SHRIVENHAM
NEIGHBOURHOOD PLAN
2018-2031



REFERENDUM VERSION

FEBRUARY 2020

SHRIVENHAM PARISH COUNCIL

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INTRODUCTION

0.1 FOREWORD

0.1.1 EVERY CITY, every town, every sprawling suburb, every crowded slum – almost all were villages once, and almost all were transformed by (often) ill-considered change – change too great, too quick or just left to simple chance. Often it was more than one of these; frequently it was all of them.

0.1.2 A village is the land the streets, the buildings and the people living there. Together these determine and maintain its essence: they are the spirit of a place and they are the spirit of this place, our place - Shrivenham.

0.2 SHRIVENHAM - THE PLACE

0.2.1 To the south and east of Shrivenham are the gently rolling chalk hills of the Berkshire Downs, marked by woods and fields and many signs and remains of ancient habitation. To the north and west are the Cotswold Hills, still a gentle landscape but slightly hardened by an underlying Jurassic limestone base. Soft white chalk and brittle grey limestone meet here and these comprise the colours, textures and materials from which the village was first made.

0.2.2 Today there are buildings of many kinds – each of their time. They range from early light grey stone or white-washed, thatched cottages, built variously, one by one, over the years, many of which are listed buildings, to modern tracts of red, cream or grey brick-and-tile mass-produced, mass-marketed estates.

0.3 THE COMMUNITY OF SHRIVENHAM

0.3.1 For the most part buildings and the streets stand, whereas people come and go with the years. However, whether long-term residents or relative newcomers, their common sense of community is derived from these things. The proximity of the countryside and the village's setting within it; its shape – church, school, community centre, green spaces, playgrounds, shops, thatched cottages and allotments at its centre; its recent development, ranging from older houses (principally those built by J M Knapp & Sons in the early to mid 20th century) and smaller and larger mass produced estates of the later 20th and early 21st centuries.

0.3.2 In today's Shrivenham, our sense of community still derives principally from its setting, its shape and the activities and purposes at its centre - where most people meet and greet and get to know or know of one another. It faces many threats. They include:-

i. Government imperatives at national, county and district level which direct that much more housing must be built nearly everywhere in the south and east of England, including here.

ii. The socio-economic impact of Swindon (nearer, larger and much faster growing than any of the proximate towns of Oxfordshire)

iii. Land already allocated for new residential development which will place newcomers further from the central line of the High Street and move many away from the proximity of the countryside (where access is increasingly confined to the south),

iv. The strong economic drivers of today's house-builders who benefit from mass-marketing and mass-production techniques which are largely unrelated to Shrivenham's needs. (This is not their 'fault'; for them it is simply a commercial imperative. House building is a highly competitive free-market industry; kind village development and community management is not).

0.4 Introduction to this Neighbourhood Plan

0.4.1 This Neighbourhood Plan is, necessarily, a very detailed and technically complicated document. It is not, nor can it be, an 'easy read'. However its chief objective is simple enough, to exert the influence of our community in the face of these developments. It does so by asserting a few principles and deriving many recommendations and suggestions to which development should give weight. They are:

i. The setting of the village and the habitat it provides should be preserved physically and visually.

ii. Access to nearby countryside should be retained.

iii. The conservation and enhancement of the historic environment of the village

iv. The size, shape and location of new development should retain the role, accessibility and amenity of the High Street at its centre

v. Newly built residential development (including extensions and/or changes of use) should reflect the variety, colouring and texture imparted by the surrounding land and already reflected by the best of the village's architectural heritage.

vi. Technological change should be anticipated and optimised/mitigated so far as possible. (For example, proposals are included concerning provision for electric vehicles, both cars and mobility aids)

vii. Priority to new development should be allocated to 'brown-field' and 'infill' sites.

0.4.2 If, as a resident of the village, you accept these things are important we trust you will wish to support this Neighbourhood Plan to ensure it can be implemented (or 'made' in planning-speak).

0.4.2 With your help it will act to ensure we all benefit as much as possible from coming changes to our village. Without it there will be little or no consideration of most of what it sets out to oversee. Shrivenham, too, will then prosper or perish largely as a result of chance.

0.4.3 The way the village of Shrivenham grows and changes in the medium and long term is of interest to us all and a concern to many.

0.4.4 Over the next few years the number of houses in our village will virtually double and it is important that villagers have a say in the changes that will be affecting Shrivenham.

0.4.5 The Government's Localism Act of 2011 aims to give local communities the right to have a vital say in how their area is developed and the Act's implementation led to

Shrivenham Parish Council setting up a Steering Group of Councillors and other volunteers, all of whom were residents, to produce this Neighbourhood Development Plan.

0.4.6 Initially established in 2015 the Shrivenham Neighbourhood Development Plan (SNDP) Steering Group has been working steadily to determine the needs, concerns and aspirations of our residents. The SNDP Steering Group consisted of nine members, four of which were Parish Councillors and five were residents. One of the residents ran a small business in the village.

0.4.7 The number of new homes under construction in Shrivenham was determined before the start of this process. Sites being developed are a combination of the strategic sites outlined in the *Vale of White Horse District Council's Local Plan - Part 1* and several additional speculative developments that were passed on appeal. For this reason the Neighbourhood Plan has not considered any new land for future development but has produced policies that, it is hoped, will shape the nature of the developments and the inevitable changes to the village that result from them.
0.4.8 This Neighbourhood Plan covers important issues such as the viability of the village centre; parking and transport; the future of schools and schooling; health resources; both built, natural and historic environments and provision of leisure and recreational facilities. In drawing up our proposals we have done our utmost to consider the welfare of the village and its people, while meeting the basic conditions of the NPPF 2019 and the VWHDC Local Plan (Parts 1 and 2).

0.4.9 We have based our evidence on historical sources such as the 2009 Village Plan and 2011 Housing Needs Assessment and held a number of public meetings, exhibitions, interviews and consultations with residents, as well as asking them to undertake surveys, including an updated version of a Housing Needs Assessment. We have also obtained a grant which enabled us to commission a Village Character Assessment and a Landscape Character Assessment.

0.4.10 Our objective**:** *To understand and manage change in Shrivenham so that those who live here now, and those who come after us, will continue to recognise, retain and subscribe to its strong sense of community, derived from a clear sense of common identity based on place, people and community purpose.*

0.4.11 Our mission**:** *To use this plan to acknowledge the national need and obligation to grow while providing the means to continue to fulfil our vision by:*

i. Setting out a clear statement of what we have now and how it came to be

ii. Identifying local, national and supranational changes which we expect to occur between now and 2031 and evaluating their likely effect on Shrivenham

iii. Endeavouring to anticipate and analyse what will be required of future developments to best meet the needs of those who will live and work in Shrivenham in years to come.

0.4.12 In line with the VWHDC Local Plan, this Neighbourhood Plan runs to 2031. It will be revised when the VWHDC update their Local Plan.

Section One – Background

1.1 Background to the Development of this Neighbourhood Plan

1.1.1 The development of this Neighbourhood Plan has been co-ordinated through a partnership between Shrivenham Parish Council and the Shrivenham Neighbour-hood Development Plan Steering Group.

1.1.2 The has arisen after a 30-month consultation period with the residents of Shrivenham, which commenced after the Parish Council unanimously agreed to formulate a plan, at a meeting held on the 2nd February 2015. This was followed by an application for area designation. This was formally approved by the District Council on the 13th November 2015 and confirmed the Parish Council as a Qualifying Body. Figure 1.1 shows the area designated. The Parish Council then agreed a mandate and terms of reference for the Steering Group.

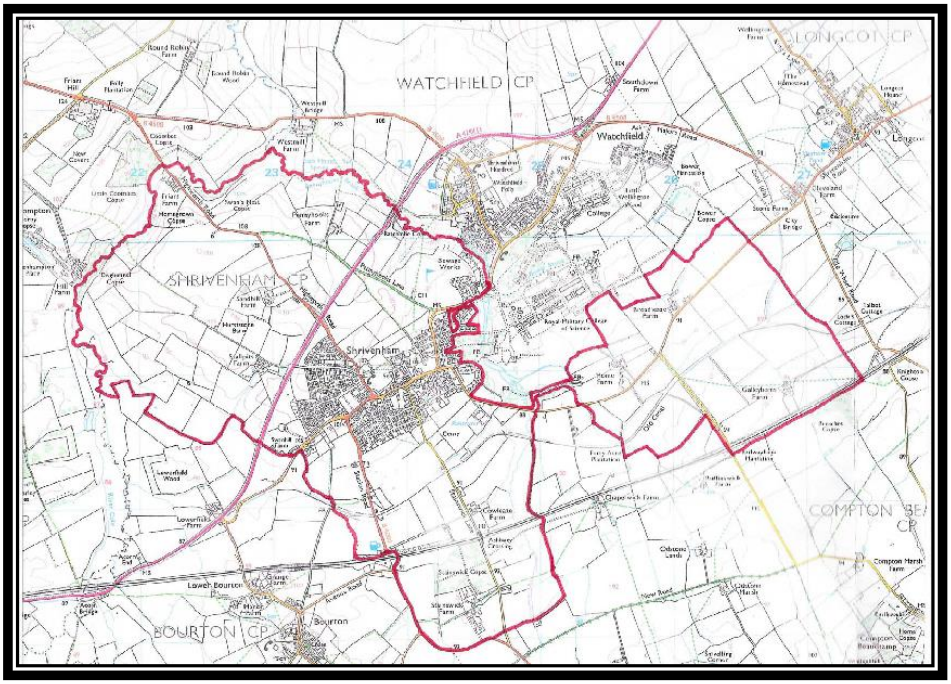


Figure 1.1 Shrivenham Neighbourhood Plan
Designated area - approved 13/11/2015

1.1.3 Shrivenham is a large village in the South-Western corner of Oxfordshire. It is situated close to the Wiltshire/Oxfordshire border just off the A420, the major trunk road between Swindon and Oxford, originally routed through the village prior to provision of a bypass.

1.1.4 Early in 2011 it became clear that Shrivenham could potentially be subjected to a high level of speculative development as many of the local landowners had expressed a willingness to put forward their land for scoping, with a view to development either in the short or long term. At the time of publication permissions have been granted for 861 new homes, of which 180 gained approval on appeal, in order to address the (then) lack of 5-year land supply.

1.1.5 Shrivenham's situation is unusual due to the nearby location of the Defence Academy of the United Kingdom, of which a significant area falls within the parish boundary. Due to MoD tenure of this land, it was agreed that, for the purposes of the

Plan, certain areas would be excluded from the Area Designation, as shown in figure 1.2 below. The blue line shows the Parish boundary and the red line shows the area excluded from the SNDP.

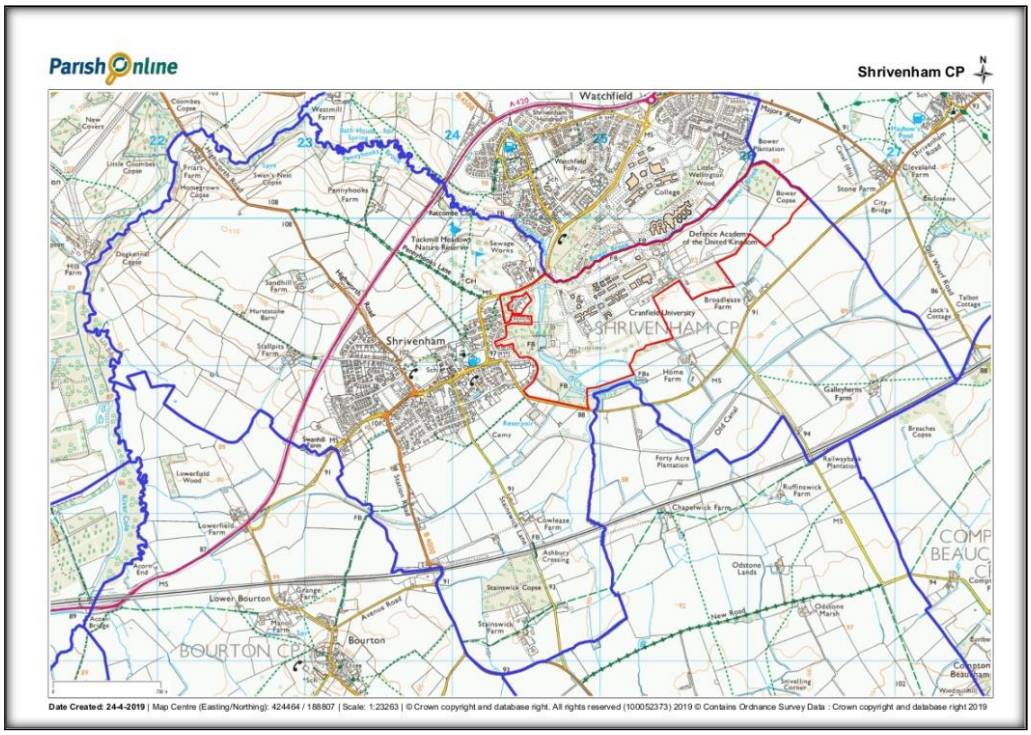


Figure 1.2 Map showing the boundaries of Shrivenham Parish including demarcation of area excluded from SNDP

1.2 National and Local Planning Context

1.2.1 National Planning Policy Framework

1.2.1.1 The National Planning Policy Framework (NPPF) published in March 2012, and updated in February 2019, sets out the government's planning policies for England and how these are expected to be applied. It provides a framework within which local people and their councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities. This NDP is working to NPPF 2019.

1.2.2 Vale of White Horse District Council (VWHDC) Local Plan 2031 Parts 1 and 2

1.2.2.1 The VWHDC Local Plan conforms to the national planning guidelines and is based on the very latest evidence and engagement with the views of people in our communities.

1.2.2.2 Part 1 of the VWHDC Local Plan deals with the larger 'strategic' sites and policies in the Vale, and was adopted in full on 14th December 2016. It sets out the 'spatial strategy' and strategic policies for the district to deliver sustainable development. This Neighbourhood Development Plan has been developed to cover the same period i.e. until 2031. The VWHDC local plan identifies the number of new homes and jobs to be provided in the district for the period up to 2031. It makes provision for retail, leisure and commercial development and for the infrastructure

needed to support them. It identifies strategic sites for the development of 546 new homes to the north of Shrivenham between the village and the A420.

1.2.2.3 Part 2 of the VWHDC local plan sets out detailed policies and additional sites for new housing to meet the Vale's proportion of Oxford's housing need which cannot be met within the City boundaries. It also contains policies for the part of Didcot Garden Town that lies within the VWHDC district and detailed development management policies to complement the strategic policies as set out VWHDC Local Plan Part 1, and where appropriate replacing the remaining saved policies of the VWHDC Local Plan 2011. There are also additional site allocations for housing development. No additional sites are proposed for Shrivenham in Part 2 of the plan.

1.2.2.4 The Vale of White Horse Local Plan Part 2 was adopted in October 2019. Within the VWHDC Local Plan, Shrivenham is located in the Western Vale sub-area, with the neighbouring market town of Faringdon providing an important service-centre role for the surrounding rural catchment.

1.2.2.5 The Basic Conditions Statement, Appendix 25, outlines how this plan complies with the NPPF and VWHDC Planning Policy.

1.2.3 Swindon Eastern Expansion

1.2.3.1 One mile from Shrivenham's Western boundary lies the borough of Swindon where 8000 new homes are proposed, together with 40 hectares of commercial business employment and associated health, retail, education and leisure facilities. This extensive development will have a significant impact on villages close by within the Vale, especially those, like Shrivenham, located along or close to the A420.

