

# Cleeve Prior

## Neighbourhood Plan

### 2016-2031

Cleeve Prior Parish Council  
December 2017



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## 1. Introduction

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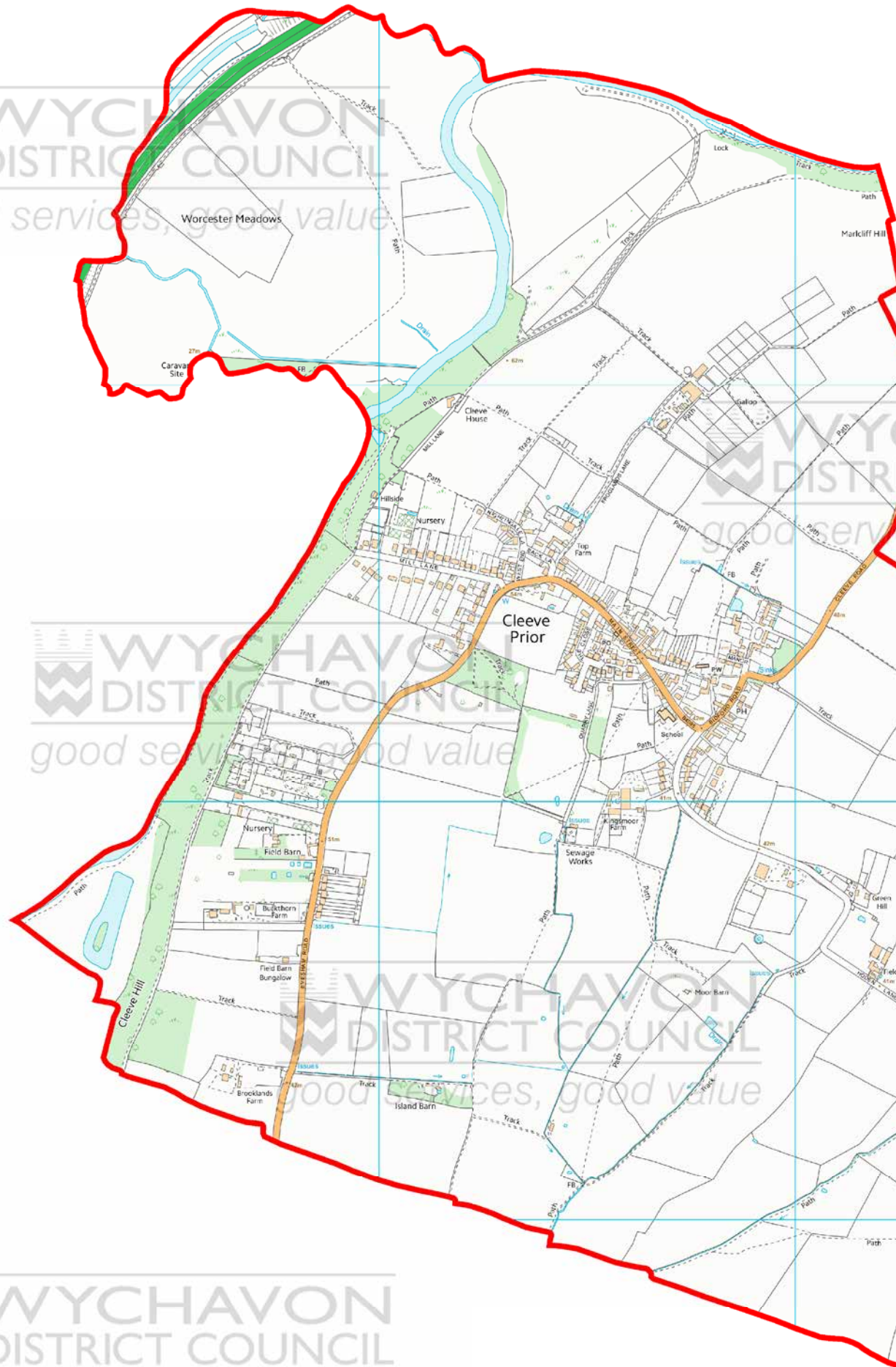
- 1.1 The Cleeve Prior Plan is a Neighbourhood Plan, produced under the provisions of the Localism Act 2011 and the Neighbourhood Planning (General) Regulations 2012. It has been prepared by Cleeve Prior Parish Council, which is the “appropriate body” for the preparation of the document. Essentially, the plan is a community-led framework for guiding the future development and growth of the village and its surrounding parish.
- 1.2 From the outset, the plan was generated mainly having regard to the emerging policies of the submitted South Worcestershire Development Plan 2013, and the “saved” policies of the Wychavon District Local Plan 2006. This final draft plan has also been checked against the policies in the final version of the South Worcestershire Development Plan (SWDP), which was adopted in February 2016.



- 1.3 The Neighbourhood Plan has also been assessed against government policies in the National Planning Policy Framework 2012 (NPPF) and on-line Planning Practice Guidance. Within the national and local policy frameworks, the plan is concerned with the detailed use and development of land in the parish in the period to 2031. In accordance with national policy the plan seeks to promote sustainable development and embraces a range of social, economic, and environmental issues. It contains a vision for the parish, aims and objectives, and a set of planning policies and proposals.
- 1.4 A wide range of topics are covered in the document, including the environment, village design and character, housing, employment, and infrastructure, all of which are important for the future of the area and its residents. The plan includes the identification of sites and areas which should be protected and enhanced. Where appropriate, policies and proposals are shown on the Policy Considerations Map, which is cross-referenced to this written statement. It is important to stress, however, that the plan deals primarily with the development and use of land in the parish. Wider community aspirations are considered, but not all these can be delivered with land use policies. For this reason, the non-land use matters are clearly identified and are set out in Annex 1 to this plan.
- 1.5 The Neighbourhood Plan is based on proactive involvement with the local community at all stages of plan preparation. As a result of this process of engagement, the plan captures the essence of life in the village. It seeks to ensure that the vitality of life in the area continues, whilst not inhibiting innovation and social developments.
- 1.6 Once the plan has been formally “made” by Wychavon District Council, it will form part of the statutory development plan for the area, together with the South Worcestershire Development Plan (SWDP) and any other development plan documents adopted by the District Council, as well as Worcestershire County Council Local Plans for Minerals and Waste. The Neighbourhood Plan, alongside the SWDP, will be the starting point for the determination of all planning applications in Cleeve Prior and the basis on which Wychavon District Council will determine applications on behalf of the local community.



