

# Cammunity

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Cam Parish

# Neighbourhood Development Plan

2019 - 2031

Regulation 14 Consultation DRAFT Version

Consultation Draft | May 2019

[www.camparishcouncil.gov.uk](http://www.camparishcouncil.gov.uk)



Cam Parish Council

## Overview Information

**This draft Neighbourhood Plan has been published for public consultation, please return comments to us using the contact details below by 15th July, 2019.**

More information on how to comment on this draft Plan can be found on the Parish Council website or by emailing or calling the Parish Council.

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Stroud District Council

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## Foreword

The future for Cam Parish will bring more houses and more people, which will bring challenges and concerns. But it also brings opportunities. Change can be a positive thing where people in the community feel they can play their part in shaping it and this is what the Neighbourhood Development Plan is all about.

At the time of writing around 650 houses have attained planning permission on Box Road. Whatever we think about that, it is going to happen, and the Stroud District Local Plan Review for the future proposes around a 1000 more, so the most productive thing we can do now is work with all developers and builders to ensure that any new housing looks and feels the way we want it to.

This Neighbourhood Development Plan contains policies and recommendations around future development – all of which have been approved by the people of Cam and cannot be ignored by developers. It is a legal document (permitted by the Localism Act 2011) and the product of five years' work by a passionate group of local volunteers and Cam Parish Councillors.

Cam's striking rural setting, strong community and excellent transport links make it a popular place for newcomers. We must harness the new energy, enthusiasm and ideas this can bring as well as maintain and improve the distinctive village feel of Cam, with its green infrastructure that residents told the team they hold so dear. Our Neighbourhood Development Plan will help us to do just that.

**From Councillor Christina Carter, Chair of Cam Parish Council on behalf of the NDP Steering Committee**

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Figure 1: Cam Designated Neighbourhood Development Plan area

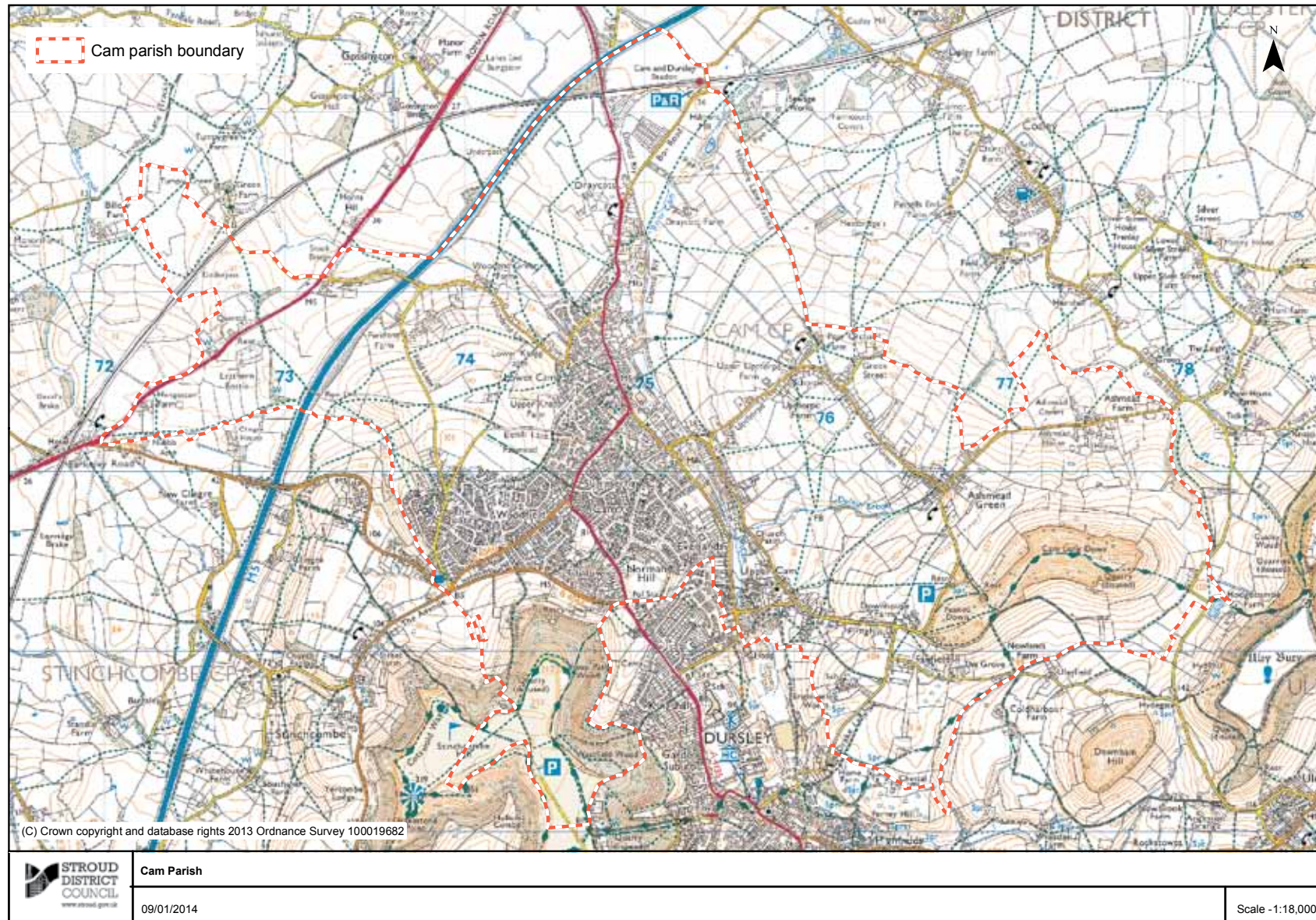


Figure 2: Cam General Location Map

ParishOnline

## Cam Parish - Wider Context

Cam CP 



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## 1 Introduction

### Neighbourhood Area

Cam Parish was designated as a Neighbourhood Area, for the purposes of creating a Neighbourhood Development Plan, on 4th February 2014 by Stroud District Council (under the Localism Act 2011). The Neighbourhood Development Plan area follows the Parish boundary as shown on Figure 1.

### What is a Neighbourhood Development Plan?

The Localism Act 2011 introduced new rights and powers to allow local communities to shape new development and promote better land use in their community by preparing Neighbourhood Development Plans. Such Plans would establish general planning policies for the development and use of land in legally designated areas.

A Neighbourhood Development Plan (hereinafter also 'Neighbourhood Plan', NDP or 'Plan') can set out a vision for an area and planning policies for the use and development of land. The Plan must be in *general conformity* with the Government's National Planning Policy Framework (NPPF), Stroud District Local Plan and satisfy the legally required Basic Conditions. Once made, a Neighbourhood Plan forms part of the statutory planning framework for an area and the policies and proposals contained within it are used as a basis for the determination of planning applications.

### Why produce a Neighbourhood Plan for Cam?

A Neighbourhood Plan is a new type of document introduced in the Localism Act 2011. It is part of the district's development plan and has legal weight. It allows local people to say how they want to see the future development of their parish or town. It sets out clear planning policies which add a local, parish layer to district planning policy to give guidance to developers and inform planning decision-making by a range of bodies including district and county councils.

Cam's Neighbourhood Plan has been drawn up in accord with the National Planning Policy Framework (NPPF) 2018 and Stroud District Council's Local Plan, which was adopted in 2015. It covers the same time frame as Stroud District's Local Plan, up to 2031.

This is the consultation draft of the Cam Neighbourhood Plan. This stage of consultation (known as Regulation 14 stage) is where we need feedback from local people, business owners, community groups and others, including those on a list of statutory consultees agreed with Stroud Council.

Once comments on the consultation draft have been received and amendments made a next stage version of the Plan will be submitted to Stroud District Council to be examined by an appointed, independent examiner.

Subject to any changes the examiner may recommend, the Plan (or a revised version) can go to referendum. If the referendum demonstrates community support, the Plan is then 'made', giving it the force of law and becoming a part of Stroud Council's Statutory Development Plan. It will then form a material consideration in the determination of subsequent planning applications in Cam Parish - the Neighbourhood Plan area.

## What does Cam Neighbourhood Plan address?

Cam Neighbourhood Plan contains locally distinct policies addressing:

- Environment and Sustainability
- Local Character and Distinctiveness
- Movement and Connectivity
- Community Facilities and Services
- Employment
- Cam Village Centre

The Neighbourhood Plan also contains the Cam Design Code (see appendix 3). The Code is focused on providing direction and guidance to enable development and investment proposals to protect and strengthen Cam's distinct character through an informed and joined-up approach to delivery of environment, character and movement policies.

## What consultation has taken place so far?

A range of consultation activities and community events have been used to engage local people in the preparation of the Neighbourhood Plan including:

- Cam Parish Council website and Facebook page have been used throughout the preparation of the Plan, to keep residents up to date with Plan progress and promote upcoming consultation events.
- A number of Saturday Open Days have been held at the Parish Council Offices between August 2018 and March 2019.

- Wherever possible throughout the process, the Neighbourhood Plan Steering Group have linked with local events (e.g. local charity events, Parish Council meetings, other workshops in the area) to raise awareness of the Plan.
- The Cam Questionnaire was posted to all residents in Cam (3875 households) in February 2016.
- Separate transport and business surveys were undertaken in 2014 and 2015.
- Local Green Space consultation in 2018.

Full details of all the consultation activities and feedback to the community on the Plan to date are included in the Cam Neighbourhood Plan Consultation Statement, part of the Plan's evidence base available on the Cam Parish Council website.

The neighbouring town of Dursley has also prepared a Neighbourhood Plan, which received a 'yes' vote at referendum on 15th November 2018. The two Neighbourhood Plans have come forward simultaneously and in similar, yet locally distinctive ways.

## Neighbourhood Plan Evidence Base

The Neighbourhood Plan is supported by an evidence base which underpins it and is key to justifying the policies within it. The evidence base was painstakingly accumulated and assimilated by members of the Neighbourhood Plan Steering Group with the preparation process aided by consultant experts in the field. The information is available on the Parish Council website.

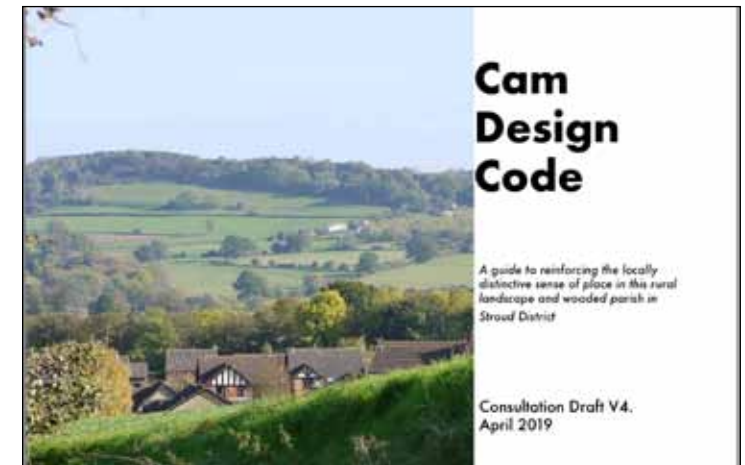
## The Cam Design Code

The Cam Community Design Statement (2018) provides a comprehensive evidence base that has recorded the unifying characteristics of the village and the particular characteristics within identified character areas.

The Cam Design Code (2019) builds on this with detailed evidence and guidance to inform the delivery of any new development that may be proposed in Cam Parish. Together with the Design Statement, the Code should be used to inform a locally distinct and sensitive approach to development in Cam.

As Cam continues to be considered a strategic housing location, outside of the scope of its Neighbourhood Plan, Cam Parish Council wish to ensure the community's stated understanding of its distinct character is given great weight in all stages of the allocation and design of development.

The Code is part of the Cam Neighbourhood Development Plan and can be found in Appendix 3 to this Plan. It underpins policies on environment, local character and distinctiveness as well as access and movement.



## Cam: a summary description

Cam is a large village and civil parish in Gloucestershire, situated on the edge of the Cotswolds, and sits almost contiguous to the town of Dursley. It is around 40 minutes north of Bristol and south of Gloucester.

It is characterised by its setting, nestled below an escarpment on its east side that is part of the Cotswolds Area of Outstanding Beauty and includes the distinctive conical hill that is Cam Peak. This hill, Downham Hill and Longdown, and its surrounds can be seen from most parts of Cam and forms a backdrop for the village along with the Ancient Woodland of Stinchcombe Hill, also part of the escarpment. These landscapes and the Cotswold Way nearby make the area popular with walkers.



From the Cam & Dursley train station in the north of the parish, regular trains go to Gloucester, Cheltenham, Bristol and Bath.

There has been considerable residential development from the middle of the 20th century with over 75% of all the dwellings in the parish built since 1945. Cam is now a thriving community with a population of approximately 8,500 people.

Cam has a good range of facilities, many located in what is considered to be the 'centre' of the Village with a Tesco store at the top of the High Street, together with several other shops including a hardware store and Post Office. The council offices, a café and a pub are also located here.

One of the main companies for employment is Cam Mills with just under 100 employees. It is the only remaining woollen mill in the area and has been manufacturing cloth, now mainly for tennis balls and snooker table baize, for around two hundred years.

Cam Sports Field, established by the Mill owner around 200 years ago in Everlands, is home for Cam's football team, Cam Bulldogs FC, Cam Cricket Club and Tennis Club.



## Facts and Figures

The following facts and figures are drawn from the OCSI Local Insight Profile for Cam Parish Area (2016), which uses data published by government agencies, including from the 2011 census.

