



Ashton Keynes Neighbourhood Plan Steering Group

Ashton Keynes Neighbourhood Plan

2015 - 2026

Made May 2017



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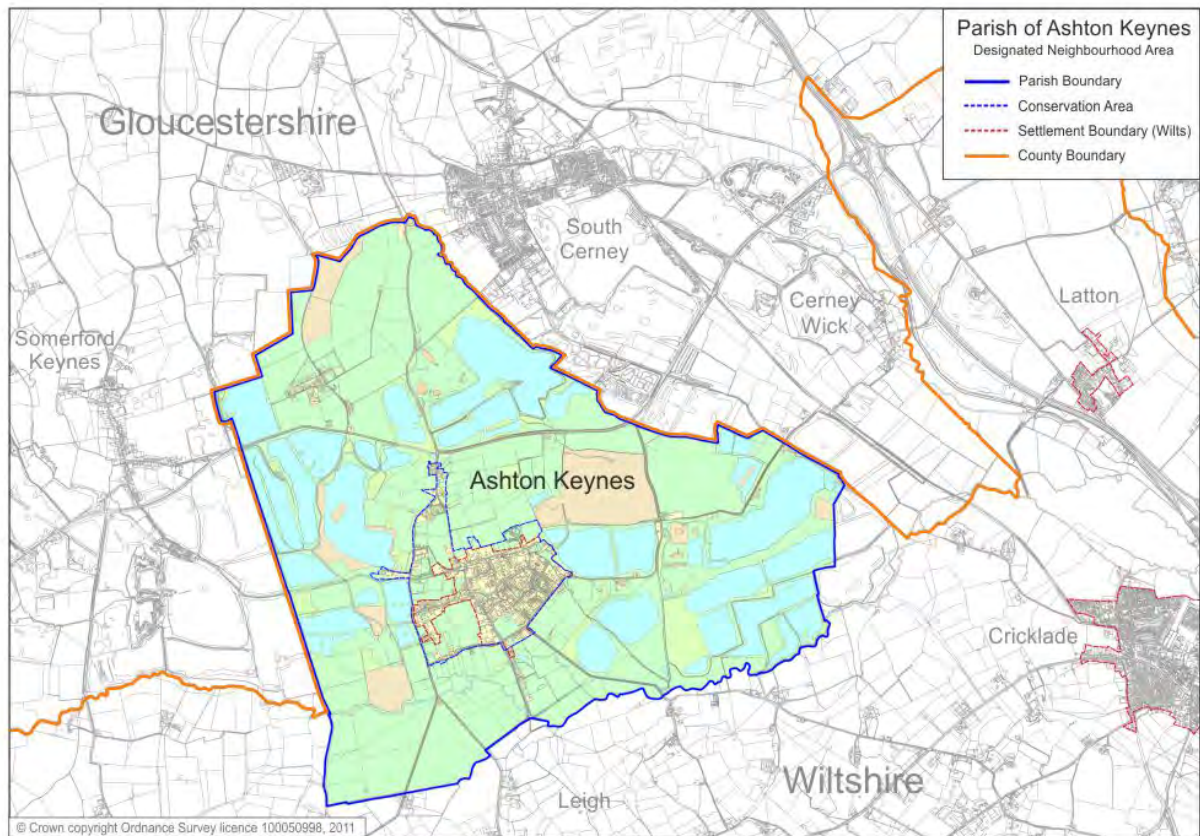
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Environment information courtesy Cotswold Water Park Trust - Vision and Implementation Plan

1 Introduction

1.1 About the Neighbourhood Plan

- 1.1.1 Representatives from the Parish Council of Ashton Keynes, together with representatives from the local community have joined together to form The Ashton Keynes Neighbourhood Plan Steering Group.
- 1.1.2 The aim of the group was to consult with local residents, groups and bodies, as well as gain advice from planning experts, and within the framework of the National Planning Policy Framework (NPPF) and the adopted Wiltshire Core Strategy (WCS), devise a Neighbourhood Plan for the Ashton Keynes designated area.
- 1.1.3 The Parish in its entirety, as shown on the map below, was submitted to Wiltshire Council in application for the designation of the Ashton Keynes Neighbourhood Plan Area (the Plan Area) on the 29th July 2013 and was subsequently approved on the 14th November 2013.



- 1.1.4 This Plan provides a vision for the future of our area and sets out clear planning policies to realise this vision. These policies have regard to national planning policy and advice; and are in general conformity with local strategic policy, as set out in Wiltshire's adopted Core Strategy, including Core Policy 13 (Malmesbury Community Area Policy).
- 1.1.5 The adopted WCS requires the Plan Area to accommodate more housing and this Plan shows in a positive way how this can be achieved. Whilst the WCS obliges the Malmesbury Community Area to accommodate an indicative minimum number of additional dwellings in the planning period to 2026, our Neighbourhood Plan will provide guidance on the community's wishes with respect to the location of this new build and the type of houses to be constructed.

- 1.1.6 The provision of infrastructure has also been addressed and there are policies that support and encourage further employment sites.
- 1.1.7 In support of this Neighbourhood Plan, there are a number of key documents that comprise its 'Evidence Base'. These are technical documents, typically assessing options for development and related matters, which explain what options were considered for the future of Ashton Keynes.

1.2 What we wish to achieve

- 1.2.1 ***We wish to make our neighbourhood an even better place to live, work and visit. We wish to sustain and enhance the beauty and vitality of our neighbourhood and make sure our infrastructure is capable of supporting us.***

Ashton Keynes is a large village with lots of character, traditional buildings, a good school and amenities. It is located in the Cotswold Water Park and it is surrounded by wildlife open spaces, lakes and watercourses, including the infant river Thames which runs through the Parish. We must ensure that any increase in population also brings enhanced infrastructure.

- 1.2.2 ***We want community led development.***

We want development that will stand the test of time, provide high quality accommodation for all of our community, respect the individual character of the Parish, support the local economy and protect our natural environment. We want a stronger voice in local development when planning applications are decided by Wiltshire council.

- 1.2.3 ***We want the opportunity to plan for future development.***

We want a greater say about where, how, what and when development occurs in our community. We want our community to have a chance to get good impartial advice from experts about what kind of growth would benefit the Parish. We want to use this advice to work in partnership with all those involved so as to manage what is eventually built. We want to maintain the Village as the vibrant central core of the Parish and to ensure that development does not result in a coalescence of disparate settlements.

- 1.2.4 ***Over-arching Vision***

The over-arching vision for how Ashton Keynes should be regarded by 2026 is:

“A thriving sustainable community in the Cotswold Water Park where people want to be, and which continues to evolve by developing in harmony with its character and natural environment”

1.3 How this Plan is organised

- 1.3.1 The Plan is divided into major sections based on theme topics and objectives which were set out by the Ashton Keynes Neighbourhood Plan Steering Group following survey feedback from community consultations in May 2013 and April 2014. For the avoidance of doubt Plan Policies and Plan Projects are set out in separate sections of this document.

2 Neighbourhood Plan Policies

2.1 Introduction to Policies

2.1.1 Neighbourhood Plan policies must – like all planning policies – relate to the development and use of land. However, this does not mean that Neighbourhood Plans can't include other non-planning related policies that local people would like to achieve, but it is important that the Plan makes a clear distinction between planning and non-planning projects. Plan Policies are set out in the following theme Policy sections. Projects in this Plan, which are non-planning related, are set out by similar themes in a subsequent section 9 of this Plan document.

2.1.2 This part of the Neighbourhood Plan addresses the following theme topics:

- Housing
- Infrastructure
- Amenities
- Environment
- Historic Conservation
- Economy

3 Housing Policies

The vision for housing development within the parish in the Plan period is:

“To maintain a strong community within the parish through planned growth and change to meet the housing needs of existing and future residents of Ashton Keynes”

The Plan objectives and policies set out in this section are in general conformity with the Wiltshire Core Strategy and support its strategic objectives, in particular:

“Strategic Objective 3: to provide everyone with access to a decent, affordable home”

3.1 Housing Objectives

- To enable local people to stay in the parish throughout their lifetime by ensuring housing is available as their needs change.
- To ensure an adequate supply of affordable housing to meet the needs of the parish in line with the Wiltshire Development Plan and our own housing needs.
- To ensure the parish is not over-developed and that new development is of high quality design, is built to a high sustainability standard and reinforces local distinctiveness.
- To give preferential access to affordable housing for people with a strong local connection in line with the adopted Homes4Wiltshire Policy.
- To ensure that the design and location of new development is resilient to the effects of climate change and flooding.

3.2 Housing Policies Background

3.2.1 Intent

- There is a need to provide smaller houses.
- More affordable housing needs to be provided.
- Housing suitable for older people should be provided.
- Housing should be provided at a scale that is appropriate to the character of the Village and will enable new residents to integrate easily into village life.
- There should be provision for those with a strong local connection to have preferential access to housing.

3.2.1.1 The majority of people (65%) have lived in the Parish for more than ten years and the Village does not have an itinerant population. Residents choose to live in the Village because they want to and are more likely to need accommodation to meet their continued living needs than those living in a commuter town.

3.2.1.2 The population is ageing¹. Since 2001 the number of residents in the Parish aged over 60 has increased by over 33% and the number under 40 has decreased by 17%. This threatens the vitality of the community and places extra, and different, demands on local health, transport and housing.

3.2.1.3 Ashton Keynes Housing Needs Survey 2013 shows that the Parish needs more young people and families for the community to retain its age balance. However, the current shortage of affordable housing denies young people and families the opportunity to live in the village where they grew up. The Village needs smaller homes for elderly villagers wishing to downsize and remain in the Village, and for young singles or couples.

3.2.1.4 Of the 597² homes in Ashton Keynes 58% are detached; 28% are semi-detached and 13% terraced. Of these, around 80% are owned outright or owned with a mortgage. Of the remainder only 7% are social rented. Providing smaller social rented homes will re-dress this imbalance.

3.2.1.5 The 2011 Census indicates that 89.6% of households in Ashton Keynes parish have one or more spare bedrooms in their homes. Higher levels of under-occupation often reflect a large proportion of older people; as under-occupation is more common in older person households. By providing houses for downsizing or homes better suited for an aging population, family homes may become available.

3.2.1.6 The village of Ashton Keynes is in a conservation area and to retain the character and avoid sprawl, housing development should be directed primarily to redundant brown field sites within the Settlement Boundary.

¹ Source: Comparison of 2001 and 2011 National Census, and Malmesbury Joint Strategic Assessment 2011

² Source: 2011 Census data plus recorded new homes built since the 2011 Census.

3.2.2 Housing Strategy

3.2.2.1 This housing strategy is directed towards improving the sustainability of Ashton Keynes as a demographically mixed and balanced community. It therefore targets:

1. Priority for smaller dwellings to address the imbalances identified. This includes:
 - a. starter and smaller homes for private purchase,
 - b. affordable housing for rent or shared ownership,
 - c. smaller dwellings for residents to downsize.
2. It is accepted that a small number of larger homes may be necessary in order to secure viability of allocated sites and deliver the number and type of homes required to meet the local housing need.

3.2.3 Housing Plan

3.2.3.1 The goals and objectives of the Plan are realised by a set of policies that:

1. provide housing to meet the local housing need,
2. retain the character of the Village in terms of community and housing,
3. address those Village issues that are related to land use, and
4. address the sustainability or any other requirements that arise from a specific site proposal.

3.2.4 Number of New Homes

3.2.4.1 A large majority of residents do not wish to see major new housing developments in Ashton Keynes which would inevitably lead to a significant change in the character of the Village or creating village sprawl.

3.2.4.2 The Malmesbury Community Area Remainder housing land supply requirement is for an indicative number of 84 homes to be identified between 2017 and 2026³. A starting point for the allocation of new homes required in Ashton Keynes by 2026 (and other villages in the Community Area) in accordance with the Core Strategy requirement would be proportionally in relation to their existing population, but that this will be modified by consideration of such factors as the individual vision for each village, the existence of designations such as greenfield sites, the conservation area, the settlement boundary and the individual sustainability credentials of villages in relation to local facilities and transport links and the existence of particular local needs and opportunities.

Summary assessment of supply and remaining housing to be identified for Malmesbury Community Area

Area	Indicative requirement 2006-2026	Housing already provided for		Indicative remaining requirement
		Completions 2006-2016	Developable commitments 2016-2026	
Malmesbury Town	885	504	511	0
Remainder	510	319	107	84

Source: Wiltshire Council – Housing Land Supply Statement update – March 2017 – Appendix 6

³ Wiltshire Council Housing Land Supply Statement update – March 2017

3.2.4.3 Using the methodology detailed in the Core Strategy a proportional allocation of houses based on population produces a requirement for 11 new homes to be built in Ashton Keynes by 2026.

3.2.4.4 The Ashton Keynes housing survey shows that sixteen people are in need of housing in Ashton Keynes. Five of the sixteen were seeking open market homes and the remaining eleven were looking for affordable homes. The following shows the minimum need over the next three years for new affordable housing development in the Parish.

Subsidised rented housing

- Four one-bedroom homes for singles / couples, three of which should be bungalows / single level accommodation.
- One two-bedroom home for a family.
- Two three-bedroom homes for families one of which should be a bungalow / single level accommodation.

Shared / Low cost home ownership

- One two-bedroom home for a family.
- Three three-bedroom homes for families.

3.2.4.5 During development of the Plan two small schemes have come forward at The Mead that involved the replacement of existing poor quality affordable housing with new homes which has resulted in a net gain of 7 new affordable homes of 2 and 3 bedroom houses.

3.2.5 Settlement Boundary

3.2.5.1 Core Policy 2⁴ of the Wiltshire Core Strategy references Settlement Boundaries as 'defined limits of development'.

3.2.5.2 Map-AK1 Ashton Keynes Settlement Boundary, shows the Settlement Boundary for Ashton Keynes defined in the Wiltshire Council Core Strategy and shown on Policy Map for the Malmesbury Community Area⁵.

