Our vision: appropriate sites for the new homes the Joint Core Strategy will require by 2031

Objective: to identify sites which together would enable Winchcombe and Sudeley to deliver our fair share of the new homes target for the rural service centres – around 200 new homes

Development assumptions

- Using a range of social and environmental criteria, every possible site around the town has been assessed in order to identify the most suitable locations. Particular attention was paid to environmental impact, given our location in an Area of Outstanding Natural Beauty. Other factors such as flood risk, impact on heritage assets and walking/cycling distance to shops and schools were taken into account

Development policies

- To continue the style of incremental development that underpins the town’s character by looking to limit each new project to between 20 and 25 homes

Some questions for you to think about if you were looking a new home in Winchcombe

- how easy is it for you to walk to the shops for some last minute supper ingredients?
- what about the pub, or a takeaway; are they handy?
- if there were children in your house, could they walk to the primary school, or cycle safely to the secondary school?
- as you are out and about, do you enjoy the views out of town to the hills and woodland around, and want to protect them from development?
- for you, how much does the character of Winchcombe depend on the green gap with Greet?
- could you get to the bus to Cheltenham, if you needed to?

These are all questions to bear in mind when thinking about the best place for new homes, as well as the impact of car journeys on our town’s narrow streets

Apart from the sites identified new housing will not be permitted unless:

- It is affordable housing on an exception site (where permission for market housing would not be granted) and where there is a clearly identified need that cannot be met elsewhere, or
- It is a home e.g. for a farm worker, where they need to be available on site at all times and that it supports a financially viable business, or
- It is infill development within the existing built-up areas of Winchcombe and Greet.

Affordable Homes – Over the past six years Winchcombe has gained 65 such homes and, when completed, the Mount, Bloor and Redrow schemes will deliver a further 106. So, new housing on other sites may need to provide a similar proportion of affordable homes as recent developments – ie about one third.