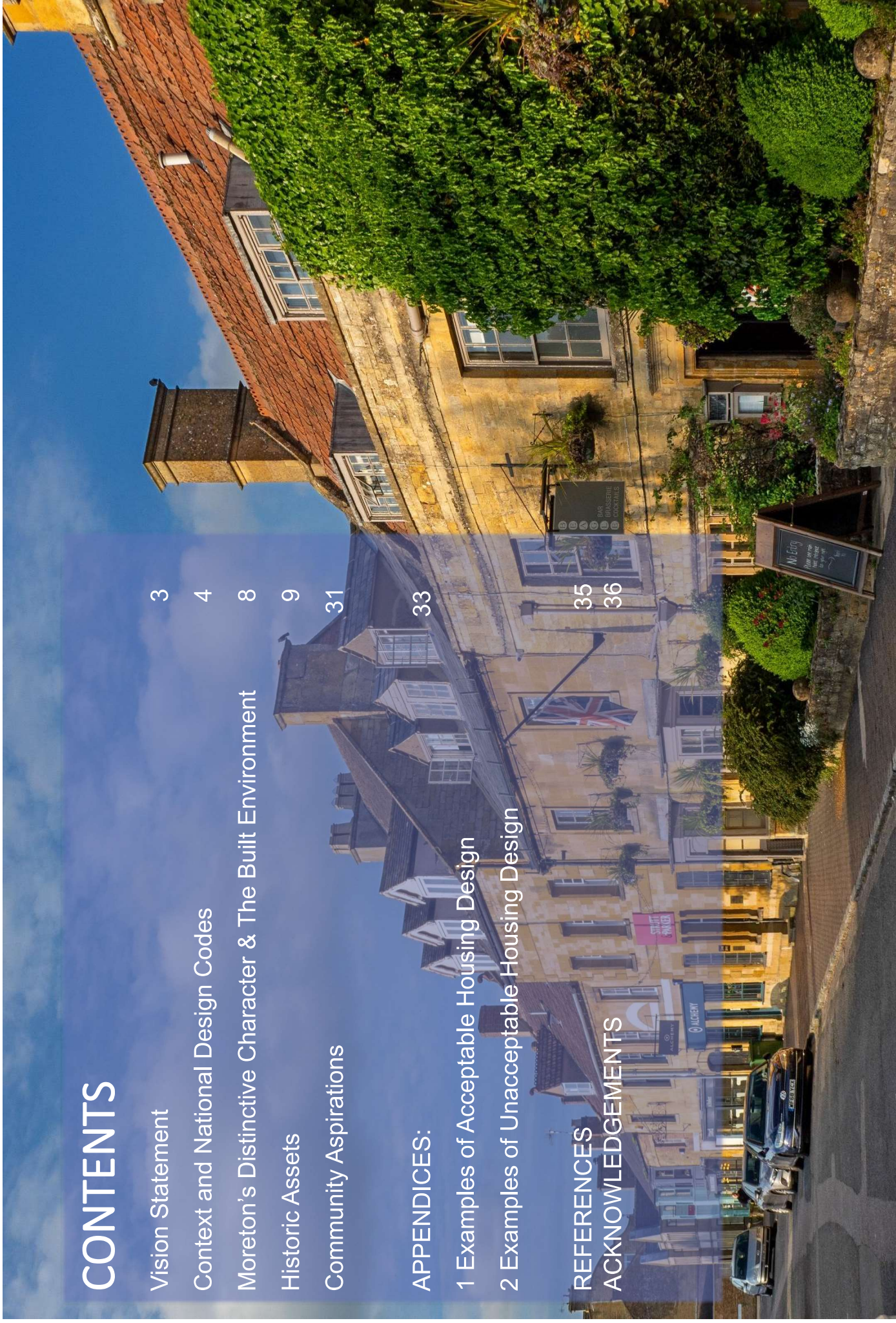
Vision Statement	3
Context and National Design Codes	4
Moreton's Distinctive Character & The Built Environment	8
Historic Assets	9
Community Aspirations	31

APPENDICES:

1 Examples of Acceptable Housing Design	33
2 Examples of Unacceptable Housing Design	35

REFERENCES ACKNOWLEDGEMENTS

35
36



“The home healthy, the house beautiful, the town pleasant”.

Planning Act 1909

VISION STATEMENT FOR MORETON IN MARSH

- 1.0 It is our aspiration to establish a default set of design principles, as part of forthcoming planning reforms, that will ensure future developments in Moreton-In-Marsh will be both well designed and beautiful. As an historic market town at the gateway to the Cotswolds National Landscape, protecting the unique and special character of Moreton as it continues to grow is of upmost importance. The Neighbourhood Plan and Community Design Statement therefore seek to support the *management* of change in the Town, not to prevent it.
- 1.1 The town centre is characterised by a particularly wide high street lined with many elegant 17th and 18th century buildings built in the honey-coloured Cotswold stone and separated by green areas of grass and trees. The buildings now have a mix of uses including retail, hospitality, services and residential. Some examples include the White Hart Royal, a former manor house in which King Charles I sheltered during the Civil War and the rare Curfew Tower with its original clock and bell. In the centre is the Redesdale Hall, the town's main public hall, which regularly holds community events as well as antiques and craft fairs. The town sits in a very rural setting, with attractive scenery made up of woods and agricultural fields which are threaded with many public footpaths.
- 1.2 There is a rich variety of architectural styles in Moreton-In-Marsh and any new development should contribute to this variety while being sympathetic to the existing character of this part of the Cotswolds. All new homes should reflect a gathered consensus. Both in the short-term: have greater architect and community involvement in the design, and in the longer-term, where homes built here in the next decade are those most cherished in one hundred years, like Georgian and Victorian architecture are today.
- 1.3 Building better requires innovation as well as some sensitive imitation – our planning system should support this. The National Planning Policy Framework (DEC 2024) to which we refer, places a solid emphasis on aesthetics. Para 131 “creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve” and features throughout the revised policy document. It was an absence of beauty in new housing that initiated a belief that utility, convenience, and developer profit too often drive development, resulting in mediocre, bland, ubiquitous buildings. Now the revised NPPF (Para 135), states that new developments should be “visually attractive as a result of good architecture, layout and appropriate and effective landscaping”.
- 1.4 Developers in Moreton-In-Marsh will be required to provide people with well-designed, aesthetically pleasing and affordable homes that make them feel better connected to nature and the surrounding countryside and provide a sense of fully belonging to the Cotswold National Landscape.
- 1.5 We want Moreton to continue to be a unique, pleasant, and characterful settlement, where the principles of the first planning act in 1909 are evident: “The home healthy, the house beautiful, the town pleasant”.

CONTEXT & NATIONAL DESIGN CODES

NB This design statement has been prepared as a result of the revised NPPF (2024) guidance: Paras 133 and 134 state: "All local planning authorities should prepare design guides or codes consistent with the principles set out in the National Design Guide and National Model Design Code, and which reflect local character and design preferences. Design guides and codes provide a local framework for creating beautiful and distinctive places with a consistent and high-quality standard of design" & "Design guides and codes can be prepared at an area-wide, neighbourhood or site-specific scale, and to carry weight in decision-making should be produced either as part of a plan or as supplementary planning documents"

2.0 In addition to Moreton-In-Marsh's locally developed guidelines, we wish to ensure that developers pay due regard to current relevant national design guidance, codes, standards, and toolkits, meeting standards and wherever viable, exceeding them.

The Moreton-In-Marsh Design Statement has therefore been prepared in accordance with the National Model Design Code (2021), for Well Designed Places, and with specific reference to the 'Context', the 'Identity' and the 'Built Form' of housing developments.

Particular attention is paid here to the requirements that homes be attractive and distinctive, as well as part of a coherent pattern of development.



Image from National Model Design Code 2021

2.1 Section 3A of the National Design Guide, provides guidance specifically for 'Built Form' and 'Identity'. (Para 53) 'The identity of an area comes not just from its built form and public spaces but from the design of its buildings. This is not about architectural style, but about key principles of building design. All new buildings should relate to the architectural character and materials of the surrounding area, but this should not be interpreted to mean that only pastiche reproductions will be required. Moreton seeks to combine the best of the modern with the history of the past.

Section 3B states that 'An understanding of the context, history and character of an area must influence the siting and design of new development' as set out in Guidance Notes Code Content: Context. This should be informed by:

A) Character studies: All schemes should consider their context and schemes over a specified size should be accompanied by a context study

B) Historic assets: Schemes should respect the historic assets of the site and its surroundings, making use of existing structures where possible'

Chapter 11 paragraph 129 (sections d and e) of The National Planning Policy Framework (2024) state that developments should take into account "the desirability of maintaining an area's prevailing character and setting", and places value on the "importance of securing well-designed, attractive and healthy places".

2.2. The National Planning Policy Framework (NPPF) 2024, Chapter 12, para 132 states that: 'Plans should, at the most appropriate level, set out a clear design vision and expectations, so that applicants have as much certainty as possible about what is likely to be acceptable. Design policies should be developed with local communities, so they reflect local aspirations, and are grounded in an understanding and evaluation of each area's defining characteristics. Neighbourhood planning groups can play an important role in identifying the special qualities of each area and explaining how this should be reflected in development, both through their own plans and by engaging in the production of design policy, guidance and codes by local planning authorities and developers'.

2.3 To facilitate efficient delivery of high-quality development, Local Planning Authorities should endeavour to engage both architects and developers who's work has attracted approbation and/or awards to ensure excellence of design. They should draw on relevant guidance and standards and promote the use of appropriate tools and techniques, such as Design Coding alongside urban design guidelines, detailed masterplans, village design statements, site briefs and community participation techniques. Source: Planning Policy Statement 3: Housing (DCLG, 2006).

The design of new residential properties is important. Developers will be expected to demonstrate in their applications that the design and layout of the proposed development is sympathetic to the character of its immediate surroundings while using some modern design techniques and features to future proof it and add variety to the environment in which it is sited. This is not only because such an approach should be expected of all residential developments in the twenty-first century but because Moreton-in-Marsh is a parish that has a rich heritage of quality residential development and wishes this tradition to be maintained.

