Brackley Masterplan

Adopted January 2011

Brackley... at the very heart of England
Foreword

“Brackley's wide open Market Place with the beautiful 18th century Town Hall and many other fine historic buildings provides as good a setting as any for the centre of a small Market town in England. As you approach Brackley across the flat countryside of North Oxfordshire the landscape suddenly changes into the gentle rolling countryside of middle England, for Brackley is the Gateway to the Midlands. Its central geographical position midway between Oxford and Northampton and close to Milton Keynes, Banbury and Bicester has made the town a very convenient place to live, and there has been a large increase in population over the past 20 years. Although efforts have been made to improve the Town Centre there are still too many empty shops, a sure sign, as with many other small market towns, that more needs to be done to make the town really work for its people.

The authors of this Masterplan have analysed all aspects of Brackley; its history, character and geographical layout. With their experience of looking at other similar towns elsewhere around the country the plan looks at many of the big issues that will need to be tackled in the years ahead and examines ways of overcoming these. An extensive public consultation was undertaken for a period of 6 weeks from June to August 2010.

Being the largest town in South Northamptonshire, if Brackley is to prosper, there will be both new development and redevelopment. The aim of this Masterplan is to ensure that new investment is directed to the right locations and reinvigorates the Town Centre. The town also needs to continue to attract the high skilled technical industry which will provide good opportunities for employment and encourage people to both live and work in the town.

The Brackley of the future should be a town that both meets the needs of its own population and also those of the villages and farms surrounding the Town. It will only do so if we have a centre that people want to visit. There are many people already working hard for a better Brackley, not least Brackley Town Council as well as many business and civic groups. We hope that they will take advantage of the opportunities that this plan highlights.

We commend this plan to you”

Councillor John Townsend
SNC Cabinet Member, Environmental Policy
Councillor Rupert Fordham
SNC Cabinet Member, Community Regeneration

Adopted as a Masterplan for Brackley by South Northamptonshire Council
26th January 2011.
Introduction

South Northamptonshire Council (SNC), with funding from Northamptonshire Enterprise Limited (NEL), has prepared the Brackley Masterplan, which was the subject of comprehensive public consultation during the summer of 2010.

The Masterplan provides a clear vision for Brackley up to 2026 and seeks to:

- Re-define the role and function of Brackley as a modern market town and identify a strategy for the regeneration of the town centre.
- Protect, conserve and enhance the historic heritage and create an attractive natural and physical environment.
- Create opportunities where possible to enhance, restore and create new elements of Green Infrastructure.
- Identify the infrastructure and functions to support the town's existing and expanding role and plan and connect the functions together in a sustainable way.
- Secure 1,900 high quality sustainable new homes.
- Upgrade and provide a range of new and extended high quality community, education, recreation, leisure and swimming facilities.
- Maximise the linkages and relationships between Brackley and its rural catchment, Silverstone Circuit, Towcester and the wider District; and,
- Meet the objectives of the SNC Retail Study, the CACI Retail Report and the SNC Economic Development Strategy.

To achieve this, the Masterplan identifies a number of objectives and site-specific proposals for Brackley, including a comprehensive land-use strategy capable of phased implementation up to 2026. The Masterplan includes proposals for a number of key opportunity sites within and around the town as suitable locations for the delivery of the housing, employment and economic objectives.

The result is a flexible, realistic and deliverable blueprint for the town's long-term growth, which will be a ‘material consideration’ in the planning process, that will guide local businesses, land owners and developers in preparing planning applications and will inform the preparation of the Joint Core Strategy.

The Masterplan is based on extensive pre-consultation with statutory and non statutory consultees including Brackley Town Council, community groups, developers, key local stakeholders and interest groups. A list of these groups and a description of the consultation process is included in Appendix 3.

The Masterplan will provide a firm foundation for guiding growth and the range of development, infrastructure and community facilities required to enhance Brackley as a distinctive market town that serves the surrounding rural area and enhances the quality of life of residents, employees and visitors.

The Masterplan has been divided into the following key topic areas with each section identifying issues, objectives and proposals:
at the very heart of England

- Brackley Town Centre.
- Transport, Movement and Access.
- Housing.
- Employment.
- Open Space and Green Infrastructure, Leisure, Swimming, and Recreation
- Community Services.
- Education.
- Health Services.
- Tourism.
- Utilities and Services.
- Delivering the Masterplan.
2 Brackley Through History

Brackley has a long history that can be traced back to the very earliest times, with Iron Age artefacts found during the excavation of sites at Mill Lane and Castle Lane. It is believed that the first small village settlement of Brackley was built to the east of where the Parish Church is today, on a clearing owned by Bracca circa 550 to 650 AD. Bracca came from Halse, a settlement only a short distance away. The village was known as ‘Brachelai’, the pronunciation of which later changed to become Brackley as we know today.

Brackley was probably founded from two distinct areas, one as a Saxon settlement around the present Parish Church of St Peter (known as ‘Old Town’) and the other around the early Medieval castle near to the infant River Ouse at the southern edge of the modern town. Old Town remained small and separate from the rest of Brackley even until as recently as the early 18th century - it was not until 1884 that the two parishes of St Peter and St James were merged.

The patron saint of Brackley was St Rumbold who was born in King’s Sutton, Northamptonshire in around 650 AD. He was a legendary child prodigy from the royal families of Mercia and Northumbria. An 11th century legend suggests that at his birth, St Rumbold spoke at length about Christianity. Later he foretold of his death and his wish to rest for two years at Brackley before being buried at Buckingham. Sometime later, Rumbold’s relics were moved by Bishop Widerin (who had baptised him) to Brackley and subsequently to Buckingham. A well located within the centre of Brackley bears his name.

Brackley was built originally on the intersection between two major trade routes, from London to Birmingham and Oxford to Cambridge. The Normans established the line of the present High Street as part of one of the most important routes of the time linking...
Northampton and Oxford. At the time of the Doomsday Survey in 1086, Brackley was just an agricultural village with two manorial holdings owned by Earl Alberic. The ownership of the town passed to the Earl of Leicester, and subsequently to the families of De Quincy and Roland.

In 1150, Robert Le Bossu endowed a free hospital, chapel and graveyard for 12 poor men, but the need declined and the buildings were sold to Magdalen College, Oxford in 1484. In 1194, Richard I named Brackley as one of five official sites which he licensed for tournaments. Tournaments were licensed for the dual purpose of encouraging the sport, and more importantly, for reducing the potential for these events to be used as gathering points for disloyal opposition.

In May 1215, a meeting between the barons and the representatives of King John took place in Brackley and the first draft of the Magna Carta originated. However it took further fighting with armed gatherings at Stamford and Northampton, and eventually a gathering at Runnymede near London on 15th June 1215, before the document was finally signed.

In 1260, De Quincy obtained Borough status for a market, two hospitals, two separate parishes and a castle in Brackley and by the early 14th century, Brackley had become the second wealthiest town in Northamptonshire.

Brackley grew as a market town during the 13th and 14th centuries, based on the wool and lace trade. Brackley Parish Church was largely built during this time, however by the 15th century, the wool trade, which had made Brackley a prosperous town, had declined.

During the reign of Henry VIII, the town again became important when the masters and fellows of Magdalen College Oxford sought a safe haven from the plague that was ripe in the city. They occupied the site in the town of the original 12th century hospital of St John and St James (on the eastern side of the present High Street) and by 1548 the construction of a school was reported to have begun on the site. It is understood that Magdalen College School was founded by William of Waynflete, Bishop of Winchester. In the 16th century, Brackley was a centre for the ‘Lollards’; early non-conformists who studied the Bible and who were against the fundamental Catholic belief in the mass. The movement was based on the writings and teachings of John Wycliffe and had a strong following in Northamptonshire. In 1414 a Lollards uprising was planned to remove Henry V along with most of the House of Lords and the Catholic Church authorities.

A major fire started at the Crown Hotel in 1649 and destroyed a number of buildings along the High Street, many of which were thatched. A church census of 1649 shows that the population had declined from Medieval times, to 1,200 persons. Expansion of the town’s population did not take place again until the late 18th century. In 1706, the Town Hall was built by the Duke of Bridgewater and this became the focal point of the wide High Street where markets and fairs were held.

During the coaching era of the 18th & 19th centuries, Brackley prospered as a staging point on the route to London. Many buildings were upgraded and given Georgian ‘facelifts’. Brackley is said to have had twenty-eight coaching inns during the coaching era. Today, eight of these original inns have survived, albeit in more modernised form.

By the mid 19th century, Brackley boasted two railway stations and was positioned close to an intersection of two railway lines - the London and North Western Railway (LNWR) from Banbury to Bletchley, and the Great Central Railway (GCR) from Leicester to London Marylebone. The railways indirectly generated much building activity in the town,
noticeably in the form of terrace housing along Manor Road, Banbury Road and the southern end of Halse Road. By the 1960s, both railway lines had closed and were soon replaced by the strategic road connections, including the A43 and network of motorways we see today.

Brackley has many buildings of historical importance, particularly the Town Hall built in 1707 by the Duke of Bridgewater, and Magdalen College School, founded in 1548 for pupils to escape the plague affecting Oxford. The buildings used for the College School were previously those of the Hospital of St John and St James that was originally founded in 1150. The Almshouses founded in 1633 to provide accommodation for the poor, which until its closure, had been provided by the Hospital of St John and St James. The Parish Church of St Peter boasts a beautiful 13th century tower and an 11th century Norman doorway. There are also many beautiful Georgian and Victorian houses and shops dispersed around the Market Square. Even today, the focus of the town continues to be the wide, tree-lined space of Market Square.

As the Northamptonshire Tourist Guide states: “Brackley has had a varied and long History and is undoubtedly a charming town to visit. It wholeheartedly embraces the twenty first century yet has managed to retain the old world charm within its beautiful Market Square.”
3 Brackley in 2011

Introduction

Brackley is a historic market town surrounded by open countryside.

The historic market town of Brackley is strategically located in the heart of England with excellent road links to local urban centres of Towcester, Northampton, Banbury, Bicester, Oxford and Milton Keynes and to the wider strategic road network. The cities of London and Birmingham can be accessed via local train stations in Banbury and Bicester, and from within the District at Kings Sutton, 8 miles to the west of Brackley. The town is located within the District of South Northamptonshire, in the southern tip of Northamptonshire and has experienced significant growth over the last 20 years, from a high demand for housing, as a result of the town’s high quality environment and excellent transport connections. Brackley borders the County of Buckinghamshire and the District of Aylesbury Vale. The town has an attractive, historic centre with a safe family environment. Today Brackley is home to over 14,500 people and serves an additional rural catchment of 10,000 (population of the schools catchment area).

Brackley’s Role and Function

Brackley is characterised by its market town heritage and is recognised as a Rural Service Centre that provides day to day facilities and services to town residents and surrounding villages. The town supports a range of high quality specialist retailers, two national supermarket retailers, Tesco and Waitrose, contains well known retail brands including Boots and Costa and is home to the largest antiques centre in the Midlands - Brackley Antiques Cellar. However, the overall range and quality of retailing in the town centre is limited, but has potential for improvement. The town centre has a beautiful historic core that contains a range of key development opportunities that could assist in the potential to expand its function as a vibrant Rural Service Centre. Recommendations on how to address this form a key element of the Masterplan.

Geography and Environment

Brackley is situated within and displays the key characteristics of the Northamptonshire uplands with rounded undulating hills, low ridgelines with mixed farming enclosed by hedges, hedgerow trees and limited woodland. The central core of Brackley is located on
high ground, with the south western edge of the town sloping towards the river valley of the River Great Ouse. The eastern edge of Brackley is defined by the A43 corridor and the south eastern boundary by the A422 to Banbury. The north western and western boundaries are adjacent to open countryside and are situated on rising contours.

**Housing**

The majority of housing development in Brackley during the last 20 years has taken place to the north and north-west of the town centre, where the strategic road layout has not constrained expansion of the town. Brackley has a wide range of housing choice, but some neighbourhoods are disconnected from the town centre. The more recent suburban housing developments have no special or distinctive character that relates them to Brackley. New housing development should address these issues and be of a sustainable high quality which reflects the context, history and character of the town.

**Transport & Movement**

The A43, A5, M1 and M40, together with the location of nearby railway stations, have played a significant role in the town’s growth, both in providing efficient and enhanced access to employment opportunities around the region and placing a physical constraint to the town’s growth, driving housing development to the north and west over recent years. Brackley has become a commuter town with good access to local towns and cities within an hour’s drive. These fast and efficient road links have made Brackley the destination of choice for well educated and affluent people who value the town’s built heritage, high standards of living and strong links to the surrounding countryside, but who work elsewhere. Over the last three decades demand for housing has resulted in residential development outpacing the corresponding growth in employment, further reinforcing Brackley as a commuter town with 70% out-commuting.

**Employment**

Brackley offers a range of employment facilities ranging from smaller town centre sites in Burgess Square to the larger industrial estates located around the town. The industrial estate on Buckingham Road accommodates a series of larger businesses, however many of the premises are outdated and overall, the estate would benefit from remodelling and improvement. Bronnley, a leading British soap and toiletries company, is also located in the town. Brackley’s close ties with the Silverstone Circuit have resulted in several high technology motorsport companies locating research and development facilities in the town. The 2009 F1 world championship winner Brawn GP (now Mercedes GP Petronas) is based in Brackley along with Force India F1 Team’s research and development facility.

There is a mis-match between the level of housing and jobs, the result being a high level of out-commuting which in turn gives rise to unsustainable travel patterns. The Council wish to enhance, expand and create new employment opportunities and is therefore seeking to address this mis-match by supporting proposals for new development in Use Classes B1, B2 and smaller scale B8 in and around Brackley. A key opportunity site for employment is located to the north of Turweston Road which currently has permission for a number of land uses. SNC resolved to grant planning consent, in principle, for B1, B2 and some B8 uses on land to the north of Turweston Road in December 2009. This is a key opportunity site located on the northern key gateway into the town and has the potential to accommodate high quality employment space and act as a new gateway and approach from the north. In parallel with this development, the Council wish for the public transport provision to be improved from the town to the train stations to allow sustainable travel opportunities.
The Masterplan will identify a range of suitable employment sites that consists of existing sites in need of redevelopment/enhancement, sites with existing permissions that need implementing and a new employment site, to reduce the need to commute out of the town into the wider District. Further information on the opportunity sites is included in Appendix 3.

Retail

Brackley is an historic market town which is linear in nature, stretching from High Street in the north to Banbury Road in the south. The area encompasses Market Place, a legacy of the town's historic function. The beautiful historic Magdalen College owned by Oxford University is located within the town centre and brings a considerable student population as well as acting as a key employer.

The majority of retail provision is currently from independent traders with a few brand operators in the form of Boots, Waitrose and Tesco. The town's retail offer is anchored by a Waitrose foodstore at Drayman's Walk, with Market Place and High Street offering a range of quality services and independent retailers, including Courtyard Mews, the Crown Hotel, Brackley Butchers and the Brackley Therapy Centre. The town centre has experienced increased activity with the completion of the Burgess Square development with a number of retail units being occupied by well known high street brands including Costa Coffee and Subway. Courtyard Mews opened in September 2010 and occupied a former supermarket site that had been vacant for around 2 years. Courtyard Mews, provides a development of six small specialist retail shops and a wine bar, and was built almost entirely with recycled materials, designed in the style of a Victorian street. A general market is held weekly outside the Town Hall, the origins of which date back to the early 1700s, and includes a varied selection of traders selling groceries, fish and plants. A farmers market is held every third Saturday of the month.

There are various sites within the town centre and on the edge of the centre which provide key opportunities for the enhancement and expansion of the retail and mixed use offer of the town. The Chase and Partners Retail Study highlighted a demand for a range of branded and independent retail uses, non food shops (clothing, cafés and restaurants) together with leisure, recreation and entertainment uses to secure a mixed offer for the town and increase footfall. The study also identified a need to secure the weekend and evening economy and maximise the opportunities of the busiest trading day - Sunday. In order to improve the retail provision and footfall, the study also suggested a need to provide further car parking, particularly off street provision.
Education

Brackley offers a range of good public and private sector crèche, nursery, primary and secondary school facilities. Opportunities to review the level and location of education provision have arisen as a result of the aspirations of the educational establishments and from the proposed urban extension to the north of the town at Radstone Fields. Magdalen College has longer term aspirations to consolidate its operations onto a single site within or on the edge of Brackley, subject to extensive consultation and funding availability.

Events, Culture and the Performing Arts

Brackley is known locally as a venue for festivals and events with 2010 being the 15th anniversary of the Brackley Music Festival. The town also hosts an annual motorcycle festival and a weekly town market with a larger farmers market held once a month. The expansion of these will be important to improving the vitality of the town centre. Brackley currently offers limited space for the performing and visual arts. Brackley Town Hall is used for a number of events but does not provide suitable acoustics, stage and support space, although there is the capability to upgrade. The Masterplan recognises a need for a community arts building within the town centre.

Leisure and Recreation

Brackley has public leisure provision in the form of both a swimming pool and separate leisure centre managed by the South Northants Leisure Trust and contracted to Serco Management. There is a long term aspiration to relocate the swimming pool to the existing leisure centre site and expand the facilities to provide a higher quality leisure offer. However, in the short term, funding is likely to be an issue and the redevelopment and refurbishment of the existing pool to ensure that it is ‘fit for purpose’ is a more likely alternative in the medium term. Any new swimming pool facility will need to cater for the local education providers as part of the school curriculum. There is limited private leisure provision in the town and currently the majority of people have to commute outside the District to Banbury, Milton Keynes and Northampton.
There are a wide variety of active sports and social clubs across Brackley which play an important part in enhancing the sense of community within the town, driving perceptions of the town as a family orientated and safe place to live. A number of the clubs use the local facilities. However, many clubs are facing pressures to expand in order to meet growing demand, but the absence of suitable facilities in and around the town is currently limiting these group’s aspirations.

**Conservation and Heritage**

Brackley contains almost 100 Listed buildings and structures including four Grade II* Listed buildings which includes the Town Hall and one Grade I Listed building; The Church of St Peter. Many of these Listed buildings are grouped around Market Place, High Street and the Old Town. The majority of this area is designated as a Conservation Area. This was first designated in 1971 and subsequently extended in 1977 and again in 1985. The fine Georgian Town Hall built in 1706 acts as the focal point of the town and is located in a prominent position in Market Square. It is constructed in ashlar limestone with a distinctive clock tower and cupola on its roof ridge. Other buildings enclosing Market Place are generally 2-3 storeys and feature a rich variety of facades, proportions and architectural details, enhanced further by glimpses of other buildings through the many pedestrian links, archways and breaks in the building line.