⁴ Wiltshire Core Strategy – Core Policy 2 – Within the defined limits of development

⁵ Core Strategy document library – Adoption/Policy Maps –Community Areas - Malmesbury



Map-AK1 Ashton Keynes Settlement Boundary

3.3 Housing Site Allocations

3.3.1 Context and Intent

- 3.3.1.1 The Ashton Keynes site assessment exercise showed that there is no community support for large-scale development within the Village Settlement Boundary or on its border.
- 3.3.1.2 The Housing Site Assessment consultation in January 2015 identified a number of potential sites which were subject to evidence based scrutiny (National Planning Practice Guidance) which demonstrated that many of these sites were unsuitable for housing development, and that development sites outside of the Settlement Boundary were not in general conformity with the Wiltshire Core Strategy.
- 3.3.1.3 Infill development within the Settlement Boundary of the Village will be considered. The opportunity for any meaningful scale of infill development within the period of the Plan is limited due to the compactness of the Village within the current Settlement Boundary. It is important that infill development does not destroy the character of the Village. It is accepted that there will be some windfall land over the life of the neighbourhood plan.
- 3.3.1.4 To ensure a meaningful contribution to the indicative remaining requirement for new housing provision in the Malmesbury Community Area, sites were considered and put to the community in a consultation exercise. The survey results of the Housing Site Assessment consultation showed clear support for two sites, SHLAA 151 (AB Carter Haulage) and SHLAA 484 (the former Cotswold Community site). Site SHLAA 484 has been deemed unsuitable for inclusion in this plan as the Parish Council considers that its designation would not be in general conformity with the Wiltshire Core Strategy or the Wiltshire and Swindon Minerals Core Strategy.
- 3.3.1.5 Only one site within the Settlement Boundary (SHLAA 151) meets the site assessment criteria. This site therefore represents this Plan's contribution to the Malmesbury Community Area's Remaining indicative requirement for new housing provision, and also meets the housing needs of the Parish. The landowner of the SHLAA 151 site expressed the intention to develop the site for housing. The site includes previously developed land which the landowner/developer wishes to develop for new housing and has agreed the quantum of new housing allocated in this Plan.
- 3.3.1.6 During the preparation period of the Plan, approval was granted, on appeal, for the development of land at Wheatleys Farm for 18 new homes. Taking this site, together with the site allocated in Policy HSP1, it is noted that there is land for at least 29 new homes to come forward over the Plan period.
- 3.3.1.7 Site AKNP01 comprises a single existing dwelling and out-buildings with access entrances from Happy Land. Formerly it was occupied by three dwellings, all of which had entrance access from Happy Land. More recently the site was used for parking and garaging of haulage vehicles. The site is no longer used for business purposes and is listed as a potential housing development site by Wiltshire Council⁶.

Policy HSP1 Site Allocations

The development of around 11 homes at AB Carter Haulage, Happy Land, will be supported.

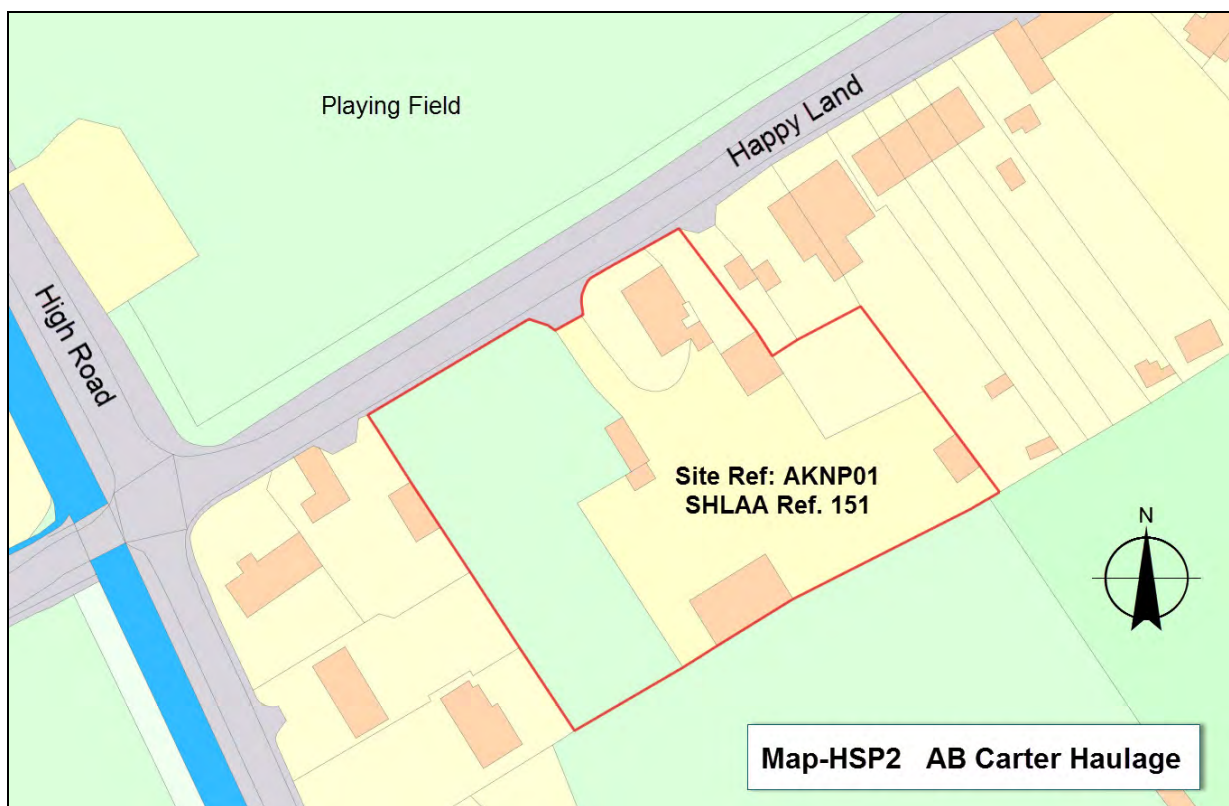
⁶ Wiltshire Council Housing Land Supply Statement update - Appendix 1 – March 2017

Policy HSP2 – AB Carter Haulage

Site Reference	AKNP01
Area to be developed	0.36 ha
Number of New Homes	11

The site is allocated for 11 dwellings, subject to the following site specific requirements;

- the development will be contained within the area edged in red shown on Map-HSP2;
- vehicular access to the site taken only from the existing entrances to the site (on Happy Land);
- screening from adjacent properties in the interests of privacy through the retention of existing hedge screening;
- the existing orthostatic (plank stone) walling on the frontage with Happy Land to be retained and preserved.



3.4 Additional Housing Development

3.4.1 Context and Intent

- 3.4.1.1 In addition to the housing allocations in this plan housing proposals on sites within the Settlement Boundary will be supported in certain circumstances. The Wiltshire Core Strategy supports sustainable development within adopted settlement boundaries in Core Policy 2. This plan supports infill development and development at windfall sites within the Settlement Boundary.
- 3.4.1.2 Infilling is defined in the Wiltshire Core Strategy as “the filling of a small gap within the village that is only large enough for not more than a few dwellings, generally only one dwelling.” (para. 4.34).

- 3.4.1.3 This neighbourhood plan generally adheres to this definition and further defines infill as development which fills a gap in the continuity of existing frontage buildings within the adopted Settlement Boundary of Ashton Keynes.
- 3.4.1.4 Windfall sites are defined for the purpose of this plan as sites which have not been specifically identified as available in the Local Plan process. They normally comprise previously-developed sites that have unexpectedly become available; however, this does not exclude greenfield sites per se. This is consistent with the NPPF definition.

Policy HSP3 sets out the criteria which guide the development of infill and windfall sites.

Policy HSP3 Additional Housing Developments

In addition to housing allocations in this plan, applications for residential developments on windfall and infill sites within the Settlement Boundary will be supported where such development:

- a. in its scale and form is in keeping with surrounding properties and respects residential amenity;
- b. provides safe and suitable access.

3.4.2 Reasoned Justification

- 3.4.2.1 The adopted Wiltshire Core Strategy expresses a presumption in favour of sustainable development within adopted settlement boundaries. Policy HSP3 acknowledges that windfall and infill development is likely to occur in the Area during the Plan period and sets out the criteria that must be adhered to. Core Policy 57 provides the overarching policy on the design of new development and HSP3 complements it in the local context.

3.5 Housing Types and Tenure

3.5.1 Context and Intent

- 3.5.1.1 The Malmesbury Community Area population is set to increase by 9.7%⁷ by 2026. Within this, the under 16 years of age population is projected to decrease slightly, and the working age population is projected to see a much larger decrease.
- 3.5.1.2 Ashton Keynes has a high percentage of detached homes (58%) compared to the national average and only 13% of terraced homes. This reduces the supply of less expensive homes in a village where housing is expensive.
- 3.5.1.3 In addition, the background information in this plan shows that there is a need to achieve a more varied mix of tenure and type of housing in order to achieve a more demographically mixed community and cater for the housing needs of current and future generations.

⁷ The majority of the increase in population is expected to occur in the Malmesbury town area. Villages in the parishes are expected to have lower rates of population growth.

Policy HSP4 Mix of housing types and tenure

The provision of a wide range of housing types, tenures and sizes on the allocated site will be supported. Residential development proposals should take local housing needs into account.

3.5.2 Reasoned Justification

- 3.5.2.1 The Ashton Keynes Housing Needs Survey 2013 shows that the Parish needs more young people and families for the community to retain its age balance. There is also a need for smaller homes for elderly villagers wishing to downsize and remain in the Village.
- 3.5.2.2 Of the 597 homes in Ashton Keynes 58% are detached; 28% are semi-detached and 13% terraced. Of these, around 80% are owned outright or owned with a mortgage. Of the remainder only 7% are social rented. Providing smaller social rented homes will redress this imbalance.
- 3.5.2.3 The 2011 Census indicates that 89.6% of households in Ashton Keynes parish have one or more spare bedrooms in their homes. Higher levels of under-occupation often reflect a large proportion of older people as under-occupation is more common in older person households. By providing houses for downsizing or homes better suited for an aging population, family homes may become available.

3.6 Affordable Homes

3.6.1 Context and Intent

- 3.6.1.1 Affordable homes comprise social rented, affordable rented and intermediate housing (shared ownership) provided to eligible households whose needs are not met by the open market.
- 3.6.1.2 In terms of affordable housing those responding to the Wiltshire Council Ashton Keynes Housing Needs Survey 2013⁸ showed that sixteen people were in need of accommodation in Ashton Keynes. Only 14 of the 16 responded to the Wiltshire Council questionnaire in regards to questions about their financial status. Comparing income, savings and equity levels of the remainder with affordability in Ashton Keynes a further 3 would not require public support in order to achieve their required housing. There are therefore 11 households 'in housing need' who cannot afford accommodation on the open market. All but one of these households have a local connection to Ashton Keynes, either living or working in the Parish, having family members there, or having previously lived there themselves. Of the 16, 15 believed that there was no suitable housing in Ashton Keynes to meet their needs. Of the 11, 4 (36%) were seeking a 1 bed home; two (9%) a 2 bed home; five (45%) a three bed home.
- 3.6.1.3 From the first to the fourth quarter of 2012/13, no social homes were re-let in the Parish. This suggests that none of the households in need of affordable accommodation could meet their needs through accessing the existing social housing of the Parish.
- 3.6.1.4 There is evidence to suggest that households possess the financial capacity to either rent or purchase open-market accommodation and the lack of suitable accommodation points to a need for a mix of housing type and tenure.

⁸ Wiltshire Council – Ashton Keynes Housing Needs Survey - 2013

- 3.6.1.5 The Ashton Keynes Housing Needs Survey found that of the 597 homes in the Parish 7% were social rented.
- 3.6.1.6 The Ashton Keynes Housing Survey showed that 74% of respondents seeking homes in the Village required a two or three-bedroom home which would:
- redress a housing imbalance in the Village in which a majority of homes have 4 or more bedrooms;
 - produce smaller, and therefore, more affordable family homes; and
 - provide homes for elderly residents wishing to downsize.
- 3.6.1.7 Two small schemes^{9 10} have come forward at The Mead, via Greensquare Housing Association, that involved the demolition of existing poor quality affordable housing stock to be replaced by new homes which resulted in a net gain of 7 new affordable homes of 2 and 3 bed houses. These units were completed at the end of March 2016. However, an additional 4 households are seeking affordable housing in Ashton Keynes for rented accommodation as of April 2016. Based on the Register data and the units which are being delivered in Ashton Keyes there does still appear a current demonstrable affordable housing need in the village specifically for small homes and especially some single storey bungalows as well as additional 3 bed houses.

Policy HSP5 Affordable Housing and Inclusive Development

New housing in the village should be well integrated. It should be appropriate in terms of scale, character and location; and affordable housing should be integrated and generally indistinguishable from open market housing.

3.6.2 Reasoned Justification

- 3.6.2.1 Affordable housing is an essential factor in considering future housing needs. It is essential that these homes are integrated into the Village. It is important to retain the communal feel that a compact village such as Ashton Keynes has and to ensure that everyone has the same accessibility to Village facilities.

3.7 Housing Provision for Older People

3.7.1 Context and Intent

- 3.7.1.1 Demographics indicate that there will be an increasing need for housing provision for the elderly. Many residents are content to continue living independently into retirement in their current homes; others seek alternative housing in the Village with needs falling into two general categories:
1. homes for those who wish to downsize. The stock of smaller houses has been much reduced over the years as many have been extended. There is a need for two-bedroom, mainly single storey homes;
 2. sheltered housing, for those capable of independent living with limited support.

⁹ 13/05914/FUL: The approved scheme involved the demolition of a pair of semi-detached and one half of a pair of semi-detached houses. In their place, planning approval allowed for erection of three pairs of semi-detached houses and a short terrace of three houses.

¹⁰ 13/05613/FUL: The approved scheme involved demolishing 1 existing dwelling and erection of 2 dwellings

Policy HSP6 Housing for Older People

The development of new homes to address the local need for older persons housing will be supported. These might include new homes designed to be adaptable to change over time.

3.7.2 Reasoned Justification

- 3.7.2.1 The survey feedback from the community consultations held on the 12th and 16th April 2014 showed overwhelming support for the Housing objectives outlined in section 3.1, and in particular the aspirations of the community to live in the Parish throughout their lifetime.
- 3.7.2.2 Policy HSP6 primarily supports the first Housing Objective and seeks to promote the availability of housing stock suitable for older people.
- 3.7.2.3 The Parish Council particularly supports the provision of single storey dwellings or other house types suitable for the elderly. Evidence of local need includes Wiltshire Council's housing register and local needs surveys. The Parish Council supports the Lifetime Homes principle.

3.8 Design and Access Statement

3.8.1 Proposals for all new development would be expected to seek to achieve high quality and inclusive design, and to have sought to conserve local distinctiveness of traditional rural settlements and buildings.

