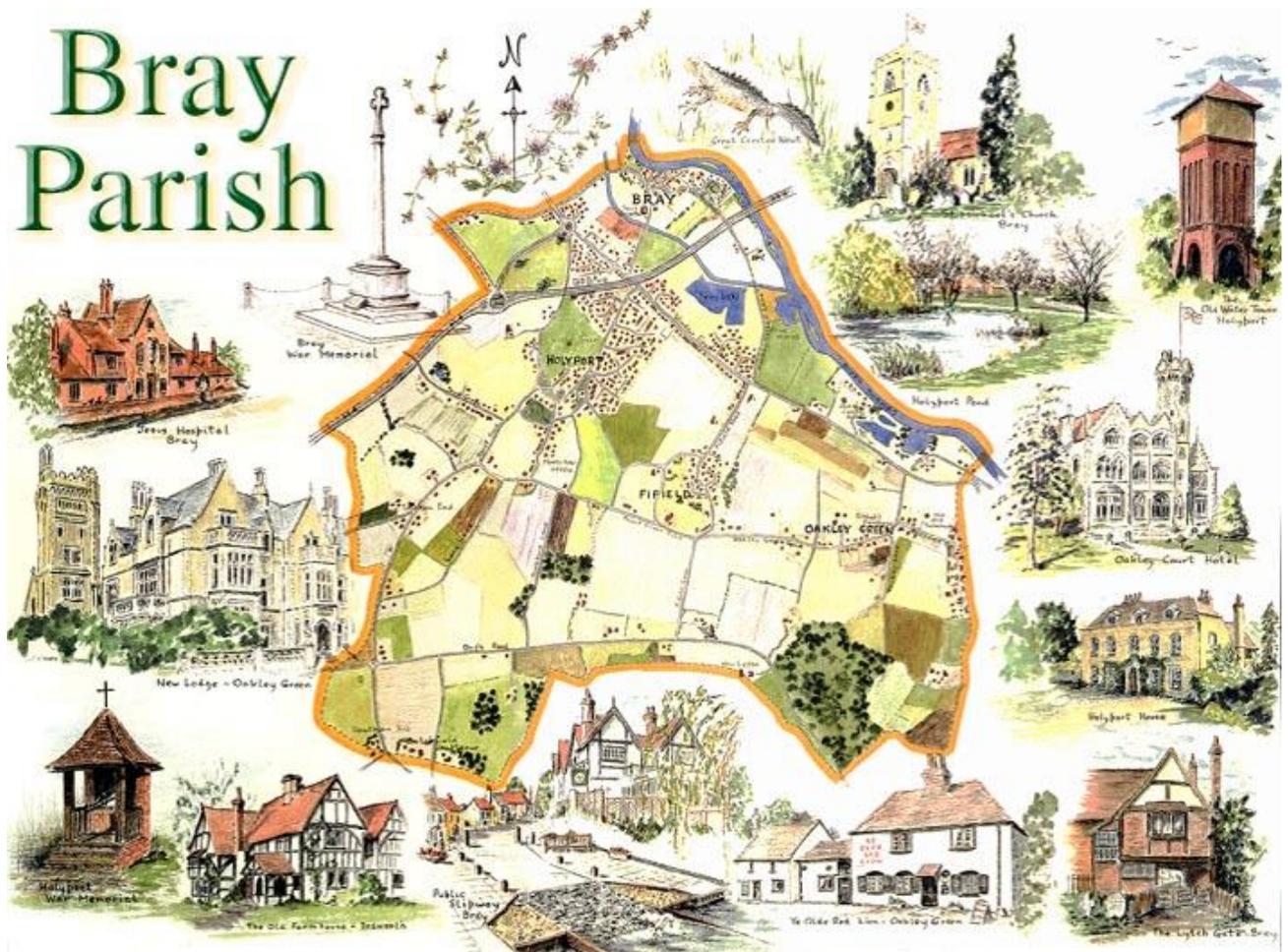


BRAY PARISH NEIGHBOURHOOD PLAN 2016 – 2030



BRAY PARISH COUNCIL
FINAL FOR SUBMISSION
SEPTEMBER 2016

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I. Introduction

A Neighbourhood Plan is a new type of planning document introduced by the Localism Act of 2011 to influence the use and development of land. Once in force a Neighbourhood Plan must be considered in determining planning applications in the Plan Area. The Bray Parish Neighbourhood Plan ('the Plan') has been compiled by local residents and the Bray Parish Council as the Bray Parish Neighbourhood Plan Steering Group ('the Steering Group'). The Plan provides guidance for development and long-term sustainability of the Bray, Holyport, Fifield and Oakley Green settlements and surrounding Green Belt of the Parish for the next 15 years. The Plan may be updated from time to time, and will be formally reviewed every 5 years.

Neighbourhood Plans are required to be in general conformity with the strategic policies of the current Local Plan ('Development Plan'), 2003, of the Local Planning Authority, the Royal Borough of Windsor and Maidenhead ('RBWM' or 'the Borough') and the Government's National Planning Policy Framework ('NPPF'). The RBWM recognised the Bray Parish Council ('BPC') as providing leadership for the Neighbourhood Plan development process in 2012 and has supported all public surveys, consultations and plan preparations with continuing guidance. The Bray Parish Council has recognised the Steering Group as authorised to carry forward the work of neighbourhood planning within the Parish.

The Steering Group;

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The Steering Group together with the members of the four Topic Groups covering, the Green Belt, the Built Environment, Transport & Infrastructure and the Economy have developed the content and policies contained in this plan.

Rebecca Williams, Sarah Ball, together with Laura Rheiter and their team in RBWM Planning Dept. have provided invaluable advice and have been truly a central part of the team.

We are indebted to John Hurley from The Department for Communities and Local Government (DCLG) for his advice and support.

This team has worked to promote wide discussion of planning within the community and to engage with the community in developing the plan. They are the joint authors of this report and assert their rights as its authors. They are indebted to Kathleen Tyson of Neighbourhood Vision who has compiled and edited the draft plan from Steering Group and topic sub-group drafts and Ann Skippers who reviewed the Plan document providing valuable advice and guidance. The Steering Group also acknowledges the very valuable contribution made by David Gurtler of Alpha Planning Ltd UK, who has assisted in drafting the policy wording.

Over nearly five years of plan development there have been many local consultations and surveys, and over 70 public meetings of the Steering Group and more meetings of topic sub-groups. The Steering Group has met monthly, welcoming both the public and press to its meetings. A dedicated website for the Neighbourhood Plan has been maintained at <http://www.brayplan.com> to provide Parish residents with detailed information about the planning process, Steering Group meetings and public consultations.

Consultation with Parish residents started with three launch events in November and December 2011. A survey booklet was delivered to every household in the Parish in hard copy and provided online in early 2012. The survey was followed in October 2012 by a series of workshops in partnership with the Prince's Foundation for Building Community to communicate the information gained from the survey to refine community policies, with a further event for public feedback in November 2012. Consultations in Fifield and Oakley Green were held in September 2013 to test the principle of Community Benefits in exchange for new development with both those communities. A Survey was conducted in Fifield in October 2014 on a possible project for village development.

The Steering Group has drafted this Plan to respect the interests of those living in our community using the outcomes of all earlier surveys, consultations and workshops. Whilst this Plan does not recommend any land for development, it aims to supplement Borough and National planning policies to better influence the type, design, location and mix of new housing in the Parish, to promote improved use and development of non-residential land, safeguard, conserve and enhance Green Belt, Conservation Areas and Flood Plain, and to contribute to better community amenities, quality of life, and sustainable economic development. The Plan addresses a number of areas including preservation of the Green Belt, housing, agricultural and commercial development, village centres, roads and public transport, and economic growth that are particularly important to residents of the Parish.

The purpose of the Plan is to:

- Record the historical and current status and nature of the community and its environment;
- Provide a framework to guide residents, local planning authorities and developers on how the community of the Parish wishes to manage and control future development in the Plan Area over the next 15 years, including the conservation and improvement of facilities, services and environment;
- Provide insight aimed at improving community facilities and services within the Parish.

Preparing a neighbourhood plan will help Bray Parish cope with the challenges it faces now and in future. In particular, whilst the required rate of house building in the past has been relatively low, current demographic changes suggest there may be increased demand for more new homes. Through this Plan, as part of the statutory Development Plan for the Parish, residents of the Bray Parish will have real influence on the location, nature and scope of new developments and the sustainability of roads, transport facilities, community facilities and amenities that contribute to the quality of Parish life.

The draft Plan was the subject of 6 weeks of pre-submission public consultation from May 2015. The Steering Group has considered all responses to the consultation and made the necessary revisions to the plan. The Steering Group will now send the Plan to Bray Parish Council who have the power to submit the Plan to RBWM for examination by an independent examiner ensuring that the plan meets the relevant legislation and regulations. If passed by the examiner, the Plan will be put to local referendum so that the community of the Parish will have the final say in whether the plan is given legal force. If more than 50 per cent of residents who vote in the referendum support the Plan, then RBWM must bring it into force.

Once the Plan is brought into legal force, it will become part of the statutory Development Plan for the Parish. Decisions made by RBWM on any planning application in the Parish will need to take this Plan into Account. The Plan will have precedence over existing non-strategic policies in the Local Plan in the Parish as the most recent Plan to be adopted, where there is any conflict between non-strategic policies at RBWM and Parish levels. This Plan then gives our Community a real and lasting tool to influence the future of our neighbourhood.

The development and land use policies in the Plan become part of the development plan and therefore have statutory force once the Plan is made by RBWM following a successful Referendum. The Plan contains other non-development and land use provisions which are aspirational in nature and do not form part of the Plan. It is

anticipated that as these aspirations have strong community support that they will influence future work within the Parish and with RBWM and other organisations.