*Conservation area, Listed buildings and other significant buildings*

*Aerial photograph illustrating the urban grain, townscape and key green spaces*
Views and vistas play a fundamental part in the quality of Brackley's townscape. The Town Hall forms an effective visual stop to the wide space of Market Place. Uninterrupted views of the building are possible from as far as the junction between High Street and Buckingham Road to the north, where the two avenues of Lime trees and grass verges widen out along High Street to focus the eye down towards Market Square and the Town Hall beyond.

The collection of buildings used in connection with Magdalen School, some of which have been in situ since the 1540s, are also positioned in prominent locations within the heart of the town, and these are generally regarded to be some of Brackley's finest buildings.

A number of other features contribute to the quality of Brackley. The materials, urban grain, historic plan form, mature vegetation and ornate railings, together with other features contribute to make Brackley unique and special. Public realm and street furniture improvements have taken place in Market Square in recent years and include new stone paving, new benches and street furniture.
Key Assets

Brackley’s key assets include:

- Population of over 14,000 in the town, with surrounding rural catchment.
- Attractive townscape, heritage and historical value of the town centre.
- Attractive countryside and landscape setting.
- Well connected to the network of local villages and the rural community.
- Accessible to Birmingham, Oxford and London.
- Short distance from train stations in Bicester, Banbury, Milton Keynes and Northampton and the A43, M1, M40 and A5 strategic road network.
- Excellent range of housing choice and employment premises.
- Wide choice of education provision for all ages.
- High profile employers including the Mercedes GP Petronas (formerly Brawn GP 2009 World Champions).
- Brand retailers including Waitrose, Tesco, Costa and Boots.
- High percentage of independent retailers including Brackley Butchers. A key retail offer in Brackley is the Antique Cellar which has international patronage.
- Proximity to Silverstone Circuit as a major employment and tourism destination.
- Range of public leisure provision.
- An established range of town festivals and events.
- An established town centre market.
- Strong social networks and a strong sense of community.
- Proximity to Towcester Racecourse and Whittlebury Hall Hotel, Spa, Leisure and Golf Complex.
- Very low levels of crime.
4 Brackley in 2026

Vision for Brackley

“Brackley at the very heart of England – a distinctive town that serves the surrounding area and enhances the quality of life of residents; providing a vibrant town centre, quality housing, schooling and leisure opportunities, sustainable transport links and a dynamic economy. Brackley will be the destination of choice for people who know what they want in life”

Brackley has a vital role to play in the economy of the area and in the life of the residents, employees and visitors it serves. Gaps in service provision must be addressed and a new strategy established to guide the growth and investment in the town up to 2026 and beyond. The strategic planning objectives seek to balance the number of new homes with new jobs that will help to reverse the historic trends which have led Brackley to be seen as a commuter town. Brackley needs to provide 1,900 additional new homes with corresponding employment, social, physical and Green Infrastructure and a revitalised town centre to provide a high quality offer to serve the residents of the town and surrounding villages.

To achieve this vision, the following objectives have been identified:

- Deliver a range of high quality, sustainable housing and employment opportunities that creates a balanced and sustainable community in Brackley.

- Revitalise and increase the functionality of the town centre through hands-on management, public-realm and linkage improvements, new retail occupiers, social, leisure and community facilities and improved car parking provision.

- Improve accessibility through pedestrian and cycle links from the residential and employment areas to the town centre and improved public transport links to rural areas, Silverstone and adjacent towns.

- Increase the opportunities for Green Infrastructure within and around the town to provide green corridors linking to the surrounding countryside, and green edges to provide a clear boundary to the town.

- Enhance and expand sports, indoor and outdoor leisure, swimming, recreation and open space facilities.

- Expand and redefine the employment opportunities and economic focus.

- Revitalise markets and promote festivals to make Brackley a recognised regional ‘event’ centre with range of hotel and conference facilities.

- Ensure development provides well-designed, high quality and sustainable development that is special and relates to the context of Brackley.

- A strengthened town centre and adjoining industrial estate (i.e. Buckingham Road Industrial Estate), which form the two parts of the Brackley Business District.

Achieving Quality

Achieving quality and a sustainable community in Brackley will be essential to the long term success of the town. The UK Government’s Sustainable Development Strategy
(March 2005) states that “Sustainable communities embody the principles of sustainable development” in that they:

- Balance and integrate the social, economic and environmental components of their community.
- Meet the needs of existing and future generations; and,
- Respect the needs of other communities in the wider region or internationally to make their communities sustainable.

National guidance defines Sustainable Communities as comprising:

- A safe and healthy local environment with well-designed public and green space.
- A flourishing local economy to provide jobs and wealth.
- Sufficient size, scale and density, and the right layout to support basic amenities in the neighbourhood and minimise use of resources (including land).
- Good public transport and other transport infrastructure both within the community and linking it to urban, rural and regional centres.
- Buildings – both individually and collectively – that can meet different needs over time, and that minimise the use of resources.
- A well-integrated mix of decent homes of different types and tenures to support a range of household sizes, ages and incomes.
- Good quality local public services, including education and training opportunities, health care and community facilities, especially for leisure.
- A diverse, vibrant and creative local culture, encouraging pride in the community and cohesion within it.
- A “sense of place”; and,
- The right links with the wider regional, national and international community.

An important component of development is to ensure that they are well designed and built, featuring a quality built and natural environment. Since the late 1990s there has been a strong move towards improving the standard of design in new development.

The Commission for Architecture and the Built Environment (CABE) have identified the following objectives for design within the built environment, which should achieve the following results:

- Character - A place with its own identity.
- Continuity and enclosure - A place where public and private spaces are clearly distinguished.
- Quality of the public realm - A place with attractive and successful outdoor areas.
- Ease of movement - A place that is easy to get to and move through.
at the very heart of England

- Legibility - A place that has a clear image and is easy to understand.
- Adaptability - A place that can change easily.
- Diversity - A place with variety and choice.

New developments within Brackley will be expected to be of the highest quality and meet these standards, to ensure that they are well integrated into the existing town, and meet all material planning considerations. Development will be locally distinctive and create a sense of place. In particular, careful attention will be paid to character, scale, form and architectural style/detailing in any new building designs.
Brackley Masterplan

The Brackley Masterplan will be a ‘material consideration’ in the determination of future planning applications and planning gain negotiations. The Masterplan identifies the key areas of development and the components to achieve a revitalised enhanced town centre and deliver sustainable development to the north and east of the town. The Masterplan acknowledges that the development of previously developed land will be preferable to the development of greenfield land.

The Masterplan identifies three action areas for the town:

- Brackley Business District – comprising Brackley Town Centre and Buckingham Road Industrial Estate.
- Brackley North Sustainable Urban Extension (SUE).
- Brackley East Sustainable Urban Extension (SUE).

The actions set out in this report will deliver the objectives that underpin the vision for Brackley. The Masterplan is not an end in itself, but provides the framework to deliver the agreed vision for the town. The Masterplan provides a framework for developers and landowners to work with the Local Planning Authority and its partners, to develop proposals to secure the coordinated growth of the town.

The plan illustrates:

- Actions to revitalise, expand and regenerate the town centre.
- Housing development on sites C, D, E and site A.
- Employment development on site B.
- Redevelopment of Buckingham Road Industrial estate, site F.
- Options for Magdalen College School to investigate the potential to develop a ‘ONE’ site solution either on site K or in a greenfield location.
- The potential redevelopment of surplus education sites I and J after conclusion of the Education Service provision undertaken by NCC.
- New indoor and outdoor Leisure/Swimming/Wellbeing Centre on the existing Leisure Centre site at site H.
- New Health Care Facilities in the north east of the town.
- Greenways around the town and green corridors within the development of key opportunity sites.
- New playing pitches and open space provision on site 2.
- New public open space on sites 1 and 3, and visitor facilities in St James park.
- New Cemetery and Allotments in site 2; and,
- Improved bus services and improved pedestrian and cycle networks.
at the very heart of England
6 High Speed Rail (HS2)

Route Options

The Government published the High Speed Rail Report on 11th March 2010, which identified a proposed ‘preferred route option’ for HS2 and set out the next steps in the consultation process. The ‘preferred route option’ was included in the Draft Brackley Masterplan, which also identified the impact of the route on the potential development sites.

In September 2010, the Government published a new report – Refining the Alignment of HS2's Recommended Route. The report included a new route for HS2 which is further to the east of Turweston and has substantially less impact on Brackley than the previous route.

In due course it will be necessary for the Government to safeguard the route of HS2. This is a legal process which would allow the Secretary of State to require planning authorities to notify other bodies (such as the HS2 promoter) before granting planning permission for any proposals that might affect the route. From the published programme, it is assumed that the earliest this could take place would be some time in 2011, but this may extend into 2013.

Until the final route has been safeguarded by the Government, the refined ‘preferred route option’ will need to be a material consideration in determining any planning applications; however it will not have the same weight as Government legislation.

Implications for the Brackley Masterplan

The new refined route for HS2 does not directly affect any of the key development sites identified in the Masterplan. The new route is located to the east of Turweston and to the north of Greatworth villages.

The closest key development sites to the route of HS2 are:

- Site B - Turweston Road North.
- Site C - Sawmills Site.
- Site D - Robson Land.
- Site E - Radstone Fields.

The closest site to the route of HS2 is Radstone Fields, which is approximately 650m away to the west.

The design proposals for these key development sites will need to consider the potential environmental impacts from the proposed line. Further information on High Speed Rail can be obtained from: www.hs2.org.uk.
at the very heart of England
7 Brackley Town Centre

Introduction

Brackley is a key Rural Service Centre meaning that its services and facilities serve the town and the rural catchment population, and must cater for the needs for future expansion. As a Rural Service Centre, Brackley has a key role to play in service delivery, to meet the day to day needs of its residents and those in the surrounding villages. It must also cater for the tourism economy.

The South Northamptonshire Retail Study was undertaken by Chase and Partners on behalf of SNC and was approved by SNC Cabinet in April 2010. The study identifies the current retail position of the town and the key issues for retail, leisure, recreation and town centre functionality and growth; and complements the CACI Retail Study for West Northamptonshire.

The Chase and Partners report indicated that Brackley is largely self-contained for main food shopping spend, a pattern that is consistent with the role and function of Brackley as a market town and a Rural Service Centre. It also indicates that taking into account the current serviced population and the planned housing and employment growth, there is capacity for further food retail development of a limited capacity up to 2026. The study states that capacity exists only for modest extensions to existing stores or a very small new foodstore as part of a new neighbourhood parade serving new housing development.

Retention rates for comparison goods shopping spend are very low and most Brackley residents shop for clothing, footwear and other non-food goods in surrounding higher order centres, which are located outside of the District in locations such as Banbury, Bicester and Milton Keynes. The range of non-food shops in the town is very limited and there is an aspiration and demand for new non-food provision within the town to cater for the current and future population.

The theoretical need for non-food floorspace in the form of specialist brands is much higher, but the Retail Study cautions that this is not the same as actual occupier demand and the estimates of theoretical capacity should not be used on their own to plan for new development.

The study also noted that the community has aspirations for:

- The provision of a wide range of non food retail within the town. A number of existing units in the town, together with other town centre opportunity sites, could meet this demand.

- A range of leisure and recreational facilities including further cafés, restaurants, a theatre and a cinema, and would welcome this type of provision within the town rather than having to commute outside the District.

Overall, the Retail Study concludes that Brackley possesses the basic ingredients of a vibrant and successful market town, with its high quality attractive environment, historic architecture, good food shopping provision and availability of services such as banks and estate agents. However, the Retail Study suggests that the town centre lacks vibrancy, which could be addressed through a stronger independent sector, a wider quality retail, leisure and recreation/entertainment offer in the town together with opening longer hours and opportunities for trading on a Sunday. It also suggests a series of initiatives, which are carried through into the Masterplan for a proactive approach to investment, a clear economic development approach and clear policy and pre-application advice service to be initiated. A number of these initiatives have commenced since the draft masterplan was consulted on.
Key Issues Facing Brackley Town Centre

The key issues for the town centre are:

• Current position within the retail hierarchy.

• Lack of awareness of the town outside the District and Region.

• Negative image of the vitality and viability of the town centre due to lack of awareness of what the town centre actually offers.

• Ground level vacancies higher than the national average.

• Unrealistic expectations of landlords in the current economic climate.

• A lack of diversity of key trip and activity-generating uses in the town centre, particularly entertainment, recreation and leisure uses.

• Pressure for changes of use of ground floor Use Class A1 retail to other uses, reducing the supply of units available for retail use.

• Predominance of small units that are too small to attract national multiples.

• Lack of medium to larger units in the town.

• Loss of key town centre retail, business and hotel accommodation for residential use.

• Current oversupply and overpriced residential units within the town centre.

• Lack of hotel / conference / training and meeting space within the town for local businesses and prospective investors.

• Waitrose anchors the convenience offer of the town centre, but suffers from a lack of visibility and prominence as well as poor linkages with Market Place.

• An extended linear retail area that prevents a focused and compact town centre.

• Width of High Street that is too wide for effective visual marketing.

• Perceptions of inadequate long term parking and congestion in short term parking at peak times.

• Poor signage and no visitor map of the main town centre facilities.

• Poor southern entrance to the town centre from Banbury Road and Bridge Street, which guides traffic away from Market Place.

• Limited quality and availability of evening and weekend economy in the town centre.

• Promotion of the historic town as a destination for tourism.

• Virtually no Sunday trading.

• Lack of broadband / Wi-Fi availability in the town.
Action is required to enhance the vitality and viability of the town centre. The town centre's historic environment and attractive setting provides a firm foundation for encouraging consumers back into the centre by focusing future retail activity and footfall around Market Place. Enhancing linkages between the supermarkets and the town centre, and delivering flexible parking solutions and longer opening hours could encourage people to spend longer periods of time in the town, and this in turn would strengthen the vitality of the town centre further. The history of the town can also play an important role in delivering an improved tourism profile and increased visitor spend.

There is a need for investors and landowners to recognise the potential spending power of existing and new residents, employees and visitors and take advantage of current gaps in provision. The Council and its partners need to provide clear policy and pre-application advice to ensure that high quality applications are submitted that meet the aims and objectives of the Masterplan, the SNC Retail Study and the SNC Economic Development Strategy. The Council will be producing a Town Centre SPD to assist in implementing the actions recommended in the Retail Survey, SNC Economic Development Strategy and the Masterplan in order to secure the relevant planning gain for the town centre.

The delivery of a vibrant and successful town centre that serves the wider community will require cross funding from the proposed Sustainable Urban Extensions (SUE). Chapter 9 indicates the role of a Brackley Town Fund and how planning obligations can be used to strengthen the role of the town centre.

**Actions to deliver the Masterplan:**

**TC1** Identify Brackley Business District as an action area split into two component parts:
- The town centre; and,
- Employment area

**TC2** Subject to funding from a Brackley Town Fund, appoint a Town Centre Manager (TCM).

**TC3** Initiate a Brackley Town Fund through planning contributions from major developments in Brackley to support provision of Town Centre Manager and to deliver the masterplan.

**TC4** Manage an appropriate balance of retail (Use Class A1) and other commercial uses at ground floor level, and direct new retail uses to the town centre.

**TC5** Encourage and promote local/distinctive/niche/speciality shopping.

**TC6** Work with shop owners and landlords to upgrade property frontages and ensure maintenance is undertaken on a regular basis.
TC7 Revitalise the town centre with a new mixed use community facility including a performing arts centre and new library.

TC8 Identify and promote redevelopment of key town centre opportunity sites for retail, commercial, community and cultural uses together with additional car parking provision.

TC9 Promote appropriate sized retail units in new developments to attract end users.

TC10 SNC and the TCM to work with local estate agents and landlords of vacant shops to facilitate their beneficial re-use.

TC11 SNC and TCM to work with tenants and landlords to encourage the re-use of vacant first floor accommodation above shops for residential and employment purposes.

TC12 Investigate the potential of introducing a ‘Living above the Shop Scheme’.

TC13 Investigate potential of ‘Moving In Grant’ to assist retailers moving into vacant shops in the town centre.

713 Actions to address vacant premises:

714 Actions to promote and market the Town Centre:

TC14 Prepare an active marketing strategy for the Town Centre for potential investors and businesses. Maximise opportunities for marketing and investment in the town.

TC15 Promote and undertake a new marketing, media and publicity campaign for Brackley. Produce a Marketing Document for Brackley for potential investors and homeowners.
TC16 Set up a comprehensive, attractive website to market the town that is regularly updated.

TC17 Promote the tourism guide produced by SNC.

TC18 Expand, promote and coordinate festivals and events in Brackley, including links with events at Silverstone Circuit and Towcester Racecourse.

TC19 Establish a town centre forum incorporating retailers, businesses, landlords and other key stakeholders to promote and market the town centre.

TC20 Promote ‘Brackley in Bloom’ scheme. Explore requirements for developing a Brackley in Bloom initiative with a view to submitting the Town in future rounds of the scheme – to enhance the image and appearance of the town centre, encourage greater number of shoppers and investment to Brackley.

TC21 Interpret and promote the history of the town. Examine feasibility of Blue Plaque scheme in Town Centre and historic town trail focusing on the historic sites of Brackley.

TC22 Development of leaflets such as Guide to Retailers in Brackley and Guide to Historic Brackley.

TC23 Prepare a Brackley Calendar identifying the events and festivals and promote this to a wider audience.

TC24 Develop, investigate, and promote further festivals and events such as Christmas markets, ice rink, late night shopping; spring entertainment, themed for specific holidays eg. Easter, May Day; introduction of continental markets.

TC25 Secure sponsorship support from town centre retailers and co-ordinate events. Set up and maintain an events and festival committee. Support existing events and ensure promotion regionally.

715 Actions to promote community uses in the Town Centre:

TC26 Prepare a Development Brief for the key town centre site (sites G and K) to extend the role and offer of the town centre.

TC27 Work with NCC to review the planning issues resulting from the Education Land Assessment.

TC28 Work with Brackley Town Council on the refurbishment of the Town Hall.

TC29 Encourage the provision of improved Wi-Fi/broadband access for the town centre.

716 Actions to promote partnership working in the Town Centre

TC30 Consider establishing a Business Improvement District for town centre and Buckingham Road Industrial Estate to raise funding for specific and identified improvements subject to the views of local employers.

TC31 Initiate discussion with Waitrose on potential future locations for a store.

717 Actions to improve linkages to the Town Centre:

TC32 Provide clear, quality signage within the town centre to key facilities, and from Waitrose car park to the town centre facilities. Examine feasibility of metal finger posts within town centre. Investigate whether signs can be placed into Brackley from the A43.

TC33 Public realm improvements to Market Place, Halls Lane and Draymans Walk to improve the pedestrian linkages in the town.

TC34 Physical improvements to the northern and southern gateways of the town to improve linkages between the commercial uses and the town centre.

718 Actions to improve car parking in the Town Centre:

TC35 Produce a car parking plan, leaflets and signage of the location of car parks and opening hours.
TC36 Investigate the potential to bring back the under-croft parking beneath Waitrose for use as long-stay parking.
TC37 Review options to secure long term parking provision on the key town centre development site and in other suitable locations.
TC38 Secure additional car parking within the town centre.