- Cam Parish Council covers two wards within the Parish boundary - Cam West and Cam East - and consists of 16 elected and/or co-opted Councillors.
- Just over half of the population of Cam is of working age (between 16 and 65 years) and is overwhelmingly White British (c.97%).
- Approximately one third of households in the Parish are pensioner households. C.13% of households have one occupant, 40% are lived in by married couples, 10% by cohabitants, and 18% by lone parent families with dependent children.
- Housing type across the Parish is mixed across detached, semi-detached, terraced and flats.
- About three quarters of households in Cam are owner occupied, with the remainder rented either from Stroud Council (c.15%), housing associations (2%) or other landlords (c.7%).
- The average price for property in Cam stood at £228k in March 2019 (source: Zoopla) which is the same as the national average UK house price (UK House Price Index).
- Around 70% of those who are of working age in Cam are economically active, which is in line with England's average.
- In 2011, the largest employment sector in Cam was manufacturing, which employed around 645 people. The retail and health and social work sector were the second and third largest employment sectors respectively.
- Levels of multiple types of deprivation in Cam are mixed. Around 4,700 people live amongst the least deprived 30% in England. At the same time, around 1,100 people live amongst the most deprived 30% in England.
- About a third of households in Cam own two cars, a third own one car. 16% of households in Cam were recorded as not owning a car.
- Cam Parish has relatively low levels of air pollution compared with the England average.



## 2 Vision and Objectives for Cam

### Vision

By 2031, Cam is an even better place to live, where a range of elements come together to contribute to people's quality of life, their health and happiness. It will be a place where people can easily move around, especially walking and cycling, and where the network of green snickets and green spaces together with mature trees support both people and wildlife. Links to the countryside, both visually and physically will continue to be a defining characteristic of Cam, which has become known for its 'garden village' qualities where the historic and the modern are blended together through an extended green infrastructure.

The local economy is strong and opportunities have been created for small local businesses to develop and grow. The railway station is easier to access with the completion of the Cam & Dursley Greenway, which passes through the centre of the village. The centre of the village offers a good range of shops and facilities and has a distinct identity and character. The community facilities and services have been maintained and enhanced as more people join the balanced community which aims to cater for all ages and stages of life.

### Objectives

Cam's NDP has the following objectives to help achieve the Vision. The Objectives are organised under 5 main topic headings, which the planning policies (see section 4) are also structured within.

### Environment and Sustainability

- O1 Protect, improve and extend the Green Infrastructure network across the Parish, ensuring a functional and well connected resource that contributes to a high quality environment for people and wildlife.
- O2 Protect the landscape setting of Cam Parish, in particular the setting of the Cotswold Area of Outstanding Natural Beauty, the local landmarks of Cam Peak, Longdown and Cam Woods on Stinchcombe Hill.
- O3 Maintain the distinctive views and visual connectivity with the surrounding countryside from public places within the parish.



## Local Character and Distinctiveness

- O4 Ensure that the design of new development protects and enhances the existing distinctiveness of Cam Parish.
- O5 Ensure development, environmental stewardship and the community, protect and enhance Cam's distinctive sylvan, wooded character and use of trees as primary place-marking landmarks.
- O6 Encourage sustainable design and construction within the Parish.
- O7 Vigorously promote and encourage early, pre-application community involvement by developers/applicants.

## Movement and Connectivity

- O8 Maintain and improve connections for pedestrians and cyclists in and around Cam Parish, whilst maintaining its rural character.
- O9 Strengthen pedestrian and cycle links to local services and facilities, including the Village Centre, Cam and Dursley train station, and the surrounding countryside.
- O10 To manage the car parking provision at Cam & Dursley Station and provide secure cycle parking.

## Community Facilities and Services

- O11 Designate Local Green Spaces of value to the community.
- O12 Protect existing local facilities and services, whilst encouraging ample provision of new facilities and services as part of new development.

## Employment

- O13 Protect existing employment sites in the Parish.
- O14 Encourage provision of high quality employment space for start-up, small and medium sized businesses, allowing flexibility for businesses to start, grow, and stay in Cam.
- O15 Encourage house builders to build with home office workers in mind and developers to include fibre broadband networks as part of their designs

## Cam Village Centre

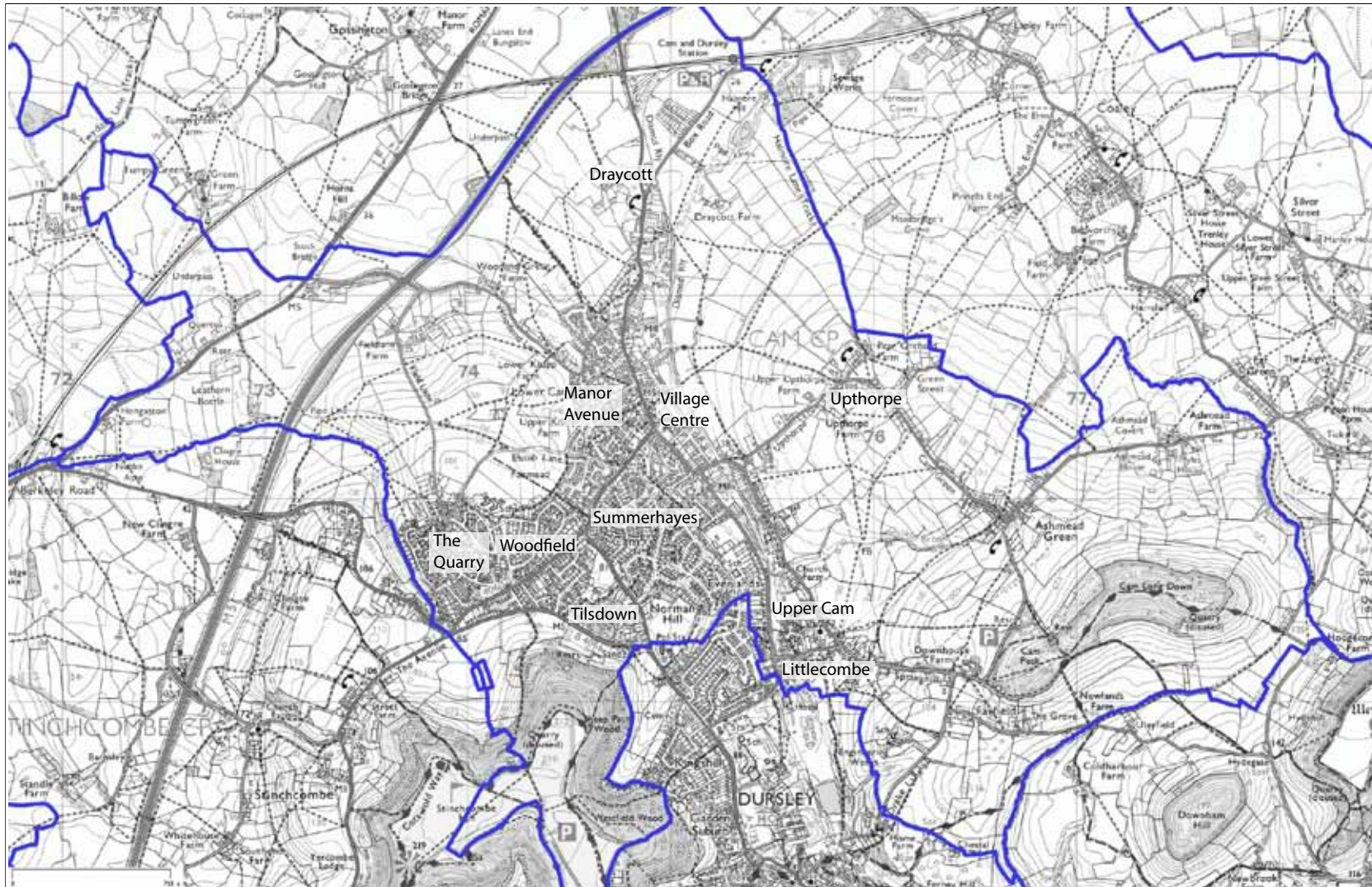
- O16 Continue to promote a thriving local Village Centre which combines retail service, community and leisure facilities with a strong quality of place that contributes towards its economic vitality and public life.

Figure 3: Cam Village

ParishOnline

Cam Parish

Cam CP 



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## 3 Cam Development Strategy

### Development Context

Stroud District Council's Local Plan (2015-2031) sets a settlement hierarchy for Stroud, and identifies Cam (together with neighbouring Dursley) as a 'first tier' accessible local service centre for the District (policy CP3). The area provides a 'focus for jobs and services in the southern part of the District'. Local Plan policy CP12 identifies the centre of Cam as a 'District Centre' and it seeks to 'maintain and enhance the existing range of uses'.

Cam is a focus for strategic growth in Stroud. Local Plan policy CP2 allocates 12ha of employment land (providing up to 1500 jobs), and 450 dwellings at the North East Cam urban extension (Site Allocation SA3). A key part of this allocation is the linear landscape park along the line of the river corridor. The allocation also incorporates the Cam and Dursley Greenway, a cycleway which will link to the national cycle network, and the south of Cam Parish through to Dursley.



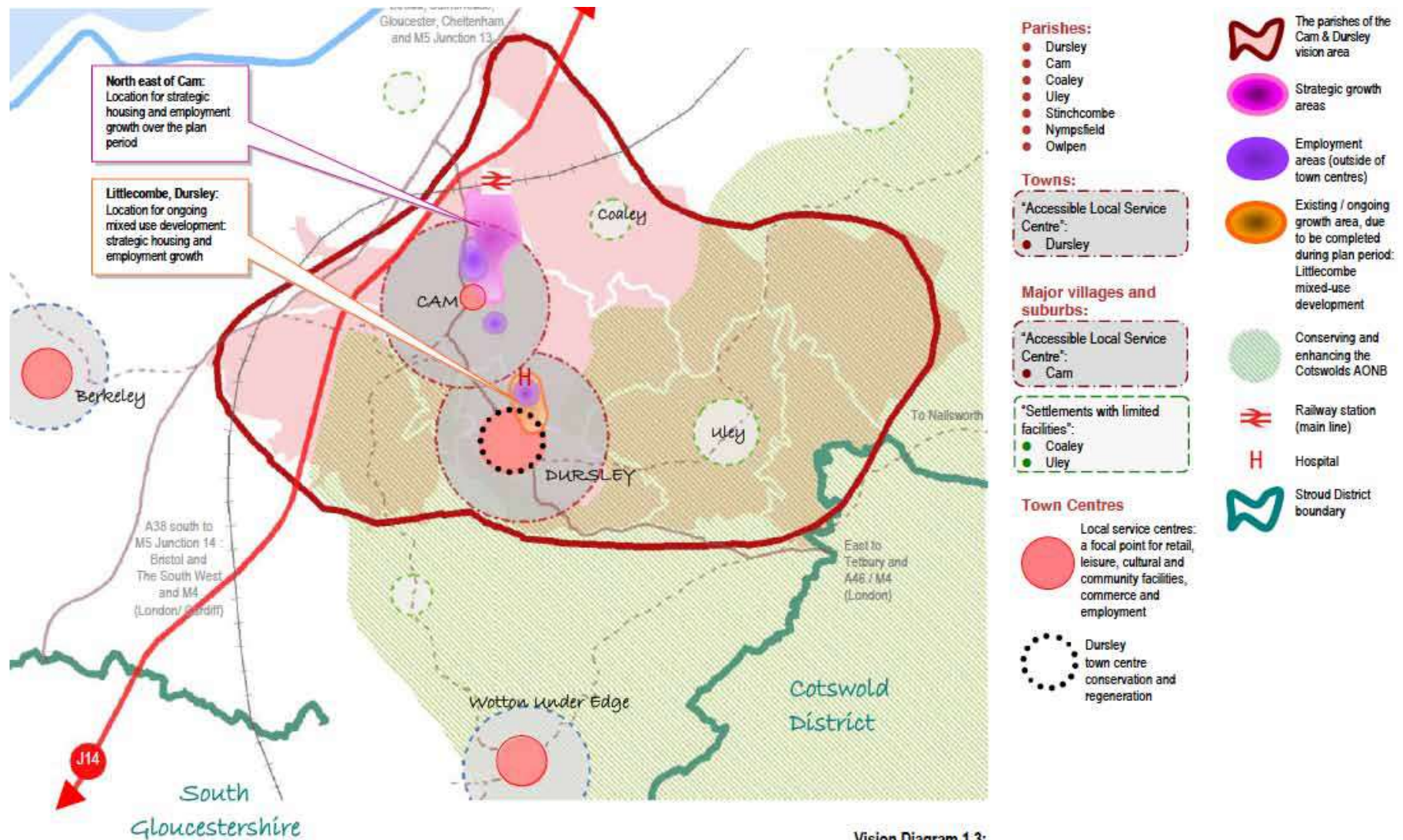
### Stroud District Local Plan Site Allocations Policy SA3: North east of Cam

Land to the north east of Cam, as identified on the policies map, is allocated for a mixed use development including employment, residential and community uses. Key requirements for the site include:

- Landscaped linear park, including footpath along the River Cam and enhanced flood plain storage capacity
- Accessible natural green space and public outdoor playing space, including changing rooms / community building
- Structural landscaping buffer to the south east of the development, below the 50m contour, incorporating existing hedgerows and trees
- Extension to the Cam and Dursley cycle route along the line of the disused railway, through to the southern edge of the site and connecting Box Road with Courthouse Gardens



Figure 4: Stroud Local Plan 2015 -2031 Spatial Strategy for the Cam area



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**Vision Diagram 1.3:**  
spatial vision for the parishes around Cam and Dursley

## Cam Development Strategy

Development proposals in Cam should meet the guiding principles for strategic growth as set out in the Stroud District Spatial Strategy (as in Figure 4).

### Explanation

Future development in Cam is expected to be of a strategic nature and to come forward through the current and next Stroud District Local Plan. The Local Plan Review Process is currently underway. Consultation on the Emerging Strategy finished on 18th January 2019.

The land outside the current settlement development limits (as defined by Stroud Policy CP2) varies in its landscape sensitivity to any future housing and employment development. The landscape setting of the parish is a key part of the evidence base which will inform the future direction of growth. To the south east is the Cotswolds Area of Outstanding Natural Beauty (AONB) and land that forms part of the 'setting'.

National policy gives AONB land the highest status of protection for its landscape and scenic beauty. The AONB land itself, with the distinctive high point of Cam Peak, is an important characteristic of the parish which must be protected in line with the National Planning Policy Framework (NPPF paragraphs 170 and 172) and Stroud Local Plan policy ES7. Ancient Woodlands to the south east function as a 'backcloth' to the settlement. Land to the north is less constrained in landscape terms for future development and the M5 forms a strong edge to the west, where it is visible at points when not screened with significant trees, belts and bunds.