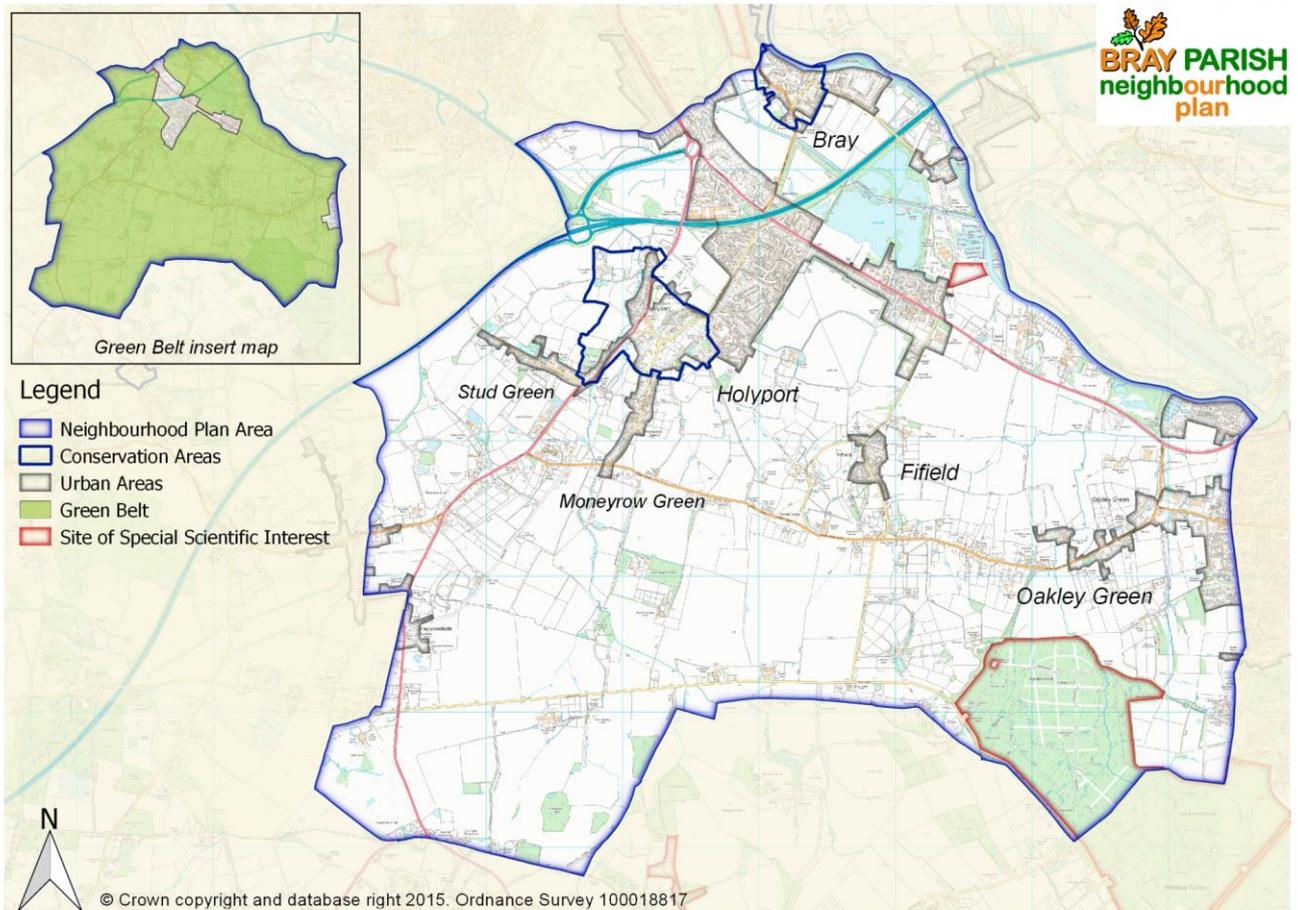
“Once a Neighbourhood Plan has demonstrated its general conformity with the strategic policies of the Local Plan and is brought into force, the policies it contains take precedence over existing non-strategic policies in the Local Plan for that neighbourhood, where they are in conflict.” Paragraph 185, National Planning Policy Framework (NPPF) 2012

A. *Vision Statement*

‘As a community Bray Parish seeks to retain and protect the distinct character of its villages and hamlets, maintain the separation between them by safeguarding the Green Belt, and protect its fauna and flora for recreation and community wellbeing. The Parish will respond to the housing needs of its communities with sympathetic development, enhance the village and rural economy, improve road safety and facilities for all users, and ensure that this Parish remains a special place to live and a community that welcomes visitors.’

B. *Map of the Plan Area*

The Parish of Bray in its entirety was designated by RBWM in December 2012 as the Plan Area for Neighbourhood Planning purposes.



MAP 1 - Map of the Bray Parish Neighbourhood Plan Area

C. Description of Bray Parish

The Parish of Bray is within the unitary authority of the RBWM. It lies between Windsor and Maidenhead and is bordered to the north by the Thames River. The Parish is steeped in history, with links back to Roman times and many listed buildings. The villages and hamlets were originally scattered amongst the dense woodland of Windsor Forest, which still accounts for a sizeable portion of the southeast corner of the Parish.

Key Facts:

1. The Parish is 2684 hectares (6632 acres) in area;
2. 94.8% of the of the Parish is Green Belt (see Map 1);
3. There are 4,249 homes in the Parish and 6,493 residents on the electoral role as at 31/3/2014;

4. There are three Grade I, nine Grade II* and seventy-one Grade II Listed Buildings in the Parish;
5. The outskirts of Windsor and Maidenhead extend into the Parish, including urban extension along A308, off Harvest Hill Rd;
6. The two principal villages of Bray and Holyport are both covered in part by Conservation Areas;
7. The only locations for retail premises in the Parish are the recognised settlement areas within the Green Belt covering parts of Bray, Holyport and Fifield;
8. Other villages and hamlets include: Bray Wick (part), Water Oakley, Oakley Green, Moneyrow Green, Stud Green, Foxley Green, Touchen End, Braywoodside and Hawthorn Hill;
9. Flood plain lies along the northern boundary with the Thames and some areas of high and medium risk along the Bourne stream to the west of Holyport and across Oakley Green from the streams and drainage channels coming from the Crown Estate Land to the south;
10. Mineral extraction activities and processing together with areas of landfill are established within the Parish. Vehicles from landfill companies, (notably Summerleaze and Doyles) and skip companies are a significant contributor to traffic on the A308 and across the Parish;
11. Leisure and sports facilities are offered at Bray Watersports Lake, Bray Marina, Windsor Marina, Eton Excelsior Rowing Club, Holyport Real Tennis Club, Maidenhead & Bray Sports Club, Braywood Cricket Club, Bird Hills Golf Centre and the Phoenix Gym at Water Oakley. In addition, there are several playing fields and two tennis courts run by Bray Parish Council and Holyport War Memorial Hall;
12. The Waterside Inn and The Fat Duck are highly distinguished restaurants of world renown being two of the four Michelin 3 star restaurants in the UK. In 2015 The Waterside Inn celebrated 30 years of continuous 3-star rating - a unique achievement for a restaurant based in a village, anywhere in the world. In addition, there are several other pubs and restaurants in the Parish. The Oakley Court Hotel, a number of B&B's, and other hospitality businesses provide visitor accommodation;
13. A large part of the Parish consists of farm land, including Crown Land, with three operating farms and other rural businesses. There are also a number of riding and polo establishments and three garden centres;

14. The Parish has three infant or junior schools and Holyport College, a Free School, which opened in 2014;
15. The Parish holds two specialist medical centres, several nursing homes and one GP practice;
16. There are three Memorial Community Halls, 1 church, 1 chapel and several cemeteries, but no natural heart to Parish villages;
17. Warehousing, light industrial buildings and offices are in various locations at Priors Way, Tectonic Place, Weir Bank and New Lodge (change of use recently approved for housing).

The area of Bray Parish is bordered by three major highways M4, A308M, A404M, and has two main arterial roads, the A308 and A330, passing through the Parish. As such the area is served by main roads with origins and destinations beyond the bounds of the Parish and even beyond the bounds of the Royal Borough. A relevant characteristic is that all the A and B roads are single lane in both directions. This feature creates significant problems of congestion, excessive use by heavy goods vehicles 'in transit' and associated issues of speed and safety. Population growth, concentrated in areas immediately adjacent to the A roads, has made the problems worse.

D. Planning Constraints

The Plan will influence future development, but cannot determine all aspects of development that affect the Parish. Much that will affect us will remain beyond our control, or even the control of the RBWM. To the extent that the views of the Parish may have weight in deciding these issues, we mention issues which are important to the Parish and which are currently under consideration by national or regional authorities.

The NPPF sets out the government's policy on planning, including the context in which the RBWM Local Plan must be prepared. At the heart of the current NPPF is a presumption in favour of sustainable development, which requires RBWM to positively seek opportunities to meet the development needs of the area. In particular, RBWM must increase the supply of new housing and affordable housing.

Re-engineering the motorways that border and cross our Parish will have a major impact on potential development and could significantly improve the quality of life in the Parish. The roads in the Parish, in particular the A308, A330 and the Braywick roundabout are the responsibility of the Highways (England) and RBWM. These are not 'local' roads, as they currently carry a high volume of transit traffic which neither

originates nor terminates in the Parish. Further housing development in the Parish will inevitably increase congestion.

