Technical Appendices

This second volume of the Towcester Masterplan provides a greater degree of detail for those involved or interested in the planning process.

The document includes:

**Appendix A  Opportunity Site Details**
This chapter provides a detailed overview of the development issues and constraints to be addressed in bringing forward sites for planning approval.

**Appendix B  Action Plan**
A chapter that outlines which part of the Masterplan will happen over the short, medium and long term.

**Appendix C  History of Towcester**
This chapter provides a short history of the town from 0AD up to the present day and links with the timeline shown at the start of each chapter in volume one and as set out in the pathway up the restored Bury Mount.

**Appendix D  Consultation Process**
A chapter that outlines how the consultation process was conducted and the conclusions drawn.

**Appendix E  Glossary of Terms**

**Appendix F  Policy Context**
This chapter provides details of a number of the key strategies developed by South Northamptonshire Council and partners that are referred to throughout the main document.

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Appendix A: Key Opportunity Sites in Towcester
### Definition of Site

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<th>SITE REF</th>
<th>SITE LOCATION</th>
<th>Definition of Site</th>
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<td>TA</td>
<td>Moat Lane</td>
<td>SITE LOCATION TOWN CENTRE ECONOMY TOURISM TRANSPORT HOUSING ENVIRONMENT EDUCATION HEALTH COMMUNITY TIME FRAME</td>
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<td>SITE LOCATION TOWN CENTRE ECONOMY TOURISM TRANSPORT HOUSING ENVIRONMENT EDUCATION HEALTH COMMUNITY TIME FRAME</td>
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<td>SITE LOCATION TOWN CENTRE ECONOMY TOURISM TRANSPORT HOUSING ENVIRONMENT EDUCATION HEALTH COMMUNITY TIME FRAME</td>
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<td>TF</td>
<td>Land at Wood Burcote (New Town Park)</td>
<td>SITE LOCATION TOWN CENTRE ECONOMY TOURISM TRANSPORT HOUSING ENVIRONMENT EDUCATION HEALTH COMMUNITY TIME FRAME</td>
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<td>Towcester Racecourse</td>
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<td>New Bus Facilities</td>
<td>SITE LOCATION TOWN CENTRE ECONOMY TOURISM TRANSPORT HOUSING ENVIRONMENT EDUCATION HEALTH COMMUNITY TIME FRAME</td>
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This table shows key opportunity sites in Towcester with details of their likely end use.

**S/M** = Short – Medium term. Development anticipated taking place over the next five to ten years.

**M/L** = Medium – Long term. Development anticipated taking place five to ten years onwards.
Key opportunity sites within Towcester

Town Centre Action Area
The Masterplan designates three key action areas within Towcester: Town Centre, Towcester South and Employment. These are all areas in need of a programme of action that will be generated by the re-development of key opportunity sites.

The town centre is a retail, commercial and leisure and heritage centre. This area covers the Moat Lane project that is already underway, the Sponne School/ Magistrates court/ Police station site and the area around the current Waitrose.

The regeneration proposals for Towcester town centre include the Market Square and the Moat Lane area of the town and extend to Queens Road and Richmond Road to the west. The vision is for a town centre that has a thriving, historic and expanded town centre, a hub for employment, shopping, professional and public services with the market place at its heart. The first major development is the Moat Lane development, which will help expand the existing town centre and provide space for new civic, retail, employment, housing and leisure development. Following this is the need to give the Market Square back its role as the heart of the town centre, which will be possible after the construction of the A5 relief road which will take the majority of traffic, especially HGVs, from the town centre. Finally, the closure of the Magistrates Court and the possibilities resulting from the move of Sponne School to the Towcester South development will result in the opportunity of increasing commercial uses in this part of the town centre. Towcester Lanes will follow with the Sponne School site, as the economy recovers but it is sensible to plan for the release of the sites now, even though this will be a more medium term development.
Site TA – Moat Lane

Size: Over 16.9 Ha

Location: To the east of Watling Street and the town centre. The site is in a key location lying to the south-east of the Watling Street / Northampton Road crossroads, the main entrance to the Primary Retail Area of Towcester town centre as defined within the SNC Local Plan adopted in 1997. It is highly visible from Northampton Road.

The eastern boundary of the site is defined by the River Tove and embraces the open space adjacent to the town. The northern boundary includes Northampton Road and public and private car parks on its northern side; the western boundary includes Watling Street. The southern boundary encompasses St Lawrence’s Church and churchyard and follows Chantry Lane to the Market Square, including the Town Hall building. Moat Lane itself extends through the centre of the built-up area. The western part of the area lies within the Towcester Conservation Area and the eastern part lies within part of the Historic Park and Garden designation associated with Easton Neston.

Proposed Use: A key regeneration development that will become a mixed-use extension to the town centre, providing a civic and cultural focus for the community, together with opportunities for retail, office and residential development alongside tourism facilities. Bury Mount and the adjoining Water Meadows at Easton Neston will provide open space and recreation area. The scheme will provide car parking for the town centre. The Moat Lane development area is the first of the major regeneration projects for the town centre, seeking to transform the area between Market Square and Mill Stream and into the
Easton Neston Water Meadows. It forms the centre piece for all other development opportunities that are identified in this Masterplan for Towcester.

A Planning Brief for the site was adopted in November 2007 that sets a vision for the development of the Moat Lane project:

“To provide the historic market town of Towcester with the level of new economic, social and community infrastructure to meet the needs of the existing and future population through the comprehensive delivery of the highest quality of regeneration that reflects the town’s significant cultural and built heritage.”

**Key Development Areas within Moat Lane:**

The Moat Lane Masterplan places emphasis on the principle of ‘retain and refurbish’, with a lead being taken from the heritage and quality of the town centre. Where possible, existing buildings and landscapes will be retained or refurbished to create a sustainable development that reflects the special character of the town.

The site provides a unique opportunity to develop a prestigious mixed-use development of a high quality, focussed on community, civic and tourist use in the heart of an expanding town that reflects the architectural character of Towcester town centre.

The proximity of the site to the existing town centre and attractive landscape edge bounded by the River Tove provides an opportunity to develop enhanced pedestrian links between the new development, the rest of the town centre and the open space to the east. There is also an opportunity to provide a landscaped pedestrian link between the town and Towcester Racecourse.

The site can be split into a number of areas, each of which has its own development potential in respect of use and character.

**Bury Mount** - this is a 12th century motte and bailey castle that forms the centre of the regeneration area.

Bury Mount is a Scheduled Ancient Monument and has been at the heart of Towcester since medieval times. It is thought that the original motte and bailey castle (which no longer remains) were constructed by the Crown in the 12th century as a strategic fortification. As its defensive role diminished, Bury Mount became an important area of open green space at the centre of the town. However, over time the site fell into a state of disrepair.

Bury Mount has been protected and restored in the first phase of this regeneration project and now provides an important open space within this part of town linking into the edge of the Easton Neston Water Meadows and provides a focal point for the area. The open space provides a new venue for the town with a wide variety of events and uses, ranging from informal play to organised outdoor events such as concerts, all in the natural amphitheatre created by the Mount. The space will provide the local community with a meeting point and will become a focus for community activities.

**Easton Neston Water Meadows** - although adjacent to the town centre, these had been in the ownership of the Hesketh Estate for the last 200 years and were inaccessible to the local community. The Water Meadows are part of the original Easton Neston Estate and they cover over 13 hectares (33 acres) of Grade II* Registered parkland. The Water Meadows represent an important and welcome addition to the public green space available in Towcester, bringing the countryside around it right up to Bury Mount and into the town centre. They provide new, high quality public open space for leisure and recreation, as well as providing interpretation and linkages to the town’s significant heritage.
The new park will provide space for a wide variety of events and uses ranging from play space to organised outdoor activities, such as walks and educational events. This new space will create a learning opportunity for schools and local history enthusiasts. The possibility of a sculpture trail or other public art will be explored as a way of attracting visitors into the area.