Actions to improve accessibility of Town Centre:

TC39 Secure improvements to bus services through S106 contributions including provision of high quality bus shelters with real time information, and installation of raised boarding platforms.
TC40 Engage with bus service providers to secure provision of an adequate level of service provision linking various parts of the town to the principal rural settlements, including Evenley, Westbury, Turweston, Farthinghoe and Croughton.
TC41 Seek improvements to the Brackley Bus services eg. Brackley Buzzer by increasing frequency of service to a minimum standard of 15 minute intervals, extending the hours of operation from 7.00am to 7.00pm to cover commuter time periods.
TC42 Provision of secure cycle storage in town centre.
TC43 Encourage cycling and walking as an alternative form of transport to the town centre.
TC44 Explore the option of a one-way system along Manor Road to reduce congestion primarily associated with school traffic.
TC45 Improve signage and linkages both within the town centre (ie. Through Draymans Walk) and from the A43 and key opportunity sites into the town centre.
TC46 Secure off-site highway, directional and promotional signage for the town centre and Waitrose car park.

Actions to improve the public realm:

TC47 Prepare and adopt a Design SPD for Brackley and other areas in the District.
TC48 Produce and adopt a Shop Frontages and Signs SPD to encourage high quality appropriately designed signage. Remove Permitted Development Rights for shop frontages and shop signage through Article 4 Direction. Work with shop owners and landlords to upgrade property frontage and ensure maintenance is undertaken on a regular basis.
TC49 Promote a scheme for shop front improvements to encourage the repair of buildings, the replacement of inappropriate modern additions, such as windows, doors and shop fronts, or to reinstate lost architectural features.
TC50 Encourage attractive window displays and reduce areas of dead frontage.
TC51 Identify schemes for public realm improvements in Brackley town centre, particularly for improvements to Market Place, Halls Lane and Draymans Walk to improve the pedestrian linkages. Provide public realm improvement scheme to Market Street. Examine need to improve public areas by providing and maintaining attractive street furniture and paving.

Upgrade of the Town Hall and Historic Town Centre

The Town Hall is a prominent, attractive, Grade II* listed building of architectural merit located within the heart of the town centre, and acts as a key landmark and focal building. There is an opportunity to upgrade and refurbish this facility to widen its appeal and secure further investment in the town. Planning contributions should be sought to upgrade the building for the community and to extend its current range of facilities including exploring its potential as an improved entertainment venue. Other existing community buildings should be upgraded and expanded to ensure their potential is maximised to provide a range of community services and a quality recreational offer.
The Masterplan identifies the potential of a new mixed use community building to be used for performing and visual arts as well as community events. This is a long term aspiration, although the location remains to be identified.

Any new development within the historic parts of the town will need to consider the character of the Conservation Area and the positive contribution that new development can make to the historic fabric and townscape. Careful consideration will need to be given to building scale and massing, to the historic street pattern and the impacts on views and vistas - each of which are fundamental elements of the Conservation Area character. Special regard should be given to securing the retention, restoration and continued use of historic buildings.

The possibility of a grant scheme for the town centre will be investigated. This could provide financial support to repair buildings that make a significant contribution to the quality of the townscape. Such a system could also help to replace inappropriate modern additions, such as windows, doors, shop fronts, and signage, or be used as a means to reinstate lost architectural features. Brackley's heritage and distinctive character could also be used as part of a campaign to promote Brackley's retail and tourism offer; interwoven with the spirit of community ownership and civic pride.

Magdalen College is considering the long term option of consolidating the education facilities from the Manor Road and Market Place sites onto a single site in Brackley. This is likely to result in the closure of one or both of the sites and the land being made available for other uses. Either option will have an effect on the future vitality of the town centre and impact on traffic movements.

The Market Place site together with the attractive listed buildings, is an integral part of the town centre. The redevelopment of this site for more intense educational use or for other
uses must be considered within the context of the football, cricket and tennis facilities immediately to the east. The development of the combined sites is identified opposite.

727 The playing fields at Magdalen College are an important community asset that are used for community events such as the Brackley Carnival. Should development take place which would lead to their loss, developers will be required to provide the same amount of open space elsewhere within the town, and make this available for community use on the same terms as those that are lost.

728 If the redevelopment of this land is brought forward, planning policies will need to be established through the Local Development Framework (LDF). A Development Brief will be required in order to ensure that the development is plan-led and to secure the proper planning of the area. Piecemeal development applications submitted in advance of this will be refused planning permission on the grounds of prematurity. This is a major opportunity for a creative, well designed scheme to extend and enhance the current education, housing, retail and leisure offer in the town centre.
at the very heart of England
8 Transport, Movement & Access

801 Brackley is strategically located on the trunk road network with the A43 providing fast and efficient road links to local urban centres such as Northampton, Banbury, Bicester, Oxford and Milton Keynes. Brackley has a unique location being located adjacent to the A43 and near to the M40, M1, A5. It is also within near reach of Banbury, Bicester and Milton Keynes train stations. The town is a popular commuter town due to the fact that many other larger towns and cities, including London, Oxford and Birmingham, can be reached in under one hour. These links have helped to define Brackley as a commuter town, whilst the absence of a railway station, the rural nature of the catchment area and generally low level of bus usage results in the majority of peak hour trips being made by private car.

802 Brackley’s role as a market town means that residents in the surrounding villages travel to the town for food shopping, schools and other key services. However due to the current limited retail, leisure and recreation offer, a large amount of the town’s population and rural catchment commute outside the District particularly to Banbury and Milton Keynes. Although Brackley generally experiences limited inconvenience due to traffic congestion within the town, the use of the private car for the daily school run has created localised issues particularly along Manor Road. The traditional market town layout has resulted in the High Street area being dominated by car parking which has a negative impact on the town centre as a place for pedestrians.

803 The town as a whole, remains relatively compact with existing pedestrian networks linking the centre to the suburbs. As Brackley continues to expand there will be a need to provide better public transport and sustainable modes of transport to reduce the reliance on the car as the primary mode of transport. There is a particular need for a regular shuttle bus provision to and from the train stations to reduce the amount of out commuting by private car. There is also the potential to improve the network of pedestrian and cycle routes around the town and the connections to Oxford Canal on the west and the Grand Union Canal via Towcester.

804 Brackley provides a high quality rural environment in which families and the retired choose to live, due to the good quality of life, low crime rate and low levels of social problems.

805 One of the reasons for the high level of out commuting is due to the limited employment offer currently within the town. There is a need for the provision of high quality employment land and premises, together with an expanded complementary mixed use town centre offer. The town has a number of unique assets to meet these needs.

806 The key issues for the town are:

- Brackley is a commuter town without commuter transport with poor quality bus services and no commuter railway station.

- Poor public transport links into the town from principal local villages, nearby towns, Silverstone Circuit and the wider District.

- Dominance of road traffic in the town centre and traffic management issues.

- Poor legibility of cycle and pedestrian routes from residential areas.

- Congestion from school related traffic in Market Place and Manor Road.
at the very heart of England
Transport, Movement & Access

Brackley...

- Poor linkages between new housing, employment and community development and the town centre.
- Poor gateways at the north, south and east entrances into the town from the A43 and at the southern gateway between Banbury Road and Bridge Street into the town centre.
- Lack of town car parking on street and off street.
- Lack of employment premises and retail and leisure offer to provide the opportunity for local employment to reduce the need for commuting.

Traffic congestion and priority of junctions

Parking dominating Market Place

Traffic and movement issues along Manor Road

Actions to deliver the Masterplan:

Actions for Pedestrians and Cyclists:

**TM1** Improve the legibility of pedestrian and cycle routes within existing and new development by providing direct, attractive and well lit connections with good natural surveillance that link to the town centre. Improvements are to be secured through developer contributions and funding via partnership working.
at the very heart of England

**TM2** Provide additional, well designed signal controlled pedestrian crossings at strong desire lines within the town including:
- Banbury Road / Bridge Street;
- Halls Lane / Market Place;
- Manor Road;
- Hill Street / High Street;
- Buckingham Road; and,
- Northampton Road.

**TM3** Enhance the environment for pedestrians and cyclists within the town including the narrowing of Market Place / High Street and to introduce shared surfacing to reduce speeds and the dominance of the car.

**TM4** Improve the legibility of cycle routes within the town by providing cycle lanes within the carriageway to create linkages to existing and proposed residential and employment developments along:
- Radstone Road;
- Halse Road;
- Manor Road;
- Northampton Road;
- Turweston Road
- Buckingham Road; and,
- Bridge Street / Banbury Road / Market Place/ High Street.

**TM5** Create links within new development to ensure accessibility between key opportunity sites and the existing urban fabric.

**TM6** Provide covered, visible and secure cycle racks in the town centre.

**TM7** Explore the potential to create safe and attractive pedestrian and cycle linkages to other nearby settlements e.g. Evenley.

**Actions to improve Public Transport:**

**TM8** Enhance the attractiveness of public transport as a viable alternative to the private car by providing upgraded bus facilities within the town centre and serving new development, including the provision of high quality bus shelters with real time information, and installation of raised boarding platforms.

**TM9** Engage with bus service providers in order to secure the provision of an adequate level of service provision linking the various parts of the town to the principal rural settlements. For example, to enhance the internal connectivity of the local bus service (Brackley Buzzer) by improving the frequency of this service to a minimum standard of 15 minute intervals, extending the hours of operation from 7.00am to 7.00pm to cover commuter time periods and to ensure that this service is connected to new developments, regeneration areas within the town and to adjacent settlements including Evenley, Westbury, Turweston, Farthinghoe and Croughton.

**TM10** Enhance the external connectivity of Brackley to the adjacent towns by bus including Towcester, Northampton, Milton Keynes and Oxford (88, X88), Buckingham and Banbury (131,132) and Bicester.

**TM11** Deliver good quality sustainable bus services to the catchment villages and local attractions including Sulgrave, Silverstone Circuit, Towcester Racecourse, Canons Ashby, Stowe and during local events and festivals.

**Actions to address car parking:**

**TM12** Provide information on the town's car parking provision, availability and opening hours.

**TM13** Improve parking provision within the town for both short and long term parking arrangements. Improve enforcement of all parking serving the town centre, but
where possible, avoid charging for short term parking. Any changes to the structure of the parking provision, particularly the introduction of charging, must be considered in line with parking charges in neighbouring towns and villages.

**TM14** Create opportunities for new car parking spaces and sites to cater for the current and proposed population and visitors particularly during local events and festivals.

**TM15** Promote walking and cycling to reduce the number of residents using town centre parking.

**TM16** Provide clear directional signage to car parking for motorists.

**TM17** Promote dual use parking areas to cater for the weekend economy and during events and festivals.

**810 Actions to improve strategic gateways:**

**TM18** Upgrade the northern and southern gateways and adjacent land as the key entrances into the town.

**TM19** Provide a clear and effective signing strategy from the strategic highway network (A43/A5) and to provide clear directional signage relating to specific land uses, public amenities and attractions within the town.

**TM20** Enhance the accessibility of Brackley town centre from the south with changes to the priority of the junction between Banbury Road and Bridge Street. The priority would be between the straight ahead movements of Bridge Street to Market Place. This should be undertaken using suitable techniques to reduce the speed of traffic in this area and to enhance pedestrian and cyclist accessibility.

**TM21** SNC to work closely with the Highways Agency and Northamptonshire County Council Highways Authority to monitor the capacity of the Northampton Road / A43 roundabout junction. Future development to the north of the town should provide nil detriment to the operational performance of this junction via a coordinated approach to development or improvements at this location.

**811 Actions to improve highways:**

**TM22** New road infrastructure must be delivered to ensure that it meets the growth aspirations of Brackley, connects development sites in a coherent fashion, provides alternatives for sustainable transport and high quality pedestrian and cycle facilities, and does not create additional capacity problems on the strategic road network (A43).

**TM23** Upgrade and maintain existing roads.
TM24  Secure developer contributions for new highway infrastructure through Community Infrastructure Levy or S106 obligations and future local transport strategies.

TM25  Consider promoting a one-way system along Manor Road to reduce congestion primarily associated with school traffic.

TM26  Provide suitable mitigation measures i.e. traffic calming should be provided along Turweston Road to ensure that any additional traffic demand associated with new development in Brackley does not contribute to the existing problem of ‘rat running’ in this area.

TM27  Ensure cohesive links between the existing town and new development sites. Ensure comprehensive accessibility between all sites and where appropriate, the use of Grampian Conditions to ensure cohesiveness.
Housing

As a historic market town, Brackley has a broad mix of residential property. The town's growth and expansion in the later half of 20th Century delivered a predominance of good quality post war family housing stock, which is mostly privately owned. The River Ouse and the A43/A422 provide both natural and man made barriers to the town's expansion moving south, resulting in all the recent housing growth taking place to the north and west of the town.

The District must deliver a 5 year housing supply. Brownfield sites will be developed in preference to Greenfield sites. Recent provision has been secured in local villages through the Interim Rural Housing Policy. The main focus for the provision over the next 15 years is to be in the Rural Service Centres of Brackley and Towcester. Brackley is anticipated to provide 1,900 additional dwellings by 2026. Brackley can only accommodate so much development in order that it maintains its unique character and this amount may assist in securing improvements to the current town's facilities. Whilst some housing development is expected within the existing urban area of the town centre and on brownfield sites, the majority of development is expected to take the form of sustainable greenfield urban extensions. Forecasting how many dwellings may be developed within the current settlement limits of Brackley is critical to estimating potential land requirements for housing outside of the town. The Education Land Assessment Study, to be undertaken by the Northamptonshire County Council, may also identify potential residential land in the longer term.

Actions to deliver the Masterplan:

H1 Deliver 1,900 residential units on sites in Brackley North and Brackley East SUEs, together with urban capacity sites. Ie. Sites within the existing town.

H2 Deliver 1,900 dwellings in the following locations:
   - 1,400 dwellings to be provided at Brackley North SUE (sites C, D and E), which will also include a local neighbourhood centre providing retail and community uses together with a new primary school and potentially small scale employment uses;
   - 380 dwellings at Brackley East SUE (site A); and,
   - 120 dwellings from urban capacity sites.

H3 The potential to create a further 400 housing units, in the longer term, after the review of the Education Site Assessment by NCC (sites G, I and K).

H4 Provide new public open space, pitches and ‘3rd generation’ facilities to support new residential development and to make up for the shortfall in the supply and new provision to provide for the additional population.

H5 Provide a range of affordable housing to meet local needs.

H6 Provide the relevant physical and social infrastructure to complement the residential development.

H7 Promote related investment in the town centre for public realm improvements, car parking and public transport links.

Issues of affordability, although by no means unique to Brackley, are significant with the South Northamptonshire District experiencing some of the highest house prices in the East Midlands region.

Whilst some town centre apartments, in the form of both conversion and new development have been built over the last few years, housing needs in Brackley continues to be family orientated accommodation. The change in economic circumstances in 2008/09 has led the development industry to move away from apartment development in favour of houses.
at the very heart of England
Currently, smaller two and three bedroom houses are an identified part of Brackley's housing needs providing starter family homes and more affordable property. These will need to be supplemented by larger four and five bedroom homes to ensure a range of housing types cater for residents' needs. An appropriate range of affordable housing and targeted specialist housing will also be required to meet local need, together with a balanced emphasis on town centre regeneration. The latest information on housing needs can be found in the SNC Housing Needs Survey.

The quality and range of housing choice is an important part of Brackley's offer. Residential development over the last 20 years has not always been designed to reflect Brackley's Market Town heritage or provide a local environment that is immediately identifiable as part of the South Northamptonshire area.

New housing must address these concerns and create high quality and unique residential areas that are special to Brackley. The internal design of the housing must be flexible and practical and provide suitable space to provide a good quality of life for future residents to last over their lifetimes. New housing must create opportunities for the use of outdoor space including the provision of gardens that are generously proportioned together with the provision of accessible high quality open space. Nationally recognised best practice approaches such as that set out in CABE's Building for Life should be used to ensure that proposals reflect what is special about Brackley. New development will also be required to meet design standards such as 'Secured by Design', 'Designing out Crime' and 'Safer Streets' as well as disability design standards.
The form, layout and grain of new housing should be carefully considered to respond to the local context, whilst the architectural design should reflect the style, proportions and detailing of the local vernacular. The choice of materials should also be chosen to respond to context. These design issues should be explored and explained fully through the relevant planning submissions and accompanying Design and Access Statements.

By 2016 all new residential development will need to be zero carbon to comply with national standards set by the Code for Sustainable Homes. The drive to make our communities more sustainable will also change the way new developments are planned, designed and managed. This will be the context in which developers will be working to create new schemes in Brackley.
Employment

A key component of a successful Brackley is enhancing the quality and quantity of employment opportunities and reducing the trend of out commuting.

A high amount of out-commuting has arisen, largely as a result of the mismatch between previous housing growth and increased employment opportunities. Commuting costs are likely to increase in the future, both in terms of increased costs and time taken. The creation of local employment opportunities is therefore required in order to reduce the need for out commuting both for existing and new residents within the town.

The town currently has a diverse economic base including high technology motorsport, linked to nearby Silverstone Circuit, and is home to the 2009 F1 World Championship winning team. Silverstone Circuit currently has plans for major mixed use development proposals as set out in the Silverstone Circuit Development Brief.

Brackley also has a range of other more traditional manufacturing business and there remains an opportunity to diversify the number of employers further through tourism and leisure related employment. The Buckingham Road Industrial Estate provides a large proportion of the town's employment, in a central location and within walking distance of the town centre. The town centre itself provides a range of employment opportunities including retail, business and education. There has been the creation of a range of new retail units within the town centre, notably the Burgess Square site which was recently completed, where units have been taken over by Costa Coffee and Subway, and Courtyard Mews which opened in September 2010.

Rather than identifying a specific number of new jobs for Brackley the Masterplan places emphasis on providing a diverse range of quality local employment opportunities within all employment sectors from retail, office, local manufacturing, tourism and leisure, and distribution that best reflect the local skills base of Brackley.

A new strategic employment site is identified along the North of Turweston Road (site B). This site along with existing employment sites in Brackley will be protected from other development pressures, in particular residential development, once the economy recovers. There are major new employment opportunities proposed locally both at Silverstone Circuit and at Towcester, but there is also a need for employment within the town of Brackley to meet the needs of those who are unable to commute outside the town and to ensure sustainable patterns of development. Brackley Business District is identified as an area comprising both the town centre and adjoining employment areas including Buckingham Road Industrial Estate where employment provision is seen as key.

The employment provision needs to take account of the relationship with its rural catchment and the nature of the rural economy, particularly the farming industry. Emphasis should be placed on creating sustainable jobs for local people and maximising the use of local suppliers/local produce.