- 1.7 Before formally submitting the Neighbourhood Plan to Wychavon District Council for examination, Cleeve Prior Parish Council was required to publicise the draft plan and invite representations. Under Regulation 14 of the Neighbourhood Planning Regulations, the “qualifying body” must bring the draft plan to the attention of people who live, work, or carry on business in the neighbourhood plan area.
- 1.8 Details of the pre-submission process are set out in the Statement of Consultation. The consultation period was from 1st May to 30th June 2015. Copies of the draft plan document were posted to be viewed on the dedicated website [www.cleeveprior.org.uk](http://www.cleeveprior.org.uk) and could also be obtained on request from [CleevePriorPlan@outlook.com](mailto:CleevePriorPlan@outlook.com). Hard copies were deposited for inspection in Cleeve Prior at the War Memorial Village Hall, the First School, the King’s Arms public house, the village shop, and the Field Barn Heritage Centre. In addition, the plan was available to view at the Wychavon District Council Civic Centre reception area in Pershore. Shortened copies of the plan were distributed to every household and business in the parish, together with a response form for comments.
- 1.9 Following the pre-submission consultation, the written statement and the Proposals Map were revised in the light of the comments received by the Parish Council. The plan was not submitted, however, because of problems concerning the future of the Gypsy and Traveller site on the Evesham Road. Accordingly, a further round of consultation was carried out in May and June 2016. Details of this procedure are also set out in the Statement of Consultation. The issues are described below in Chapter 6 of this plan.





# Cleeve Prior - Neighbourhood Area Boundary

Scale : Not to Scale

Date : November 2017



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## The Village and Parish of Cleeve Prior

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- 2.1 Cleeve Prior is located between Evesham and Stratford upon Avon, on the border between Worcestershire and Warwickshire. It is a small community: the 2011 Census returned a parish` population of 561 persons, in 247 households. The comparable figures for 2001 were 540 and 226 respectively.
- 2.2 The village lies astride the B4085 road, which runs from Bidford on Avon to Evesham. It occupies an elevated position above the flood plain of the River Avon on the long low ridge of Cleeve Hill. The local landscape is of an open and gently undulating character, with a grid of arable fields, defined by mature hedgerows. To the south, the long views from the village are framed by the Cotswold Hills. To the north and west, there are spectacular views over the Avon river valley towards Ragley Hall. Both Bredon Hill and the Malvern Hills can be seen from areas within the parish boundary.
- 2.3 The centre of the village forms the Cleeve Prior Conservation Area that includes St. Andrew's Church, the War Memorial Village Hall, the Cleeve Prior Church of England First School, and the King's Arms public house. The widespread use of blue lias stone and local detailing through all building periods give the village a strong character and identity. The village was first documented in the charters of Ethelred (AD866 - 871) when he granted it to the priory at Worcester. The settlement was identified in the Domesday survey of AD1086
- as "Clyve seated in the fruitful vale of Evesham with about 108 people and a priest." Roman archaeological finds include what was (until recently) the greatest hoard of gold and silver coins ever made in Britain, being made by the quarryman Sheppey in Froglands Field in the year 1811.
- 2.4 The B4085, Main Street, curves sharply at each end of the village, with narrow lanes branching off, either terminating at the river to the north-west, or reducing to tracks and bridleways to the south east. A small triangular patch along the length of Main Street marks the former presence of a village green or common area. This framework of roads, lanes and tracks is likely to be medieval, or earlier, in origin and appears to be little changed. Clusters of individual houses, cottages, and farm buildings line both sides of these thoroughfares, with little uniformity in the spacing between buildings or their relationship to the roads. This pattern contributes much to the overall character of the settlement and its particular sense of place.



2.5 The continuing significance of agriculture throughout Cleeve Prior's history is clearly illustrated in the presence of numerous former farm buildings, mill houses, and farm houses, dating from the 16th, 17th, 18th, and 19th centuries. These are present throughout the village and the surrounding area and are also a significant element of its character and special interest.

2.6 As a consequence of the historic pattern of development, there are many open spaces in the Conservation Area that make a key contribution to its overall character and special interest. There are many important public views, both from within the village and from the fields beyond. Residents and visitors are able to walk directly from the main streets along public footpaths, which lead almost immediately into open countryside. The maintenance of this immediacy allows the village to retain its rural character.

2.7 All of these spaces and the pattern of development collectively make a significant contribution to the overall character and appearance of the village. They reflect very much the origins and history of the settlement and the parish over many centuries. It is this essential character which the Neighbourhood Plan seeks to conserve and enhance into the future, whilst still facilitating sustainable growth.





### 3. The Methodology: An Iterative and Inclusive Process

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3.1 The Neighbourhood Plan has been assembled in full consultation with the village community. Early in that process, an Open Meeting with parishioners was held at the War Memorial Hall in the autumn of 2011. Its purpose was to seek views about the issues which should be addressed by the Plan.

3.2 A wide range of topics was debated, but the meeting generated two key statements, which indicated the primary concerns of residents, as follows: “The Conservation Area is seen as one of the aspects of the village which defines the village and should be protected.”





“Cleeve Prior First School is a key asset to the village. If it was lost to the community then there would be a dramatic effect on all aspects of Cleeve Prior life. The demand for houses in the village and the attractiveness of the village in many different aspects would be affected. Therefore, it was recognised that supporting the school would be a key element to the Cleeve Prior Plan.”

3.3 The Steering Group set up by the Parish Council considered these statements and the points which had been made at the Open Meeting. It was determined that the key issues of the plan would be grouped as follows:

- Housing and Development
- Employment
- Education
- Infrastructure
- Other
- The future of the Gypsy Site

3.4 The methodology for the generation of the plan was set out in the Policy Discussion Document of April 2014. The report described the sources of evidence which were considered and analysed by the Steering Group as the possible basis for policies in the plan. Evidence included previous documents produced by the Parish Council, such as the Parish Plan 2006, and the response from the community, via questionnaires and meetings. This iterative process covered the period from the autumn of 2011 to the spring of 2014.

3.5 During the consultation process, a wide range of concerns and policy suggestions were raised by local residents and organisations. Having considered these ideas, the Cleeve Prior Plan Committee considered that the emerging policies should be underpinned by some or all of the following criteria:

- Support from an organisation in the village
- Support from a significant number of parishioners (typically more than 10)
- Appropriate for inclusion as a policy in the Cleeve Prior Plan
- Support from the majority of the Plan Committee. From this analysis, many of the policy suggestions were discarded because they did not fulfil these four criteria (see paragraph 3.7 below).

3.6 The iterative process of preparing the plan has been focused on four main “pillars” of policy - these are Housing and Development; Employment; Education, and; Infrastructure. There are also overarching policies (CP1 – CP5) which reflect the widespread concern with the protection and enhancement of the environment and the character of the village. Housing and development are covered by policy CP4 and employment in policy CP6. Education and infrastructure are dealt with in paragraphs 6.3–6.5 and in Annex 1. Throughout the preparation process, there has been increasing speculation and debate about the future of the Gypsy and Traveller Site on the Evesham Road. Although this site is outside the core of the village, its future is of critical importance for the planning of the area. To reflect the representations made during successive rounds of policy consultations, a specific Community Action has been included in Chapter 6.