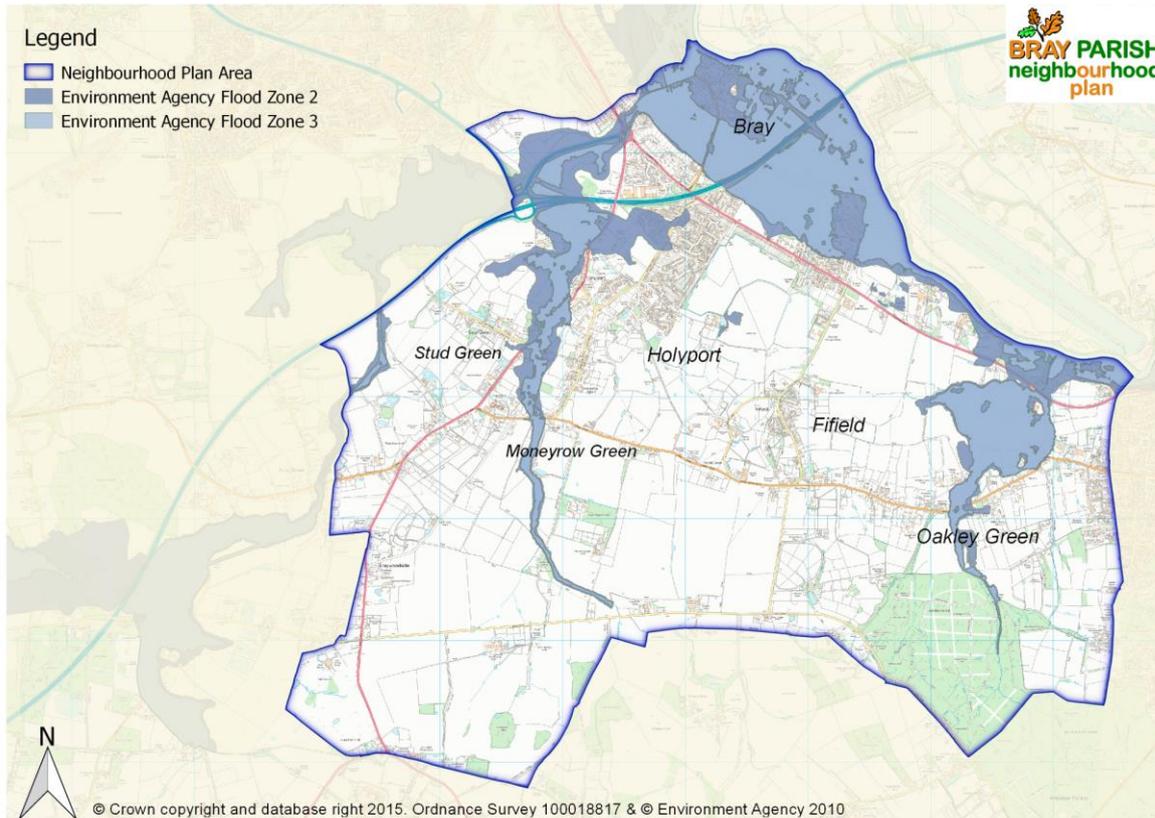
The Smart M4 Project, when completed, may well improve the flow of traffic through the Parish but there is concern that there will be considerable disruption during the 5 to 7 year construction stage when a number of motorway bridges in the Parish are demolished and rebuilt. The possibility of a Smart M4 Construction Depot, in the Parish, on Greenbelt land, adjacent to the motorway will further complicate this traffic situation.

Highways (England) and RBWM need to address this potential problem prior to the commencement of the project in order to limit disruption.

The new Crossrail service will increase housing demand in central Maidenhead and in the Parish and will add to traffic congestion on local roads. Monitoring of traffic conditions and sources will be part of the framework for monitoring and reviewing the Plan.

The Jubilee River has addressed the flooding issues in Maidenhead, Bray and Windsor but events over the winters of 2012/13/14 have shown that flooding is still a major concern for all those bordering the Thames and its tributaries. Several of these cross the Parish and still flood, adding to many low spots across the Parish that often hold water. Flood Management is the sole prerogative of the Environment Agency and is not controlled by the Parish or Borough Councils. Ground water levels are often at the surface in many locations in the Parish during the winter months and flooded sewer problems have occurred in several parts of the Parish.

Flood plains are dynamic and Users are recommended to refer to the latest flood plan as issued from time to time by the Environment Agency.



MAP 2 - Flood Map for Bray Parish

E. Plan Objectives

1. Safeguard existing Green Belt land and prevent urban sprawl by safeguarding the open and rural character of the countryside and preventing inappropriate use and development;
2. Preserve and enhance existing gaps between settlements, and in particular the 'Bray Green Gap' between the towns of Windsor and Maidenhead, whose outskirts already extend into Bray Parish either side;
3. Encourage the re-use of agricultural and farm buildings, where such use supports a prosperous rural economy.
4. Control landscaping to ensure that it is only in the interests of agriculture, flooding or equestrianism and does not have an adverse impact on residents;
5. Protect and encourage the enhancement of our two Conservation Areas;
6. Ensure that housing changes respect, and where possible enhance, the quality and character of the Parish so that future generations can enjoy the same or a better living and working environment;

7. Ensure that any new developments are appropriate to the character and style in the different parts of the Parish;
8. Ensure that traffic and congestion across the Parish is not increased and, where possible, to improve the current traffic and congestion situation;
9. Support expansion and maintenance of footpaths, cycle routes and bridleways as amenities to residents and visitors;
10. Ensure planning policies and regulations generally support business and employment delivering a sustainable balance between supply of jobs and the local labour supply to minimise commuting into and out of the local area;
11. Retain and support existing businesses important to Parish quality of life, such as shops, pubs, restaurants, offices, industrial premises, leisure clubs and facilities, and the rural economy;

II. Scope of the Plan

During the creation of The BPNP, residents have raised many concerns and aspirations that affect their daily lives in the areas of Traffic, Transport, Local Economy, Recreation and Leisure. The information collected under these headings is included in the section V, titled “Other Aspirations and Issues”.

III. The Green Belt

Bray Parish is almost entirely rural, with 94.8% of its lands designated as Green Belt. Within its boundaries it also has areas of Crown Land, Sites of Special Scientific Interest, Conservation Areas and local wildlife settlements.

The look and feel of the Parish are important to residents’ quality of life and enjoyment of the Parish lands and amenities. Ensuring that the quality of the countryside and our settlements are maintained is a Parish sustainability objective. Residents wish to maintain and enhance the quality and character of the Parish to ensure that they and future generations can enjoy the living environment it offers.

A. Green Belt Preservation and Enhancement

Bray Parish residents support national planning policies and objectives on Green Belt and it is felt unnecessary to restate these. Residents have highlighted preservation of the openness of the countryside as the highest priority. The future safeguarding of Green Belt in Bray Parish specifically, however, needs to be balanced with development of local enterprises, rural activities and housing availability, subject to strict controls as described in this Plan.

According to the National Planning Policy Framework as shown on their website as at 22nd March 2016 section 9, page 19, says that The Government attaches great importance to Green Belts. They serve these purposes relevant to Bray Parish:

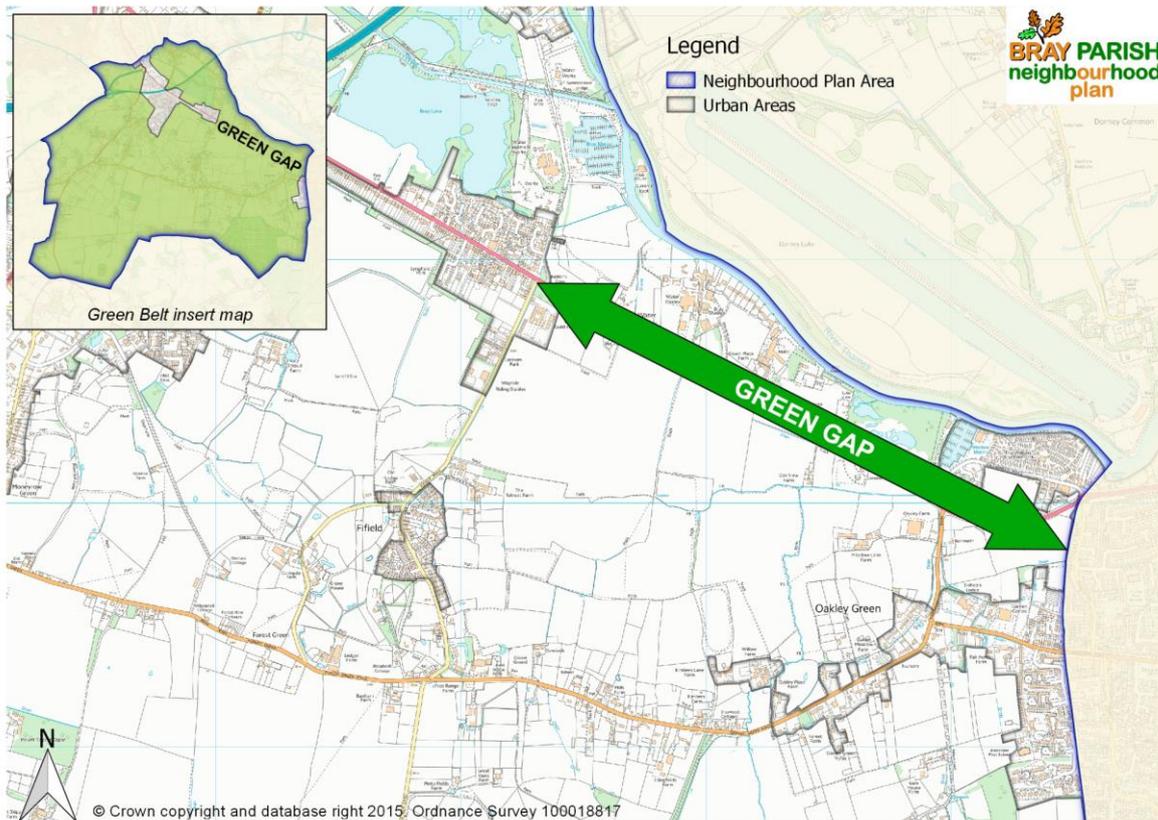
- Protect existing Green Belt land and prevent urban sprawl by keeping Green Belt land permanently open;
- Preserve and enhance existing gaps between settlements, and in particular between the towns of Windsor and Maidenhead, whose outskirts already extend into Bray Parish either side;
- Safeguard the open and rural character of the countryside by preventing encroachment;

- Preserve the setting and special character of historic towns;
- Encourage the re-use of agricultural and farm buildings, where redundant, for uses appropriate to the countryside;
- Protect farmland and encourage agriculture and rural enterprise consistent with the rural aspect of the area;
- Control landscaping to ensure that it is only in the interests of agriculture, flooding or equestrianism and does not have an adverse impact on residents;
- Support expansion and maintenance of footpaths, cycle routes and bridleways as amenities to residents and visitors.

B. The 'Bray Green Gap'

The Bray Green Gap is Green Belt land between Windsor and Maidenhead and is important in terms of maintaining the separate physical locations and identities of the towns of Windsor and Maidenhead and the rural identity of Bray Parish. The Bray Green Gap forms an important recreational, ecological and rural landscape corridor for residents of the Parish and an amenity for residents of the settlements either side.