The key issues for employment are:

- To create balanced communities to ensure that employment is available locally as there is a current high level of out-commuting which should be addressed.

- Provide a range of employment options focusing mainly on B1, B2 with some B8 uses, together with hotel, retail, leisure, recreation, health and education uses.
at the very heart of England
• Provide a key strategic employment site North of Turweston Road (Site B).

• Promote and protect existing employment within Brackley and resist development of employment sites for other uses, particularly residential development.

• Provide a range of units for the creative industries to encourage the development of local talent and skills.

• Maximise the high technology engineering sector opportunity in Brackley to support Silverstone Circuit and the wider District.

• Provide high quality hotels and conference facilities for all year round events and cater for users of Silverstone Circuit and Towcester Racecourse.

• Improve the environment around existing employment and industrial sites to attract new employers.

• Provide broadband infrastructure to all new and existing developments.

• Provide opportunities to work from home and creation of live/work units.

• Tourism as part of the local economy resulting from the historical importance of the town.

**Actions to deliver the Masterplan:**

**E1** Promote and protect employment land both at site B – Land north of Turweston Road – and existing employment sites to ensure that suitable employment opportunities are available within Brackley. In particular employment will be sought in the ‘knowledge based sector’ in office, engineering and the service sector, supported by new jobs in healthcare, education, leisure, recreation, hotel and tourism employment.

**E2** Designate Brackley Business District (town centre and employment area) as an action area for sustainable high quality employment close to the town centre. This will include improvements to Buckingham Road Industrial Estate and preparation of a Development Brief for the area.

**E3** Designate site B in Brackley East SUE as an action area for a range of uses falling within Use Classes B1, B2 and B8 together with a possible hotel/conference use (Use Class C1) and healthcare facility. The objective is to secure a high quality, well designed area focused on this key northern gateway site.

**E4** SNC to work with landowners, developers, potential investors, major local employers and potential employers and other agencies to build long term relationships and secure investment.

**E5** The creation of a “Technology Park” for the high performance engineering sector.

**E6** Redevelopment of the entrance gateway to Mercedes GP Petronas.

**E7** Work with businesses on Buckingham Road Industrial Estate to address environmental health concerns and upgrade the appearance of the area.

**E8** Provide better broadband internet speeds for the town and surrounding villages.

**E9** Create new hotel, training and conference facilities to support the town and maximise the links with the Silverstone Circuit.

**E10** Develop a complementary offer to Silverstone Circuit and build on these opportunities as an all year round venue and aspirations contained in the Silverstone Circuit Development Brief.

**E11** Build on the current job clubs and improve opportunities for local employment.
at the very heart of England


Open Space Masterplan

Open Space and Green Infrastructure, Leisure, Swimming, and Recreation

1101 Brackley is currently under provided when considering the range and type of Green Infrastructure including open space. Green Infrastructure (GI) is a strategically planned and delivered network of high quality green spaces and other environmental features, that through design and management can deliver a wide range of environmental and quality of life benefits for local communities. Green Infrastructure includes parks, open spaces, playing fields, woodlands, allotments and private gardens.

1102 Green Infrastructure makes a valuable contribution to meeting Brackley’s infrastructure requirements in terms of open space, sport and recreation, and also contributes more broadly to its environment, biodiversity and accessibility. The provision of Green corridors provides links between the existing town and the surrounding countryside and will be sought within the proposed extensions to Brackley. Green edges around the key development sites will also provide a defensible boundary around the town to prevent its sprawl.

1103 Northamptonshire has sub-regional Green Infrastructure corridors which provide important links between areas of population within Northamptonshire. Sub-regional corridors in Brackley surround the edge of the town. The closure of the railway stations in Brackley in the 1960s has left several disused railway lines which are important biodiversity features and provide habitat corridors through the area, as well as providing possible routes for walking and cycling and informal recreation. Opportunities will be taken to protect and enhance the existing green infrastructure network and add to it wherever possible, particularly in the development of Brackley North and Brackley East SUEs.

1104 North of Brackley lies the Helmdon Disused Railway SSSI which is nationally important for limestone grassland, and in particular the rich butterfly fauna including the only known location of the small blue butterfly in Northamptonshire. Whilst no development proposed within the Masterplan directly affects this SSSI development of the Brackley North SUE will be within close proximity and there will therefore be a need for housing and other development to consider the potential impact on this SSSI. In particular there is a watercourse here which should be buffered from impacts of development.

Leisure, Sport and Recreation

1105 Brackley is also under provided for sports, indoor and outdoor leisure and recreation facilities including swimming, and playing pitches usually associated with a town of its size and the catchment it serves. There is a limited provision of competition level facilities. The considerable housing growth through the 1990s has outpaced the development of facilities. SNC has commissioned Nortoft Partnership Ltd to prepare a Leisure Strategy, which will identify the need to provide the appropriate level of recreation space and playing pitches to support the development of 1,900 homes, which is in addition to that needed to address the current shortfall of space. The provision required will be subject to an assessment of the housing mix of development proposals.

1106 The primary public leisure facilities in the town are situated on two separate sites. The Brackley Leisure Centre is located on Springfield Way, and Brackley Swimming Pool is located on Manor Road. These two facilities are run by the South Northamptonshire Leisure Trust with the operational site contracted to Serco. Brackley Leisure Centre provides a 65 station fitness centre, indoor sports court, outdoor football pitches and a
at the very heart of England
range of health and beauty related facilities. Brackley Swimming Pool provides a 25m pool, an additional 15 station fitness centre and health and beauty facilities. The current Brackley Swimming Pool building built in 1975, is outdated and not considered to be fit for modern purpose for the community and education requirements. The Brackley Swimming Pool’s location in Manor Road is also of concern since the site is landlocked, has limited parking, and is within an area of the town where there is traffic congestion caused by the three schools within close proximity who all use the facility as part of the national curriculum. Whilst its replacement with a new swimming pool in the long term would be the ideal, it is recognised that in the current economic environment this is unlikely to take place for some time. A major refurbishment in the short term will be necessary in order to bring it up to current standards. The replacement of the existing swimming pool will remain an aspiration in the long term, however proposals for the refurbishment of the existing facilities that will make it fit for purpose in the medium term will be pursued.

There is currently a limited provision of private leisure provision in the town with the nearest gym facility outside Brackley at Whittlebury Hall, Spa and Golf Club, in Whittlebury Village. The Chase and Partners Retail Study highlighted that the population commute out of the District to undertake leisure pursuits and therefore potential income is lost and travel patterns are not sustainable due to the lack of local private and public facilities. There is a clear demand for investment and provision in private and public leisure and recreational facilities within the town to meet health needs of the current and future residents.

There are a wide range of sports clubs with facilities across the town. Brackley Town Football Club operate a floodlit pitch at St James Park and have recently improved terraces and seating at the ground. The club provides social and sporting facilities with various regular events for local people. Just to the north of the football ground is Brackley Cricket Club and Brackley Bowls Club. Brackley Rugby Club is the most recently developed facility operating from a purpose built facility to the north of the town with clubhouse facilities and two rugby pitches.

Many local clubs are located on town centre/near town centre sites, some of which are owned by the Council. Some of the clubs would consider the option to relocate to the edge in order to obtain better competitive facilities which would in turn provide further town centre opportunity sites.

**Actions to deliver the Masterplan:**

**L1** Redevelop and expand the Brackley Leisure Centre with new indoor facilities, and outdoor pitches including Astroturf pitch, together with a new Swimming Pool and Wellbeing Centre. SNC to commission a viability study and a development brief as phase one of this work. Appropriate financial contributions are to be secured for this from new developments in the town.

**L2** Pursue proposals for the redevelopment and modernisation of the existing swimming pool, so that the building becomes more energy efficient and fit for purpose over the medium term until the opportunity to build a new swimming pool is available.

**L3** Providing new areas of open space and pitches (2) as part of Brackley North SUE to address the under provision of open space, formal play areas and sport pitches.

**L4** Provide ‘3rd generation pitches’, astro turf and multi-games areas.

**L5** Provide facilities and activities for 11-18 year olds.

**L6** Provide new open space by extending St James Park to the north-west (3), and enhancement of the disused railway embankment off Glebe Drive (1)

**L7** Extend the use of St James Park with new visitor facilities and skateboard park on land to the north.
L8 Invest in new play spaces and equipment including all weather facilities.
L9 Provide a range of quality public and private indoor and outdoor leisure facilities and activities with crèche facilities. Where possible, new facilities should be designed to be dual-use to maximise their use by users and should provide suitable changing rooms and parking where possible. There is an aspiration for competition level facilities where funding can be secured.
L10 Promote and develop sports, leisure and recreational facilities in line with the health agenda.
L11 Provide a continuous pedestrian route and cycleway around Brackley.
Community Services

Community services include education, health, leisure and recreation facilities and these are discussed in separate chapters in this document. A number of community services are located out of the town centre and these would be better located in the centre for access to public transport and other services. This would help to stimulate more linked trips to the town centre retail core, which would help to revitalise the centre and provide a range of services. The Library Service, run by Northamptonshire County Council, would like to expand and relocate closer to the town centre, possibly with other complimentary uses. This together with a new Community Resource Centre could provide the basis for a significant new building in the heart of the town. Its location is still to be determined. This could also be the focus for a Performing Arts Venue, providing a mixed use community ‘PLACE’ in the heart of the town. It should include accessible toilet facilities in line with the ‘Changing Places’ strategy.

The existing Town Hall should be upgraded to provide a range of facilities to cater for the community in terms of daytime and evening events. There may be the opportunity to look into the provision of a cinema facility. There may also be an opportunity for the old Fire Station to become a community facility, and this will be examined in conjunction with the Town Council.

The existing Cemetery on Halse Road does not have sufficient long term capacity to serve the town with Brackley Town Council considering using adjacent allotment space to resolve the problem. A new cemetery and allotments site should be identified within the urban expansion to the north of the town, or in an alternative suitable location that has capacity for the current shortfall and provides for future need. Planning contributions from new residential development identified within this masterplan will be expected towards the provision of additional cemetery/allotment facilities.

Actions to deliver the Masterplan:

C1 Provide a new mixed use community facility in the town centre comprising; Library, Community Resource Centre, café, performance space, community rooms and a ‘Changing Place’ as part of new multi-use development to help stimulate vitality and linked trips.

C2 Refurbish and upgrade the Town Hall as a key building in the town.

C3 Investigate use of the old Fire Station as a community facility.

C4 Provide community facilities as part of the Radstone Fields development.

C5 Allocate land for a new cemetery and community allotments.
13 Education

There is a range of education provision within Brackley which serves the town and rural catchment. The majority of the schools in Brackley are located close to the centre, but are not generally well placed to serve the main residential areas. In particular the primary and secondary schools in the centre have problems of accessibility, which causes traffic congestion. Manor Road is badly affected with queuing cars and buses, and Magdalen College School has substantial problems caused by students and teachers moving between the two sites on Manor Road and Market Place.

There is potential for the relocation or merger of the primary schools due to the current spare capacity. The primary schools could be relocated elsewhere in the town, or towards the edge of the town to lessen traffic congestion in the town centre.

There would be substantial advantages if Magdalen College School could operate from one site; either by relocating all activities to one of the existing sites or moving to a new greenfield site. Either solution is likely to offer substantial benefits to the town centre; improve the education provision and enable surplus school land to be made available for redevelopment, which can contribute to the funding of any new schools.

There will be a requirement for a range of new education facilities in order to address current issues and to provide for the increase in the town's and rural catchment's population. Currently there is a limited provision for private education provision within the town and there is a requirement to commute outside the District.

The playing fields at Magdalen College are an important community asset, which are used for community events such as the Brackley Carnival. Should development take place which would lead to their loss developers would be required to provide the same open space elsewhere within the town and make them available for community use on the same terms as those lost.

Actions to deliver the Masterplan:

ED1 The Radstone Fields development is to provide a new primary school as part of the Brackley North SUE and financial contributions towards secondary school provision.

ED2 SNC to support Northamptonshire County Council (NCC) in the Education Land Assessment which will review options for the preferred location of Magdalen College School and the implications for the infant and primary feeder schools:

- Option 1 - No change to the long term capacity of the school, which can absorb the extra pupils from the planned new residential development.
- Option 2 - Close both sites and relocate this to a new greenfield location on the edge of the town.
- Option 3 - Close the Manor Road site and transfer all operations to the Market Place site utilising adjacent sports pitches in SNC ownership.
- Options 2 and 3 offer additional long term benefits for the town centre, which will need to be considered as part of the longer term strategy for the town centre.

ED3 New educational facilities should include the provision of indoor and outdoor leisure facilities that can also be used by the wider community.

ED4 Identify the role for any surplus education land.

ED5 Encourage existing schools to promote dual use facilities for the whole community and increase accessibility particularly outside school operational hours where practical.
ED6 Secure facilities for special needs, adult education, crèche, nursery, after school and weekend clubs; together with a children’s centre in the town.
ED7 Investigate the options for further education provision.
ED8 Create links to the proposed further education provision at Silverstone Circuit.
ED9 Provide safer routes to schools by the provision of sustainable travel plans for all current and future schools.
ED10 Maximise opportunities for partnership working with local employers.
Health Services

The Northamptonshire Primary Care Trust (PCT), and the Northamptonshire Mental Health Foundation Trust together with a range of local health providers are responsible for health provision within Brackley. The Cottage Hospital and local services in Brackley serve the town’s population and its rural catchment, however the main A&E hospital is located outside the District. In addition, there are a range of private and alternative health care providers within the town.

The proposed development of 1,900 dwellings will create a 30% increase in the population, in addition to the current development taking place in the rural catchment villages. This will require the expansion of the current health facilities and provision of new facilities and services to meet this need including public, private and alternative health care and associated facilities.

The provision of health care, leisure and recreation facilities and activities to encourage healthy lifestyles are an important element of the Masterplan. In order to promote a healthy lifestyle, there should be recognition of the cross benefits of investment in education provision, recreation, leisure, swimming provision and promotion of exercise in order to deliver health objectives.

The planning system recognises the role of health and requires developers to consider health impacts of their developments through the provision of Health Impact Assessments (HIA). Developers should actively engage with Northamptonshire PCT and local health providers in order to address these issues.

Primary Care Centre

The Northamptonshire Primary Care Trust (PCT) has approved and provided funding for the development of a major new Primary Care Centre in Brackley.

The current proposals include:

- The relocation of two GP surgeries (Washington House Surgery and Brackley Health Centre).
- A Pharmacy.
- A new two chair NHS dental facility.
- A 60 bed care home service provided by The Orders of St John Care Trust Facility incorporating an intermediate care bed facility.

The preferred site is on part of Brackley Sawmills, though a wider area of search includes the Turweston Road North site. Both are key gateway sites and the proposal must be of a high quality design.

The new health centre development will provide much needed state of the art services to replace existing surgeries with additional diagnostic and community facilities on site, and will have sufficient capacity for the population growth planned for Brackley. The new development will provide flexible, innovative and joined up health and social care facilities to meet local need.

The new development will provide the community beds that will be transferred from the Cottage Hospital when it is due to close. The Council is working in partnership with the PCT.
to facilitate the provision of a high quality development proposal which meets the local health needs. Brackley Investments who secured the PCT contract for this provision, will shortly be looking to submit a planning application to the Council for this proposal and this will be subject to a formal public consultation period.

**Actions to deliver the Masterplan:**

**HS1** Support and promote the provision of a well designed, high quality Primary Healthcare Centre, including a 60 bed unit for elderly care and the replacement of the Cottage Hospital on a suitable and accessible site.

**HS2** Encourage the provision of new health care facilities to meet the current and future needs of the growing population and rural catchment.

**HS3** Support the links between healthcare and healthy living through the investment in leisure and recreation facilities and promotion of walking and cycling.
Tourism

Brackley is an attractive tourism destination in itself, being a historic town centre with a pleasant market town environment to visit. Brackley has an interesting history with associations with the Magna Carta and the Plantagenet Kings, and later in history, being an important resting point for coaches resulting in several old coaching inns which are testimony to this.

Brackley is characterised by Georgian and Victorian properties fronting the Market Place and High Street. Approaching the town from the north, visitors are welcomed by an impressive avenue of Lime trees that flank High Street and along Magdalen College Street. To the southern end of the town is the Town Hall with its impressive clock tower which is clearly visible from the approach along Bridge Street. Brackley has almost 100 listed buildings including educational premises, religious buildings and commercial buildings including inns and hotels.

There is much that could be exploited in Brackley in order to attract visitors and tourists, and this will provide an important opportunity to improve the economy of the town. In recent years during the current recession more people are taking breaks in the UK, an issue that is mentioned within the Council’s Economic Development Strategy and State of the District’s Economy Report 2010. This is reflected in the statistic that South Northamptonshire has a growing level of employment in the tourism sector, and currently ranks the 26th highest across all Districts in the UK in terms of the proportion of employment in the tourism sector. South Northamptonshire Council indicate strong support of tourism within their Economic Development Strategy and the SNC Retail Strategy and are developing their tourism involvement in the District. They have recently prepared a tourism guide for the District which promotes what the area has to offer.

Brackley has the potential to draw on the tourism attractions nearby including Silverstone Circuit, Towcester Racecourse, Sulgrave Manor, Whittlebury Hotel, Conference, Spa and Golf Course, Bicester Village and Moat Lane Waterside site in Towcester. The area is easily accessible by road and close to Banbury, Bicester, Oxford, Milton Keynes and Northampton. Attractive countryside surrounds the town with opportunities for many outdoor pursuits.

Brackley and the surrounding District have much to draw people in. Increased visitors, including visits by local residents, will be beneficial for the local economy. However, there are constraints on the growth of tourism that need to be overcome in order to increase the potential value that can be achieved from increased visitor numbers, including turning short visits into short breaks, and promoting Brackley as a tourist attraction. However, this needs to be within the framework of seeking to improve the town through enhancing its historical nature and ensuring that the character of the existing town is protected and enhanced (see chapter 2).

The key issues for tourism within Brackley are:

- Limited range of hotel & B&B accommodation.
- Limited tourism information availability, lack of leaflets & website information.
- Lack of information about visitor attractions in the town and nearby.
- The history and heritage of the town is not celebrated.
• Limited retail, leisure and recreation provision in the town.
• Limited range of food premises including quality cafés and restaurants.

The growth of sustainable tourism in Brackley will be encouraged as it is seen as vital to the economy of the town. This includes creating more demand for public transport and other services which in turn benefits existing residents. In particular the Masterplan will promote and support investment in new short stay accommodation to achieve this. New investment in suitable premises will be critical, particularly to extending the range of hotel and bed and breakfast provision. Tourism growth requires active marketing and presenting reasons to visit and spend time in the District. It is also about encouraging visitors to nationally known attractions such as Silverstone, Sulgrave Manor, and Towcester Racecourse.