3.7 The discussions have been wide-ranging, and inevitably many of the suggestions which were made by residents have been excluded from this plan because they are not appropriate for inclusion in a planning document. The next section contains the vision for the parish which has emerged from the consultation process. This forms the overall basis for the objectives and policies which are presented in Chapters 4 and 5 of this plan.





## 4. The Vision

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4.1 During the spring of 2014, an Open Forum was held with residents in the War Memorial Hall. At the meeting, the dialogue was focused on the issues which had been highlighted in the April 2014 Discussion Document and the range of potential policies and proposals set out within it. During May 2014, a questionnaire form was sent to all households in the parish, asking for views on particular issues which had been raised in earlier rounds of consultation. A copy of the questionnaire and the results are included in the Statement of Public Consultation.

4.2 From the results of the questionnaire, the meetings, and the representations and suggestions made from earlier consultations, an extended vision for Cleeve Prior was agreed by the Plan Committee. This is set out in the following paragraph, which is followed by a set of objectives for the plan.



4.3 By 2030 and beyond, Cleeve Prior will:

- Continue to be a thriving village, with close links to the surrounding countryside;
- Retain its attractive character and protect and enhance the Conservation Area and its setting;
- Improve and enhance the local landscape and the range of wildlife habitats and species;
- Continue to be a lively and inclusive community with a range of facilities and services;
- Retain and develop the local first School and the range of educational facilities;
- Provide and develop infrastructure to enable safe and sustainable access to village facilities for all parishoners .

This vision forms the basis for the objectives of the Plan, as follows:

- Overall Aims:
  - To protect and enhance the Conservation Area and the local landscape;
  - To protect and enhance the historic environment of the village and the parish;
  - To protect and enhance the village's network of open spaces;
  - To utilise land more effectively and to protect high quality agricultural land;
  - To mitigate and adapt to the effects of climate change.
- Housing and Development
  - To provide a sufficient amount of housing for local needs, including a range of affordable housing for Cleeve Prior residents;
  - To provide a mix of housing types, including smaller homes for the elderly and for young people seeking to establish their first home;
  - To ensure that any new development is built to a high quality of design, a high sustainability standard and reinforces local distinctiveness;
  - To ensure that the location of new development is resilient to the effects of climate change and flood risk.

- Employment
  - To support and strengthen the local economy;
  - To foster home working.
- Education
  - To maintain and enhance the range of education facilities in the village.
- Infrastructure
  - To maintain and develop the range of village service and facilities;
  - To improve community and public transport and access to services and facilities by foot and by cycle;
  - To reduce the harmful effects of through traffic;
  - To improve broadband access.
- These objectives were “mapped” against the strategic objectives of the emerging South Worcestershire Development Plan (SWDP). The linkages showed the high degree of conformity between the Cleeve Prior Plan and the strategic policies of the SWDP. Comparison with the adopted SWDP showed that the strong conformity had prevailed. These relationships will be monitored and reviewed throughout the plan period and the policies of this plan will be amended as and when necessary.



## 5. The Planning Policies

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5.1 This section sets out the planning policies for Cleeve Prior for the period 2016 to 2031. In accordance with legislation, a neighbourhood plan must meet “basic conditions” before it can come into force. These “basic conditions” are as follows:

- the plan must have appropriate regard to national planning policy
- it must contribute to the achievement of sustainable development
- it must be in general conformity with the strategic policies in the development plan for the local area
- it must be compatible with European Union (EU) obligations, including human rights requirements.

5.2 At the time of commencing work on this document, the statutory development plan for the area consisted of “saved” policies of the Wychavon District Local Plan, which was adopted by the local planning authority in 2006. These policies have now been replaced by the South Worcestershire Development Plan (SWDP), formal adoption of which was achieved in February 2016. When it is formally “made” by the District Council, the Neighbourhood Plan, in tandem with the SWDP, will form the statutory development plan for the parish. As explained below, considerable regard was paid throughout to the emerging policies in the submitted SWDP. There is a commitment in the SWDP to a review of its policies, whenever the need is

demonstrated. Consequently, the Parish Council will monitor and review the Neighbourhood Plan to ensure that its policies remain in general conformity with the SWDP.

5.3 The ensuing policies and justification are set out below. These reflect the main issues set out in paragraph 3.3 and in the objectives in Chapter 4 above.

### Over-arching Policies

5.4 The context for the Neighbourhood Plan is formed mainly by the National Planning Policy Framework (NPPF) and South Worcestershire Development Plan (SWDP). Regard has also been taken of National Planning Practice Guidance, introduced by the government in on-line format from March 2014.

### Sustainable Development

#### Policy CP1

**Within the Neighbourhood Area there will be a presumption in favour of sustainable development.**

5.5 In these documents, and in particular with respect to the context set by paragraph 14 of the NPPF, there is a commitment to the principles of sustainable development. These were originally included in the UK Sustainable Development Strategy Securing the Future (2005). Five “guiding principles”

of sustainable development are set out in the NPPF as follows:

- living within the planet's environmental limits
- ensuring a strong, healthy and just society
- achieving a sustainable economy
- promoting good governance; and
- using sound science reasonably.

5.6 At the heart of the NPPF is a presumption in favour of sustainable development, which should be a common theme running through both plan-making (including neighbourhood plans) and decision taking on applications for development. These principles are reflected in policy SWDP1 of the adopted South Worcestershire Development Plan. The Cleeve Prior Neighbourhood Plan is fully committed to the principles and to the delivery of sustainable development. In accordance with the objectives of the SWDP, it seeks to protect and maintain the strong community which binds the village together, whilst protecting and enhancing the environment. At the same time it supports the development of the local economy in a way which respects the overall character of the village.

## Local Green Spaces

### Policy CP2

**Significant areas of open space in the village and the parish are designated as Local Green Space where development is ruled out other than in very special circumstances. The following areas are identified on the plans below:**

- **LGS 1 Millennium Green and Earl's Wood Lane Orchard**
- **LGS 2 The First School Playing Field**
- **LGS 3 Fields behind the Main Street Frontage, to the east of Froglands Lane**
- **LGS 4 (A&B) Land Belonging to the Cleeve Prior Heritage Trust**
- **LGS 5 The CPO land.**
- **LGS 6 The land around Cleeve Prior Manor**
- **LGS 7 The land adjacent to the churchyard**
- **LGS 8 Parish Wharf**
- **LGS 9 (A&B) Village Greens**

5.7 The NPPF enables local communities, through Neighbourhood Plans, to designate areas of land as Local Green Space. Within these areas, there will be a general presumption against new development other than in “very special circumstances.” The criteria for designation of these spaces are in NPPF (paragraph 77), as follows:

- where the green space is in reasonably close proximity to the community it serves;
- where the green area is demonstrably special to a local community and holds a particular significance, for example because of its beauty, historic significance, recreational value (including as a playing field), tranquillity or richness of its wildlife; and
- where the green area concerned is local in character and is not an extensive tract of land.