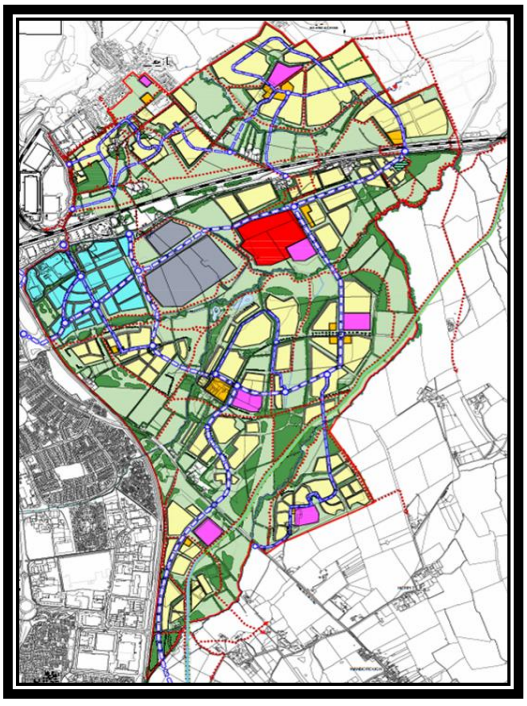


Figure 1.3 Map to Show Indicative Delivery Areas and Phasing of Swindon Eastern Expansion

1.2.4 Geographical Context of Shrivenham

1.2.4.1 Shrivenham is situated in the Vale of the White Horse in Oxfordshire close to the Wiltshire/Oxfordshire border. It is approximately equidistant from Swindon (Wiltshire) and Faringdon (Oxfordshire) and 72 miles from London. Prior to 1974 Vale of the White Horse, including Shrivenham, was in the county of Berkshire.

1.2.4.2 Before World War II the village was clustered around the High Street and dominated by the Beckett estate owned by Lord Barrington. The establishment of the Royal Military College of Science in 1946 and its subsequent expansion into the Defence Academy of the United Kingdom has since contributed to the growth of Shrivenham and its subsequent desirability as a place to live.

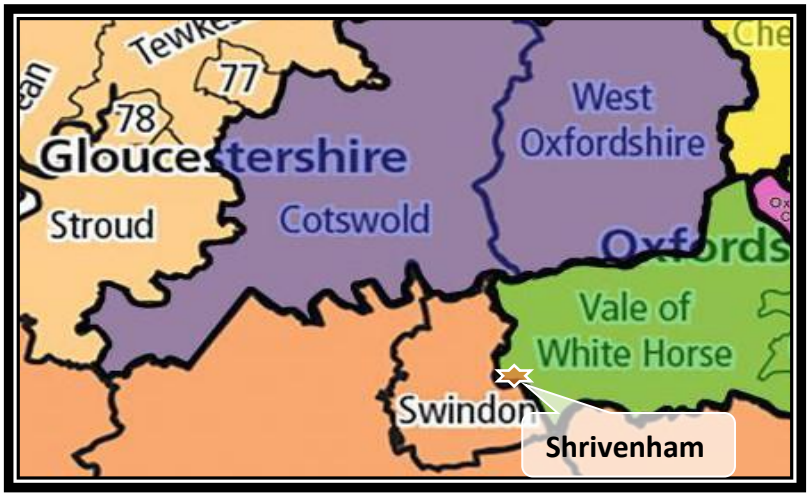


Figure 1.4 Map to show location of Shrivenham in relation to surrounding counties.



Figure 1.5 Map to show position of Shrivenham within the Vale of White Horse.

1.2.5 Historical Context

1.2.5.1 There is evidence of human occupation in and around the village since the Neolithic with archaeological evidence of Iron Age, Roman and Anglo-Saxon settlements. "Scriven-ham" is mentioned in Domesday Book as "in demesne" of the king and there is no doubt that there was a significant Anglo-Saxon settlement here before the Norman Conquest.

1.2.5.2 Recent archaeological investigations to the east of the Highworth Road have revealed traces of a number of Iron Age round houses which can be seen as the early origins of the village of Shrivenham.

1.2.5.3 Archaeological investigations at Watchfield, just outside the Neighbourhood Plan area, have revealed evidence of Anglo-Saxon settlement, whilst the Oxfordshire Historic Environment Record records evidence of medieval settlements and Iron Age and Roman finds and even a Palaeolithic axe within the parish. The Old English (Anglo-Saxon) origins of the name Shrivenham suggest this has been a focus of settlement for many centuries and, as such there is potential for survival of further archaeological remains, particularly within the conservation area as the historic focus of settlement.

1.2.5.4 The settlement of Shrivenham stands at the cross roads of historical routes that connected the market towns of Highworth, Newbury, Abingdon, Oxford and Swindon.

1.2.5.5 The different character areas of the landscape of the parish reflect underlying variations in geology and the varied resources and management that would, historically, have supported an early medieval community including woodland, arable and pasture land and is criss-crossed by a network of field lanes. This landscape has undergone successive period of change such as the enclosure of open fields and bisection by new transport routes such as the North Wiltshire Canal and Brunel's Great Western Railway Line.

1.2.5.6 Shrivenham remained a settled agricultural community over the centuries before the Industrial Revolution and then the expansion of Swindon, following the introduction of the Great Western Railway. For more information please refer to the Landscape Character Assessment at Appendix 4.

Section Two – About Shrivenham and the issues it faces

2.1 Overview of the local area

2.1.1. Western Vale Sub-Area

2.1.1.1 The Parish of Shrivenham is situated in the Western Vale Sub-Area of the Vale of the White Horse District's Local Plan which is available on line at. www.whitehorsedc.gov.uk/services-and-advice/planning-and-building/planning-policy/new-local-plan-2031-part-1-strategic-sites

2.1.1.2 The Western Vale Sub-Area is predominantly rural in character extending from the North Wessex Downs Area of Outstanding Natural Beauty (AONB) to the River Thames. The historic market town of Faringdon is the largest settlement within the sub-area and functions as the main service-centre of the surrounding rural catchment within the Vale. The area contains many attractive villages, which range in size from isolated hamlets to large villages such as Shrivenham and Watchfield.

2.1.1.3 The Western Vale sub-area has good access to the strategic routes of the A420 between Oxford and Swindon, and the A417 which links Faringdon with the Cotswolds to the north-west, and Wantage and Didcot to the south-east. There is one regular bus service along the A420.

2.1.1.4 Faringdon is the largest settlement within the Western Vale sub-area, but is currently the smallest town in the Vale. This is set to rise significantly in the next few years as there is an extensive amount of development planned and in progress.

2.1.1.5 Faringdon provides a good range of local shops and services, including a choice of supermarkets on the perimeter of the town near to the A420. The town offers a mix of employment opportunities, including those provided by the Park Road Industrial Site and the A420 Site. Many residents look to Oxford and Swindon for work and for their higher order goods and services.

2.1.1.6 The town has a community college; this is part of a multi-academy trust which includes Shrivenham Primary School. The Academy is now planning for the future and is investigating how school provision should be organised to best suit the long-term needs of the town and wider rural catchment area.

2.1.2 Shrivenham Parish

2.1.2.1 Within the Western Vale sub-area Shrivenham is described as a large village as is the neighbouring village of Watchfield. Both have access to the A420, the Shrivenham Hundred Business Park and the Defence Academy of the United Kingdom. The VWHDC Local Plan recognises the special character of these and other rural settlements and states that they *'should be preserved, whilst allowing appropriate development, to support local services and facilities or to meet local needs'*. Shrivenham acts as a service-centre for Watchfield and other small villages and hamlets within the area.

2.1.2.2 In VWHDC Local Plan part 1, the District Council states that it will '*continue to work positively with both Swindon Borough Council and the rural communities within the Western Vale Sub-Area to help ensure any planned growth to the east of Swindon does not adversely affect the west of the Vale and its rural villages.'*

2.1.2.3 The North Wessex Downs, designated an Area of Outstanding Natural Beauty (AONB), extends across part of the sub-area surrounding Shrivenham and provides important protection for its high quality landscape and setting. The VWHDC is committed to continuing to protect this in accordance with their Core Policy 34.

2.1.2.4 The Western Vale Sub-Area in general and Shrivenham in particular is an attractive and prosperous rural area. The rural nature of the village is very important to local residents and it is a primary aim of this Neighbourhood Development Plan to retain this quality.

2.1.3 Conservation Area

2.1.3.1 The Parish of Shrivenham contains 42 listed buildings which the majority are located in the designated conservation area around the High Street as illustrated in Figure 2.2 below. The Church of St Andrew is a Grade 1 Listed Building and Elm Tree House attached to the Elm Tree Surgery is Grade 2* Listed. A full list of the designated and non-designated heritage assets in Shrivenham is included at Appendix 1.

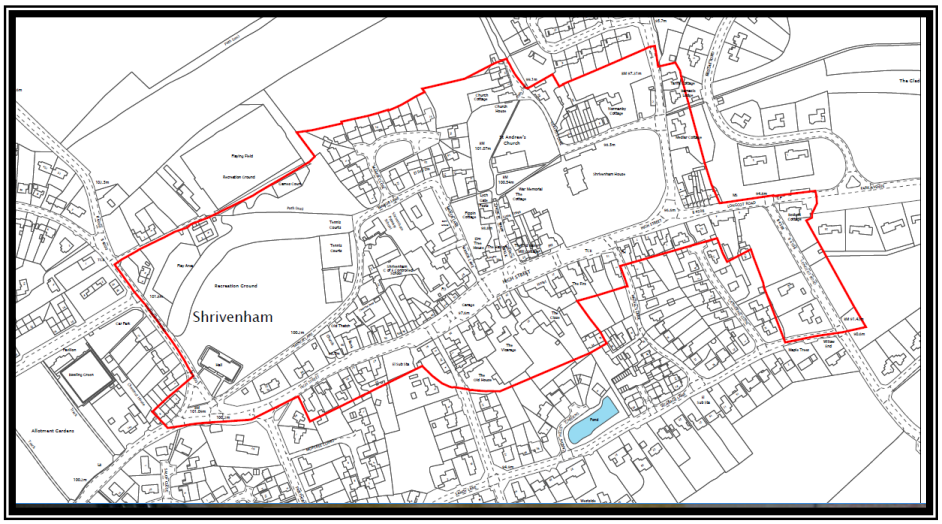


Figure 2.1 Shrivenham Conservation Area.

2.1.4 A Site of Special Scientific Interest (SSSI)

2.1.4.1 An SSSI is defined as a formal conservation designation for an area which is of particular interest because of its fauna, flora and/or geological or physiological features; in other words, these areas have extremely high conservation value. Tuckmill Meadows Nature Reserve occupying 5.5 hectares on the North West boundary of the village has this designation.

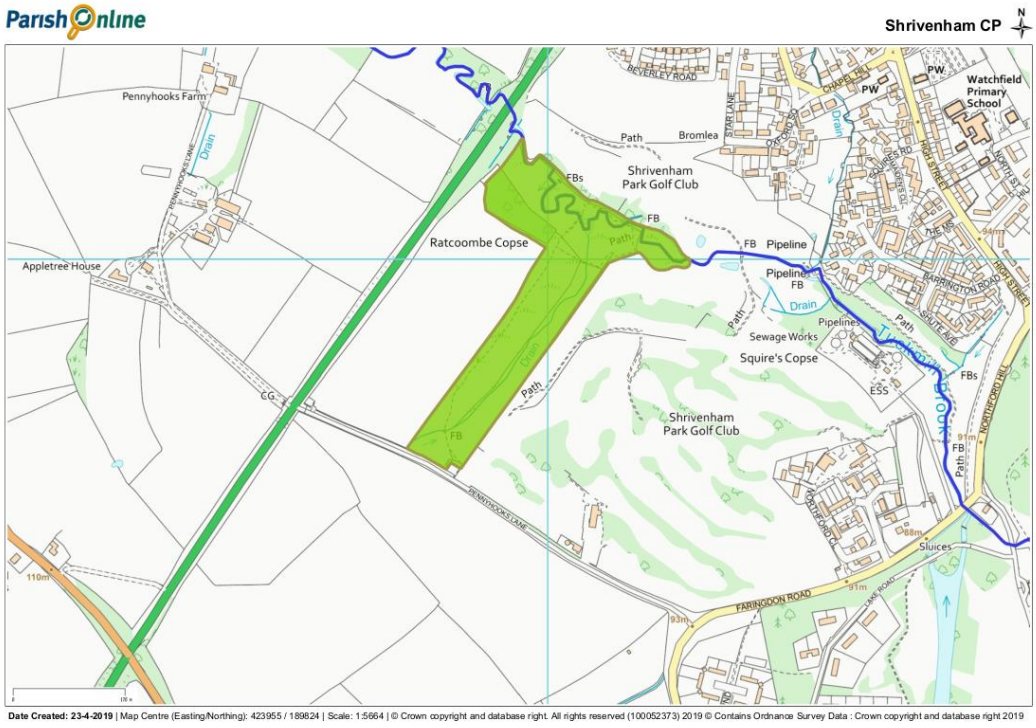


Figure 2.2 Location of Tuckmill Meadows

2.1.5 Village Amenities

2.1.5.1 The village has a number of amenities that serve the wider area. These include the Primary School; Doctors' Surgery; Pharmacy; Post Office; a public house; an hotel; two restaurants and a Chinese/Thai take-away; a coffee-shop/ delicatessen; a florist; a gift shop; three hairdressers and a barber; a beauty parlour; a letting agency; an estate agency and two small super-markets (a One-Stop with an ATM and a Co-op).

2.1.5.2 All of these are situated in the High Street within the centre of the village. On the periphery of the village are three car sales and/or service-centres and an agricultural supplier. There is also a small business park with a removals company, a dog grooming salon, a hair salon and a music studio. There are also several small home-based businesses including a bike repair service; tutors; accountants; cleaners; therapists; decorators and other tradesmen. The village has Church of England and Methodist churches and a large village hall. Sports facilities include athletics; bowls; cricket; football, tennis, golf and small bore shooting. A full list of civic amenities is also included at Appendix 2. The Vale of White Horse Local Leisure Facilities Report (http://www.whitehorsedc.gov.uk/java/support/dynamic_serve.jsp?ID=902931569&CODE=7E4EF515AF9E3C059831A5F36F5B6BB8) stresses the importance of village halls and includes recommendations for improvements to Shrivenham Memorial Hall. The report also indicates that the membership of Shrivenham Bowls club is likely to increase significantly over the plan period and will be one of only two clubs within the Vale of White Horse area that come 'under pressure' due to an increasing population. Despite this the report recommends that a new site is not required and local facilities should be improved to accommodate rising demand. The report suggests that there is 'sufficient forecast capacity' for Tennis facilities in Shrivenham.

2.1.6 The Church of St Andrew

2.1.6.1 There has been a church on the site of the present building, in the centre of the village, since Saxon times. Although the present church was constructed in the English Renaissance style in the mid 17th century, the tower is retained from the 15th century. It still dominates views of the village from north and south approaches. Figure 2.4 shows the church surrounded by the views from the top of the tower giving a pictorial illustration of the rural nature of the village.



Figure 2.3 St Andrew's Church and 360º views from the top of the tower.

2.1.7 The village character

2.1.7.1 The development of Shrivenham over time means that the houses are made up of a wide range of architectural styles. Many of the buildings in the High Street are old but the majority of houses in the village were constructed in the mid to late 20th century. This eclectic mix of architectural styles enhances the charm of the village and is highly valued by residents.

2.1.7.2 As part of the Neighbourhood Planning process a Village Character Assessment and a Landscape Character Assessment were undertaken. These are published as separate documents and can be viewed in full at Appendices 3 and 4.

2.1.7.3 The Village Character Assessment divides the village up into 9 distinct character Village character areas (VCA):

1. Conservation Area (VCA 1);
2. East Shrivenham (VCA 2);
3. South of Conservation Area (VCA 3);
4. South of Charlbury Road (VCA 4);
5. Surrounding Berens Road (VCA 5);
6. West End Road (VCA 6);
7. Chestnut Gardens and Maple Grove (VCA 7);
8. Becketts Ridge (VCA 8); and
9. Between Highworth Road and Townsend Road (VCA 9).

2.1.7.4 A townscape appraisal for each area can be found in Appendix 3.



Figure 2.4 Photographs of VCA1 (x2) VCA9, VCA5, VCA4 and VCA7

2.1.8 Demography

2.1.8.1 The March 2011 census identified a total resident population of 2347 of which 504 were aged under 18 or under, and 689 were 60 and over. This represents only 21.5% residents under 18, below the Vale of White Horse District average (23.9%) and England national average (24%). However the number of residents aged over 60 at 29.4%, was much higher than the district average of 24.6% and the national average of 22.3%. The number of households at the time was 934.