Brackley has much to offer. As a Market Town it is a ‘window on the District’ with beautiful architecture, an interesting history and specialist retail outlets including the Antiques Cellar. The Masterplan wishes to see Brackley grow to become a centre for arts, crafts and the cultural sector. Interpretation and promotion will be key to tourism growth in Brackley.

**Actions to deliver the Masterplan:**

T1  Promote investment in a range of new visitor and tourism accommodation.
T2  Promote a new hotel and conference development to support the town and maximise links with Silverstone Circuit and other sporting events and Towcester Racecourse.
T3  Improve tourism information with more details about local attractions. Promote SNC Tourism Guide.
T4  Interpret and promote the history of the town.
Utilities and Services

Sewage, Sewage Treatment and Water Supply

1601 The responsibility for sewage, sewage treatment and water supply falls under Anglian Water, whilst consent permission is issued by the Environment Agency.

1602 There is currently limited capacity at the Brackley Sewage Treatment Works (STW) and there will be a requirement for these treatment works to be upgraded and improved. The provision of any improvements will need to be set out in Anglian Water’s Asset Management and Capital Expenditure Plan (2014), to be agreed by the regulator OFWAT, for expenditure in the period 2015-2020. Approval will also need to be sought from the Environment Agency for Anglian Water to upgrade the Brackley STW.

1603 Growth in Brackley will be constrained until improvements to the Brackley STW are undertaken.

1604 It is essential that land owners and developers undertake early pre-consultation with infrastructure providers to confirm and highlight their requirements. This will ensure that development proposals can be appropriately serviced, and where additional works are required, that these are planned and coordinated in line with the phasing program of development to ensure adequate service provision and the timely implementation of proposals.

Waste and Recycling

1605 The waste and recycling capacity of the town will need to be expanded, or an additional facility constructed to accommodate the additional population growth and development which will take place until 2026. Waste and recycling are the responsibility of Northamptonshire County Council and are the subject of the NCC Minerals and Waste Development Framework (Core Strategy DPD already approved) and Waste Management Strategy.
Delivering the Masterplan

Implementation Strategy

1701 Delivering the Brackley Masterplan will require support, partnership working, strong leadership and co-operation of the public and private sectors. A new organisation and delivery vehicle will be established by SNC to manage, promote and co-ordinate the delivery of the Masterplan.

1702 While the delivery vehicle is being established, a comprehensive Action Plan will be prepared by the Council and its appropriate partners that identifies the short, medium and long term priorities and the public and private sector bodies who will be responsible for implementation, resources and funding. The Action Plan for the Masterplan must be able to take account of economic circumstances, the HS2 proposals and the Education Land Assessment and existing and forthcoming strategies including Economic Development Strategy, Retail Study and the changing planning system etc.

1703 South Northamptonshire Council are the Local Planning Authority who will determine any planning applications located within Brackley. Pre-application discussions should be undertaken within the Development Services Section and Masterplan, policy, conservation, economic development and housing advice can be sought from Strategic Policy within South Northamptonshire Council. Development Services at the Council now charge a fee to provide pre application advice and details of this service can be found on the Council website. Potential landowners, developers and investors are encouraged to obtain advice from statutory consultees at an early stage before commencing pre-application discussions with the Council. Note – the Strategic Highway Network is the responsibility of the Highways Agency.

1704 Potential applicants are encouraged to read the various Council publications and strategies, including the following documentation, which are available from the Council:

- SNC Economic Development Strategy.
- SNC Chase and Partners Retail Study.
- SNC Developer Contributions SPD (Draft May 2010).
- SNC Climate and Renewable Energy SPD.
- SNC Local Plan Saved Policies.
- The SNC Transport Strategy.
- The SNC draft Conservation Strategy and Brackley Conservation Area Assessment.
- SNC Pre-Application Advice Note.
- West Northamptonshire Local Development Framework Documentation available from the West Northamptonshire Joint Planning Unit.
- Council SPDs and guidance notes.
Public consultation has been an integral part of the Brackley Masterplan; Appendix 3 sets out the consultation process and the organisations involved in the process. Consultation with stakeholders will continue to be a part of the delivery of the Brackley Masterplan and will form part of the preparation of future Development Briefs and planning guidance.

**Action Plan**

The Masterplan has an Action Plan to guide implementation and facilitate delivery. The Action Plan defines who is going to do what, when and how. It also communicates the purpose of the plan and associated developments to the community and potential funding bodies.

The Action Plan includes a list of projects relating to each key objective with an indicative target date and potential sponsor. A timescale is set for each action, along the scale of S (short term) = 0-5 years; M (medium term) = 5-10 years; and L (long term) = beyond 10 years. Finally, performance indicators show how the plan will be monitored and the programme delivered. See Glossary for Abbreviations.

### Town Centre Actions

<table>
<thead>
<tr>
<th>No</th>
<th>Actions</th>
<th>Timetable</th>
<th>Enabler</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>S</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Actions to improve the vitality of the Town Centre</strong></td>
<td>M</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>L</td>
<td></td>
</tr>
<tr>
<td>TC1</td>
<td>Identify Brackley Business District as an action area split into two</td>
<td>S</td>
<td>SNC</td>
</tr>
<tr>
<td></td>
<td>component parts:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– The town centre; and,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>– Employment area</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TC2</td>
<td>Subject to funding from a Brackley Town Fund appoint a Town Manager (TCM).</td>
<td>S</td>
<td>SNC</td>
</tr>
<tr>
<td>TC3</td>
<td>Initiate Brackley Town Fund through planning contributions from major</td>
<td>S</td>
<td>SNC</td>
</tr>
<tr>
<td></td>
<td>developments in Brackley to support provision of a Town Centre Manager</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>and associated improvement initiatives to deliver the masterplan.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TC4</td>
<td>Manage an appropriate balance of retail (Use Class A1) and other</td>
<td>S</td>
<td></td>
</tr>
<tr>
<td></td>
<td>commercial uses at ground floor level, and direct new retail uses to</td>
<td>M</td>
<td>SNC</td>
</tr>
<tr>
<td></td>
<td>the town centre.</td>
<td>L</td>
<td></td>
</tr>
<tr>
<td>TC5</td>
<td>Encourage and promote local/distinctive/niche/speciality shopping.</td>
<td>S</td>
<td></td>
</tr>
<tr>
<td>TC6</td>
<td>Work with shop owners and landlords to upgrade property frontage and</td>
<td>S</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ensure maintenance is undertaken on a regular basis.</td>
<td></td>
<td>SNC</td>
</tr>
<tr>
<td>TC7</td>
<td>Revitalise the Market Place with a new mixed use community facility</td>
<td>L</td>
<td>SNC, NCC</td>
</tr>
<tr>
<td></td>
<td>including a performing arts centre and new library.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TC8</td>
<td>Identify and promote redevelopment of key town centre opportunity sites</td>
<td>S</td>
<td></td>
</tr>
<tr>
<td></td>
<td>for retail, commercial, community and cultural uses together with</td>
<td>M</td>
<td></td>
</tr>
<tr>
<td></td>
<td>additional car parking provision.</td>
<td>L</td>
<td>SNC</td>
</tr>
<tr>
<td>TC9</td>
<td>Promote appropriate range of retail unit sizes in new developments to</td>
<td>S</td>
<td></td>
</tr>
<tr>
<td></td>
<td>attract end users.</td>
<td>M</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>L</td>
<td>SNC</td>
</tr>
</tbody>
</table>
### Actions to address vacant premises

<table>
<thead>
<tr>
<th>TC</th>
<th>Description</th>
<th>Lead</th>
<th>Co-lead</th>
</tr>
</thead>
<tbody>
<tr>
<td>TC10</td>
<td>SNC and the TCM to work with local estate agents and landlords of vacant shops to facilitate their beneficial re-use.</td>
<td>S</td>
<td>SNC, TCM</td>
</tr>
<tr>
<td>TC11</td>
<td>SNC and the TCM to work with tenants and landlords for the re-use of vacant first floor accommodation above shops for residential and employment purposes.</td>
<td>S</td>
<td>SNC, TCM</td>
</tr>
<tr>
<td>TC12</td>
<td>Investigate the potential of introducing Living above the Shop scheme.</td>
<td>M</td>
<td>SNC</td>
</tr>
<tr>
<td>TC13</td>
<td>Investigate potential of ‘Moving In Grant’ to assist retailers moving into vacant shops in the town centre.</td>
<td>M</td>
<td>SNC</td>
</tr>
</tbody>
</table>

### Actions to promote and market the Town Centre

<table>
<thead>
<tr>
<th>TC</th>
<th>Description</th>
<th>Lead</th>
<th>Co-lead</th>
</tr>
</thead>
<tbody>
<tr>
<td>TC14</td>
<td>Prepare an active marketing strategy for the Town Centre for potential investors and businesses. Maximise opportunities for marketing and investment in the town.</td>
<td>M</td>
<td>TCM</td>
</tr>
<tr>
<td>TC15</td>
<td>Promote and undertake a new marketing, media and publicity campaign for Brackley. Produce a Marketing Document for Brackley for potential investors and homeowners.</td>
<td>S</td>
<td>M</td>
</tr>
<tr>
<td>TC16</td>
<td>Set up a comprehensive, attractive website to market the town that is regularly updated.</td>
<td>S</td>
<td>M</td>
</tr>
<tr>
<td>TC17</td>
<td>Promote the tourism guide produced by SNC</td>
<td>S</td>
<td>SNC</td>
</tr>
<tr>
<td>TC18</td>
<td>Expand, promote and coordinate festivals and events in Brackley including links with events at Silverstone Circuit and Towcester Racecourse.</td>
<td>S</td>
<td>TCM</td>
</tr>
<tr>
<td>TC19</td>
<td>Establish a town centre forum incorporating retailers, businesses, landlords and other key stakeholders to promote and market the town centre.</td>
<td>S</td>
<td>TCM, BTC, BMB, SNC</td>
</tr>
<tr>
<td>TC20</td>
<td>Promote ‘Brackley in Bloom’ scheme. Explore requirements for developing a Brackley in Bloom initiative with a view to submitting the Town in future rounds of the scheme – to enhance the image and appearance of the town centre, encourage greater number of shoppers and investment to Brackley.</td>
<td>M</td>
<td>TCM</td>
</tr>
<tr>
<td>TC21</td>
<td>Interpret and promote the history of the town. Examine feasibility of Blue Plaque scheme in Town Centre and historic town trail focusing on the historic sites of Brackley.</td>
<td>S</td>
<td>SNC</td>
</tr>
<tr>
<td>TC22</td>
<td>Development of leaflets such as Guide to retailers in Brackley and Guide to Historic Brackley.</td>
<td>S</td>
<td>M</td>
</tr>
<tr>
<td>TC23</td>
<td>Prepare a Brackley Calendar identifying the events and festivals and promote to a wider audience.</td>
<td>S</td>
<td>TCM</td>
</tr>
<tr>
<td>TC24</td>
<td>Develop, investigate, and promote further festivals and events such as Christmas - markets, ice rink, late night shopping; spring entertainment, themed for specific holidays eg. Easter, May Day; introduction of continental markets.</td>
<td>M</td>
<td>L</td>
</tr>
</tbody>
</table>
**Delivering the Masterplan**

<table>
<thead>
<tr>
<th>TC25</th>
<th>Secure sponsorship support from town centre retailers and co-ordinate events. Set up and maintain an events and festival committee. Support existing events and ensure promotion regionally.</th>
<th>S</th>
<th>M</th>
<th>L</th>
<th>SNC, BTC</th>
</tr>
</thead>
</table>

**Actions to promote community uses in the Town Centre**

<table>
<thead>
<tr>
<th>TC26</th>
<th>Prepare a Development Brief for the key town centre site to extend the role and offer of the town centre.</th>
<th>S</th>
<th></th>
<th></th>
<th>SNC</th>
</tr>
</thead>
<tbody>
<tr>
<td>TC27</td>
<td>Work with NCC to review the planning issues resulting from the Education Land Assessment.</td>
<td>S</td>
<td></td>
<td></td>
<td>SNC, NCC</td>
</tr>
<tr>
<td>TC28</td>
<td>Work with Brackley Town Council on the refurbishment of the Town Hall.</td>
<td>M</td>
<td></td>
<td></td>
<td>SNC, BTC</td>
</tr>
<tr>
<td>TC29</td>
<td>Encourage the provision of improved WI-Fi / broadband access for the town centre.</td>
<td>M</td>
<td></td>
<td></td>
<td>SNC</td>
</tr>
</tbody>
</table>

**Actions to promote partnership working in the Town Centre**

<table>
<thead>
<tr>
<th>TC30</th>
<th>Consider establishing a Business Improvement District for town centre and Buckingham Road Industrial Estate to raise funding for specific and identified improvements subject to the views of local employers.</th>
<th>M</th>
<th></th>
<th></th>
<th>SNC</th>
</tr>
</thead>
<tbody>
<tr>
<td>TC31</td>
<td>Initiate discussion with Waitrose on potential future locations for the store.</td>
<td>M</td>
<td></td>
<td></td>
<td>SNC</td>
</tr>
</tbody>
</table>

**Actions to improve linkages to the Town Centre**

<table>
<thead>
<tr>
<th>TC32</th>
<th>Provide clear, quality signage within the town centre to key facilities, and from Waitrose car park to the town centre facilities. Examine feasibility of metal finger posts within town centre. Investigate whether new signs are required signposting into Brackley from A43.</th>
<th>S</th>
<th></th>
<th></th>
<th>SNC</th>
</tr>
</thead>
<tbody>
<tr>
<td>TC33</td>
<td>Public realm improvements to Market Place, Halls Lane and Draymans Walk to improve the pedestrian linkages in the town.</td>
<td>S</td>
<td>M</td>
<td>L</td>
<td>SNC, NCC</td>
</tr>
<tr>
<td>TC34</td>
<td>Physical improvements to the northern and southern gateways of the town centre to improve linkages between the commercial uses and the town centre.</td>
<td></td>
<td></td>
<td></td>
<td>L</td>
</tr>
</tbody>
</table>

**Actions to improve car parking in the Town Centre**

<table>
<thead>
<tr>
<th>TC35</th>
<th>Produce a car parking plan, leaflets and signage of the location of car parks and opening hours.</th>
<th>S</th>
<th></th>
<th></th>
<th>SNC</th>
</tr>
</thead>
<tbody>
<tr>
<td>TC36</td>
<td>Investigate the potential to bring back the under-croft parking beneath Waitrose for use as long-stay parking.</td>
<td>S</td>
<td></td>
<td></td>
<td>SNC, Waitrose</td>
</tr>
<tr>
<td>TC37</td>
<td>Review options to secure long term parking provision on the key town centre development site and in other suitable locations.</td>
<td>S</td>
<td></td>
<td></td>
<td>SNC</td>
</tr>
<tr>
<td>TC38</td>
<td>Secure additional car parking within the town centre</td>
<td>S</td>
<td>M</td>
<td></td>
<td>SNC</td>
</tr>
</tbody>
</table>
## Actions to improve accessibility of Town Centre

| TC39 | Secure improvements to bus services through S106 contributions including provision of high quality bus shelters with real time information, and installation of raised boarding platforms | M | SNC, NCC |
| TC40 | Engage with bus service providers to secure provision of an adequate level of service provision linking various parts of the town to the principal rural settlements, including Evenley, Westbury, Turweston, Farthinghoe and Croughton | S | SNC, NCC |
| TC41 | Seek improvements to the Brackley Bus services eg. Brackley Buzzer by increasing frequency service to a minimum standard of 15 minute intervals, extending the hours of operation from 7.00am to 7.00pm to cover commuter time periods. | S | SNC, NCC |
| TC42 | Provision of secure cycle storage in town centre. | S | NCC |
| TC43 | Encourage cycling and walking as an alternative form of transport to the town centre. | S M L | SNC, NCC |
| TC44 | Explore the option of a one-way system along Manor Road to reduce congestion primarily associated with school traffic. | M | NCC |
| TC45 | Improve signage and linkages both within the town centre (ie. Through Draymans Walk) and from the A43 and key opportunity sites into the town centre. | M | NCC |
| TC46 | Secure off-site highway, directional and promotional signage for the town centre and Waitrose car park. | M | SNC, NCC, HA, Waitrose |

## Actions to improve the public realm

| TC47 | Prepare and adopt a Design SPD for Brackley and other areas in the District. | M | SNC |
| TC48 | Produce and adopt a Shop Frontages and Signs SPD to encourage high quality appropriately designed signage. Remove Permitted Development Rights for shop frontages and shop signage through Article 4 Direction. Work with shop owners and landlords to upgrade property frontage and ensure maintenance is undertaken on a regular basis. | M | SNC |
| TC49 | Promote scheme for shop front improvements to encourage the repair of buildings, replacement of inappropriate modern additions, such as windows, doors and shop fronts, or to reinstate lost architectural features. | S M | SNC, TCM |
| TC50 | Encourage attractive window displays and reduce areas of dead frontage. | S M | SNC, BTC |
| TC51 | Identify schemes for public realm improvements in Brackley Town Centre, particularly for improvements to Market Place, Halls Lane and Draymans Walk to improve the pedestrian linkages. Provide public realm improvement scheme to Market Street. Examine need to improve public areas by providing and maintaining attractive street furniture and paving. | M | TCM |
### Transport, Movement and Access Actions

<table>
<thead>
<tr>
<th>No</th>
<th>Actions</th>
<th>Timetable</th>
<th>Enabler</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>S M L</td>
<td></td>
</tr>
</tbody>
</table>

#### Actions for Pedestrians and Cyclists

**TM1** Improve the legibility of pedestrian and cycle routes within existing and new development by providing direct, attractive and well lit connections with good natural surveillance that link to the town centre. Improvements are to be secured through developer contributions and funding via partnership working.

- **TM2** Provide additional, well designed signal controlled pedestrian crossings at strong desire lines within the town including:
  - Banbury Road / Bridge Street;
  - Halls Lane / Market Place;
  - Manor Road;
  - Hill Street / High Street;
  - Buckingham Road; and,
  - Northampton Road.

- **TM3** Enhance the environment for pedestrians and cyclists within the town including the narrowing of Market Place / High Street and to introduce shared surfacing to reduce speeds and the dominance of the car.

- **TM4** Improve the legibility of cycle routes within the town by providing cycle lanes within the carriageway to create linkages to existing and proposed residential and employment developments along:
  - Radstone Road;
  - Halse Road;
  - Manor Road;
  - Northampton Road;
  - Turweston Road
  - Buckingham Road; and,
  - Bridge Street / Banbury Road / Market Place / High Street.

- **TM5** Create links within new development to ensure accessibility between key opportunity sites and the existing urban fabric.

- **TM6** Provide covered, visible and secure cycle racks in the town centre.

- **TM7** Explore the potential to create safe and attractive pedestrian and cycle linkages to other nearby settlements e.g. Evenley.