5.8 From successive consultations with the local community, it is clear that there are a number of areas of open space, both within the Conservation Area and elsewhere in and around the village, which are highly valued. The areas which fit the criteria set out in the NPPF are listed in policy CP2 above and are described in more detail in the ensuing paragraphs. Together, they form an integral part of the character and social fabric of the village and should be given additional protection from development.

5.9 The **Millennium Green**, to the west of the village, was acquired by the Millennium Green Trust to commemorate the Millennium Year 2000. In its short existence, it has become a valued recreational facility and is popular with local residents. Adjacent to it, and to the east of the Evesham Road, is the **Earl’s Lane Wood and Orchard**. The former is a new wood, donated as open land by six villagers in 2000 and planted up by volunteers under the auspices of the Woodland Trust. It is now owned and maintained by the Trust. Earl’s Lane Orchard is owned by the Vale Landscape Heritage Trust, and is an old traditional orchard of apples and plums. Both areas are supported and managed by local volunteers of the Cleeve Prior Heritage Trust. Actively used by generations of children, the **First School Playing Field** is important for its recreational value. It is also a significant area of open space at the heart of the settlement, contributing much to its overall character.



- 5.10 On the northern edge of the village, there are clear remains of early agricultural activity in the form of ridge and furrow fields and linear field boundaries. Two areas are proposed as Local Green Space - the fields behind the Main Street Frontage bordered by Froglands Lane, and the fields around the Manor and the adjacent churchyard. Both areas are important for their historical value, but they are also significant areas of open space. The latter includes ancient fields to the north-west and north-east of the Manor, as well as the churchyard; together these form a series of linked spaces within the Conservation Area.
- 5.11 To the west end of the village, off the Evesham Road, there is the Land Belonging to the Cleeve Prior Heritage Trust. This area, which includes the Field Barn Heritage Centre, is well-used by the public for educational and leisure purposes. It also forms an important green gateway to the village. Further to the north, beyond the Gypsy and Traveller Site, there is an open area, known as CPO Land. This was acquired by the Parish Council under Compulsory Purchase Powers, specifically for recreational use by the community.
- 5.12 The western boundary of the parish is largely described by the River Avon and the Cleeve Prior Ridge. Access to the river is via Mill Lane, which leads to the Village Wharf. Until the advent of the Second World War, this was at a crossing point on the river, and the focus of recreational activity. It is now important as a green space, rich in wild life, in a quiet riverside setting.
- 5.13 In every respect the centre of the community, the Village Green is the most significant area of open space in Cleeve Prior. It is a relic of a much larger area of common land, e.g. the land off the Howden Lane junction with Main Street, which ran through the village. The area remains as a focus for assembly, both on the green and in the adjacent War Memorial Village Hall.

## Local Green Spaces

-  LGS1 Millennium Green
-  LGS1 Earl's Lane Wood and Orchard
-  LGS2 First School Playing Field
-  LGS3 Fields behind Main Street, east of Froglands Lane
-  LGS4A Cleeve Prior Heritage Trust (CPHT)
-  LGS4B Cleeve Prior Heritage Trust (CPHT)
-  LGS5 CPO Land
-  LGS6 Land around Cleeve Prior Manor
-  LGS7 Land adj Church Yard
-  LGS8 Parish Wharf
-  LGS9A Village Green
-  LGS9B Village Green
-  Parish Boundary





## Cleeve Prior Neighbourhood Plan - Local Green Spaces

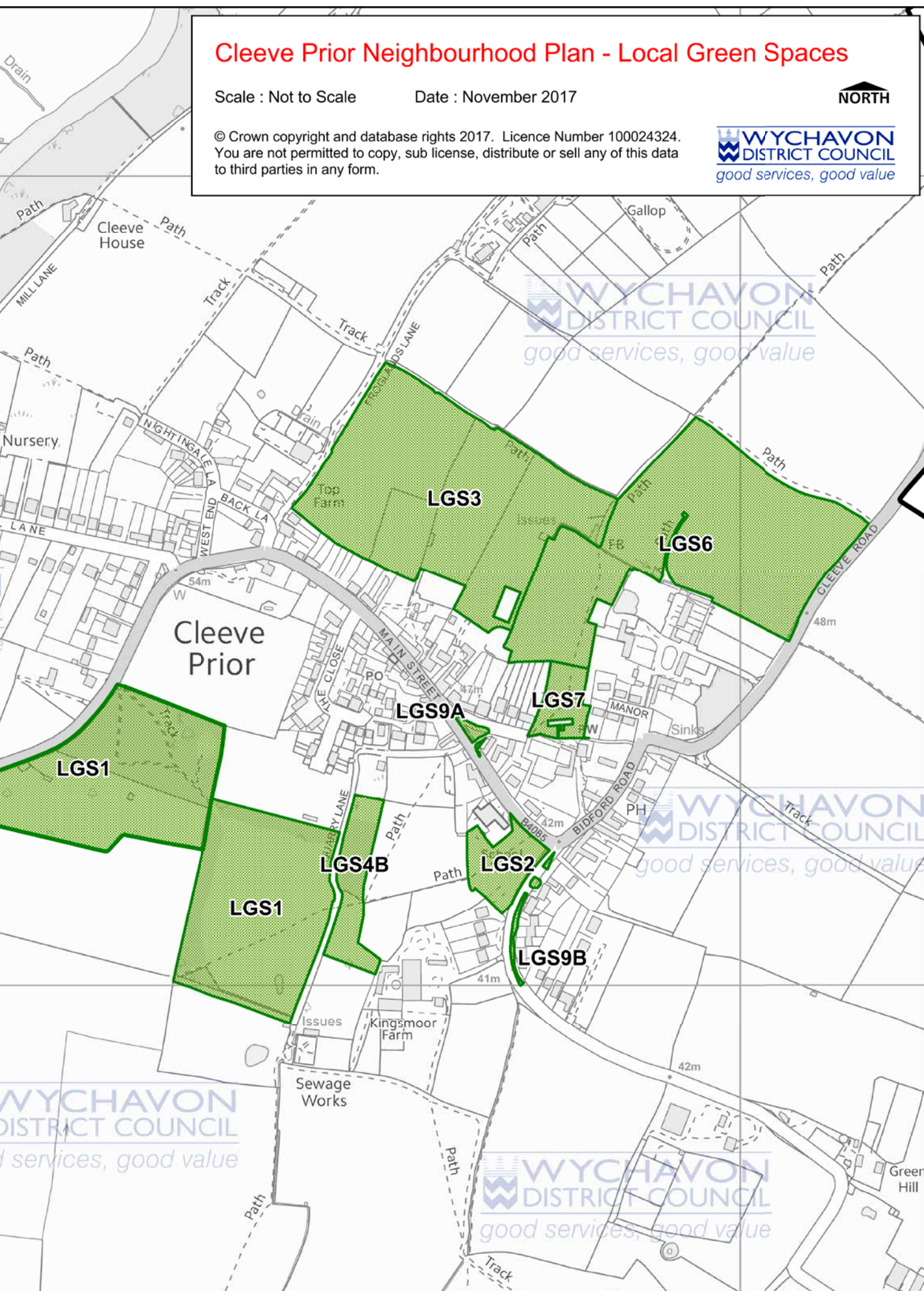
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## **Biodiversity and protection from pollution.**