Bray Parish residents strongly wish to halt any further encroachment on the remaining Green Belt between the outskirts of Windsor and Maidenhead that would result in settlement coalescence and enhance the rural character of this landscape. For this reason, this Plan seeks to designate this land as a permanent Bray Green Gap.



MAP 3 - Map showing the Bray Green Gap

A Landscape Character Assessment report published by RBWM in 2004 provides background information about the landscape types in the Bray Green Gap, identified then as the open land north and south of Windsor Road. The area south of the road has remained largely undeveloped, and contains open, relatively level farmland and meadows. The area north of the road is the Thames Corridor and contains a mix of land uses including residential developments at Water Oakley, Bray Studios, a hotel, and a caravan park.

The area provides long views east and west across the gap, and also southwards. The boundaries of the gap are formed by the developed edge of Dedworth, containing suburban housing, the river Thames to the north, open arable fields to the south and the furthest east developed area of Maidenhead to the west. There are a few footpaths crossing the area in north-south direction.

The Landscape Character Assessment report identifies two landscape character types for the area. The Landscape Character Type (14) north of Windsor Road is Settled Developed Floodplain and south of Windsor Road it is Settled Farmed Sands and Clays (8). The landscape condition is described as “declining to derelict” (north of Windsor Road) and “good to declining” (south of Windsor Road). The strength of landscape character is described as “declining” (north) and “moderate” (south).

The declining condition and character of the landscape in the Bray Green Gap is a result of pressure for a mix of development uses which have the following potential landscape implications:

- Loss of permanent pasture to other, more intensive land uses such as arable horticulture;
- Fragmentation of land holdings primarily for horticulture uses leading to loss of landscape structure;
- Perception of decline/neglect around settlement fringes;
- Degradation of boundary features with the loss of hedgerows, hedgerow trees, shelterbelts and linear woodlands;
- Loss of quiet rural character and views; and
- Upgrading of minor roads and lanes associated with new development.

Neighbourhood Plan Policy BNP-GG1: Bray Green Gap: Proposals for any development within the Bray Green Gap, identified in MAP 3 above, must protect the landscape and environmental qualities of the Bray Green Gap and protect its character and appearance. Applications for development within the Bray Green Gap will be evaluated using all of the following criteria:

- Development should protect the distinct and separate identities of existing settlements;
- Inappropriate development on Urban edge land will be strongly discouraged;
- Traditional boundary features such as hedgerows should be retained or restored where possible;
- Building, if appropriate, should be designed to minimise visual intrusion in the surrounding areas.

IV. The Built Environment

A. *Housing*

Overall objectives of this Plan for housing include:

- To ensure that any development does not adversely impact the Green Belt or our two Conservation Areas.
- To ensure that housing changes respect, and where possible enhance, the quality and character of the Parish so that future generations can enjoy the same or a better living and working environment;
- To facilitate the realisation of community benefits as part of any multi-dwelling housing development proposal;
- To ensure that any new developments are appropriate to the character and style in the different parts of the Parish.

Land for future development in Bray Parish is extremely limited under existing land use planning policies including Green Belt and conservation policies. The Crown Estate, the Green Belt, the two Conservation Areas and the Flood Plain are overarching limitations on where new housing can be sited. Only 5% of the Parish is classified as 'Urban' and subject to normal unrestricted planning rules. While residents are strongly in favour of protecting the Green Belt, the two Conservation Areas and the Recognised Settlements in the Green Belt (where limited infilling is allowed) within the Parish, nonetheless we have families who want their children to be housed locally, older people who want to stay near their families and people working nearby that all want suitable housing. The policies of this Plan attempt to balance these factors with the possible development of additional necessary housing. Housing development will be assessed against the Plan's Housing Assessment Criteria as set out in Section B following.

The NPPF recognises that future requirements for development may lead to an increased requirement for land for residential purposes. This land is to be sourced from brownfield sites, limited infilling, land re-use and areas outside the Green Belt.

Residents of Bray Parish were surveyed in January 2012 on where future housing development might be supported within the Parish and the criteria they consider to be important to permitting future developments. Preservation of Green Belt was expressed as extremely important. Re-use of previously developed sites was the highest ranked category of potential sites for future development supported in the

survey, with support also expressed for re-development of derelict and unattractive sites subject to other conditions and covenants being met.

The Plan Housing Assessment Criteria, as set out in “B” below, support housing developments that comply with the normal RBWM planning policies. Priorities for development are described here to recognise that some plans for additional housing may be acceptable, particularly those including community or sustainable benefits, even where not all assessment criteria are met.

Proposal for residential development in the Green Belt will only be supported where they are consistent with the Plan’s key objective of safeguarding the Green Belt. Note that rules for Permitted Developments mean that additions to the housing stock through refurbishments, redevelopments, including those involving change of use conversions (e.g., re-purposing offices or agricultural buildings to housing) and limited infill within Recognised Settlements, will be allowed by existing planning policy even when in the Green Belt.

Based on residents views we have developed a set of criteria for assessing housing developments. The Plan Housing Assessment Criteria, as set out in “B” below, list these criteria in the context of the various types of housing development that need to be considered:

- a) Larger developments of 5 or more dwellings or sites of greater than 0.25 Ha or developments requiring more than 500sqm of additional floor space;
- b) Multi-dwelling developments, with less than 5 dwellings on site of less than 0.25 Ha;
- c) Single new house developments;
- d) Single House extensions;
- e) Single dwelling change of use.

The development categories described here recognise that some plans for additional housing may be acceptable where not all assessment criteria are met.

With only 5% of Bray Parish not being in the Green Belt, it is very unlikely to be able to accommodate large-scale developments. The community has been unequivocal about its desire to retain the character of the area and to protect our green and leafy environment. Where future housing development is contemplated, the provision of appropriate and necessary infrastructure and community facilities is also a priority.

We wish, through this Plan, to have greater community involvement and influence on any proposals for developing any larger sites (5 or more dwellings on sites larger

than 0.25 hectares or requiring over 500sqm of additional floor space) (as recognised in NPPF paras 69 and 188).

A Development Brief is a very useful tool to achieve this goal. Developers can set out their proposals for new development schemes with sufficient detail to allow the local community to understand what is being proposed and to engage in a meaningful consultation process. It is part of the design process and should be used as part of an iterative process through which local views can be incorporated into the evolution of the design of the development. Any proposals should take into account the following:

- Ensuring infrastructure is put in place to support the proposed development – especially roads, utilities, pedestrian and cycle routes, and parking provision;
- Proposing designs for the development that are of high quality, in keeping with the character of the area and will enhance both the natural and built environment;
- Desired public amenities and open spaces are provided as appropriate as part of the development;
- Proper consideration is given to the need to increase capacity for schools and/or health services;
- Impact on trees, landscape and wildlife.

This policy will ensure that the community is involved at an early stage in the planning process and will also be of benefit to developers when subsequently submitting a planning application, to know that they have general community support for it.

Although the focus of this policy is on larger development sites (i.e. 5 or more dwellings), it is good practice for community consultation to have a role in any significant planning applications.

Neighbourhood Plan Policy BNP-BE1: Development Brief and Statement of Community Consultation: Proposals for development which include 5 or more dwellings on sites larger than 0.25 hectares or more than 500sqm of additional floor space shall be required to submit a Development Brief as set out in Section VII of this Plan to RBWM, and actively to engage in consultation with the Parish Council and the community as part of the design process prior to any planning application being submitted.

Planning applications for developments which require a Development Brief must be accompanied by a Statement of Community Consultation, as set out in Section VIII of this Plan.

B. Plan Housing Assessment Criteria

The construction of new housing is considered inappropriate in the Green Belt and very special circumstances must be established to justify any new development although, as noted following Policy BE1 above, some specific types of developments are acceptable but these also need to meet various conditions including respecting the openness of the Green Belt and not conflicting with the purposes of adjacent land uses.

For proposals within the Green Belt within the Bray Parish, the following policies apply:

Neighbourhood Plan Policy BNP-BE2: Single Dwelling Housing Assessment Criteria: Proposals for single house developments, single house extensions or small redevelopments should meet the Plan Housing Assessment Criteria, supplementing RBWM planning policies, to provide acceptable conditions where:

- Projects bring back into use previously developed sites, derelict or redundant farm buildings or long term vacant properties;
- The proposal complements the character and style of the existing buildings and the surrounding location and does not adversely impact the visual amenity or create noise for near neighbours;
- The proposal ensures compatible scale and density with overall look and feel of the area in which it is located;

Compliance with the Plan Housing Assessment Criteria must be presented with proposals for housing development. The acceptability of proposals will be assessed on the degree to which the criteria are satisfied.

Neighbourhood Plan Policy BNP-BE3: Multiple Dwelling – Housing Assessment Criteria: Proposals for multi-dwelling housing developments are expected to meet these Criteria:

- There are strong Parish and community benefits supported by the local community;
- Projects bring back into use previously developed sites, derelict or redundant farm buildings or long term vacant properties;
- The proposal makes use of land close to existing village centres The proposal is sustainable and provides general environmental improvements. Factors to be addressed in proposals include:
 - Environmental benefit through preserving landscape character and functioning farm land;
 - Quality of design benefit, through quality architecture, improved landscaping, pedestrian and cycle pathways;
- The proposals for developments of 5 or more than dwellings should include a mix of housing suited to a variety of needs, consistent with scale and density of adjoining housing and the local character of the neighbourhood;
- The character and style of housing should complement the style or character of the surrounding location and not adversely impact on the visual amenity or create noise for near neighbours:
 - To ensure compatible scale and density and overall look and feel;
- The proposal has minimum internal space guidelines for bedrooms and reception rooms, which are compliant with the Government’s Space Standards set in March 2015 which become effective in October 2015 “Technical Housing Standards – nationally described space standards”.

Compliance with the Plan Housing Assessment Criteria must be presented with proposals for housing development. The acceptability of proposals will be assessed

C. Housing Development Traffic Considerations

Parish residents support the objective of sustainable housing development in rural areas (NPPF Para 55) through the protection and maintenance of areas surrounding housing development. All larger proposals for development of more than 5 dwellings or sites of greater than 0.25Ha should include a traffic impact assessment.