2.4 Historic England's Planning White Paper (Planning for the Future, August 2020) includes a focus on incentivising design quality, through a greater role for design coding and design standards, encouraging and facilitating new development which is based on an understanding of each site's unique history, character and context, and thus creating distinctive new neighbourhoods. In the Moreton-In-Marsh Residents survey, 428 of the 473 respondents Strongly Agreed or Agreed with the statement that developments in the town should be 'of high quality design'.

2.5 The National Planning Policy Framework (NPPF) 2024. Chapter 12 (Paras 131 -141) concern 'Well Designed Places'. This emphasises the importance of setting clear expectations regarding design quality and refers to the role of design policies, design guidance, neighbourhood plans and frameworks such as Building for Life. Para 127 (c) states that planning policies and decisions should ensure that developments are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change.

2.6 It has long been accepted that there is a direct link between housing and health, and wellbeing. The Healthy Urban Development Unit identify decent and adequate housing as being critically important to health and wellbeing and the NPPF (para 132 section f), highlights the importance of ensuring safe and healthy living conditions: specifically the recommendation is that developments "create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users". Having access to good quality, suitable and secure housing has a profound impact on our health and wellbeing and, therefore, our quality of life. As summarised by Public Health England, "*the right home environment is critical to our health and wellbeing; good housing helps people stay healthy and provides a base from which to sustain a job, contribute to the community, and achieve a decent quality of life*".

The Academic Practitioner Partnership, in 'Good Housing, Better Health' (2016), places emphasis on Housing design and health. For example: 'internal layout and windows can provide good access to daylight which improves quality of life and reduces energy needed for lighting, and ventilation'. Good design can mitigate against potentially dangerous design features, such as stairs, uneven levels, or trip hazards.

2.7 'Happy by Design: A Guide to Architecture and Mental Wellbeing' (2019) explores the ways in which buildings, spaces and cities affect our moods. It reveals how architecture and design can make us happy and support mental health and explains how poor design can have the opposite effect. "We now spend more than 80% of our time in buildings, and this can affect our mood both positively and negatively. The quality of the places that we live, work and study therefore impacts (SIC) our happiness significantly".

2.8 The Building Better, Building Beautiful Commission was responsible for developing practical measures to ensure new housing developments meet the needs and expectations of communities, making them more likely to be welcomed, rather than resisted, by existing communities. The government welcomed their report ('Living with Beauty in 2020') and committed to implementing as many of the recommendations as possible.

2.9 Living with Beauty (2020), states that: 'beauty should be an essential condition for the grant of planning permission'. Further that: developments that 'violate the context in which they are placed' should NOT be permitted because: 'they destroy the sense of place and undermine the spirit of the community'.

The report also suggests that 'Local Plans should give local force to this national requirement, defining it through empirical research, including surveying local views on objective criteria'. It recommends that housing 'schemes should be turned down for being too ugly and such rejections should be publicised'.

2.10 Homes England is the national housing accelerator. 'Building for a Healthy Life' (2020) is Homes England's key measure of design quality. The document stipulates that developers should aim to 'create places that are memorable, with a locally inspired or otherwise distinctive character'. Developers should 'review the wider area for sources of inspiration. If distinctive local characteristics exist, delve deeper than architectural style and details. Where the local context is poor or generic, **do not use** this as a justification for more of the same'.

Poor generic housing examples from Homes England Guidance include:



Images from 'Homes England' Guidance document.

2.11 Developers should aim to really understand the place where a new development is proposed and understand how any distinctive characteristics can be incorporated as features. For example, by using existing assets as anchor features, such as mature trees and other existing features. Positive characteristics such as street types, landscape character, urban grain, plot shapes and sizes, building forms and materials being used to reflect local character.

2.12 The Chartered Institution of Highways & Transportation states that the design, appearance and functionality of Streets and Roads (that make up three-quarters of all public space), 'have a huge impact on the quality of people's lives as well as economic and social vitality'.

The best developments are those created by small builders who are more responsive to local needs and work on a more intimate scale. Exemplars include: 'Poundbury' in Dorchester; 'Borderville Farm' Stamford, Lincolnshire; 'Alderley Park', Nether Alderley, Cheshire; 'Park View', Woodstock Oxfordshire; Lovedon Fields, Hampshire and Sealey Wood in Horsley.

2.13 Developments that should be refused according to The National Planning Policy Framework (NPPF) 2024, Para 139, are those that do not meet the desired criteria. Specifically: “Development that is not **well designed** should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes”.

Conversely, “significant weight should be given to: a) development which reflects local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes; and/or b) outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings”

2.14 “Really beautiful villages are all made from the same material—stone in the Cotswolds, red brick in Essex—and there’s a lot of repetition. The trouble with the volume house builders is that they mix red brick, yellow brick, render, slate and weatherboarding in the same development, in an effort to create instant history—but that doesn’t fool anyone.” - architect Francis Terry, from Country Life: “Why most new-build housing in Britain is awful — and why it doesn’t have to be this way” by Clive Aslet August 4, 2021

THE DISTINCTIVE CHARACTER OF MORETON-IN-MARSH:

“We require from buildings two kinds of goodness: first, the doing their practical duty well: then that they be graceful and pleasing in doing it” John Ruskin

The National Model Design Code (2021), suggests that *local* design codes should exist to provide a set of simple, concise, illustrated design requirements that are visual and numerical wherever possible, to provide specific and detailed parameters for the physical development of a site or area, and that these should then be used as a toolkit to guide local planning authorities on the design parameters and issues that need to be considered and tailored to their **context**.

CONTEXT: EXAMPLES OF HISTORIC ASSETS:

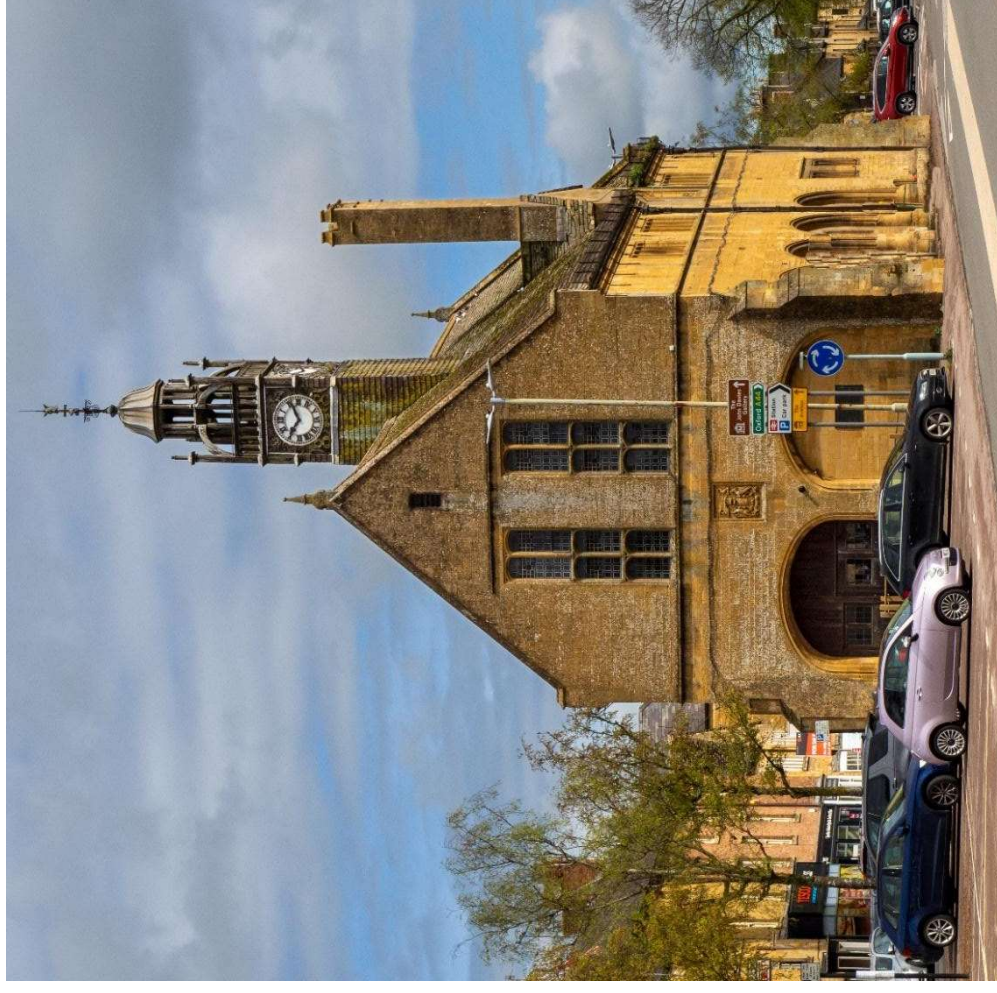
The Redesdale Hall

The Centre of the High Street is dominated by the REDESDALE MARKET HALL, which stands on an island site and adds great distinction to the town. This excellent Victorian Tudor building was designed by Sir Ernest George in 1887, with mullioned and transomed windows with Tudor arched heads. The arcade has now been filled in. The steep-pitched roof is covered in Cotswold stone slates, and there is a nicely proportioned clock-turret and a tall castellated chimney

In 2019 Redesdale Hall was voted to be the best-loved building in Moreton-in-Marsh.

The Redesdale Hall is Grade II Listed, and was designed by notable British architect Sir Ernest George and built in 1887 by Sir Algernon Freeman-Mitford, the first Baron Redesdale and Lord of the Manor of Moreton-in-Marsh.

The original intention was that the hall be used 'for the betterment of the local people.'



The Curfew Tower

Grade II Scheduled Monument.

The Curfew Tower is one of the oldest structures in the town, and it played an integral part in life here from the 16th century onwards. It fronts directly on to the medieval and post-medieval marketplace and is known to have acted as a lock up for local drunks and minor criminals for much of its history as there was no other provision for their confinement within the town. The monument includes a 16th century bell tower, known as the Curfew Tower, situated on the east side of the High Street on the corner of Oxford Street in the centre of Moreton-in-Marsh. The Curfew Tower comprises a stone structure with a stone slate roof and gabled turret and may be the oldest public building in the town. It has a four-centred arched stone doorway on the west side, above which is a smaller loft doorway, while in the south elevation is a very small round-headed window. The tower contains a bell and clock dated to 1633 and 1648 respectively. Next to the bell is a pulley wheel and there is a weathervane in the form of a cockerel above the bell.