3.8.2 In Ashton Keynes examples of good design can include:

- achieving high quality design that respects the scale and character of existing and surrounding buildings;
- using good quality materials that complement the existing palette of materials used within Ashton Keynes;
- respecting established building positions and arrangements of front gardens, walls or hedges;
- ensuring proposals relate to established plot widths within streets where development is proposed, particularly where they establish a rhythm to the architecture in a street;
- providing sufficient external and garden amenity space to meet household recreational need;
- using green hedging for highways boundaries wherever possible;
- allowing provision for trees and planting to balance the visual impact of the development;
- avoiding infringement on open spaces or access to open spaces;
- ensuring that gaps which provide views out of the village to the surrounding country side are maintained;
- providing adequate vehicle parking spaces to avoid on-road parking;
- providing adequate storage space for household waste and recycling bins, and cycles;
- ensuring garages are in accordance with the architectural style of the dwelling it serves and are set back from the street and should be located between houses rather than in front in order not to dominate the street scene;
- providing streets designed in a way that encourages slow vehicle speeds and allows them to function as social spaces;
- ensuring safe access for vehicles; pedestrians and cyclists;
- providing access to local facilities and public transport links via convenient, direct paths suitable for those pushing a pushchair, in a wheelchair, walking with a stick or walking frame or using a mobility scooter;
- adopting the principles of sustainable drainage systems and water capture (for use in activities such as gardening, car washing);
- innovating to achieve low carbon sustainable design and maximise the use of renewable energy opportunities;
- complying with the principles incorporated in the Secured by Design (the official UK Police flagship initiative that supporting the principles of 'designing out crime');
- taking adequate measures to prevent light pollution.

4 Infrastructure Policies

The vision for infrastructure improvement within the parish in the Plan period is:

“To achieve an efficient local infrastructure including key services that continues to meet the needs of the residents and that contributes towards a safe and healthy community”

The Plan objectives and policies set out in this section are in general conformance with the WCS and support its strategic objectives, in particular:

“Strategic Objective 6: to ensure that essential infrastructure is in place to support our communities”

4.1 Infrastructure Objectives

- To plan and maintain a resilient drainage system to mitigate the risk of flooding, and to implement Sustainable Drainage Systems in identified problem areas.
- To improve road and pedestrian safety in the Parish by careful planning of new development, and implementing measures to mitigate road safety hazards.
- To improve General Practitioner facilities in the Parish.
- To improve broadband and mobile phone network coverage in the area through proactive discussions with existing and potential operators.

4.2 Infrastructure Policies Background

4.2.1 Intent

- 4.2.1.1 The infrastructure services in the Parish are generally not within the control of the Parish Council. These include Highways, Police and Emergency Services, Utilities provision, Public Transport and Health Services.
- 4.2.1.2 The objectives and supporting policies in this section aim to influence a limited number of topics where through a local Plan community support is demonstrated for improvements to enhance resilience and sustainability.
- 4.2.1.3 The adopted Wiltshire Core Strategy implements a Developer Contribution Obligation Charging Schedule based on Community Infrastructure Levy (CIL), which was brought into force on the 18th May 2015. Whilst the majority of developer contribution obligations will be pooled for County infrastructure themes, as determined in the Regulation 123 List¹¹, a small portion of CIL contributions will be made available to the Parish, and this will be increased on adoption of this Plan. These CIL contributions will be utilised (where appropriate and where Regulations permit) to support the Policies and Projects outlined in this Plan.

¹¹ Wiltshire Community Infrastructure Levy – Draft Regulation 123 List
Planning Practice Guidance – Community Infrastructure Levy

4.3 Reducing Flood Risk

4.3.1 Context and Intent

- 4.3.1.1 There is considerable concern in the community that the Parish, and the Village in particular, could be badly flooded in the event of extended periods of severe rain storms. The Parish is in the Upper Thames Basin catchment area which has a high water table, and the Village is nearly surrounded by lakes and watercourses. Data available from the Environment Agency confirm the flood risk predictions under severe conditions.
- 4.3.1.2 Whilst not being able to control the natural events and trends in climate change that may lead to severe flooding, the Plan policy seeks to mitigate the flood risk in the Parish, particularly in the residential areas, through effective management of man-made and natural drainage infrastructure.

Policy INP1 Flood risk mitigation in new developments

Development should not increase flood risk. The development of sustainable Drainage Systems to address flood risk is supported.

4.3.2 Reasoned Justification

- 4.3.2.1 The survey feedback from the community consultations held on the 12th and 16th April 2014 showed only 8% of respondents felt that their home was at risk of flooding during periods of heavy rainfall. However, many comments showed concern for standing water on roads after periods of heavy rainfall, and the lack of regular drainage ditch clearing.

4.4 Road and Pedestrian Safety

4.4.1 Context and Intent

- 4.4.1.1 The Parish is rural in nature and as such could be expected to lack the infrastructure compared to towns for pedestrian road safety such as pavements throughout the built up areas. Also the roads in the Parish, and Village in particular, have existed for centuries on the same lines, many of which meander along narrow lanes.
- 4.4.1.2 Whilst cherishing the rural heritage of the Parish and Village, it is evident that road safety hazards have increased with the population increase and residential developments. Modern life has also led to a significant increase in road traffic, and the road safety problems associated with this are evident on the main roads around the Village, and in the Village due to local and through traffic, as well as on road parking in the Village restricting driver visibility.
- 4.4.1.3 The Plan intends to introduce a policy to improve road user and pedestrian safety by preventing development that adds to road safety hazards.

Policy INP2 Road and Pedestrian Safety

Development proposals that lead to an increase in road and pedestrian safety risk will not be supported.

4.4.2 Reasoned Justification

- 4.4.2.1 There is supporting evidence that road safety issues need to be addressed in many parts of the Parish. Whilst the number of road accidents in recent years may be considered low, it is the view of the community that the risk of serious accidents has risen significantly and measures need to be taken to reduce this risk.

4.5 Health Service Improvement

4.5.1 Context and Intent

- 4.5.1.1 The current health related services available to the community are general practitioner surgeries that serve the area, and primary care centres. Wiltshire NHS is the authority expected to deliver health services to the area.
- 4.5.1.2 General practitioner services are mainly available from practices with primary surgeries based in Cricklade and Cirencester. A Cricklade based practice also has a satellite service which rents space at the Village Hall and offers services 2 days per week.
- 4.5.1.3 The Village Hall based General Practitioner facility has limitations to the services it can provide due primarily to the limited space available. The General Practitioner has indicated that the service level could be significantly increased if the space for consulting rooms could be increased to accommodate three rooms instead of the existing one room.

Policy INP3 Rural Health Service Enhancement

The development of locally based health services will be supported. This could include the expansion of the Village Hall to provide space for a General Practitioner.

4.5.2 Reasoned Justification

- 4.5.2.1 Feedback from the community consultation exhibition on the 12th and 16th April 2014 indicated that only 14% of the community made use of the Village Hall based general practitioner service, and travelled to Cirencester or South Cerney in Gloucestershire practices. The main reason for this low uptake appeared to be lack of a daily service, limited facilities, and a single doctor based practice.
- 4.5.2.2 A key factor in the restriction of Village Hall based services is the lack of space for expansion of the satellite practice. Evidence obtained by interview with the general practitioner providing the Village Hall based service indicates that it would be possible to increase services, potentially to a daily schedule supported by an increase in doctor and nursing staff, if the number of consulting rooms rented could be increased from one to three.
- 4.5.2.3 Access to primary care centres is by travel, usually by private vehicle, to Swindon, Malmesbury or Cirencester in Gloucestershire. It is unlikely that access to primary care services could be improved, however, improved Village Hall based services could reduce the need to travel to a Primary Care Centre.
- 4.5.2.4 Access to dental practices is by travel, usually by private vehicle, to practices based in Cirencester or farther afield. It is unlikely that access to dental practice services could be improved.

4.6 Communications infrastructure

4.6.1 Context and Intent

4.6.1.1 The Plan will support community sustainability and resilience by:

- Supporting projects that contribute to enhancing electronic communications services for the community, local businesses and visitors to the area.

4.6.1.2 The Plan aims to:

- Promote infrastructure improvements that enable the provision of super high speed broadband internet services to homes and businesses.
- Support projects that improve mobile phone service coverage in the area.

Policy INP4 Communication infrastructure service improvement

Where new sites for the provision of high quality communication infrastructure are required, proposals must demonstrate that equipment has been sympathetically designed and camouflaged where appropriate. Wherever possible, mobile phone service providers should share a mobile phone mast, unless it can be demonstrated that this is not viable.

4.6.2 Reasoned Justification

4.6.2.1 Good electronic communication is viewed as an essential part of personal and business life. The current services available to users in the area are in need of improvement and would contribute towards community resilience and economic well-being.

4.6.2.2 The internet broadband service is delivered from the South Cerney exchange in the north of the area, and approximately 1½ mile from the Village and main user base. The Village community is served by street cabinets for telephone and broadband which in March 2015 were enhanced by BT OpenReach with Fibre-To-The-Cabinet (FTTC) links from the exchange to enable higher broadband speed for subscribers of fibre optic services. The connection to end-users remains as copper wire-line either; directly from the exchange for non-fibre optic subscribers, or from on average 500 metres locally from the street cabinets for fibre optic subscribers. The copper wire-line part of the network persists as the main limitation in achieving the fastest available broadband speed.

4.6.2.3 The lack of underground communication ducting to homes and premises is the main obstacle to providing continuous fibre optic services to the end user. The likelihood of the current copper wire lines being replaced by fibre is remote in the medium term due to high costs. However, new developments which present the opportunity to provide underground communications ducting that have the potential to link to street cabinets should provide this facility where possible.

4.6.2.4 Mobile phone service coverage in the area is patchy. Coverage is acceptable in areas outside the Village, whilst coverage in the Village itself is very poor leading to users regularly searching for sweet-spots of coverage.

4.6.2.5 The lack of acceptable mobile phone service coverage is due to the lack of a nearby mobile phone mast site and mobile phone service provider network provision. Whilst the decision to add a mobile phone mast site and network service is a commercial one, the policy actively seeks to demonstrate support for an improvement in this service.

5 Amenities Policies

The vision for amenities improvement within the parish in the Plan period is:

“To protect and enhance existing amenities and their accessibility and to promote new amenity provision”

The Plan objectives and policies set out in this section are in general conformance with the WCS and support its strategic objectives, in particular:

“Strategic Objective 4: helping to build resilient communities”

5.1 Amenities Objectives

- To safeguard all existing amenities within the Parish including the Village hall, Doctor's surgery, Pre-School, the Public House, the Shop, Ashton Keynes Primary School, Holy Cross Church, Open Spaces, Postal services and car parks.
- To develop a building which will form a Village hub on the site of the current Village Hall, incorporating a post office, a larger Village shop and doctor's surgery, with improved parking facilities.
- To maintain and protect green areas of the Millennium Green and playing fields, and to redevelop and refurbish the facilities at the Bradstone playing field.
- To improve existing parking management in keeping with the Village ethos whilst improving traffic management at key times.

5.2 Amenities Policies Background

5.2.1 Intent

- 5.2.1.1 The research carried out within the Village, indicates that the range of amenities available at present is adequate to meet our needs but with growing population, further enhancements are required in order to meet our needs up to 2026. Reference has also been made to Wiltshire Council Open Space study 2015-2026. The following policies address these needs.

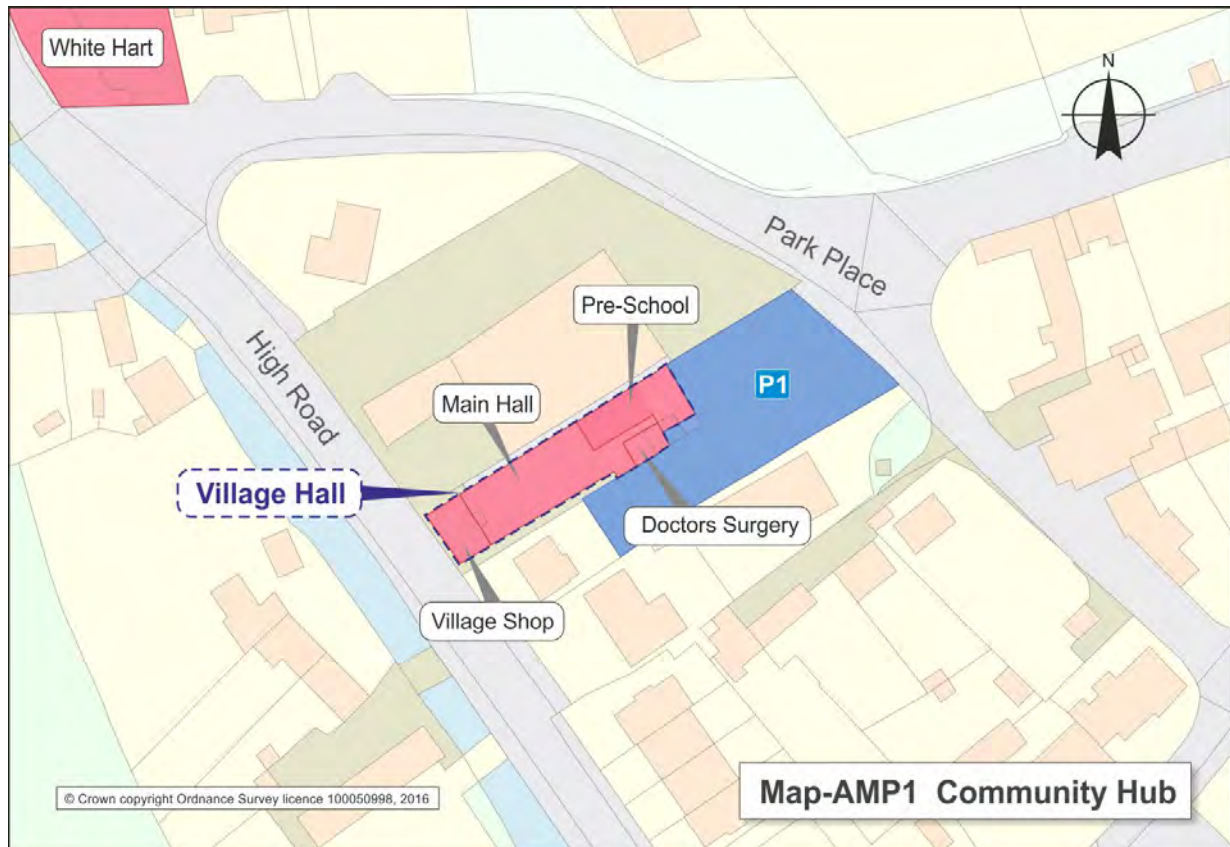
5.3 Preserving Amenities

5.3.1 Context and Intent

- 5.3.1.1 The village shop is run as a Community Shop (Registered Society under the Co-operative and Community Benefit Societies Act 2014 registered in England by the FCA, No: 31034R) and currently occupies the Village Hall Annexe in the 'centre' of the Village.
- 5.3.1.2 The community shop was set up, following closure of the previous independently owned shop in Fore Street, to ensure that the vital shop services are preserved within the Village. It was funded through a combination of grants, bank loans and contributions from people within the Village. Following the closure of the local Post Office a part time "Outreach" service has been established in the main village hall which provides basic services to Parishioners. There is a desire to re-open a local Post Office if a suitable site becomes available with the Village Hub.