The Cam Community Design Statement (2018) and the Cam Design Code

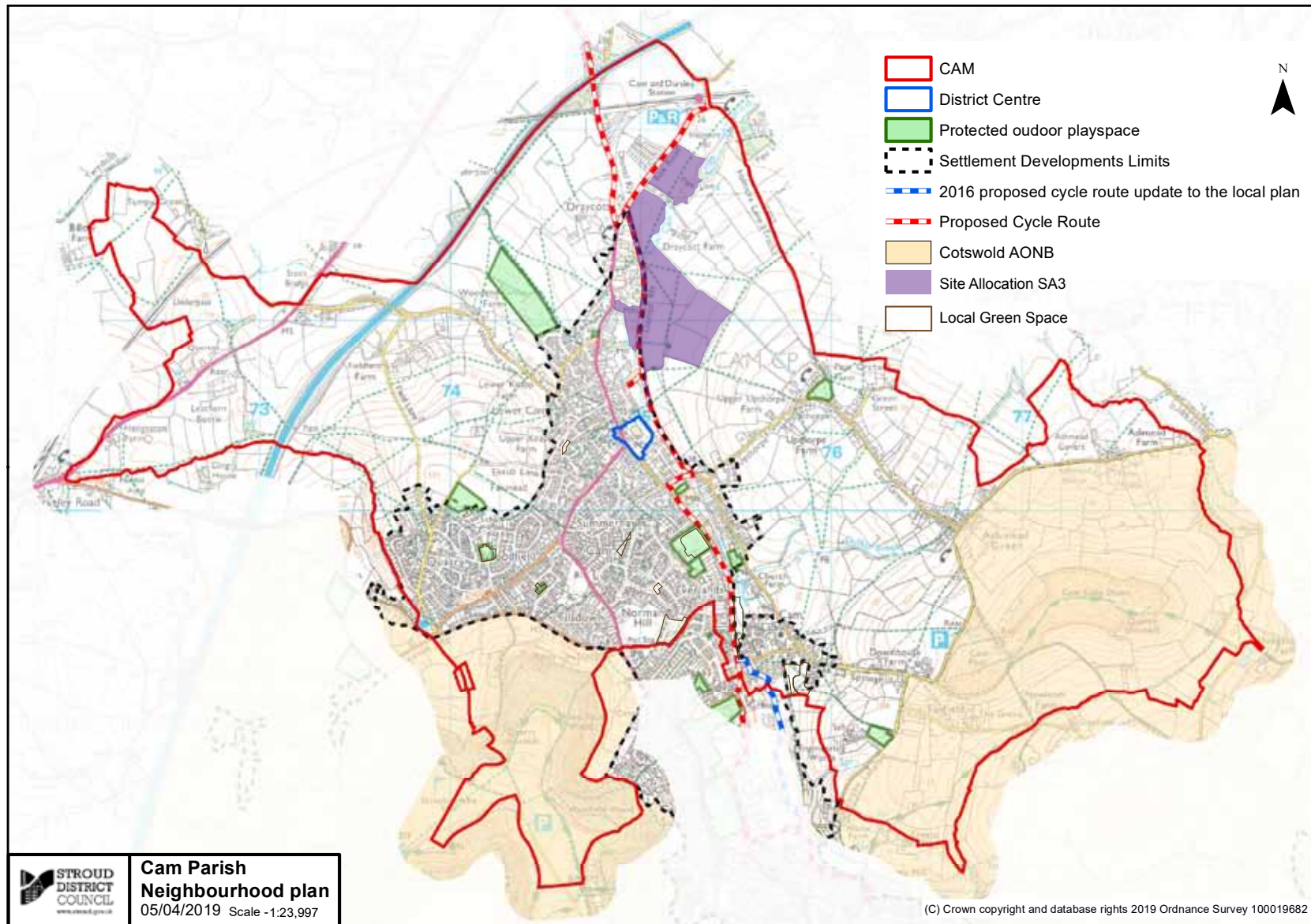
(2019) illustrate that Cam's relationship with its landscape and green infrastructure are at the foundation of its character. The green infrastructure and landscape setting is what has helped to define the distinct character of Cam, with its frequent views of the surrounding landscape and its extensive network of greenways, known locally as snickets, together with the many trees combine to deliver enhanced connectivity throughout Cam for people and wildlife.

Therefore this Neighbourhood Plan aims to add local detail to supplement national and District policies to enable the delivery of locally distinctive development that contributes to a sustainable future for our parish with an emphasis placed on landscape and a green infrastructure led approach to future development.

The overall development strategy and policy framework for Cam is illustrated in Figure 5.



Figure 5: Cam Plan Strategy Overview Map



## 4 General Planning Policies

### What is a Planning Policy?

The planning policies included in the Plan will be used to help determine planning applications within the Cam Neighbourhood Area.

#### POLICY

Planning policies are shown within a box that looks like this.

Following Regulation 14 consultation, the planning policies will be subject to an independent examination, followed by a community referendum.

Each planning policy has a unique reference number which can be quoted when comments are made on planning applications, and which will be referred to by planning officers.

### Structure of this section

The Neighbourhood Plan is structured under 6 main themes which correspond with the topics of the Plan's objectives:

- Environment and Sustainability
- Local Character and Distinctiveness
- Movement and Connectivity
- Employment
- Community Facilities and Services
- Cam Village Centre

The following pages follow a common structure:

- Introduction to the theme
- Section title
- Linked objectives
- Policy
- Explanatory text

Supporting maps and diagrams are included where relevant.



## Environment and Sustainability

The parish landscape of Cam falls into two national landscape character areas: Cotswolds & Severn and Avon Vales. Southern parts of the parish form part of the Cotswolds Area of Outstanding Natural Beauty (AONB) and its setting. To the north, the parish landscape is a predominately pastoral landscape with an extensive network of hedgerows and mature field trees. The M5 forms an edge to the west, where it is visible and audible when not screened with trees, belts and bunds.

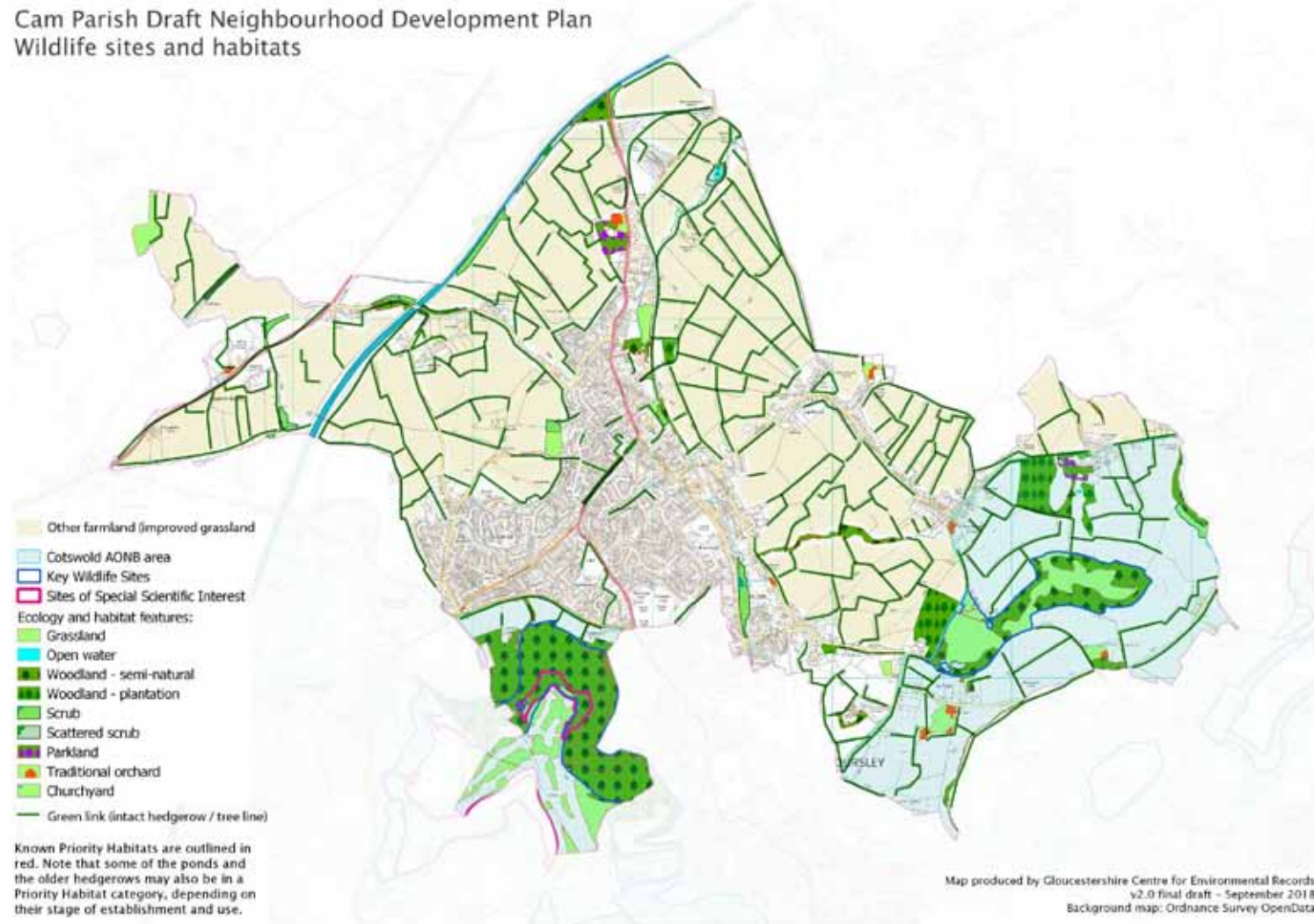
Extensive Public Rights of Way (PROW) criss-cross the landscape and link into and through the built settlement providing key routes for both people and wildlife. The River Cam runs through the parish from north to south and forms a soft green edge to the eastern edge of the settlement.

To the south, the national route of the Cotswold Way winds through the AONB part of the Parish rising up to Cam Long Down and Cam Peak where expansive views can be enjoyed. Higher ground wraps around the built settlement, particularly to the south, where the escarpment slopes of Stinchcombe Hill combined with the adjacent deciduous and ancient woodland form an important part of the setting of the village and to the setting of the AONB.

The parish is also rich in wildlife and habitat features - Rackleaze Nature Reserve is key wildlife area that sits along the edge of the River and is close to the centre of Cam providing an oasis of green. It is maintained by the Parish Council for both wildlife and public enjoyment. Cam Long Down is another key wildlife asset and is protected as such by Stroud District planning policy as a Key Wildlife Site.



Figure 6: GCER Wildlife Sites and Habitat Map



## Green Infrastructure and Biodiversity - Policy CAMES1

### Objective

- O1 Protect, improve and extend the Green Infrastructure network across the Parish, ensuring a functional and well connected resource that contributes to a high quality environment for people and wildlife.

### **POLICY CAMES1**

#### **Green Infrastructure and Biodiversity**

Development proposals that demonstrate how Green Infrastructure networks and assets are harnessed and enhanced will be supported.

To facilitate this:

- i. Development proposals in Cam will be required to demonstrate a robust and comprehensive green infrastructure strategy and management plan.
- ii. Proposed development will be required to demonstrate that it includes green infrastructure that protects and reinforces Cam's distinctive landscape and enhances green and open space provision in the parish, addressing needs arising from the new development and providing good connections for people and wildlife.

Opportunities should be taken to enhance and maintain existing green links to support biodiversity, and meet the tests laid down in para.175 of the NPPF 2018.

Development that is likely to have a direct harmful impact on Cam's biodiversity, priority habitats and species will be refused unless appropriate mitigation and/or compensation is provided. Mitigation and or compensation should be delivered on-site where possible. Where this cannot be delivered off-site green infrastructure and habitat creation can be agreed as an alternative condition of development.

## Explanation

Green Infrastructure (GI) is a network of multifunctional green space, urban and rural, which is capable of delivering a wide range of environmental and quality of life benefits for local communities. Green Infrastructure is important to the delivery of high quality sustainable development, alongside other forms of infrastructure such as transport, energy, waste and water.

This policy adds detail to the Stroud Local Plan, highlighting key strategic Green Infrastructure assets through Cam (Figure 7). In Cam the GI network comprises a variety of Green Infrastructure assets including the River Cam and its tributaries, informal extra space, Local Green Spaces, allotments, equipped play areas, the extensive network of footpaths known locally as 'snickets', assets of biodiversity value, Public Rights of Way and bridleways.

The Cam Landscape Sensitivity Assessment (2018), together with the Cam Green Infrastructure Report (2018) and the Cam Code (2019) evidence the existing GI assets of the Neighbourhood Plan area, and also identify where opportunities for GI exist. While there are strong protective policies within the Stroud Local Plan (policies ES6 and ES8), there is an opportunity for a policy to underpin the importance of the Green Infrastructure and Biodiversity in Cam Parish.

Gloucestershire Wildlife Trust has also mapped wildlife and habitat features to support this new local Green Infrastructure policy, which is based on a synthesis of local environmental evidence (Figure 6).

Planning proposals should incorporate green infrastructure in line with local and neighbourhood plan policies and site specific considerations. As a component of sustainable development, green infrastructure should be considered at an early stage of a planning proposal.

## Building with Nature

Because of the particular importance of landscape and green infrastructure in and around Cam, the Neighbourhood Plan advocates an approach to development that adopts the principles of the Gloucestershire based "Building with Nature" standards. Building with Nature sets out a framework of standards divided into four themes: core, wellbeing, water and wildlife. The aim is to enable the delivery of high quality green infrastructure at each stage of the development process, from planning and design, through to long-term management and maintenance.