The following policies address these points.

Neighbourhood Plan Policy BNP-BE4: (A) Transport Assessment/Transport Statement: Development proposals in the Parish which would generate a significant amount of movement or would potentially affect a known and evidenced traffic hazard must be supported by a Transport Statement or Assessment as appropriate. The Statement or Assessment will set out details of the Transport issues relating to the development including the measures to be taken to deal with the anticipated transport impacts of the scheme and take any opportunities as appropriate for improving the pedestrian and cycle connectivity.

Neighbourhood Plan Policy BNP-BE4: (B) Residential Development and Enhanced Public Transport: Provision for enhanced Public Transport will be sought from residential developments and non-residential developments as appropriate, including through the use of planning obligations and/or CIL.

Neighbourhood Plan Policy BNP-BE4: (C) New Developments and Public Rights of Way: New developments must protect and enhance the public rights of way network within and around the Parish through the creation of new footpaths/bridleways and enhancement and upkeep of existing rights of way in keeping with the existing rural character of villages.

Neighbourhood Plan Policy BNP-BE5: Building Line: Proposals for any housing development including single house developments, extensions or redevelopments should ensure the building line is maintained.

D. Conservation Areas and Listed Buildings

The Plan Area includes two Conservation Areas (see MAP 1) and 83 Listed Buildings.

Residents consider that maintaining the character of the Conservation Areas and of the listed buildings is important and support owners of listed buildings in maintaining their properties. This Plan favours reviewing the Conservation Area boundaries every 10 years, and updating the boundaries or defining new Conservation Areas where necessary or desirable.

Many listed buildings are expensive to maintain with grants and other financial support scarce. Changes of use such as into a hotel, B&B, office space or similar service that can be done without impacting on the reason for listing or affecting the neighbours adversely will be supported particularly if these make the building more self-financing and thus sustainable.

E. Other Developments

The following is a list of residents' general objectives for future non-residential building and infrastructure development:

- Encourage more walking, cycling and public transport to community facilities, schools, shops and other similar classes of building with public transport aligned with community requirements;
- Car use should be discouraged in favour of alternatives (e.g., walking, cycling and public transport) and car sharing should be promoted (e.g., through provision of dedicated car sharing parking spaces in public parking lots);
- Access for cars and commercial vehicles to properties should have minimum impact on other road users (e.g., off-road access and drop-off areas and on-site parking for staff or visitors should be sufficient for any new development);
- Shops and licensed premises should keep fronts, signage and the surrounding environment tidy and repair/replace defective signs, frontage glass and lighting if broken or becoming unsightly;
- Street furniture should be kept to a minimum and suit the character of the local area;
- Advertising hoardings should have no adverse impact on surrounding housing or countryside or impair residents' amenity (e.g. no strong lighting left on at night).

1. Non-Residential Land Re-Use and Development

The community supports re-use or conversion of existing buildings for business expansion or new business establishment consistent with the provisions of the Town

& Country Planning Act (GPDO) Order 2015, Schedule 2, Part 3, Class R., subject to consideration of transport and environmental implications, particularly where existing or new businesses will service visitors to the Parish, as well as residents (e.g. sale of local produce, hospitality and services to promote walking, riding, cycling, etc.).

Local employment must be encouraged. A stock of buildings at affordable rents is vital to modest businesses that otherwise struggle to afford premises in urban centres. Local commercial premises provide the opportunity for new businesses to establish themselves and so promote economic development and contribute to local quality of life.

Many visitors come to the Parish to enjoy the countryside and rural activities, but services for walkers, bicyclists and riders are currently limited. This Plan supports establishment of local produce sales outlets, catering and recreational businesses to improve the experience visitors have when enjoying the countryside.

The use of previously developed land for business use development is encouraged.

Riding establishments are generally to be encouraged where they can make use of the bridleway network (which will be maintained and improved), but some other equestrian users (e.g., polo) are viewed by the Parish community as self-contained and making little contribution to the local way of life.

The effect of new development on traffic movements is of great concern in the Parish. Already residents complain that there are too many large vehicles such as horseboxes and trailers. Development proposals in the Parish which would create more than 5 jobs (Full time equivalents) and would generate movements or would potentially affect a known and evidenced traffic hazard must be supported by a Transport Statement or Assessment as appropriate. The Statement or Assessment will set out details of the Transport issues relating to the development including the measures to be taken to deal with the anticipated transport impacts of the scheme and take any opportunities as appropriate for improving the pedestrian and cycle connectivity.

Neighbourhood Plan Policy BNP-BE6: Small Businesses: The Plan supports sustainable growth of business in urban and rural areas and promotes diversification of agricultural businesses or other rural based businesses. Justifiable developments may include:

- Buildings supporting agriculture, forestry and other rural land based uses;
- Facilities for expanding outdoor sports and recreation;
- Cemeteries;
- Limited infilling in Recognised Settlements, providing all buildings are of acceptable height in comparison with the adjoining buildings and of a suitable style and character;
- Limited infilling, partial or complete replacement, or redevelopment of previously developed sites or permanent buildings, whether redundant or in use.

Proposals for non-residential developments in Urban areas will be supported, subject to meeting the normal RBWM planning requirements and also subject to the following policies

Neighbourhood Plan Policy BNP-BE7: Large Business: Proposals for large business and commercial enterprises will be supported subject to:

- There being no significant adverse transport impacts;
- The provision of sufficient on-site parking for employees, customers, visitors and suitable delivery arrangements;
- Encouragement of the use of public transport, walking and cycling for employees.

Neighbourhood Plan Policy BNP-BE8: Development of New and Extension to Existing Garden Buildings:

Policy BNP-BE8 (A) Extensions to non-residential buildings: The Plan supports the extension or alteration of an existing non-residential building, provided that the extension does not result in any increase in the ridge height nor an increase in the building footprint of more than 50% or 50 square metres, on a cumulative basis whichever is the larger. Any such development must not impact the visual amenity of near neighbours and be in keeping with the character and appearance of the surrounding buildings;

Policy BNP-BE8:(B) Development within the curtilage of residential buildings; This plan supports the construction in domestic gardens of separate ancillary buildings (such as offices, garages, sheds or summerhouses) which have a footprint of less than 30 square metres and are less than 2 metres in height to the gutters.

Any such development must not impact on the visual amenity of near neighbours and be in keeping with the character and appearance of the surrounding buildings.

Neighbourhood Plan Policy BNP-BE9: Street Furniture, Advertising, and Utility Infrastructure: Street furniture, advertising hoardings and utility infrastructure should be unobtrusive and in keeping with the local setting.

V. Other Aspirations and Issues

During the development of the Plan the Steering Group received guidance on our remit and what could be included in the formal Plan and what could not. In the formal Plan are all our policies that have been derived from our data gathering and analysis which affect development in the Parish. This section is an opportunity for us to place on record the issues, concerns and aspirations our residents shared with us on other matters which are vital to their lives.

A. *Transport & Infrastructure*

Local and RBWM surveys undertaken in 2011-12 indicated that transport together with related infrastructure and services were deemed by residents of Bray Parish as more important in terms of planning policies than housing, countryside, employment, and education, and only marginally lower priority than the preservation of the Green Belt. The Plan therefore considers the objectives of improving transport infrastructure and provision of public transport within the Parish as key priorities.

While transport infrastructure is the most visible part of our infrastructure in the parish that is at or beyond its design points the Parish Council and the Borough Council should be aware that other utilities, gas, electricity, water, sewage and telecommunications all are at or beyond their designed capacity. It is recommended that RBWM consider coordinating the major civil engineering works that will be involved in replacing these main utilities so that they can be accomplished in a single project that minimises the inevitable disruption.

The Parish of Bray has a strong economy based around hospitality, agriculture, recreation and IT-related businesses with only very few retail outlets. The Plan recognises the need to ensure access to all the above businesses to allow them to flourish.

Residents deem the local road network adequate in off-peak periods, with the exception of some speeding issues in Holyport and problems near the Industrial Park and mineral excavation sites where the size of the vehicles is often a source of pressure on the road network. Sections of the A330 and most of the B roads in the Parish are not wide enough to cater for HGV traffic and the re-routing of unnecessary HGV traffic, as discussed below, would improve traffic conditions on these local roads.

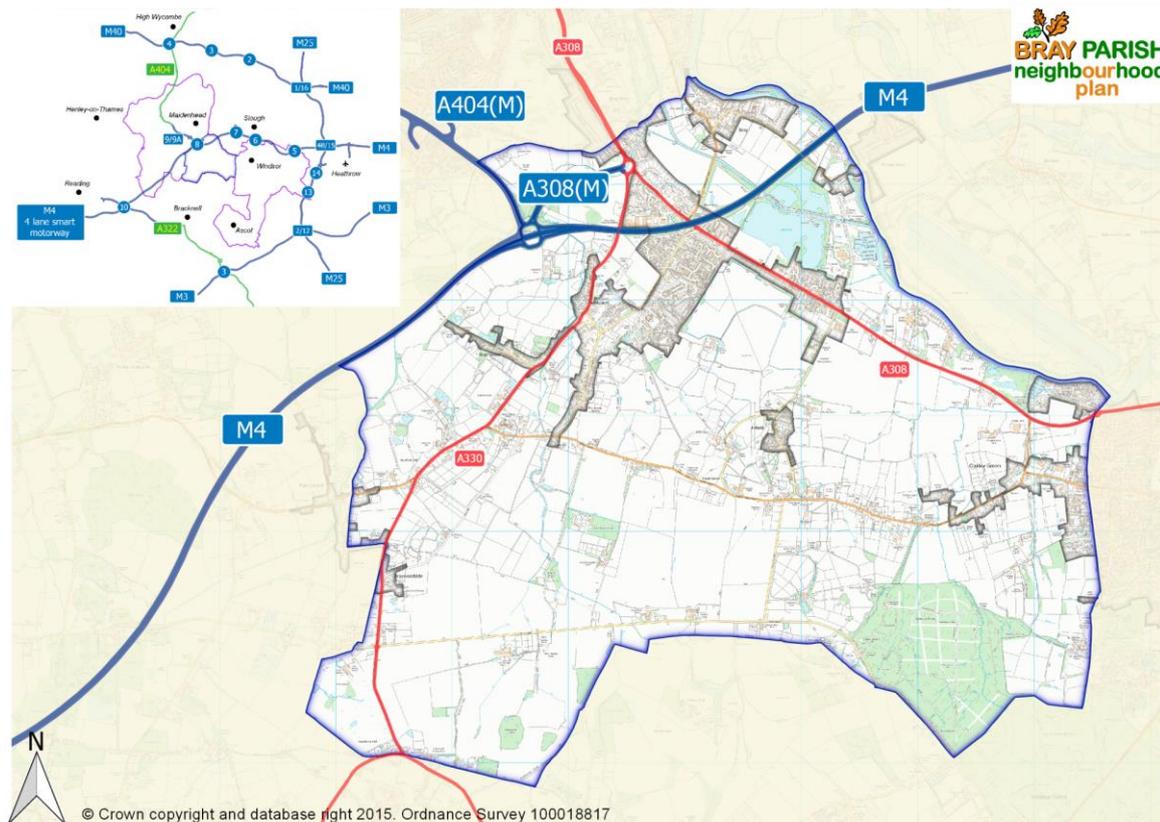
Parking and pedestrian access for local retail and hospitality businesses and some schools are currently inadequate and should be improved, where practical, in road planning and proposals for re-development or new development, whether residential or non-residential.