Policy AMP1 Village Centre Amenities

The development of new or improved community facilities at the Village Hall (see plan below), will be supported. This may include re-development to create a Community Hub. The retention of the Village Shop (see plan below), or its replacement with a shop no smaller or less convenient, will be supported.

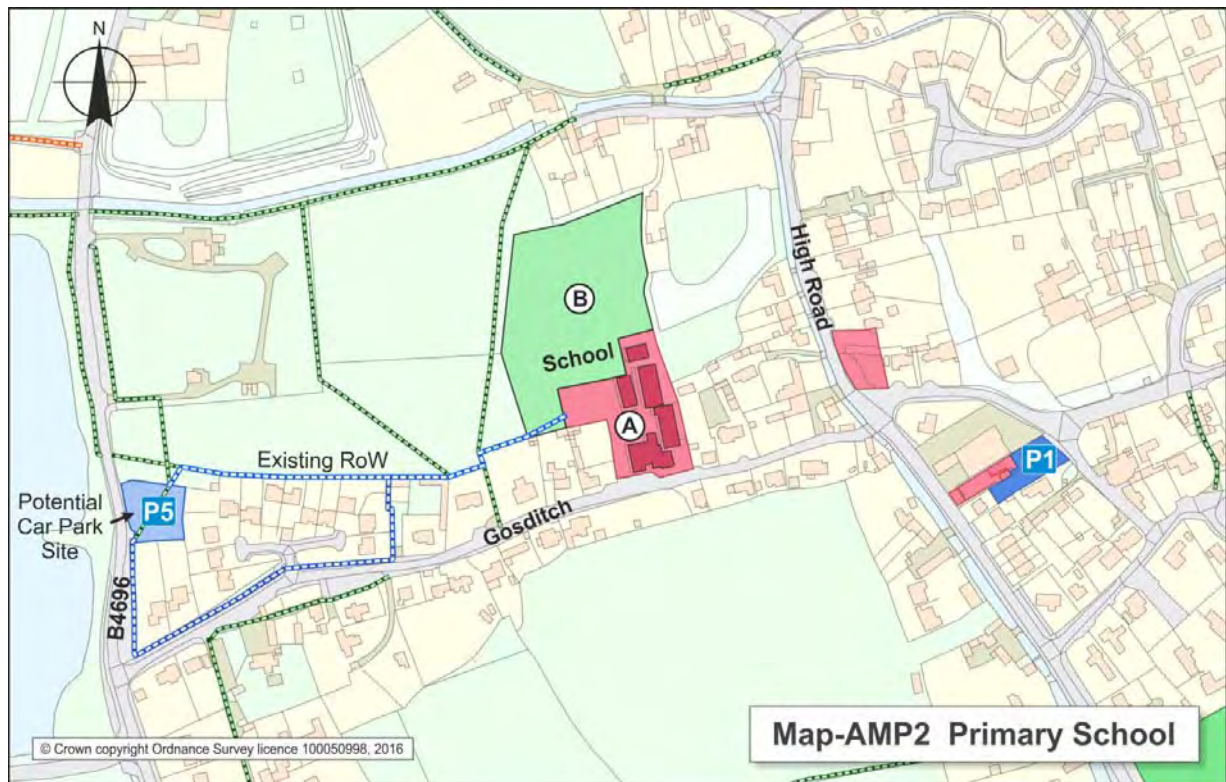


- 5.3.1.3 Over the past twenty years, two public houses in the village have permanently closed, leaving just one functioning pub: the White Hart Inn. This C18th. building, centred in the heart of the village, is well patronised by parishioners, who value it as a place to meet, eat and drink, and participate in the periodic social activities arranged by the pub. In addition, many village-based sports and social clubs use it as their meeting place. The pub also attracts tourists and, being situated on the banks of the infant River Thames, it is particularly popular with walkers. It is essential that the White Hart Inn remains open as a public house and to assist in this goal, it was granted 'Community Asset' status by Wilshire Council in 2014.

Policy AMP2 Village School

With reference to Map-AMP2

The School buildings and playing fields shown as A and B should be safeguarded for their existing use. Alterations or redevelopment of the existing façade of the building on Gosditch will be resisted.



5.3.2 Reasoned Justification

- 5.3.2.1 Feedback from 117 Amenities questionnaires, plus public consultation on the 12th and 16th April 2014 expressed support for the village shop to be preserved and a local Post Office facility to be situated within the Village Shop if possible.
- 5.3.2.2 Consultation feedback and findings of the Amenities Focus Group found the church is considered of historical value to the Parish and is used on a frequent basis for a number of activities.
- 5.3.2.3 The original School Building on Gosditch is Victorian. Feedback shows the desire to keep the existing façade on Gosditch in order to protect the character of the village, particularly considering it is not a listed building.

5.4 Preserving Open Space

5.4.1 Context and Intent

5.4.1.1 The existing open space areas provide recreation facilities for all ages:

- The Lotts – toddlers
- The High Road – 7 to 12 year olds, plus tennis & football
- The Bradstone – 13 years and upwards, mainly cricket and football, plus a Multi-Use Games Area on the Parish Council land adjacent to the Bradstone Ground.
- The Millennium Green - all ages, for conservation, wildlife and a useful area for dog walkers.

- 5.4.1.2 With the increasing numbers of residents within the Village and the continued growth of the Village School, these open spaces should be preserved for sports and leisure activities, and safeguarded for development relating to Sports and Leisure.
- 5.4.1.3 Reference has been made to the draft report Wiltshire Open Space Study 2015-2026¹² when reviewing Quantity, Access & Quality of Open Space. The report recommends the following standards:

Rural Areas standards of formal provision

Typology	Quantity standards (ha/1000 population)	Access standard
Allotments	0.25 (for new provision)	480 metres or 10 minutes' walk time
Recreation Space	3.00 to include both public and private grounds (excluding education sites)	600 metres or 12-13 minutes' walk time
Play Space (Children and Youth)	0.07	600 metres or 12-13 minutes' walk time

For the rural parishes, it is particularly important to apply these standards to the main settlement areas only, as many of the rural parishes have large areas of land where there is no residential occupancy

It is acknowledged that at present, there are no Allotment facilities available within the Parish and this should be addressed if appropriate land becomes available.

Policy AMP3 Open Spaces¹³

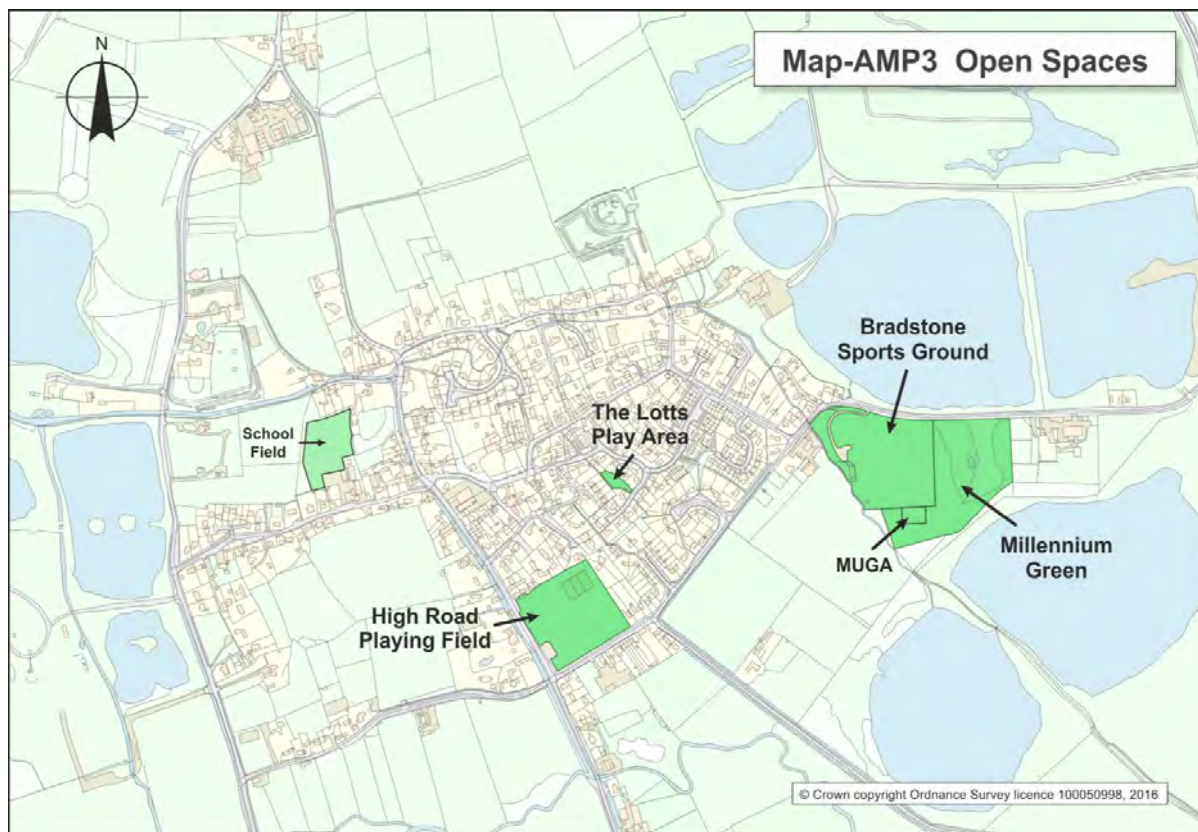
Map-AMP3 identifies the following open spaces:

- a. The High Road playing field
- b. The Lotts play area
- c. The Bradstone sports field
- d. The Millennium Green

Development that results in the loss of the above open spaces, or that results in any harm to their character, accessibility or appearance, general quality or amenity value will be resisted unless equivalent or better replacement open space is provided elsewhere.

¹² <http://www.wiltshire.gov.uk/wiltshire-open-space-study-draft.pdf>

¹³ Refer to ENP3 in relation to other Open Areas within the Parish.



5.4.2 Reasoned Justification

- 5.4.2.1 91% of people surveyed thought that the Playing Fields were in the right place and well run, with them being rated as good or acceptable. Feedback indicated that the Bradstone Sports Field and pavilion should be improved when funds are available, but overall there was strong feeling that the existing sites should be preserved as they are an asset to the village.

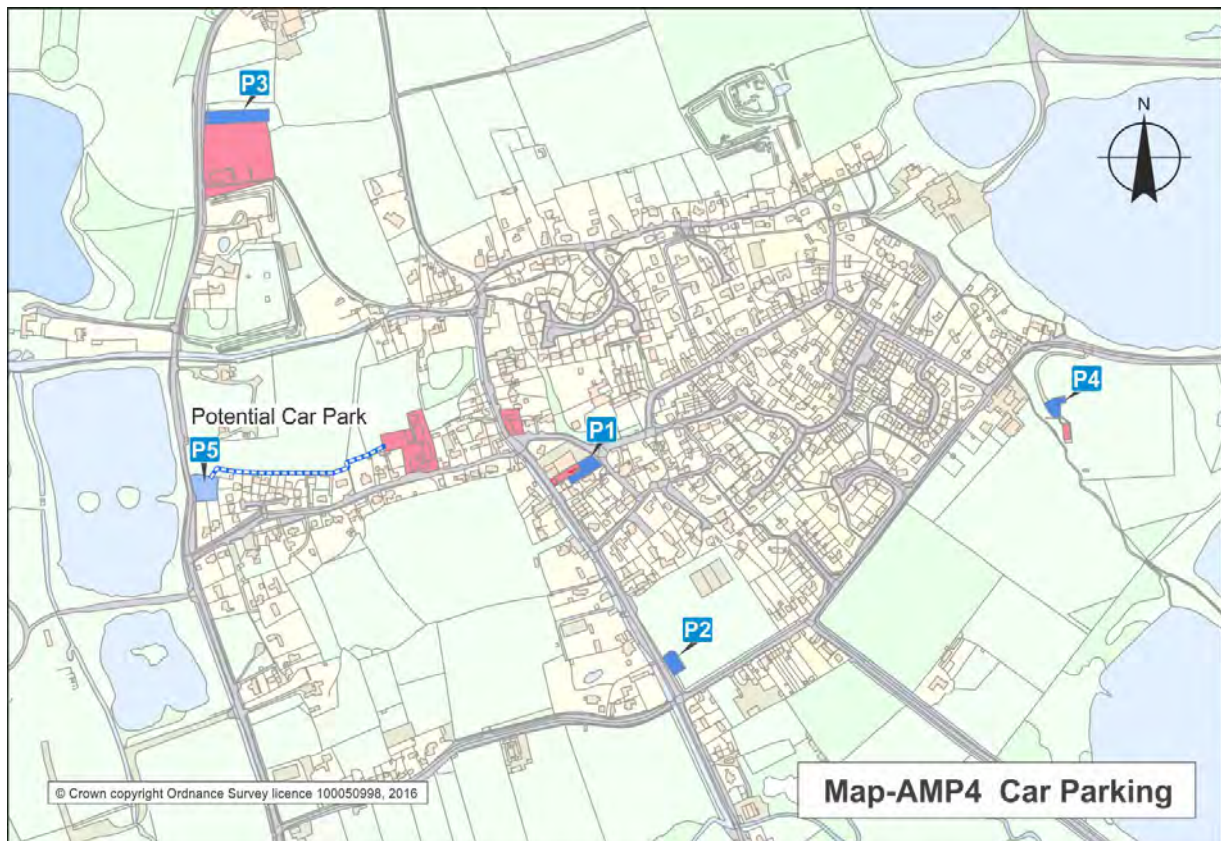
5.5 Improving Car Parking

5.5.1 Context and Intent

- 5.5.1.1 With support for additional housing there will no doubt an impact on traffic in the Parish and therefore designated parking areas require review and enhancement where possible.