2.2 PEST environmental Analysis

2.2.1 Table One below summarises the key political, environmental, socioeconomic and technical (PEST) issues that were considered likely to impact on Shrivenham in the near to medium future in 2016. The sources and rationale for the Political, Environmental, Socioeconomic and Technical (PEST) analysis in Table 1 are explained below.

Political	**Environmental**
P1 A420 No improvement P2 Lack 5 year land supply P3 Localism P4 Local Plan P5 NPPF P6 SHMAA P7 Changes in Defence Strategy P8 Risk of change in Government P9 Relevance of OCC funding for Public Transport and Highway maintenance; P10 Rubbish Recycling P11 Poor Road Maintenance P12 Lack of cycling routes P13 Funding of Highway maintenance P14 Brexit – impact on construction and industry	E1 A420 noise and air pollution E2 SSSI E3 Increase housing/population in village E4 Further windfall developments E5 Increase in commuters E6 Reliance on car and parking for accessing village amenities E7 Increased waste E8 Clean water run off E9 Foul waste (drainage) E10 Poor state of roads E11 Increase in dogs E12 Reduction in recreational walks E13 Impact of car use and development covenant restrictions on parking in other areas E14 Tree planting and landscaping for ambience and wildlife.
Socioeconomic	**Technical**
S1 A420 S2 Swindon Eastern Expansion S3 Aging Population and increasing infirmity; S4 High population of Ex-military S5 Poor job prospects in local area S6 Reliance of local villages on facilities (service-centre) S7 Lack of starter accommodation S8 High proportion of buy to let. S9 Large transient population (DA) S10 Lack of elderly accommodation. S11 Education S12 Increasing preschool childcare needs S13 Disability access S14 Sports facilities for adults and children	T1 High speed internet T2 Mobile phone coverage needs improvement T3 Inability to widen many existing roads within village T4 Lack of pavements and opportunities for new ones. T5 Increased use of mobility scooters T6 Overhead cables T7 Electrical Capacity T8 Telephone exchange T9 Drainage - foul/clean water run-off. T10 Water supply and demand

Table 1 - Environmental Analysis (PEST)

2.2.2 Political Factors

P1 The Oxfordshire County Council's Local Transport Plan 4 indicates that there will be no upgrade to the A420 to allow for the additional vehicles generated by surrounding developments. The only improvement would be the proposed round-about to the north of the strategic site which will allow easier access onto the A420 from the new development.

P2 Lack of a 5-year land supply led to speculative developments being approved on appeal. This issue has since been addressed by the adoption of the VWHDC Local Plan 2031.

P3 The aim of the Localism Act 2011 was to facilitate the devolution of decision-making powers from central government to individuals and communities.

P4 VWHDC Local Plan 2031 has identified strategic sites in Shrivenham for large scale developments.

P5 The NPPF, designed to simplify the planning process, introduced a 'presumption in favour of sustainable development'. This has proven to be controversial and open to interpretation prior to the adoption of the VWHDC local plan 2031.

P6 The Strategic Housing Market Assessment for Oxfordshire identified the need for the provision of between 4678 – 5328 homes a year over the 2011 - 2031 period.

P7 Any changes in defence strategy could affect the Defence Academy. Current Defence Estates owned housing and or grazing land could become surplus to requirements.

P8 A change in Government could imply a scaled back Defence force. See P7.

P9 Stagecoach, the public transport provider, does not currently rely on funding from OCC but may have to do so in the future. A reduction in funding may result in a reduced service.

P10 Cuts in funding have threatened the continued existence of the local recycling centre at Stanford in the Vale.

P11/E10 Poor road maintenance is a traffic hazard, and also increases noise levels.

P12 The lack of cycle routes means an over reliance on public or, more particularly, private motor transport. This increases air pollution.

P13/P11 Poor road surfaces can also cause damage to vehicles.

P14 At the time of publication no evaluation of the effects of Brexit on the construction industry was available.

2.2.3 Environmental Factors

E1 An independent noise assessment of the A420, carried out for the Parish Council by ADC Acoustics in April 2015, indicated that noise levels were significant. It also indicated that mitigating measures proposed by developers would be insufficient to meet the necessary levels required by law.

E2 The parcel of land to the North of the golf course is designated an SSSI, which impacts on any proposed development in the vicinity.

E3 Increases in housing may result in a loss of green space/farmland.

E4 Windfall developments are opportunistic and don't offer the same benefits as strategic or planned development.

E5 Employment opportunities within the village are limited; therefore most residents have no option but to travel further to work.

E6 Developments are taking place predominantly on the edge of the village, some distance away from most village amenities, which has resulted in more residents using cars to access the High Street.

E7 Uncertainty surrounding the future of the Recycling Centre in Stanford in the Vale increases the risk of fly-tipping.

E8 The number of natural springs that are on land granted planning permission, has resulted in issues with permeability and consequently water run-off.

E9 It was reported in 2015 by Thames Water that the current sewage network is at capacity. Mitigating measures are required before additional homes are inhabited.

E10 see P11

E11 An increase in homes has resulted in an increase in dogs. Dog faeces on pavements and other footways is an issue.

E12 Due to the extent of development, it is now becoming necessary to travel further in order to encounter the countryside.

E13 Some developers have chosen to attach covenants, restricting the type of vehicles that residents can park near their homes. This results in large vehicles being parked in neighbouring streets (including those which may be similarly covenanted) often close to junctions. Covenants are not practically enforceable.

E14 Tree planting and landscaping by developers must be designed to meet the needs of wildlife.

2.2.4 Socioeconomic Factors

S1 An independent transport assessment, carried out on behalf of the Western Vale Parish Councils in January 2013 by Bob Hindhaugh, concludes that the A420 is already at capacity at peak times.

S2 Swindon's eastern expansion will result in more traffic using the A420.

S3 The 2011 Housing Needs Survey, carried out in conjunction with OCC's Rural Housing Enabler showed that there was an increased number of older residents in the village.

S4 Military personnel have chosen to retire to the village. Others have bought properties to place on to the rental market.

S5 Despite being a large village, employment opportunities are limited. The Defence Academy is the largest employer but many of its needs are very specialised.

S6 Residents from smaller surrounding villages rely on the facilities provided in Shrivenham.

S7 The housing mix (at the time of this analysis) tends to favour the large 4+ bedroom properties, so there is a lack of smaller homes for those at the foot of the housing ladder or 'downsizing'

S8 The proximity of the Defence Academy has resulted in a higher than average demand for private rentals.

S9 Due to the number and varying lengths of the courses at the Defence Academy, the population of serving personnel and their families fluctuates.

S10 The 2011 Housing Needs Survey also identified a lack of accommodation for older people.

S11 Oxfordshire County Council accepts that there is insufficient capacity at the existing primary and secondary schools to accommodate the number of pupils the new developments will generate. An additional primary school is proposed on phase 1 of the strategic sites, details have yet to be finalised.

S12 There is insufficient capacity at the current pre-school provider to meet the needs of the proposed developments.

S13 The location of proposed developments will prove difficult for those with disabilities. They are too far to walk to the village centre and whatever measures are provided on site, existing footpaths may not be suitable for those with disabilities.

S14 S106 money from developers can be used to enhance and further develop sporting facilities within the village particularly those suitable for all age groups.

2.2.5 Technological Factors

T1 Broadband service addressed for now, with the arrival of Virgin fibre.

T2 Coverage by some providers is poor.

T3 and T4 The existing layout of the village will make road/pavement widening impossible in some areas.

T5 An aging population will require more safe routes for mobility scooters.

T6 Many properties are supplied by overhead cables.

T7 Increased housing will require increased electrical capacity and possibly more sub stations.

T8 No change is anticipated to the telephone exchange.

T9 and T10 Increased development will require additional infrastructure.

2.3 SWOT Analysis

2.3.1 From the PEST analysis (Table 1 above) it is possible to identify Threats and Opportunities to the village, especially as a consequence of increased development, and match them with the village's Strengths and Weaknesses derived from the 2009 Shrivenham Local Plan. This results in the SWOT analysis shown in Table 2 (below) and was used to develop the objectives and research base.

OPPORTUNITIES	THREATS
• Installation of high speed internet by Virgin will enhance business opportunities. • Localism enables villages to plan the future of our village; • Local Plan enhances localism and strengthens Neighbourhood Development Plan • Reduction in Defence Academy needs gives the opportunity to free land for local needs. • Increased population provides more funding for amenities. Greater diversity. • New developments will lead to improvements in clean and foul water management infrastructure. • Opportunity to identify new routes for walkers outside development area.	• Increased traffic congestion and poor road surfaces. • Increased risk of inappropriate speculative developments being granted on appeal. • NPPF favours development despite localism • SHMAA housing figures are for Oxfordshire even though Shrivenham is on the perimeter. • Reduction in Defence Academy could free up military housing and land for speculative development. Increases would put strain on Village infrastructure and amenities. • Cuts in OCC funding leading to lack of road maintenance and reduction in public transport facilities. • Increase in commuters puts already stretched roads under more pressure. • Reliance on cars for transport leads to increased congestion in village; • Increased waste and council cuts may lead to increase fly tipping. • Existing clean and foul water management infrastructure under pressure • Loss of 'dog walks' and increased population puts pressure on existing routes. • Loss of S106 money when planning applications are passed on appeal.
STRENGTHS	**WEAKNESSES**
• Village Centre • Very strong sense of Community Spirit • Rural Environment and AONB • Memorial Hall • Proximity of Swindon facilities • Wind and Solar Farm • Self-contained community • SSSI • Pennyhooks Farm • Multicultural input from PG Cranfield students. • Prosperous community • Range of civic, sports and recreational facilities	• Reliance on A420 commuter route; • Roads and pavements: (i) there is no space to widen (ii) many in state of disrepair • Reliance on OCC funding for school and road maintenance • Aged and aging population • Position on edge of Vale of White Horse • Expansion of facilities in High Street difficult • No option for expanding or enhancing doctors surgery • Primary School at Capacity • Housing Mix

Table 2 2016 SWOT analysis for Shrivenham Neighbourhood Development Plan

Section Three – Development Phase

3.1 Neighbourhood Plan Development

3.1.1 Getting Started

3.1.1.1 In March 2015 Shrivenham Parish Council called a public meeting to ask for volunteers to work on Shrivenham's Neighbourhood Plan. This was well attended and a provisional Steering Group was set up. A timetable of meetings can be found at Appendix 5.

3.1.1.2 Initially it was agreed to divide the work up into a number of working groups and Steering Group members each undertook to lead a group.

3.1.2 Area Designation

3.1.2.1 On 7th April 2015 an application was sent to the Vale of the White Horse District Council (VWHDC) for area designation as defined by the parish boundary (see Figure 1.2 in Section 1).

3.1.2.2 Volunteers started work and a considerable amount of planning and background research was undertaken. A number of outside bodies approached the Steering Group offering their professional services to assist and a provisional contract was signed between the Parish Council and the Consultancy firm DFPS in August 2015.

3.1.2.3 The Steering Group undertook their first public engagement at the Shrivenham Village Fête on August 29th 2015 which both advertised the Neighbourhood Plan and sought primary data on residents' views of housing developments and design.

3.1.2.4 Unfortunately there was an objection by Defence Estates to the portion of the Defence Academy within the Parish being included in the area designation. Steering Group members strongly believed that Defence Academy residential property and residents should not be excluded from the Neighbourhood Plan and on 17th September 2015 the Steering Group agreed to stand down until this matter was resolved.

3.1.2.5 The Area designation was agreed on the 13th November 2015 (see Figure 1.1) with the Parish Council becoming the Qualifying Body. Changes within the Parish Council and its support staff led to further delays and a new mandate and Terms of Reference for the Steering Group was agreed at a Parish Council meeting in July 2016. This included the stipulation that four Parish Council members would be in the Steering Group. The steering group mandate and terms of reference can be found at Appendix 6.

3.1.2.6 The chairman of the Steering Group reconvened the committee but many of the original members were no longer able to contribute. Retained members and Parish Councillors made a significant effort to enlist more help but it was not forthcoming and it soon became clear that the original idea of separately managed working groups would not be viable with the number of volunteers available. The new Steering group was made up of 4 Parish Councillors and 5 other volunteers who were village residents, one of whom was the nominated Chairperson. At the meeting on 30th June 2016 it was agreed that the Steering Group members would each take a lead on an area and that the rest of the group would support them.

3.1.2.7 The work was divided into the following areas: Housing, Traffic and Getting About, Commerce, Environment and Design, Community Life.

3.2 Methodology

3.2.1 The team had access to a wealth of primary data collected by the Parish Council over the last few years. The first task was to review this data as well as any literature in relation to Neighbourhood Plans.

3.2.2 Vision

3.2.2.1 The Steering Group were fortunate that the Parish Council had commissioned a Village Plan (see Appendix 7) in 2009 which was followed up by a Village Survey. This can be found in Appendix 8. These addressed many of the Issues needed for the NDP. In addition we had the data collected at the Shrivenham fête in 2015 (see Appendix 9) which enabled the group to identify which areas were missing and which needed updating. This historical data drove development of the following vision and objectives.

3.2.2.2 The NDP also aims to improve the health and wellbeing of people living and working in Shrivenham. In order to reflect the perceived wishes of the residents of Shrivenham the NDP Steering Group decided on the following Target Vision Statement:

"Shrivenham will maintain its character as a unique rural village community"

In 2031 Shrivenham will be a discrete thriving community situated in an Area of Outstanding Natural Beauty within the Great Western Community Forest.
Shrivenham village centre will be a modern service-centre providing a range of retail services and health care, welfare and support services for the increased village population.

An extended Memorial Hall will provide an all-year-round focus for recreation and social activity for all ages and the local sport facilities will be fully supported by residents at all stages of life.

The Church of England Primary School will have been re-sited to the north of the village and the old school site will have been developed sympathetically to cater for the elderly and/or people with special needs.

Shrivenham will be a safe place to live and work. Roads and pavements will be fit for purpose and traffic calming will prevent speeding on village roads. Dedicated cycle routes will enable recreational as well as commuter cycling and extended paths and walks will cater for all ages wishing to enjoy the village.

We will continue to protect and respect the cherished green space around our village as well as wildlife habitats. Within the new housing developments we will have ensured appropriate landscaping and tree planting as well as architectural styles in keeping with the current village.

The aging population will have access to suitable properties for downsizing and children who were born and brought up here will be able to afford to settle and raise their families locally

.