Attracting trade and business investment to the area, with the creation of associated jobs, would be easier with better public transport, parking provision and reduced road congestion.

Improvements to rail services in the region will bring more people to the Borough and to the Parish to work and live, and should be supplemented with appropriate transport planning in the Parish.

1. Road Traffic Provision and Improvements

The use and congestion of roads within the parish is determined by the growth in both local and neighbouring populations, higher rates of vehicle ownership and use, and the proximity or 'route association' with key local growth towns such as Reading, Slough and Bracknell. Proximity to the M4, A404M and A308M motorways also contribute to the increased traffic on the A and B roads passing through the Parish. This increased traffic is traffic whose journeys do not originate or terminate in the Parish, often called 'transit traffic', and are described in this Plan as "passing through" or "crossing" the Parish. There has been no new road development in the Parish for the last 35 years and any future development needs to be examined within the context of Green Belt policies, the preservation of the rural nature of the Parish and the predominant agricultural and equine land use in the rural economy. This is likely to cause distinct transportation challenges and contribute to worsening peak time congestion.



MAP 4 - Map showing main roads through and around the Plan Area

At present the narrow, single-carriageway main roads are often congested, with traffic being particularly heavy during peak commuting hours around schools during drop-off and pick-up times, especially when stationary, oversize delivery vehicles (larger than 7.5 tonnes) block routes. Topography and the close proximity of housing to the roads, specifically the A308 Windsor Road, preclude road widening and right turn lanes in much of the Parish. Congestion on main roads has been worsened by adjacent cul-de-sac housing developments, particularly along the A308. Pollution is often higher than would be the case otherwise as exhaust fumes of slow-moving or stationary vehicles are more prominent in the area.

Residents are concerned that road congestion and the associated pollution will worsen in years to come as a result of initiatives outside the Parish boundaries. Crossrail access at Maidenhead is likely to lead to more through traffic, as more commuters will cross the Parish heading for the station. The Town Centre Regeneration Project and similar recreational and retail developments in Windsor and Maidenhead are likely to increase night visitor traffic and shopping traffic through the Parish. The Priors Way/Maidenhead Industrial Trade Area may promote more commercial and industrial traffic on Parish roads, particularly vehicles that are greater than 7.5 tonnes, and these are already a principal factor in area congestion.

There are no convenient and immediate solutions to the traffic congestion issues in the Parish.

Residents have indicated that they would support the following additional initiatives, where deemed appropriate, which would address some of the issues faced in the Parish with respect to traffic.

- Road restrictions to discourage commercial vehicles from transiting through the Parish on A and B roads;
- Limits on the size of delivery vehicles stopping on B roads, noting that weight restrictions already apply on the Bailey bridge, which should be maintained should there be any reconstruction;
- A 40 mph speed limit Parish-wide, with 30 mph zones in residential neighbourhoods and on stretches of A308 and Holyport Road, in addition to the existing 20 mph restrictions in the Parish, notably at Bray Village and in school zones.

The planned-for increase in traffic on the 'widened' M4 together with the substantial population increase resulting from housing development in the Royal Borough and in the adjacent areas North of Bracknell/Binfield also contribute to Parish congestion, adding to the burden of commercial traffic passing through the Parish. The Thames Valley Berkshire Local Enterprise Partnership that has identified the need for a North-South link between the M40/M4 corridor and the M4/M3 area as a strategic priority to promote economic development in the region. Residents view this proposal as possibly contributing to a solution for some of the Parish traffic problems and improving intra Borough traffic flow, but it must be planned consistent with Green Belt policy.

It is proposed that the Parish Council should continue to contribute to Highways (England), regional and RBWM planning, and the M4 SMART Scheme in particular, to ensure future highways and road developments fulfil the objectives of alleviating traffic and other road congestion in the Parish

Recommendation A: It is recommended that a key goal should be the objective of improving the free flow of safe traffic throughout the Parish. Any development proposals that have a negative impact on traffic movements in the Parish, in particular development proposals which will increase the existing cumulative volume of vehicles exceeding 7.5 tonnes will be resisted. Proposals that would result in an increase in traffic must provide a road infrastructure plan that mitigates these issues, meets existing requirements and addresses risks of congestion and safety, allowing for forecast increases in traffic.

RBWM should consider specific traffic management changes aimed at improving traffic flow at the key junctions in the Parish, and specifically junctions of the A308 with Priors Way, Upper Bray Road, and Monkey Island Lane/Fifield Road. These include:

- Right turn restrictions may be appropriate on some roads to improve flow rates;
- A mini roundabout at the offset junction of A308/Monkey Island Lane/Fifield Road.

In the longer term residents of the Parish would support limiting the size and weight of commercial vehicles passing through the Parish on the A330 and on Holyport Road.

Traffic flow on roads and through junctions should be improved by selective introduction of right turn lanes, mini roundabouts and other improvements where practical. Peak hours right turn restrictions may be appropriate on some roads to improve flow rates. Size restrictions should be evaluated for HGV/delivery vehicles stopping on Parish roads.

The expansion of school traffic flows in the Parish needs to be raised with the Highways (England), RBWM and other neighbouring authorities. Road development must be addressed as a requirement arising from increased housing construction in the Parish and in neighbouring settlements. Many residents of the Parish and non-residents drive their children to schools in the Parish and across the Parish to schools in adjacent areas, contributing greatly to congestion on the roads at peak hours. Driving is often perceived to be safer than walking, so that a balanced policy to reducing schools-related road traffic will also promote a safer pedestrian environment. Safety for school children also requires vigilance enforcing speed restrictions, respect for pedestrian priority at road junctions, and the provision of appropriate pedestrian crossings and cycle routes. School transport policies are central to this.

Residents believe traffic flows can be better managed on roads around Holyport Church of England School, Braywood School, Holyport College and the Free School at Braywick Park on Hibbert Road. The creation of safe drop-off and pick-up zones near schools is a high priority. The increase in school traffic flows in and through the Parish needs to be raised with the Highways Department and other neighbouring authorities as an issue arising from increased housing construction in the Parish and adjacent school catchment areas.

Recommendation B: It is recommended that all developments which depend on transport for their operation, e.g., schools and supermarkets, must demonstrate that they provide safe access, parking and delivery zones which do not impede through traffic on roads near the proposed sites.

2. Public Transportation

The villages and settlements in the Parish have only limited access to public transport. Rail stations are located 2 to 4 miles either side of the Parish in Windsor and Maidenhead, so that residents from within the Parish and visitors to the Parish must plan for additional road transport to supplement rail journeys. Investment in rail improvements including Crossrail to Canary Wharf and Heathrow together with First Great Western services to Reading and Paddington are very welcome, as would be any planned improvements to the South West Trains services from Windsor. Residents are concerned, however, that improved rail services have not been accompanied by appropriate local infrastructure provision to address the increase in road congestion near stations or through Bray Parish likely to result from more passenger journeys or to address improvements to public transport linkages by bus.

The uncoordinated public transport infrastructure makes integrated and efficient travel using public transport very difficult for residents of Bray Parish and visitors to the Parish alike. Bus routes in Maidenhead and Windsor do not currently include stops at rail stations. Bus services should include Maidenhead and Windsor Riverside Stations in their operating pattern. Rural bus services should link to the high frequency Slough-based bus services in the Dedworth area at the eastern edge of the Parish.

One bus company, Courtney Buses, operating for only 12 hours daily from Monday to Saturday and just over 8 hours on Sundays, serves Bray Village, Holyport, Fifield and Dedworth. Service frequency is hourly for the most part. The hourly service is viewed as inadequate for reliable planning of journeys. The lack of late evening or night services discourages local participation in the night economy or use of public transport to reach regional retail, recreational, medical and sporting venues. The bus schedule and stops for Courtney Bus service can be viewed at: <http://www.courtneybuses.com>

It serves little purpose for Crossrail to transport passengers in 48 minutes from Maidenhead to Canary Wharf, or First Great Western to have a journey time from Maidenhead to Paddington of circa 25 minutes or 18 minutes to the Reading hub, if passengers must plan for much longer journeys to access the rail stations from the distant parts of the Parish due to infrequent bus service, unpredictable road

congestion and unreliable parking availability. Achieving the projected UK economic benefit from Crossrail of £42M annually will require dependable passenger access to services and termini. Stations will require more parking, bike sheds and public transport connections.

The frequency and duration of the bus services that transit the Parish should be improved. Buses should operate half-hourly during daylight hours, with express services in the peak hours for links to Maidenhead and Windsor. Hours of service should extend to 17 hours a day to support the night economy in the Parish and adjoining settlements. Fare incentive schemes should reward more regular use of buses in preference to cars.

It is recommended that RBWM consider a policy to improve public transport provision to promote faster and more frequent and later (longer hours rather than less punctual) buses serving Bray Parish, with express operations on the link between Maidenhead and Windsor during the peak hours using the A308.