#### Actions to improve Public Transport

- **TM8** Enhance the attractiveness of public transport as a viable alternative to the private car by providing upgraded bus facilities within the town centre and serving new development, including the provision of high quality bus shelters with real time information, and installation of raised boarding platforms.
### Actions to address car parking

<table>
<thead>
<tr>
<th>TM12</th>
<th>Provide information on the town’s car parking provision, availability and opening hours.</th>
<th>S</th>
<th>SNC, TCM</th>
</tr>
</thead>
<tbody>
<tr>
<td>TM13</td>
<td>Improve parking provision within the town for both short and long term parking arrangements. Improve enforcement of all parking serving the town centre, but where possible, avoid charging for short term parking. Any changes to the structure of the parking provision, particularly the introduction of charging, must be considered in line with parking charges in neighbouring towns and villages.</td>
<td>S</td>
<td>SNC, NCC</td>
</tr>
<tr>
<td>TM14</td>
<td>Create opportunities for new car parking spaces and sites to cater for the current and proposed population and visitors particularly during local events and festivals.</td>
<td>S</td>
<td>SNC, NCC</td>
</tr>
<tr>
<td>TM15</td>
<td>Promote walking and cycling to reduce the number of residents using town centre parking.</td>
<td>S</td>
<td>SNC, NCC</td>
</tr>
<tr>
<td>TM16</td>
<td>Provide clear directional signage to car parking for motorists.</td>
<td>S</td>
<td>SNC, NCC</td>
</tr>
<tr>
<td>TM17</td>
<td>Promote dual use parking areas to cater for the weekend economy and during events and festivals.</td>
<td>S</td>
<td>SNC</td>
</tr>
</tbody>
</table>

### Actions to improve strategic gateways

<table>
<thead>
<tr>
<th>TM18</th>
<th>Upgrade the northern and southern gateways and adjacent land as the key entrances into the town.</th>
<th>L</th>
<th>NCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>TM19</td>
<td>Provide a clear and effective signing strategy from the strategic highway network (A43/A5) and to provide clear directional signage relating to specific land uses, public amenities and attractions within the town.</td>
<td>M</td>
<td>NCC</td>
</tr>
</tbody>
</table>
### Actions to improve highways

| TM20 | Enhance the accessibility of Brackley town centre from the south with changes to the priority of the junction between Banbury Road and Bridge Street. The priority would be between the straight ahead movements of Bridge Street to Market Place. This should be undertaken using suitable techniques to reduce the speed of traffic in this area and to enhance pedestrian and cyclist accessibility. | M | NCC |
| TM21 | SNC to work closely with the Highways Agency and Northamptonshire County Council Highways Authority to monitor the capacity of the Northampton Road / A43 roundabout junction. Future development to the north of the town should provide nil detriment to the operational performance of this junction via a coordinated approach to development or improvements at this location. | S | M | L | SNC, HA, NCC |

### Housing Actions

<table>
<thead>
<tr>
<th>No</th>
<th>Actions</th>
<th>Timetable</th>
<th>Enabler</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Deliver 1,900 residential units on sites in Brackley North and Brackley East SUEs, together with urban capacity sites i.e. Sites within the existing town.</td>
<td>S</td>
<td>M</td>
</tr>
<tr>
<td>H2</td>
<td>Deliver 1,900 dwellings in the following locations;  - 1,400 dwellings to be provided at Brackley North SUE (sites C, D and E), which will also include a local neighbourhood centre providing retail and community uses together with a new primary school and potentially small schools.</td>
<td>S</td>
<td>M</td>
</tr>
</tbody>
</table>
scale employment uses;
– 380 dwellings at Brackley East SUE (site A); and,
– 120 dwellings from urban capacity sites.

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>H3</strong></td>
<td>The potential to create a further 400 housing units, in the longer term, after the review of the Education Site Assessment by NCC (sites G, I and K).</td>
<td>L</td>
<td>SNC</td>
<td></td>
</tr>
<tr>
<td><strong>H4</strong></td>
<td>Provide new public open space, pitches and ‘3rd generation’ facilities to support new residential development and to make up for the shortfall in the supply and new provision to provide for the additional population.</td>
<td>L</td>
<td>SNC</td>
<td></td>
</tr>
<tr>
<td><strong>H5</strong></td>
<td>Provide a range of affordable housing to meet local needs.</td>
<td>S</td>
<td>M</td>
<td>L</td>
</tr>
<tr>
<td><strong>H6</strong></td>
<td>Provide the relevant physical and social infrastructure to complement the residential development.</td>
<td>S</td>
<td>M</td>
<td>L</td>
</tr>
<tr>
<td><strong>H7</strong></td>
<td>Promote related investment in the town centre for public realm improvements, car parking and public transport links.</td>
<td>S</td>
<td>M</td>
<td>L</td>
</tr>
</tbody>
</table>

**Employment Actions**

<table>
<thead>
<tr>
<th>No</th>
<th>Actions</th>
<th>Timetable</th>
<th>Enabler</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>E1</strong></td>
<td>Promote and protect employment land both at site B – Land north of Turweston Road – and existing employment sites to ensure that suitable employment opportunities are available within Brackley. In particular employment will be sought in the ‘knowledge based sector’ in office, engineering and the service sector, supported by new jobs in healthcare, education, leisure, recreation, hotel and tourism employment.</td>
<td>S</td>
<td>SNC</td>
</tr>
<tr>
<td><strong>E2</strong></td>
<td>Designate Brackley Business District (town centre and employment area) as an action area for sustainable high quality employment close to the town centre. This will include improvements to Buckingham Road Industrial Estate and preparation of a Development Brief for the area.</td>
<td>S</td>
<td>SNC</td>
</tr>
<tr>
<td><strong>E3</strong></td>
<td>Designate site B in Brackley East SUE as an action area for a range of uses falling within Use Classes B1, B2 and B8 together with hotel/conference (Use Class C1) and healthcare. The objective is to secure a high quality, well designed area focused on this key northern gateway site.</td>
<td>S</td>
<td>SNC</td>
</tr>
<tr>
<td><strong>E4</strong></td>
<td>SNC to work with landowners, developers, potential investors, major local employers and potential employers and other agencies to build long term relationships and secure investment.</td>
<td>S</td>
<td>M</td>
</tr>
<tr>
<td><strong>E5</strong></td>
<td>The creation of a “Technology Park” for the high performance engineering sector.</td>
<td>M</td>
<td>SNC</td>
</tr>
<tr>
<td><strong>E6</strong></td>
<td>Redevelopment of the entrance gateway to Mercedes GP Petronas.</td>
<td>S</td>
<td>SNC</td>
</tr>
<tr>
<td><strong>E7</strong></td>
<td>Work with businesses on Buckingham Road Industrial Estate to address environmental health concerns and upgrade the appearance of the area.</td>
<td>S</td>
<td>SNC</td>
</tr>
<tr>
<td>E8</td>
<td>Provide better broadband internet speeds for the town and surrounding villages.</td>
<td>M</td>
<td>L</td>
</tr>
<tr>
<td>E9</td>
<td>Create new hotel, training and conference facilities to support the town and maximise the links with the Silverstone Circuit.</td>
<td>M</td>
<td></td>
</tr>
<tr>
<td>E10</td>
<td>Develop a complementary offer to Silverstone Circuit and build on these opportunities as an all year round venue and aspirations contained in the Silverstone Circuit Development Brief.</td>
<td>L</td>
<td></td>
</tr>
<tr>
<td>E11</td>
<td>Build on the current job clubs and improve opportunities for local employment.</td>
<td>M</td>
<td></td>
</tr>
</tbody>
</table>

**Leisure Actions**

<table>
<thead>
<tr>
<th>No</th>
<th>Actions</th>
<th>Timetable</th>
<th>Enabler</th>
</tr>
</thead>
<tbody>
<tr>
<td>L1</td>
<td>Redevelop and expand the Brackley Leisure Centre with new indoor facilities, outdoor pitches including Astroturf pitch, together with a new Swimming Pool and Wellbeing Centre. SNC commissioned a viability study and a development brief as phase one of this work. Appropriate financial contributions are to be secured for this from new developments in the town.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>L2</td>
<td>Pursue proposals for the redevelopment and modernisation of the existing swimming pool, so that the building becomes more energy efficient and fit for purpose in the medium term until the opportunity to build a new swimming pool is available.</td>
<td>S M</td>
<td>SNC</td>
</tr>
<tr>
<td>L3</td>
<td>Providing new areas of open space and pitches (2) as part of Brackley North SUE to address the under provision of open space, formal play areas and sport pitches.</td>
<td>M L</td>
<td>Private Sector</td>
</tr>
<tr>
<td>L4</td>
<td>Provide of '3rd generation pitches', astro turf and multi-games areas.</td>
<td>M</td>
<td>SNC</td>
</tr>
<tr>
<td>L5</td>
<td>Provide facilities and activities for 11-18 year olds.</td>
<td>S M</td>
<td>SNC</td>
</tr>
<tr>
<td>L6</td>
<td>Provide new open space by extending St James Park to the north-west (3), enhancement of the disused railway embankment off Glebe Drive (1).</td>
<td>M L</td>
<td>SNC</td>
</tr>
<tr>
<td>L7</td>
<td>Extend the use of St James Park with new visitor facilities and skateboard park on land to the north.</td>
<td>M</td>
<td>SNC</td>
</tr>
<tr>
<td>L8</td>
<td>Invest in new play spaces and equipment including all weather facilities.</td>
<td>S M L</td>
<td>SNC, BTC</td>
</tr>
<tr>
<td>L9</td>
<td>Provide a range of quality public and private indoor and outdoor leisure facilities and activities with crèche facilities. Where possible, new facilities should be designed to be dual-use to maximise their use by users and should provide suitable changing rooms and parking where possible. There is an aspiration for competition level facilities where funding can be secured.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>L10</td>
<td>Promote and develop sports, leisure and recreational facilities in line with the health agenda.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>L11</td>
<td>Provide a continuous pedestrian route and cycleway around Brackley.</td>
<td>L</td>
<td>SNC</td>
</tr>
</tbody>
</table>
### Community Actions

<table>
<thead>
<tr>
<th>No</th>
<th>Actions</th>
<th>Timetable</th>
<th>Enabler</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1</td>
<td>Provide a new mixed use community facility in the town centre comprising; Library, Community Resource Centre, café, performance space, community rooms and a ‘Changing Place’ as part of new multi-use development to help stimulate vitality and linked trips.</td>
<td>L</td>
<td>SNC, NCC</td>
</tr>
<tr>
<td>C2</td>
<td>Refurbish and upgrade the Town Hall as a key building in the town.</td>
<td>M</td>
<td>BTC</td>
</tr>
<tr>
<td>C3</td>
<td>Investigate the use of the Old Fire Station as a community facility.</td>
<td>S, M</td>
<td>BTC</td>
</tr>
<tr>
<td>C4</td>
<td>Provide community facilities as part of the Radstone Fields development.</td>
<td>M</td>
<td>Private Sector</td>
</tr>
<tr>
<td>C5</td>
<td>Allocate land for a new cemetery and community allotments.</td>
<td>M</td>
<td>SNC, Private Sector</td>
</tr>
</tbody>
</table>

### Education Actions

<table>
<thead>
<tr>
<th>No</th>
<th>Actions</th>
<th>Timetable</th>
<th>Enabler</th>
</tr>
</thead>
<tbody>
<tr>
<td>ED1</td>
<td>The Radstone Fields development is to provide a new primary school as part of the Brackley North SUE and financial contributions towards secondary school provision.</td>
<td>S, M, L</td>
<td>Private Sector</td>
</tr>
</tbody>
</table>
| ED2| SNC to support Northamptonshire County Council (NCC) in the Education Land Assessment which will review options for the preferred location of Magdalen College School and the implications for the infant and primary feeder schools:  
  - Option 1 - No change to the long term capacity of the school, which can absorb the extra pupils from the planned new residential development.  
  - Option 2 - Close both sites and relocate this to new green field location on the edge of town.  
  - Option 3 - Close the Manor Road site and transfer all operations to the Market Place site utilising adjacent sports pitches in SNC ownership.  
  *Options 2 and 3 offer additional long term benefits for the town centre, which will need to be considered as part of the longer term strategy for the town centre.* | S         | NCC, SNC         |
| ED3| New educational facilities should include the provision of indoor and outdoor leisure facilities that can also be used by the wider community.                                                               | S, M, L   | NCC             |
| ED4| Identify the role for any surplus education land.                                                                                                                                                         | S, M, L   | SNC             |
| ED5| Encourage existing schools to promote dual use facilities for the whole community and increase accessibility particularly outside school operational hours where practical.                                            | S, M, L   | NCC             |
| ED6| Secure facilities for special needs, adult education, crèche, nursery, after school and weekend club facilities; together with a children's centre within the town.                                           | S, M, L   | NCC             |
**ED7** Investigate the options for further education provision.  

**ED8** Create links to the proposed further education provision at Silverstone Circuit.  

**ED9** Provide safer routes to schools by the provision of sustainable travel plans for all current and future schools.  

**ED10** Maximise opportunities for partnership working with local employers.

### Health Service Actions

<table>
<thead>
<tr>
<th>No</th>
<th>Actions</th>
<th>Timetable</th>
<th>Enabler</th>
</tr>
</thead>
<tbody>
<tr>
<td>HS1</td>
<td>Support and promote the provision of a well designed, high quality Primary Healthcare Centre, including a 60 bed unit for elderly care and the replacement of the Cottage Hospital on a suitable and accessible site.</td>
<td>S</td>
<td>SNC, PCT</td>
</tr>
<tr>
<td>HS2</td>
<td>Encourage the provision of new health care facilities to meet the current and future needs of the growing population and rural catchment.</td>
<td>S M L</td>
<td>SNC, PCT</td>
</tr>
<tr>
<td>HS3</td>
<td>Support the links between healthcare and healthy living through the investment in leisure and recreation facilities and promotion of walking and cycling.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
</tbody>
</table>

### Tourism Actions

<table>
<thead>
<tr>
<th>No</th>
<th>Actions</th>
<th>Timetable</th>
<th>Enabler</th>
</tr>
</thead>
<tbody>
<tr>
<td>T1</td>
<td>Promote investment in a range of new visitor and tourism accommodation.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>T2</td>
<td>Promote a new hotel and conference development to support the town and maximise links with Silverstone Circuit and other sporting events and Towcester Racecourse.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>T3</td>
<td>Improve tourism information with more details about local attractions. Promote SNC Tourism Guide.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>T4</td>
<td>Interpret and promote the history of the town.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
</tbody>
</table>

The detail of S106 Planning Obligations and the Community Infrastructure Levy must follow government regulations, and the process followed in South Northamptonshire is set out fully in the Council’s Planning Obligations and Developer Contributions SPD.

S106 contributions are held in project specific budgets and ring-fenced to ensure:

- accountability.
- transparency.
• accounting purposes.
• easier monitoring.

**Infrastructure Requirements and Brackley Town Fund**

1710 The scale of development planned for Brackley will result in demand for additional facilities and an improved Business District. The improvement of the vitality and vibrancy of the Business District is a vital part of the creation of sustainable communities in Brackley, making the town centre attractive and functional for residents and the surrounding rural communities. The resources required to implement a town centre management strategy are in addition to those needed for the usual activities of the town centre.

1711 A Brackley Town Fund will be established to support projects that are considered appropriate within ‘Brackley Business District’. Planning permissions for major developments within the town will be expected to be accompanied by planning obligations which will include contributions to the Brackley Town Fund. The Fund will be used for town centre improvement, management and promotion, together with improvements to the Buckingham Road Industrial Estate, and will address the priorities of the Brackley Town Centre Strategy (details of this are included in Chapter 7).

1712 Brackley Business District is in need of revitalisation through hands on management, public realm and linkage improvements, with measures to increase the attractiveness and competitiveness of Brackley in comparison with surrounding towns in order to reduce the current levels of out-commuting. It is important that the town centre remains attractive, sustainable and vibrant and that there are opportunities for local employment to meet the needs of the increase in population. Brackley is comparatively well served by local shops, services and employment opportunities but in order to survive these facilities need to be regularly used by local residents. The level of vacant premises must be reduced, and shopping needs to be made viable within Brackley through a greater diversity of uses, services and facilities. This will be done through a package of physical improvement projects and/or management and promotion strategies/programmes.

1713 The Brackley Town Fund will be used for measures that will strengthen the Business District to become a dynamic, vibrant and thriving destination where people live, work, spend recreation time and money and socialize. Contributions to the Brackley Town Fund will be required as part of planning obligations for major development within Brackley. It is very important that new residential development is integrated within the existing community; whereby it is considered the town centre that acts as a social hub for the whole town and can act as a pull-factor to increase social cohesion. This is necessary to reduce out-commuting to other towns.

1714 The Brackley Town Fund will therefore be used to support a comprehensive package of measures to promote the vitality of the town centre, the wider ‘Brackley Business District’, enhance linkages and improve town centre parking. The renewal of Brackley Town Hall will also be supported by the new Brackley Town Fund. Projects proposed in the action plan that forms part of this Masterplan will help to improve the existing issues within the town and protect and generate new employment which will support the viability of the town.

1715 Measures for the improvement of the two parts of the Business District (Town Centre and Employment areas) could include:

• landscape works including the provision and maintenance of public space.
• street furniture and lighting.
• townscape enhancement.
• litter management and recycling (excluding general street cleaning activities).
• crime prevention measures e.g. CCTV.
• improved public transport facilities.
• improved public car parking.
• signage and information.
• promotion and marketing.
• car parking improvements and management.
• site assembly/site servicing (including CPO where appropriate); and,
• traffic calming/traffic management.

To secure such improvements it is proposed that a financial contribution is made by developers. The Brackley Town Fund will be set up and administered by the District Council in conjunction with the Town Council. The agreement to contribute to this fund will be through the mechanism of S106 legal agreements to be completed and signed for each site. The Brackley Town Fund will be held and controlled by South Northamptonshire Council. Projects required to be financed by the fund would have to present a business case to SNC as the basis for approving the financing of such projects. A clear audit trail for all income and expenditure related to the Brackley Town Fund would be maintained by South Northamptonshire Council. Additional suitable projects for developer-contribution funding will be considered periodically, following consultation and updates to the Brackley Town Centre Strategy, or when the Strategy is considered to be out of step with the needs of the town centre at that time. A similar Town Fund is also to be set up for improvements to Towcester.

Contribution to Brackley Town Fund

It is estimated that the total cost of a dedicated town manager (including set up) would be £50,000 per annum. Once sufficient funds are available, the post would be for a five year contract. This would enable time for positive actions to be taken in the town that coincides with at least some of the new development proposed. It is assumed that the post would cover both Brackley and Towcester. The total cost of this would therefore be £250,000. The role of this post would be across both towns. The amount of the contribution for this post will be expected to be funded from new developments, particular the urban extensions. The amount of contributions will be determined through negotiations with prospective developers at the planning application stage.