The Mann Institute and Gardens

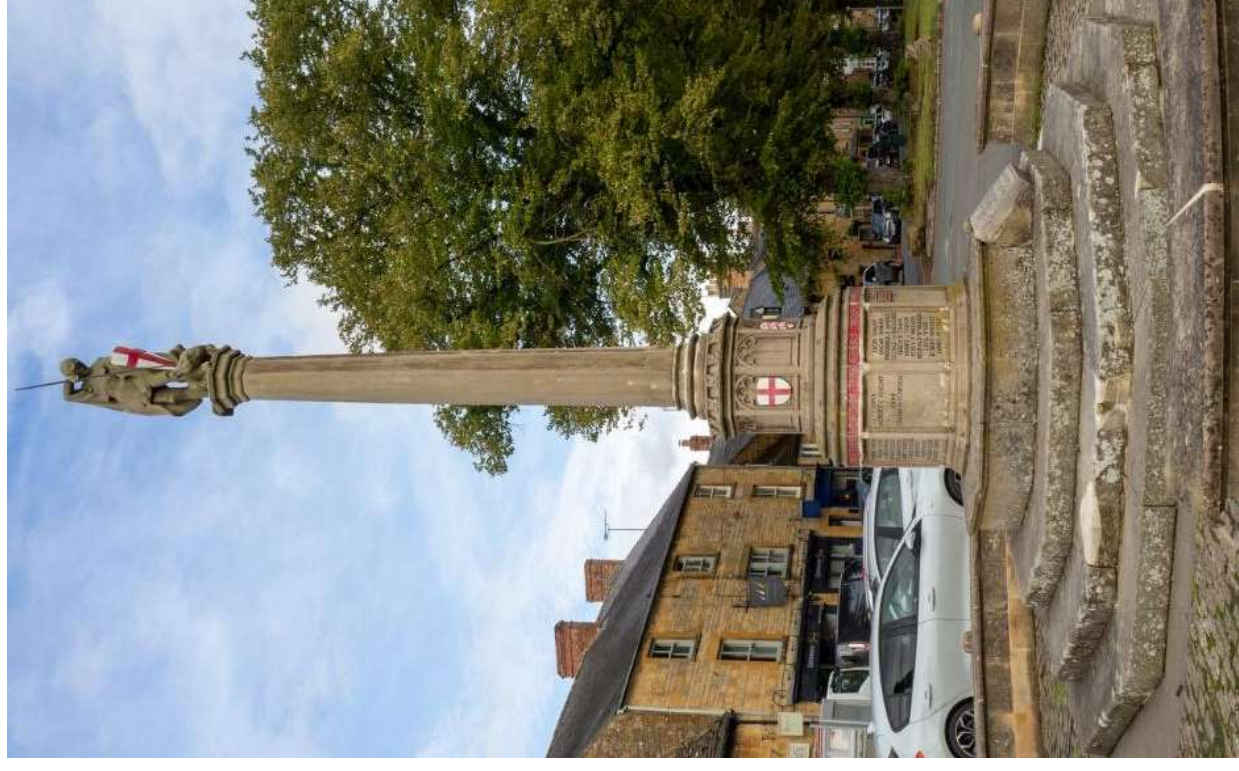
The Mann Institute was built in 1891 of rusticated stone with a timber-framed gable-end by Miss Edith Mann, in memory of her father, Dr. John Mann (son of the first Congregational minister), as a working men's club. The institute was endowed by Miss Mann by will proved in 1902, and in 1903 a Scheme was drawn up for its administration by trustees including the rector and the Congregational minister. The site was conveyed to the trustees by Miss Elizabeth Mann in 1904. The Mann Institute included a hall, reading room, and recreation rooms and a flat for the use of women and children from the Canning Town Settlement (London) for holidays. In 1962 the Mann Institute was in use also as a men's club. Today it is Tyack's architectural practice.

The inscription on the plaque from Ruskin: 'Every noble life leaves the fibre of it interwoven for ever in the Work of the World.'

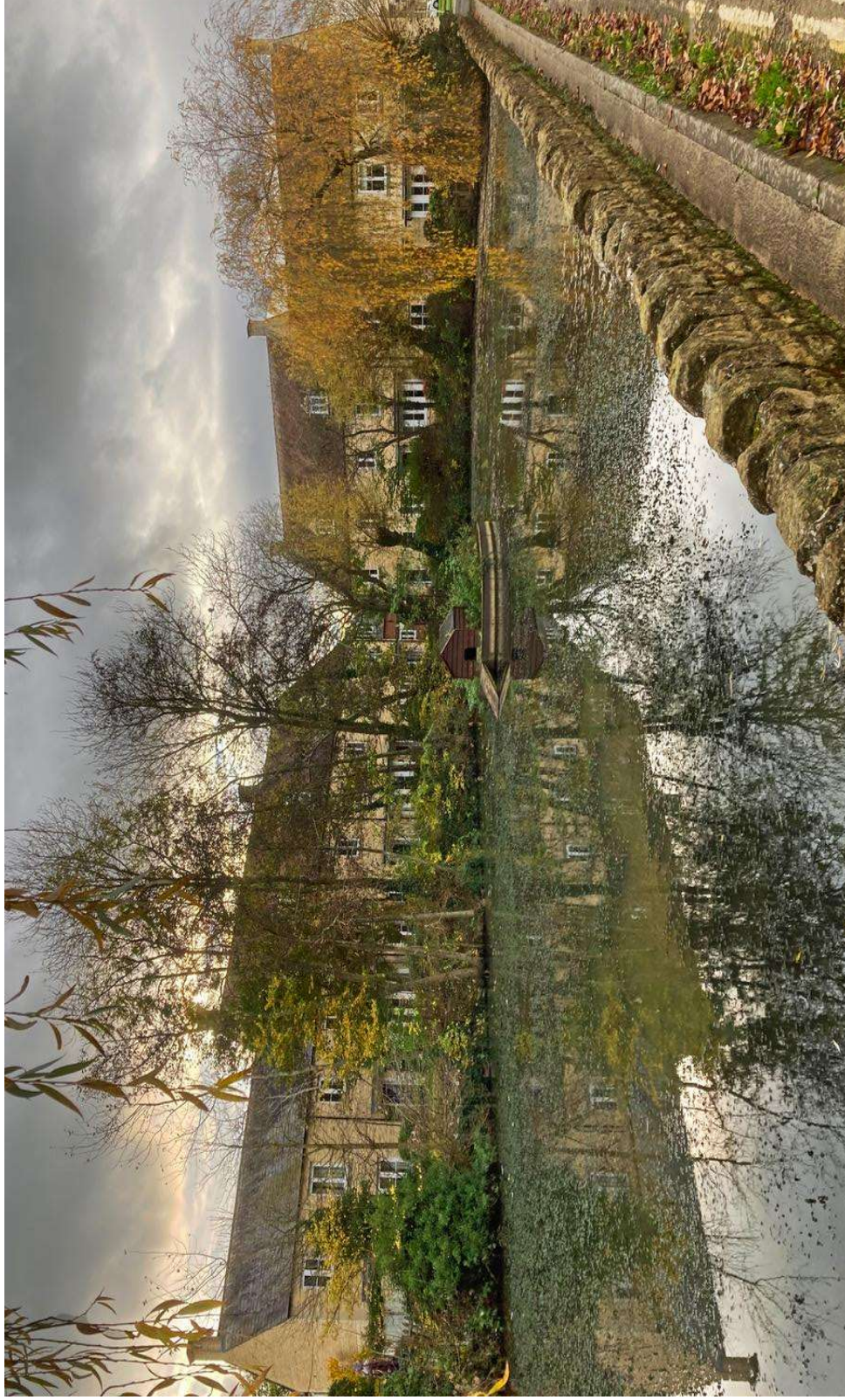


The War Memorial

Designed by Guy Dawber and unveiled in 1921 to commemorate the men of Batsford and Moreton-in-Marsh who died in the First World War. It was built from Hollington Stone from Derbyshire, and measures 24 feet tall on a flight of five steps.



Horse Pool / Duck Pond



Pond House

Built sometime between 1821 and 1885, on land formerly known as 'The Close' owned by Samuel Lardner. Two-storey double-fronted stone-built house with slate roof and four chimneys. Facade is symmetrical apart from the middle first-floor window which is off-centre. Doorway has pediment and three steps flanked by pillars. Five six-over-six sash windows.



WI Hall



Built in 1821 and converted in 1954. Originally a terrace of three or four one- and a-half storey cottages. Set back from the road behind what would have been front gardens. Built of stone with a stone tiled roof and coped gables. The unit with the projecting porch has two casement windows with segmental arches at ground floor level, and two first floor/dormer windows with flat lintels. The unit to its right has its own door and two casement windows with timber lintels, and no windows at first floor level.

St David's Church

Grade II listed (Listing Date: 30 June 1983)

Mostly rebuilt in 1858 by Poulton & Woodman of Reading (usually architects of Nonconformist and cemetery chapels). Nave of five bays, chancel, N and S aisles, S chapel, W tower in three stages with spire, and vestry. In 1790 the nave had been enlarged and the roof raised, but the rebuilding in 1858 was carried out in c13 and c14 styles. In 1860 the small c16 tower was demolished and a tower of golden ashlar built, with battlements, pinnacles, and an octagonal spire with gabled pointed lucarnes on four sides. In 1892 the chancel and S aisle were enlarged by E. H. Lingen Barker; the E end of the S aisle was first used as a chapel in 1927. The interior is limewashed, including the piers of the arcades. The chancel SCREEN is by Bligh Bond, erected in 1910. STAINED GLASS in the E window by Lavers & Westlake, 1858, and one window in the N aisle 1898 by Kempe. – Plate. Chalice and Paten cover, 1576. – In the churchyard iron GATES by John S. Scott, c 1960.



The church at Moreton-in-Marsh was originally a chapel of ease for Bourton-on-the-Hill, and the oldest part of the settlement was around the church. Later the town developed on the Fosse Way.