Better bus service would increase passenger usage, limit public subsidy, as well as reducing pressure on car parking in Windsor and Maidenhead. Higher frequency bus services, better provision of bus shelters on bus routes, better access with pedestrian crossings at bus stops on A roads and fare incentives would encourage wider and more frequent use of buses in preference to cars. Later bus services would promote the night economy, which is of considerable importance to the hospitality enterprises in Bray Parish and also to Parish residents wanting to visit venues in neighbouring settlements and beyond.

3. Pollution - Transport Related

Although Bray Parish is predominantly Rural, air pollution continues to be a problem especially around the M4 flyover on the A308 at the junctions of the Upper Bray Road and Holyport Road where congestion is frequent. Other areas frequently impacted by congestion are also at risk. The junction of B3204/Upper Bray Road and the A308/Holyport Road now exceeds the National Air Quality Objectives (NAQO) target by 40% at times and with a forecasted large increase in M4 usage then this could worsen.

Better screening of the M4, which is responsible for 50 per cent of the pollution, should be a priority, particularly with the planned increase to 4 lanes in both directions by the use of the hard shoulder under the Highways (England) Managed Motorway system. The M4 is noisy, widening it will make it noisier unless efforts are made to introduce Noise Reduction measures.

Road widening or reduction of right turning traffic to/from the Upper Bray Road might contribute to lower exhaust from stationary traffic.

Increased pressure on Parish roads is anticipated from the Priors Way/Maidenhead Industrial Trade Area and public and private bus stops associated with relocated and new schools in area. Commuter traffic and housing density around Aysgarth Park/Bray Court/ Earlsfield add to the challenge.

Recommendation C: It is recommended that all Planning decisions should take account of the impact on air quality in the Parish, supporting proposals which will result in no worsening of air quality and ideally improve conditions in Air Quality Management Areas (AQMA) and promote the use of sustainable forms of transport.

4. Parking

Parish residents support free-to-resident or low cost car parking in the Parish to support local retail, some schools and hospitality sectors. Residents and visitors alike should have access to parking facilities in the Borough, with support expressed for the planned expansion of the car parking facilities at Stafferton Way to ease pressures anticipated from increased demand for access to Maidenhead Station as a result of Crossrail and First Great Western Hub developments.

Parish residents have recognised the need to discourage the use of the car but feel that unless the necessary investment by in rural public transport is forthcoming, the rural population will continue to depend on the private car, particularly given the low number of retail outlets and services in Parish settlements. Parking should be addressed in all development proposals, both residential and non-residential, to prevent an increase in parking problems in the future

Bray Village attracts many visitors to its world famous restaurants but lacks adequate provision for short term and street parking. There is limited scope for supplementing visitor parking without compromising designated Green Belt land. Residents of the village may support charging visitors for parking although local businesses may object. Alternatively, the area to the south of the Bailey Bridge currently being excavated could be acquired for parking overspill, possibly with funding from the hospitality venues. Alternative schemes to increase parking should be considered.

Pavement parking should be discouraged on A roads to prevent any contribution to road congestion or detriment to road safety.

The Parish Council should monitor the adequacy of car parking facilities in the Parish for commuters, customers of retail, hospitality and recreational businesses, school drop off and pick up traffic.

5. Footpaths, Bridleways and Cycle Routes

Parish residents support creating safe and attractive alternatives to motorised transport and encouraging recreational use of Parish cycle routes, bridleways and footpaths. Pedestrians, horse riders and cyclists should be kept off the margins of local roads by being provided with pavements, cycle routes and bridleways in an integrated and connected network. There is currently an extensive network of footpaths and bridleways but in many cases these do not join up and it is necessary to use the roads to move between them. Access to the river is a paramount priority in provision and maintenance of public rights of way for residents and visitors.

In line with the Parish Paths Initiative, the 'Milestones Approach' and the Public Rights of Way activity, the Parish seeks to ensure that landowners appreciate and cooperate on improvements in any identified areas. Where relevant development in the Parish should seek Community Infrastructure Levy¹ or similar monies for the recreational rights of way to be constructed or improved simultaneously with development.

All A roads should have a continuous footpath suitable for pedestrian/cycle dual usage in rural areas on at least one side. A similar policy should be adopted for some sections of the four B roads in the Parish where supported by demand and not constrained by road width.

The Monkey Island Lane cycle path shortens bicycle journey times from Maidenhead to Windsor and protects cyclists from having to use the busy A308. The Bray Lake area merits special attention with Community Infrastructure Levy funds to be used for developing the footpaths and cycle routes and Monkey Island Lane.

Pedestrian crossings should be considered for introduction on the A308/A330 and the Holyport Road to ensure safe crossing for all pedestrians. Pedestrian crossings on these roads would have several major benefits for the community:

- Improve access to local retail outlets and play areas currently perceived as too dangerous for pedestrian access;

¹ A Community Infrastructure Levy is a sum of money agreed between a local authority and a developer to offset negative impacts caused by construction and development. Community Infrastructure Levies can be used to invest in affordable homes, open space, public transport infrastructure and/or services, footpaths and cycle routes, and community facilities (e.g., health, leisure and education facilities).

- Improve commuter and retail access to bus services and so promote use of public transport as an alternative to cars;
- Ease the exit of cars joining the A308/A330 from cul-de-sacs along these routes;
- Act as deterrent to excess speed by traffic passing through the Parish.

Signage should be posted on rural B roads to create an awareness of horses. Local equestrians should be discouraged from riding along A roads. Community Infrastructure Levy funds should be used to improve footpaths, modernise stiles/gates, and improve bridleways.

Cycle routes should be provided on the riverside to divert cyclists from roads, and more cycle routes along roads should be provided where feasible.

Recommendation D: It is recommended that all proposals for new developments should include appropriate provision for footpaths, bridleways and cycle routes through agreements for Community Infrastructure Levy funds to be dedicated to local improvements.

B. Economy

1. Background

The Plan Area contains an eclectic mix of businesses from home-workers to world-renowned Michelin starred restaurants and large established companies. Agricultural and equestrian businesses hold much of the land in the region. Retail businesses are represented in Holyport and the Windsor Road. Hospitality is an important sector, with gourmet restaurants a feature in Bray Village, very good gastro pubs across the rest of the Parish, and several Hotels & B&B's. Health services include several care homes and clinics. Leisure facilities are offered at Bray Lake and two marinas support boating on the Thames. Real Tennis and polo establishments also attract leisure visitors to the Parish.

Parish residents are keen to promote and support the economic and leisure enterprises within the Plan Area. Residents, daily commuters to Windsor and Maidenhead, and tourists visiting Windsor and Legoland all offer business opportunities which should contribute to local employment for local residents.

The Parish has a number of Green Belt sites that have been proposed by developers for residential development and have been rejected by local residents. As an

alternative some form of leisure facilities may be more acceptable on these sites. Leisure facilities may wish to relocate out of the centre of Maidenhead to improve facilities and some of these could be located in the Parish. The acceptability of moving such facilities would have to be supported by a survey of users and local residents.

The overall objectives for economic development in the Parish are:

- Ensure a sustainable balance between supply of jobs and the local labour supply to minimise commuting into and out of the local area;
- Ensure planning policies and regulations generally support business and employment;
- Retain and support existing businesses important to Parish quality of life, such as shops, pubs, restaurants, offices, industrial premises, leisure clubs and facilities, and the rural economy;
- Promote new low cost flexible premises, and in particular make better use of redundant farm buildings, to support existing and new local businesses.

2. Farming and the rural economy

There are 3 major landowners each owning several farms in the Parish, with over 800 hectares of productive, mainly arable, farmland. There are a number of other smaller farms and many of these have already diversified and let units to businesses. Many fields are let as pasture for horses. There are a number of stables and a vet.

The Plan supports the following objectives for farms and rural businesses:

- Promote a viable and sustainable farming and rural economy in Bray Parish;
- Promote the diversification of rural businesses;
- Encourage new businesses to provide a wider range services and leisure facilities, to provide local employment and attract visitors to the Parish;
- Maintain and enhance the local environment of rural and agricultural lands.

Recommendation E: It is recommended that applications to convert redundant agricultural buildings into suitable offices or light industrial workshops or warehouses should be supported, along with other rural recreational and leisure activities, except where such developments would result in significant adverse environmental or highway issues, or where access to the facility is limited, or where there would be a significant adverse impact on neighbours through noise, light pollution, increased traffic levels, increased flood risk or inadequate provision of parking.

The Parish Council is encouraged to work with the proposal developers and RBWM to overcome potential adverse impacts through use of S106 and Planning Conditions.

3. Retail and Hospitality services

Existing businesses in the Parish provide a diverse range of retail offerings and services. There are two main areas of shops in Holyport and along the A308 Windsor Road in the Plan Area. There are two well-established garden centres on the eastern end of the Parish that have well frequented cafés and several other nurseries. Elsewhere there is a bee keeping shop, set back on the Oakley Green Road, and two kennels. Bray Village is home to the internationally renowned Waterside Inn and Fat Duck, two gastro pubs and a fine Italian restaurant. Holyport has four Pubs, Oakley Green has two and Fifield has one. There are two substantial hotels at Oakley Court and Monkey Island and several scattered B & B's. One additional pub has recently closed and several are struggling to survive. There are two large care homes and a rehabilitation clinic. Motorists are served by two petrol stations and other car services, maintenance, repair and sales businesses.

The lack of availability of broadband has been a major drawback for businesses in the more rural parts of the Parish.

Parish residents are keen to support the existing retail, hospitality and other service businesses in Bray Parish and attract appropriately scaled new businesses to provide a wider range of retail goods, services and employment. In particular, Fifield residents are keen to have a small-scale shop that meets local needs. An appropriate small scale with regards to retail activities is defined for this Plan as being no more than a gross internal area (GIA) of 280sqm with some minor variation being considered within the context of other shops or properties in the vicinity. Larger scale retail developments (>280sqm GIA) are not considered appropriate within the Parish due to inconsistency with the rural character of our settlements and the associated increase in road congestion.

Businesses should provide off-highway general access to the site via a private driveway or lane, if appropriate, and provide for drop-off and pick-up by delivery vehicles and staff and visitor parking facilities. These facilities must be of appropriate scale to the expected business traffic volumes, staffing and vehicle types.