### **Policy CP3**

**The conservation and enhancement of the Parish's rich heritage of habitats will be supported. Developments should minimise impacts on biodiversity and provide net gains in biodiversity where possible.**

5.14 The parish, with its attractive rural landscape, has a wide range of flora and fauna. Although there are no sites of UK or European importance, there is a need to protect significant wildlife

species and habitats, as stated in the NPPF (paragraph 117). In particular, there are areas in the parish containing ancient hedgerows, traditional orchards, and deciduous woodlands which are recognised as habitats and species of principal importance in England. In accordance with the Biodiversity Action Plans for the UK and Worcestershire, and the South Worcestershire Development Plan (Policy SWDP22), this plan seeks to protect species and habitats in the parish. Certain sites have been identified, in consultation with the Worcestershire Wildlife Trust.

5.15 The NPPF (paragraph 112) states that local planning authorities should take into account the economic and other benefits of the best and most versatile agricultural land. Most of Cleeve Prior Parish consists of agricultural land, and there are a number of working farms and horticultural units. Farming is an extremely important part of the local economy and is supported by the South Worcestershire Development Plan which seeks to achieve the most effective use of land as a resource (Policy SWDP13). Soil itself is identified as a strategic asset. In Cleeve Prior, the bulk of the agricultural land area is designated under the national agricultural land classification system (ALC) as Grade 3, although there is a small expanse of Grade 2.

5.16 Some concern was raised during initial consultations about the effects of development on environmental pollution. This is covered by the NPPF (paragraphs 123-125) and the South Worcestershire Development Plan (Policy SWDP31). Particular reference was made by respondents to the effects of light pollution in rural areas such as Cleeve Prior. Detailed guidance on this aspect is given in the online Planning Practice Guidance.

## **Design of Housing and Development**

### **Policy CP4**

**The scale and design of new development should reflect the character of the village and the Conservation Area, in particular:**

- **All new development should clearly demonstrate a contextually responsive design solution**
- **Building materials should be in harmony with the existing properties; wherever appropriate, the use of blue lias stone should be deployed and incorporated into the architectural details of new developments**
- **New buildings should respect neighbouring roof profiles and pitches, the characteristic spacing between buildings, the historic building line, and the overall density of development in the village**
- **Detailing should be in line with traditional design features**
- **Redevelopment, alteration, or extension of historic farmsteads and agricultural buildings within Cleeve Prior parish should be sensitive to their distinctive character, materials, and form.**
- **Where appropriate, development should take account of known surface and sub-surface archaeology and ensure that unknown and potentially significant deposits are identified and appropriately considered during development. Lack of current evidence of sub-surface archaeology must not be taken as proof of its absence.**



## **Sustainable Design**

### **Policy CP5**

**The construction of new dwellings to high standards of sustainability and the incorporation of Sustainable Drainage Systems (SuDS) in new developments will be supported.**

5.17 The South Worcestershire Development Plan recognises the importance of design quality which helps to protect and enhance local environments. Detailed criteria are set out in Policy SWDP21. Design quality was also raised as a major issue for Cleeve Prior during community consultation. Much of the village's character stems from its historic buildings and the extensive use of local materials in construction, particularly the characteristic blue lias stone. An example of sympathetic design in new building is the incorporation of a blue lias plinth in the modern development at Bay Tree Farm Cottages, off Mill Lane. This type of initiative is to be encouraged.

5.18 As explained in the Conservation Area Appraisal, much of the village character stems from the low density of development, compared to the average density in Wychavon as a whole. Village gardens and the spaces between buildings are key elements of the built environment and need to be protected. Policy CP5 seeks to protect and enhance the special features of the village and its vernacular, as well as the historic and archaeological assets of the parish as a whole.

5.19 The South Worcestershire Development Plan includes policies on sustainable design, which can help to achieve energy efficiency and to mitigate the effects of climate change (see Policy SWDP21 and SWDP27). Government policy, derived from the Climate Change Act 2008, seeks to achieve higher standards of construction through the application of amendments to the Building Regulations. These standards therefore apply to Cleeve Prior. The Flood and Water Management Act 2010 requires the adoption and maintenance of Sustainable Drainage Systems (SUDS) for developments of more than one property. Worcestershire County Council, as the Lead Local Flood Authority (LLFA) will be responsible for the approval of all drainage plans and the adoption of these new standards. Although the Government has exempted Neighbourhood Plans, it is considered that this plan should support the approach, as set out in Policy CP5.



## Employment Policies

### Policy CP6

**The expansion and/or diversification of existing businesses will be supported subject to development respecting local character, residential amenity and highway safety.**









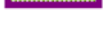
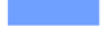

5.20 The National Planning Policy Framework (NPPF) states that local and neighbourhood plans should promote a strong rural economy. In addition, a leading objective of the South Worcestershire Development Plan is “Economic Success for All”. The Economic Vision and Economic Strategy for the area include support for the rural economy, including agricultural and horticultural businesses. This is underpinned by Policy SWDP12, which seeks to promote new employment opportunities, subject to criteria on scale and form.

5.21 Traditionally, the economy of Cleeve Prior has been based on farming and horticulture. Although employment in these activities has declined substantially, their overall importance has not diminished. The continuance of farming in the area has also been a key element in the conservation of the local landscape and the countryside setting of the village.

5.22 The South Worcestershire Development Plan, Policy SWDP19, also supports dwellings for rural workers. There is concern that some other villages in the county have suffered from the influx of inappropriate development, which is out of scale and character.

5.23 Farming and horticulture will continue to be the cornerstones of the local economy, as recognised in the South Worcestershire Development Plan. It is recognised, however, that there needs to be continuing support for these elements, including farm diversification. As stated above (paragraph 5.20), the NPPF is explicit in its support for economic growth in rural areas and seeks to promote the development and diversification of agricultural and other land-based rural businesses. This is also set out in Policy SWDP12.