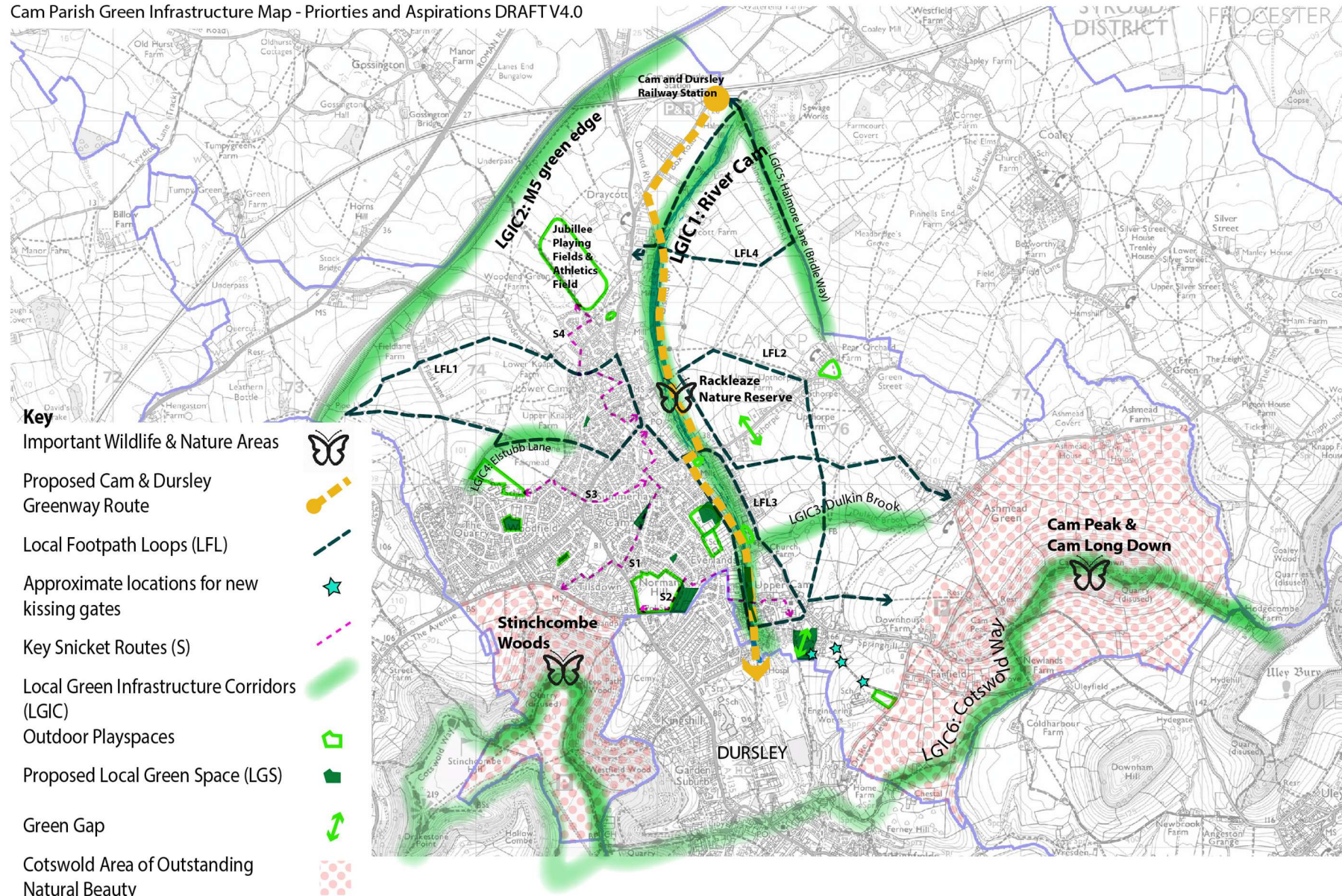
The Cam Neighbourhood Plan seeks a landscape and green infrastructure led approach to future development and encourages developers to seek to achieve a Building with Nature accreditation.



Environment and Sustainability

Figure 7: Green Infrastructure Assets Map

Cam Parish Green Infrastructure Map - Priorities and Aspirations DRAFT V4.0



## Setting of the AONB - Policy CAMES2

### Objective

- O2 Protect the landscape setting of Cam Parish, in particular the setting of the Cotswold Area of Outstanding Natural Beauty, Cam Peak, Longdown and Cam Woods on Stinchcombe Hill.

### POLICY CAMES2

#### Protection of the Setting of the AONB

Development within land that contributes to the setting of the Cotswold Area of Outstanding Natural Beauty, as identified in the Cam Landscape Sensitivity Assessment (2018), will only be permitted where it enhances and does not detract from the visual qualities and essential characteristics of this national asset.

Planning applications should demonstrate how the proposal enhances and protects the setting of the Cotswolds Area of Outstanding Natural Beauty, with reference to the Cam Landscape Sensitivity Assessment.

### Explanation

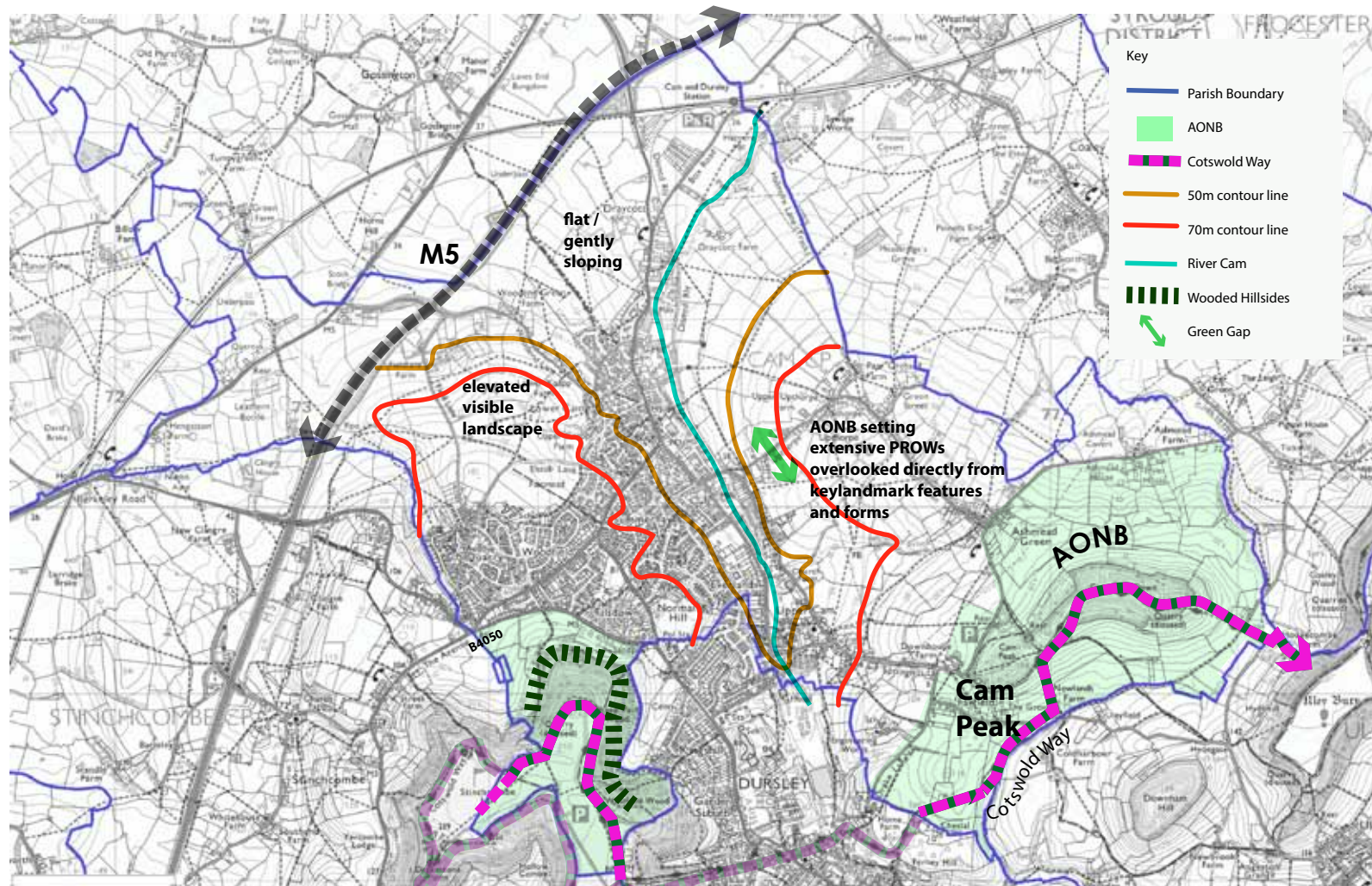
As set out in the Cotswolds AONB Management Plan 2018-2023, the 'surroundings of the AONB are also important to its landscape and scenic beauty'. Cam Parish includes areas of AONB itself and areas that are important to the setting of the AONB.

This policy draws on the Cam Parish Landscape Sensitivity Assessment (2018) completed as evidence to the Neighbourhood Plan which adds a local layer of evidence onto the Stroud District Landscape Sensitivity Assessment (2016). These assessments illustrate the importance and value of the Cam Parish landscape which contribute to the setting of the AONB.

The NPPF requires planning policies to protect and enhance valued landscapes (para. 170, 172); for Cam, this is the land identified in the Cam Parish Landscape Sensitivity Assessment (2018). Policy ES2 also adds a Parish level of detail to Stroud Local Plan policy ES7 which prioritises the conservation and enhancement of the natural and scenic beauty of the AONB and its setting.



Figure 8: Cam Parish Landscape setting



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## Parish Landscape and Valued Views - Policy CAMES3

### Objectives

- O3 Maintain the distinctive views and visual connectivity with the surrounding countryside from public places within the parish.
- O2 Protect the landscape setting of Cam Parish, in particular the setting of the Cotswold Area of Outstanding Natural Beauty, Cam Peak, Longdown and Cam Woods on Stinchcombe Hill.

### POLICY CAMES3

#### Landscape and Locally Valued Views

Development proposals should be supported by a fully detailed Landscape and Visual Impact Assessment.

Planning applications proposing development which is of a scale and siting that could impact on local landscape setting should demonstrate how the proposal responds sensitively to the characteristics and sensitivities of the Parish Landscape as identified in the Landscape Sensitivity Assessment 2018. Development proposals will be encouraged to adopt approaches to housing layout and landscape that adopt guidance contained within the Cam Design Code (2019).

Particular consideration should be given to maintaining the distinctive views of the surrounding countryside from public vantage points, including but not limited to locally valued views, illustrated on Figure 9 and identified in the Cam Valued Views Report (2019):

- 1. Views from Cam Peak
- 2. Views North from Stinchcombe Hill
- 3. Views from Elstub Lane
- 4. View from Norman Hill
- 5. View South East from Woodview Road
- 6. View East from Manor Ave
- 7. Views from Outer Cam
- 8. Views from Halmore Lane

## Explanation

The landscape setting and the visual connections to it are anchoring characteristics of many of Cam's neighbourhoods and key to the local distinctiveness of the parish. As Cam Parish anticipates further housing growth in the current and forthcoming plan period for the district, this policy aims to ensure that locally valued views and local landscape character and sensitivities shape and inform any development proposals.

This policy draws on the Landscape Sensitivity Assessment (2018) the Cam Community Design Statement (2018) and Locally Valued Views Report (2019) completed as evidence to the Neighbourhood Plan which added a local

layer of evidence to the Stroud District Landscape Sensitivity Assessment (2016). The Cam Design Code (2019) analyses and provides advice to assist development proposals to respond positively to Cam's distinct relationship with its rural setting. The Stroud District Landscape Character Assessment (2000) also informs this policy.

These evidence base documents identify key local landscape features such as the importance of landscape buffers in places, including the separation of Upthorpe from Cam, the positive green edge of the river corridor, the extensive PROW network and the distinct topography of the parish landscape which has shaped the built settlement.



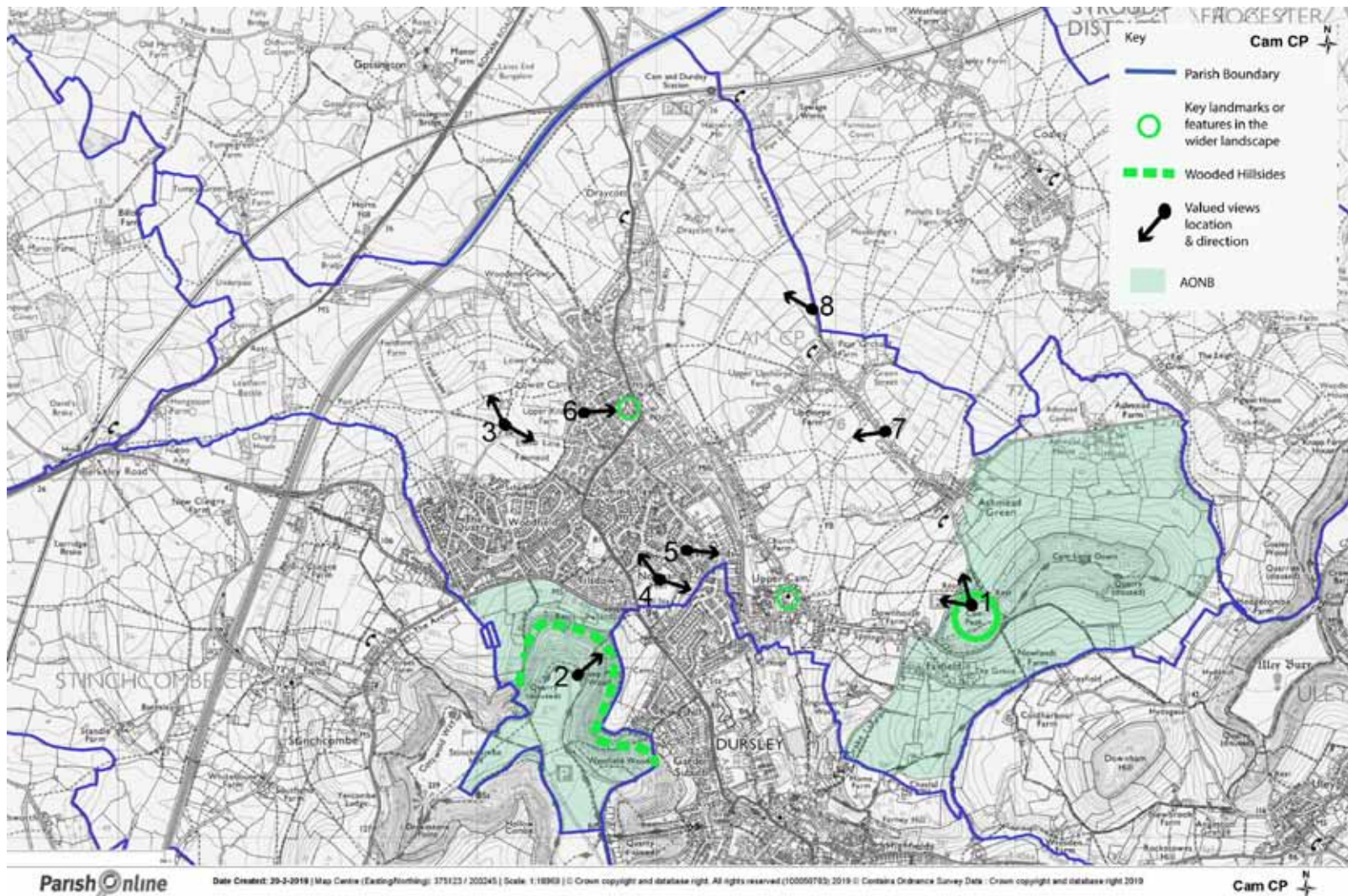
Figure 9: Key Landscape Features and Valued Views