The St David's Centre



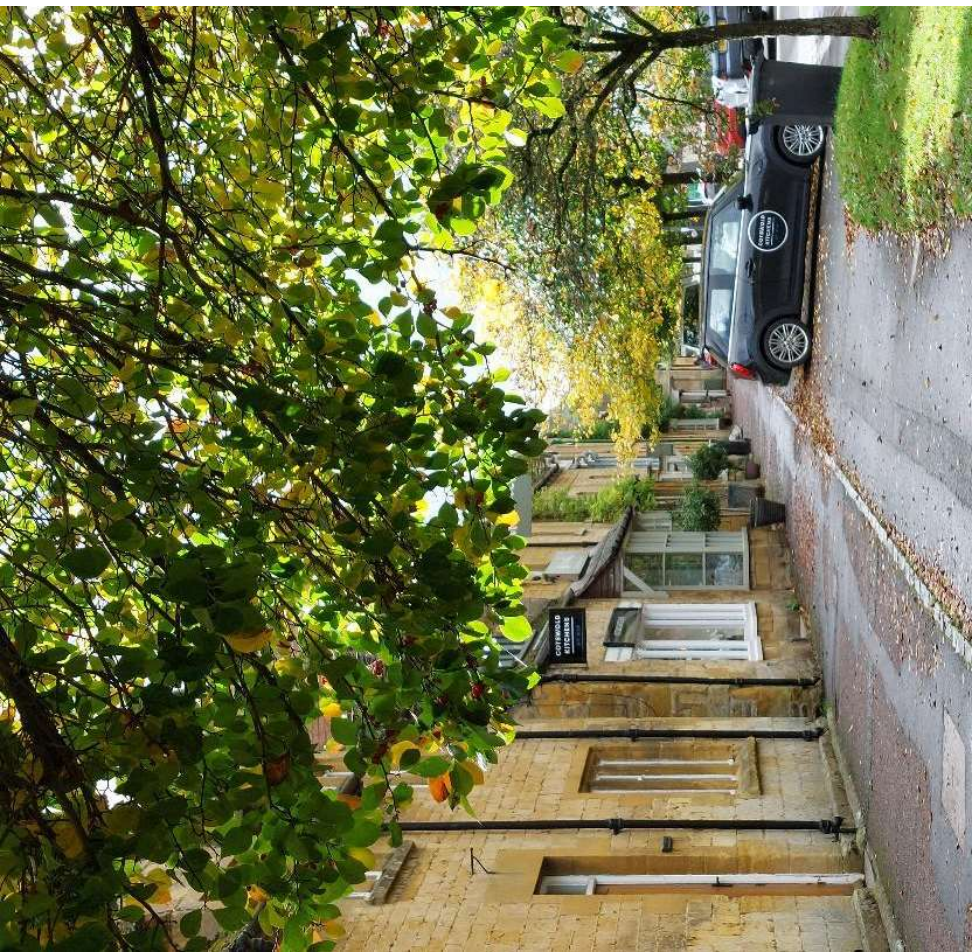
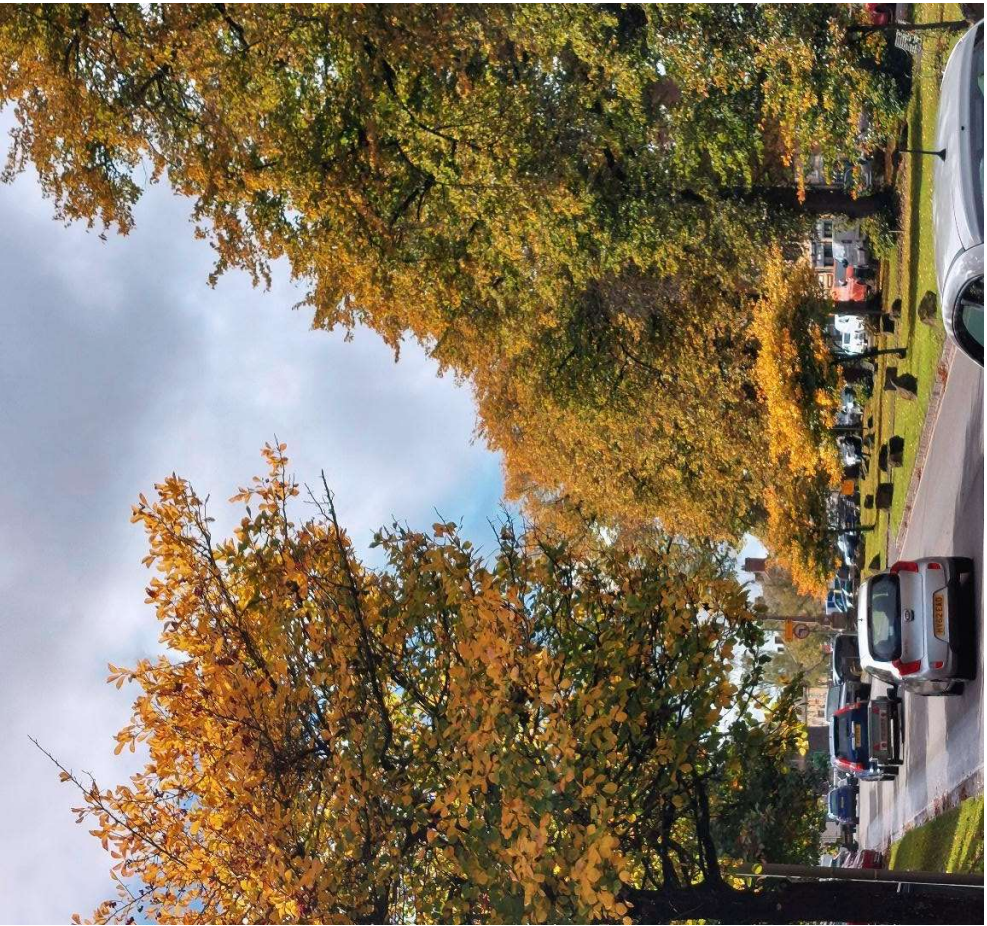
St David's House

St. David's House, an 18th-century house, of two storeys with dormers, three windows with moulded stone architraves and triple keystones, and a door with a fanlight: pilasters to full height, in Church Street, stands in a row which includes a 17th-century house. It has a Cotswold stone roof with moulded stone eaves cornice, and stone pilasters. The house is close to St. David's Well which was considered to be a holy well and was used for curing sore eyes.



The High Street





The Old Police Station

The Old Police Station, High Street West. Built 1897. Two-storey stone-built building with stone tiled roof and two chimneys. Set back from road frontage behind low stone wall surmounted by iron railings. Central doorway and bay window to right at ground floor. Segmental arches above string course over doorway and window to left, and above first floor window to right. Closed 2011 and converted into two dwellings in 2012.



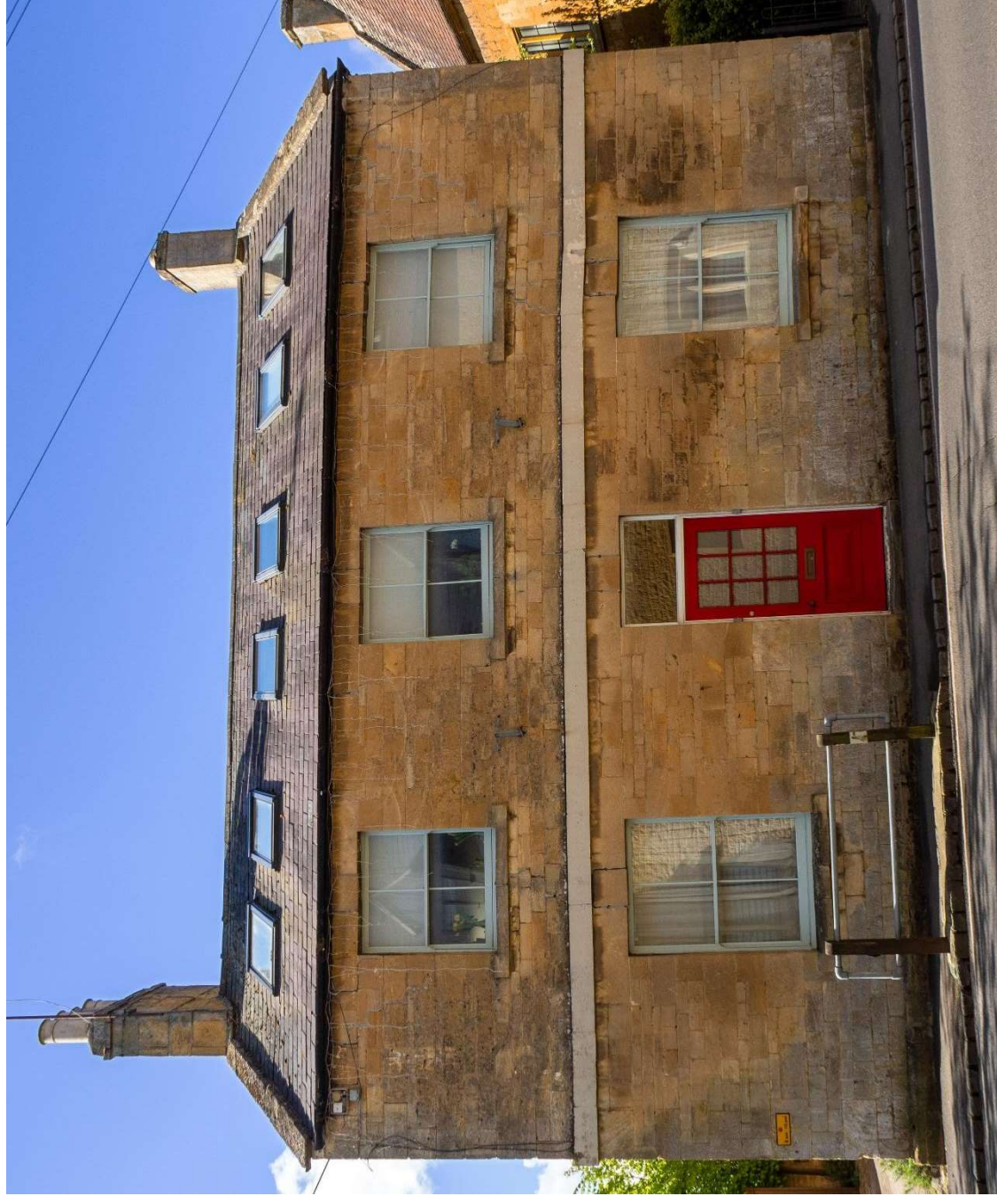
The Steps

The Palladian Town House from the mid-18th Century, is regarded as the most important house in Moreton. It sports some handsome neoclassical features such as semicircular windows, balustraded parapet and double flight of steps. Grade II listed.