## Legend

-  Parish Boundary
-  Conservation Area boundary
-  River Avon & river bank (Special Wildlife Site)
-  Cleeve Hill (Special Wildlife Site)
-  Gypsy & Travellers' Site
-  Public Gypsy Site
-  Local Green Space (Policy CP2) (LGS1-9)
-  Public Road (B4085)
-  CPO Land
-  Significant water feature :  
River Avon & Littleton Brook
-  Key public views that characterize  
the open countryside setting of  
Cleeve Prior (para 2.2, 2.5, 5.18)





# Cleeve Prior Neighbourhood Plan - Policy Considerations

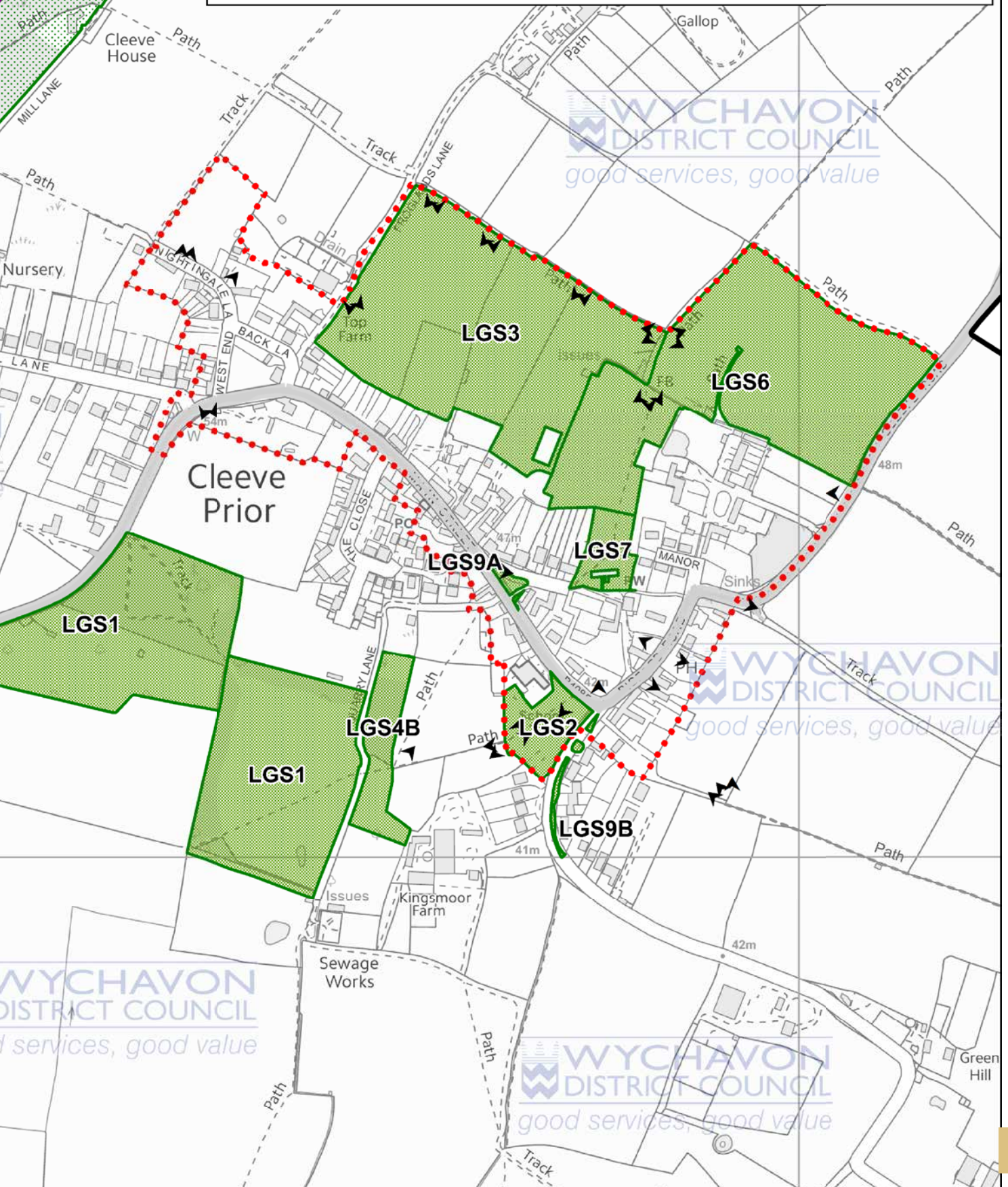
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## 6. Other Issues.

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### Communications

6.1 The village community and local businesses have benefited considerably from the advent of the internet and the development of information technology. There is evidence of a marked increase in home-based working, which is also encouraged by Policy SWDP12. Clearly, more home-based working reduces the overall need to travel, in accordance with the principles of sustainable development.

6.2 The National Planning Policy Framework (NPPF) gives positive support for the development of high quality communications infrastructure. This is reflected in the South Worcestershire Development Plan, which also promotes the continued development of telecommunications and broadband connections (SWDP Policy 26).



In Cleeve Prior, compared to certain other areas in the county, there have been some problems with the installation of high-speed broad band connections. At the time of writing, it is anticipated that the provision of high speed fibre optic cable networks may be achieved by Worcestershire County Council's high-speed broad band initiative. The Parish Council supports improvements to telecommunications and information technology for the village, which will assist local businesses and home-based working.

### **Education**

6.3 During the public consultations on the plan, considerable concern was expressed about the future of the First School. It is acknowledged that this will depend to a large extent on the future demography of the village and the adjacent parish of Bickmarsh, which lies within the school catchment area. Nevertheless, both the Church of England and Worcestershire County Council have pledged their support for the school.

6.4 The Parish Council is also supportive of the school, which is a key village asset. Consideration of the school and associated facilities, including pre-school and nursery education, is set out in Annex 1 to this document.

### **Infrastructure**

6.5 A number of concerns were also raised in consultations about village infrastructure, particularly highways and public transport. For its size, Cleeve Prior has an impressive range of facilities and services. Residents were clearly concerned to maintain and improve public transport, and the range of services and facilities. Having considered these views, the Parish Council has concluded that the aspirations of the community, which it shares, are outside the scope of the land use policies in this plan. Infrastructure is therefore dealt with in detail in Annex 1 to this plan, together with a consideration of Community Infrastructure Levy and other possible funding mechanisms.

### **“County Matters”**

6.6 Planning policies for minerals and waste are the responsibility of Worcestershire County Council. The Worcestershire Waste Core Strategy Local Plan forms part of the statutory development plan and therefore the Cleeve Prior Neighbourhood Plan must conform to its provisions. In the Local Plan there is a hierarchy of settlements which indicates the role in which each settlement should play in the strategy for waste management. Cleeve Prior is in Level 5, which is the lowest level, which means that any proposals for waste management development in the parish would have to be strongly justified. Policy WCS 17 of the Waste Core Strategy requires provision for the management and disposal of waste in all new developments.