## View Points

1. Cam Peak
2. Stinchcombe Hill
3. Elstub Lane
4. Norman Hill
5. Woodview Rd
6. Manor Ave
7. Ashmead
8. Halmore Lane

## Key Landmarks

1. Cam Peak to SE
2. St George's church in Upper Cam in the S of built settlement
3. St Bartholomew's church in the settlement centre



# Local Character and Distinctiveness

## Introduction

Cam is a place with a rich heritage and exemplary 'garden village' qualities to the built settlement. There are a range of building age and locally distinctive built, landscape and public realm features that are common throughout the village. Upper Cam, sometimes called Old Cam, retains a very rural feel and incorporates an ancient settlement about a mile from the current Cam centre around the Grade 1 listed 14th century Church, St. George's. An original, and the only still working, woollen mill on the river Cam has also played its part in shaping the character of this area.



After considerable residential development from the middle of the 20th century the centre of Cam moved away from its origins in Upper Cam to an area which now offers a range of services and facilities such as the Tesco store, Post Office and Hardware Store at the top of the High Street. The development of Cam from its early origins along the river to the estates on the hill to the west has left the whole eastern side of the parish very open. Within these there are the two small and distinct settlements of Upthorpe and Ashmead Green.

Local people feel connected to the landscape both through the physical route ways of snickets and PROWs and visually through the frequent views out to the distinctive Cam Peak, the wooded hills and the pastoral landscape, that the topography and layout of the built settlement affords.

The Cam Design Code (2019) provides detail and guidance to ensure that the design of new development in the parish protects and enhances local distinctiveness in Cam.



## Locally Distinctive Design - Policy CAMCD1

### Objectives

- 01 Protect, improve and extend the Green Infrastructure network across the Parish, ensuring a functional and well connected resource that contributes to a high quality environment for people and wildlife.
- 02 Protect the landscape setting of Cam Parish, in particular the setting of the Cotswold Area of Outstanding Natural Beauty, Cam Peak, Longdown and Cam Woods on Stinchcombe Hill.
- 03 Maintain the distinctive views and visual connectivity with the surrounding countryside from public places within the parish.
- 04 Ensure that the design of new development protects and enhances the existing distinctive character of Cam Parish
- 05 Ensure development, environmental stewardship and the community, protect and enhance Cam's distinctive sylvan, wooded character and use of trees as primary place-making landmarks
- 06 Encourage sustainable design and construction within the Parish.
- 07 Vigorously promote and encourage early, pre-application community involvement by developers/applicants.



## **POLICY CAMCD1**

### **Locally Distinctive Design**

The design of all new development within the parish should demonstrate how its relationship to its setting, siting and layout, form, scale and height, appearance and materials protects the setting of neighbouring historic assets and character and reinforces the distinctiveness of the village and host character area.

Development will be supported where it demonstrates how the proposals protect and enhance the positive local and distinctive characteristics including:

- i. i. Protecting existing, and creating new, public views and connections with Cam's landscape setting and topography.
- ii. ii. Conserving and integrating designated and recorded landscape assets and habitats into the green infrastructure and landscape strategy of the development.
- iii. iii. Conserving and integrating historic assets and their settings.
- iv. iv. Protecting, reinforcing and extending Cam's distinct rural and green Landscape Character through adopting a landscape led approach to design.
- v. v. Proposing built form that is integrated within a landscape plan addressing siting, form, height, boundary treatments, and materials.

All applications for new development in Cam parish that are required to submit a Design and Access Statement should include evidence to demonstrate how the proposed development layout, landscape and design has been informed by the Cam Parish Community Design Statement (2018) and the Cam Design Code (2019).

## Explanation

The Cam Community Design Statement (2018) and the Cam Design Code (2019) illustrate that Cam's relationship with its landscape and green infrastructure are at the foundation of its character. The green infrastructure and landscape setting is what has helped to define the distinct character of Cam, with its frequent views of the surrounding landscape and its extensive network of greenways, known locally as snickets, which together with the many trees combine to deliver enhanced connectivity throughout Cam for people and wildlife.

The Cam Design Code provides direction, guidance and possibly new approaches to designing developments in a way that protects and reinforces local distinctiveness. Applications and proposals made with the Neighbourhood Plan in mind will benefit developers and villagers alike.

Understanding, celebrating and responding to the positive characteristics of Cam in any new developments will be essential. The NPPF states that Neighbourhood Plans can play an important role in identifying the special qualities of an area, and explaining how this should be reflected in development (paragraph 124).

To that end, the local community have produced the Cam Community Design Statement (CDS) that is presented separately from this plan but is a part of this plan and also part of its evidence base. The Cam CDS (2018) has defined distinctive and key characteristics across eight identified character areas of the village. It describes and analyses the character of the parish, its landscape and buildings. Delivering locally sensitive design is also best achieved by adopting the approach outlined in the Community Involvement Protocol (see Policy CAMCD4).

## There are eight distinct character areas in Cam:

1. The Centre of Cam
2. Old Cam or Upper Cam
3. Draycott and surrounds
4. Manor Avenue and surrounds
5. Woodfield and The Quarry
6. Tiltdown
7. Summerhayes and Norman Hill
8. Outer Cam

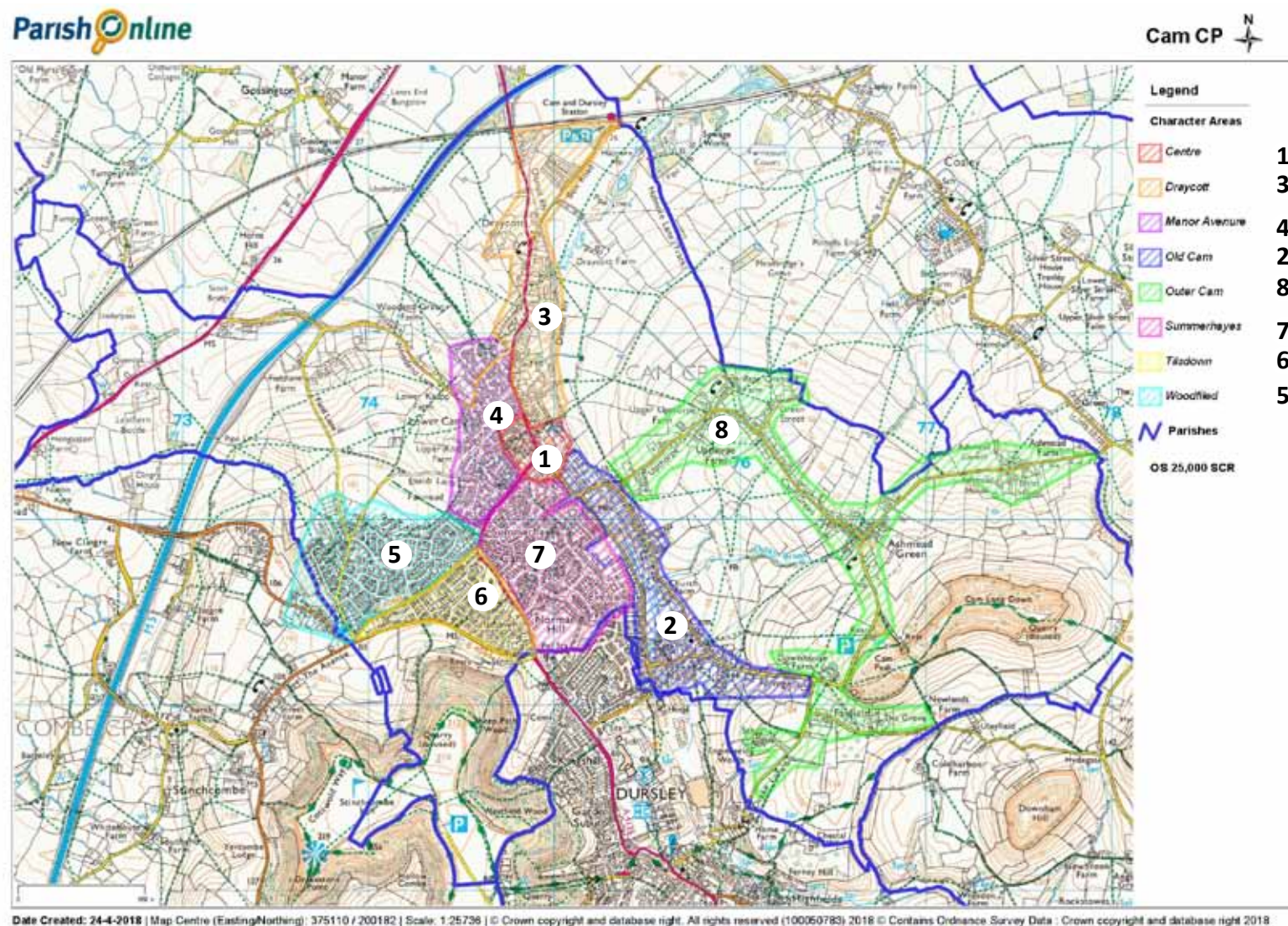
## These fall into four main character area types:

- The historic area of Upper Cam (or 'Old Cam') and the linear development that relates to the River Cam
- Cam's 20th century residential communities
- Outer Cam - Uphorpe and Ashmead
- The Village Centre

Policy CAMCD1 supports Stroud Local Plan policy ES12, which requires new development to be informed by relevant Design Statements and/or Cam Design Codes. The Cam Community Design Statement (2018) and Cam Design Code (2019) provide a parish level of detail to help new development protect and enhance the local distinctiveness of Cam.



Figure 10: Character Areas Map



## Protecting and Reinforcing Cam's Distinct Treescape - Policy CAMCD2

### Objectives

- O1 Protect, improve and extend the Green Infrastructure network across the Parish, ensuring a functional and well connected resource that contributes to a high quality environment for people and wildlife.
- O4 Ensure that new development respects and enhances the existing distinctive character of Cam Parish.
- O5 Ensure development, environmental stewardship and the community, protect and enhance Cam's distinctive sylvan, wooded character and use of trees as primary place-making landmarks.

### POLICY CAMCD2

#### Cam's Trees, Woodlands and Hedgerows

Development proposals and environmental stewardship of the public realm will be expected to protect existing tree, woodland and hedgerow cover in the Parish and, where appropriate, increase and expand tree cover.

Development that would result in the unacceptable loss of, or damage to, any trees, hedgerows and woodland including the Ancient Woodland in the Parish will not be permitted.

Where a proposed development could affect existing trees, a tree survey should be submitted with any planning application and should include all the information required as per the specification of BS 5837 as set out in Stroud District Policy ES8, and should also include information on both the existing and potential amenity value. All surveyed trees must be clearly tagged on site.

Where there is an unavoidable loss of trees on site, replacement trees will be required to be planted on site at a rate of two trees for each tree lost. Species should be selected in line with advice set out in the Cam Design Code (2019).

Major development proposals that are required to submit a Design and Access Statement in Cam will be supported where they demonstrate a landscape-led design approach informed by Cam Design Code (2019) that uses existing and new trees and hedgerows as place-making components to define gateways, junctions, nodes and edges.

*Local Character & Distinctiveness***Explanation**

As evidenced in the Cam Design Code, the network of woodland, trees and hedgerows in Cam Parish makes an important contribution to Cam's public realm, which has a distinct green and sylvan rural village landscape character.

Tree canopy coverage in the 20th century areas of Cam is estimated to be around 26.5% and the Parish aims to see this tree coverage protected and enhanced. Trees provide an important backdrop to the village but they also mark gateways, landmarks and define key spaces and routes. Trees make a primary contribution to the distinctiveness and quality of Cam and contribute to its strong sense of place (see Figure 14). The wooded escarpments, including areas of Ancient Woodland as shown in Figure 14 in the south west of the parish, form a strong edge and provide a beautiful and seasonal backdrop that plays a key role in the character of the Parish.

Both greenfield and previously developed sites are likely to contain pre-existing landscape features and green infrastructure elements that make a positive contribution to the character or setting of the village. It is important that these features are recorded and assessed using robust methodologies. Where considered to make an existing or potential positive contribution to Cam's green infrastructure and local distinctiveness, features must be conserved, protected and integrated into new development proposals.

The policy reflects the aims of NPPF paragraphs 170 and 172, and adds local detail to Stroud policy ES8, which seeks to enhance and expand the District's tree and woodland resource.