Many retail shops, services and hospitality businesses are deemed to provide community contributions of benefit to all or part of the local community. These might provide premises for clubs and societies to meet, a place for local people to socialise, a place to buy food locally, a place that could provide inside or outside catering or a bar for community events, etc. Recently two pubs closed and several others report finding trading challenging. Residents wish to encourage and promote these local businesses so that they can continue to enjoy the benefits of having convenient shops, pubs and venues that make their communities more attractive to residents and more sustainable communities.

In general residents would wish to discourage visual clutter along public routes in the Parish, but balanced against this is the need to encourage custom to local businesses. While signage on public land will not be permitted, unobtrusive signage on private lands is considered appropriate. Direction arrows to local venues will be considered on their merits to encourage custom to local shops and hospitality venues.

Recommendation F: It is recommended that proposals to develop small-scale retail, hospitality or service premises should be supported except where such developments would result in significant adverse environmental or highway problems or where general access would be limited or where there would be a significant adverse impact on neighbours as a result of noise, light pollution, increased traffic levels, increased flood risk or inadequate provision of parking.

Recommendation G: It is recommended that proposals for improvements to existing retail and hospitality businesses, including pubs, should be supported. Proposals that would result in the loss of these premises or limit their community contribution will be resisted. Proposals that would help secure their future and community contribution will be supported.

4. Offices, warehouses, commercial, industrial and home-based businesses

There are a number of large established companies in Priors Way, Tectonic Place and along the A308 Windsor Road. In addition, there is warehousing, light industrial and offices along the Drift Road, at Bray Studios, in Holyport Road and in Monkey Island Lane, Bray. There is a large gravel extraction business operated by Summerleaze, a waste disposal business operated by Doyles and skip contractors operating in the Parish. At the other end of the spectrum there are a number of small home-based businesses scattered across the Parish. Home-based employment and home-based businesses are likely to become more popular as better broadband services are provided to the Parish.

The Plan supports these objectives to encourage this wide diversity of businesses:

- Maintain and promote a variety of types and sizes of premises in existing business areas to satisfy the range of requirements of local businesses, including small and newly established firms in Bray Parish;
- Maintain and encourage a balance of employers to give an appropriate range of opportunities for the local workforce.

All offices, warehouses, commercial, industrial and home-based businesses should provide appropriate off-highway access, pick-up/delivery area, and staff and visitor parking appropriate to the expected scale of the business and staff levels.

Recommendation H: It is recommended that the number of additional staff that would be allowed in a home-based business will depend on location of the home office and the opportunity for public transport or other non-car based transport. Off road parking will be needed for each additional staff member who is anticipated to commute to the office by car. Additional off road parking should be provided for any regular clients or visitors to the business who stay for longer than 1 hour.

Recommendation I: It is recommended that proposals to develop office, commercial, warehouse or industrial premises, should be supported, provided they comply with Green Belt rules, except where such developments would result in significant adverse environmental or highway problems or where access would be limited or where there would be a significant adverse impact on neighbours as a result of noise, light pollution, increased traffic levels, increased flood risk or inadequate provision of parking.

Recommendation J: It is recommended that developments which promote wider availability of broadband services in the Parish should be supported.

C. Leisure

Bray Parish has a wide range of leisure facilities, enjoyed by its residents as well as many visitors from outside the Parish. Water activities are well represented with two marinas, a rowing Club, and Bray Lake offers windsurfing, sailing and related activities. Cricket is played at Holyport and Braywood. Bray and Holyport have one public tennis court each and Holyport has a real tennis court. Horse riding and related activities are conducted right across the Parish with polo clubs and a number of stables. With significant traffic on our main roads, more bridleways are needed. Cycling is also popular, with several of our roads used for cycling events on a regular basis. There are a reasonable number of footpaths, including the Thames Path along the river. Footpaths provide an alternative link between the settlements, the river or Windsor Forest on our South East boundary, and are used by many dog owners, walkers and some horse riders.

Parish residents have expressed the following objectives for leisure businesses:

- Maintain and improve the leisure provision within Bray Parish of both outdoor and indoor facilities by supporting leisure businesses;
- Promote and support sensible use of land for leisure, sport and other recreational uses where practical, enabling wide public access and use;
- Promote access to leisure, sport and recreational facilities using non-motorised transport where possible in addition to the provision of sufficient car parking and satisfactory road access;
- Improve access to current areas of leisure and recreation such as the Thames Path and Bray Watersports Lake for both residents and visitors;

- Support commercial providers of leisure, sport and recreational facilities within the Parish and support provision of these types of public facilities by RBWM for use by our residents and visitors.

The Parish has a number of sites that have been proposed for residential development which local residents have rejected development. Some form of leisure facilities may be more acceptable on these sites. Consideration will be given to leisure business or facilities developments, particularly on previously developed sites or where similar activities have been planned or conducted in the past. As part of such proposals residents might accept some infrastructure development incidental to leisure use, such as playing fields, clubhouse, parking, access road, etc.

Recommendation K: It is recommended that proposals to develop or expand leisure facilities should be supported, providing they comply with current Green Belt policy, except where such developments would result in significant adverse environmental or highway problems or where access would be limited or where there would be a significant adverse impact on neighbours as a result of noise, light pollution, increased traffic levels, increased flood risk or inadequate provision of parking.

D. Mineral Extraction

Mineral extraction activities in the Parish are long-standing and accepted. Residents consider it important that they are consulted prior to new excavations commencing.

E. Land Shaping

The impact of land shaping on flooding is a particular local concern. Bray Parish is a low lying area, in the flood plain of the Thames and the area is drained by a network of ditches, drains and small streams. Raising land above the existing levels increases the run off rate of water into the ditch network and causes a significant increase in the risk of flooding.

The Oakley Green and Fifield Community Association (OGAFCA) have a well-documented program tracking flood indicators across the centre of the Parish where ditches and drains need regular maintenance or significant flooding occurs. Any land raising will probably distort this delicate balance therefore any application to do this need to be expertly hydraulically modelled prior to consent.

There are two or three existing locations in the Parish where land raising has been in evidence, on the Drift Road and the Oakley Green Road. Residents have complained about the large heavy goods vehicles bringing materials to these sites down country roads, causing noise and damage to verges. Large mounds of material

are also unsightly if left for long periods of time. Licences for this activity should have clearly defined time limits.

Recommendation L: It is recommended that applications for land shaping should positively demonstrate that the depositing of materials is only in the interests of agriculture or equestrianism, or for the prevention of flooding. Such applications should only be supported if it can be shown that it will not impact the quality of life for residents by reason of increased risk of flooding, noise, dust or loss of views from neighbouring properties. Operators should be liable for any damage caused to the surrounding roads and verges as a result of increased heavy traffic movements.

VI. Plan Monitoring and Review

The Plan sets out the vision, action plan and policies to facilitate sustainable growth and development for our communities. It has been prepared in accordance with the National Planning Policy Framework 2012 and the proposed RBWM Local Plan to supplement the policies, objectives and constraints to deliver sustainable growth and improve the Parish quality of life. The Plan also expresses objectives for Parish cooperation with neighbouring settlements of Windsor and Maidenhead, the RBWM Highways Department and the Highways (England) and others, where collective action can contribute to better outcomes for the Parish.

As policies and plans for the local authority, regional development and neighbouring settlements may change and impact the Parish in future, it is envisioned that this Plan may be reviewed and revised to better address the priorities and objectives of the residents of the Parish. The Plan should continue to align Parish residents' objectives with the strategic aims, needs and priorities of the wider local area. To this end the Parish Council will continue to liaise with RBWM and neighbouring planning authorities. Changes to the RBWM Borough Local Plan or significant developments in neighbouring settlements and areas may have an impact on our Plan Area and require some aspects of this Plan to be reviewed.

This Plan has been drafted to provide support for development for up to 15 years. A formal review process in consultation with the community and the RBWM Local Planning Authority should be undertaken every 5 years at a minimum to ensure the Plan is still current and serves its function as a positive planning tool to deliver sustainable growth. If the review deems the adopted Plan to be insufficient, the development of an updated Plan shall be initiated.

The scale of regional development and other factors can have a significant impact on Bray Parish in the future. In circumstances where the Parish Council, supported by a simple majority of residents attending the Parish Annual General Meeting, deem that the Plan requires review, for whatever reason, the Plan will be reviewed in consultation with the Parish community.

VII. Development Brief

A Development Brief shall include all relevant information needed to facilitate an informed and effective consultation, including, but not limited to:

- A site map showing the site's location and its context within its immediate neighbourhood – including any areas of Green Belt, flood zones, the location of any Sites of Special Scientific Interest, Special Protection Areas, Local Wildlife Sites and heritage assets, landmark buildings or views;
- An illustrative layout that shows how the proposed development could be accommodated on the site;
- Scale, footprint, bulk and height of buildings;
- Mix of dwelling types and tenure;
- Design style and guidelines;
- Improvements to infrastructure and facilities to be provided;
- Access, parking, cycle and pedestrian ways and any required traffic congestion and parking assessments;
- Landscaping and publicly accessible open spaces;
- The location of trees and any that may be affected by the development;
- Indicative timing and phasing of the proposed development;
- Community benefits to be provided;
- An analysis of how the development proposals comply with the whole policy framework including the Plan.

VIII. Statement of Community Consultation

It is good practice for community consultation to have a role in proposed developments, enabling local views about proposals to be understood, before planning applications are submitted.

Where a policy in this Plan includes a requirement for a Statement of Community Consultation to accompany a planning application this must, as a minimum, include the following:

1. An explanation of how a broad cross-section of local people likely to be affected by the development proposals, both in the immediate area and in the wider neighbourhood, were consulted on the development proposals in a timely fashion;
2. The means used to involve and engage with local people in the consultation;
3. Evidence that the development offers significant benefits to the local community;
4. A record of the views expressed by local people and the Parish Council, with totals supporting and against the proposal, and a summary of the issues and the concerns which were raised;
5. An explanation of how the proposals being submitted following this Consultation have addressed the views of and any issues or concerns raised by local people and the Parish Council.

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