6.7 The County Council is currently developing a new Minerals Local Plan for Worcestershire, which will replace the Hereford and Worcester Minerals Local Plan 1997. Consultation took place in the winter of 2013/2014 on the emerging draft plan, including areas of search for minerals deposits. The Analysis of Minerals Resources in Worcestershire (2013) mapped one sand and gravel deposit in Cleeve Prior Parish (Resource Area 5/21). This area is to the north of the River Avon, at the Worcester Meadows. Although there is no current proposal for the extraction of minerals, the Neighbourhood Plan, in accordance with the NPPF (paragraph 144) recognises the need to protect this resource.

### **Gypsy and Traveller Site – Community Action<sup>1</sup>**

6.8 The Parish will seek to work with third parties with the aim of addressing matters related to the appearance of the Gypsy and Traveller site; and matters relating to crime and anti-social behaviour associated with the Gypsy and Traveller site.

6.9 During the early consultation on the issues and options for the plan, there was considerable debate about the future of the gypsy and traveller site to the west of the Evesham Road. The total gross area of the site is 4.8 hectares, of which there are two components. The smaller component contains eight pitches on land under lease from Worcestershire County Council. It is understood that the lease was due to expire May 2018. The larger part of the site, on surrounding land, has 19 private pitches. To the north of the site, there is a further area of 1.7 hectare, known as the CPO land, which is owned by Cleeve Prior Parish Council.

6.10 Recent surveys show that the site has been under-occupied. According to Wychavon District Council returns, in January 2015, eleven of the private pitches were occupied, with 31 caravans. There is no doubt that the condition of the site as a whole has deteriorated in recent years and it is currently in a very poor state. At the very least, the area is in need of restoration and sound management.

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<sup>1</sup> For more information on Community Actions, please see following link: <https://www.local.gov.uk/oursupport/guidance-and-resources/community-action/community-action-overview/what-community-action>.



## 7. Implementation

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7.1 To be effective, the Neighbourhood Plan must be deliverable. The policies and proposals in this plan have been assessed as to whether they are realistic and can be implemented during the plan period to the year 2031. It is recognised that the Parish Council has limited resources and that many of the policies will be delivered by other agencies.

7.2 To assist in the delivery of the plan, consideration will be given to a Community Land Trust (CLT) for Cleeve Prior. Membership would be open to all those who live and work in the parish. Its purpose would be to sustain and enhance the village community. The CLT could undertake small-scale developments of affordable housing spread throughout the plan period.



## ANNEX 1: Non-Land Use Issues

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A1. As explained in Section 1 of this document, a Neighbourhood Plan must address the use and development of land. The National Planning Policy Framework (NPPF) advises that *wider community aspirations than those relating to development and use of land can be included in a neighbourhood plan, but actions dealing with nonland use matters should be clearly identifiable.*” This is the purpose of this annex, which picks up on the wider concerns and aspirations of villagers expressed in the consultation processes. It is arranged mainly in terms of the principal topics raised by the community – firstly with education, then with infrastructure.

### Education

A2. In the consultations with the local community, the importance of the Cleeve Prior Church of England Endowed First School as a key community asset was stressed. According to Worcestershire County Council, the school has space for 90 children, but in October 2014, only 49 pupils were on the school roll. With these figures in mind, there has been some concern locally about the future viability of the establishment. To a large extent, this will depend on having a healthy number of children in Cleeve Prior and in the adjacent parish of Bickmarsh. Worcestershire County Council has advised that the likely pupil yield from the existing numbers of households is below average. Thus, there is a critical relationship between the future numbers and types of new properties likely to appeal to families with young children.



- A3. In terms of the existing school facilities, there has been a continuing need to use temporary buildings at the site, and new permanent facilities will need to be provided for the future. The Church of England has pledged its continuing support for the First School, but its long term future will depend very much on the emerging development policy for the village. The Parish Council will also continue to support the school and its future viability as a key village asset. It is hoped that the temporary building currently used as part of the school premises will be replaced by a permanent structure, but this will depend on the availability of funds.
- A4. A number of respondents to the consultations about the plan have emphasised a need for pre-school and nursery education facilities in the village. The County Council have also stressed the need for a school to have good links with pre-school provision. At present the setting for pre-school education is provided in the War Memorial Village Hall, which is not satisfactory. It is considered that a new permanent building should be provided for pre-school and nursery education. This would act as a feeder to the First School and help to support it in the future. It could also be used for adult education and other peripatetic activities. Again, its delivery is dependent on the availability of finance and a suitable site.

## **Infrastructure**

- A5. Considerable concern was raised in consultations about village infrastructure and the need for future improvements. Transport emerged as a key issue. The main village thoroughfare, Main Street, sits astride the B4085, which runs from Bidford on Avon to Evesham. Although this is not a primary route, there is a high volume of traffic, especially at peak hours. There have been a number of related issues, not only with the amount of traffic, but also with its speed, especially on Main Street. Some additional speed warnings and control measures have been introduced on the Evesham Road, but with little overall effect. It is considered that additional measures are required, especially on the principal length of Main Street, in the heart of the Conservation Area. It has been suggested in consultation that an overall scheme of traffic management is required, but this would be difficult to deliver in the current economic climate,



- A6. In the short term therefore, the Parish Council consider that the most effective measure would be to extend and widen the footway on the north side of Main Street alongside the War Memorial Hall. This would have two benefits. First, it would improve mobility and access for wheelchair users and children's pushchairs. Second, it would have the effect of slowing down traffic by the creation of a one-way "gateway" in the centre of the village. The Parish Council is keen to develop this proposal and will be holding talks with Worcestershire County Council Highways Department.
- A7. Car usage in the parish is high, mainly because of the comparative remoteness of the village from the nearest urban centres. Conversely, public transport usage is very low. On weekdays, there is a regular bus service each way between Redditch and Evesham, but this is poorly used. It is a vital facility, however, for students at secondary schools and colleges and for non-car users, especially the elderly. The nearest railway stations are at Honeybourne and Evesham.
- A8. The National Planning Policy Framework seeks to promote sustainable forms of transport, so as to reduce greenhouse gas emissions and to give people a choice about how they travel. This is echoed by the South Worcestershire Development Plan (Policy SWDP19), which seeks to promote more transport choice in rural areas. It is considered that there should be a flexible approach to transport provision in Cleeve Prior, so as to reduce the use of the private car and improve overall accessibility. The Parish Council endorses this approach and will support the provision of public and community transport facilities.
- A9. The village and the surrounding parish are well-endowed with a network of footpaths and bridleways. These are in varying states of repair and maintenance, and there is a need both to improve standards and to make better connections. Although there are quite high numbers of journeys on foot, these could be increased by comparatively small levels of investment. In particular, the footpath connection in the area of the Millennium Green, between the Evesham Road and the First School, could be enhanced, thus encouraging parents and children to walk and cycle to and from the school.

