



## **Vision and Objectives Engagement September 2015**



**We are seeking your feedback on the enclosed vision and objectives for our Town of Cricklade. Please indicate if you agree or disagree with the vision and the objectives and then provide any further comments on the final page.**

**Please return to the Town Council Offices, by 30<sup>th</sup> September.  
Thank you for your input.**

## Introduction

We are producing a Neighbourhood Plan for Cricklade. This is an important document that will establish a vision for our parish and set out planning policies for the development and use of land for the next 10 years. Unlike other planning documents it will focus on local issues, for example it might explore where new shops, offices or homes should go and what green spaces should be protected and other planning related issues.

The Cricklade Neighbourhood Plan Steering Group, comprising local councillors and local residents, has already undertaken a great deal of research into how Cricklade might develop in the future. It is vital that whatever is included in the document reflects the needs and aspirations of our local residents. We have already undertaken a number of drop in days and local surveys as well as publishing information on our online presence. Please visit our website [crickladenp.org.uk](http://crickladenp.org.uk)

**We are now at a stage where we have set out a draft vision and objectives for Cricklade. This document sets these out and invites your comments on them.**

We will use the feedback we receive to refine the vision and objectives so that we can develop the policies that will be contained in the Neighbourhood Plan to deliver them.

## A Vision for Cricklade

Our draft vision is:

**“In 2026 Cricklade, the first town on the Thames and the Southern Gateway to the Cotswolds, will have:**

- **retained its heritage, unique character and pleasant appearance**
- **a strong community that is proud to live in Cricklade**
- **a vibrant and viable High Street**
- **great community facilities and community spirit**
- **good open spaces and surrounding countryside”**

Detail: Cricklade has a history dating back to Roman times and has developed into a small market town offering a range of services and amenities to its residents and also to those living in the surrounding area. The historic centre is unique in that it retains the original Saxon street layout with most buildings conforming to original medieval burgage plots with long rear gardens. The town has grown modestly with numerous additions to the housing stock in more recent times many of which have attempted to reflect Cricklade's character. There is a need to ensure that future housing continues to do this by taking the positives from this recent development: to develop buildings that are sympathetic to Cricklade in terms of the materials used, the use of greenery to set apart properties and the mix of styles as opposed to one uniform approach.

Cricklade benefits from its compact size with the majority of residents able to reach the town centre and other facilities by foot if they wish. The high street plays a key service centre role where local people can access a variety of shops and amenities while also having a shared community space for wider activities. Maintaining this service centre role will be critical to the success of Cricklade as an attractive and self-contained place to live in the future. Giving businesses a reason to choose Cricklade as a place to locate, and ensuring that they are well-supported is key to creating a prosperous high street. Likewise improving the small industrial estates around the town will ensure that businesses want to stay in the area. Encouraging businesses that are less reliant on HGV use will help to tackle the challenges that this currently presents to Cricklade.

Offering activities and facilities that meet the needs and aspirations of the community as it evolves will be an important aspect of maintaining the community spirit that already exists in the town.

The town benefits greatly from its rural location and giving local residents access to a range of public open spaces that bring a sense of countryside into the town will be important. This needs to be reflected in new build so that residents benefit from the airy, spacious feel that currently exists and that gateways to the town and key routes into the centre made green and pleasant.

Making Cricklade attractive and appealing will entice further visitors bringing in new opportunities for local people and businesses. In promoting Cricklade as the southern gateway to the Cotswolds and the first town on the Thames, new and improved facilities for visitors may be necessary and these need to be carefully planned to ensure that they can be delivered sustainably.

Overall Cricklade will continue to be as it has been since it saw its first settlement . a rural, self-sufficient hub that generations of people will view as their home with the services and facilities that enable them to remain here as long as they wish.

	Yes	No
<a href="#">Do you agree with the vision for Cricklade to 2026?</a>		

## Draft Objectives for the Neighbourhood Plan

The Neighbourhood Plan for Cricklade will address four areas . Housing, Business, Transport and the look and Feel of the town . and the objectives for these are set out below.

## Housing Objectives - Do you agree?

The number of new dwellings that Cricklade will need to provide in the plan period to 2026 is expected to be in the region of 70.

Housing Objective 1:	Yes	No
<b>Land for housing should be prioritised to meet local needs and in particular those of the young and the elderly</b>		

Housing Objective 2:	Yes	No
<b>The design and scale of any new housing in Cricklade should be in keeping with the character of the Town</b>		

*Detail: Within the conservation area, most properties are two storey, sometimes with dormer windows, and form a strong frontage creating a strong linear enclosed space. Recent developments which are felt to maintain the identity associated with Cricklade include Stockham Close, Abingdon Court Farm and North Wall which use appropriate materials to enable a spacious, well set out design of high quality.*



Housing Objective 3:	Yes	No
<b>New housing developments should incorporate provision of surrounding open space</b>		

*Detail: This objective seeks to ensure the provision of sufficient outdoor garden space, or a shared amenity area for all new dwellings.*

Housing Objective 4:	Yes	No
<b>New housing should be within walking distance of the town centre and also be linked to walking and cycle routes into and around the town to create a more sustainable environment and healthier life style options</b>		

*Detail: This objective seeks to ensure that any future housing development encourages a reduced reliance on vehicle usage to access the centre of town.*