Delabere House (formerly The Railway Inn), New Road

Built sometime between 1821 and 1878. Detached building facing New Street. Two storeys, built of stone with brick extension to rear. Facade: central doorway with sash window either side, substantial string course, and three sash windows at first floor level. East facing side elevation: a single sash window to each storey and ghost signs. West-facing side elevation has two windows at ground floor and two windows at first floor. Formerly The Railway Inn. By 1878 it was the meeting place of the Oddfellows Loyal Good Intent Lodge. The ghost signs are visible on historic photographs.



Lyes Cottage

Within Conservation Area. Built sometime between 1821 and 1885. Detached one-and-a-half storey stone-built cottage, with later rear extension. Oriel window with decorative stonework at first floor level. Bargeboards of the three gables have modillions and a suspended finial.



Turnpike Lodge

Standing on the junction of the Fosseway and Batsford Road, this Tudor Gothic style lodge was built in the 19th Century.



Wellington Terrace

Built in 1860. Row of seven stone-built terraced houses adjoining Wellington House on its south side. Set back from Evenlode Road by small gardens defined by low stone walls with a wrought iron gate. Two storeys with attics. Slate roof with seven chimneys. Facade – each property has a doorway and a square window at ground, first and second floor level. All fenestration is UPVC and exhibits variation in style.



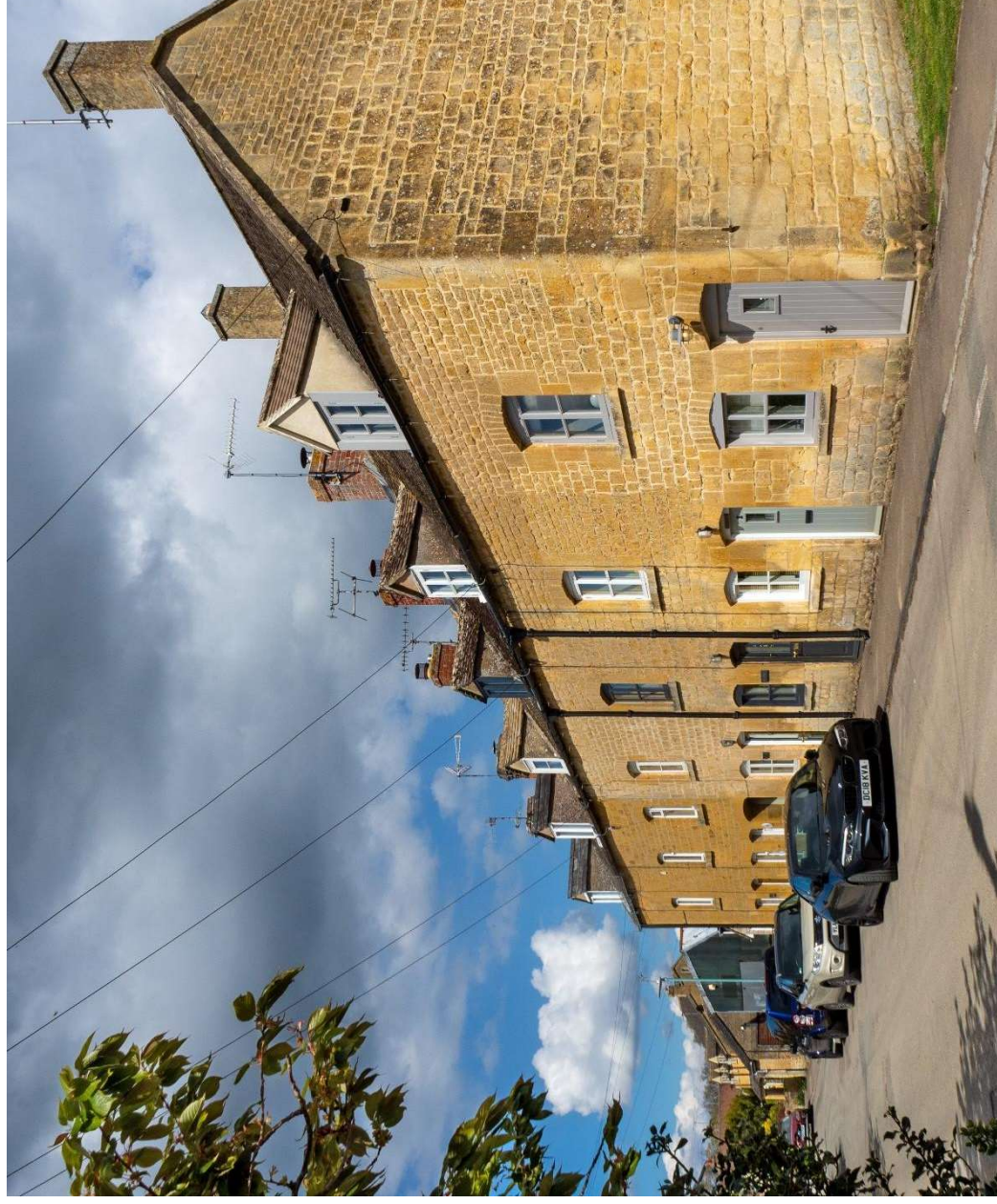
Devonshire Terrace

Built sometime between 1821 and 1885. Row of five terraced brick-built houses, directly fronting Hospital Road. Two storeys with attics. Slate roof with three brick chimneys. The facade bears traces of a painted sign (DEVONSHIRE TERRACE). Possibly associated with the Loyal Cotswold Lodge of the Oddfellows (two such terraces are recorded on Hospital Road but not named). Facade - doorways have Cotswold stone arch with tripartite fanlight; each property has a single six-over-six sash window with plain Cotswold stone lintel and cill at each floor level. Dormer windows to attics.



Alpha Terrace, Hospital Road

Built sometime between 1821 and 1885. Row of six terraced stone-built houses, directly fronting Hospital Road. Two storeys with attics. Slate roof and brick chimney to each property. The doorways on the facade have simple stone arches. Each property has a single two casement window at each floor level but all are replacements of originals.



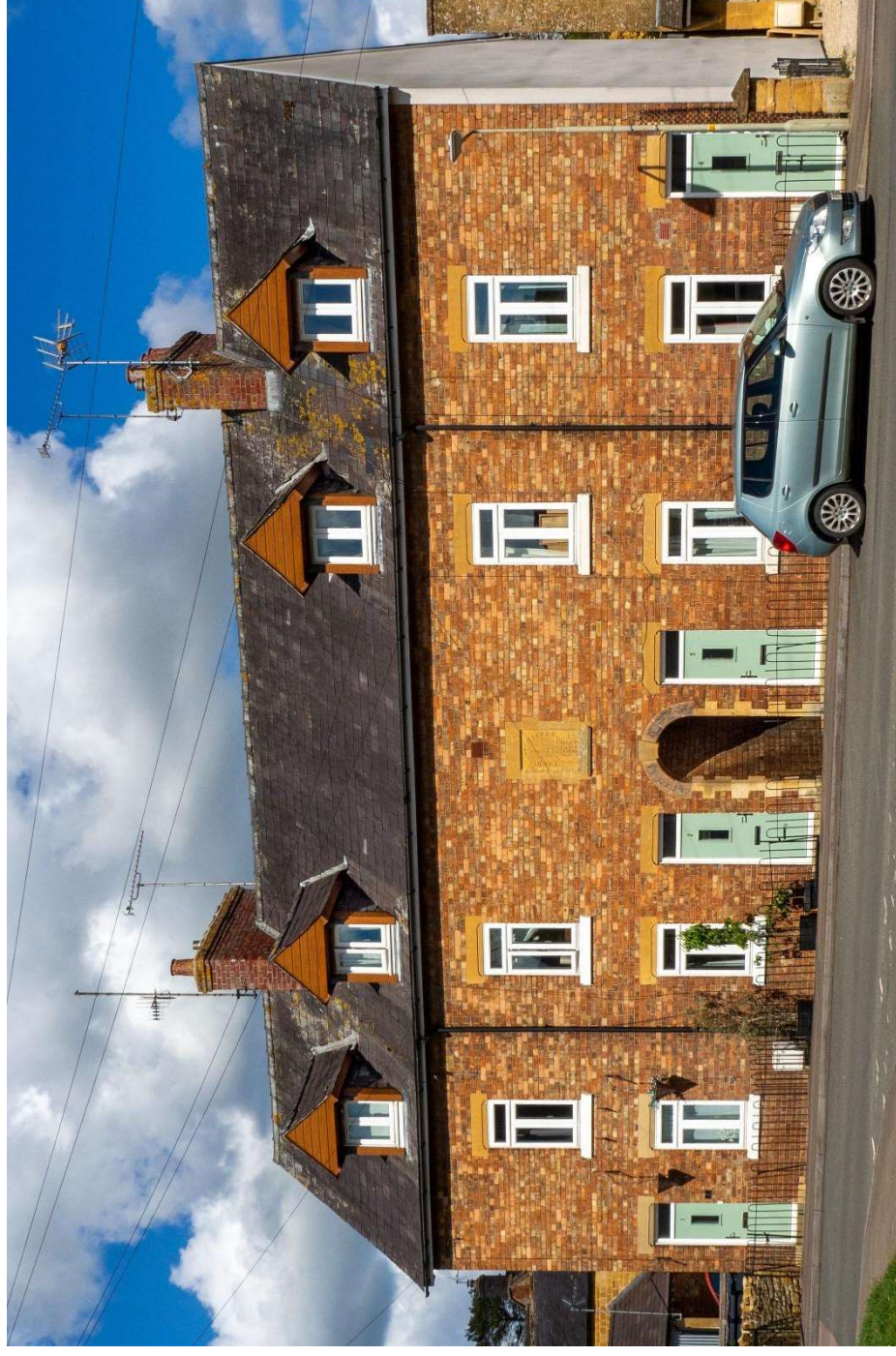
Croft Terrace, Old Town

Built in 1908, by the Loyal Cotswold Lodge of the Oddfellows. Row of four terraced brick-built houses, set back from the road behind small front gardens. Two storeys with attics. Slate roof with four brick chimneys. The facade bears a plaque (CROFT TERRACE 1908). Each property has a doorway and a single tripartite window at ground floor level (two casements either side of fixed light), a two casement window at first floor level, and a two-casement dormer window to the attic. All of the windows have stone cills and segmental brick arches.