**Civic Building** – this will be at the heart of the Moat Lane area and will become a centre of activity for the local community, visitors and tourists. The building will contain Towcester Library, which would relocate from its existing site and be bigger and better, offering a wider range of resources, with improved technology activities and services. The Civic Building will also contain the County Registrar’s office, relocated from Brackley Road, which will enable the building to be used for weddings and civil partnerships, taking advantage of the setting adjacent to Bury Mount and the Water Meadows.

The Civic Building will contain a number of other community spaces, services and venues, including:
- a shared local authority customer contact centre
- a large space for exhibitions, conferences and receptions
- community office space
- a conference room and a café

**Northampton Road** – additional car parking is to be provided here, helping to ease existing town centre parking issues. Next to the Mill Stream, an office building will be created, providing a gateway to the scheme. The environment of Northampton Road will be improved, creating a better street-scene for the public and an easy crossing point to the Moat Lane scheme. There is an excellent opportunity for Northampton Road to be redesigned as a pleasant town street, with wider pavements, possible avenue trees and on-street car parking. Opposite the car-park the Masterplan proposes an office building, with shops on the ground floor and homes facing Northampton Road.

**The Mill** – this will be transformed into a boutique hotel complex, providing a hotel, organic cafe adjacent to Bury Mount, restaurant and parking.

**Bakers Lane** – an area that will comprise small shops, services and residential development and a key route into the Moat Lane area

**Whittons Lane** - an important link to the heart of Moat Lane, leading directly to the new public square outside the Civic Building. Whittons Lane will be characterised by small shops, cafes and offices, with the block adjacent to Northampton Road providing space for larger offices, shops and a micro brewery.

**Site Development Principles:**
A balance of uses is to be developed, which reflects the community and civic needs of the whole of Towcester for the future and responds to tourism, commercial and residential needs.

The western built up area lies within the Towcester Conservation Area and includes and adjoins a number of listed and other important buildings. All new development should respect the character and form of the existing buildings. There are a number of trees that are subject to Tree Preservation Orders. The future management or replacement of these must be considered as part of any future scheme.
Pedestrian access into the area is obscure and uninviting and lacks permeability: improvements are necessary to ground surfaces, surveillance, signage and lighting.

Improved vehicular access into the site will be required and as Chantry Lane is narrow and inadequate to access the whole development site, it is suggested that the lane be made one-way from Watling Street to optimise access. A new link to Moat Lane will be needed from Northampton Road.

Servicing and parking will need to be retained for the existing businesses fronting Watling Street, which includes two public houses and a Post Office and for the new uses, without compromising the character of the area.

Moat Lane contains a number of listed and other important buildings, some of which front on to Moat Lane itself: Anchor House, The Old Coach House, Mill Cottage, the Mill House and the Mill on the Brook. This part of Moat Lane may contain important buried archaeological remains. It includes the site of the castle bailey at Bury Mount and medieval manor complex on the north side of Moat Lane and the early medieval market place and subsequent tenements on the south side. It is also situated in the core of the Roman settlement. In addition to Bury Mount, important evidence of Roman, Saxon, medieval and/or post-medieval occupation is likely to survive across the site in the form of buried archaeological remains.

The remainder of the area is predominantly used for servicing and access for the commercial uses fronting Watling Street. The discovery of archaeological remains though cannot be ruled out on any part of the area. Developers will need to address this potential and include measures to investigate and safeguard important remains and to allow for archaeological excavation prior to development.

The Moat Lane area is in a number of different private ownerships. This could require the development to be phased. Any phasing would have to be considered in the context of securing comprehensive development of the area.
Site TB – Market Square

**Location:** Off Watling Street in heart of the town centre.

**Current Use:** Car parking area.

**Proposed Use:** Pedestrian-friendly Market Square for use for markets, events and festivals.

The Market Square is the heart of the town centre but is currently used for car parking. The town’s main landmarks are situated within the vicinity of the Market Square: St Lawrence’s Church, Town Hall, Saracen’s Head and Bury Mount. The setting of the Town Hall, Chantry House and other historic buildings will be vastly improved by reviewing how the space is used and improving the public realm to create an area that can be used for markets and other outdoor events. The transformation of the existing square into a traditional Market Square would be a landmark project for Towcester.

However, its use can only be altered once the relief road to the south of Towcester has been completed and HGV traffic removed from Watling Street and the Market Square. The opportunity will then exist for the Market Square to regain its role as the heart of the town. Removing the car parking and making the Market Square pedestrian-friendly would re-energise the town, bringing back a central location for the market. However it is recognised that limited disabled parking may be required here.

Following the completion of the Towcester relief road and the de-trunking of the A5 Watling Street through the town centre, a scheme will be prepared for the redevelopment of the square. The entire square should be re-paved in a high quality and durable stone paving, most likely York stone, on a shared surface with reduced vertical demarcation between footway and carriageway. Public art and feature lighting should be incorporated into this space to give it a unique presence. Enhanced lighting, set within the pavement areas could also turn the square into an evening ‘cafe culture’ destination, along with the possibility of staging events here.

Careful consideration will need to be given to the need for and positioning of street furniture,
such as bins and signal poles to ensure that the space remains uncluttered and flexible.

If any parking is required in the Market Square, for example disabled parking, it should be significantly reduced and allowed to occur informally in an area which has some form of subtle demarcation through the placement of street furniture and public art, without resorting to unsightly and inflexible clutter like signage and bollards. The position of bus stops and the need for a formal signalised crossing and associated signal poles will need to be carefully considered in relation to the wider use of the space. The intention for the Market Square is that it will become an area of less and slower moving traffic where pedestrians have ownership of and occupy the space.
Site TC - Towcester Lanes

**Location:** The Lanes are a natural route through from Waitrose and its car park in Richmond Road to Market Square. The Lanes are created by historic burgage plots.

**Current Use:** Underused part of the town centre, with many narrow lanes created by burgage plots running between Market Square and Richmond Road.

**Proposed Use:** Towcester Lanes would provide an excellent location for boutique and niche shops, cafes and restaurants and would help to improve the geographical links between Waitrose and the town centre.

**Constraints:**
*Archaeology* - This area contains a wealth of Roman remains, including the site of a Roman temple.

**Opportunity:**
Towcester Lanes could provide a vital area for extending Towcester’s retail offer, though there may be some scope for creating offices or homes above the shops. This is one of the main aims of the Masterplan. Towcester Lanes area provides a natural route through from Waitrose and its car park to Market Square and with environmental improvements, will attract the passing trade needed for viable shops but without the interruption of traffic.

Part of Towcester’s attraction as a retail destination is its number of independent and niche retailers. Towcester Lanes provides an excellent location for such uses.

The area will have a clear definition of fronts and backs of properties throughout and a range of different surfaces will be used to denote these and to encourage walking and other non-vehicular activities throughout.
Other sites provide the opportunity to create larger retail units and expand the range of shops on offer. The narrow passages and the scale and complexity of the spaces themselves will serve to emphasise the shop displays of the high quality boutique shops that will find a natural setting here.

Opportunities exist here for cafes and restaurants that would support the evening economy. Cafes and restaurants within Towcester Lanes will have outside seating, encouraging a vibrant area through pavement dining and street musicians. The identity of this part of Towcester will come as much from the uses and street activity as the spaces themselves.
Site TD - Sponne School and Magistrates Court Site

**Location:** Edge of town centre site. Sponne School is situated on Brackely Road whilst the Magistrates Court has a frontage to Watling Street. The sites adjoin to the rear.

**Current Use:** Sponne School is an existing school site with playing fields to the rear. The School will see an increase in student numbers as a result of the increase in housing in the town, which will require a consolidation of the school. However, due to the age of its buildings and the limited size of the site it is likely to require a replacement new school. Sponne School have stated they would relocate and form a larger school within the urban expansion with dual use facilities and the provision of a theatre as part of the site. Sponne School have several options for their future, including relocating to form a larger school within the southern development area with dual use facilities. This would be subject to adequate funding being available.