Figure 11: Key Trees in Cam



## Housing Quality - Policy CAMCD3

### Objective

O6 Encourage sustainable design and construction within the Parish.

#### POLICY CAMCD3

#### Sustainable Construction and Design

Support will be given to design proposals that make use of a range of eco-building methods such as low carbon and renewable energy, water use reduction, waste water management, waste reduction and the use of locally sourced materials.

### Explanation

Cam Parish Council will continue to work with applicants, now more than ever from Pre-Application stage, towards the delivery of high quality, efficient and sustainably designed housing developments.

CAMCD3 reflects Stroud Local Plan policies ES1 and CP14, which support sustainable design and construction as an essential part to new development in the district.



## Pre-Application Engagement - Policy CAMCD4

### Objectives

- O5 Ensure that new development respects and enhances the existing distinctive character of Cam Parish.
- O7 Vigorously promote and encourage early, pre-application community engagement by developers/applicants.

#### POLICY CAMCD4

##### Pre-application Engagement Protocol

In order to ensure positive and structured pre-application community involvement, potential applicants are strongly encouraged to follow the procedures set out in the Cam Pre-Application Community Engagement Protocol.

Pre-Application community Engagement is considered to be especially important in the initial stages of preparing an 'indicative masterplan' or outline planning application.

### Explanation

People in Cam Parish have consistently argued that the eventual effectiveness of the Neighbourhood Plan is dependent on establishing early, open and mutual discussions with potential applicants to maximise the likely achievement of developments that add to the sustainability of the parish.

Although applicants cannot legally be required to do this, putting in place a coherent and consistent approach to pre-application community engagement is a key way to deliver this mutual benefit.

The revised National Planning Policy Framework (NPPF) 2018 strongly encourages all developers/applicants to undertake pre-application community engagement.

When introduced at an early stage, community involvement can change the form and nature of a development for the better – it affects land use. In the same way that engaging early through formal pre-application discussions with planning officers can change a development for the better, community engagement undertaken early in the process can improve developments in all senses.

The Cam Pre-Application Community Engagement Protocol (included in Appendix 2) was produced jointly by community and development industry representatives and Stroud District Council, and has been adopted by Cam Parish Council. The aim of the Protocol is to enable open, agreed and well-structured working between communities, applicants/developers, local authorities and elected members in advance of planning applications being submitted.

Any use of the Protocol is without prejudice to the eventual judgement of Cam Parish Council on the merits of any application or to the determination by Stroud District Council.

# Movement and Connectivity

## Introduction

Cam Parish is home to Cam & Dursley railway station, which is located to the north of Cam, and within 20 minutes walking distance from Cam local centre. The station is a strategic and local station on the Birmingham line with direct services to Bristol, Bath and Cheltenham and Gloucester (Harris Ethical Ltd, 2015). Evidence shows that there is a strong southward pull in terms of commuting and usage of Cam & Dursley station and there is a strong upward trend in terms of the use of the station (ORR, 2017).

The train station car park is free of charges, and limited in size, with no secure cycle park offer, creating car parking pressure on nearby streets. There is poor integration between the station and local bus and community transport options, furthermore, the cycle and pedestrian links are in need of improvement. The Stroud Local Plan has required new strategic development in Cam to contribute to improvements to cycle and pedestrian connections, primarily through the creation of the Cam, Dursley and Uley Greenway.



While car ownership in Cam Parish is higher than national average (84% compared to 74% nationally) there are still 16% of households in Cam that do not own a car (Cam Rural Profile, 2016), and active travel by walking and cycling is also 'strong' (Harris Ethical Ltd, 2015).

## Cam & Dursley Train Station

There is a need for better connectivity to the station through improved quality and safer walking and cycling routes, and better bus connections. There is high demand for vehicle parking provision, particularly at peak hours which must be carefully managed.

The Stroud Local Plan includes provisions for contributions to improvements to passenger facilities at Cam & Dursley railway station as part of the development site Allocation SA3.

Community consultation as part of the Cam Parish Neighbourhood Plan preparation also showed dissatisfaction with the general condition of the station, including ticket machines, platform surface/waiting areas etc.



## Cycling & Walking

The Stroud Local Plan has identified a strategic route for the Cam, Dursley and Uley Greenway which connects the train station to Cam local centre and Dursley Town Centre and beyond. It is proposed that the route is largely off-road. The project is included in Local Plan site allocation requirements (SA3 in Stroud District Local Plan 2015) and at the southern end of the parish in the new development of Littlecombe that sits mostly in adjoining parish of Dursley. Part of the Greenway has already been delivered, providing a corridor that feeds the Rednock Secondary school through the new housing area of Littlecombe.

Snickets - narrow passages and alleyways - are an important part of the pedestrian network in Cam Parish and have been mapped. Together with the dense network of Public Rights of Way they form part of an extensive pedestrian network that links to key points around the settlement including schools, local services and facilities. The condition and usage of the snickets is variable.



## Connections for Pedestrians and Cyclists - Policy CAMMC1

### Objectives

- O8 Maintain and improve connections for pedestrians and cyclists in and around Cam Parish, whilst maintaining its rural character.
- O9 Strengthen pedestrian and cycle links to local services and facilities, including the Village Centre, Cam and Dursley train station, and the surrounding countryside.



### POLICY CAMMC1

#### Improving and Enhancing Connections for Cyclists and Pedestrians

Development proposals will be supported in principle where they integrate measures to promote access to public transport, walking and cycling through the provision of enhanced footpaths, locally known as snickets, and cycle links to green space, schools, the local centre, wider countryside and Cam & Dursley train station.

Development proposals should provide extensions to the existing distinct network of segregated non-vehicular routes.

Where development proposals neighbour or affect existing snickets, these must be retained, connected to the proposed development and enhanced.

Any new or enhanced pedestrian or pedestrian/cycle route should be provided to a standard as set out in the Cam Design Code (2019).

## Explanation

Where development proposals can include improvements for pedestrians and cyclists within the scheme or directly related to the scheme these will be sought.

Improvements are not only sought to better connect to the local centre and other local facilities, but also to the wider countryside. Improvements will need to be proportionate and related to the development proposal in scale and kind.

Snickets are local 'greenways' which provide historic car free routes that connect together various neighbourhoods and provide links to facilities and services in the parish. Existing snickets and public rights of way should be retained and improved wherever possible. Any new development should seek to link into and extend these distinctive connecting green threads that weave through the built settlement and beyond.

CAMMC1 promotes sustainable transport and the provision of high quality non-vehicular routes, as required in Section 9 and paragraph 104 of the NPPF, adding parish level detail to the protection and enhancement of sustainable transport routes required by Stroud Local Plan policies EI12, EI13 and EI16.

Figure 12: Proposed Route of Greenway

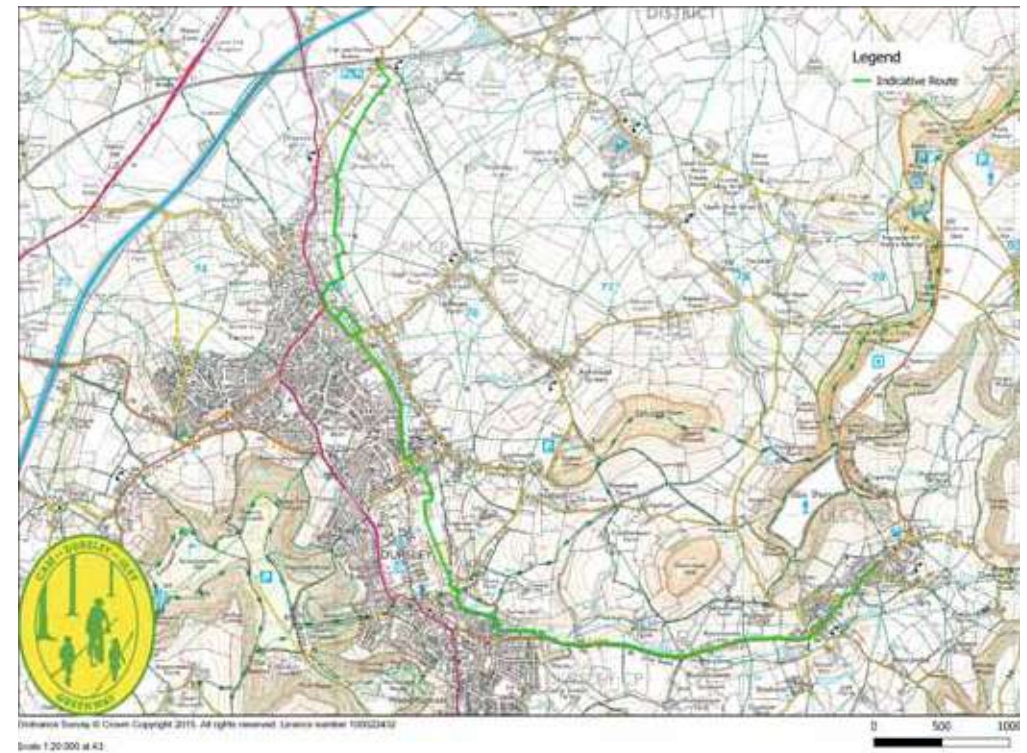
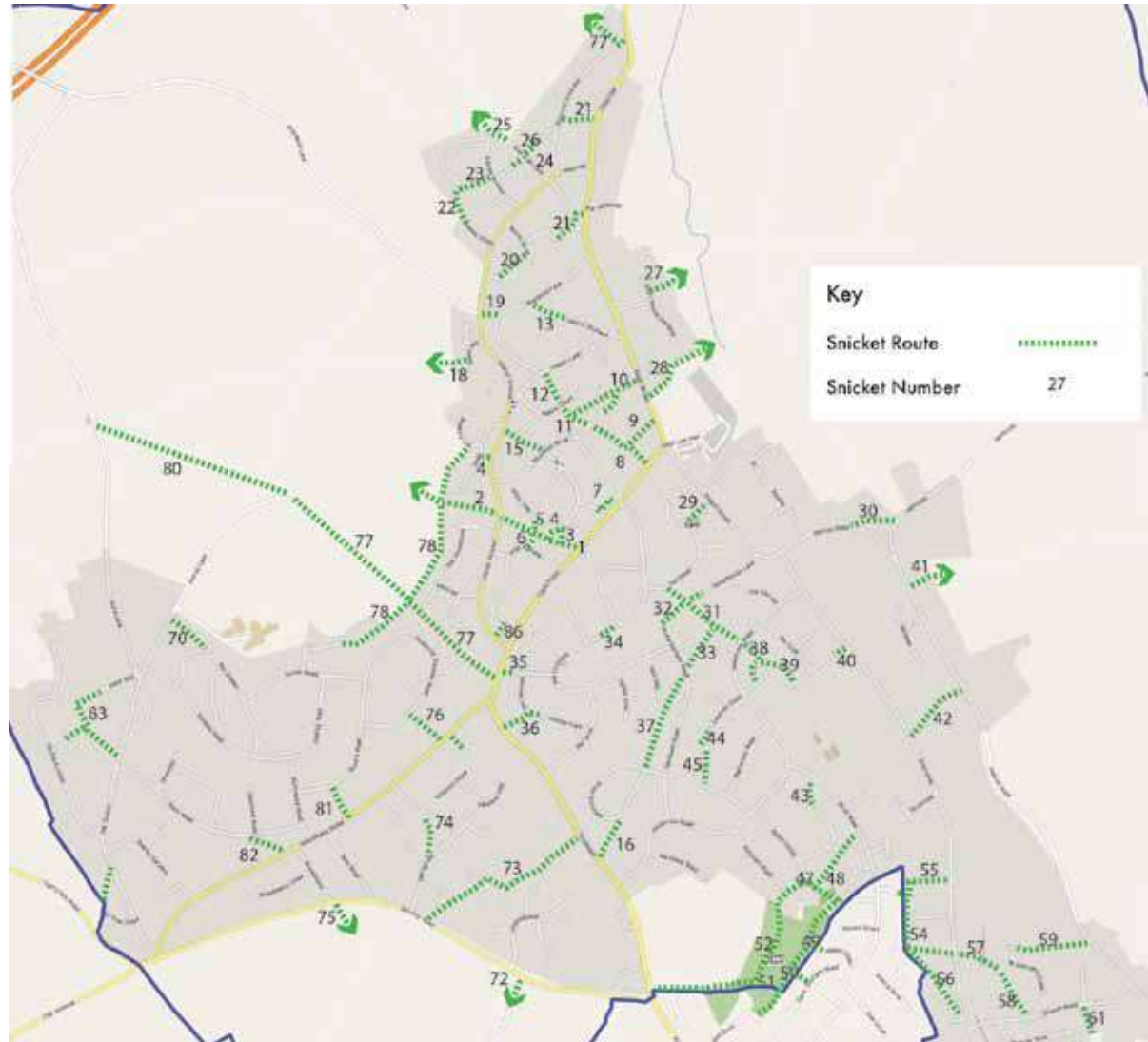


Figure 13: Map showing some of the many snickets in Cam



## Community Facilities

### Introduction

Cam has a good range of community facilities and services, a high concentration of which are located around the Village Centre. The local population and surrounding villages have access to a good choice of health, leisure and well-being amenities within Cam Parish and neighbouring Dursley.

Health and medical services are available at the Orchard Medical Centre in the Village Centre, and at the Vale Community Hospital, which opened in Dursley in 2011.

There are three primary schools in the Parish, and a primary and secondary school in neighbouring Dursley.



It is notable that there are few neighbourhood shops in Cam, 3 located on Phillimore Road in Woodfield, a large DIY supplies in Tilsdown and a garage shop at Draycott. As strategic development comes forward to the north of the Village, it will be essential that neighbourhood facilities are integrated to ensure that residents have access to local shopping facilities.

There is a range of outdoor recreation spaces across the Parish, including allotments, children's play spaces, playing fields and recreation grounds. Cam Parish Council own and are responsible for maintaining a number of these spaces, including Jubilee Field, which has recently received funding for improvement of its services including the Sports Pavillion (which was built in 2017) and the outdoor gym.