Policy AMP4 Car Parking

The retention and improvement of existing car parks will be supported. The provision of a new car park at P5 on Map-AMP4 to provide for staff and school drop-off/pick-up parking will be supported.



5.5.2 Reasoned Justification

- 5.5.2.1 P1 and P2 existing car parks do not benefit from delineated parking bays and therefore greater numbers of cars could be accommodated with delineated parking bays.
- 5.5.2.2 P5 - Current pupil numbers were predicted at 197 for September 2015. Additional planned housing development has a potential to increase this. Traffic and parking around the school is already a significant issue as identified by the Amenities Surveys. Additional parking, directly off the B4696 with pedestrian access directly to the school would improve drop off availability/additional teacher parking and significantly reduce existing risk. The current land owner has been approached and does not rule out the possibility of the land becoming available for the purposes of the drop off/teacher parking area.

6 Environment Policies

The vision for environment management within the parish in the Plan period is:

“To ensure that valued aspects of our environment are protected, maintained and enhanced through active local management”

The Plan objectives and policies set out in this section are in general conformance with the WCS and support its strategic objectives, in particular:

“Strategic Objective 5: protecting and enhancing the natural, historic and built environment”

“Strategic Objective 6: to ensure that essential infrastructure is in place to support our communities”

6.1 Environment Objectives

- To have a local environment which is attractive and rich in biodiversity and which is protected and sympathetically developed for the enjoyment of everyone.
- To have a planned and managed green infrastructure network including roads, footpaths, cycle-ways, bridleways, open spaces and Sites of Special Scientific Interest.
- To have a planned and managed local water-based environmental infrastructure covering minerals extraction sites (operational and non-operational), rivers and other watercourses, and which incorporates a local flood management scheme.
- To have a local environment in which long-term sustainability is ensured through long-term management and the active involvement of all local stakeholders.
- To enhance the landscape character of the Parish and retain the character of the Village including the tranquillity of its setting.

6.2 Environment Policies Background

6.2.1 Intent

The Environment Policies of the Wiltshire Core Strategy, are the principal Environment Policies for Ashton Keynes. The policies shown here are in addition to these policies and address specific local environmental issues. The vision and strategic framework for the development of the Cotswold Water Park¹⁴ is of material consideration in informing the Environment theme Policies of this Plan.

¹⁴ Strategic Review and Implementation Plan for the Cotswold Water Park – Stage III - 2008

6.3 Protection of Biodiversity and Wildlife

6.3.1 Context and Intent

6.3.1.1 The NPPF Paragraph 117 states that in order to minimise impacts on biodiversity, planning policies should:

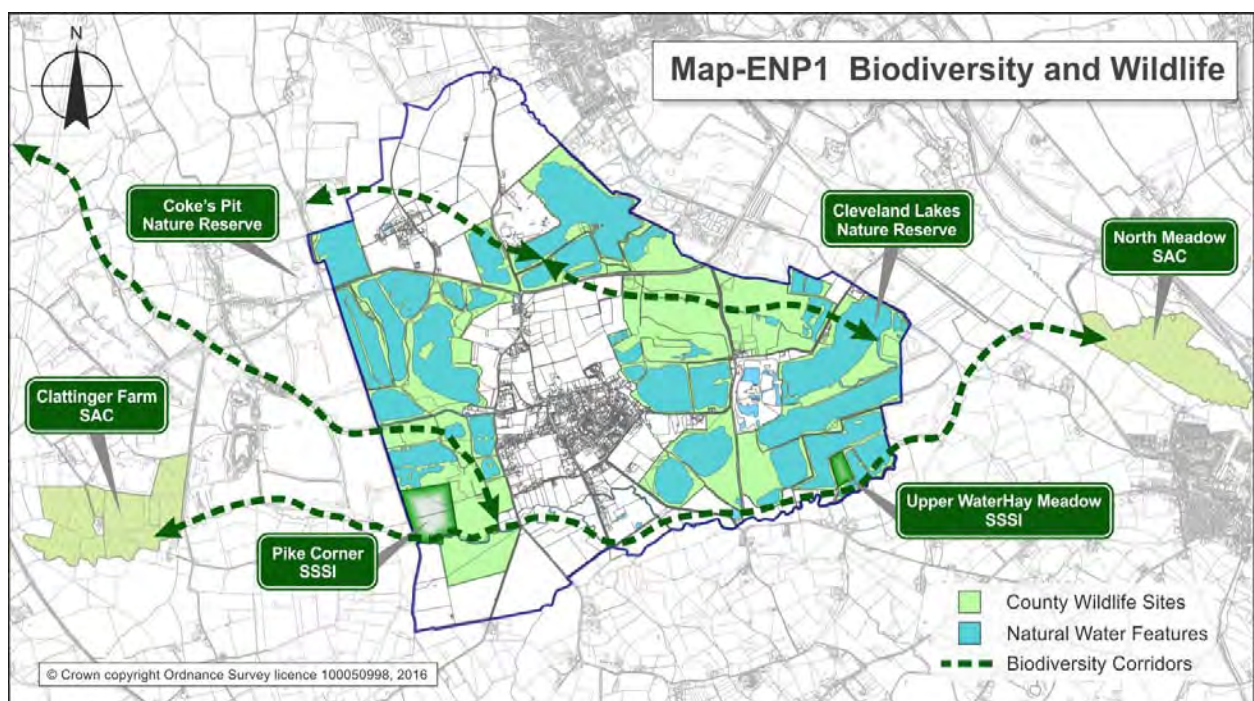
- Identify and map components of the local ecological networks, including the hierarchy of international, national and locally designated sites of importance for biodiversity, wildlife corridors and stepping stones that connect them and areas identified by local partnerships for habitat restoration or creation.
- Promote the preservation, restoration and re-creation of priority habitats, ecological networks and the protection and recovery of priority species populations, linked to national and local targets, and identify suitable indicators for monitoring biodiversity in the plan.

6.3.1.2 Ashton Keynes lies within the Cotswold Water Park, a nationally recognised area for leisure and wildlife. Within the Parish there are two SSSI sites, Pike Corner and Upper Waterhay Meadow, and many County Wildlife Sites under the auspices of Wiltshire Wildlife with local partners.

6.3.1.3 Wiltshire Council in conjunction with the Cotswold Water Park Trust created a Biodiversity Action Plan which identifies important species habitats and biodiversity corridors. These are shown on the Map-ENP1. The valuable natural environment in Ashton Keynes includes not only the sites identified in Map-ENP1 but other features of nature conservation value as listed in Paragraph 6.72 of the Wiltshire Core Strategy.

Policy ENP1 Protection of biodiversity and wildlife sites

Development should minimise impacts on biodiversity and provide net gains in biodiversity where possible.



6.3.2 Reasoned Justification

- 6.3.2.1 The survey feedback from the community consultations held on the 12th and 16th April 2014 showed overwhelming support for this Environment objective outlined in 6.1 above.

6.4 Environment accessibility

6.4.1 Context and Intent

- 6.4.1.1 Within the village of Ashton Keynes, there is a network of small roads and lanes which contribute to the tranquil nature of the Village. The Village is fortunate in that no major road runs through its centre, although the busy B4696 passes along the western edge of the Village, causing some environmental concern to residents in the immediate vicinity. The Village is criss-crossed by a number of attractive footpaths, and within the Parish at large, there are other significant footpaths and bridleways. There are no dedicated cycleways within the Village and there is limited provision in the Parish as a whole.

Policy ENP2 Environmental infrastructure and accessibility

- a. Proposals to add to the existing public rights of way network in the area will be supported.
- b. Proposals to provide additional cycleways will be supported. Where possible, these should connect with existing cycleways, the Sustrans national cycleway network and/or the Wiltshire Cycleway project.
- c. Proposals for development on any former minerals extraction site should seek to make provision for strips of land for additional footpaths, bridle paths and cycleways, and assign such strips of land as public rights of way where possible and appropriate.

6.4.2 Reasoned Justification

- 6.4.2.1 The survey feedback from the community consultations held on the 12th and 16th April 2014 showed overwhelming support for the second Environment Objective outlined in 6.1 above. Policy ENP2 primarily supports this objective and contributes towards maintaining and enhancing accessibility to the natural environment and local infrastructure.

6.5 Landscape Setting

6.5.1 Context and Intent

- 6.5.1.1 The Landscape Character Assessment of the Cotswold Water Park (CWP) recognised by the Wiltshire Core Strategy is that undertaken in 2009 by LDA ¹⁵. This assessment recognises that:

*“Ashton Keynes is a compact nuclear village with the central historic core designated as a Conservation Area. Many of the older buildings are constructed in the local vernacular and limestone typical of Cotswold villages, together with more recent development, particularly on the village perimeter..... Although surrounded to the west, north and east by restored lakes and a wetland landscape, this is not immediately evident within the village and it presents a sense of detachment from the nearby water based activities.
.....”*

¹⁵ Cotswold Water Park – Integrated Landscape Character Assessment – LDA Design – August 2009

6.5.1.2 Core Policy 50 ¹⁶ of the Wiltshire Core Strategy addresses Landscape and it states:

“Development should protect, conserve and where possible enhance landscape character and must not have a harmful impact upon landscape character, while any negative impacts must be mitigated as far as possible through sensitive design and landscape measures....”

6.5.1.3 Core Policy 54 ¹⁷ of the Wiltshire Core Strategy specifically addresses the Cotswold Water Park. It states:

“Several settlements within the Cotswolds Water Park are of significant heritage value as recognised through Conservation Area designations, while all settlements have a unique character which contributes to the area’s sense of place. Development could potentially impact upon this character through inappropriate design or loss of tranquillity, particularly associated with noisy activities. Such developments will need to be located, designed and managed sensitively to ensure the unique character and the tranquil setting of these settlements is maintained.”

Policy ENP3 Enhancing the landscape character of the Parish and retaining the character of the village including the tranquillity of its setting

- a. Developments in the Parish should protect, conserve and where possible enhance landscape character. Developments should also retain the character of the settlement including the tranquillity of its setting and its sense of place.
- b. Additionally, proposals for outdoor or water based sports, leisure and recreation based development will be expected to: increase or enhance public accessibility.

6.5.2 Reasoned Justification

The responses to the Regulation 14 Pre-Submission Consultation exercise in September / October 2015 showed that Parishioners were significantly concerned about the impact of tourism / leisure related developments on lakes close to the Settlement Boundary.

¹⁶ Wiltshire Core Strategy adopted January 2015 – Core Policy 50 – Biodiversity and geodiversity

¹⁷ Wiltshire Core Strategy adopted January 2015 – Core Policy 54 – Cotswold Water Park

7 Historic Conservation Policies

The vision for historic conservation within the parish in the Plan period is:

“To develop a thriving and sustainable community in a village on the fringes of the Cotswolds where people want to live and visit by preserving its current character whilst making additional housing and amenities available to meet local needs”

The Plan objectives and policies set out in this section are in general conformance with the WCS and support its strategic objectives, in particular:

“Strategic Objective 5: protecting and enhancing the natural, historic and built environment”

7.1 Historic Conservation Objectives

- To ensure that future developers acknowledge the local qualities and character of the built environment in the Ashton Keynes Neighbourhood Plan Area and that these are preserved, protected and enhanced in future plans.
- To ensure our village is protected from encroachment from holiday homes and is not adversely affected by future employment, leisure or tourism developments.

7.2 Historic Conservation Policies Background

7.2.1 Intent

- 7.2.1.1 Core Policy 58 of the Wiltshire Core Strategy requires that 'development should protect, conserve and where possible enhance the historic environment'.
- 7.2.1.2 The Ashton Keynes Settlement Boundary Framework is coincident in most places with the Conservation Area, originally established by North Wiltshire District Council (NWDC) in 1974, and extended to include virtually the entire village in 1995.
- 7.2.1.3 The intent of this Plan in this respect is to ensure that future developments are sympathetic to the heritage and overall character of the village by encouraging good design and the use of appropriate materials. This is enshrined in Section 3.8 – Design and Access Statement earlier in this Plan.

7.3 Preserving Local Character

7.3.1 Context and Intent

- 7.3.1.1 It is within the context at 7.2 that the AKNP Historic Conservation Group conducted the following programme of work that has contributed to this Plan:
 - A qualitative survey of the main areas of habitation in the Plan Area.
 - A complete review and update of the 1998 North Wilts DC Conservation Area Statement that required:
 - An analysis of the main identity areas of the Plan Area.

- Production of a compendium of current images of buildings and other features within these areas, including those structures and features that merit particular consideration for historic conservation purposes.
- Production of an up-to-date list of protected buildings and other features.
- Production of a list of unlisted buildings and other features built before 1900.
- Consideration of potential sites for future housing option Plan Area from the historic conservation point of view.
- Contribution to all the village community consultations.
- Liaison as necessary with other Focus Groups.

7.3.1.2 The conservation and maintenance of existing heritage assets is largely in the hands of the respective property owners but the Plan also aims to provide a group to monitor and advise on this area in the longer term.

Policy HCP1 Local character

With regard to national and local heritage and conservation policies, development is expected to fulfil the following criteria:

- a. Styles, proportions, materials and finishes used for new build and conversions of both residential and commercial properties must be in harmony with their surroundings, in particular when these are in close proximity to Listed Buildings and Scheduled Monuments (SMs).
- b. New residential development should be appropriate to its surrounding context in terms of scale, density, layout, height and massing.