A10. The Parish Council will work with the County Council for the continued improvement and usage of the network of footpaths and bridleways in and around Cleeve Prior. The provision of better facilities for cycling will also be encouraged. In the short term, the Parish Council may consider the possibility of providing an all-weather footpath and cycleway at the Millennium Green. This would be particularly beneficial for pedestrians, as it would provide a safe route from the Evesham Road to the vicinity of the First School.

A11. Both the NPPF and the SWDP (Policy SWDP28) contain policies for development management and flood risk. According to the published Environment Agency flood mapping, the majority of the Neighbourhood Area lies within Flood Zone 1. A large portion of Cleeve Prior, however, is located in Flood Zones 2 and 3, especially to the north and east of the village. Cleeve Prior has not been affected by the major flooding incidents in Worcestershire in recent years. Nevertheless, there have been localised problems arising, because of the limited capacity

of surface water drains to cope with increased volumes of rainfall. Problems have been concentrated particularly at the north end of the village, between The Manor and the B4085 road. A number of concerns were raised about these issues during consultations. The Parish Council will work with the South Worcestershire Land Drainage Partnership to discuss improvements to the network of surface drains in Cleeve Prior. The aim is to introduce measures which will reduce the amount of surface water run-off during periods of heavy rainfall. Under the Flood and Water Management Act 2010, Worcestershire County Council was designated as one of the Lead Local Flood Authorities (LLFA), with responsibility for Local Flood Risk Management. The County Council is developing a statutory Local Flood Risk Management Strategy: the Parish Council will work positively with the County Council in the development stages of this document, and the Worcestershire Surface Water Management Plan.

A12. For a small settlement, Cleeve Prior has a good range of village services and facilities, which are clearly valued by local residents. Facilities include the First School (see above), the War Memorial Village Hall, the Kings Arms public house, the Farm Shop, and the Field Barn Conservation Centre. Rural facilities generally are supported by the South Worcestershire Development Plan, including village shops (Policy SWDP37). There is a lively and active community in Cleeve Prior, but its continued strength and viability depends very much on financial and voluntary support for the maintenance and management of facilities and the services to which they are linked. The Parish Council will support proposals for the improvement of existing services and facilities, together with the introduction of new measures, provided they do not cause significant harm to the amenity of local residents. The loss of essential village services and facilities will be resisted and the provision of additional facilities will be encouraged, particularly for younger members of the community.

A13. Although Cleeve Prior is an attractive village, it is not noted as a destination for tourists or day visitors, compared to many villages in the county and in adjacent areas of Warwickshire. The Parish Council consider that there is some potential for developing facilities for visitors, provided that it is appropriate to the scale and character of the village. This would have some benefits for the local economy, and would help to support the maintenance of local heritage assets and infrastructure, in accordance with SWDP Policy 34.

A14. In particular, there would appear to be some potential for the upgrading of the Village Wharf area, so as to enhance recreational opportunities both for local people and visitors. Possible improvements could include the restoration of mooring facilities, a launching area for canoes and small boats, and a picnic area, with better access to the River Avon. The Parish Council will discuss these ideas with Visit Heart of England, the District Council, the Avon Navigation Trust, the Environment Agency and other stakeholders.





A15. Planning agreements have been an important component of the planning system for many years, whereby developers, on receiving planning permission, undertake to provide certain facilities so as to off-set the potentially harmful effects of a proposed development. Currently, such obligations are covered by Section 106 of the Town and Country Planning Act 1990. Section 106 contributions will still be sought in certain circumstances, particularly in order to make specific applications acceptable in planning terms, and to deliver affordable housing. Most of these agreements, however, will be replaced by the Community Infrastructure Levy (CIL), which will come into effect on the adoption of the SWDP in 2016. In accordance with Policy SWDP7, the joint authorities intend to adopt a common Community Infrastructure Levy. Therefore, in Wychavon District, CIL will be introduced in 2016 following the adoption of the South Worcestershire Development Plan.

A16. Under the provisions of the Localism Act 2011 and the CIL Regulations, 15% or 25% of CIL receipts generated from a development in a town or parish covered by a Neighbourhood Plan may be used by a town or parish council for the benefit of the local community. The most recent CIL Guidance indicates that funds must be spent on the provision, improvement, replacement, operation, or maintenance of infrastructure, or anything else that is concerned with addressing the demands which development places on an area. There could be some benefits for parish councils in rural areas, including Cleeve Prior. The Parish Council will keep these possibilities under review, together with other potential sources of income to deliver both the land use policies of this plan, together with the aspirational proposals set out in this annex.



## Annex 2: Sources

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The following documents and references were used in the preparation of this plan.

**Cleeve Prior Parish Plan**

Cleeve Prior Parish Council (2006)

**Cleeve Prior Housing Needs Survey Report**

Cleeve Prior Parish Council (2014)

**Flood Risk Maps**

Environment Agency (Updated 2015)

**Wychavon District Local Plan**

Wychavon District Council (2006)

**South Worcestershire Development Plan (Submission Version, 2013)**

South Worcestershire Councils

**South Worcestershire Development Plan (Adopted February 2016)**

**South Worcestershire Infrastructure Delivery Plan**

South Worcestershire Councils (2014)

**Strategic Housing Land Availability Assessment**

South Worcestershire Councils (2015)

**Technical Note on Potential Housing Sites**

South Worcestershire Councils (2015)

**National Planning Policy Framework**

Department for Communities and Local Government (March 2012)

**Planning Practice Guidance**

Department for Communities and Local Government (On-line only)

**Planning Policy for Gypsy and Traveller Sites**

Department for Communities and Local Government (2012)

**Securing the Future – The UK Sustainable Development Strategy**

HM Government (2005)

**Cleeve Prior Conservation Area Appraisal**

Wychavon District Council (2008)

**Landscape Character Assessment**

Worcestershire County Council (2009)

**Worcestershire Green Infrastructure Strategy**

Worcestershire County Council (2013)

**Worcestershire Biodiversity Action Plan**

Worcestershire County Council (2009)

**Worcestershire Economic Vision and Economic Strategy**

Worcestershire County Council (2009)

**Worcestershire Gypsy and Traveller Accommodation Assessment**

Worcestershire County Council (2014)

**Worcestershire Local Transport Plan 3**

Worcestershire County Council (2014)

**UK Biodiversity Action Plan**

Department for Food, Agriculture and Rural Affairs (2005)

**Worcestershire Core Strategy Local Plan 2012 – 2027**

Worcestershire County Council (2012)

**Hereford and Worcester Minerals Local Plan**

Hereford and Worcester Council (1997)

**Emerging Minerals Local Plan**

Worcestershire County Council (2014)