Figure 3.1 SNDP Target Vision Statement

3.2.3 Objectives

Strategic objectives	
SDS1	To prevent coalescence of Shrivenham with neighbouring settlements and preserve the countryside setting of the village.
SDS2	To produce a coherent overall strategy for the sustainable development of Shrivenham over the plan period.
SDS3	To deliver development and other changes that conserve and enhance the sustainability of Shrivenham in a balanced approach to social, economic, and environmental factors.
Housing objectives	
SH1	To conserve and enhance the existing character of the village and its landscape for the enjoyment of future generations
SH2	To deliver a mix of new housing which will continually rebalance the existing housing stock to better meet future local needs; for example by providing smaller, starter- and downsize homes which represents needs of the community.
SH3	To support development sites within the built up area providing that it does not have an adverse impact on the character of the surrounding area.
SH4	To seek viable means whereby families with meaningful local connections to this area can be given some preferential access to new housing – particularly social and affordable housing.
SH5	To encourage the availability of housing for elderly residents seeking to downsize and for first time buyers wishing to remain in the village.
Design objectives	
SD1	To ensure that new housing and development is designed and built to a high quality and respects the existing character of Shrivenham.
SD2	To support proposals which maintain and enhance the historic character of the Village Centre
SD3	To ensure that all new developments including extensions provide support for electric vehicles including but not limited to scooters, cycles, wheelchairs and other personal transport.
SD4	To ensure that all new developments provide access to a High Speed Internet connection
Movement, Road Safety and Parking Objectives	
SP1	To ensure that all new developments including extensions provide locally appropriate car parking.
SP2	To ensure the village centre is accessible to all users with particular reference to buses, the disabled and delivery vehicles and to reorganise parking provision in the High Street
Economic and employment objectives	
SEE1	To encourage the increase of local employment and new business opportunities.
SEE2	To support proposals which maintain and enhance the vitality and viability of the village centre, based on its diverse mix of retail, residential and public services.
Landscape objectives	
SLC1	Conserve and enhance the Neighbourhood Area's countryside and open spaces, in particular those designated areas of natural beauty, sensitive ecology and landscapes of character.
SLC2	To conserve and enhance the rural character of the village by encouraging the integration of soft landscaping in new developments.
SLC3	To conserve and enhance valued features in the Landscape Character Areas.
SLC4	To conserve valuable views and vistas within the village and in the surrounding landscape

SLC5	To ensure valued Green Spaces in the village are maintained and to encourage physical activities and healthy food choices.
SLC6	To encourage the creation of new Green spaces in the village
Environmental objectives	
SHE1	Conserve and enhance the historic environment in relation to buildings, landscapes and places of local cultural value.
SHE2	To conserve and enhance the rural character of the village by encouraging the integration of soft landscaping in new developments.
SHE3	To conserve and enhance the valued features in the Landscape
SHE4	To conserve and enhance the environment, ecosystem and biodiversity, ensuring that new development protects biodiversity including habitats and provision of appropriate wildlife, biodiversity and movement corridors.
Public Rights of Way objectives	
SPROW1	To ensure Public Rights of way are conserved and enhanced.
SPROW2	To ensure the village centre is accessible to all users with particular reference to buses, the elderly.
Community, Social & Health objectives	
SCSH1	To conserve and enhance provision of existing local community services and facilities, by ensuring that public services (including but not limited to medical, educational, public transport, utilities and amenities) support population growth arising from new housing provision in particular and residents reasonable expectations in general.
SCSH2	To encourage the provision of recreational facilities for all age groups and all abilities.
SCSH3	To require all contractors working within the village to have a policy for tidying up, litter collection and repair of any damage.
SCSH4	To ensure that all new developments comply with the requirements of the Waste Reduction and Management measures in NPPF2019 and the EU Framework.
Delivery objectives	
SD1	To encourage potential developers to work with the community of Shrivenham, via the Parish Council, in preparing their proposals.
SD2	To ensure that all financial contributions received by Shrivenham Parish Council from developments (S106 and CIL) are used on projects and initiatives that meet identified needs..

Table 3 SNDP Objectives

3.3 Public engagement and data collection.

3.3.1 As already mentioned prior to commissioning the Neighbourhood Plan Shrivenham Parish Council had been very active in canvassing the needs and wishes of villagers and there was a wealth of information available for the SNDP Steering Group to draw upon.

3.3.2 In 2009 a comprehensive village survey (Shrivenham Village Plan 2009) had been distributed to 850 households and 424 surveys were returned, a response rate of almost 50%. From the data collected a series of Action Plans were drawn up for the village (Table 4 below) which are included in The Shrivenham Village Plan 2009.

Community and Leisure

- To enhance community learning opportunities;
- To encourage active lifestyles;
- To enhance and encourage community spirit and social activities;
- To keep the village a safe place to live in.
- To ensure leisure facilities to meet the needs of people of all ages and abilities in the community.

Economy

- To improve broadband access;
- To improve the range of shops.

Environment

- To preserve and where possible enhance existing wildlife habitat;
- Shrivenham to become more sustainable and reduce the village's carbon footprint;
- Reduce light pollution;
- Reduce noise pollution;
- Ensure there is a green space between Shrivenham and Swindon;
- Increase opportunities for residents and visitors to enjoy the local countryside.

Health

- To promote health and wellbeing in the village.

Housing

- Maintain Shrivenham as a village;
- Meet the accommodation needs of the elderly and infirm residents of the village;
- Retain the character and identity of the village.

Transport

- Maintain and enhance bus services;
- Identify routes and financial partners for dedicated cycle ways to local urban areas;
- Enhance village road safety;
- Encourage OCC to have a 10 year plan to renew all pavements in the village;
- To be aware of any developments in review by Swindon EDA regarding moves on a new rail link/station to ensure Shrivenham can be considered for inclusion.

Table 4 Action Plans from 2009 Village Plan

3.3.3 The 2011 census and subsequent Rural Community Profile that was produced was another useful resource that enabled the Steering Group to extrapolate criteria for sustainable developments. Refer to Appendix 10a for the Shrivenham 2011 Census and Appendix 10b for Sustainability Profiling based on the 2011 Census

3.3.4 Housing Needs

3.3.4.1 In 2011 a Housing Needs survey was commissioned by the Parish Council. The Steering Group recognised the value of this study, but also appreciated that due to subsequent development within the village many of its findings would now be unsafe. It was decided to commission the same company to repeat this exercise in

order to (i) obtain current data, and (ii) compare the results to get an idea of the changes in views and needs over time.

3.3.4.2 This survey was devised by Community First Oxfordshire (CFO) and questionnaires were distributed to all the 942 houses in the village in January 2017; 401 were returned - a response rate of in excess of 40%. CFO then collated the responses and prepared a report. These are available at Appendices 11 and 12.

3.3.4.3 The surveys found that:

i. 90% of the properties in the village were owner-occupied, of which the vast majority are houses with three or more bedrooms.

ii. Nearly 70% of villagers are over 45 of which roughly half are retired.

iii. Two thirds of the residents have lived in their houses for more than 10 years indicating that the village has a long-standing settled population.

iv. 30% of respondents would be interested in downsizing but just 12% might consider extending their homes.

v. 15% of households have members who have left the village in the past 5 years of which over half left because of employment or lack of suitable housing. Roughly 20% of those say they intend or would like to return, of which half say they can't because of lack of suitable or affordable homes.

3.3.4.4 When asked about their households' need for affordable housing the responses were for a single one-bed, three-two bed and two three-bed homes. Overall the requirement for affordable housing in the village had almost halved since 2011 when the previous survey was carried out.

3.3.4.5 This exercise was completed in April 2017. A summary of the comparison between the two and the overall conclusions can be found in Table 5 below.

Comparison Responses from Survey in	2011	**2017**
Affordable housing need		
Does your household need affordable housing?		
1-bed (rented)	8	**1**
2-bed (rented & ownership)	10	**3**
3-bed (rented & ownership)	4	**2**
Does anyone in your household need affordable housing?		
2-bed (ownership)		**2**
4-bed (ownership)		**4**
Ownership		
Owner occupied	88%	**90%**
Type of property		
Houses	84%	**87%**
No. of Bedrooms		
3	50%	50%
4 and more	32%	34%
Age		
Over 45	60%	**69%**
Occupation		
Retired		**40%**
Employed		**45%**
How long in Shrivenham?		
10 years plus	68%	**66%**
Interested in down sizing?		**30%**
Build your own home?		**13%**
Intending to extend?		**12%**
How many have left Shrivenham?		**15%**
Why? Employment		**10%**
Lack of suitable housing/affordability		**8%**
Households intending to move in Shrivenham		**17%**
Anyone in household intending to move in Shrivenham		**22%**
Why can't you move?		
Lack of suitable housing		40%
Lack of affordability		24%
Who owns your home now?		
Self		**73%**
Know anyone wishing to move here?		**13%**
To be near family		**40%**
General		
Concern over impact of new developments		**17%**
Concern over parking in High Street		**17%**

TABLE 5 - Shrivenham Housing Needs Survey

3.3.5 Design Day

3.3.5.1 In 2012 a 'Design Day' was undertaken where villagers were asked to imagine that they were in Shrivenham in 2026 and to outline the changes that they would like to have seen in a range of areas to make the village an even better place to live. Details can be found at Appendix 13, together with a summary of all the positive and negative points raised by villagers. This information was used to develop further areas for data collection.

3.3.5.2 As part of the analysis dynamic word map diagrams or 'word clouds' were produced to show the positive and negative aspects of factors influencing the village. See Figure 3.2 and Figure 3.3 below.



Figure 3.2 Positive Factors Identified by Villagers in 2012



Figure 3.3 Negative Factors Identified by Villagers in 2012

3.3.6 Village Fête

3.3.6.1 When the initial Steering Group were waiting for area designation approval they took the opportunity of promoting the work for the Neighbourhood Plan and canvassing the views of residents at the well-attended village fête on 29th August 2015.

3.3.6.2 At that time the strategic development sites for the village had been identified, but there were also planning application pending for a number of windfall sites surrounding the village. The Steering group produced an aerial photograph of the village identifying all of the development sites and their stage in the planning process. Villagers were asked to indicate their preferences as to where these developments should be located. Villagers overwhelmingly indicated their preference for building to the north of the village (78.9%). Subsequently the strategic sites were approved for development. However despite strong objections from villagers and the Parish Council and being turned down by the Planning Committee of the District Council, two other large developments were approved on appeal: one to the west, of 119 dwellings and one to the south, of 64 dwellings. This has meant that the number of dwellings approved for planning since 2015 will double the size of the village. This significant increase in the population will have a profound effect on the village, its amenities, character and demographics. It was therefore essential that the Neighbourhood Plan Steering Group took this into account.

3.3.6.3 The Steering Group considered all of the data already collected and used it to develop a programme for public engagement. It was decided to keep each event relevant to previously defined working areas.

3.3.6.4 From the start of the process until the summer of 2017 the Neighbourhood Plan Steering Group maintained a presentation on what the objectives were and providing up-to-date information on the developments in the pipeline. This was located in the foyer of the Memorial Hall - the centre of community activities within the village

3.3.7 Traffic and Getting About

3.3.7.1 As a large village situated at the very edge of the Vale of the White Horse and only a couple of miles from Wiltshire, this is a wide ranging area. It incorporates travel to and from the village on major and minor roads as well as getting about within the village and surrounding area.

3.3.7.2 The problems and opportunities associated with commuting and using the major road networks surrounding the village are well documented and any issues are beyond the remit of a Neighbourhood plan.

3.3.7.3 A questionnaire regarding Traffic and Traffic Calming Measures within the village was distributed at the village fete in August 2016, a summary of the results can be found at Appendix 14.

3.3.7.4 The Steering group then sought opinions on ‘Getting About Without a Car’ and arranged a day for public engagement on 17th November 2016. Villagers were invited to attend for coffee and a chat and a number of stands were set up where Steering Group members could talk to members of the public and obtain their views. A basic breakdown of the day is at Appendix 15.

3.3.7.5 The two main recurring themes for participants were (a) personal safety when using the roads with several dangerous crossing points identified by pedestrians where cars travel too fast and (b) the state and width of many of the pavements which make

wheelchair, mobility scooter and pushchair access risky and dangerous if not impossible.

3.3.8 Commerce

3.3.8.1 Shrivenham has a wide and varied range of small businesses ranging from individuals working from home to larger garages and retail outlets. The village is also adjacent to the Defence Academy of the United Kingdom where Cranfield University and Kings College provide specialised post graduate courses for officers serving in the armed forces of both the UK and abroad. Activities at the Defence Academy are led by the Ministry of Defence and HM Treasury, and while such activities can impact on Shrivenham and the local community, especially retail outlets and service industries, any such impact is not part of Defence Academy decision making and would not be influenced by the Neighbourhood Plan.

3.3.8.2 Local industry and commercial activity was targeted in two ways. At the start of the process regular meetings of interested parties were held to canvass the views of local businesses. Subsequently a comprehensive list of businesses was drawn up. A questionnaire was developed aimed at determining the potential impact of the proposed housing developments and subsequent increase in residents on local commercial activity. This was then issued to all of the businesses in the parish. The questionnaires and raw data can be found at Appendix 16 and a full summary and analysis of that data is at Appendix 17.

3.3.9 Environment and Design

3.3.9.1 At the initial public event at the village fête in 2015 a wide range of photographs of house designs was displayed. These were taken from around the village, as well as from estates elsewhere being built by developers who had applied to build in Shrivenham. Over 100 people gave their views. The questionnaire and provisional results can be found at Appendix 9. Villagers were asked to identify from a list, the 5 most important things that describe their ideal place to live. Ranked responses are listed in Table 6 below.

Village Identity	72%
Rural	66%
Safe	62%
Country Views	57%
Friendly	56%
Traditional	48%
Attractive	41%
Neat and Tidy	28%
Eco friendly	16%
Vibrant	14%
Other	2%
Urban	1%

Table 6 Most important things in an ideal place to live.

3.3.9.2 Villagers were also asked to tick the eight most important ‘Good’ facilities that Shrivenham should have. Ranked responses are shown below:

Medical and Care facilities	75%
Shops and Services	68%
Public Transport	66%
Country walks	60%
Schools and childcare	55%
Pubs and restaurants	53%
High speed Broadband	40%
Mobile phone coverage	37%
Care Home for elderly.	35%
Cycle routes	34%
Local jobs and businesses	33%
Pedestrian routes	33%
Off road parking	29%
Affordable homes for rent	20%
Youth facilities	16%
Farmers Market	14%
Leisure facilities	12%

Table 7 Most important facilities in an ideal place to live.

3.3.9.3 In order to build on this data and the information gathered in 2012 a second Design Day was held on 25th March 2017.This time interviewees concentrated on development layout and outside land rather than architectural type. More details and results are at Appendix 18.

3.3.10 Community Life

3.3.10.1 At the beginning of the Neighbourhood Plan process in 2016 a checklist questionnaire was developed with a view to interviewing key members of the various village clubs and societies that contribute towards community life. The questionnaire together with a summary of the results can be found at Appendix 19

3.3.10.2 In 2016 the Parish Council nominated a councillor to repeat this exercise in order to identify needs for Section 106 money from approved current developments. The Steering Group came to the decision that the existing data together with input from the Parish Council's nominee, would be effective in highlighting issues in this area.

3.3.11 Landscape and Village Character Assessments

3.3.11.1 In January 2018 the Steering Group reviewed the data collected thus far and identified four areas where more information was needed in order to produce a comprehensive Neighbourhood Plan. These were the village school; the doctor's surgery; the character of the village and the surrounding landscape. Steering Group members undertook to interview key stakeholders regarding the school and the surgery but it was felt that professional help was necessary for the Landscape and Village Character Assessments. A successful grant application enabled Lepus consulting to be commissioned to produce these two important documents. These were completed by the end of March 2018. The two documents can be read in full at Appendices 3 and 4.

3.3.11.2 The Landscape Character Assessment identified 13 different landscape character areas (LCA's) within the Neighbourhood Plan area:

LCA1 River Cole and Pennyhooks Brook
LCA2 Farmland Plateau
LCA3 Western Farmland Slopes
LCA4 Pennyhooks Farm and Surrounds
LCA5 Tuckmill Meadows
LCA6 Golf Course and Surrounds
LCA7 Land North of the Village
LCA8 Land Surrounding Stainswick Lane
LCA9 Land West of Station Road
LCA10 Stainswick Copse
LCA11 Land South of Railway Line
LCA12 Eastern Pasture and
LCA13 Eastern Arable Farmland

3.3.11.3 Detailed maps and descriptions of each of these areas can be found at Appendix 4 together with detailed recommendations to plan, manage and protect the distinctiveness of each landscape area.

3.3.12 Pennyhooks Farm

3.3.12.1 Steering Group members met the owners of Pennyhooks Farm as it is particularly important. A 100 acre organic grassland farm, it offers beautiful views and water meadows with orchids, otters, water-voles and a brook. There is a herd of about 20 Aberdeen Angus cows plus their calves which have an important role in the care of the conservation on the farm as, by their carefully managed grazing, the species rich grassland is maintained. Pennyhooks ancient valley is protected as a county wildlife site and as part of the Natural England Higher Level Stewardship programme. Neolithic flints have been found here as well as old field systems and it also has a limestone tufa spring within reed bed woodland.