Croxdale Terrace, Evenlode Road

Built in 1899, by the Loyal Cotswold Lodge of the Oddfellows. Row of four terraced brick-built houses, set back slightly from the Evenlode Road frontage behind railings. Two storeys with attics. Slate roof with two brick chimneys. A central arched passageway between the two pairs provides access to the rear gardens; the arch is painted "CROXDALE TERRACE", with plaque placed above (GOOD INTENT LODGE MUJOOOF 5749 1899 AD). The facade of each property has a doorway and single windows at ground and first floor level (three-casement UPVC) and a dormer window (two casement UPVC) to attic. Uniformity of doors and fenestration provides visual coherence, despite their being modern replacements



COMMUNITY ASPIRATIONS:

“When we build ... let it not be for present delights nor for present use alone. Let it be such work as our descendants will thank us for...” John Ruskin

The Community of Moreton-In-Marsh, want any new development to take the greatest care to include green spaces, safe footpaths, cycle paths and trees.

The Community feel strongly that the construction of all new developments should be planned to have the least disruptive impact on the neighbours of the development, its traffic, and its business community. There should be adequate consultation and constructive dialogue with all affected residents and businesses at the earliest possible stage, and this should continue until sites are fully developed and occupied.

As a result of the MIM NDP Initial Consultation event we know that Moreton residents have a desire for better walking routes, better connectivity of footpaths and cycleways and better lighting and signage, and more access to the countryside and wildlife areas.

The most popular descriptions of Moreton were “traditional market town” and “historic, busy, picturesque”, with the historic buildings being the most popular feature, so these should act as a strong guide for all new developments.

The Redesdale Hall was cited as the most popular landmark feature, and Victoria Park was voted as being the most popular green space in Moreton. Therefore, conserving and enhancing these areas ought to be the starting point for the use of CIL monies as and when appropriate.

MORETON IN MARSH SPECIFIC GUIDANCE:

Moreton expects that all new developments should seek tenders from a variety of developers and should include **at least one** small builder/master planner with a proven track record of successful, innovative and architecturally interesting design.

Moreton would like planning and architectural design to be guided by the principle that “pastiche is never successful” (CDC Conservation Officer 2024) The critical line between thin pastiche and genuine invention rooted in past principle is rarely drawn.

All boundaries to new properties should be demarcated with either: native hedgerow plants, Cotswold stone walls, wooden fencing, or metal railings consistent with the historic nature of the town.

All boundaries to properties are to have hedgehog holes (1 ground 13cm hole every 3 metres)

Swift boxes should be installed where possible.

Dwellings should be grouped around garden squares, or courtyards with trees and grass to promote social cohesion and give children a safe place to play near to home.

Residential parking provision should be hidden from view e.g. behind homes in designated spaces ensuring that parking is not on the street obscuring front vistas, entrances and pavements. This is essential for safety of children at play, as well as access for emergency vehicles. This requirement also serves an aesthetic purpose, ensuring that developments and public areas achieve the desired 'beautiful' standard. If garages for parking are to be provided, these should be fully accessible and should be large enough to accommodate the average modern family car with its doors open.

Storage areas away from the front of properties should be included for all waste bins and recycling containers, ideally accessible to waste disposal personnel without the need to have these items placed on pavements or at the front of properties.

Renewable energy fundamentals should be integrated aesthetically into the design of properties, and not added ad hoc in an aesthetically incongruent way.

Planting in shared green spaces should be native British species only, and where possible reflect the indigenous planting of the North Cotswolds. Specifically, developers should avoid Leylandii, Cherry Laurel, and Eucalyptus.

Building materials used should reflect the current distinctive nature of the North Cotswolds and reflect the historic assets of the town to ensure a visual cohesion. Developers should also seek to balance this with the utilisation of modern 'design' and materials that complement our historic assets, not only for visual interest but to manage their obligations for sustainability and environmentally friendly buildings.

All properties should have access to outside space. A house should have a garden at least the size of the footprint of the house, and all flats should have a balcony space.

Where **nearby** allotments are not available, developers should allocate a proportion of the development area to be given over to allotments for residents of that development (allowing 1 allotment space (250m²) for every 10 dwellings),

Where allotments are not required developers should aim to include a community herb garden /orchard for the enjoyment of residents.

APPENDICES

APPENDIX 1

EXAMPLES OF DEVELOPMENTS THAT CONSTITUTE 'HIGH QUALITY DESIGN'

These examples put particular emphasis on the *quality of place*, making the buildings *unique and specific* rather than creating an homogenous 'nowhere' place lacking in soul or real identity. Architects here were committed to finding a good balance between the use of traditional local materials and building forms and embracing innovative and inspiring design choices.

'Sealey Wood', Horsley, Gloucestershire

LINK: <https://edenstonehomes.com/past-developments/sealey-wood-horsley/>

Tyack Architects, Individual Home, Blockley, Gloucestershire

LINK: <https://www.tyackarchitects.com/housing/new-cotswold-stone-house%2C-blockley%2C-gloucestershire>

'Park View', Woodstock, Oxfordshire

LINK: https://www.pyehomes.co.uk/developments/park-view/?gad_source=1&gad_campaignid=22766231758&gclid=CjwKCAjw7fzDBhA7EiwAOqJkh-kR0Fi9vDbp8a_Mpsdjp-gjK2c_sliXwS383Hfu7mZJYcR4c-mn9yMSRwtsZgVJXLrP7jYoKK43n&gclid=CjwKCAjw7fzDBhA7EiwAOqJkh-kR0Fi9vDbp8a_Mpsdjp-gjK2c_sliXwS383Hfu7mZJYcR4c-5GeBoCdY0QAvD_BwE

'Alderley Park', Nether Alderley, Cheshire

LINK: <https://www.adamurbanism.com/project/alderley-park-cheshire/>

'Poundbury', Dorset

LINK: <https://poundbury.co.uk/about/history/>

'Lovedon Fields', Hampshire

LINK: <https://www.johnpardeyarchitects.com/modern-architecture/residential-architecture/lovedon-lane/>

APPENDIX 2

EXAMPLES OF HOUSING DESIGN CONSIDERED UNSUITABLE FOR MORETON:

Antler Homes, Ashford Hill, Thatcham, Hampshire

https://www.antlerhomes.co.uk/developments_sites/kingfishers/?gad_source=1&gad_campaignid=20601068159&gbraid=0AAAAAChgt13IbKyRDYTZE_-m07UhBCYzM&gclid=CjwKCAjw7fzDBhA7EiwAOqJkh-rh2jPG90mAG2pmT8rnpGEfAC68ZY0vgIPox-9MPY7cGznB9dFVJhoCLLSQAVD_BwE

Bamford Park, Wellesbourne, Warwickshire.

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LINK: <https://www.taylorwimpey.co.uk/new-homes/warwick/the-asps>

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Moreton-in-Marsh Neighbourhood Plan

2018 - 2043

Appendix B

Policy 14

Infrastructure Investment Priorities



MORETON-IN-MARSH
NEIGHBOURHOOD PLAN

These aspirations are taken from the interactions with the community.

1. A Thriving High Street (including a traffic flow improvement plan)

To continue having Moreton-in-Marsh as a thriving, beautiful and unique Cotswold market town means making the High Street a safer and more pleasant place for people to spend time and money. High Street Refurbishment improvements include:

 - a. Pedestrianisation of parts of the High Street
 - b. Improvements to the 'Market Square'
 - planting, removal of some parking, outdoor seating, sculpture garden (local artists)
 - c. Planning and better management of tree gardens and greens,
 - d. Improved traffic management system
 - i. a one way traffic system,
 - ii. narrowing of sections of the high street to reduce speeds and sizes of vehicles and allow people to cross the High Street more safely
 - iii. speed humps and speed cameras
 - iv. CC TV to monitor and enforce correct use of parking bays (particularly the 'coaches only' area)
 - e. altered parking provision (to divert vehicles to the new Transport Hub)
 - f. More pedestrian crossing points – e.g. by the Co-op and the library
 - g. More outdoor seating
2. Transport Hub:
 - a. To remove long-stay parking from the town centre (and returning the High Street space back to pedestrians) to a location close to the train and bus stations.
3. Redesdale Hall

Refurbishment including Public Realm improvements around the Hall.

The hall is a major building in the centre of the town dating from the late 19th century which is important to residents as it hosts many community and social events. It now requires considerable repairs, refurbishment and enhancements to enable it to continue its role for the community into the 21st century.
4. Make Moreton Accessible:
 - a. Wide pedestrian path along the Fosseway connecting the town to the hospital and the garden centre.
 - b. Improved public transport provision – direct and regular community bus service connecting small villages (such as Longborough, Batsford, Blockley and Dorn) to the High Street and thereby preventing the use of cars.
 - c. Bus Shelters (aesthetically appropriate) on **both** sides of the High Street – rather than by the Redesdale Hall where there are often cars parked making it dangerous for children and elderly people disembarking.
 - d. Town wide cycle lanes to allow for a fully connected parish without the need for cars.
5. Enhance Biodiversity

Invest in planting around the town such as a community orchard, additional woodland or a herb garden

6. Additional Retail

Although the focus of the main retail provision is on the High Street, there may be opportunities for small, local shops close to the new developments on the east side of the town.