The Magistrates Court to the north of Sponne School has a frontage to Watling Street West and is to close in 2011. The Police Station is also likely to close within the time period of the Masterplan. The Police are developing an Estates Strategy that includes the removal of the Police Station, provided that alternative accommodation can be found in the town centre.

**Proposed Use:** Depending on the future location of Sponne school, the current School site along with other surrounding buildings, may have the potential for commercial offices, leisure and cultural uses, car parking and town centre homes. Whilst the preference would be for a comprehensive development of these sites, it is recognised that the Magistrates Court is coming forward in 2011 whilst the move of Sponne School may well take some years. The Magistrates Court site has potential for
commercial offices, particularly a headquarters site, but could also accommodate leisure and cultural uses, car parking and town centre homes.

Constraints:

Flooding: The playing fields to the rear of Sponne School lie within the flood plain of the River Tove.
Archaeology and Heritage: The frontage of the Magistrates Court is Grade II listed and lies within the Conservation Area. Roman defences are situated within the site, which have Scheduled Ancient Monument designation but are currently hidden from public view by the school playing fields, the BT Exchange and rear gardens and are concealed by an area of rough ground.

Opportunity:

Sponne Playing Fields - This area of flood plain is currently under-utilised green space in the town that is being used as natural habitat, recreation area and school playing fields. It is a prominent feature on arrival into the town and whilst recognition must be given to the fact that its primary function is flood plain, it would provide informal sports pitches, or other recreation facilities. The natural character of the playing fields must be retained but could be upgraded if the Sponne School site is redeveloped.

Roman Defences - The redevelopment of this area presents the opportunity to create a new public open space on the site and interpret the remains in the ground to connect the site with its past. New routes into and through the site could be created to give better access to the A5 and Towcestrians.

Sponne School – If Sponne School leaves the site, the current school site along with other surrounding buildings may have the potential to become a natural extension of the town centre. The site could provide an additional focus for civic uses in the town centre, commercial offices, leisure and cultural uses, car parking and residential development. Any redevelopment for homes could not be extended to the playing fields due to the potential for flooding.

It could provide a site for the redeveloped Sponne School, although there is some concern that there is insufficient space for the school to be rebuilt on the site. Sponne School itself could be relocated at the back of the site, overlooking the flood plain and placing it in a prominent position on arrival to the town from the north.

Magistrates Court – The closure of the Magistrates Court will leave a high value site available for redevelopment. Its future use could include new community uses, leisure or recreation uses, or commercial development. The Magistrates Court has a striking frontage that is of different design to its surroundings which could provide a suitable site for a commercial headquarters building. This would also provide a valuable employment opportunity within Towcester. The ground rises to the right where the playing fields of Sponne Secondary School are currently located, making this a prominent site that is appropriate for a landmark building, signifying a strong town entrance defined by a strong edge.

Site Development Principles:

The area is visible from the northern approach into the town centre as the land rises to the south of the flood plain and will be important in defining the edge of the town centre. The site of the Magistrates Court forms the edge of the Conservation Area and therefore a high quality development that respects and enhances the setting and character of this area will be sought.

- Mixed-use scheme with traditional approach to streets, spaces and building design.
• Creation of new through routes for walking and cycling.
• Flood plain as a development edge.
• Public open space on the area covered by the Scheduled Ancient Monument would allow the Roman remains to be revealed.
• There is currently only one road into the site. The redevelopment of the site provides the opportunity to create a network of streets that integrate the site into the fabric of the town.
• Materials used within the site should reflect the palette of materials found in the historic town centre.
• Development of the site should respect and enhance the character and setting of the Conservation Area.
Towcester South

The development of key sites to the South of Towcester – the Development Area to the South, including the safeguarding of Wood Burcote and additional development at Towcester Racecourse - would assist in promoting Towcester’s role as a Rural Service Centre and support the regeneration of the town centre. The area known as Towcester South comprises both the development of Towcester South and the area surrounding the new Town Park, which are to be considered in a comprehensive, integrated and planned way.

Site TE – Towcester South

Size: Total site area of 189.9 Ha

Location: The northern part of the site borders the majority of the southern edge of Towcester and encloses the hamlet of Wood Burcote and the woodland area around Besses Lane. Part of the western edge of the site runs along the A43 and part of the eastern side of the site runs along the A5.

Current Use: Mainly agricultural land.

Proposed Use: A mixed-use development area comprising a balanced mix of housing and employment with strong links to the town centre and surrounding areas. The residential development of 3,000 houses will be split into two phases: 1500 houses up to 2026 and 1500 to be provided post-2026. The development must also include the full range of community infrastructure to support the new residents and also to enhance the provision available to the existing community in Towcester.

Note: An application was submitted by Persimmon Homes Ltd. in 2007 for 3,000 residential units, in addition to up to 21 hectares of employment land with retail, education and community facilities and over 50 hectares of open space. This application is
under on-going negotiation, subject to the re-phasing described above. It is anticipated that a revised planning application will be submitted.

**Constraints and Site Factors:**

*Topography* – The Towcester South development area has an undulating topography.

*Flood Risk* – Two watercourses cross the proposed growth area. Two brooks cross the site: Silverstone Brook flowing northerly on the east side and Wood Burcote Brook flowing northerly through the middle of the site. The flood plain for these lies within the development site, which will restrict development in this area but comprises only a small proportion of the location.

*Noise* – The edges of the growth area would be defined in part by major roads - the A5, A43 and the new relief road. The design and layout of the development should ensure that residential areas are not subject to unacceptable levels of traffic noise, vibration and pollution associated with the existing A43 and A5 and the proposed relief road. An Environmental Impact Assessment will be required to examine these issues.

*Highways Issues* – An A5 relief road is an essential prerequisite for the development. The construction of this will enable significant improvements to the air quality, particularly in Towcester town centre, through the reduction in traffic congestion.

*Statutory Ecology Designations* – A County Wildlife site lies to the south of the town, at Burcote Wood. In addition, there are groups of important or protected trees to the south of Towcester, in the vicinity of Wood Burcote and Burcote Road, which form part of an attractive parkland landscape with occasional substantial dwellings with extensive gardens. The site falls within two landscape character areas – Wood Burcote and Swinneyford. These are attractive landscapes and have high landscape sensitivity.

*Heritage* – The site of a Roman Villa has been identified at Swinneyford Farm, in the location shown on the plan. This site is considered to be of importance and must be taken into account in the proposed expansion. This site could also present the opportunity to be included as public open space or for a tourist or interpretation centre. No listed buildings have been identified within the growth area.

**Development Issues:**

The proposal must be designed to be a high quality and be of architectural merit, taking account of Towcester’s historic character and distinctiveness as a rural market and coaching town. It should contain landmark buildings that help make Towcester a recognised destination to live, work, invest in and visit. A clear vision and Masterplan will be required for the development. Development should be of high quality with a strong identity, activity and a strong sense of place appropriate to and distinctly part of Towcester.

The design of all the residential dwellings must be of a high quality, maximise space, provide opportunities for working from home and provide acceptable usable garden spaces, communal open spaces and sufficient bedroom sizes. There is a clear need in Towcester for family housing which will be provided within the development. As a sustainable community the development will also include affordable housing and specialist housing to meet the needs of families and the elderly. The removal of density guidelines from Government guidance given in PPS3 gives opportunity for lower density larger homes with adequately sized gardens. Use of a design code would help to ensure a high quality of design.

Employment buildings also need to be designed in accordance with the principles of high quality design, have high quality architecture and create a sense of place whilst respecting the rural setting. There is a need for open space/leisure provision within the employment areas just as there will be within the residential areas,
together with ample landscaping around and within the employment areas in order to blend them into the rural setting and minimise their impact. The preferred type of employment within the development area will be a mix of B1 and B2 with opportunity taken for the provision of landmark buildings in key places to attract larger businesses and the potential relocation of company headquarters to reduce the current high levels of out-commuting. There will also be provision within the development to enable increased working from home.