A second amount from developers would also be required as a working budget to deliver some of the proposed improvements in each of the towns and for Brackley will be detailed in a Town Centre Strategy covering the Brackley Business District (Town Centre and Employment area). It is considered that for Brackley this would reasonably amount to a minimum of £2m over ten years. Establishing an appropriate level of contribution for improvements in the Town Centre and Business District is not straightforward, as there is no benchmark for an optimum rate of environmental improvement per additional person or worker. The amount of the contribution to the fund will be determined through discussions with prospective developers at the planning application stage.
Any agreed contribution will be set out in a legal agreement. It is likely that contributions will be phased throughout a development and the legal agreement will include trigger points when funds would be payable. To ensure that the contributions are not reduced in real terms, the level will be reviewed yearly to take into account inflation, particularly the Retail Price Index (RPI). As this is linked to RPI, the amount will remain the same in relative terms. The developer contributions will be held in a ring fenced account for public realm works. These accounts will be held and managed by the District Council and will be available for inspection. In the event of the scheme not being constructed within an agreed timescale, the funding will be returned to the developer in full plus interest. The ability of a development to cover the costs of a contribution will always be a consideration. It is recognised that some sites have abnormally high costs associated with their development and that addressing the provisions of this guideline may threaten the viability of the development. In such circumstances the contribution may be varied, delayed or even waived. The cost of land purchase is not such a consideration.

**Other Infrastructure**

In April 2010 new Community Infrastructure Levy (CIL) Regulations came into force. Regulation 122 states that a planning obligation will only constitute a reason to grant planning permission if it is necessary to make the development acceptable in planning terms, it is directly related to the development and fairly and reasonably related in scale and kind to the development. It is considered that all of these apply to the development proposed in Brackley.

Larger developments, in particular those for the urban extensions to Brackley, will be expected to provide planning obligations. These will include contributions for the improvement of ‘Brackley Business District’ as set out above as well as contributions to meet additional infrastructure needs that will be generated by the development. The specific infrastructure requirements for each site are given below each map in the following pages. However the following are given as priorities for improvements to services and facilities which new development will be expected to contribute towards:

- Affordable Housing to meet local needs.
- The redevelopment and expansion of Brackley Leisure Centre and refurbishment of the existing Brackley Swimming Pool.
- Improved health provision including a new primary healthcare centre and 60 bed unit for elderly care.
- Extension and improvement of sewage treatment works serving Brackley.
- Extension or creation of a waste disposal and recycling facility.
- Improved car and cycle parking provision in Brackley Town Centre.
- New open space and playing pitches to the north-west.
- A new primary school within the Brackley North SUE and contributions towards secondary school provision.
- Improved pedestrian and cycle links between new development and the town centre.
- Provision of upgraded bus facilities within the town centre serving new development.
• New road infrastructure to provide effective links between new developments and ensure development does not create additional capacity problems on the A43.

Delivery Vehicle

1722 The delivery of the Masterplan will need to be carefully considered. A new organisation will need to be created to rise above past differences and be formed from a group of people, representing the key organisations that have the vision and determination to work together for the future prosperity of the town.

1723 The role of the ‘delivery vehicle’ will be to:

• Set priorities and actions.

• Promote the vision for Brackley.

• Act as a partner and enabler for the organisations who are involved with delivering the objectives of the Masterplan.

• Coordinate the implementation of the Masterplan by the various parties.

• Provide a single voice to promote change.

• Appoint Executive staff to deliver day to day tasks.

• Secure appropriate resources and funding; and,

• Establish a membership of key stakeholders.

1724 A ‘Brackley Regeneration Board’ could be established as the delivery vehicle, which will guide the delivery of the Masterplan, draw together public agencies with statutory responsibilities and shape investment that flows into the town. Following from the Daventry and Towcester models, this could involve SNC, Brackley Town Council, Northampton Enterprise Limited, Northamptonshire County Council and the Highways Agency.

1725 A wider stakeholder group would work with the Regeneration Board as a reactivated ‘Brackley Vision’ which would seek to involve all community and business groups working and operating in the town.

1726 The Council and various associated organisations will need to ensure they have the appropriate resources in terms of skilled professionals and appropriate budgets in place to deliver the objectives and actions of the Masterplan. This will include the appropriate skilled staff to facilitate the delivery of the key opportunity sites through the production of development briefs and pre-application discussions, to the implementation of development on the ground.
Appendices

Appendix 1 - Glossary
Appendix 2 - Opportunity Site Plans
Appendix 3 - Consultation Process

Appendix 1 – Glossary

Affordable housing - Low cost housing for sale or rent, often from a housing association, to meet the needs of local people who cannot afford market accommodation in a very similar way to council housing.

Brackley Buzzer - Bus service running in various loops around the town approximately every hour between 8.30am and 5.00pm.

BMB - Brackley Means Business.

Brownfield - Common term for previously developed land as defined by Planning Policy Statement 3 on Housing.

BTC - Brackley Town Council.

CABE - Commission for Architecture and the Built Environment.


Community Infrastructure Levy - A monetary amount which local authorities are empowered to charge on different types of new development.

Community Resource Centre - May comprise a number of community services, including adult and children’s learning, library, community centre and tourist information centre for example.

Conservation Area - An area of special architectural interest, the character or appearance of which is desirable to preserve or enhance.

DPD - Development Plan Document.

RES - East Midlands Economic Strategy.

EDS - Economic Development Strategy.

ELAS - Education Land Assessment Study.

ECS - Emergent Core Strategy.

Grampian Conditions - A “Grampian condition” is a planning condition attached to a planning decision that prevents the start of a development until off-site works have been completed on land not controlled by the applicant.

Greenfield - Sites which have never been previously developed and are usually agricultural in use.
HA - Highways Agency.

HIA - Health Impact Assessment.

HS2 - High Speed 2 railway linking London to Birmingham and beyond.

Intermediate care bed facility - Health care facility providing less intensive care than hospitals.

LDF - Local Development Framework.

Listed Buildings - A building (or structure) that has been designated as being of 'special architectural or historic interest'. Listed buildings are graded I, II* and II. Grade I and II* are particularly important and are buildings of outstanding national importance.

NCC - Northamptonshire County Council.

NEL - Northamptonshire Enterprise Limited.

PCT - Primary Care Trust.

PPG - Planning Policy Guidance note.

PPS - Planning Policy Statement.

Primary Care Centre - A health facility where a patient receives first contact with the health care system, for example a doctor's surgery.

S106 - Section 106 allows a local planning authority to enter into a legally-binding agreement or planning obligation with a landowner in association with the granting of planning permission. These agreements are a way of delivering or addressing matters that are necessary to make a development acceptable in planning terms and are used to support the provision of services and infrastructure, such as highways, recreational facilities, education, health and affordable housing.

SHLAA - Strategic Housing Land Availability Assessment.

SNC - South Northamptonshire Council.

SNRS - South Northamptonshire Retail Study.

SPD - Supplementary Planning Document.

TCM - Town Centre Manager.

Use Classes - A grouping of building and land use categories, within which changes of use may take place without planning permission being required.

WNECS - West Northamptonshire Emergent Core Strategy.

WNJPU - West Northamptonshire Joint Planning Unit.

Zero carbon - A general term applied to buildings with zero net energy consumption and zero carbon emissions.
Appendix 2 - Opportunity Site Plans

The following pages contain a range of key opportunity site plans that could potentially provide land to accommodate a large proportion of future development in and around Brackley. These sites must meet policy and planning guidance requirements and must ensure that they provide cohesive links with the existing urban fabric and in particular to the three action areas comprising:

- Brackley Business District: Town Centre and Employment Areas.
- Brackley North SUE.
- Brackley East SUE.

Developers and landowners are strongly advised to undertake thorough investigations at the pre-application stage, including consultation with all the relevant infrastructure providers, to ensure that there is current service capacity available on these identified sites or that viable solutions can be found to provide the necessary capacity. Developers are encouraged to resolve any potential issues at an early stage in the pre-application discussions process and to ensure that site proposals are deliverable and fully consistent with planning policy and the Council’s current development strategies.

The development of key opportunity sites, and in particular the Urban Extensions to the north and east will be required to meet urban design and sustainable community standards as defined within national Planning Policy Statements and other planning policy guidance, including that produced at a national level, for example the documents produced by CABE, and the Supplementary Planning Documents produced by South Northamptonshire Council. Such documents are material considerations which need to be taken into account when planning permission is approved.

A range of documentation will be required to be submitted with major planning applications in order to provide evidence of any impact that the proposals would have.

Such documents would include one or more of the following:

- Agricultural Justification Statement.
- Environmental Impact Assessment.
- Air Quality Impact Remediation Statement.
- Contextual Drawings.
- Design and Access Statement.
- Employment Land Supply Analysis.
- Evidence of Marketing Statement.
- Ecological Assessment.
- Noise Survey.
• Retail Impact Assessment.
• Sequential Test (retail and leisure uses).
• Structural/Building Condition Survey.
• Survey Plans With Demolition Marked.
• Sustainability Assessment.
• Sustainable Drainage Strategy (SUDS).
• Transport Assessment.
• Tree Survey and Tree Report.
• Vitality and Viability Assessment (retail and leisure uses).
This urban extension comprises 2 sites:

**Site A – Land to the South of Turweston Road**

**Site B – Land to the North of Turweston Road**

These sites will provide a development of up to 380 homes and 1000-1200 jobs to 2026, planned as a single integrated community as Brackley East. Site A will be solely residential development whilst Site B will support employment use. Although 2 sites they will be planned together as a Sustainable Urban Extension, including the following scheme elements and providing the necessary infrastructure:

The Brackley East SUE is located between the A43 and the existing urban edge. The site is divided into two distinct parts by Turweston Road.

The land to the north of Turweston Road is a Greenfield site currently in agricultural use. It has the potential to be a key gateway site into Brackley from the north and the A43. The Council has resolved to grant planning permission for a business park development on the site, subject to the completion of a legal agreement.

Any subsequent changes to the design and layout of the existing proposal or any new proposal will need to consider the proximity of the A43 to the east which may require a landscape buffer to mitigate against noise impacts. The submission and approval of
Appendices

Brackley...

design codes will be required prior to the development of both sites as part of the planning application process to ensure a high quality of sustainability and design.

The land to the south of Turweston Road is predominantly Greenfield with some previously developed land to the north of the site. A residential development is proposed for this site. It is expected that development of this part of the site will come forward in the third phase of the plan-period i.e. 2021-26.

A designated County Wildlife site is located to the south-west of the site and it is essential that an ecological assessment is undertaken prior to the development on the site, to identify opportunities for ecological enhancement and mitigate any negative impacts. The site is located within the Great Ouse landscape character area which is considered to be of medium to high landscape sensitivity. It is important therefore that the layout and design of the development reflects the existing character, form and pattern of the landscape. The development should also contribute to the enhancement of local green infrastructure networks.

Many of the infrastructure and other contributions will be the subject of planning obligations that will be negotiated on both sites. Contributions will also be required as part of planning obligations for the development of the site towards improvements to the ‘Brackley Business District’.
Site A - Turweston Road South

Size: 15.16 hectares.

Location: Adjacent to the A43 to the east of the town.

Current Use: Largely greenfield site in agricultural use with some previously developed land.

Proposed Use: Residential development of up to 380 dwellings.

Constraints & Site Factors:

Topography – Site generally falls from northwest to southeast, from Turweston Road to the southeast which is the River Great Ouse corridor.

Flood Risk - Whilst the majority of the site falls within Flood Zone 1 – Low Probability there is a small part of the site in the south-east which is at risk of flooding. Whilst the topography of the site means that there is unlikely to be flooding implications, development will be resisted in this location.

Noise – The site is adjacent to the A43 and mitigation of noise resulting from this will be required, for example a bund or landscape buffer to be created between the A43 and new dwellings.

Highways Issues – Vehicular access to the site is only possible from Turweston Road to the north.

Statutory Ecology Designations – Designated County Wildlife site to the south-west of the site at the old Railway Embankment.

Existing Development – There is a small row of existing residential properties (bungalows) to the north of the site which would be adjoined by the new development.

Development Issues: The site's design and layout will need to consider the proximity of the A43 to the east, particularly where residential development is proposed, as well as...
ensuring that the privacy and amenity of the existing dwellings in Turweston Road are protected. The potential impact of development on site A will need to be examined to ensure it does not harm the integrity of the County Wildlife site to the south-west of the site. The old railway embankment provides an important ‘green buffer’ between the town and the urban extension, but is vital for cycling and pedestrian links into the town.

Any planning permission for the development of this site will need to include the following scheme elements and infrastructure:

- High quality design and layout which respects the character of the Great Ouse Landscape Character Area.

- Submission and approval of design codes to ensure a high quality of sustainability and design.

- Affordable Housing – An appropriate affordable housing offer to meet needs.

- Utilities - As required by housing numbers.

- Surface water management flood attenuation schemes to ensure that surface water can be disposed of.

- Flood mitigation from all sources.

- An integrated transport network with sustainable transport modes including access to Brackley Business District.

- Public transport - As required by housing numbers including town and intra-urban services.

- Safe routes for pedestrians and cyclists to the existing urban area including the Business District.

- A43 Junction Infrastructure - Minor junction improvements, as well as realignment of and traffic calming to Turweston Road.

- Landscape buffer/noise mitigation to the A43.

- The enhancement of local Green Infrastructure networks.

- Primary schools - Consolidation of primary school.

- Secondary school - Consolidation of secondary school.
Site B - Turweston Road North

Size: 9.38 hectares.

Location: Between Northampton Road and the A43 to the north-east of the town.

Current Use: Greenfield site in agricultural use.

Proposed Use: Employment uses with possible healthcare centre. Site to provide a mix of B1(A) office, B1(c) light industrial and B8 storage and distribution, the proportion of B8 floorspace not to exceed 40% of the total floorspace. It has been resolved to grant planning permission for employment use of this site, subject to the prior signing of a planning obligation.

Constraints & Site Factors:

Topography – Site slopes significantly down from west to east, in the worst case a 19m fall across the south part of the site.

Flood Risk – The site falls within Flood Zone 1 – Low Probability.

Highways Issues – Vehicular access to the site has been problematic, since although the site has various small access points suitable for agricultural machinery none was suitable for large vehicles. As part of the resolution to grant planning permission it was agreed that new access would be provided at south-western corner of site creating a new roundabout junction for Northampton Road and Turweston Road.

Statutory Ecology Designations – Within Great Ouse Landscape Character Area.

Existing Development – Existing dwellings on southern side of Turweston Road need to be taken into account.

Development Issues: Important entrance (gateway) site into Brackley from the north and A43. The site was recently granted planning consent for 38,000 sqm of B1, B2 and B8 employment subject to the prior signing of a planning obligation. Any changes to the design and layout of the existing consent, or any new proposal will need to consider the...
proximity of the A43 to the east, and this may require a landscape buffer to mitigate against noise impacts.

Any planning permission for the development of this site will need to include the following scheme elements and infrastructure:

- High quality design and layout which respects the character of the Great Ouse Landscape Character Area.
- Submission and approval of design codes to ensure a high quality of sustainability and design.
- Utilities - As required by the amount of employment development to be provided.
- Surface water management flood attenuation schemes to ensure that surface water can be disposed of.
- Flood mitigation from all sources.
- An integrated transport network with sustainable transport modes including access to Brackley Business District.
- Public transport - As required by job numbers including town and intra-urban services.
- Safe routes for pedestrians and cyclists to the existing urban area including the Business District.
- A43 Junction Infrastructure - Minor junction improvements, as well as realignment of and traffic calming to Turweston Road.
- Landscape buffer/noise mitigation to the A43.
- The enhancement of local Green Infrastructure networks.
This development comprises sites C, D & E:

- C – Sawmills Site
- D – Robson’s Land
- E – Radstone Fields site

The Brackley North SUE is bounded by the existing urban edge of Brackley to the south, by Halse Road to the west, and extends to the junction of Northampton Road and the A43 in the east. The site slopes down to the northern boundary which is defined by a stream corridor and established hedgerow. Radstone Road, and the disused Great Central Main Line run through the site in a north south direction.

The combination of sites C, D & E will provide a development of up to 1,400 homes to 2026. This should be planned as a single integrated community known as Brackley North, a Sustainable Urban Extension to Brackley, and will be required to include the scheme elements and provide the necessary on and off site infrastructure that are detailed under each site. Many of the items set out will be the subject of planning obligations that will be negotiated on all sites. Contributions will also be required as part of planning obligations for the development of the site towards improvements to the ‘Brackley Business District’.
Site C - Brackley Sawmills

Size: 7.03 hectares.

Location: Adjacent to Northampton Road to the north-east of the town.

Current Use: Former use as a Sawmill, majority of the site is vacant with the exception of a trade counter selling building products.

Proposed Use: Residential development on northern part of site (5.62 ha) as part of the Brackley North Sustainable Urban Extension. It has been resolved to grant planning permission for the development of 130 dwellings on this site subject to the prior signing of a legal agreement.

Constraints & Site Factors:

Topography – The site slopes gently eastward and there is a fall in height of approximately 10m. across the site’s width, equating to a gradient of approximately 1:23.

Contamination – The site has been subject to contamination in part due to its previous use as a saw mill where tanalising of timber has taken place over a long period of time and also from the infilling of the former railway cutting to the western edge of the site. Remedial works will be required.

Flood Risk – The site falls within Flood Zone 1 – Low Probability.

Highways Issues – Access will be provided from an existing roundabout on the Northampton Road. There is a requirement for a new road to be provided to serve the site and sites D & E minimising future congestion through existing residential areas. An integrated link road between sites C, D and E is required to ensure a sustainable and inclusive access and movement strategy for Brackley North and the wider area.

Statutory Ecology Designations – Helmdon Disused Railway SSSI lies to the north and the site lies right in the heart of a Sub-Regional GI Corridor. It also coincides with a GI route formed by the Great Central Railway disused line corridor too. These GI links will provide a valuable addition to this area of the county in terms of biodiversity along with the nearby SSSI and the other established areas of wildlife habitats.
Existing Adjoining Development – The western side of the site is adjoined by existing dwellings in John Clare Close. The site’s design and layout will need to consider the proximity of new dwellings to these properties, and to ensure that the privacy and amenity of the existing dwellings in John Clare Close are protected.

Development Issues: This is an important residential site, accessible from the A43. The design of the site needs to be considered as part of a wider area and its relationship with Site B - Turweston Road North, Site D - West of BP, and Site E - Radstone Fields. An integrated, coordinated and comprehensive planning approach will be taken with a link road between sites C, D and E required to ensure a sustainable and inclusive access and movement strategy for Brackley North and the wider area. A landscape buffer or area of open space/landscaping along the western site could assist in protecting privacy and amenity of existing properties in John Clare Close and new dwellings on this site given that the only separation currently is by a former railway cutting.