Moreton-in-Marsh Neighbourhood Plan

2018 - 2043

Appendix C

Policy 15

Local Green Space Proposal



MORETON-IN-MARSH
NEIGHBOURHOOD PLAN

LGS Ref	Map	Name and Address
1	SE	Moreton Rangers FC
2	SE	Outdoor gym, etc
3 (a)	NE	Blenheim Meadow
3 (b)	NE	Cotswold Gate open space
3 (c)	NE	Moreton Park / Cotswold Gate
4	NE	Land east of Moreton Park
5	Own Map	Entrance to Fire Service College
6	SE	Upper Cemetery
7	NW	Lower Cemetery
8	SE	University allotments
9	NW	Hospital Road allotments
10	SE	Croft Road allotments
11	SE	St David's churchyard
12	SE	Tinkers Close playground
13(a)	SW	Redesdale Place MUGA
13 (b)	SW	Redesdale Place Croquet club
13 (c)	SW	Redesdale Place Bowls club
14	SW	Monarch Way Grassed strip
15 (a)	SW	Jubilee Gardens
15 (b)	SW	Jubilee Gardens opposite verge
16 (a) - (f)	NW	Greens on High St
17	NW	QVG
18	NW	Mann Institute Gardens
19	NW	Glebe Field
20	SE	Special habitat – Stockwells
21(a)	NE	Moreton Park - 1
21(b)	NE	Moreton Park – 2
21(c)	NE	Moreton Park - 3

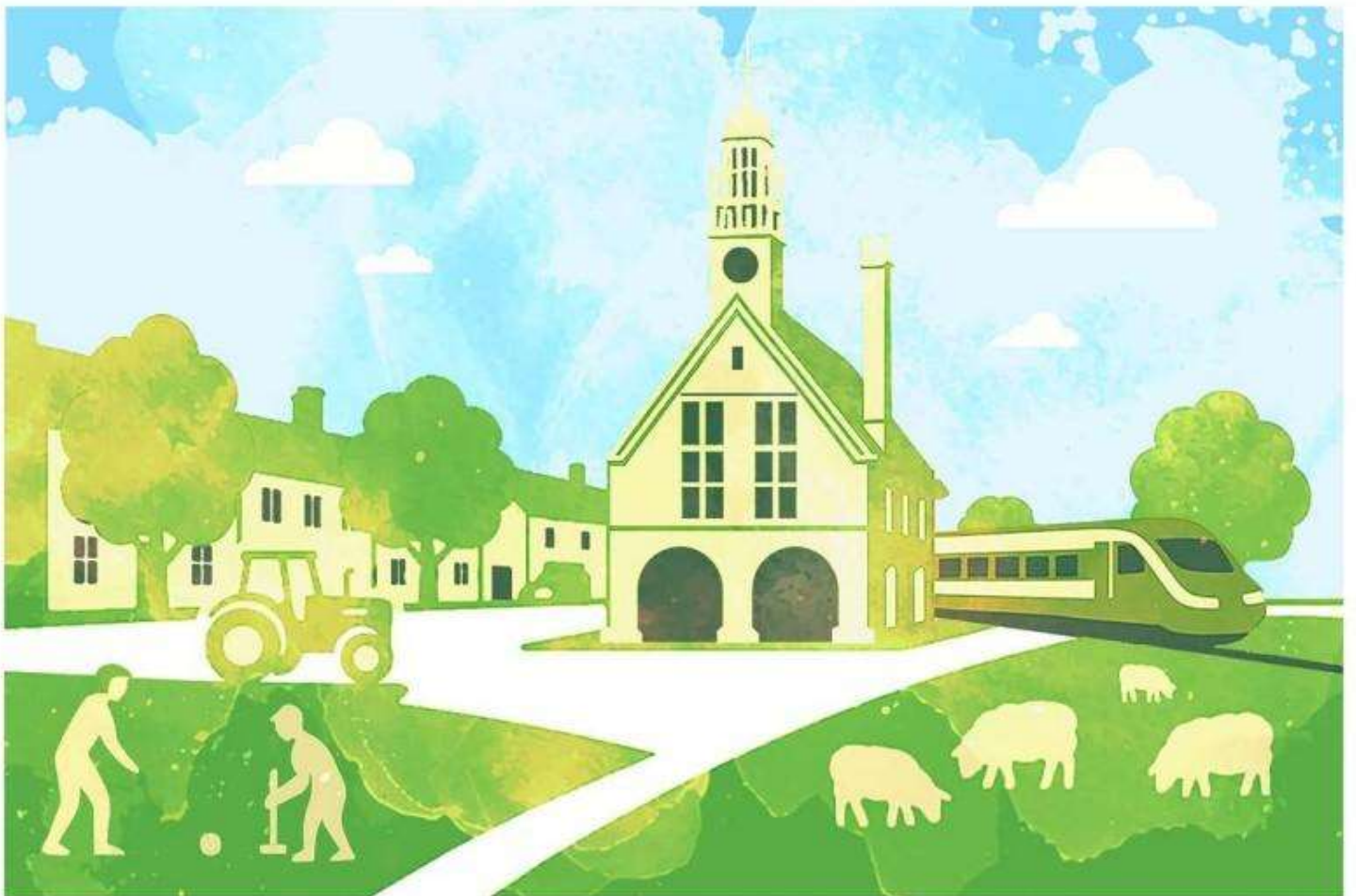
Moreton-in-Marsh Neighbourhood Plan

2018 - 2043

Appendix D

Policy 16

Non-Designated Heritage Assets



MORETON-IN-MARSH
NEIGHBOURHOOD PLAN

COMPLETE LIST OF HERITAGE BUILDINGS, LISTED BUILDINGS AND SIGNIFICANT LANDMARKS

Pillbox, Todenham Road

Blenheim Farm outbuildings,

The Old Curiosity Shop, Corders Lane

New Cottage and attached, Corders Lane

The Jessamine, Hospital Road

Garden Hurst, Hospital Road

Flower House, Hospital Road

Fosse Barn, High Street

Converted farm buildings of Bowling Green Court,

Hospital Road Barn of Meadow House, Hospital Road

Veterinary Surgery, Hospital Road

Three Ways, Bourton Road

The Rectory & Moreton Lodge

The Inn on the Marsh, Stow Road

New Road Cotswold Carpets,

New Road Launderette,

New Road Post Office,

New Road Sunset,

New Road Acacia B&B,

New Road Grafton House,

New Road Milton House,

Oxford Street North The Manse (Organic Hair Company),

Oxford Street North Star Cottage,

Oxford Street South Peony Cottage (North View),

Oxford Street South Corner Cottage,

Oxford Street South Arthur's Cottage,

East Street Little Cottage with Mellow Stone Cottage,

East Street Mitford Villas,

London Road 1–7

London Road Ivy Lodge

Charlton Villa, Evenlode Road

Railway Station Building Built 1872–73.



Signal Box Built by 1885, probably in the 1870s.



Mortuary Chapel, (Bier House) Church of England Cemetery, London Road (West)



Coldicote Farm, Evenlode Road Farmhouse



Cider Press, Fosseyway Avenue



Pond House Parkers Lane Built sometime between 1821 and 1885.



The Horsepool – Parkers Lane & Stowe Rd

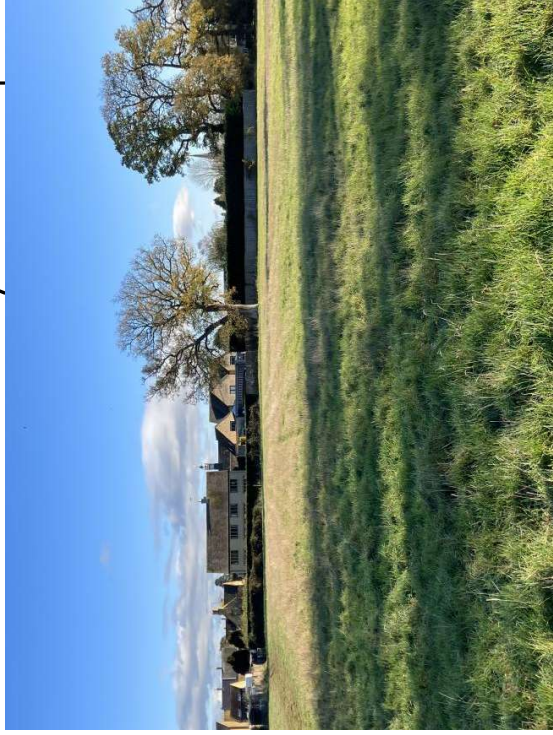


Appendix E

IMPORTANT VIEWS

30/11/25

View #1 Monarch's Way – Batsford path towards Redesdale Hall and St David's church



Grid Ref: SP 201 324
Direction: 111° (ESE)

Reason view is important:

View for walkers of the entrance into town from the Cotswold National Landscape on a well used public footpath, The Batsford Path (part of the Monarch's Way). From this path the Redesdale Hall clock tower, St. David's church and the Hospital Road allotments can all be seen.

View #2 A44 from Evesham entrance to town opposite Wellington Museum



Grid Ref: SP 202 322
Direction: 81° (E)

Reason view is important:

In close proximity to the town centre, yet still in the Cotswold National Landscape, the main A road is tree lined with green verges providing a semi-rural feel. Jubilee Gardens (celebrating the Festival of Britain) are on the right.

View #3 Diamond Way footpath (HMM15) looking along River Evenlode



Grid Ref : SP 212 314
Direction : 345° (NNW)

Reason view is important:

In the Special Landscape Area and near the source of the River Evenlode as seen from footpath HMM15. A typical marshland before much of the land was drained and acts as a reminder of how things were. A bountiful habitat to observe flora and fauna which can be observed from the footpath.