Green space areas will be critical within the development to allow the built form to be assimilated into the landscape, as well as providing bio-diversity and habitat corridors from the rural areas into the urban areas. The new development will protect Wood Burcote’s setting and provide green infrastructure corridors and other links. At Wood Burcote (site TF) there is an opportunity to create a strategic area of open space that would form the focus of the development. The Park would be central to the development and would provide a strong link for both the new and existing areas of the town. The park will have the benefit of natural surveillance from adjoining dwellings and will link with various green corridors linking the surrounding neighbourhoods.

It will be vital that the development area is integral to the town and does not create a separate community. The developers will be required to provide information on how the proposed development relates to the surrounding rural areas as well as the town and how both future residents and employees will utilise the existing town centre and associated facilities such as the Towcester Leisure Centre.

The development of Towcester South will provide:

- Up to 3300 houses, of which 1,500 should be delivered in the period of the Core Strategy up to 2026.
- 3,000 jobs (of which 1,500 should be delivered in the plan period up to 2026).
- The construction of the A5 relief road.
- Essential improvements to the A43 junctions.
- Two primary schools and one secondary school.
- Two mixed-use local centres to include local retail facilities (up to 500 sq. m. net floor space), health care services and community facilities.
- Provision within the development for waste, cemeteries and fire and rescue facilities.
- Structural green space and wildlife corridors, including the provision of a new Town Park at Wood Burcote.
- Development that respects the landscape setting and nearby conservation areas.
- An integrated transport network with sustainable transport modes, including access to Towcester town centre.
- Surface water management and flood attenuation schemes.
- Enhanced sport and leisure provision.
- Safeguarding and enhancement of Towcester’s Green Infrastructure network.
- Safe routes for pedestrians and cyclists.
- Flood mitigation from all sources.
- Enhanced utilities provision, including a primary electricity substation and reinforcement of the network.

Planning contributions will also be sought from the development for:

- A Town Fund for Towcester to help strengthen the retail and commercial heart of the town, to assist in arresting the high level of out-commute and retail outflow at the present. This would include further economic promotion of the town, town management and public realm improvements.
- Investment in enhanced community facilities focused on the Richmond Road area.

Phasing of the development of Towcester South will be in accordance with the provision and delivery of the required infrastructure.
Site TF - Wood Burcote Estate and New Town Park

**Size:** Approximately 9 Ha

**Location:** Burcote Road leading to the village of Wood Burcote is situated between Besses Lane and the existing edge of Towcester and forms the western boundary of the Wood Burcote site, whilst fields and open countryside extend from the northern, eastern and southern boundaries. The site is only visible from a few publicly accessible viewpoints in the immediate vicinity, as it is visually well contained by the topography, existing development and existing belts of mature trees and hedgerows.

**Site:** Wood Burcote is the estate owned by the Jackson-Stops family, which lies at the edge of the current town. The estate contains four properties, the primary house - Wood Burcote Court, a largely Edwardian building set within formal grounds, together with the other properties, Earls Farm, Little Earls and Little Burcote. The latter three are less substantial buildings, set in smaller grounds. Together these properties and surrounding land form an estate established during the early 20th century. Besses Lane, a largely single width carriageway...
road, cuts through the middle of the Wood Burcote site in an east-west direction, effectively splitting it into two.

The Wood Burcote site is covered with large areas of dense woodland and mature trees creating an attractive parkland setting together with well enclosed fields used for grazing. Areas of formal planting are found across the Wood Burcote site. They were established during the early 20th century.

**Current Use:** Non registered park and garden administered by the Woodland Trust.

**Proposed Use:** A new park with limited low density, high quality residential development that reflects the parkland character of the site. Residential development on the site will enable it to provide wider public benefit and will need to be treated as part of the Towcester South Development Area in a comprehensive, integrated and planned way.

**Constraints:**

*Topography* - The Wood Burcote site generally falls from the eastern and western boundaries towards the centre where a small brook flows. This brook runs in a north-south direction through the heart of the Wood Burcote site and is sided by dense vegetation.

*Flooding* - Burcote Brook crosses the Wood Burcote site.

*Rights of Way* – A public right of way through the western part of the site.

*Trees* - A large number of high quality individual trees, avenues, woodlands and hedgerows which will need to be retained, some of which are protected by Tree Preservation Orders (TPO). TPOs cover approximately 50 individual trees. However there are numerous other good quality trees on the site which are not covered by a TPO.

**Opportunity:**

The site at Wood Burcote is an important landscape and visual amenity. However, public access is currently limited, with only one public right of way through the park. The site is adjacent to the Towcester South development area and potential exists for it to be brought forward as public open space, for recreational benefit and providing a movement corridor linking to the existing town. The creation of a linear park linking Towcester to the Towcester South development and/or the countryside beyond, would provide a valuable landscape resource for the local community.

An option to bring this about is to permit a limited amount of development that enables the majority of the land to transfer into “public ownership”. Without the wider development area, the proposals for Towcester development would not be supported on this site. It is important that the proposals for the development area and Wood Burcote are planned together as a comprehensive development.

Given the sensitivities of the landscape, buildings will need to be of strong architectural integrity. A sensitive residential development, sympathetic in design and materials, could be set within this robust landscape framework, to be underpinned with a long-term landscape management plan. The development will therefore require full landscape appraisal. The scale and location of development will require full justification in terms of an objective assessment of the site’s development capacity, taking into account trees, ecology, access and landscape/visual character.

Access to the park will need to be provided from both the town centre and the neighbouring Towcester South development in order that the site is integrated with the existing town.
Site Development Principles:

- All existing properties and the majority of their grounds to be retained.
- A strong edge should be provided to the park where it meets the town.
- A management structure must be established to ensure the continued up-keep of the park.
- Residential development to be low density and screened from the ‘public park’ by existing woodland to ensure that residential activity does not detract from the character of the park.
- The setting of large mature trees to be protected in new public open spaces and the woodland belts surrounding the site retained, as they provide an important contribution to the site’s parkland.
- New development will comprise quality, well designed homes in a managed landscape.
- Any new roads shall avoid the most important and most sensitive landscape features and the number of access points onto Burcote Road and Besses Lane are to be minimal. Burcote Road and Besses Lane must remain as lanes where highways and access standards maximise their use by pedestrians and cyclists.
- The development will have an exclusive character with an informal road network with no pavements, echoing the character of the existing area wherever possible.

Development to the north and east of Wood Burcote Court will need to be sensitively designed to minimise adverse impact on retained parkland trees. A small number of carefully designed properties could be sited to the west of the house, adjacent to Besses Lane. The parkland area to the west of the house, which includes the formal avenue, should be retained as part of its setting, although development that respects the formal avenue may be appropriate.

- The density of development will reflect the surroundings. The majority of the development will be low density, particularly near the existing dwellings and within the parkland setting. However, there are fewer constraints in the western part of the Wood Burcote site, which provides an opportunity for a limited amount of high density development, being less constrained by parkland trees and close to the existing edge of Towcester.

- The avenues of formal planting forming visual links to Wood Burcote Court will be strengthened through the use of formal arrangements of properties set within spacious grounds.

- Properties will be designed so that they front onto and have a positive relationship with retained landscape features where possible, through careful design, layout and orientation, providing safe and welcoming public areas. Safety will be a key consideration in the design and layout of the parkland and surveillance of the public park will be a priority.
Site TG - Towcester Racecourse

Size: Approximately 76 Ha

Location: The Racecourse lies within the designated historic parkland of Easton Neston House to the south-east of Towcester and is bounded to the north by the formal gardens of Easton Neston House and to the south west by the A5.

Site: The Racecourse is approached through an impressive Grade I listed stone gateway with lodges on either side. The Racecourse comprises a fully functioning stable yard, recently re-built and modernised, which includes 103 loose boxes. There are two main hospitality facilities – the Grace Stand and the Empress Stand. In addition, there are paddock pavilions adjacent to the parade ring.