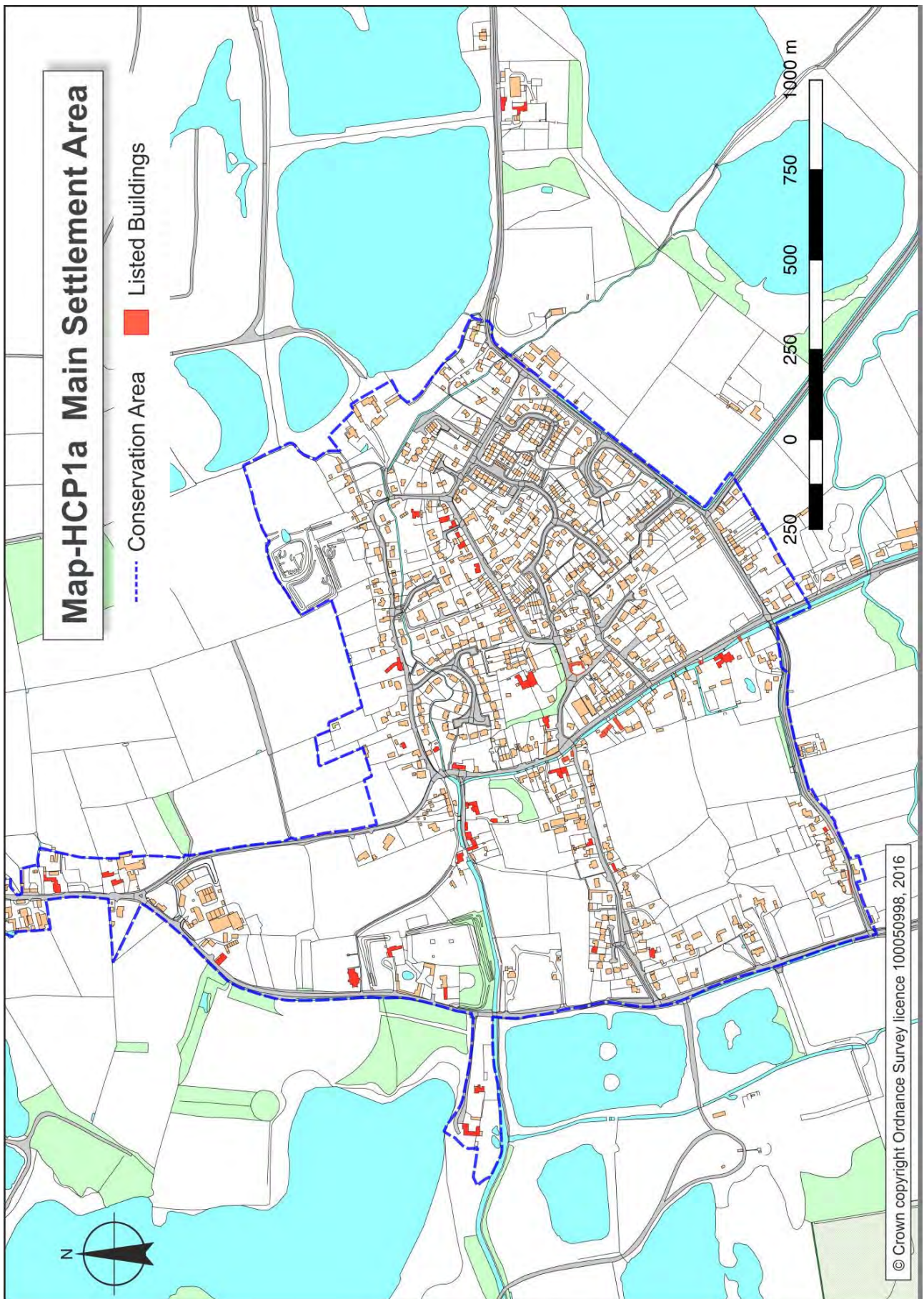
7.3.2 Reasoned Justification

The NPPF, WCS and the Ashton Keynes community all support and require the conservation of the character of the built and natural environment. Without this, the essential character of the village as a place of residence and as a heritage asset in its own right will cease to exist. The Plan aims to safeguard this whilst permitting appropriate future development.

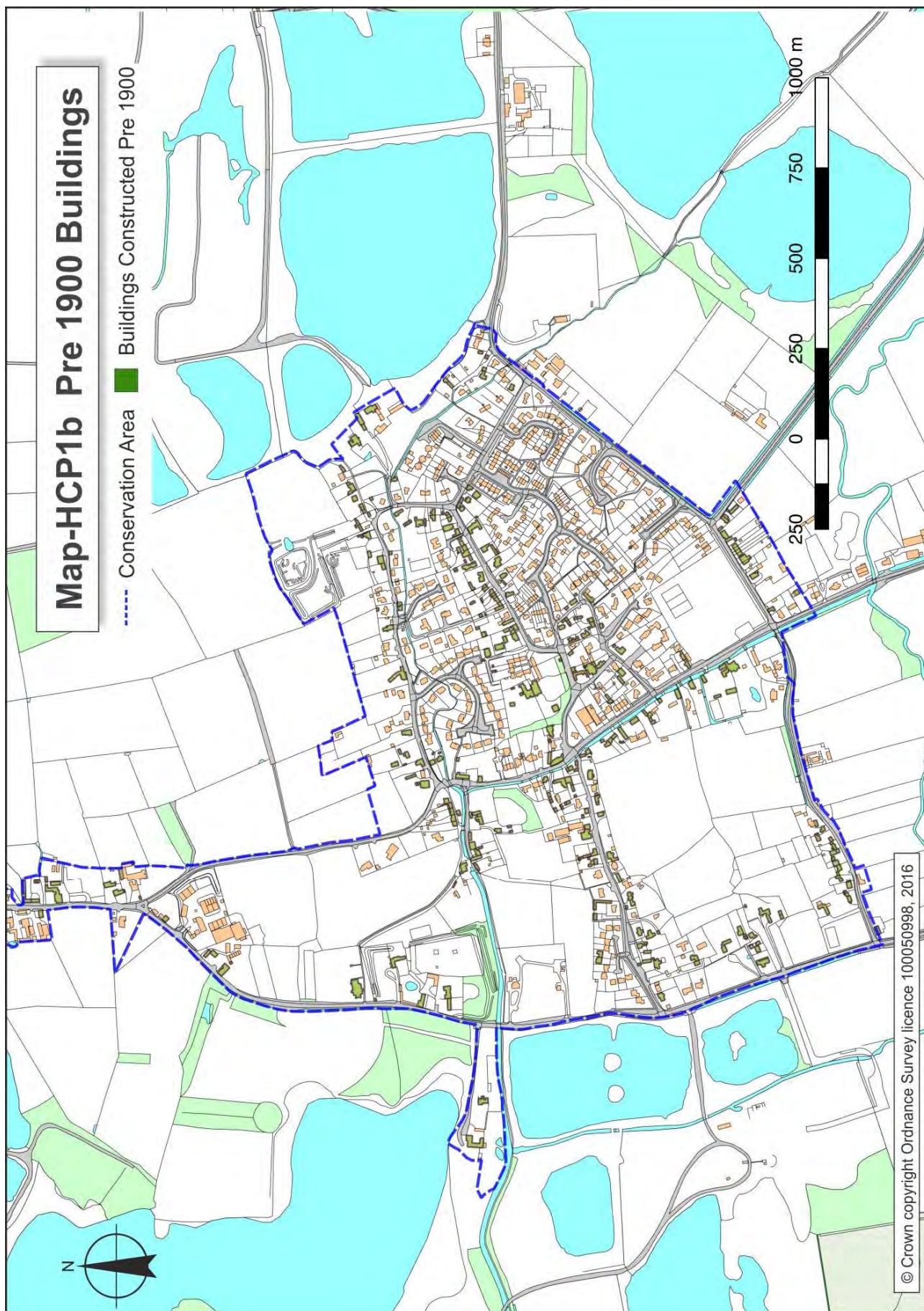
7.3.3 Delivery

- 7.3.3.1 The 2015 Ashton Keynes Conservation Area Statement ¹⁸ is a complete re-write of the NWDC Conservation Area Statement dated January 1998. It is offered for adoption by Wiltshire Council as a stand-alone document for the purpose of informing consideration of future planning requests and decisions.
- 7.3.3.2 The Wiltshire Council Householders' Design Guide provides appropriate design guidance for property owners and developers.
- 7.3.3.3 A Historic Conservation Implementation Group will be formed that will review the existing statutorily protected heritage assets under The National Heritage List for England, and consider if other assets should be protected (e.g. orthostatic walls).

¹⁸ The Conservation Area Statement 2015 can be found on the Ashton Keynes Neighbourhood Plan website www.ashtonkeynesneighbourhood.com under Supporting Documents.



Historic Conservation Map-HCP1a Main Settlement Area



Historic Conservation Map-HCP1b Pre 1900 Buildings

8 Economy Policies

The vision for economic improvement within the parish in the Plan period is:

“A resilient local economy providing business and employment opportunities and helping to support a sustainable community”

The Plan objectives and policies set out in this section are in general conformity with the WCS and support its strategic objectives, in particular:

“Strategic Objective 1: delivering a thriving economy”

8.1 Economy Objectives

- Encourage a range of diverse businesses to stay or locate in the Parish and identify suitable locations.
- Support businesses with infrastructure improvements for road access, utilities, broadband and communications.

8.2 Economic Policies Background

8.2.1 Intent

8.2.1.1 This Plan is required to be in general conformity with the adopted Wiltshire Core Strategy (WCS) and the NPPF, both of which contain statements of support for the development of a sustainable and prosperous rural economy. The aim of the policies in this section is to contribute towards the WCS and NPPF objectives, which are to:

- support the sustainable growth and expansion of all types of business and enterprise in rural areas, both through conversion of existing buildings and well-designed new buildings;
- promote the development and diversification of agricultural and other land-based rural businesses;
- support sustainable rural tourism and leisure developments that benefit businesses in rural areas, communities and visitors, and which respect the character of the countryside. This should include supporting the provision and expansion of tourist and visitor facilities in appropriate locations where identified needs are not met by existing facilities in rural service centres; and
- promote the retention and development of local services and community facilities in villages, such as local shops, meeting places, sports venues, cultural buildings, public houses and places of worship.

8.2.1.2 The Plan will help business create jobs by:

- Supporting development on existing employment sites for continuing employment use wherever possible and appropriate.

8.2.1.3 The policy aims to contribute to sustainable development by:

- Encouraging the development of local jobs for local people and reducing outward commuting.
- Encouraging the retention and expansion of local service businesses to meet local needs and helping the village centre to thrive.

8.3 Employment Land

8.3.1 Context and Intent

- 8.3.1.1 There are limited employment opportunities in the Parish due to the fact the area was historically a rural agricultural community economy which was significantly replaced over recent decades by minerals extraction operations with accompanying building block manufacturing plants.
- 8.3.1.2 The local jobs created by the minerals related activities have been in steady decline, whilst the population has increased as new housing developments were permitted. The existing local job opportunities are limited and mainly in the service sector.

Policy ECP1 Employment Land

Where relevant evidence¹⁹ is provided to demonstrate that the use of employment is no longer viable, mixed use development will be supported.

8.3.2 Reasoned Justification

- 8.3.2.1 The survey feedback from the community consultations held on the 12th and 16th April 2014 showed 75% support for attracting more businesses into the Parish, with a majority preferring locations on the periphery of the village.

8.4 Use of Former Minerals Extraction and Manufacturing Sites

8.4.1 Context and Intent

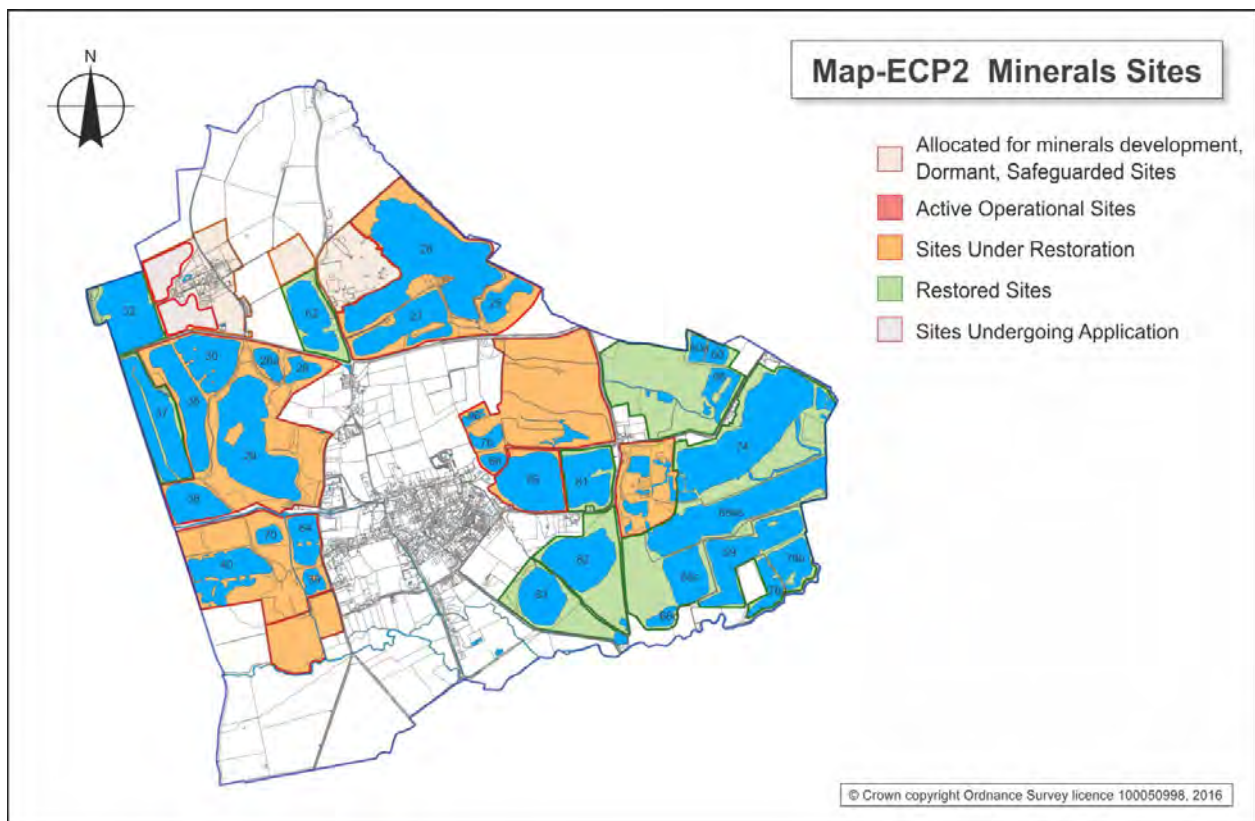
- 8.4.1.1 The Parish has been subject to extensive sand and gravel extraction since the 1920s. As minerals extraction and building products manufacturing ceased, the landscape evolved into a complex of remnant agricultural land and artificial lakes, some of which have been restored as wetland habitats. The Parish area forms part of an important east / west swathe of low-lying landscape, with a number of key green infrastructure assets, including the Thames Path National Trail and a number of Sites of Special Scientific Interest.
- 8.4.1.2 In recognition of the area's distinctive characteristics, the Cotswold Water Park (CWP) was designated in the 1960s, which includes land within both Gloucestershire and Wiltshire. The CWP is an important brand name for this distinct area, which has become a nationally-recognised area for nature conservation while also providing a major tourism resource, notably for water recreation.