3.3.12.2 Pennyhooks Farm is also a registered Charity (1166812) providing work life experience for people aged 11-33 with Autism Spectrum Condition. They are placed individually or within a group to assist in the constant care of the land to ensure that this special farm is maintained and, where possible enhanced, for the wellbeing of future biodiversity. The Centre has proved successful at providing simple work, training and opportunities for young people with complex autism. This diversification makes an essential contribution financially and to the ongoing conservation work at the farm. More information is available at www.pennyhooks.com

3.3.13 Doctors Surgery

3.3.13.1 Elm Tree Surgery is situated in the High Street adjacent to Elm Tree House, which is a Grade 2* listed building. The surgery provides a wide range of primary care medical services and full details can be found on their website at www.elmtreesurgery.co.uk. The surgery serves the people of Shrivenham and Watchfield and the surrounding villages and hamlets. The Defence Academy has its own medical centre which provides medical services for the armed forces personnel, but the civilian families and dependents and overseas privately-funded military personnel are welcome to join the practice as NHS patients. The surgery is part of Swindon and Shrivenham Clinical Commissioning Group and is funded by NHS England. The on-going increases in local population will inevitably lead to greater

demands on the surgery. In anticipation of this, the partners have already taken steps to limit the option of joining the surgery to all those who live in Shrivenham and Watchfield or the nearby villages. Patients already registered who reside outside of this area can of course remain as patients, but should they move to another address outside of the practice area, they will need to register elsewhere. The practice cannot expand the present building any further, but hope to accommodate the growing population by maximising the efficient use of the building. There is the possibility of a second site being made available in the village, but this is still under negotiation. The Swindon Eastern Villages plans include the building of a new health centre in the centre of the new projected development. In the longer term, Elm Tree surgery may become part of this larger medical family but would hope and expect to keep the surgery in its present location and to continue to offer primary care services locally.



Figure 3.4 Elm Tree House and Surgery

3.3.14 Shrivenham Primary School

3.3.14.1 Shrivenham Church of England School was opened by the Bishop of Oxford in 1863. Over the years it has been added to in order to meet the demands of the growing population. Although the school is not currently at capacity it will not be able to cater for all the extra children living in the more than 800 houses currently planned for and Oxfordshire County Council has set aside some money towards this.

3.3.14.2 Regulations for school buildings mean that the current site cannot be expanded to meet the shortfall and some land has been set aside for a new school in the strategic site to the east of the Highworth Road. At the time of writing it is understood that the developer of this site - Legal and General - and Oxfordshire County Council are discussing possible options.



Figure 3.5 Shrivenham Primary School

3.3.15 Evidence Base

3.3.15.1 The resulting evidence base was established to underpin all the conclusions in this Neighbourhood Development Plan. The evidence base is referred to throughout the Plan.

3.3.15.2 A summary of the consultations undertaken is included in the Consultation Statement, which can be found at Appendix 26. The Consultation Statement also includes the project plan for the development of the Neighbourhood Plan.

Section Four – Development Management Policies

4.1 Introduction

4.1.1 Policies in this section are derived from the objectives outlined in the previous section and where appropriate further developed in the light of new data and public engagement. Where policies have not been developed from previously stated objectives it is because they are considered to already be adequately covered by Planning law, the NPPF 2019 (National Planning Policy Framework) and/or VWHDC (Vale of White Horse District Council) policy.

4.1.2 The Basic Conditions Statement, Appendix 25, outlines how these Policies meet the conditions set by the NPPF and VWHDC Planning Policy.

4.2 Housing Polices

4.2.1 Shrivenham villagers have a very strong sense of identity and heritage and the following: Village Plan (Appendix 7); Village follow up survey (Appendix 8); Design Days (Appendix 13);Village Fete Survey 2015 results (Appendix 9), all demonstrate that Shrivenham should remain a discrete village separated from its neighbours by a clearly defined area of countryside.

Principle	**Residents wish Shrivenham to retain its identity as a discrete village**	
Objective	**SDS1**	To prevent coalescence of Shrivenham with neighbouring settlements and preserve the countryside setting of the village.
Policy DS1 : Settlement Gap The neighbourhood plan identifies a settlement gap between Shrivenham and Watchfield village as shown in Figure 4.1 Development proposals within the identified settlement gap will be supported where they would preserve the visual and physical separation between the two settlements and would not unacceptably affect the setting and identity of Shrivenham. Development proposals which either individually or cumulatively would have an unacceptable impact on the role, function and appearance of the identified settlement gap will not be supported.		

4.2.2 This policy is in accordance with Development Policy 29 in the VWHDC Local Plan part 2 which sets out measures to ensure that proposals do not compromise important gaps between settlements.

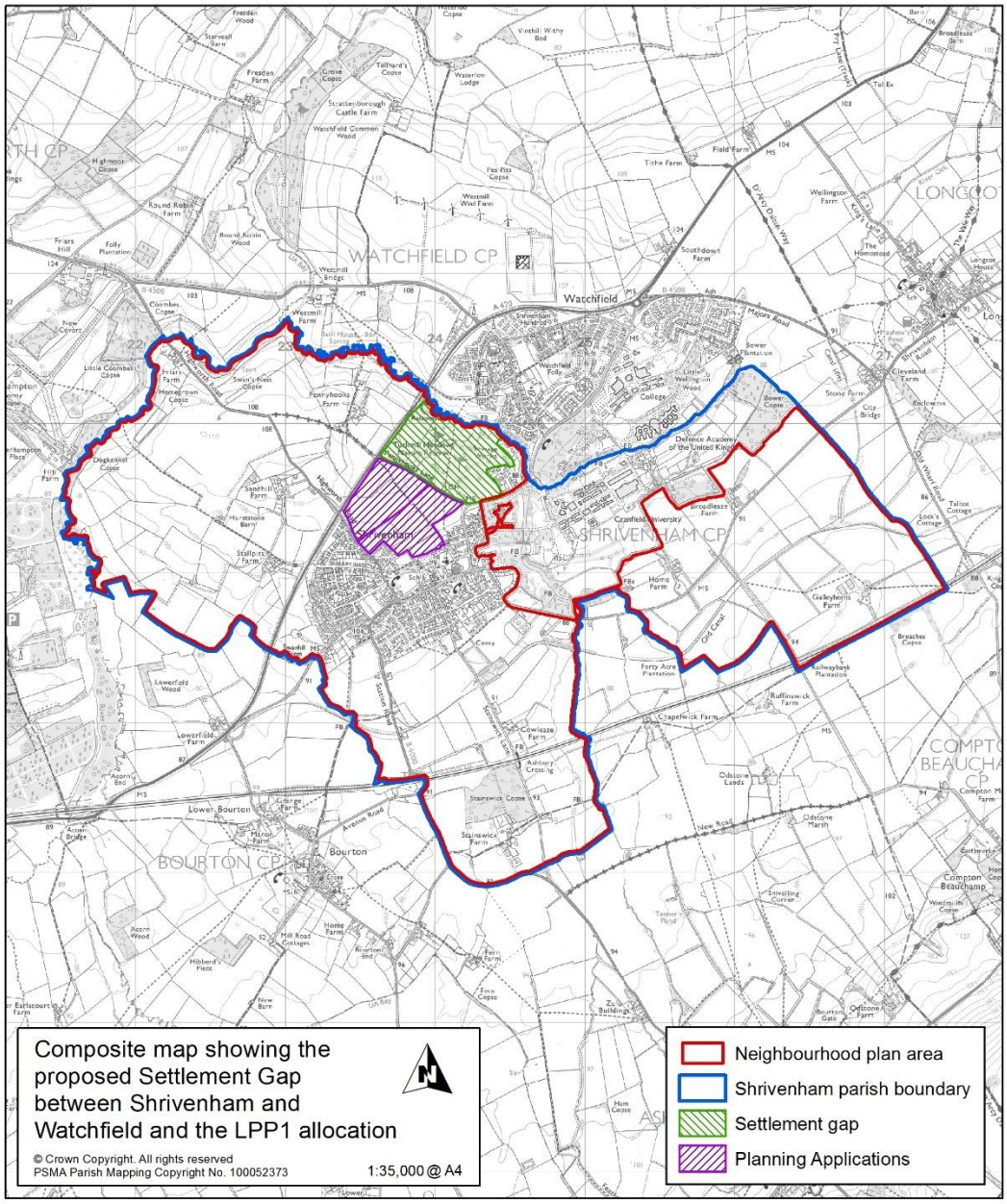


Figure 4.1 Map demonstrating settlement gap.

4.2.3 The proposed settlement gap is located to the immediate north and east of the strategic allocation in Shrivenham in LPP1. It primarily consists of the Shrivenham Golf Club. The physical gap between the expanded northern edge of Shrivenham and the southern edge of Watchfield is now of the order of 400 metres. It is a sensitive area in the context of the size and respective locations of the two settlements.

4.2.4 The policy seeks to identify the type of development which would be acceptable to the designated settlement gap. It recognises that certain development can take place within the gap which would not impact on its wider ambitions. This will particularly be relevant for the ongoing operation of the Golf Club and any need for ancillary buildings in the Plan period.

Principle	**Provision of new housing that meets the needs of the community.**	
Objective	**SH1**	To conserve and enhance the existing character of the village and its landscape for the enjoyment of future generations

Policy H1: General requirements for development

As appropriate to their scale, nature and location development proposals will be supported provided that they:
1. are appropriately located, in accordance with core Policies CP3 and CP4 of the VWHDC Local Plan 2031 Part 1;
2. have regard to the findings of the Landscape Character Assessment insofar as they are directly relevant to the proposal concerned;
3. have regard to the findings of the Village Character Assessment insofar as they are directly relevant to the proposal concerned;
4. Protect heritage assets and their settings;
5. have no unacceptable impact on views, both within the conservation area and of the surrounding landscape;
6. complement, enhance and reinforce local distinctiveness;
7. do not have an unacceptable impact on the amenities of adjoining occupiers by reason of loss of light, overlooking or overbearing impact.

4.2.5 The housing needs surveys undertaken in 2011 and 2017 confirmed a need for smaller houses suitable for Shrivenham's increasingly aging population to downsize into, thereby freeing up larger properties for younger families. There is also a need for starter homes and affordable housing to enable the village's young people to remain in the village. A summary of comparison between the 2011 and 2017 surveys is in Table 7 - Section 3. Full details of both surveys can be found at Appendices 11 and 12.

4.2.6 The UK government Environmental Protection Agency (EPA) actively supports development of brown field sites and infill, as a means of limiting the impact of new development on previously undeveloped land, especially agricultural land and Area of Outstanding Natural Beauty (AONB), Greenbelt and other land and related amenities such as wildlife habitats, footpaths etc.

4.2.6 Paragraph 118a for NPPF 2019 states that significant weight should be given to the use of Brownfield sites within settlements and that support should be given to proposals to 'remediate despoiled, degraded, derelict, contaminated or unstable land'.

4.2.7 Developers need to consider the net increase in water and waste water demand to serve their developments and also any impact the development may have off site further down the network, if no/low water pressure and internal/external sewage flooding of property is to be avoided. Thames Water encourages developers to use the free pre-planning service (https://www.thameswater.co.uk/preplanning). This service can tell developers at an early stage if there will be capacity in the water and/or wastewater networks to serve their development or what will be done if there is not. The developer can then submit this as evidence to support a planning application and Thames Water can prepare to serve the new development at the point of need, helping to avoid delays to housing delivery programme.

Principle	**Provision of new housing meets the changing needs of the community.**	
Objective	**SH2**	To deliver a mix of new housing which will continually rebalance the existing housing stock to better meet future local needs; for example by providing smaller, starter- and downsize-homes which represents the needs of the community.
Policy H2: Housing Mix Proposals for new development should take account of and address the housing needs of residents as identified within current or any subsequent Strategic Housing Market Assessment in accordance with Core Policy 22 of the VWHDC Local Plan part 1. Developments which would provide housing suitable for the elderly and/or affordable starter homes will be particularly supported.		

4.2.8 At the time of writing outline planning permission has been granted for all of the strategic sites as well as the other speculative sites around Shrivenham that were passed on appeal. Should any of these developers seek to make changes to their housing mix, increases in smaller properties for the elderly or as starter homes will be supported.

Principle	**The provision of new housing that meets the needs of the community.**	
Objective	**SH3**	To support development sites within the built up area providing that it does not have an adverse impact on the character of the surrounding area.
Policy H3: Sites within the built up area. New buildings or extensions will be supported where the proposals do not dominate neighbouring buildings, impede local views or adversely affect the significance or special interest of heritage assets. New development should respond positively to the relevant sections of the Vale of White Horse District Council Design Guide.		

4.2.9 Policy H3 provides a context for new development in the built-up part of the village. It overlaps with the District Council's Design Guide. Strong justification will be needed for buildings which do not reflect the scale of the existing area as set out in Principle DG51 of the VWHDC Design Guide. The historic low density of large dominant houses within the village should be maintained.

Principle	**The provision of new housing that meets the needs of the community.**	
Objective	**SH5**	To encourage the availability of housing for those residents who seek to downsize and for first time buyers wishing to remain in the village.
Policy H5: Housing for elderly and younger residents. Proposed developments which would deliver homes specifically for elderly residents or starter homes suitable for first-time buyers will be supported where they are in conformity with other development plan policies.		

4.2.10 As part of the Commercial Activity review a local letting agent was asked about the rental market within the village. They confirmed that Shrivenham is a very popular place to live because of its amenities and character and therefore rents are slightly higher here than other local areas. They also stressed that there is a growing need for two bedroom rental properties.

4.2.11 Cranfield University within the Defence Academy offers places on their post-graduate courses to privately and foreign state funded students. Student accommodation on campus is only offered to military students so there is a pressing need for rented accommodation for civilian students. This together with the higher rentals means that it can be an attractive business opportunity for absentee landlords to buy up properties in Shrivenham and then let them out.

4.2.12 It is clear from the Housing Needs Survey (2017) that there is a strong need for smaller properties especially bungalows suitable for elderly residents and affordable housing for young people wishing to stay in the village. Out of 370 respondents 120 said that they would like to downsize. The vast majority would like to own their own home and would prefer two or three bedroom properties.

4.3 Design Policies

4.3.1 The following provides a summary of design features of individual dwellings to be addressed within this policy.

Principle	**The provision of new housing that meets the needs of the community.**	
Objective	**SD1**	To ensure that new housing and development is designed and built to a high quality and respects the existing character of Shrivenham.

Policy D1: Design

New dwelling design shall (unless the individual and distinctive character of immediately adjacent dwellings/buildings dictates otherwise) incorporate the following:

i. Ridge heights not exceeding that of buildings in the immediate vicinity
ii. Facades, windows etc following DG58-61 in the VWHDC Design Guide.
iii. Materials and colour palette will follow the VWHDC Design Guide, Section E zone 1A;
iv. development at the edge of the village responds positively to its wider landscape setting
v. new buildings should be 2 storeys high and with a pitched roof unless local circumstances and detailed design combine to provide a high-quality outcome.
vi. proposals which demonstrate innovative architectural or sustainable designs will be supported where they respect or enhance the built environment in which they are proposed.

All new developments should be in keeping with the characteristics of each village area as outlined in the Village Character Assessment. They should also demonstrate high quality design which should include respecting the scale and appearance of the existing built environment, responding to and integrating with local surroundings and landscape context. New developments should use soft boundaries such as trees, hedges or planting to enclose the front of plots in keeping with the character of the village. The principles outlined in the VWHDC Design Guide Sections 5 and 6 should be followed.

4.3.2 Public engagement at events (Design Day, Getting About Without a Car and the two Fête surveys) and the Village Character Assessment have all fed into D1 policies. Shrivenham has been built up from pockets of different architectural styles as the village has expanded over the years. This eclectic mix is considered to enhance the character of the village as do the soft boundaries and hedges that the different house styles share. New developments should follow this planting style in keeping with the existing village character.

	Maintaining the Character of the village centre	
Objective	**SD2**	To support proposals which maintain and enhance the historic character of the Village Centre

Policy D2: Style of buildings in the High Street
The development of buildings including alterations and extensions in the High Street will be supported where the size, style and materials are in keeping with existing character and in line with VWHDC Design Guide Section E *and Village Character Assessment section 5.2.2* .

4.3.3 Feedback from the Design Day and Village Character Assessment has identified the rural nature of our community and the desire to avoid town houses and loft extensions that raise the roofline. Policy D1 seeks to capture these matters in a policy context. It has two parts. The first relates to the design of new buildings. The second relates to more general matters of design, and which may have an impact on building extensions and landscaping associated with all forms of development.

4.3.4 Buildings in this area comprise a variety of ages, styles and building materials. Prominent non-residential buildings include St Andrew's Church and Shrivenham Memorial Hall. Thatched cottages are located at Longcot Road, Faringdon Road, surrounding the Church and along the High Street. There are a number of Lime trees lining the High Street all of which have preservation orders on them. The High Street is at the heart of the designated Shrivenham Conservation Area. In this context Policy HE1 of this plan will apply both to extensions and alterations of existing buildings in addition to the development of new buildings. This acknowledges that High Street is an integral part of the designated conservation area.