Since 1997 the Racecourse has been redeveloped and modernised. The Grace Stand was completed in 1997 at a cost of £1.5 million and has been designed to accommodate corporate and hospitality events as well as race-day crowds. In 2005 a new stand was built at a cost of £5.7 million and named ‘The Empress Stand’. This stand occupies a commanding position on the site overlooking the entire Racecourse. The Racecourse is a one mile, six
furlong, right-handed track with ten fences per circuit. The final four furlongs are uphill and Towcester Racecourse is renowned for being one of the most testing National Hunt tracks in the country. During October 2002 – May 2003, Towcester Racecourse invested £1.8m in the construction of a new stable block, veterinary unit, security room, saddling boxes and parade ring. The stable block complex includes a fully integrated canteen area as well as shower and changing room facilities for all stable staff.

**Current Use:** Towcester Racecourse held its first race meeting in 1928 and now hosts 19 National Hunt race meetings (over jumps) each year, which run from October to May. The racecourse also offers business facilities and caters for a variety of events such as conferences, exhibitions, and weddings.

**Proposed Use:** Extended range of leisure activities involving the development of additional leisure, recreational, tourism and exhibition facilities, with new investment to draw in an increasing and diversifying range of visitors. More visitors to the racecourse will be of benefit to the course and Towcester by contributing to the local economy and tourism of the town and district. The facilities have been improved over recent years but there remains a key opportunity to further enhance facilities within the Course.

**Constraints:**

- **Topography** - The Racecourse rises gently from north to south.
- **Statutory Landscape Designations** – The Racecourse is within the grounds of Easton Neston House, which is a Special Landscape Area and a Registered Grade II* Historic Park and Garden.
- **Rights of Way** - Two footpaths cross the southern end of the site in a south-west – north-eastern direction.

**Opportunity:**

Towcester Racecourse is an important feature of Towcester. However, it currently represents a much underused facility as it is only open on the few race days each year. Opportunity exists for Towcester Racecourse to become more profitable and secure longer-term viability. The Racecourse needs to generate additional sources of revenue through the increased utilisation of its facilities. Further development of the Racecourse forms part of the series of strategic developments that will extend the town and its functions to the south. The proposed intensification of leisure development at the Racecourse forms part of securing sustainable growth for both the town of Towcester and the wider district.

The specific objectives for Towcester Racecourse are:
- To give long-term protection to existing leisure and recreational facilities at Towcester Racecourse in the interest of amenity for residents and visitors to the area.
- To improve the range, quality and standard of provision of leisure and tourism offer at the Racecourse to meet people's needs.
- To encourage greater participation by local residents in sport and recreation.

South Northamptonshire Council will work with the Racecourse to better promote and implement development opportunities to increase all year-round visitor numbers.

**Site Development Principles:**

Development must be designed to respect the countryside which has open views in a particularly prominent location. In order to protect this important tourist attraction and employment generator, any proposals for development, either singularly or cumulatively, should not prejudice the continued use of the site as a racecourse. Development must follow the following principles:

- Vehicular access to the site shall be from the A5 using either of the two existing access points. Any intensification of uses on the site should involve a minimal increase in traffic
generation in terms of movement and size of vehicles. Appropriate recreation and tourism development, including the upgrading of existing accommodation, will generally be acceptable
- Any new buildings should be built in close proximity to existing buildings and in a manner sympathetic to their edge of town location.
- Existing footpaths should be retained.
- Appropriate landscaping schemes will be required to be submitted and approved by the local authority as part of any development proposal.
- The Racecourse lies within the historic parkland of Easton Neston and any development proposals must be sensitively designed.
- Development must not adversely affect sites containing archaeological remains or the integrity of their settings.
- Any development scheme at the Racecourse must have an integrated transport network with sustainable transport modes, including access to Towcester town centre.
- The proposals must include surface water management and flood attenuation schemes.
- Schemes must safeguard and enhance Towcester’s Green Infrastructure network.
Site TH - Southern Gateway

**Location:** Opposite Towcester Racecourse on the A5.

**Current Use:** The southern approach to Towcester is currently very strung out, with a number of farmsteads fronting the A5, the entrance arch to Towcester Racecourse and then the residential development of Park View Road set back from the A5.

The section of Watling Street between Vernon Road and the Town Hall used to have a much greater range of shops and feel much more a part of the town centre than it does at present.

**Proposed Use:** The Southern Gateway to the town could be marked by landmark buildings that give a sense of place and announce Towcester as a destination, creating a strong sense of arrival to Towcester.

**Opportunity:**
There is an opportunity to provide a gateway opposite Towcester Racecourse. This will help to give a sense of arrival to this part of Towcester. Gateways can take the form of an actual gateway, such as those at the entrance points to the Easton Neston estate or more usually in the form of landmark buildings, public art or more subtly through recognisable difference in the character of the built form.

Given that a significant amount of new development will take place in this part of Towcester, there is an ideal opportunity to strengthen the sense of arrival.

Future uses in this part of the town along the A5 could include offices, a local centre or other commercial buildings. It is important that any
buildings here be landmark buildings that help to form the gateway. Whilst Towcester would not be a sustainable location for large scale office development, new offices of an appropriate scale will support their economies and help alleviate out-commuting to larger centres.

Businesses locating opposite Towcester Racecourse will benefit from the conferencing, meeting and hospitality facilities offered there. The existing hamlet of Heathencote forms a natural boundary to Towcester but new development will need to respect the outlook of these homes, perhaps through the provision of a village green to unite existing and new.

A new ‘local centre’ could be created at the southern gateway. The local centre will be a mixed-use area of local convenience shops, a pub, businesses and community facilities. However, the quantum and type of retail permitted would need to be carefully considered to prevent competition with the town centre.
Site TI - Northern Gateway – Tove Valley Business Park

Size: 16 Ha

Location: Situated to the east of the A5/ A43 junction. Access into the site is from Old Tifffield Road.

Current Use: The site was previously the location of a railway station and hospital, also agricultural land, with employment uses, including a plant hire depot and a former foundry. The site was allocated in the 1997 Local Plan for industrial and commercial uses. Some development of the site has already taken place with office development Axis Forty Three and the established Tove Valley Business Park. It is already a business and edge of centre retail location, home to Tesco, Homebase and Porsche.

Proposed Use: The site was allocated for industrial and commercial development as ‘Broadwater Employment Area’ in the South Northamptonshire Local Plan. The site is also the subject of a Development Brief. Tove Valley Business Park is the northern gateway to the town and there are opportunities here for creating a sense of arrival to attract people off the A43 and into the town.
Opportunity:
The Local Plan allows for business and general industrial development within Use Classes B1, B2 and B8 here. B1 development should be situated along the A43 at the entrance to the scheme and on the eastern part of the site, adjacent to the proposed residential development at Northampton Road. There are opportunities to landmark the entrance to the town with new buildings that create a distinctive and attractive gateway to Towcester, including two landmark buildings on the corners of the roundabout, as it forms the northern gateway to the town.

Site Development Principles:
Tove Valley Business Park is the northern-most part of Towcester and could provide an attractive arrival corridor into the town. It is an attractive employment site given its access to the A43 and prominent location. It is also located on the Northampton to Milton Keynes bus route. Employment densities in this location should be increased to maximise the opportunity on this site. Suitable employment uses on this site include: commercial offices, light industrial, high-tech industrial. A range in the size of units should be provided to allow businesses to start up and grow within the area where they will have built up a network of suppliers and contacts and a customer base.

Whilst two retail units, Tesco and Homebase, are located at Tove Valley, additional retail units are unlikely to be acceptable here, as it is considered to be an edge of town location and will only be acceptable providing suitable premises/sites cannot be found within the town centre.

Given the ease of access to the strategic road network, as well as the town itself, it would be an ideal location for the emergency services to locate a new joint facility from which they can launch their emergency vehicles.

Development here should be in accordance with the following principles:

- Vehicular access to the principal site will be from Old Tifffield Road.
- Provision should be made for an area of public open space to the north of Broad Water to complement the open space adjoining the proposed residential development at Northampton Road.
- Some structural planting along the A43, the eastern boundary of the site and along the main access road should be implemented prior to construction of the development.
- Careful attention must be given to the boundary treatment of the four cottages in Grass Close.

