### Policies generally allowing new homes

<table>
<thead>
<tr>
<th>Group</th>
<th>Affordable housing</th>
<th>Conversion/sub-division of existing buildings</th>
<th>Infill sites</th>
<th>Rounding off within the existing built-up area</th>
<th>Sites allocated for development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smallest villages, hamlets &amp; countryside</td>
<td>x</td>
<td>x**</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>A: Villages</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>B: Medium-sized villages</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>C: Service Centres</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>x</td>
<td>√</td>
</tr>
</tbody>
</table>

* non-residential uses are given priority

### Hierarchy of settlements

**GROUP A: Villages**
- Alvescot
- Ascott-u-Wychwood
- Bladon
- Brize Norton
- Cassington
- Chadlington
- Churchill

**GROUP B: Medium-Sized Villages**
- Aston
- Ducklington
- Enstone
- Freeland

**GROUP C: Service Centres**
- Witney
- Carterton
- Chipping Norton

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Copies of the Plan can be purchased on request from the Council Offices at the Town Centre Shop (3 Welch Way, Witney) and at the Guildhall (Goddards Lane, Chipping Norton).
Overall Strategy

West Oxfordshire is a very attractive mainly rural area where pressures for development are high. The main feature of the overall strategy for the District in the Local Plan is to continue to concentrate as much of the new development as possible in or on the edge of the larger settlements. The Local Plan needs to demonstrate where 6,750 additional homes were to be provided during the period 1996-2011. New land releases for housing are specifically proposed at service centres in the District:

- Witney - several large sites already under construction. (Plus four additional sites: Newland, Cogges, West of High Street and the Buttercross Works, Station Road)
- Land to the west of Witney between Dear Park and Downs Road, has been identified as a 'reserve site' for a mixed use development which will be drawn upon as and when needed in the future.
- Carterton (2 sites: Shilton Road & the remaining land of the NE Development Area)
- Chipping Norton (2 sites: Rock Hill & Cromwell Park)
- Eynsham (one site off Eastern bypass)
- Woodstock (one site at Shipton Road).

A significant proportion of new homes will be 'affordable' to meet the needs of local people who are unable to afford to purchase or rent at market prices.

Meeting local housing needs is a key issue determining the location of new housing. New development will be concentrated in a few locations. This approach:

- locates new homes and jobs where there is (or can be provided) good access, by a choice of transport, to a wide range of services and facilities, such as a school, doctor and dentist surgery and shops
- provides the best opportunity of securing necessary supporting infrastructure and services at economic cost, funded wholly or in part by the development itself
- helps to protect the rural character of the wider countryside

Outside the areas specifically identified for growth, further new building will be strictly limited. Particular emphasis will be placed on the provision of affordable housing to meet local needs and encouragement of small scale employment opportunities, particularly through the use of existing buildings and by a diversification.

The Plan seeks to maintain that situation without stimulating unacceptable levels of growth. Tourism is an important part of this economy. New development for leisure, community and tourism purposes will generally be in scale with, and sympathetic to, the intrinsic qualities of the surrounding environment.

Small-scale housing and employment development will be guided by locational policies (see overleaf). These are linked to a hierarchy of the settlements in the District which takes into account the size, location and character of each settlement and its range of services and facilities. The aim is to strictly control development in the smaller villages and in the open countryside and to steer new building to larger settlements.

West Oxfordshire - a rich diversity and character

About a third of the District lies within the Cotswolds Area of Outstanding Natural Beauty. There are nearly 50 Conservation Areas, approximately 3,200 Listed Buildings, 140 Scheduled Ancient Monuments and 134 sites designated for their national or local biodiversity importance.

The Environment

Protection of existing landscape features and habitats of ecological value, together with creation of new wildlife areas and increased woodland cover, is an important part of the overall approach to conserve the wider natural environment and, in particular, its biodiversity. Policies in the Plan seek for all new development to be well-designed and to respect its surroundings. The historic environment will be carefully conserved. All of the District, whether within the nationally designated Cotswolds Area of Outstanding Natural Beauty or not, has its own landscape value and development sensitivities which need to be protected and enhanced.

Shopping hierarchy

Principal Town Centre: Witney
Primary Town Centres: Carterton, Chipping Norton
Secondary Centres: Woodstock, Burford.

Homes and jobs

West Oxfordshire currently benefits from a healthy local economy and the Plan seeks to maintain that situation without stimulating unacceptable levels of growth. Tourism is an important part of this economy. New development for leisure, community and tourism purposes will generally be in scale with, and sympathetic to, the intrinsic qualities of the surrounding environment.

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