4.3.5 Despite the range of styles almost all the buildings in the High Street are traditional and villagers have expressed a desire to keep it that way. Any extensions, alterations or new developments would be expected to remain in keeping with the identified character of a rural village as set out in the Village Character Assessment.

Principle	**Sustainable Design**	
Objective	**SD3**	To ensure that all new developments including extensions provide support for electric vehicles including but not limited to scooters, cycles, wheelchairs and other personal transport.
Policy D3: Provision of support for electric vehicles in new development, extensions and change of use Development proposals should be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.		

4.3.6 Electric Vehicles. Although not yet prescriptive, during the period covered by this plan UK government policy increasingly emphasises the role of electric vehicles in reducing emissions. All the above considerations apply to these vehicles. In addition, they require access to electric power, which needs to be secure, metered and charged to an identified and authorised account. Connections by cable must be secured and configured so as not to create a trip and/or shock hazard. These considerations also apply to electric scooters which are increasingly used by people with limited mobility, a requirement that is likely to grow as development moves residents further from the centre of the village and its facilities.

4.3.7 Paragraph 110.e of NPPF2019 states that applications for development should be designed to enable charging of plug-in and other low-emission vehicles. Policy D3 seeks to give a local dimension to national policy on this important matter. Subject to the practicability on a site-by-site basis development proposals should consider the provision of safe and secure facilities for the storage of charging cables and the provision to bill users.

Principle	Sustainable Design	
Objective	SD4	To ensure that all new developments provide access to a High Speed Internet connection
Policy D4: Provision of Fibre to premises All residential development and employment proposals shall enable Fibre to the Premises by providing ducting suitable for cable and fibre connectivity from the local exchange to each unit. Where it can be demonstrated that fibre to the premises is not practical due to special circumstances, then alternative means of access providing speeds in excess of 20Mbps should be delivered.		

4.3.8 The PEST analysis in Section 2 identified access to a High Speed internet connection as a key issue likely to impact on Shrivenham in the near to medium future. Provision of High Speed Broadband was identified as an action in the 2009 Community Led Plan, and as an important facility during public consultation in 2015. It is vital to facilitate home working. A TUC report issued in May 2018 (https://www.tuc.org.uk/news/growth-homeworking-has-stalled) stated that 1.6 million people regularly worked from home in 2017 although growth had slowed in 2018. The report states that lack of a fast, reliable internet connection may be a constraint to home working in some parts of the UK.

4.4 Parking Policies

Principle	Provision of new housing meets the needs of the residents of Shrivenham	
Objective	SP1	To ensure that all new developments including extensions provide locally appropriate car parking.
Policy P1: Car Parking and Layout Development proposals should incorporate car parking within the site to standards provided by Oxfordshire County Council. The overall number of parking spaces per development should be sufficient to contain all the parking within the development without overspill onto surrounding roads avoiding 'urban' parking courts in front of properties.		

4.4.1 Parking has proved to be a real 'bone of contention' for village residents particularly as evidenced by the 'Getting about without a Car' event. Some of this frustration is fuelled by recent experience of the development in Station Road where lack of parking and use of covenants has meant that newer development residents are parking outside other residents' homes in Station Road, Charlbury Road and Berens Road causing traffic and safety problems.

4.4.2 Many of the existing roads in the village are narrow and where parking spaces are limited cars park on the pavements and footpaths outside their properties causing road safety issues and pushing pedestrians in particular those with pushchairs and wheelchairs into the roads. It is therefore vital that new developments are self-contained in terms of parking provision.

4.4.3 Previous developers have put covenants in place preventing commercial vehicles from parking within the development, even if the owner is a resident. This has led to such vehicles being parked outside other residential properties (including some where similar covenants apply to their owners) notably in Station, Berens and Charlbury Roads, causing a hazard to other road users and residents and impeding access by emergency and/or service vehicles. Villagers feel very strongly that all new developments should be self-contained in terms of parking, including when residents drive 'unsightly' and/or large vehicles. Covenants are largely unenforceable and in practice are ineffective.

4.4.4 Parking of vehicles in residential areas is fundamental to their utility and the quality of living they provide. Houses can be readily modernised but lack of garage space, parking accommodation and restricted access cannot. Neither can yellow lines, resident-parking schemes, parking meters and streets narrowed by parked vehicles be easily modified. It is on this basis that Policy P1 comments that appropriate parking should be provided by new developments which are appropriate and well-designed for those sites.

4.4.5 At least two current aspects of private vehicles and vehicle ownership are expected to exert future effects. They are:

(i) Increased rates of ownership. As the real cost of vehicle ownership falls relative to housing costs, more young adults stay in their parents' homes and commute to places of work. This substantially increases the number of vehicles per household. Both new developments and extensions to existing properties are affected.

(ii) More recent developments in Shrivenham are good examples. Charlbury Rd (1960s) and West End Rd (2015) exemplify both aspects. Properties in Charlbury Rd had small, attached garages, driveways and generous frontages when they were constructed. Many have now been modified so that garages (unusable for modern larger cars) and extended accommodation have led to the requirement to park several vehicles per house on driveways and/or roads. Despite wide streets and open frontages, vehicle access is now made very difficult and access for larger vehicles such as ambulances and fire engines is sometimes severely restricted.

Principle	**Maintaining the vitality and viability of the village centre**	
Objective	**SP2**	To ensure the village centre is accessible to all users with particular reference to buses, the disabled and delivery vehicles and to reorganise parking provision in the High Street

Policy P2a: Village Centre parking and accessibility
Insofar as planning permission is required proposals to re-organise the existing highways and parking to improve disabled access and include more efficient use of parking spaces will be supported.

Policy P2b: Village Centre 'park and ride'
Planning applications which include a 'park and ride' facility near the Swindon-Oxford bus route will be supported provided that they comply with other policies within the NDP and the adopted policies within VHWDC Local Plan.

4.4.6 A recurring theme in many of the public engagement events is that many residents believe that the parking in the High Street could be improved to enhance disabled access and road safety. This is particularly so in the case of the stretch of

High Street between Stainswick Lane and the Methodist church where the layby parking space is too narrow for perpendicular parking. At the time of writing the Co-op has bought the adjacent empty building and is looking to improve and enlarge their retail outlet. This will provide an opportunity to change the parking layout and pavements within this section of the High Street as well as to improve access for disabled users.

4.4.7 A survey undertaken by the Parish Council indicated that a number of the cars parked in the High Street during the day belong to commuters wishing to access the S6 bus route to Swindon, Faringdon and Oxford). Provision of a 'Park and Ride' car park along the S6 bus route but away from the High Street would help to reduce congestion in the High Street. Time-limited parking would also go some way towards addressing this problem.

4.5 Commercial, Economic and Employment Policies

Principle	**Promotion of local opportunities for local jobs**	
Objective	**SEE1**	To encourage the increase of local employment and new business opportunities.
Policy EE1: Business and employment opportunities Proposals where jobs for local people are retained or created, or where existing businesses would be extended and/or adapted to changing business circumstances will be strongly supported, Insofar as planning permission is required proposals for change of use of residential properties to enable small business development that is compatible with a residential area will be supported where there is no unacceptable harm to surrounding residents. Such proposals will be actively supported in the High Street to enhance retail or support services.		

4.5.1 Employment opportunities are very limited within Shrivenham and most residents commute to surrounding towns and cities. From the Commercial Activity Study (refer to Appendix 16) it was found that out of 33 businesses only 4 employ more than 6 people.

4.5.2 Cranfield University and Kings College, situated within the Defence Academy, do provide jobs but many of these are highly specialised and their employees are recruited from all over the country. Once appointed such people will then move into the village, helping to push up house prices. Academic staff leaving the Defence Academy may have to go much further afield for suitable positions, but in practice many retire and stay or return to settle in the village.

4.5.3 SERCO provides estate and facilities management for the Defence Academy site. They employ some local people but also 'bus in' teams of staff from Swindon.

4.5.4 Provisions for change of use are intended principally to apply to commercial use by small and/or traditional 'High Street' businesses.

Principle	Maintaining the vitality and viability of the village centre	
Objective	**SEE2**	To support proposals which maintain and enhance the vitality and viability of the village centre, based on its diverse mix of retail, residential and public services.
Policy EE2: Diversity of Businesses and Services. Proposals for the development of new businesses in the village centre for uses in Classes A and B1 of the Use Classes Order or for the extension and/or diversification of existing businesses will be supported. Proposals which would introduce a retail or commercial use into the village where that facility is not currently available will be particularly supported.		

4.5.5 Village Centre Policies are derived principally from a combination of the Commercial Activity survey of businesses and engagement with private residents at the various events. It is pleasing to see recurring themes which add weight to our conclusions and hold promise for the future of the village. In general most businesses believe they will benefit from the increasing village population and anticipate business growth and expansion. Concerns were however raised about the speed of change and the need for steady growth rather than sudden change. The various developments around the village are all at different stages which means that new houses will be coming onto the market in stages rather than all at once and therefore population growth will be steady rather than sudden.

4.5.6 Public engagement (refer to Appendices 7 and 9 has confirmed the desire by village residents and business owners to retain the High Street as a central hub. However it has been noted that there is already duplication of services eg: 4 hairdressers. Where business premises become available villagers have expressed a desire to see an increased choice of such amenities.

4.6 Landscape Policies

Principle	Protect the rural character of the village and retain open space	
Objective	**SLC1**	Conserve and enhance the Neighbourhood Area's countryside and open spaces, in particular those designated areas of natural beauty, sensitive ecology and landscapes of character.
Policy LC1: Protecting the setting of the AONB Any proposal for development within the setting of Policy CP44 of the Vale of White Horse Local Plan Part 1. Proposals must identify and assess their potential effect on associated views and vistas, wildlife and human habitat and amenity with reference to the Landscape Character Assessment attached to this plan (Appendix 4) and the North Wessex AONB Management Plan. Detrimental change must be justified and mitigated.		

4.6.1 The Vale of the White Horse has a high proportion of unspoilt and attractive countryside, a large area of which is designated for its outstanding beauty, namely the North Wessex Downs Areas of Outstanding Natural Beauty (AONB). Shrivenham has extensive, exceptional views to the South towards the Ridgeway which is part of the AONB.

4.6.2 The Vale Local Plan part 1 policy CP44 states that 'The setting of the AONB will be protected from harmful development and where possible enhanced.' The North Wessex AONB Management Plan also provides detailed guidance on the

nature of the AONB and how development can best respond to its character (http://www.northwessexdowns.org.uk/uploads/File_Management/NWD_Docs/About_Us/Management_Plan/NWD_AONB_Management_Plan_2014-19.pdf).

Principle	**Maintain rural 'look and feel' of landscaping within the village**	
Objective	**SLC2**	To conserve and enhance the rural character of the village by encouraging the integration of soft landscaping in new developments.
Policy LC2: Landscape setting Developments where the site borders the landscape setting of the village (landscape areas LCA3/4/5/8/9 in the Landscape and Character Assessment 2018) should include appropriate landscape buffering with suitable planting as identified in a landscape and visual impact assessment. Boundaries of new developments shall be wildlife friendly, reflect the traditional rural context of the village and be defined by walls, post and rail fencing or hedges consisting of native species. These boundary features shall be of a height which preserves the open views –close board fencing is not consistent with this policy.		

4.6.3 In March 2018 the SNDP team commissioned a Landscape Character Assessment (LCA 2018) which can be found at Appendix 4. The Landscape Character Assessment divided the Shrivenham Neighbourhood Plan area into landscape character areas (LCAs). It is structured into 13 LCAs in which recommendations to plan, manage and protect the distinctiveness of the landscape is based. It forms an important part of the evidence base for the Plan. It is intended to be used to understand the landscape qualities of an area to give context to scheme proposals. The prevailing character of the landscape will help shape the design and 4.6.4 The Landscape Character Assessment sits within the hierarchy of landscape assessments including Natural England's National Character Areas, the county level assessment known as OWLS and the district level VOWH Landscape Character Assessment (2017), and makes reference to these assessments. Appendix B of the Landscape Character Assessment provides copies of the landscape character areas from the VOWH assessment which are relevant to the parish.

4.6.4 Figure 4.1 in the Landscape Character Assessment shows the landscape setting of the village broken down into the 13 LCAs. Policy LC2 is especially concerned with the impact of development bordering areas LCA2, LCA3, LCA4, LCA5, LCA8, and LCA9 but also applies to the impact of development bordering all the other LCAs.

Principle	**Protecting the wider rural landscape**	
Objective	**SLC3**	To conserve and enhance valued features in the Landscape Character Areas
Policy LC3a: Remote and tranquil settings The rural character, setting and the tranquil and secluded settings of LCA1, LCA2, LCA3, LCA5 and LCA13 shall be safeguarded and enhanced wherever practicable. Development proposals which fail to safeguard the characteristics of these parts of the neighbourhood area will not be supported. **Policy LC3b: Rural landscape setting of Listed Buildings** Proposals for new development should safeguard or where practicable enhance the rural setting of listed buildings outside the built area of the village. This will include the views across the landscape to them, both from the village and from the wider area.		

4.6.5 The Landscape Character Assessment has identified LCA1, LCA2, LCA3, and LCA5 as having a tranquil and secluded character. LCA2 and LCA13 are disconnected from the village and have a strong rural character. LCA2, LCA3, LCA6, LCA8, LCA9 and LCA11 contain Grade II listed buildings within rural settings.

Principle	**Maintain Key Views and Vistas**	
Objective	**SLC4**	To conserve valuable views and vistas within the village and in the surrounding landscape
Policy LC4: Valuable Views and Vistas Development proposals should demonstrate how they would safeguard and where practicable enhance the valuable and panoramic views identified in both the Village Character Assessment and the Landscape Character Assessment. Development proposals which would result in an unacceptable impact on the identified views will not be supported.		

4.6.6 Policy LC4 builds further on the work undertaken in the Landscape Character Assessment and in the Village Character Assessment. They are:

1	Across the Recreation Ground to the Church	Village Character Assessment p.25
2	Across St Andrew's cemetery	Village Character Assessment p.25
3	View towards the Lych Gate from Church Walk	Village Character Assessment p.25
4	View towards the Church from Claypits Lane	Village Character Assessment p.25
5	View along the High Street	Village Character Assessment p.25

6	Partial views across countryside to the north at Common Close	Village Character Assessment p.27
7	Views across countryside towards the North Wessex Downs AONB from south of the Conservation area (VCA3)	Village Character Assessment p.29
8	Long distance views across open countryside towards the North Wessex Downs AONB from the southern extent of Cowleaze Close and Chapelwick Close.	Village Character Assessment p.31
9	Long distance views to the south across countryside to the North Wessex Downs AONB from the southern extent of West End Road.	Village Character Assessment p.35
10	Views across countryside from Highworth Road (VCA9)	Village Character Assessment p.41
11	Long distance panoramic views in all directions from the farmland plateau (LCA2)	Landscape Character Assessment p. 42
12	Extensive views of the North Wessex Downs AONB and long distance views to the south and west from the Western Farmland Slopes (LCA3)	Landscape Character Assessment pp. 46 -47
13	Long distance views to the north from Pennyhooks Farm (LCA4)	Landscape Character Assessment p. 51
14	Views to the escarpment of the North Wessex Downs AONB from the southern end of Stainswick Land (LCA 8)	Landscape Character Assessment p. 68
15	Views to the escarpment of the North Wessex Downs AONB from the south of Station Road (LCA 9)	Landscape Character Assessment p. 73
16	Views to the escarpment of the North Wessex Downs AONB, extending from White Horse Hill to Liddington Hill (LCA 11)	Landscape Character Assessment p. 81
17	Views to the escarpment of the North Wessex Downs AONB from the south of the Eastern pasture area (LCA 12)	Landscape Character Assessment p. 84

17	Views to the escarpment of the North Wessex Downs AONB from Eastern Arable Farmland (LCA 13)	Landscape Character Assessment p. 89

Table 9 – Table of Valued Views and Vistas

This policy refers only to views within the designated neighbourhood area.