There is also a smaller site to the west of the A43/ A5 junction that was identified for employment use between Greens Norton Road and Grass Close. Access to this site is from Old Greens Norton Road and Grass Close.

The northern gateway is an attractive business location, with excellent access to the A43 and A5 that should be landmarked. A frontage to Watling Street should also be created. The only building currently of note at this gateway point is the Porsche garage visible from the eastbound carriageway of the A43.

The roundabout at the junction of the A43 and A5 is in alignment with ‘Long Water’ and the double avenue of trees running through the Easton Neston estate. It would be a fitting tribute to Nicholas Hawksmoor to landmark this location as well as creating a sense of arrival to the town.
Site TJ - Wood Burcote Industrial Estate

Size: 4.11 Ha

Location: The site lies near the centre of Towcester and the Wood Burcote estate, with easy access to strategic routes via the A5 and A43.

Current Use: A small local employment site lacking in prominence. The site is occupied by medium, general industrial units and a medium sized office building. The offices are occupied by South Northants Homes, whilst the general industrial units are occupied by local and national manufacturing and light engineering companies employing high quality local labour, including PRP Electronics.

Proposed Use: A recent West Northamptonshire Employment Study has found that the site is fit for purpose as an employment site.

Future Development of the Site:
The buildings and environment of the site are both considered fit for purpose. However, there is limited parking and servicing space. The West Northamptonshire Employment Land Study, which reviewed the current and future employment needs of the district, recommends the retention of this site for employment.

The proposed southern development changes the importance of the Wood Burcote Industrial Estate to the structure of the town. Located at the junction of Burcote Road and Hicks Road, there is the potential to create a link through the site to connect the proposed southern development area with the town centre and existing residential areas. This would create a local ‘node’ around which neighbourhood services and a significant level of commercial development could cluster.

Wood Burcote Industrial Estate is surrounded by residential development. Its retention as an industrial and employment site could be challenged against demand for housing but it remains a vital site of employment for the town.
Other Key Sites
Site TK - Islington Road (Community Action Area)

Current Use: The character of the Islington Road area is predominantly community, education and leisure. Islington Road is currently home to Towcester Primary School and a diverse range of social groups, such as Towcester Town Football Supporters Club, Studio Band and AS Rangers.

Proposed Use: Islington Road provides opportunities for consolidation of the existing Community and Leisure facilities.

Since St Lawrence’s Junior School and Towcester Infants merged to become Towcester Primary School, the school is hoping to redevelop on its existing site to create a modern fit-for-purpose learning environment for around 420 pupils. With a revitalised recreation ground at its heart, Islington Road is the natural choice as a focus for the town’s community and social clubs.

Towcester Primary School would like assistance through the Masterplan and a subsequent development brief to support the provision of a new school within the same location and redevelopment of the remaining land to help fund the new school, together with the provision of a children’s centre.

Many of the existing facilities are outdated and hidden away and if Towcester wants to project a modern image, the facilities should reflect this ambition. This Masterplan provides the catalyst for the clubs to work together to create new state-of-the-art shared facilities that result in an active frontage to the recreation ground and shared car parking.

To cope with the additional activity, Islington Road itself could be widened and connectivity with the town centre improved by new and improved crossings over Silverstone Brook.
There is a lot of underused land in the Islington Road area, with many different social, community and sports clubs all in individual premises, with their own car parking and in buildings that are in varying states of repair and not fit for purpose. Such clubs include Riverside Centre (day centre), Community Centre/Youth Vision Café, A5 Rangers, Towcester Town Football Supporters Club, St John’s Ambulance, Studio Band and community café. The Masterplan therefore proposes consolidating these facilities into a single building, or series of buildings, facing onto the Recreation Ground with a single area of car parking to the rear. The land released by the consolidation could then be used for housing.

The benefits of co-locating such facilities include:
- Shared facilities management arrangements and costs, reducing the burden on individual clubs.
- Shared facilities such as meeting rooms, event spaces, kitchens, toilets, cloakrooms etc.
- Scope for private facilities for individual clubs, such as secure storage for the studio band.
- Scope for separate entrances to divide up different parts of the building e.g. to allow the youth club to have its own identity and to allow the Football Club to have a separate entrance to its bar.
- Shared parking facilities.
- Increased viability of the community café and youth café due to increased trade from other uses.
- Opportunity to introduce new users such as social enterprises, children’s centre, day nursery, and evening classes.
- Continuous activity in and around the building both during the day and into the evening will provide surveillance of the Recreation Ground and discourage anti-social behaviour and reduce fear of crime.

In providing consolidated community facilities the following should be considered:
- Creating a continuous, active frontage to the Recreation Ground and/or extended Islington Road.
- Creating a single area of secure parking to the rear.

**Primary School**
Towcester Primary School is considering redeveloping the buildings on its site. The school was formed from the merger of two adjacent schools but now that it is a single school, the layout is less than ideal. The site is considered to be of sufficient size to accommodate a 420 pupil, two-form entry primary school. In redeveloping the school the following should be considered:
- The ambition to create a new street through the school site, which if implemented would provide better access to the school from the west.
- The possibility of using some of the recreation ground for school use e.g. habitat areas, informal play and multi-use games area, releasing more land on the site for building.
- Creating a strong frontage to the Recreation Ground to provide surveillance of it and a place for parents to gather when collecting their children.
- The possibility of a two-storey school to provide better enclosure to the street.
Site TL - Springfields Site

**Location:** The current Council Offices site is located on a brown-field site within the urban area of Towcester. The site has an existing established access off Springfields. The adjacent smaller site, which may potentially be available with the Springfields site, is allocated under Policy TH2(C) of the 1997 South Northamptonshire Local Plan for residential development.

**Current Use:** The site currently accommodates the main South Northamptonshire Council Offices. The entire site is within Council ownership.

**Proposed Use:** Possibilities for the future use of the site include employment use, residential development, or a care home.

**Constraints and Site Factors:**

*Topography* – The land falls gently towards Silverstone Brook. The site to the rear of the Council Offices, which is included within this site opportunity, has mature hedgerows along its perimeter. It is allocated in the 1997 Local Plan as a housing site, however the site does not currently have the benefit of planning permission for this use.
Statutory Ecology Designations – Part of the site falls within the Wood Burcote landscape character area, which is a very attractive landscape and is an area of high landscape sensitivity.

Opportunity:
South Northamptonshire Council intends to move to the Moat Lane development, which would leave the Springfields site vacant and provide opportunity for redevelopment.

In addition to the obvious residential use, there is the potential to use the Springfields site for the development of a care village. This may comprise a care home, residential care and health centre location, with sheltered housing for respite and dementia care that has the potential to generate 150 rooms and around 100 jobs. Towcester has an ageing population, increasing longevity and an increase in need for sheltered accommodation, dementia and respite care. Whether this option is pursued will depend on the outcome of the tendering process currently underway as part of the Moat Lane regeneration scheme with which the redevelopment of the Springfields site is linked.

There have been enquiries about the possibility of a large scale retail unit on the site, together with a multi storey car park on part of the Towcester Leisure Centre car park area to provide increased parking for the Leisure Centre and for the end use of the Springfields site. However, there is concern that an edge of centre here would compete with the town centre. The recent Chase and Co Retail Study does not support the option of locating a supermarket development on this site.

Opportunities also exist on this site for employment use or leisure/recreation/community facilities.
Transport Opportunities
TM – New bus facilities
Towcester currently has very poor bus infrastructure and no clear transport hub. Whilst funding is currently limited, the growth of Towcester will bring an increase in population which would result in more users of the bus service, providing critical mass for its upgrade. New bus facilities need to be fully considered as the town grows. The preferred location would be close to the Moat Lane development and the Market Square.

The trigger point for this is likely to form part of the evidence for the Joint Core Strategy from the Towcester Transport Study due to be completed by February 2011.

Within Towcester, routes would need to braid to serve the new development land and existing street network. Since most development has taken place to the south of the town, it makes sense to divert services 88, X88, 86, 87 and 89 from more direct routes to enable buses to serve both the suburbs and the high street. Only new route X89 should run directly through the town (along the A5 and A43) without diversion.