View #4 North West of Coldicote Farm along footpath HMM11



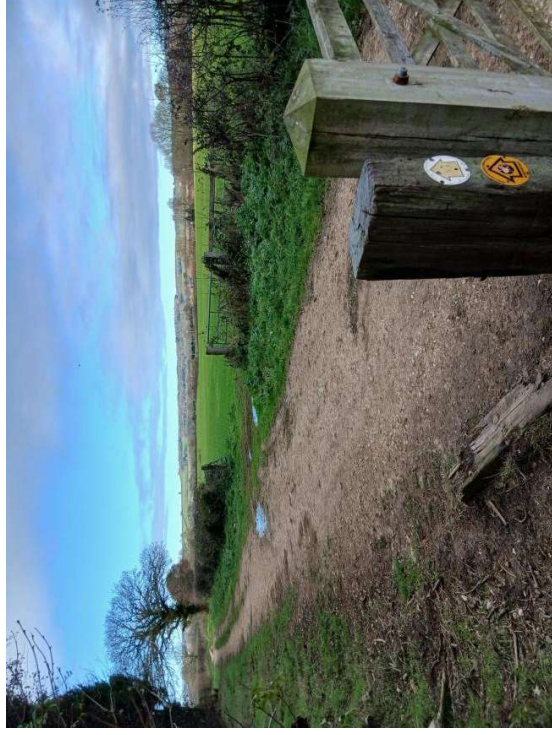
Grid Ref : SP 214 311
Direction : 320° (NW)

Reason view is important:

Within the Special Landscape Area, this is the only time footpath HMM11, which links Moreton to Evenlode, follows the river Evenlode, albeit in its infancy. With water meadows and willows to the west and commercial farmland to the east, it's thought provoking. This is part of a popular circular route from Moreton which links up to the Diamond Way

View #5(a)

From Evenlode Road (National Cycle Route 48) looking along footpath HMM15



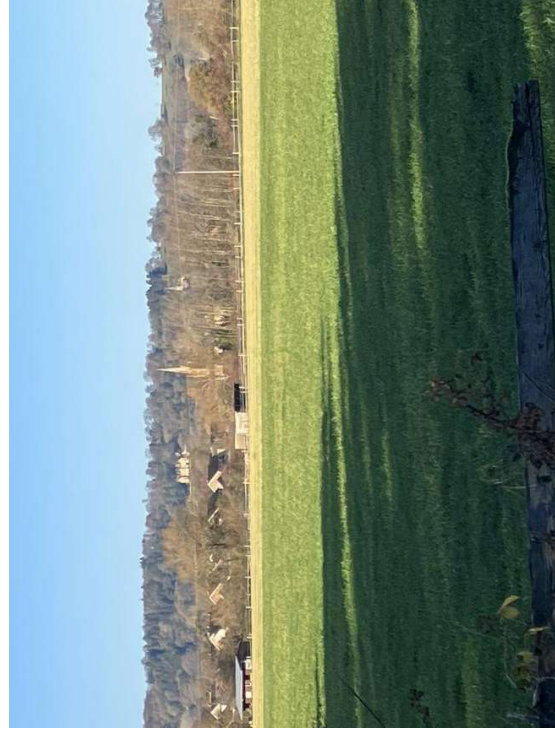
Grid Ref : SP 214 315
Direction : 259° (W)

Reason view is important:

From Cycle Route 48, along footpath HMM15 which forms part of the Moreton 8 walk, the view looks west across the Special Landscape Area bordering the southern perimeter of Moreton and stretches across to the Cotswold National Landscape in the distance, in which the Batsford and Sezincote houses and estates nestle.

View #5(b)

Close up from same point as 5(a) looking North West towards the town

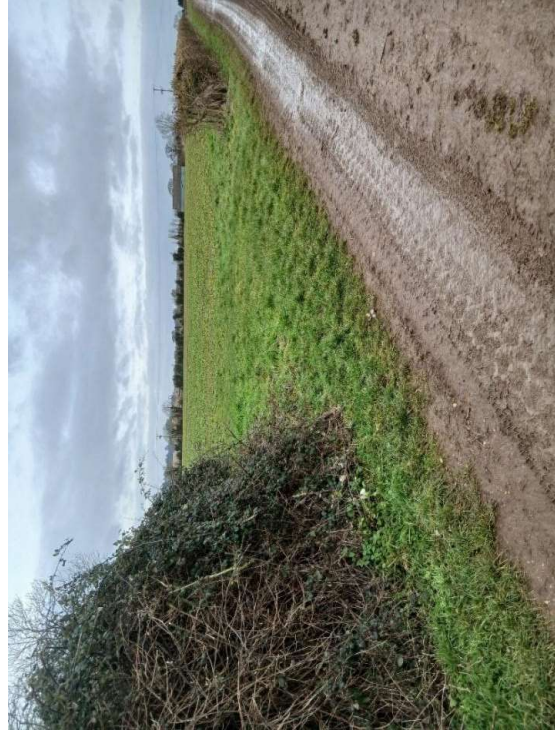


Grid Ref : SP 215 315
Direction : 312° (NW)

Reason view is important:

Looking north west from the same point on the footpath as 5(a) showing the proximity of the town to its rural environment, with the Special Landscape Area in the foreground and the Cotswold National Landscape and Batsford Arboretum in the background. The iconic buildings of St David's church and Batsford House can easily be picked out.

View #6 Diamond Way footpath looking towards Fosseway (Footpath HLO18)



Grid Ref : SP 209 313
Direction : 337° (NNW)

Reason view is important:

As Moreton is approached from the south, along the route shared by the Diamond Way and Moreton 8, the open arable farmland, part of the Special Landscape Area, is bordered by natural hedgerows, and an old corrugated barn in the corner of the field. There is little that indicates it is within 700m of entering Fosseway Avenue.

View #7 Croft Allotments towards St David's church

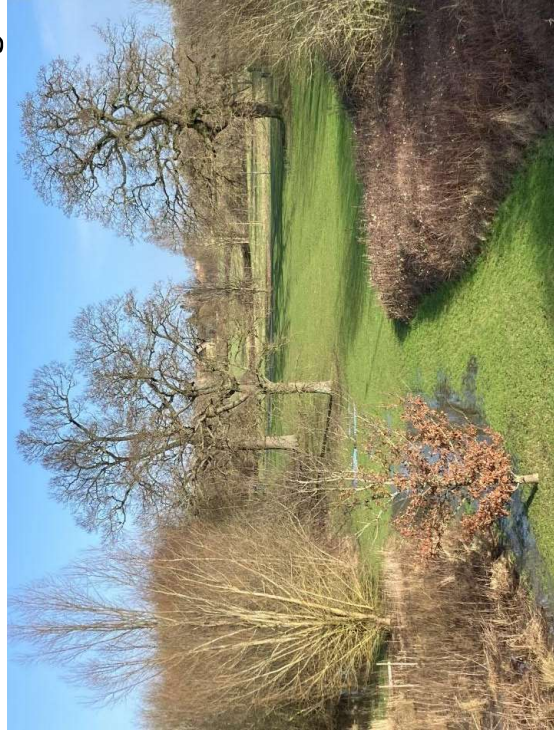


Grid Ref : SP 212 321
Direction : 300° (WNW)

Reason view is important:

The view across the allotments and the Special Landscape Area, which link the countryside to the town, looks towards St. David's church in the centre of the town and across to the Cotswold National Landscape.

View #8 View from London Road bridge across Blenheim Meadows



Grid Ref : SP 208 325
Direction : 35° (NE)

Reason view is important:

This view across open meadow land is taken from just before the railway bridge in the heart of the town on the A44. The view benefits from the trees which are part of the Queen's Canopy and additional planting which is part of the Wild Towns initiative.

View #9 A44 from Chipping Norton on London Rd Bridge towards St David's

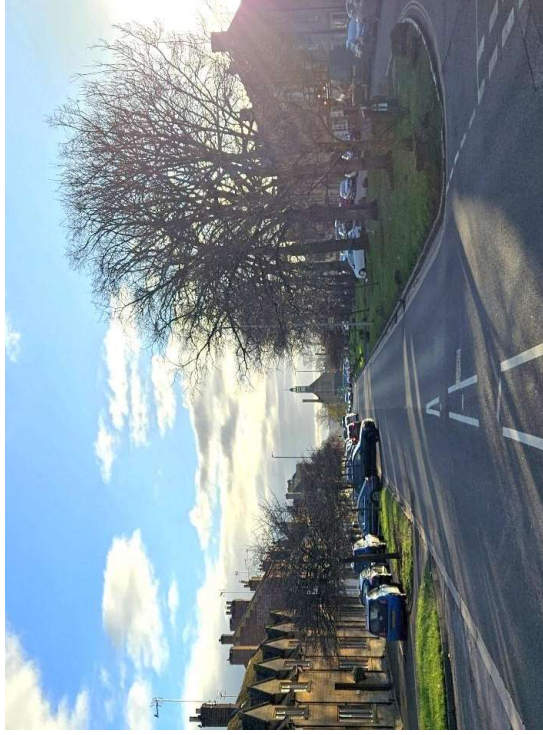


Grid Ref : SP 207 324
Direction : 200° (SSW)

Reason view is important:

This view, which is in the Cotswold National Landscape, is taken from the other side of the road to view #8 on the approach to the railway bridge in the heart of the town. It looks towards the church across the playing fields of St. David's school which are an important part of the school facilities.

View #10 High Street (SSW)



Grid Ref : SP 205 327
Direction : 193° (S)

Reason view is important:

Within the Cotswold National Landscape, Moreton's tree-lined High Street is the second widest in the country and its trees and greens provide a beautiful introduction to the town when entering from the north. The lime trees are unusual in that they are uncollared and provide shade for residents and visitors in centre of the town. The origins of the High Street date from the original 1880's master plan (including the Redesdale Hall).

View #11 High Street Greens (N) from Stow side of Redesdale Hall

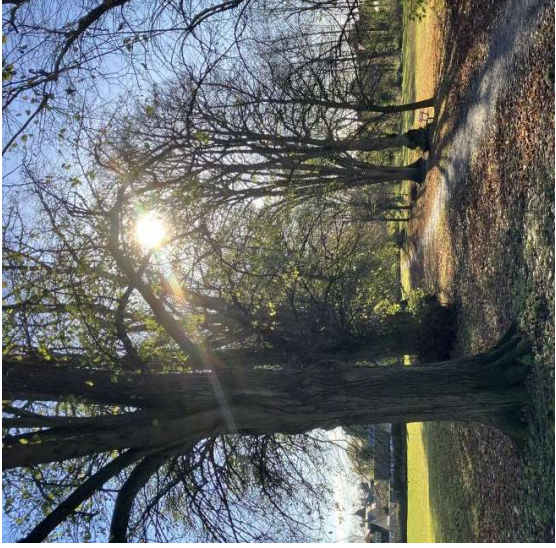


Grid Ref : SP 204 322
Direction : 7° (N)

Reason view is important:

Within the Cotswold National Landscape, the important southern entrance to the town is within the conservation area and is lined with historic buildings including coaching inns and the Redesdale Hall, the main community building in the town.

View #12 View of the Avenue of Trees in Queen Victoria Gardens



Grid Ref : SP 204 329
Direction : 180° (SE)

Reason view is important:

Within the Cotswold National Landscape, this classic lime tree walkway in Queen Victoria Gardens provides a stately environment for the footpath which is part of the Diamond Way and passes by the ancient settlement at the edge of the park.