Through Neighbourhood Plans communities can identify and protect green areas of particular importance to them through the designation of Local Green Space. As has already been noted, Cam Parish is a place where all sorts of green assets form an important part of its character and through research and consultation a number of potential Local Green Spaces have been identified.



## Community Facilities - Policy CAMCF1

### Objective

O12 Protect existing local facilities and services, whilst encouraging ample provision of new facilities and services as part of new development.

#### POLICY CAMCF1

#### Retention of Community Facilities

Development which involves the loss of the following community facilities (also identified in Figure 14) will not be supported unless the criteria below are satisfied:

- i. i. there is no prospect of continued community use (which is evidenced);
- ii. ii. there are adequate similar use facilities within Cam or Dursley which cater for the needs of the local population and they are accessible by walking or cycling (within 800m); and
- iii. iii. the current or previous use is no longer viable as demonstrated by audited financial and marketing evidence over an agreed reasonable period and relevant geographic catchment.

Proposals for new community facilities in the parish will be supported where the applicant can demonstrate the need and benefits of the proposed facility. Current Cam Community Facilities:

- |                                        |                                |                                |
|----------------------------------------|--------------------------------|--------------------------------|
| 1. Cam & Dursley Train Station         | 2. The Cam Surgery             | 3. Cam Dental Surgery          |
| 4. Cam Post Office                     | 5. Woodfields Play Area        | 6. Tilsdown                    |
| 7. Cam Sports Ground                   | 8. Norman Hill                 | 9. Cam Skate Park              |
| 10. Jubilee Playing Fields             | 11. Cam Green Play Area        | 12. Draycott Play Area         |
| 13. Holy Well Orchard                  | 14. Cam Sports Club            | 15. Cam Mills Bowling Club     |
| 16. Cam Tennis Courts                  | 17. Ashmead Allotments 1       | 18. Ashmead Allotments 2       |
| 19. West End Allotments                | 20. Woodfield Allotments       | 21. Upthorpe Allotments        |
| 22. Middle Mill Allotments             | 23. Quarry Chapel URC Church   | 24. St Bartholomew's Church    |
| 25. One Church Cam                     | 26. Cam Methodist Church       | 27. St George's Church         |
| 28. 3C Community Church                | 29. Winterbotham Memorial Hall | 30. Cam Parish Council Offices |
| 31. GL11 Community Hub                 | 32. Woodfield Community Centre | 33. Ashmead Village Hall       |
| 34. Cam Woodfield Infant/Junior School | 35. Cam Everlands Primary      | 36. Cam Hopton C of E School   |
| 37. Peak Academy                       |                                |                                |

## Explanation

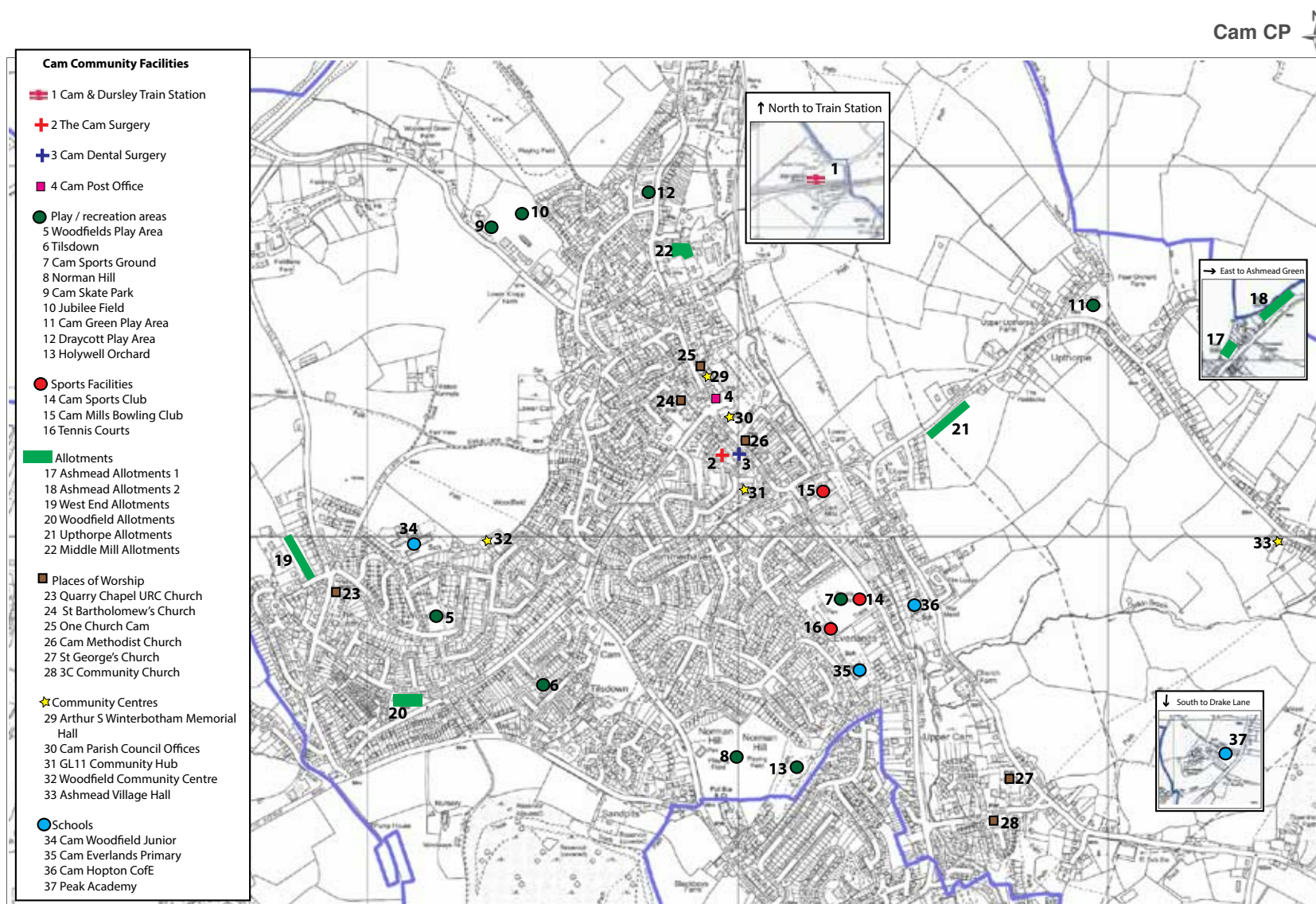
While the Stroud Local Plan includes policies to protect community facilities (policy EI16), it does not specify what these are within Cam. This policy supplements the Stroud Local Plan by identifying the key local facilities and services. Cam is identified by the Stroud Local Plan as a very large settlement which offers an excellent range of local community facilities and services and the District considers Cam and Dursley to 'have the best access to key services and facilities anywhere in the district'. The Cam Neighbourhood Plan Survey 2016 illustrated the importance of local facilities and services to the community.

In practice there are sometimes permitted development rights that allow some changes of use without planning permission. For example, a draft version of the Dursley Neighbourhood Plan included the opticians as an identified community facility. This was taken out by the Examiner as it is operating under retail use class (A1), which could be lost through the premises becoming a different retail business. However, CAMCF1 applies where planning permission is needed.

The provision of additional or improved facilities as a result of future development in Cam is an important issue for the community, especially in light of its strategic housing allocation. This is adequately covered by Local Plan policy CP6, which expects developers to make appropriate financial contribution to the provision of new or improved facilities where required. Where this is the case, developers are encouraged to contact Cam Parish Council.



Figure 14: Map showing Community Facilities



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## Local Green Space Designations - Policy CAMCF2

### Objectives

O11 Designate Local Green Spaces of value to the community.

#### POLICY CAMCF2

#### Local Green Space Designations

The Local Green Spaces, as shown on Figure 15, and listed below are designated in accordance with the provisions of Paragraph 100 of the National Planning Policy Framework.

Local Green Spaces:

LGS1 Woodfield Play Area  
LGS2 Tilsdown Square  
LGS3 Manor Avenue Edge  
LGS4 Mill Way Triangle / The Lagers  
LGS5 Holywell Orchard  
LGS6 Woodview Road  
LGS7 Cam Sports Ground  
LGS8 Littlecombe Meadow  
LGS9 Street Farm Field  
LGS10 Riverside, land at Everlands

### Explanation

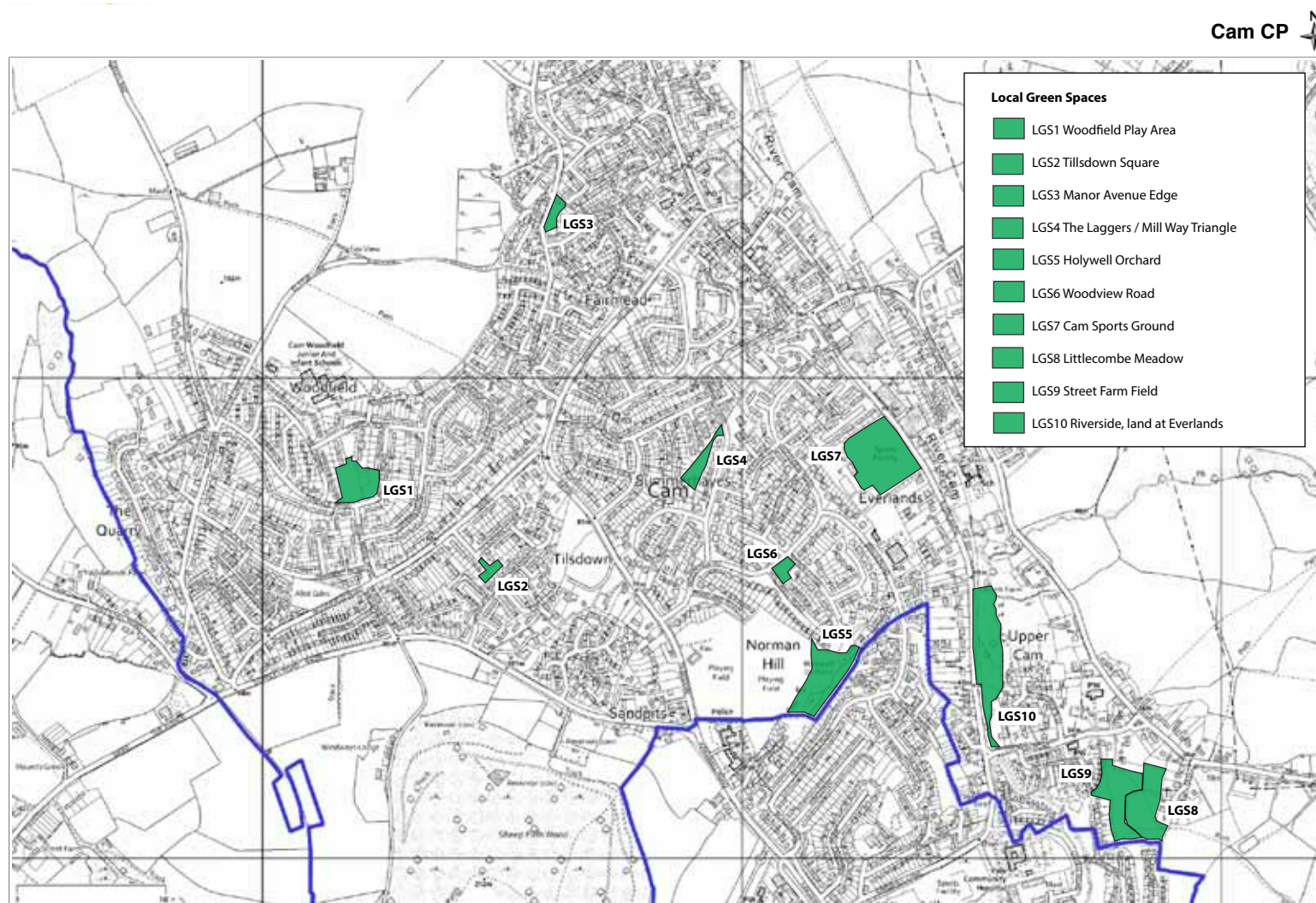
Neighbourhood Plans can designate Local Green Spaces that are 'demonstrably special' to the community, to protect them from development in line with paragraphs 99-101 of the National Planning Policy Framework. This designation protects these green spaces for the long term, and development on these is then possible only in exceptional circumstances.

The Neighbourhood Plan Steering Group has collected evidence from local people which demonstrates the special nature of each potential Local Green Space to the local community. Landowners of each of the possible Local Green Spaces have been contacted and asked for their comment. This evidence, along with an assessment of each space against each of the above criteria, is detailed in the Local Green Space Report 2019. This report summarises the evidence collection and decision making which has led to the **draft** Local Green Space designations identified in policy CAMCF2.

This type of designation cannot be used as a blanket protection for green spaces and is not suitable for most green spaces, as confirmed in national policy. The spaces chosen to go forward in this draft version of the Neighbourhood Plan for designation, have been carefully considered and only those which the Neighbourhood Plan steering group consider to meet the criteria have been selected.

This policy identifies local green spaces for protection, in line with Stroud Local Plan policy ES13.

Figure 15: Local Green Space Designations Map



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## Employment

### Introduction

Manufacturing is the largest employment sector in Cam, followed by the retail sector and then health and social work (Census 2011). Cam Mills is one of the oldest employers in Cam; a working textile business in the Parish for 250 years.

Professional, scientific and technical services make up around 20% of all local businesses in the Parish, followed by construction businesses and post and telecommunications (ONS 2016).

There are two designated employment sites in Cam in the Stroud Local Plan: Cam Mills and Draycott/Middle Mill Industrial Estate. The Village centre is also designated as a District Centre where the vitality and viability and the existing range of uses should be maintained and enhanced, promoting the range of employment opportunities available for people in Cam.



The Neighbourhood Plan seeks to promote opportunities for different types of businesses in the Parish. There is evidence that more young people between 15-24 move out of the Parish than into the Parish (ONS 2010), affecting the work force and skills base within Cam. The Neighbourhood Plan seeks to address this by encouraging the development of small and/or start-up businesses which may operate from smaller premises or from home.