¹⁹ Accepted appraisal methods include marketing exercises and RICS development viability guidance.

Policy ECP2 Use of former Minerals Extraction and Manufacturing Sites

Proposals for sports, leisure, and/or small scale recreational development on former minerals extraction sites within the Cotswold Water Park will be supported where they:

- a. protect and enhance biodiversity;
- b. strengthen the Cotswold Water Park's landscape character and reinforce its sense of place;
- c. enhance public accessibility and enjoyment of the lakes and countryside;
- d. do not adversely affect the measures put in place as part of the approved restoration and aftercare scheme(s) associated with former mineral extraction;
- e. satisfactorily mitigate potential unacceptable adverse impacts on residential amenity; and
- f. maintain the character of settlements and their settings.



8.4.2 Reasoned Justification

8.4.2.1 The Scott Wilson report for the Cotswold Water Park Joint Committee identified lack of benefit for local residents as a key issue in the development of the Park. They found that:

“Local residents, whilst enduring the inconvenience of minerals activity and other development, perceive that they are not fully benefiting directly from the changing nature of the CWP. Common complaints include the loss of local public access to amenities and limited access to sports facilities. In addition, others suggest that tourism development has been imposed on the community without any direct benefits, and that there is a danger this could continue in the future.”

8.5 Recreation and Tourism

8.5.1 Context and Intent

- 8.5.1.1 The Plan Area is wholly in the Cotswold Water Park, a local and nationally recognised leisure and wildlife conservation area. Recent decades have seen the growth of leisure facilities development as many former minerals extraction sites were restored to lakes resulting in one of the largest areas of man-made lakes in Europe.
- 8.5.1.2 As leisure facilities and wildlife areas expanded, lakeside accommodation, services and a large hotel were constructed to serve the increasing number of visitors and tourists.
- 8.5.1.3 It is predicted that the Cotswold Water Park will continue to develop as a significant leisure area attracting thousands of visitors. This presents an opportunity to create employment opportunities in the area by carefully considered leisure orientated development.

Policy ECP3 Recreation and Tourism

Development proposals for recreation and tourism purposes will be supported providing that the siting, design, layout and scale of the proposal respects the quality and tranquillity of the parish's built and natural environments, including its character and surrounding countryside.

8.5.2 Reasoned Justification

- 8.5.2.1 The adopted Wiltshire Core Strategy (WCS) and the NPPF contain statements of support for the development of a sustainable and prosperous rural economy. The WCS contains two specific policies relevant to economic development in the area; Core Policy 54: Cotswold Water Park and Core Policy 39: Tourism Development.
- 8.5.2.2 Whilst not expected to be large scale, the development of a local leisure and tourism based economy is probably the most likely sector to create local employment opportunities.

9 Neighbourhood Plan Projects

9.1 Introduction to Projects

Projects are non-planning related tasks that complement the planning Policies in this Plan and contribute to the achievement of the over-arching Vision of the Plan and the planning Objectives set out by theme.

9.2 Infrastructure Projects

9.2.1 CIL Funded Project List

9.2.1.1 The adopted Wiltshire Core Strategy implements a Developer Contribution Obligation Charging Schedule based on Community Infrastructure Levy (CIL), which was brought into force on the 18th May 2015. Whilst the majority of developer contribution obligations will be pooled for County infrastructure themes, as determined in the Regulation 123 List, a small portion of CIL contributions will be made available to the Parish, and this will be increased on adoption of this Plan.

9.2.1.2 There are a range of community amenities and projects that are identified which can be wholly or partly funded by CIL contributions to the Parish and these are outlined below.

Under its requirement to support the development of the Parish through the meaningful proportion of CIL contributions, the Parish Council will seek in particular to provide the following:

- a. improvements to the centrally located community facilities to provide additional space for use as a medical centre with associated parking spaces;
- b. improvements and maintenance of the centrally located community facilities used for leisure purposes, meetings and storage, with associated parking spaces;
- c. acquisition of land suitable for public area parking with footpath access routes to the Village school for improvements in road safety of drop-off and pick-up traffic;
- d. improvements to the community building located in the Bradstone Sports Field for changing rooms with toilets and showers, for men, ladies, and visiting officials;
- e. improvements to the community building located in the Bradstone Sports Field for entertainment and meeting facilities including associated kitchen and storage;
- f. improvements for public area parking on the High Road Playing Field;
- g. improvements to leisure facilities on the Millennium Green public open space.
- h. improvements to footpaths, verges, and riverside to enhance the look and feel of the Village;
- i. upgrades to highways as appropriate to improve road safety at identified hazard areas.

9.2.2 Flood risk mitigation

The Parish Council will work with Wiltshire Council to identify unauthorised filling of drainage ditches and seek enforcement for the riparian owner to restore it/them to the previous condition and maintain it/them in good order.

9.2.3 Road and pedestrian safety

The Parish Council will work with Wiltshire Council Roads, Highways and Street Care to identify properties which have added walls, fences, hedges, shrubs or trees that have led to a decrease in road and pedestrian safety, particularly where they involve reductions in the road visibility for drivers and pedestrians at bends, corners and junctions, and seek enforcement for the riparian owner to restore it/them to the previous condition.

9.2.4 Communication network provision

The Parish Council will work with developers to explore the potential to incorporate communications ducting - for routing of fibre-to-the-premises (FTTP) or fibre-to-the-home (FTTH) – in their proposals, to enable the supply super high speed broadband services.

9.2.5 Mobile phone service coverage

The Parish Council will consult with existing and potential telecommunications operators to establish what improvements to mobile phone coverage could be achieved in the Village.

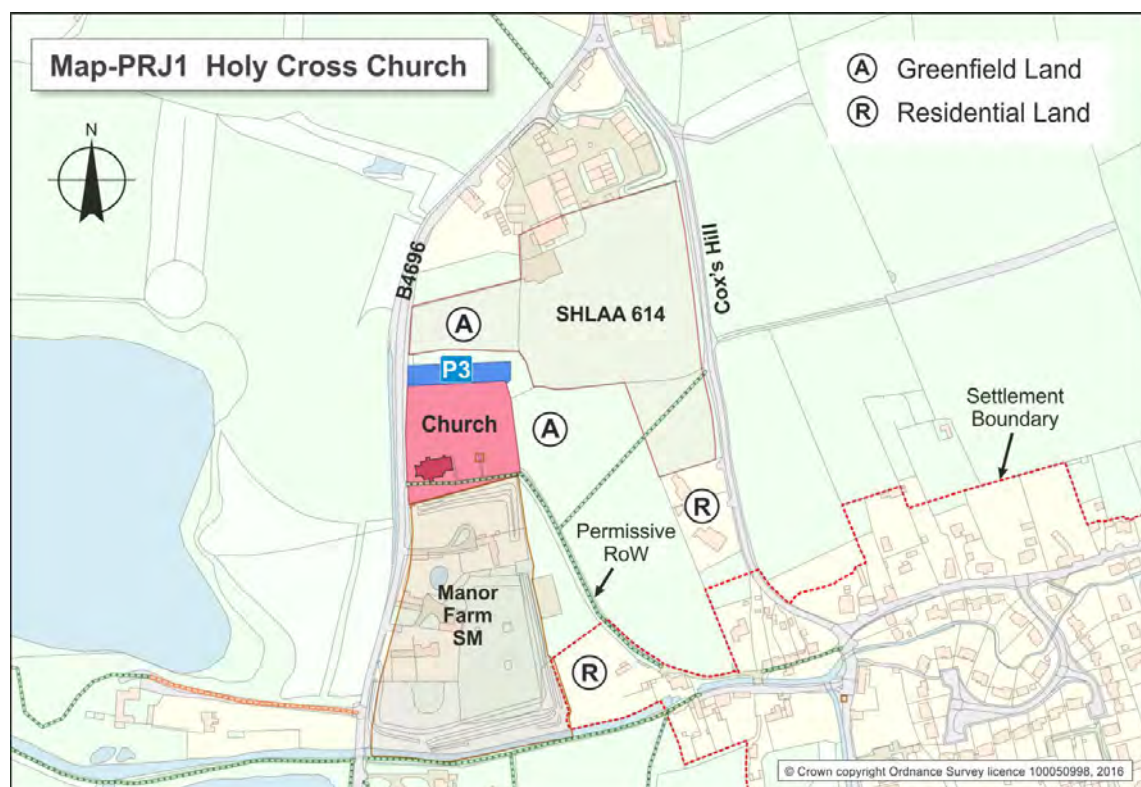
9.3 Amenities Projects

The survey feedback from the community consultations held on the 12th and 16th April 2014 showed overwhelming support for the Amenity objectives outlined in 7.1 above.

9.3.1 Holy Cross Church

With reference to Map-PRJ1.

1. There is a desire to protect the land surrounding the church as it is adjacent to an area of historic interest. Changes of use from residential in Zones R are not desired, therefore options to control this should be considered.
2. The existing footpath network within the village should be maintained. This includes a number of permissive ways. Specific focus is required to AKEY8 as it should remain a footpath with permissive access to the church from Church Walk and Cox's Hill. Agreements with existing land owners should be sought in order to protect this.



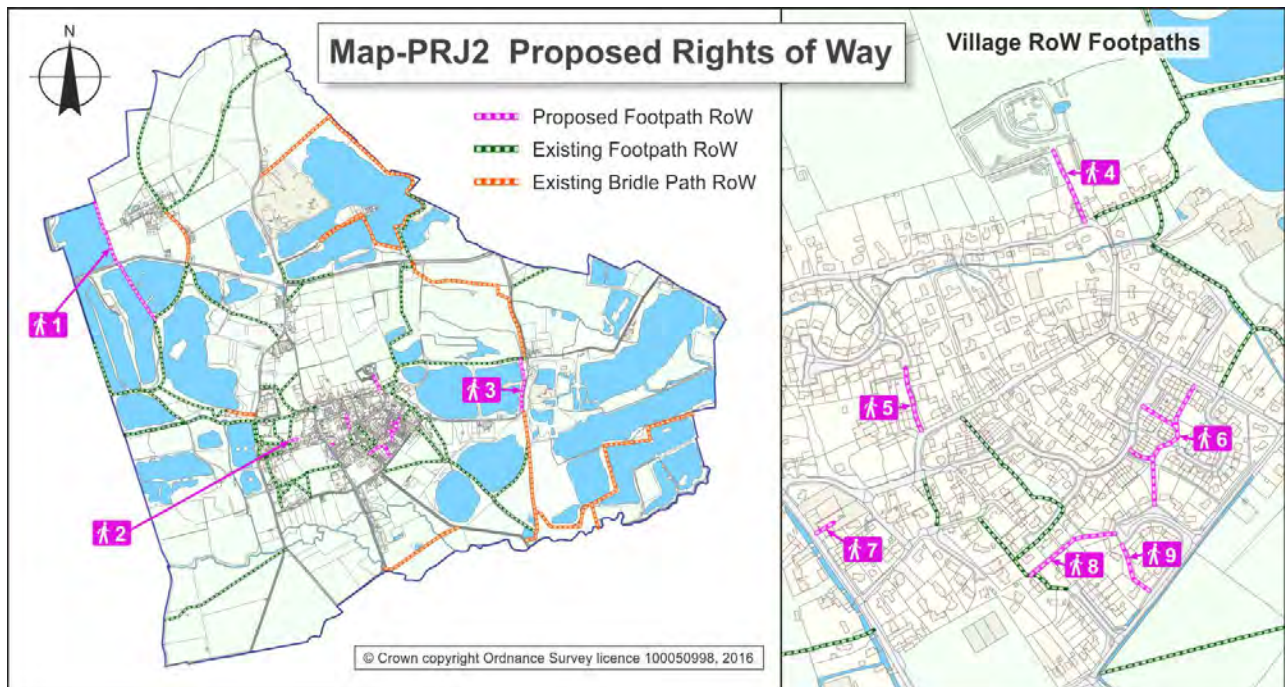
9.4 Environment Projects

9.4.1 Public Rights of Way

9.4.1.1 Additions to the existing public rights of way network in the Area.

9.4.1.2 In particular the following existing and proposed footpaths as listed below and shown on Map-PRJ2 are to be registered as public rights of way.

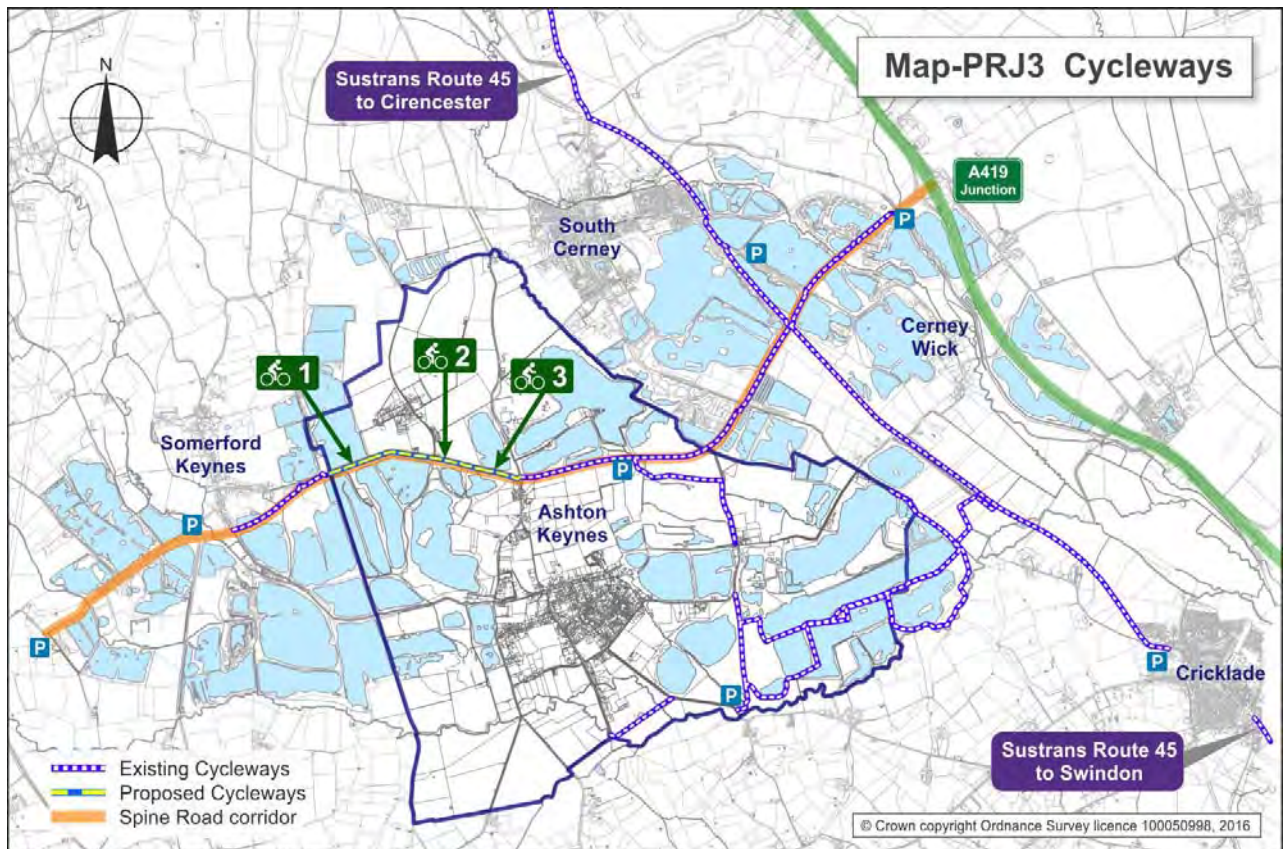
-  **1** The route from the Western side of Lake 30 to the Eastern side of Lake 32
-  **2** New footpath from field behind Dairy Farm to the school playing field
-  **3** Existing footpath on the eastern side of Lake 81
-  **4** Existing footpath from Back Street to the scheduled monument earthworks
-  **5** Existing footpath linking Fore Street to Richmond Court
-  **6** Existing footpaths linking Four Acre Close, Harris Road and Kent End
-  **7** Existing footpath linking the Village Hall car park and the High Road
-  **8** Existing footpath linking Four Acre Close and The Mead
-  **9** Existing footpath linking Four Acre Close and Rixon Gate



9.4.2 Cycleways

9.4.2.1 Additions to the existing cycleways network in the Area will be sought where appropriate from development proposals.