Bus Facilities
A high quality bus network deserves high quality facilities. Bus passengers will require the following - either as a minimum, or as an additional requirement specifically designed to encourage bus use.

Shelter from the weather: wherever feasible, bus shelters should be provided. These should, in the town centre at least, be of a high quality design. Waiting facilities for the proposed express coach services should incorporate a fully enclosed and heated room (using stored renewable power), with season ticket card-swipe access.

Accessible bus stops: Bus stop bays should be kept clear of parked vehicles. Kerb heights should be standard, so that the step up or down from the footway is not excessive. Most buses are capable of lowering to footway level to allow easy access for wheelchairs and pushchairs.

Accessible buses: All buses should be accessible for disabled passengers.

Information: Timetables and maps should be provided at all stops. Maps should incorporate local pedestrian wayfinding and bus route information.

Bus priority /preferential routes: Buses should not get caught up in congestion. The transport strategy should aim to take traffic away from key bus routes to allow reliable, timely operation; alternatively it is recommended that bus priority measures are implemented.

New junctions: If possible, a new bus-only junction should be provided from the A43 onto Northampton Road, in order to allow the Persimmon housing development to be served.

Cycle parking: To encourage cycle-bus interchange, key bus stops should feature covered cycle parking. These should incorporate shower and change facilities, and be available to pre-paid cardholders. Users may be people who are either catching buses, or working in or visiting the town centre.

Cycle carriage: Bus operators on contracted services should be required to provide cycle carriage facilities as part of their contracts.

Car parking: To encourage car-bus interchange, a park and ride location could be considered, to provide access to the turn-up-and-go services recommended between Towcester and Northampton. A suitable location needs to be identified, but in principle it should be on the Northampton edge of Towcester.
Appendix B  Action Plan
**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.

**A Vibrant Town Centre**

1. **Improve the vitality of Towcester Town Centre**

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<thead>
<tr>
<th>NO.</th>
<th>ACTIONS</th>
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<tbody>
<tr>
<td>TC1</td>
<td>Initiate Town Fund through planning contributions from major developments.</td>
<td>S</td>
<td>SNC</td>
</tr>
<tr>
<td>TC2</td>
<td>Subject to funds being available, use the Town Fund to appoint a Town Centre Manager (TCM) and deliver town centre improvements.</td>
<td>S</td>
<td>SNC, TCM</td>
</tr>
<tr>
<td>TC3</td>
<td>Consider the recommendations from the Towcester Transport Study as to the preferred location of a relief road and associated transport improvements to remove traffic from the A5 and the town centre.</td>
<td>S</td>
<td>SNC, NCC, HA</td>
</tr>
<tr>
<td>TC4</td>
<td>Support proposals for de-trunking of the A5 to remove the heavy traffic from the town centre.</td>
<td>M L</td>
<td>SNC, NCC, HA</td>
</tr>
<tr>
<td>TC5</td>
<td>Develop a Supplementary Planning Document to identify a new compact town centre retail core reflecting that proposed in the Chase &amp; Co. Retail Study.</td>
<td>S M</td>
<td>SNC</td>
</tr>
<tr>
<td>TC6</td>
<td>Prepare plan for Market Square with relocation of car parking and revitalisation of Market Square as a location for markets and events.</td>
<td>M L</td>
<td>SNC, NNC, TTC</td>
</tr>
<tr>
<td>TC7</td>
<td>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.</td>
<td>S M L</td>
<td>SNC</td>
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### ACTIONS

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<tr>
<td>TC8</td>
<td>Encourage and promote local/distinctive/niche/specialty shopping.</td>
<td>S</td>
<td>SNC, TTC</td>
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<tr>
<td>TC9</td>
<td>Develop an SPD for shop frontages and shop signage. Consider use of Article 4 Direction to ensure more consistent shop frontages and shop signage within a Conservation Area. Work with shop owners and landlords to upgrade property frontage and ensure maintenance is undertaken on a regular basis.</td>
<td>S</td>
<td>SNC</td>
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<tr>
<td>TC10</td>
<td>Identify and promote redevelopment of key town centre opportunity sites for retail, commercial, community and cultural uses, together with car parking.</td>
<td>S</td>
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<tr>
<td>TC11</td>
<td>Support retailers in their efforts to negotiate with landlords.</td>
<td>S</td>
<td>SNC, TCM</td>
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<tr>
<td>TC12</td>
<td>Promote appropriate range of retail unit sizes in new developments to attract end users.</td>
<td>S</td>
<td>SNC</td>
</tr>
<tr>
<td>TC13</td>
<td>Adopt a permissive approach in development control decisions for cafes, coffee shops, restaurants and any other uses that might enhance the diversity of the town centre offer.</td>
<td>S</td>
<td>SNC</td>
</tr>
<tr>
<td>TC14</td>
<td>Support development of Moat Lane as a scheme which has the potential to improve the diversity of uses on offer in the town centre.</td>
<td>S</td>
<td>SNC, WNDC</td>
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<tr>
<td>TC15</td>
<td>Investigate and support suitable proposals for extension or redevelopment of the Sponne Shopping Centre as an opportunity to offer independent retail units and to provide better accommodation for multiple operators already there.</td>
<td>S</td>
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### 2. Promote and market Towcester Town Centre

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<tr>
<td>TC16</td>
<td>Prepare an active marketing strategy for the town centre. Maximise opportunities for marketing and investment in the town.</td>
<td>M</td>
<td>TCM, TTC</td>
</tr>
<tr>
<td>TC17</td>
<td>Promote and undertake a new marketing, media and publicity campaign for Towcester. Produce a marketing document for Towcester for potential investors and homeowners.</td>
<td>S</td>
<td>SNC, TCM, TTC</td>
</tr>
<tr>
<td>NO.</td>
<td>ACTIONS</td>
<td>TIMETABLE</td>
<td>ENABLER</td>
</tr>
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</tr>
<tr>
<td>TC18</td>
<td>Set up a comprehensive, attractive website to market the town that is regularly updated.</td>
<td>S M</td>
<td>SNC, TCM</td>
</tr>
<tr>
<td>TC19</td>
<td>Improve signage in and around the town to highlight presence of Waitrose, the car parks and the links from these to the town centre, in particular provide information signs at the Waitrose car park, Watling Street and at Meeting Lane setting out the town layout and retail offer available in the town centre.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>TC20</td>
<td>Investigate options for making the junction of Meeting Lane and Richmond Road a more obvious entrance to the town’s retail area, for example, an archway sign on Meeting Lane to attract attention and encourage pedestrian movement through to Watling Street.</td>
<td>S M L</td>
<td>SNC, NCC</td>
</tr>
<tr>
<td>TC21</td>
<td>Expand, promote and coordinate festivals and events in Towcester, including links with events at Silverstone circuit and Towcester Racecourse.</td>
<td>S M</td>
<td>TCM</td>
</tr>
<tr>
<td>TC22</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 M</td>
<td>TCM, TTC, SNC</td>
</tr>
<tr>
<td>TC23</td>
<td>Promote tourism in Towcester through SNC Tourism Guide.</td>
<td>S M</td>
<td>SNC</td>
</tr>
<tr>
<td>TC24</td>
<td>Secure sponsorship support from town centre retailers and co-ordinate events.</td>
<td>S M L</td>
<td>SNC, TCM, TTC</td>
</tr>
<tr>
<td>TC25</td>
<td>Prepare a Towcester Calendar identifying the events and festivals and promote to a wider audience.</td>
<td>S M</td>
<td>TCM, TTC</td>
</tr>
<tr>
<td>TC26</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. Secure sponsorship support from town centre retailers and co-ordinate events. Set up and maintain an events and festival committee. Define parameters of the festival. Meet with specialists.</td>
<td>M L</td>
<td>SNC, TTC</td>
</tr>
<tr>
<td>TC27</td>
<td>Research appropriate festivals, events and funding. Support existing events and ensure promotion regionally.</td>
<td>S M</td>
<td>TCM</td>
</tr>
<tr>
<td>TC28</td>
<td>Interpret and promote the history of the town. Examine whether existing Blue Plaque scheme in Towcester should be extended. Develop historic trail focusing on the historic sites of Towcester.</td>
<td>S M</td>
<td>SNC, TCM</td>
</tr>
<tr>
<td>TC29</td>
<td>Development of leaflets such as Guide to Retailers in Towcester and Guide to Historic Towcester. Prepare and issue brief to designers/select and commission designers/design maps/print and distribute.</td>
<td>S M</td>
<td>SNC, TTC</td>
</tr>
<tr>
<td>TC30</td>
<td>Provide public realm improvements to Market Square and Towcester Lanes. Examine need to improve public areas by providing and maintaining attractive street furniture and paving.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
</tbody>
</table>
3. Promote community uses within Towcester Town Centre