## Safeguarding Employment Sites - Policy CAME1

### Objective

O14 Protect existing employment sites in the Parish.

#### **POLICY CAME1**

#### **Safeguarding Employment Sites**

Changes of use of existing business premises away from employment activity will be supported where:

- i. it can be demonstrated that the existing use is no longer economically viable i.e. that the site has been appropriately marketed at a reasonable price for at least one year for that or any other suitable employment or service trade use
- ii. the site is allocated as part of a mixed use development.

### Explanation

Cam has two key employment sites designated under policy EI1 in the Stroud Local Plan; Draycott / Middle Mill Industrial Estate, and Cam Mills. Coaley Junction Industrial Estate is also designated under policy EI2 for regeneration of existing employment sites.

There is a range of economic development policies contained in the Stroud Local Plan, the most directly relevant is EI1 – Key Employment Sites. This states that ‘key employment sites listed will be retained for B Class Uses. Redevelopment for alternative uses or change of use from employment use will not be permitted on these sites’.



## Business and Employment Development - Policy CAME2

### Objectives

- O15 Encourage provision of high quality employment space for start-up, small and medium sized businesses, allowing flexibility for businesses to start, grow, and stay in Cam.
- O16 Encourage house builders to build with home office workers in mind and developers to include fibre broadband networks as part of their designs.

### POLICY CAME2

#### Encouraging Startup, New Businesses and Home-working

The provision of local employment and the establishment of new start-up businesses, and development and alterations to provide spaces for home working will be supported in principle, subject to an assessment of the impact of the proposals on:

- i. residential amenity
- ii. the transport network and parking conditions
- iii. biodiversity and the environment

Proposals will be expected to be supported by proportionate and appropriate information to enable an assessment of the impacts to be undertaken.

### Explanation

The Cam Neighbourhood Plan Survey (2016) found that residents strongly felt that local businesses should be encouraged and promoted, with a view to providing more jobs for local people. The survey also found that people felt that developers should be encouraged to provide home office/work from home facilities in new developments.

Local economic development policy at the Local Enterprise Partnership level recognises the need to focus on business growth with the 'Growth Hub' service and the Stroud District jobs and growth plan providing a further recognition of the need to focus on new business start up and the growth of existing companies.

CAME2 reflects Stroud Local Plan policy ES12 and NPPF paragraph 81, which require new development to be designed to offer flexibility in the future.

Encouraging successful home-working practices is also dependent upon provision of adequate network infrastructure for fibre broadband, which is promoted in section 10 of the NPPF.



# Cam Village Centre

## Introduction

The centre of Cam contains a number of uses and landmarks that contribute to creating a 'Village Centre' quality of place. However, Cam Neighbourhood Plan Survey (2016) highlighted a perception that currently, the area does not feel like a 'centre' or a distinct place with a clear identity.

Busy roads dominate the area and the large supermarket and car parks are some of the biggest and most noticeable features. They do however provide a strong convenience shopping offer for the village and draw shoppers from the wider area.

The village centre is within close proximity of many of the surrounding housing areas, creating the potential for higher levels of shoppers walking to the area via the local snickets. However, these are currently severed from the centre by the A4135 roundabout and few pedestrian crossing points.



There is a range of facilities, including a variety of shops, places to eat and local services such as the Parish Council offices located here. An important local environmental asset, Rackleaze Nature Reserve, which provides accessible extraordinary natural green space is also within the area defined as the village centre in both the Cam Community Design Statement (2018) and the Cam Village Centre Draft Discussion Document (2019). However, it is poorly connected and many people locally are unaware of the Reserve.

Together with Stroud Local Plan, the Neighbourhood Plan aims to support and improve the vitality of the village centre and strengthen its role as a 21st Century 'community hub'. Section 7 of the NPPF recognises the important role of high streets and local centres, encouraging planning policies to take a positive approach to their growth and management.

To help protect and build upon Cam Village Centre's positive qualities and to tackle issues that harm its vitality, the Neighbourhood Plan commits to working with local stakeholders and partners to produce and deliver a Village Centre Framework.



## Cam Village Centre - Policy CAMVC1

### Objective

- O16 Continue to promote a thriving local Village Centre which combines retail service, community and leisure facilities with a strong quality of place that contributes towards its economic vitality and public life.

### Policy CAMVC1

### Cam Village Centre

Proposals which contribute to the vitality and attractiveness of Cam Village Centre (as defined in Figure 16) will be supported.

### Explanation

Cam Village Centre has a good range of facilities, with a diverse range of retail services, including a hardware store and Post Office. The Parish Council offices, a café and a pub are also located here. However, as outlined above, accessibility, environmental quality and image are harmed by the amount and speed of through traffic and lack of high quality crossing facilities.

Stroud Local Plan policy CP12 identifies Cam Village Centre as a 'district centre', where its vitality and viability and existing range of uses will be enhanced (in line with the District's retail hierarchy). This is supported by the Parish Council and the Neighbourhood Plan.

The Parish Council aims to work with local stakeholders to develop a framework of projects that tackle key issues and help build a sustainable future for the centre as a vibrant mixed use 'community hub', combining retail and service provision with leisure, recreation and community life.



### Cam Village Centre

To assist in building a collaborative approach to supporting the Village Centre, the Parish Council has produced a “Village Centre Framework Discussion Document” (2019). This sets out an initial comprehensive menu of connected initiatives and projects that address stimulating the area’s vitality and public life, making it accessible and convenient, and strengthening quality and distinctiveness. This document is intended to inform the production of an agreed Cam Village Centre Framework, which is included as a project in section 6 of this Plan. Section 6 sets out complementary projects to achieve Neighbourhood Plan objectives.

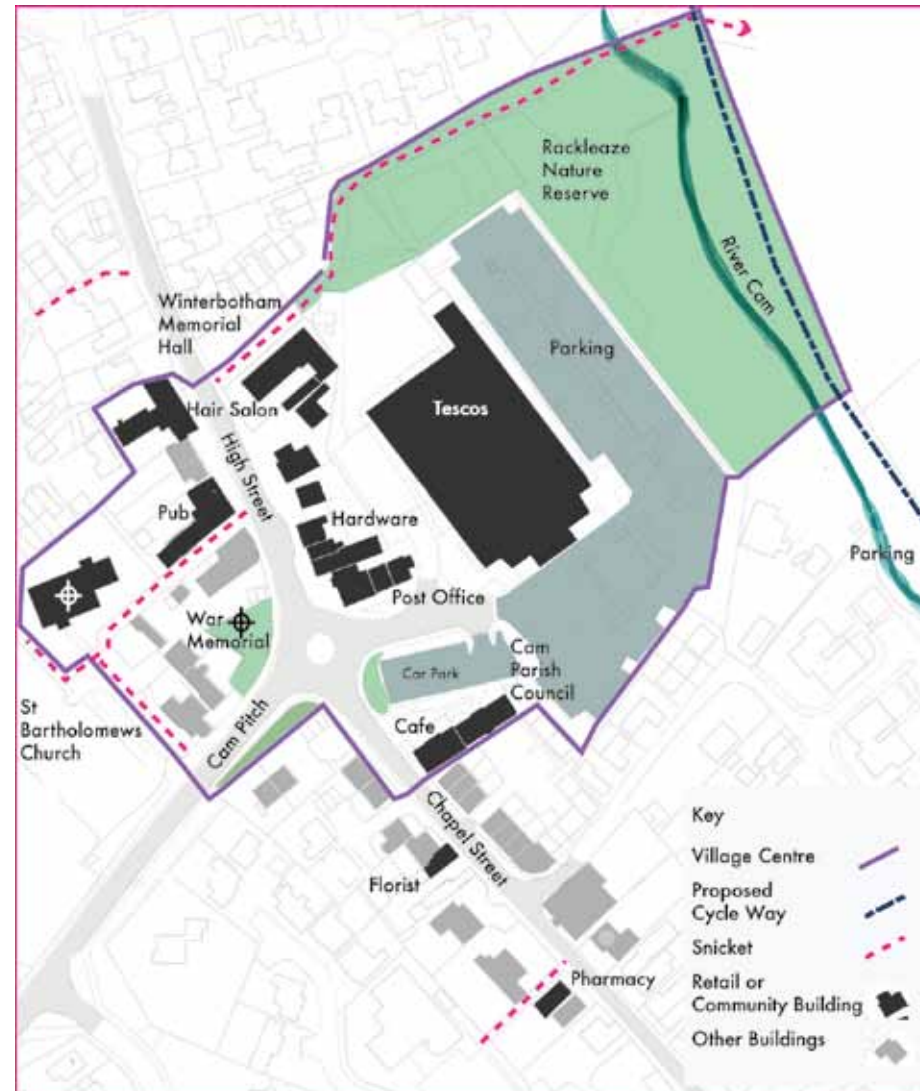
The Discussion Document aims to harness the area’s assets, including its retail, services, heritage and connectivity to the surrounding landscape, to create a Village Centre with an improved quality of place, attractiveness and offer to the community and visitors.

The Discussion Document also considers the redefinition of the existing District Centre boundary (as currently identified in Stroud Policy CP12), to embrace a range of community uses including the historic asset of St Bartholomew’s Church and the environmental asset of Rackleaze Nature Reserve. Both are immediately linked to the Village Centre and perform distinct and key roles that contribute to the area functioning as a ‘community hub’.



Figure 16: Cam Village Centre

Figure 16 illustrates the area considered to be the village centre through character assessment and workshop discussions. It expands the area identified by Stroud District Council as a 'District Centre' to embrace the local assets, such as Rackleaze Nature Reserve, which are immediately linked to the village centre perform distinct and key roles that contribute to the area functioning as a village centre and 'community hub'.



## 5. Plan Review

Responsibility for providing the leadership for the Cam Neighbourhood Plan will rest with Cam Parish Council.

During the plan period to 2031, Cam Parish Council will monitor and review the Neighbourhood Plan. Any new development will be monitored closely through the planning process to ensure that policies are adhered to. Plan review will also be considered in relation to Stroud District Local Development Plan and any National Planning Policy changes.

Each Annual Parish Council Meeting after the Plan is made will include a report on the Plan. This will monitor the use of the Plan in the previous year by both the Parish Council and the District Council in both planning applications and in environmental projects, together with the likely implementation and impact of the Plan for the forthcoming year.

The annual reports on the Plan's use will be available to the public.



## 6. Projects

The projects defined in this Neighbourhood Plan are actions that the Neighbourhood Plan would like to achieve. They are not planning policies as they refer to issues that cannot be controlled via planning consent.

These projects are not subject to independent examination or referendum, but are included as they are important issues for the community. Their inclusion also makes the plan more holistic.

### Cam Neighbourhood Plan Project List

#### 1. Our Trees

- Undertake a detailed tree survey mapping all trees in Cam. This could take the form of an interactive google map or use of the Woodland Trust British Trees App - <https://www.woodlandtrust.org.uk/visiting-woods/treeswoods-and-wildlife/british-trees/identify-trees-with-ourtree-id-app/>
- identification of key trees (both in the public realm and private gardens) that may be worth a TPO in recognition of the contribution that tree makes to local character
- Set up a network of local tree volunteers. Tree Wardens are active volunteers who champion, conserve and enhance their communities' trees and woods
- <https://www.treecouncil.org.uk/Take-Part/Tree-Wardens>
- Identify spaces that could benefit from tree planting. Planting Grants are available through the Tree Council

- Undertake a Tree Canopy Coverage (TCC) estimate for the Cam Wards East and West and add to the Forestry Research compilation of TCC data from across the UK
- Raise awareness of the importance of boundaries and the different options that can make a positive contribution to the neighbourhoods of Cam

#### 2. Our Heritage Assets

- Using Historic England guidance, the Parish Council will work together with Stroud District Council and local residents to create a list of non-designated heritage assets of local significance
- Explore the possibility of establishing a Conservation Area in Upper Cam

#### 3. Getting around our Parish

- Cam Parish Council will work with Stroud District Council to ensure the delivery of the Cam, Dursley Greenway through Cam Parish
- Cam Parish Council will work with Stroud District Council and the Highways Authority to improve pedestrian safety and pedestrian priority at the Tesco roundabout
- Audit the condition and usage of the snickets to conserve and enhance this key local feature
- Raise local awareness of the snicket network and the places that can be reached taking these quick car free routes
- Cam Parish Council will work with National Rail, Network Rail and Stroud District Council to secure improvements to Cam & Dursley train station, including secure cycle parking and the careful management of car parking provision at the station
- Cam Parish Council will work together with the Highway Authority,

public transport providers, local action groups and developers to develop a long term sustainable strategy to:

- » Encourage better access to and increased use of public transport
- » Ensure that new development takes place adjacent to the built up areas where there are good travel choices
- » Improve links within the existing built-up area for cycling and bus provision
- » Ensure other vehicular traffic keeps to appropriate routes

#### 4. Village Centre Framework

Cam Parish Council has produced a Village Centre Framework Discussion Paper (2019). The discussion paper does not form part of the Neighbourhood Plan but supports delivery of policy CAMVC1. It can be viewed in the evidence base of the Neighbourhood Plan and the Parish Council website. The discussion document sets out an initial vision to harness the village centre's assets, including heritage, retail and connections to surrounding landscape to create a high quality of place that people want to visit for a range of activities.

The manifesto of projects that the discussion document contains can not be delivered through the planning process. The Parish Council therefore aim to engage with local stakeholders and the community to review the existing Centre Boundary to help ensure Cam Village Centre's long term position as a vibrant and sustainable mixed use village community hub, explore issues and opportunities and to develop the discussion document into an agreed framework of village centre projects and delivery strategy.



## Appendices

Appendices to the Plan can be found on the Parish Council website as separate PDFs to the Neighbourhood Plan and in hard copy in locations where the Plan can be viewed during the consultation period.

Appendix 1: Cam Neighbourhood Plan Evidence Base Summary

Appendix 2: Cam Parish Council Pre-Application Engagement Protocol

Appendix 3: Cam Design Code

Draft Cam Parish Neighbourhood Plan Consultation  
Version | May 2019