9.4.2.2 In particular development proposals at the following locations, as listed below and shown on Map-PRJ3, should include provision for new cycleways on land adjacent to their southern boundaries.



Keynes Country Park



former Cotswold Community



Cotswold Lake 62

9.4.3 Long term sustainability

- 9.4.3.1 Ensuring the long-term sustainability of the local environment is essential. Regular surveys, backed up by action plans, are a crucial resource in this regard.
- 9.4.3.2 The survey feedback from the community consultations held on the 12th and 16th April 2014 showed overwhelming support for the fourth Environment Objective outlined in 6.1 above. To achieve this objective monitoring and management of the local environment will be implemented.

9.4.4 Implementation Strategy

- 9.4.4.1 The Parish Council will encourage the establishment of an Ashton Keynes Environment Group. This Group will be tasked with:
 - a. Working with the Ashton Keynes Playing Fields Committee to produce a biodiversity plan for the village's playing fields and play areas
 - b. Work with Ashton Keynes Primary School on local biodiversity issues
 - c. Produce biodiversity recommendations/guidelines for domestic gardens in private ownership
 - d. Carry out a survey, and produce a plan, of the biodiversity general communal areas of Ashton Keynes. (This could address trees and shrubs in small open spaces, bulbs planted in verges, etc.)
 - e. Work with the Cotswold Water Park Trust to ensure consistency of biodiversity practice in the area.
- 9.4.4.2 The Parish Council will initiate annual surveys of:
 - a. The village roads, to provide a report on their condition and a prioritised maintenance list, to be forwarded to Wiltshire Council
 - b. The footpaths and bridleways in the Parish, to produce a report on their condition and an action list for Wiltshire Council, the Parish Council itself or for private individuals, as appropriate
- 9.4.4.3 The Parish Council will initiate annual surveys of the active and under-restoration minerals extraction sites and artificial lakes in the area to maintain records of:
 - a. The estimated working lives of each of the active minerals extraction sites.
 - b. The restoration agreements and plans, particularly their environmental restoration, for active and under-restoration minerals extraction sites.
 - c. The environmental condition of restored minerals extraction sites.
- 9.4.4.4 The Parish Council will work with the Environment Agency (and other responsible parties), to ensure that the water courses for which they are responsible are regularly maintained in a good condition.
- 9.4.4.5 The Parish Council will initiate annual surveys of other water courses in the Parish and encourage riparian owners to fulfil their maintenance responsibilities.

9.5 Historic Conservation Projects

9.5.1 Implementation Group

A Historic Conservation Implementation Group will be formed that will review the existing statutorily protected heritage assets under The National Heritage List for England, and consider if other assets should be protected (e.g. orthostatic walls and unlisted buildings prior to 1900).

10 Monitoring and Review

- 10.1 During the plan period to 2026 the Ashton Keynes Parish Council will monitor and review the progress of the Neighbourhood Plan. New development will be monitored closely through the planning process to ensure that policies are adhered to.
- 10.2 Responsibility for providing the Leadership for the Ashton Keynes Neighbourhood Plan will rest with Ashton Keynes Parish Council.
- 10.3 Each Annual Parish Council meeting, after the Plan's implementation, will include a detailed report 'Updates to the Ashton Keynes Neighbourhood Plan'. This will monitor the progress of the Plan in the previous year and the likely implementation and impact of the Plan for the forthcoming year.

The Parish Council website www.akpc.org.uk will carry an up to date report on progress with the Plan during its lifetime.

- 10.4 In 2020 and 2025 it is intended that there will be thorough five year reviews of progress by a Steering Group which has a wider community base. The purpose of these reviews will be to guide the Parish Council in its stewardship of the Ashton Keynes Neighbourhood Plan, and to consider the need for proposing a review of, or amendment to the Plan to Wiltshire Council.
- 10.5 In 2026 the Parish Council will again recruit a new Steering Group from within the community to undertake a review and decide on the need for a subsequent Neighbourhood Plan and if so decided, to overview the development of the subsequent 15 year plan which would commence in 2027.

Glossary

Subject	Acronym	Explanation
Affordable Housing		Social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices. Affordable housing does not include low cost market housing.
Affordable Rented Housing		Affordable rented housing is let by local authorities or private registered providers of social housing to households who are eligible for social rented housing. Affordable Rent is subject to rent controls that require a rent of no more than 80% of the local market rent (including service charges, where applicable).
Area		The designated area for the Neighbourhood Plan, which in the case of this Plan is the Parish of Ashton Keynes.
Ashton Keynes		The parish of Ashton Keynes.
Ashton Keynes Parish Council	AKPC	Ashton Keynes Parish Council, the qualifying body that initiated the AKNP, and that takes a leadership role in its creation.
Ashton Keynes Neighbourhood Plan	AKNP	The Ashton Keynes Neighbourhood Plan project supported by Ashton Keynes Parish Council and a team of volunteers.
Biodiversity Action Plan	BAP	
Code for Sustainable Homes	CSH	The Code for Sustainable Homes is the national standard for the sustainable design and construction of new homes. It is an environmental assessment method for rating and certifying the performance of new homes, and it is possible to secure a CSH rating of between zero and six, with six being the most sustainable.
Community Infrastructure Levy	CIL	
Conservation Area		An area designated by Wiltshire Council under Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as an area of special architectural or historical interest, the character or appearance of which it is desirable to preserve or enhance. There are additional controls over demolition, minor developments and the felling of trees.
Cotswold Water Park	CWP	Cotswold Water Park Trust
County Wildlife Site	CWS	As referenced in Wiltshire Core Strategy
Curtilage		The area of land, usually enclosed, immediately surrounding a home or building.
Design and Access Statement		A report accompanying and supporting a planning application. It should explain the design principles and concepts that have been applied to particular aspects of the proposal including the amount, layout, scale, landscaping and appearance of the development.
Development Plan		The suite of documents which are used when making decisions on planning applications. Once our NP has been passed by Referendum, it will become one of the documents in the Development Plan.
Environment Agency	EA	

Subject	Acronym	Explanation
Evidence Base		The researched, documented, analysed and verified basis for preparing the Ashton Keynes Neighbourhood Plan. It consists of many documents produced over a period of nearly 3 years by a team of volunteers, with the support of the Parish Council and Wiltshire Council.
Examination		A review of the Neighbourhood Plan carried out by an Independent Examiner. The Examiner must approve the Plan before it can be put to the local community for a vote in a Referendum.
Flood Risk Assessment	FRA	
Habitat Regulations Assessment	HRA	
Intermediate Housing		Intermediate housing is homes for sale and rent provided at a cost above social rent, but below market levels subject to the criteria in the Affordable Housing definition above. These can include shared equity (shared ownership and equity loans), other low cost homes for sale and intermediate rent, but not affordable rented housing.
Lifetime Homes Standard		The Lifetime Homes Standard is a set of 16 design criteria that provide a model for building accessible and adaptable homes. The design features aim to support the changing needs of individuals and families at different stages of life.
(The) 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.
Malmesbury Community Area		The Community Area in Wiltshire with Malmesbury as the market town hub, and which the Parish of Ashton Keynes is part of.
Mixed Use		Developments where more than one use is permitted. Uses may be mixed within the same building (e.g. offices above shops) or may be mixed across the site (e.g. houses next to shops and community facilities)
Multi Use Games Area	MUGA	Multi use games area located on the Bradstone playing field
National Planning Policy Framework	NPPF	The National Planning Policy Framework was published by the government in March 2012. 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' but this is commonly shortened to 'Neighbourhood Plan'. It is a plan document for a defined area subject to examination in public and approval by referendum. It will be used on approval in the determination of planning applications.
Open Market Housing		Housing for sale or for rent where prices are set in the open market.
(The) Parish of Ashton Keynes	Parish	The Parish of Ashton Keynes as authorised as the designated Neighbourhood Area.
(The) Park	Park	The Cotswold Water Park
(The) Plan	Plan	The Ashton Keynes Neighbourhood Development Plan

Subject	Acronym	Explanation
Previously Developed Land	PDL	Land which is or was occupied by a permanent structure, including the curtilage of the developed land (although it should not be assumed that the whole of the curtilage should be developed) and any associated fixed surface infrastructure. This excludes: land that is or has been occupied by agricultural or forestry buildings; land that has been developed for minerals extraction or waste disposal by landfill purposes where provision for restoration has been made through development control procedures; land in built-up areas such as private residential gardens, parks, recreation grounds and allotments; and land that was previously-developed but where the remains of the permanent structure or fixed surface structure have blended into the landscape in the process of time.
Public Right of Way	PROW	
Referendum		In the context of this Neighbourhood Plan, a vote by local residents to decide whether or not to adopt the Plan.
Regulation 14	Reg 14	The regulation defined in the NPPF Neighbourhood Planning process where the Pre-Submission Draft Neighbourhood Plan is made publicly available for a period of 6 weeks for the principal consultees and local community to submit comments and representations.
Scheduled Monument	SM	
Section 106	S106	
Settlement Boundary		A defined boundary of the built-form of a community to control where future residential development is possible as determined by the Development Plan.
Site of Special Scientific Interest	SSSI	The basic building blocks of site based nature conservation legislation including the very best wildlife and geological sites, as designated by Natural England.
Strategic Environmental Assessment	SEA	An assessment of certain plans and policies on the environment. Made compulsory by a European Directive (the SEA Directive).
Social Rented Housing		Social rented housing is owned by local authorities and private registered providers (as defined in section 80 of the Housing and Regeneration Act 2008), for which guideline target rents are determined through the national rent regime. It may also be owned by other persons and provided under equivalent rental arrangements to the above, as agreed with the local authority or with the Homes and Communities Agency.
Strategic Housing Land Availability Assessment	SHLAA	A list produced by Wiltshire Council of sites that have the potential for housing development. This is used to estimate the housing supply in the area.
Steering Group	SG	The Neighbourhood Plan Steering Group, formed under the auspices of the Ashton Keynes Parish Council and with the support of Wiltshire Council, is made up of members of the community. Through its Constitution it was given the responsibility to produce the Neighbourhood Plan for the area.
Sustainability Appraisal	SA	An appraisal of the impacts of policies and proposals on economic, social and environmental issues.

Subject	Acronym	Explanation
Sustainable Drainage Systems	SuDS	A drainage system that controls the rate and quantity of run-off of surface water from developments. It replaces the conventional practice of routing run-off through a pipe to a watercourse, which can cause problems with flooding. SuDS minimises run-off by putting surface water back into the ground on site through measures such as permeable paving, underground infiltration blankets and drainage swales (similar to traditional ditches). Where surface water must still be taken off-site (because, for example, the site is underlain by clay that reduces the permeability of the ground), features to slow down the rate of run-off are used – these may include ponds or underground storage tanks to store water, and oversized pipes.
Use Classes	A1 A2 A3 A4 A5 B1 B2 B8 C1 C2 C3 D1 D2	The Town and Country Planning (Use Classes) Order 1987 (as amended) puts uses of land and buildings into various categories known as 'Use Classes'. A short description of major use classes associated with employment follows below; for a more detailed description, visit the Government's Planning portal: www.planningportal.gov.uk A1: Shops including retail warehouses, hairdressers and sandwich bars A2: Financial and professional services including banks, building societies, estate agents and betting shops. A3: Restaurants and cafes (for consumption on the premises) A4: Drinking establishments including pubs and bars. A5: Hot food takeaways B1: Business including (a) offices, (b) research and development of products and processes, and (c) light industry appropriate in a residential area. B2: General industrial use for industrial process other than one falling within class B1 (excluding incineration purposes, chemical treatment or landfill or hazardous waste). B8: Storage or distribution including open air storage. C1: Hotels and guest houses C2: Residential institutions including care homes, hospitals, boarding schools and residential colleges and training centres. C3: Residential D1: Non-residential institutions including clinics, health centres, day nurseries, libraries, halls and places of worship. D2: Assembly and leisure including cinemas, concert halls, bingo, swimming baths, gyms or areas for indoor or outdoor sports and recreations. Sui Generis: Uses not in any use class. Examples include petrol stations, motor dealerships and scrap yards.
Ashton Keynes Village	Village	The recognised centre and Village of the Parish of Ashton Keynes.
Wiltshire Core Strategy	WCS	The core strategy for development in Wiltshire up to 2026 as adopted by Wiltshire Council as its Development Plan.
Wiltshire Council	WC	The unitary authority for Wiltshire as of 1 April 2009.
Windfall Sites		Sites not allocated for development in the Wiltshire Development Plan that unexpectedly come forward for development.