## Business Objectives – Do you agree?

<b>Business Objective 1:</b>	Yes	No
<b>The retail offering within the town will be retained and where possible enhanced</b>		

*Detail: Modest growth in the town's population will help to support local retailers. Policies that seek to support businesses to flourish in the town will be an important aspect of the plan.*

<b>Business Objective 2:</b>	Yes	No
<b>To provide for and enhance existing facilities and support initiatives to attract and retain visitors and tourists to the town</b>		

*Detail: The town has great tourist potential in both its role as gateway to the Cotswolds and location at the start of the Thames. Encouraging development that supports sustainable tourism will bring positive impacts for the local community such as enhanced facilities and local employment, but this will need to be well-planned to ensure that other issues that currently face the town are not exacerbated, such as car parking.*

<b>Business Objective 3:</b>	Yes	No
<b>The town will continue its service centre role to meet the needs and interests of residents and visitors from surrounding villages</b>		

*Detail: Maintaining Cricklade as a service centre for its residents and those further afield is vital to the future of the town. The neighbourhood plan needs to include policies that will support this role and make it attractive as a place for businesses to locate and stay.*

<b>Business Objective 4:</b>	Yes	No
<b>Cricklade will aspire to preserve and generate employment opportunities with a focus on small businesses</b>		

*Detail: The self-sufficiency aspect of the town should be celebrated with work opportunities for young residents looking for work provided for. At the same time, the focus needs to be on attracting businesses that do not exacerbate problems associated with additional heavy goods traffic, hence a focus on smaller enterprises.*

<b>Business Objective 5:</b>	Yes	No
<b>The existing employment footprint should be retained to provide a mix of opportunities including hi-tech industries</b>		

*Detail: This seeks to diversify the current employment offer, again focussing on industries that are likely to be more in keeping with the needs of the town and its residents.*

## Transport Objectives – Do you agree?

<b>Transport Objective 1:</b>	Yes	No
<b>HGVs should be encouraged to avoid passing through Cricklade</b>		

*Detail: The amount of HGVs driving through the town was raised consistently in the feedback to date and whilst there are limitations in what the neighbourhood plan can achieve to tackle this, the objective of reducing this sort of transport remains. For example new developments associated with employment sites could be required to identify the realistic level of heavy goods traffic they are likely to generate.*

<b>Transport Objective 2:</b>	Yes	No
<b>The road network should be improved to accommodate the extra local traffic generated by the new developments</b>		

*Detail: In parallel with objective 1, this objective seeks to minimise the negative impacts of increased car usage in the town.*

<b>Transport Objective 3:</b>	Yes	No
<b>The provision of public car parking should seek to protect the town centre</b>		

*Detail: Issues associated with car parking featured highly in the feedback. Car ownership is likely to increase over the period of the plan and whilst other objectives seek to encourage other travel options, this objective addresses issues relating to accessibility, price, location and type of parking available in Cricklade.*

<b>Transport Objective 4:</b>	Yes	No
<b>The provision of, and improvements to, walking and cycle routes in and around Cricklade will be encouraged and supported, in particular the Thames Path</b>		

*Detail: Cricklade's compact size is recognised and should be maintained to give local people the choice to walk or cycle to both the town centre and other facilities should they wish to.*

## The 'Look and Feel' of Cricklade Objectives - Do you agree?

Look & Feel Objective 1:	Yes	No
<b>Any new development should not adversely affect drainage and flooding in the town</b>		

*Detail: The policies stemming from this objective could set out specific measures to mitigate any flooding issues which might be delivered via developer contributions.*

Look & Feel Objective 2:	Yes	No
<b>The conservation area and historic buildings and assets should continue to be protected by being identified as public assets</b>		

*Detail: The conservation area has been in place since 1999 and plays an important role in protecting the heritage of the town. Particular assets that have traditionally been used by the local community can also be safeguarded in the future to retain their use as community facilities. In addition this seeks to continue to protect and highlight the role of scheduled ancient monuments and listed buildings.*

Look & Feel Objective 3:	Yes	No
<b>Existing parks, play areas, playing fields and open spaces should be retained and additional open space areas provided, in particular including equipped play areas and allotments</b>		

*Detail: There are opportunities to safeguard areas of green space that are of particular importance to the community. In parallel ensuring that new development does not take away from what already exists, rather it enhances or adds to it. Play areas and allotments were specifically mentioned within the engagement to date as lacking.*

Look & Feel Objective 4:	Yes	No
<b>The rural buffer between Cricklade and Swindon must be protected and the gateways and approaches to the town should be enhanced</b>		

*Detail: The spacious, open aspect of the town is greatly valued and needs to be protected. Any future housing developments need to follow suit and ensure that planting, open space and greenery features strongly in the development brief. Neighbouring Swindon is a growing town and a rural landscape buffer currently separates it from Cricklade. The retention of this buffer is of key strategic importance to the residents of Cricklade.*

**Your Comments:** (please feel free to attach supplementary sheets)

<b>Vision</b>
<b>Housing</b>
<b>Business</b>
<b>Transport</b>
<b>Look and Feel of Cricklade</b>

**Please provide the following information:** Postcode \_\_\_\_\_

**Age group** (please tick one)

0 - 18	19 - 30	31 - 40	41 - 50	51 - 60	61 - 70	over 70