4.6.7 Green open spaces have been shown to contribute to health and wellbeing. To quote from 'An estimate of the economic and health value and cost effectiveness of the expanded WHI scheme 2009 (online at https://www.researchgate.net) '*Recent work has shown that where people have good perceived and/or actual access to green space they are 24% more like to be physically active. If this effect was universal and the population of England was afforded equitable good access to green space it is estimated that the life-cost averted saving to the health service could be in the order of £2.1 billion per annum.'*

4.6.8 MIND (2007) looked at the percentage of people who experienced improvement, no change or worsening of feelings of self-esteem, depression and tension following outdoor and indoor walks. The results showed that a significantly higher proportion of people found an improvement in all three areas following outdoor walks compared with indoor walks and a significantly larger proportion of people found a worsening following indoor walks compared with outdoor walks.

This effect is in line with the results of other studies that have examined aspects of mental health and the outdoors, such as Hartig et al (2003) or Herzog (1997) and reinforces the importance of contact with nature as part of exercise treatments for mental health conditions.

This evidence shows the importance of retaining access to green open spaces for residents' health and well-being.

Principle: Maintain Local Green Spaces		
Objective	**SLC5**	To ensure valued Green Spaces in the village are maintained and to encourage physical activities and healthy food choices.

Policy LC5: Designation of Green Spaces

The following locations are designated as Local Green Spaces

i. The allotments
ii. The Recreation ground
iii. 'Garage' island
iv. Pump Island
v. Coppidthorne Meadow
vi. Corner of Youghal Close/Berens Road
vii. Wilts and Berks Canal (north side only)"
viii. The Pocket Park in Stainswick Lane

Proposals for development within designated Local Green Spaces will only be supported in very special circumstances.



Fig 4.22 – Showing the Allotment Gardens, The Recreation Ground, Pump Island and 'Garage' Island



Fig 4.23 – Showing Coppidthorne Meadow, the Pocket Park and the north side of the Wilts and Berks canal



Fig 4.24 – Showing the green space on the junction of Youghal Close and Berens Road

4.6.8 The Local Green Spaces assessment (which can be found at Appendix 24) has identified a number of locations in the village to be designated as Local Green Spaces. These spaces are valued by villagers and development will only be supported that would improve access to or enhance the use of such spaces provided that the integrity of the spaces remains intact.

Principle: Maintain Local Green Spaces		
Objective	**SLC6**	To encourage the creation of new Green spaces in the village
Policy LC6: Allotment Gardens Proposals for the development of new allotment gardens will be supported.		

4.6.9 The summary below shows responses to the consultation on the Allotment Gardens conducted in July 2018 (refer to Appendix 21).

i.	Healthier Produce & the satisfaction of growing it	85%
ii.	Social interaction & companionship	85%
iii.	Physical exercise	65%
iv.	Education	40%
v.	Wildlife	35%
vi.	Encourages family time	20%

4.6.10 The list below gives a summary of the responses to the consultation on the land at Youghal Close conducted in July 2018 (refer to Appendix 22)

i.	Valued as a community amenity space	100%
ii.	Picnics and private events	67%
iii.	Community events	67%
iv.	Enhance enjoyment of neighbourhood	50%

4.7 Environmental Policies

Principle	**Original buildings are valued by villagers**	
Objective	SHE1	Conserve and enhance the historic environment in relation to buildings, landscapes and places of local cultural value.

Policy HE1: **Heritage Assets**

In accordance with Core Policy 39 of the VWHDC Local Plan part 1, all developments shall conserve and enhance the significance, special interest, character and appearance of designated and non-designated heritage assets throughout the Neighbourhood Area by respecting any features of historic interest and conserving and enhancing them. Developer contributions will be sought where appropriate in order to improve the management, quality and understanding of historic features.

The parish's archaeological assets will be conserved and enhanced for their importance to local distinctiveness, character and sense of place. Proposals for development that affect archaeological assets will be considered taking account of the scale of any harm or loss and the significance of the asset as set out in the NPPF 2019.

4.7.1 Listed Buildings

The village contains 42 Listed Buildings including one Grade I Listed Building (St Andrew's church) and one Grade II* Listed Building (Elm Tree House). The majority of these Listed Buildings are located within the Conservation Area. A map showing the location of these Listed Buildings is presented in Figure 3.1 in the Village Character assessment at Appendix 2

4.7.2. Shrivenham Conservation Area

Shrivenham Conservation Area was designated on 3rd February 1971. The Conservation Area boundary tightly follows the rear boundaries of properties along the High Street to the south, the spacious grounds of Shrivenham House and St Andrew's Church and churchyard to the north-east, encompassing a modern development to the north and Shrivenham Recreation Ground to the west. The original designation has not been reviewed and no Conservation Area Character Appraisals or Management Proposals have been undertaken.

Principle	**Maintain rural 'look and feel' of landscaping within the village**	
Objective	**SHE2**	To conserve and enhance the rural character of the village by encouraging the integration of soft landscaping in new developments.
Policy HE2a: Green environment – existing trees Development proposals should seek to retain and manage trees and groups of trees. Where removal of a tree has taken place a replacement of similar amenity value and root area should be provided on site. **Policy HE2b: Green environment – new planting** Wherever possible the planting of additional trees and hedging should be included in new developments, particularly local species in keeping with the character of the area. Development that results in either a loss or no net growth in the local tree population will be resisted. .		

4.7.3 Detailed references and recommendations contained in the Village Character Assessment support these policies. (See sections 1.2.1; 3.1.1; 3.1.4; 5.2.5; 6.2.1; 8.2.1; 11.2.2; 12.2.1 *inter alia.*)

4.7.4 UK government policy (Conservative Manifesto) is to increase the national tree population in order to capture greenhouse gases.

Principle	**Protecting the wider rural landscape**	
Objective	**SHE3**	To conserve and enhance the valued features in the Landscape
Policy HE3: Hedgerows, trees and Ancient Woodland Development proposals should maintain and where practicable enhance hedgerows and trees identified in the Landscape Character Assessment. Any required additional planting and landscaping should incorporate local native species. Development proposals within or which border Landscape Character Areas LCA1, LCA5 and LCA10 should maintain and where practicable enhance the ancient woodland areas within the relevant character areas. Proposals which have an unacceptable adverse impact on these areas of ancient woodland will not be supported.		

4.7.5 Detailed references and recommendations contained in the Landscape Character Assessment (sections 5, 9 and 14) support policy HE3b.

4.7.6 Important hedgerows and trees have been identified in most of the landscape character areas and development proposals bordering these areas must protect and enhance the ancient woodland. A field survey in 2012 identified and counted each species in most fields to the north and south of the village. The results showed that there are at least 38 species. Some are rare in this area, for example Wych Elm and Wayfaring Tree, most are native to the Britain. Few hedgerows date to less than 300 years ago, whilst many are over 600 years old including those along Pennyhooks lane and on either side of Tuckmill Nature Reserve. These probably date back at least to the 13th century. Such ancient living landscape features must be preserved. Any future development must preserve the existing diversity and maintain the hedgerow as an entire hedge.

Principle	**Protect existing wildlife within the village**	
Objective	**SHE4**	To conserve and enhance the environment, ecosystem and biodiversity, ensuring that new development protects bio-diversity including habitats and provision of appropriate wildlife, biodiversity and movement corridors.
Policy HE4: Biodiversity Wherever practicable development proposals should seek to maintain and enhance the connectivity of all green corridors and wildlife. As appropriate to their scale, nature and location development proposals should clearly demonstrate appropriate measures to secure safe freedom of movement throughout the development site. All development proposals for new housing should include suitable habitat for indigenous species and demonstrate movement corridors which meet their needs. Where great crested newts are present suitable ponds should be included in the plans.		

4.7.7 Policy HE4 comments about a range of issues in relation to biodiversity in the neighbourhood area. It has a clear focus on delivering Objective SHE4 of the Plan. Subject to the requirements of the policy appropriate development proposals should be accompanied by details of how the development would protect existing wildlife and habitats during the construction process. Protection during development may include the provision of fencing' around a site to exclude great crested newts and all other protected species during the development process.

4.7.8 There is a large indigenous population of Great Crested Newt to the south of the village. It is important that every effort is made to remove these amphibians from building sites before building commences and to provide suitable habitat and move-ment corridors on the final development.

4.7.9 A visual survey of the fields in 2018 to the south of the village including verges on Stainswick lane, in Coppidthorne Meadow, along the canal and the stream edge shows that they contain over 120 different plant species. These form the basis for rich and diverse ecosystems containing habitats for myriads of insects, arachnids, birds, mammals, reptiles and amphibians. Top predators include barn owl, sparrow hawk and grass snake only possible in a richly bio diverse environment. The value of these habitats is both intrinsic and beneficial to humans: agriculture, human fitness and emotional well-being.





Fig 4.25 Left: Wild grasses in Coppidthorne Meadow Right: a barn owl flies overhead

4.8 Public Rights of Way (PROW), Footpaths and Cycleways

Principle	**1. To provide safe routes around the village for non-motorists. 2. To conserve and enhance the valued features in the Landscape Character Areas**	
Objective	**SPROW1**	To ensure Public Rights of way are conserved and enhanced.
Policy PROW1: Public Rights of Way, Footpaths and Cycleways Public Rights of Way have been identified in most of the landscape character areas. Development proposals for new housing must preserve the character and setting of all Public Rights of Way and Cycle ways around the village and in the wider landscape and shall not detract from their character or the experience of their use. Proposals for improvements to existing footpaths will be supported where such works would maintain the rural look and feel of the area, especially where they seek to improve access for the mobility impaired. Planning applications including reserved matters applications shall include proposals (i) to develop traffic free cycle routes around the village and (ii) make provision for connecting pedestrian routes through and around the village to/from the development.		

4.8.1 At the 'Getting About Without a Car' day participants identified a need for safe, traffic free cycle routes, especially to the north of the village (refer to Appendix 15). Participants were asked to identify on a map where they believed these should be. Figure 4.22 shows the preferred routes and access points.

4.8.2 Public Rights of Way have been identified in most of the landscape character areas. Development proposals should retain these rights of way and should maintain or enhance the experience of their user.

4.8.3 As part of the Year 2000 celebrations the Village Fête Committee and the Home Farm Partnership made a circular walk round the village joining up many existing footpaths. This attractive family walk is clearly signposted with the S logo and has become a popular village amenity.

4.8.4 Additional cycle ways, footpaths and rights of way will benefit residents by encouraging physical activity which results improvements in mental wellbeing. The provision of walking and cycling routes to the primary school from car parks beyond the immediate vicinity of the school, enabling children to walk part of their journey will help to tackle inactivity, obesity, school gate air pollution and school run congestion.

4.8.5 Maps defining all Public Rights of Way can be found on Oxfordshire County Council's Countryside Access Maps (2017) (https://www2.oxfordshire.gov.uk/cms/content/countryside-access-maps).



Figure 4.26 Proposed routes for cycleways.



Fig 4.27 Examples of Tranquil Woodland Walks within the Parish

Principle	**Maintaining the vitality and viability of the village centre**	
Objective	**SPROW2**	To ensure the village centre is accessible to all users with particular reference to buses, the mobility impaired and the elderly.
Policy PROW2: Improving Access for the mobility impaired Proposals that increase accessibility for wheel chair and mobility impaired users to facilities in the High Street will be strongly supported		

4.8.6 Detailed feedback from wheelchair users within the village has identified that lack of access for wheelchairs in general and motorised wheelchairs in particular is a real problem within Shrivenham. The state of the pavements is very poor especially since the installation of high speed broadband by Virgin. Many of the pavements have been identified as too narrow and others are blocked by parked cars. Many of the shops and restaurants preclude wheelchair access due to steps and/or narrow doors and aisles.

4.8.7 Being able to access the High Street is particularly important for the elderly, as the social interaction will help to reduce loneliness and social isolation.

4.9 Community and Social Policies

Principle	**To retain all that people like about living in Shrivenham**	
Objective	**SCSH1**	To conserve and enhance provision of existing local community services and facilities, by ensuring that public services (including but not limited to medical, educational, public transport, utilities and amenities) support population growth arising from new housing provision in particular and residents reasonable expectations in general.
Policy CSH1: Community Facilities Development proposals that maintain or enhance existing local public services, multi-purpose community services and facilities will be supported.		

4.9.1 Substantial projected growth in the housing stock implies the need to develop and enhance the capacity and functionality of services/infrastructure simply to maintain present levels of resident satisfaction. However, it is also prudent to anticipate a gradual rise in the standard expected by residents over the period covered by this Plan as well as make provision for new services which may be introduced during the life of the Neighbourhood Plan.

Principle	**To retain all that people like about living in Shrivenham**	
Objective	**SCSH2**	To encourage the provision of recreational facilities for all age groups and all abilities.
Policy CSH2: Memorial Hall Proposals to enhance and improve the facilities at the Memorial Hall and to provide suitable additional facilities on the Recreation Ground will be strongly supported.		

4.9.2. The Memorial Hall is of vital importance to Shrivenham residents. It is the centre of village recreational activities and the foundation of many aspects of our Community. The Hall was added to the statutory List of Buildings of Architectural or Historic Interest Grade II on 31st October 1983. Built in 1921-5 in Cotswold Arts and Crafts style, the architects were the London firm Romaine and Partners. Set back from the main road at the western entrance to Shrivenham, the Hall occupies an important view on the approach to the village.

4.9.3 Evidence for these policies was obtained from Village Plan 2009 and 2015 follow-up survey and Village Fête Survey in Appendices 7,8,and 9. In addition a

recurring theme throughout the Community Life interviews (refer to Appendix 19) was the need for more mid-sized and affordable meeting rooms. Proposals to expand and enhance the facilities within the Memorial Hall and around the Recreation Ground will be actively encouraged. Developer contributions will be used to support necessary investment.

4.9.4 At the Parish Assembly on 17th April 2018 parishioners overwhelmingly condemned contractors whose workmen drop litter and don't clear it up at the end of the day or job. This has been a common feature around the village both for private contractors, large scale developments and public contractors such as Virgin, Open Reach and Thames Water. Where roads and pavements have been dug up they have been repaired poorly and in many cases verges have been destroyed. The result is that many pavements are no longer 'fit for purpose'. Community Aspiration CA12 addresses this matter.

Section Five – Community Aspirations

5 Introduction

5.1 In addition to the preceding policies public engagement has led to the drafting of a number of Community Aspirations to enhance the experience of living and working in Shrivenham.

Principle	**To enable parents to have a choice of secondary schools.**	
Aspiration	**SCA1**	To ensure bus routes and other access to local secondary schools in order to offer parents a choice
Aspiration CA1: Public transport access to local secondary schools Additional public transport buses between Shrivenham and Highworth and/or Wantage will be encouraged to enable parents to have a meaningful choice for their children's secondary education.		

5.2 Currently the S6 bus route from Swindon to Oxford via Faringdon is the only form of public transport service into and out of the village. This means that children wishing to attend secondary schools other than Faringdon Community College must rely on private transport. Provision of a bus from Shrivenham to Wantage would enable greater choice for parents.

5.3 In order to help to embed healthy travel behaviours from an early age and also tackle inactivity, obesity, school gate air pollution and school run congestion this NDP will encourage the provision of walking and cycling routes to the primary school from car parks beyond the immediate vicinity of the school, to enable children to walk part of their journey.

Principle	**To retain and enhance existing public transport.**	
Aspiration	**SCA2**	To retain the bus service and its stops, on its existing route S6
Aspiration CA2: Route 66 bus (now renamed S6) This well used and excellent bus service is a vital amenity for Shrivenham residents and its continuance and growth are strongly supported. Development proposals that facilitate additional later evening buses to and from Oxford and Swindon would be supported. Any cuts to the service would be strongly opposed.		

5.4 At the 'getting about without a car day' many residents commented on the high quality of the S6 bus route, but younger residents expressed a desire for more late night buses to enable them to socialise with friends along the bus route later into the evenings.

5.5 In their response to the pre-submission consultation in October and November 2018 Oxfordshire County Council advised that there are plans for later buses on the Oxford-Swindon route which could be realised within a year. There could also be opportunities for additional bus services over time in the context of the growth of Swindon.