In terms of scale it is anticipated that the majority of the residential buildings on the site would be two storeys, occasionally rising to 2.5 storeys around the key spaces or nodes. The maximum height will be 3 storeys fronting Northampton Road where the character of the scheme is intended to reflect the gateway setting.

Any planning permission on this site will need to be treated as an integral part of the comprehensive development of Brackley North a Sustainable Urban Extension to Brackley to be provided on sites C, D & E to provide a development of up to 1,400 homes to 2026, planned as a single integrated community as Brackley North, including the following scheme elements and necessary infrastructure:

- High quality design and layout which respects the character of the Old Glebe Landscape Character Area.
- Submission and approval of design codes for sites C & D to ensure a high quality of sustainability and design.
- Local centre with neighbourhood retail (up to 1,000 sq. m. net floorspace) and community centre (minimum 500 sq. m. net floor space) to be provided on site E.
- Affordable Housing – An appropriate affordable housing offer to meet needs.
- Structural green space and wildlife corridors.
- Utilities – including the extension and improvement of sewage treatment works serving Brackley as well as surface water management and flood attenuation schemes.
- Extension or creation of a waste disposal and recycling facility.
- Education – Contributions towards a new primary school to be provided on site E within the Brackley North SUE and contributions towards secondary school provision.
- Improved pedestrian and cycle links between new development and the Brackley Business District.
- A new access route to Northampton Road to connect the sites into a single area of development will be necessary.
• New road infrastructure to provide effective links between new developments on sites C, D and E is required to ensure a sustainable and inclusive access and movement strategy for Brackley North and the wider area.

• Open Space and community facilities - to be provided within the development in accordance with adopted local standards together with the refurbishment of Brackley Swimming Pool and the redevelopment and expansion of Brackley Leisure Centre.

• Improved car and cycle parking provision in Brackley Town Centre.
Site D – Robson’s land west of BP

Size: 5.83 hectares.

Location: Close to Northampton Road and the A43 to the north-east of the town.

Current Use: Greenfield site in agricultural use.

Proposed Use: Residential development as part of the Brackley North Sustainable Urban Extension.

Constraints & Site Factors:

Topography – The site slopes gently eastward.

Flood Risk - The site falls within Flood Zone 1 – Low Probability.

Highways Issues – Access will be provided from an existing roundabout on the Northampton Road. There is a requirement for a new road to be provided to serve the site and sites D & E minimising future congestion through existing residential areas. An integrated link road between sites C, D and E is required to ensure a sustainable and inclusive access and movement strategy for Brackley North and the wider area.

Statutory Ecology Designations – The closest statutory designated site is Helmdon Disused Railway SSSI which is located to the north approximately 0.5km from this site. Housing on site D should consider the potential impact on this SSSI. There is a watercourse here which should be buffered from impacts of development.

Existing Adjoining Development – The south-western side of the site is close to existing dwellings in John Clare Close. The site’s design and layout will need to consider the proximity of new dwellings to these properties, and to ensure that the privacy and amenity of the existing dwellings in the north-eastern corner of John Clare Close are protected.

Development Issues: This site will provide a new northern edge to Brackley, the design will therefore be important as this will be viewed from open countryside. The design of the site needs to be considered as part of a wider area and its relationship with Site B - Turweston.
Road North, Site C - Brackley Sawmills, and Site E - Radstone Fields. An integrated, coordinated and comprehensive planning approach will be taken with a link road between sites C, D and E required to ensure a sustainable and inclusive access and movement strategy for Brackley North and the wider area. A landscape buffer will be required between the rear of existing properties in John Clare Close and the new dwellings on this site to reduce impact on residential amenity.

Any planning permission on this site will need to be treated as an integral part of the comprehensive development of Brackley North a Sustainable Urban Extension to Brackley to be provided on sites C, D & E to provide a development of up to 1,400 homes to 2026, planned as a single integrated community as Brackley North, including the following scheme elements and necessary infrastructure:

- High quality design and layout which respects the character of the Old Glebe Landscape Character Area.
- Submission and approval of design codes for sites C & D to ensure a high quality of sustainability and design.
- Local centre with neighbourhood retail (up to 1,000 sq. m. net floorspace) and community centre (minimum 500 sq. m. net floor space) to be provided on site E.
- Affordable Housing – An appropriate affordable housing offer to meet needs.
- Structural greenspace and wildlife corridors.
- Utilities – including the extension and improvement of sewage treatment works serving Brackley as well as surface water management and flood attenuation schemes.
- Extension or creation of a waste disposal and recycling facility.
- Education – Contributions towards a new primary school to be provided on site E within the Brackley North SUE and contributions towards secondary school provision.
- Improved pedestrian and cycle links between new development and the Brackley Business District.
- A new access route to Northampton Road to connect the sites into a single area of development will be necessary.
- New road infrastructure to provide effective links between new developments on sites C, D and E is required to ensure a sustainable and inclusive access and movement strategy for Brackley North and the wider area.
- Open Space and community facilities - to be provided within the development in accordance with adopted local standards together with the refurbishment of Brackley Swimming Pool and the redevelopment and expansion of Brackley Leisure Centre.
- Improved car and cycle parking provision in Brackley Town Centre.
Site E - Radstone Fields

Size: 43.92 hectares.

Location: Between Halse Road and Radstone Road to the north of the town.

Current Use: Largely greenfield site in agricultural use.

Proposed Use: Residential development for up to 1000 dwellings with local centre with neighbourhood retail (up to 1,000 sq. m. net floorspace) and community uses including primary school, community centre (minimum 500 sq. m. net floor space) and open space as part of the Brackley North Sustainable Urban Extension.

Constraints & Site Factors:

Topography – The site is relatively flat in the southern area but there is a plateau from south-west to north-east.

Flood Risk - The site falls within Flood Zone 1 – Low Probability.

Highways Issues – An integrated link road between sites C, D and E is required to ensure a sustainable and inclusive access and movement strategy for Brackley North and the wider area. The scale of the proposed roundabouts within the development will be of sufficient size to accommodate buses.

Statutory Ecology Designations – Helmdon Disused Railway SSSI lies approx. 300m to the north of this site. Housing on site E should consider the potential impact on this SSSI. There is a watercourse here which should be buffered from impacts of development.

Existing Adjoining Development – The site surrounds the curtilage of the residential property ‘The Old Glebe’ which lies to the west of Radstone Road.

Development Issues: The Masterplan identifies this as the largest new allocation of housing that should link into the local movement network. The design of the site needs to be considered as part of a wider area and its relationship with Site C - Brackley Sawmills and Site D - West of BP. An integrated, coordinated and comprehensive planning
approach will be taken with a link road between sites C, D and E required to ensure a sustainable and inclusive access and movement strategy for Brackley North and the wider area.

The site is situated on the edge of Brackley and adjacent to the open countryside; development here should be designed with this in mind.

Any planning permission on this site will need to be treated as an integral part of the comprehensive development of Brackley North a Sustainable Urban Extension to Brackley to be provided on sites C, D & E. This development will provide up to 1,400 homes to 2026, planned as a single integrated community as Brackley North, including the following scheme elements and necessary infrastructure:

- High quality design and layout which respects the character of the Old Glebe Landscape Character Area.
- Submission and approval of design codes to ensure a high quality of sustainability and design.
- Local centre with neighbourhood retail (up to 1,000 sq. m. net floorspace) and community centre (minimum 500 sq. m. net floorspace) to be provided on site E.
- Affordable Housing – An appropriate affordable housing offer to meet needs.
- Structural green space and wildlife corridors.
- Utilities – including the extension and improvement of sewage treatment works serving Brackley as well as surface water management and flood attenuation schemes.
- Extension or creation of a waste disposal and recycling facility.
- Education – Contributions towards a new primary school to be provided on site E within the Brackley North SUE and contributions towards secondary school provision.
- Improved pedestrian and cycle links between new development and the Brackley Business District.
- A new access route to Northampton Road to connect the sites into a single area of development will be necessary.
- New road infrastructure to provide effective links between new developments on sites C, D and E is required to ensure a sustainable and inclusive access and movement strategy for Brackley North and the wider area.
- Open Space and community facilities - to be provided within the development in accordance with adopted local standards together with the refurbishment of Brackley Swimming Pool and the redevelopment and expansion of Brackley Leisure Centre.
- Improved car and cycle parking provision in Brackley Town Centre.
Brackley Business District

This action area comprises the town centre and employment area including Buckingham Road Industrial Estate.

This development comprises sites F, G, & K:

- **F** – Buckingham Road Industrial Estate
- **G** – Town Centre Recreation Facilities
- **K** – Magdalen College School

Brackley Business District is an action area comprising existing buildings and properties that are in need of revitalization and refurbishment to improve their environment and to assist in giving them a competitive edge. The town centre has a historic core but suffers from empty shops, and is in need of actions to increase its vitality and viability. It contains a range of key development opportunities that would assist it in expanding its potential to function as a vibrant Rural Service Centre.

Buckingham Road accommodates a series of larger businesses, however many of the premises within the Industrial Estate are outdated and the Estate as a whole would benefit from remodelling and improvement.
Site F - Buckingham Road Industrial Estate

Size: No defined boundary.

Location: Adjacent to Buckingham Road and A43 to the south-east of the town.

Current Use: Light industrial and office development.


Constraints & Site Factors:

Development Issues: A strategically important employment area, with largely 1970s light industrial buildings and some more modern development. Dated buildings and parking areas with a poor quality environment. The large De Boer site is available for development and should be retained and redeveloped for new B1 employment uses in connection with Buckingham Road Industrial Estate; comprehensively developed with the sites associated with Magdalen College School; or be developed for mixed use development.

Buckingham Road Industrial Estate currently has significant problems around environmental health issues, crime and appearance. An Estate group was set up in June 2010 in order to investigate some of these issues, and the group has identified the following as needing to be resolved:

- Crime.
- The estate being used as a racetrack at evenings and weekends.
- Lorries parked overnight and longer.
- Scrap metal thefts.
- Issues with people gaining access to the estate from the bottom of the railway track.
- Concerns over parking on/blind spots on some of the T junctions – in particular in Buckingham Road; and,
- Gritting of roads in winter.
Contributions made through the Brackley Town Fund to this part of the Brackley Business District could help tackle some of these issues, and to improve the estate in terms of security and appearance. In particular, improvements could be made to the design of the existing units (partly through redesign where relevant), ensuring that steps are taken to reduce crime, to ensure broadband access throughout the estate, and to improve transport access.
Site G - Town Centre Recreation Facilities

Size: 7.73 hectares.

Location: Between the town centre and Buckingham Road Industrial Estate.

Current Use: Recreation and sports facilities (bowls, tennis, football ground).

Proposed Use: Mixed use (retail, recreation, residential).

Constraints & Site Factors:

Development Issues: There are two strategies for the development of this site:

1. Magdalen College School closes the Waynflete School site and relocates onto this site (and Site K), or

2. Magdalen College School closes both sites and relocates to an edge of town greenfield site allowing this site to be developed for mixed uses to support and enhance the vitality of the town centre.

Relocation of Existing Recreation Uses: The development of this site will require the relocation of the various sports facilities (bowls, tennis, football ground) to an edge of town site.

Other Key Issues include:

- The impact of additional traffic generated in the town centre.
- Connectivity with the town centre.
- The impact on neighbouring residential amenity.
- A number of mature trees are located within the site and these should be largely retained.
• The proximity of the site to Buckingham Road Industrial Estate as a source of noise and other pollution will be a consideration.

Decisions on this site will be made in line with the NCC Education Review.

A development brief will be written for this site at such a time as Magdalen College School confirms its decision to relocate. However the playing fields at Magdalen College are an important community asset, which are used for community events such as the Brackley Carnival. Should development take place which would lead to their loss, developers would be required to provide the same open space elsewhere within the town and make them available for community use on the same basis as the existing.
Site H - Leisure Centre

Size: 0.90 hectares.

Location: Between Humphries Drive and Pavilions Way in the west of the town.

Current Use: None / Vacant land.

Proposed Use: Expansion and redevelopment of leisure centre, although part of the site may provide residential development.

Constraints & Site Factors:

Development Issues: The development of the site is identified as key to the cross subsidy of the Brackley Pool relocation and improvements needed to the Brackley Leisure Centre. The proximity of the site to existing residential areas means that the impact on neighbouring residential amenity will be an important consideration. Due to difficulties in funding and delivery it is unlikely that this development will take place in the short term, but the scheme remains a long term aspiration.
Site I - Brackley Church of England Junior School

Size: 5.99 hectares.

Location: Adjacent to Manor Road close to the centre of the town.


Potential Proposed Use: Residential development.

Constraints & Site Factors:

Development Issues: The development of the site requires the phased relocation of the junior school and pre-school, swimming pool and health centre. The loss of the public open space on the site may need to be provided elsewhere. Other key issues to be considered will be the impact of additional traffic generated along Manor Road, ways to improve connectivity between the residential areas and the town centre, and the impact on neighbouring residential amenity.

Decisions on this site will be made in line with the NCC Education Review.
Site J - Waynflete School

Size: 4.97 hectares.

Location: Adjacent to Manor Road in the centre of the town.

Current Use: Magdalen College School (upper), Waynflete Infants School.

Potential Proposed Use: Residential development.

Constraints & Site Factors:

Development Issues: The development of the site requires the phased relocation of the two schools and playing fields. This development can only take place after the replacement of the school facilities on another site (yet to be determined). Other key issues to be considered will be the impact of additional traffic generated along Manor Road, ways to improve connectivity between the residential areas and the town centre, and the impact on neighbouring residential amenity.

Decisions on this site will be made in line with the NCC Education Review.
Site K - Magdalen College School

Size: 6.33 hectares.

Location: Behind Market Place and High Street in the centre of the town.

Current Use: Magdalen College School and playing facilities.

Proposed Use: Mixed use (education, retail, recreation, residential, employment)

Development Issues: There are two strategies for the development of this site:

1. Magdalen College School closes the Waynflete School site and relocates onto this site (and Site G), or

2. Magdalen College School closes both sites and relocates to an edge of town site allowing this site to be developed for mixed uses to support and enhance the vitality of the town centre.

Constraints & Site Factors:

History of Site: Magdalen College School is a key site within the town centre with a collection of buildings which have been in situ since the 1540s. However, the site of the school goes back further to 1150 when Robert Le Bossu founded a hospital and graveyard. In 1548 it was reported that the fellows of Magdalen College, Oxford had started a free school in the former hospital premises which continues to the current day as the Secondary School for the Brackley area. The school buildings are prominent in the heart of the town, and are generally regarded as some of Brackley's finest buildings. Parts of the school are Grade II Listed Buildings.

Decisions on this site will be made in line with the NCC Education Review. A development brief will be written for this site at such a time as Magdalen College School confirms its decision to relocate. This is understood to be a long term aspiration of the school, but will be subject to decisions by the school and Education Authority.

Development of this site must respect the character and setting of both the Listed Buildings on the school site and the wider town centre. Any future development of this site...
must consider the importance of the school buildings, in particular those that have statutory protection as Grade II Listed Buildings. Other key issues will be the impact of additional traffic generated in the town centre, connectivity with the town centre and the impact on neighbouring residential amenity. A number of mature trees are located within the site and these should be largely retained. The proximity of the site to Buckingham Road Industrial Estate as a source of noise and other pollution will be a consideration.
Appendix 3 – Consultation Process

South Northamptonshire Council and WYG Planning & Design have involved local community groups, businesses, developers and other interested bodies in the preparation of the Draft and the Final Masterplan reports. The Brackley Masterplan is the result of extensive work by the Council and its consultants since August 2009.

The Draft Brackley Masterplan was placed on formal consultation for a period of six weeks, beginning on Monday 28th June 2010 and ending on Monday 9th August 2010. A report on the Responses to the Draft Brackley Masterplan has been prepared and endorsed by SNC. This final Brackley Masterplan takes account of the comments raised during the public consultation and of the latest policies emerging from SNC.

Consultees

Adkin Rural & Commercial
Alpha Rangers Cycling Club
Anglian Water
A5 Rangers Cycling Club
Barton Willmore
Bracken Leas Primary School
Brackley Adult Education Centre
Brackley Ambulance Station
Brackley Athletic FC
Brackley Antique Cellar
Brackley Baptist Church
Brackley Carnival Committee
Brackley CFTS Karate Club
Brackley Churches Together
Brackley Clinic
Brackley Community Association
Brackley Community Church
Brackley Cottage Hospital
Brackley Cricket Club
Brackley C.E. Junior School
Brackley Football Club
Brackley Health Centre
Brackley Investments Limited
Brackley Ladies Netball Club
Brackley Leisure Centre
Brackley Livability
Brackley Means Business
Brackley Methodist Church (‘The Zone’)
Brackley Music Festival
Brackley Residents Association
Brackley Rotary Club
Brackley Rugby Football Club
Brackley Running Club
Brackley Scouts
Brackley Sports Football Club
Brackley Squash Club
Brackley Swimming Pool
Brackley Tennis Club
Brackley Town Badminton Club
Brackley Town Council
Brackley Town Football Club
Brackley Trampolining Club
Brackley & District Angling Club
Brackley & District Bowling Club
Barratt Developments Plc
Bromford Support
Bronnley of London Limited
Cannon Consulting Engineers
Chase & Partners
De Boer Structures (UK) Ltd
East Midlands Ambulance Service
Environment Agency
Faccenda Group Limited
Framptons Planning
Government Office for the East Midlands
Highways Authority
Indigo Planning
Learning and Skills Council
Magdalen College School
Martin Robeson Planning Practice
Mercedes GP Petronas (previously Brawn GP Formula One)
Northampton Association for the Blind
Northampton College
Northampton Enterprise Limited
Northamptonshire County Council
Northamptonshire County Council Councillors
Northamptonshire Fire and Rescue Service
Northamptonshire Primary Care Trust
Northamptonshire Police
Northamptonshire Sport
Nortoft Partnerships Ltd
Oasis Dental Care
Orchid Dental Centre
Parish Councils / Parish Meeting
Pegasus Planning Group
Promail Mailroom Technology
Providence Court Investments Limited
Serco Leisure
Silverstone Estates Limited
Sport England
Springfield Surgery
Southfields Primary School
South Northants Basketball Club
South Northants Homes
South Northants Leisure Trust
South Northamptonshire Council
South Northamptonshire Council Councillors
Sovereign Vale Housing Association
St John Ambulance Association
St Martin’s Roman Catholic Church
St Peter’s Anglican Church
Taylor Wimpey
Team Brackley
Tesco Supermarkets
The Source
at the very heart of England

Towcester Medical Centre
T J Hadland
Waynflete Infants School
West Northamptonshire Joint Planning Unit
Winchester House School
WSP Group
at the very heart of England
Brackley…

at the very heart of England

Brackley Masterplan Adopted January 2011