Principle	To promote harmony amongst the commercial enterprises	
Aspiration	SCA3	To facilitate cooperation and liaison between commercial enterprises
Aspiration CA3: Co-operation between businesses Businesses are to be encouraged to communicate and liaise with each other in order to promote harmony and cooperation for the benefit of the community. Example might include timing of deliveries so as to reduce congestion in the High Street.		

5.6 The Commercial Activity survey raised the possibility of cooperation and liaison between businesses that would benefit the community as a whole. Notwith-standing commercial rivalry, there are many areas where businesses could co-operate with each other or with parts of the local community to enhance village activities.

Principle	To improve facilities for youths living in the village	
Aspiration	SCA4	To improve facilities for young people .
Aspiration CA4a: Community Youth bus Any proposals for privately funded transport to serve the catchment area of Faringdon School to enable young people to socialise with their friends in evenings/ weekends is actively encouraged.. **Aspiration CA4b: Community Youth facilities** All clubs and societies are actively encouraged to include young people and or develop targeted activities aimed at young people.		

5.7 The young people of the village have access to a wide range of sporting activities but there are very few social opportunities. Previous attempts to run a youth club have met with differing levels of success. As part of the Neighbourhood Plan a group of young people aged between 13-21yrs were asked about their perceived needs. The result was a resounding no to a youth club.

5.8 All children go to a senior school outside the village – predominantly but not exclusively Faringdon – that is where they make their friends. In consequence most young people's friends live in Faringdon or other villages. The overriding desire of young people was to have a bus service that enabled them to socialise with friends and get home safely without having to rely on their parents for lifts.

Principle	To improve facilities for walkers and dog owners	
Aspiration	SCA5	To create new rights of way for those wishing to walk for health and leisure and for dog walkers, especially to the north of the village. Additional facilities for dog litter bins should be provided on routes where dogs are, or may be, walked and on any proposed new such facilities. This includes but is not limited to routes located south of the High Street.
Aspiration CA5: Countryside walks and rights of way Any proposals for providing new rights of way for walkers in the green space to the north of the village would be strongly supported. Any new rights of way should include bound gravel pathways which will maintain the rural look and feel of the area while providing access for the mobility impaired. Facilities should also be provided for dog litter bins.		

5.9 Ongoing developments have reduced the opportunities for residents to take countryside walks around the village. This is particularly the case to the north of the High Street. The trend for dog ownership has gone up in recent years due to the rise in 'doggy day care' facilities. Residents to the north of the village have no green space to walk in and are therefore obliged to walk the roads or to the south of the village. The opening up of access routes for dog walkers and ramblers would be very welcome.

Principle	**To provide housing for the elderly and infirm**	
Objective	**SCA6**	To develop sheltered housing in the centre of the village
Aspiration CA6: Sheltered Housing Should the current primary school site become vacant, proposals to deliver much needed sheltered accommodation for elderly and disabled residents of the village will be strongly supported.		

Principle	**Traffic Calming**	
Objective	**SCA7**	To develop traffic calming measures in the Village centre
Aspiration CA7: Traffic Calming Proposals for traffic calming measures along Longcot Road and Highworth Road will be supported. The use of pinch points and solar powered flashing speed limit signs are preferred by villagers. Proposals to prevent 'rat runs along Vicarage Lane, Fairthorne Way and Colton Road will be supported.		

5.10 All of the evidence from the Village Plan, and the subsequent traffic questionnaire undertaken at Shrivenham Fete in 2016 and the 'Getting About without a Car Day' (see Appendix 14 and Appendix 15) identified that many residents of Shrivenham are concerned about road safety in relation to the speed of cars within the village and dangerous blind crossing points.

5.11 Three potentially dangerous crossing points have been identified a) between the Memorial Hall and the Pump cottages, b) outside the allotments and c) a crossing of Highworth Road from the recreation ground. A Pelican or similar crossing at these sites would be welcomed and requests to OCC funding for this will be strongly supported.

Principle	**Improvements to the High Street**	
Objective	**SCA8**	Improvement the parking in the High Street
Aspiration CA8a: 'Herring bone' parking and cycle stands Applications that involve the reorganisation of existing parking to a more efficient 'herring bone' system will be supported as will the installation of 'Sheffield 'cycle racks near bus stops and outside the school. – **Aspiration CA8b: Timed parking and delivery timing.** A significant increase in the need for parking to access the amenities in the High Street is anticipated. Innovative measures for dealing with this, including timed parking and staggering of delivery times will be supported by the SNDP and by local businesses, where they are provided as part of development proposals.		

5.12 As previously stated, the area of High Street between Stainswick Lane and the Methodist church has layby parking that is not wide enough for perpendicular parking but, especially outside the shops, is wider than needed for parallel parking.

5.13 At present parking spaces here are not marked out so parking can be very random and is often inefficient. There has been a lot of research on the design of parking arrangements (eg Percy 2016, Wise and Trim 2013) and a 'herring bone' system with the bays at 45deg is considered to be most the most efficient configuration which avoids reducing the width of the road.

5.14 Such an arrangement in the High Street would enable efficient use of parking space currently available while improving safety for other road users. The demand for this and for additional cycle racks beside bus stops came from the 'Getting about without a car' day and Commercial Activity Surveys.

Principle	**The intention to enhance community facilities**	
Objective	**SCA9**	To ensure that all financial contributions received by Shrivenham Parish Council from developments (S106 and CIL) are used on projects and initiatives that meet identified needs.
Aspiration CA9: Application of Community Infrastructure Levy funds Financial contributions from developments (S106 and/or CIL) will be used on projects and initiatives that meet the identified needs of the community. Appendix 20 sets out the current needs, but this is may be updated over the life of the NDP.		

Principle	**The provision of new housing that meets the needs of the community**	
Objective	**SCA10**	To seek viable means whereby families with meaningful local connections to this area can be given some preferential access to new housing – particularly social and affordable housing.
Aspiration CA10: Preferential access to housing All new social and affordable housing shall initially be offered to people with a strong connection to the parish before being offered to those in adjoining parishes.		

5.15 The South Oxfordshire District Council and Vale of White Horse District Council Housing Allocations Policy is summarised in the 2017 Housing Needs Survey and is available online at: http://www.southoxon.gov.uk/services-and-advice/housing/join-housing-register-and-find-home. In addition to the figures for affordable housing needs in the 2017 Survey the District Housing Team has provided the current Housing Need requirements for local residents in Shrivenham. The results, which are in four Bands, are as follows:

Band 1 – Exceptional Need – 0
Band 2 – Urgent Need – 1 x 2 bed required
Band 3 – Significant Need – 3 (2 x 1 bed and 1 x 3 bed required)
Band 4 – No Need as already housed – 6 (1 x 1 bed, 3 x 2 bed, 2 x 3 bed required and 1 x 4 bed)

5.16 Policy H4 is in accordance with the VWHDC Housing Allocations Policy.

5.17 In 13.3.1 of the VWHDC Housing Allocation Policy the definition of Strong Local Connection for Purposes of Determining Priority for New Build Schemes is *"applicants who have resided in the Parish for at least 5 years and whose parents or children are currently living in the Parish with at least 10 years continuous residency there."*

5.18 While this cannot be a condition of granting planning permission it would enable priority for young people who have grown up in and want to set up home in Shrivenham and for older residents in under-occupied properties to downsize whilst remaining in their community. Discussions with some developers have shown support for this aim.

5.19 In the National Planning Policy Framework, February 2019, Starter homes are supported as a form of affordable housing (NPPF February 2019, Annex 2).

Principle	**Maintain rural 'look and feel' of landscaping within the village**	
Objective	**SCA11**	To conserve and enhance the rural character of the village by encouraging the integration of soft landscaping in new developments.
Aspiration CA11: Maintenance of planted areas including buffers and planting Development proposals shall include arrangements for the ongoing maintenance of and future replanting of planted areas within sites so that there is a clear on-going responsibility and on-going funding for this. Where development proposals involve the provision of such spaces the supporting information should define the mechanism for management and the means by which management companies will be established, where appropriate, with responsibility for ongoing maintenance. .		

Principle	**To retain all that people like about living in Shrivenham**	
Objective	**SCA12**	To require all contractors working within the village to have a policy for tidying up, litter collection and repair of any damage.
Aspiration CA12: Requirement for a CEMP (Construction Environment Manage-ment Plan) Where appropriate planning applications shall be accompanied by a CEMP which will include the following: i. Working Hours ii. Delivery Arrangements iii. Materials storage locations iv. Disposal of workers' litter during development. v. Repair of damaged amenities and infrastructure. vi. Arrangements for parking of site operations vehicles vii. Dust suppression facilities viii. Wheel cleaning ix. Mud removal arrangements		

Principle	**Realise the mutual benefits to be derived from cooperative development**	
Objective	**SCA13**	To encourage potential developers to work with the com-munity of Shrivenham, via its Parish Council, in preparing their proposals.
Aspiration CA13: Delivery and Pre-application engagement Pre-Application engagement by developers with the community in relation to new development (including revisions to extant permissions and 'reserved matters' submissions) will be strongly encouraged. Development proposals which arise from the outcomes of such engagement and which are in accordance with the wider development plan will be supported accordingly.		

Principle	**1. To provide safe routes around the village for non motorists.**	
Objective	**SPROW1**	To ensure Public Rights of way are conserved and enhanced.
Aspiration CA14: Public Rights of Way, Footpaths and Cycleways Proposals to install additional controlled and zebra crossings across larger village roads will be supported. Development sites which impact upon the Shrivenham Circular Walk shall ensure it is maintained and/or extended while any work is being carried out. The Rights of Way in LCA 7 have been identified as ancient tracks. The strategic development allocated in this area should preserve these tracks and their sense of antiquity.		

GLOSSARY OF TERMS AND ABBREVIATIONS

	A420	Main Trunk road between Swindon and Oxford providing access for commuters from Shrivenham.
AD	Area Designation	The geographical area covered by this Neighbourhood Development Plan.
AONB	Area of Outstanding Natural Beauty	An area of countryside in England, Wales or Northern Ireland which has been designated for conservation due to its significant landscape value. Areas are designated in recognition of their national importance, by the relevant public body, e.g. Natural England. In this document it relates to the North Wessex Downs.
	Brownfield	Land which has previously supported any kind of permanent building and provided with supporting infra-structure. It may or may not have been contaminated by previous use such that special restitution is required to enable new development.
CFO	Community First Oxfordshire	Company that undertook Housing needs assessment research.
CIL	Community Infrastructure Levy	A capital cost (or planning charge) that will be payable by developers and contribute towards the cost of local and sub-regional infrastructure that the council or local community have identified such as new schools, health centres, and parks.
	Conservation Area	An area designated by the District Council under Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as an area of special architectural or historical interest.
DA	Defence Academy	The Defence Academy of the United Kingdom, formerly the Royal Military College of Science part of which is within the parish of Shrivenham.
DG	Design Guide	A document which describes the existing character and qualities of the district (VoWH) and the parishes within it and which forms the basis of design guidelines which developers are expected to follow.
	Downsize	Define? See 4.1.3 and Policy SH2
EPA	Environmental Protection Agency	An agency of the UK government
	Evidence Base	The list of all the documents studied and research undertaken in order to produce this NDP.

	Greenfield	Land which has not previously supported any kind of permanent building or been provided with any service infrastructure.
	Housing Need	A test or appraisal of the needs of the existing population requiring housing. This includes people who may have left the community in the last 5 years because of a lack of suitable housing or those living within the community who may have a housing need within the next 5 years, typically young people living at home or older residents who wish to move into smaller or adapted homes.
I	Infrastructure	The network of services to which it is usual for most buildings to be connected, including (but not limited to) physical services serving a particular development (eg gas, electricity and water supply; telephones/ broadband), sewerage) as well as means of access such as roads, public transport routes, footpaths etc
	Independent Examiner	A Neighbourhood Plan is required to pass an examination by an Independent Examiner to ensure that it is compliant or conforms with National Planning Policy Framework and laws as well as the Local Plan for the area. Paid for by the district council, examiners are usually experienced and qualified planning consultants but may be current or former planning inspectors.
	Infill	Smaller (typically five or less 3-bed residential units) development between existing developments and provide with supporting infrastructure which does not extend the boundaries of the existing development.
L	Listed buildings	Buildings which have been recognised by Historic England (formerly English Heritage) as having special architectural or historic interest.
LCA	Landscape Character Area	An area of landscape within the parish with a uniquely defined character and described in the Landscape Character Assessment.
	Local Planning Authority	The local authority or council that is empowered by law to exercise planning functions. County councils are the authority for waste and minerals matters.
	Localism Act	Localism Act 2011 is an Act of Parliament that changes the powers of local government in England. The aim of the act is to facilitate the devolution of decision-making powers from central government control to individuals and communities

	Natural England	Natural England is the Government's statutory adviser on landscape in England, with responsibility for landscape designations such as National Parks, Areas of Outstanding Natural Beauty and Heritage Coasts.
NDP	Neighbourhood Development Plan	Parish Councils can use neighbourhood planning powers to establish general planning policies for the development and use of land in a neighbourhood.
NPPF	National Planning Policy Framework	The Government's policy on all matters affecting the planning system and to which the Neighbourhood Development Plan must generally conform.
OCC	Oxfordshire County Council	The County council that covers the whole of the county of Oxfordshire and provides the majority of public services. It is responsible for: education, highways, transport planning, passenger transport, social care, libraries, waste disposal and strategic planning.
	Open Space	All space of public value, including public landscaped areas, playing fields, parks and play areas which can offer opportunities for sport and recreation or can also act as a visual amenity and a haven for wildlife.
	Parish Assembly	Annual public meeting where annual reports are presented by Parish Council, District Councillor and County Councillor and parishioners are able to ask questions.
PEST	Political, Environmental, Socio-economic and Technological.	*PEST analysis* (political, economic, socio-economic and technological) describes a framework of macro-environmental factors used in the environmental scanning component of strategic management.
	Planning Permission	Formal approval sought from a local planning authority allowing a proposed development to proceed. Permission may be sought in principle through outline planning applications, or be sought in detail through full planning applications.
	Policies	Those parts of the SND Plan which must be taken account of by anyone proposing development in the Parish and which will be used by the District Council to help them decide planning applications in the Parish.
	Protected Species	Any species (of wildlife etc) which, because of its rarity or threatened status is protected by statutory legislation.

S106	Section 106 Agreement	A legal agreement under section 106 of the 1990 Town & Country Planning Act. Section 106 agreements are legal agreements between a planning authority and a developer, or undertakings offered unilaterally by a developer, that ensure that certain extra works related to a development are undertaken.
SHMAA	Strategic Housing Market Assessment	Relates to the figures for Oxfordshire
SNDP	Shrivenham Neighbourhood Development Plan	This document.
SNDPSG	SNDP Steering Group	The small group of local volunteers tasked by the Parish Council to take the day to day lead on the development of the Neighbourhood Plan alongside its appointed professional advisors.
SPC	Shrivenham Parish Council	The parish council that commissioned this document
SSSI	Site of Special Scientific Interest	Site or area designated as being of national importance because of its wildlife plants or flower species and/or unusual or typical geological features. SSSIs are identified by Natural England and have protected status
	Sustainable Development	A widely used definition drawn up by the World Commission on Environment and Development in 1987: "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.
SWOT	Strengths, Weaknesses Opportunities and Threats	A SWOT analysis is a situational analysis tool that involves assessing strengths, weaknesses, opportunities and threats of a given situation.
VCA	Village Character Area	An area of the village with a uniquely defined character and described in the Village Character Assessment.
VoWHDC	Vale of the White Horse District Council	District Council governing the parish of Shrivenham
VoWHDG	Vale of the White Horse District Council Design Guide	Design guide for the VoWHDC
VoWHLP	Vale of White Horse Local Plan	This is the Local Planning Authority's key land use plan for the area for the next period until 2031.

	Wildlife Corridor	A linear natural environment, set in amongst a different environment or habitat, that connects two or more larger blocks of habitat and that will enhance or maintain wildlife populations in the overall habitat by creating linkage (eg a strip of woodland flanked by housing, connecting two areas of wild open grassland or woodland).
WV	Western Vale	Sub area of the Vale of the White Horse district situated in the west of the Vale where Shrivenham is situated.

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