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTIONS</th>
<th>TIMETABLE</th>
<th>ENABLER</th>
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</thead>
<tbody>
<tr>
<td>TC31</td>
<td>Work with partners to develop Moat Lane and Towcester Lanes as key locations for town centre, employment and tourism uses.</td>
<td>S M L</td>
<td>SNC, WNDC, Private</td>
</tr>
<tr>
<td>TC32</td>
<td>Work with NCC and Sponne School to review the planning issues resulting from the future use of the Sponne site.</td>
<td>S M L</td>
<td>SNC, NCC, Sponne School</td>
</tr>
<tr>
<td>TC33</td>
<td>Encourage the provision of improved wi-fi/broadband access for the town centre.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
</tbody>
</table>

4. Improve linkages to Towcester Town Centre

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTIONS</th>
<th>TIMETABLE</th>
<th>ENABLER</th>
</tr>
</thead>
<tbody>
<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>S M L</td>
<td>SNC</td>
</tr>
</tbody>
</table>

5. Improve car parking in Towcester Town Centre

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTIONS</th>
<th>TIMETABLE</th>
<th>ENABLER</th>
</tr>
</thead>
<tbody>
<tr>
<td>TC35</td>
<td>Produce a car parking plan, leaflets and signage of the location of car parks and opening hours.</td>
<td>S M</td>
<td>SNC, TTC</td>
</tr>
<tr>
<td>TC36</td>
<td>Review options to secure long term parking provision within the town centre to enable new public uses of the Market Square.</td>
<td>M L</td>
<td>SNC, WNDC</td>
</tr>
<tr>
<td>TC37</td>
<td>Secure additional car parking within the town centre.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
</tbody>
</table>

6. Improve accessibility in Towcester Town Centre

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTIONS</th>
<th>TIMETABLE</th>
<th>ENABLER</th>
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</thead>
<tbody>
<tr>
<td>TC38</td>
<td>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.</td>
<td>S M L</td>
<td>SNC, NCC</td>
</tr>
<tr>
<td>TC39</td>
<td>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 Greens Norton, Blisworth.</td>
<td>S M L</td>
<td>SNC, NCC</td>
</tr>
<tr>
<td>NO.</td>
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<td>ENABLER</td>
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</tr>
<tr>
<td>TC40</td>
<td>Provision of secure cycle storage in town centre.</td>
<td>S</td>
<td>NCC</td>
</tr>
<tr>
<td>TC41</td>
<td>Encourage cycling and walking as an alternative form of transport to the town centre.</td>
<td>S M L</td>
<td>SNC, NCC</td>
</tr>
<tr>
<td>TC42</td>
<td>Explore the option of a one-way system along Richmond Road/ Pomfret Road and Queens Road to reduce congestion primarily associated with school traffic.</td>
<td>M</td>
<td>NCC</td>
</tr>
<tr>
<td>TC43</td>
<td>Realign pedestrian crossings with Sponne Shopping Centre and Meeting Lane.</td>
<td>S M</td>
<td>NCC</td>
</tr>
<tr>
<td>TC44</td>
<td>Secure off-site highway, directional and promotional signage for the town centre and Waitrose car park.</td>
<td>M</td>
<td>SNC, NCC, HA, Waitrose</td>
</tr>
</tbody>
</table>

7. Improve the public realm in Towcester Town Centre

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTIONS</th>
<th>TIMETABLE</th>
<th>ENABLER</th>
</tr>
</thead>
<tbody>
<tr>
<td>TC45</td>
<td>Revise and adopt a Design SPD for Towcester and other areas in the district.</td>
<td>M</td>
<td>SNC</td>
</tr>
<tr>
<td>TC46</td>
<td>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.</td>
<td>S M</td>
<td>SNC, TCM</td>
</tr>
<tr>
<td>TC47</td>
<td>Identify schemes for public realm improvements in Towcester town centre, in particular for the Market Square, following a rationalisation and removal of car parking to enable its use as a location for markets and events and as a key location in the heart of Towcester.</td>
<td>M</td>
<td>TCM</td>
</tr>
</tbody>
</table>

8. Address any vacant premises within Towcester Town Centre

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTIONS</th>
<th>TIMETABLE</th>
<th>ENABLER</th>
</tr>
</thead>
<tbody>
<tr>
<td>TC48</td>
<td>SNC and the TCM to work with local estate agents and landlords of vacant shops to facilitate their beneficial use.</td>
<td>S</td>
<td>SNC, TCM</td>
</tr>
<tr>
<td>TC49</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>TC50</td>
<td>Investigate the potential of introducing Living above the Shop scheme in order to provide additional high quality residential accommodation and to encourage footfall into the town centre throughout the day and night making it a more attractive place to be.</td>
<td>M</td>
<td>SNC</td>
</tr>
<tr>
<td>TC51</td>
<td>Encourage attractive window displays and reduce areas of dead frontage. Improve public areas by providing and maintaining attractive street furniture and paving.</td>
<td>S M</td>
<td>SNC, TCM, TTC</td>
</tr>
</tbody>
</table>
## A Dynamic Town Economy

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTIONS</th>
<th>TIMETABLE</th>
<th>ENABLER</th>
</tr>
</thead>
<tbody>
<tr>
<td>E1</td>
<td>Maintain and secure high employment levels for current and future population.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>E2</td>
<td>Ensure growth supports a diverse, successful and prosperous local economy.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>E3</td>
<td>Increase the proportion of residents working within the district in order to reduce out-commuting.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>E4</td>
<td>Seek opportunities for new jobs with the majority being ‘knowledge’ based employment in office, engineering and the service sector, supported by new jobs in healthcare, education, leisure, recreation, hotel and tourism employment. 1500 jobs will be provided within the Towcester South development area.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>E5</td>
<td>Promote and protect employment land at Wood Burcote Industrial Park and Tove Valley Business Park to ensure that suitable employment opportunities are available within Towcester. Ensure provision of new employment development within the Towcester South area.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>E6</td>
<td>Support the growth of existing companies within the district.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>E7</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 M L</td>
<td>SNC</td>
</tr>
<tr>
<td>E8</td>
<td>Pursue the economic and environmental benefits of a low carbon live/work district through initiatives such as communication and transport infrastructure and improving local supply chains.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>E9</td>
<td>Lobby for and support feasibility work into the provision of high quality broadband internet speeds for the town and surrounding villages.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>E10</td>
<td>Increase the level of external investment.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>E11</td>
<td>Work with owners of Towcester Racecourse to enable creation of a new hotel, training and conference facilities to support the town and maximise the links with Silverstone circuit.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>E12</td>
<td>Implement the opportunities and aspirations contained in the Silverstone Circuit Development Brief.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>E13</td>
<td>Build on the current job clubs and improve opportunities for local employment.</td>
<td>M</td>
<td>SNC</td>
</tr>
</tbody>
</table>
### Growing Tourism

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTIONS</th>
<th>TIMETABLE</th>
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</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>Improve tourism information with more details about local attractions in the surrounding area together with website.</td>
<td>S M L</td>
<td>SNC, TTC</td>
</tr>
<tr>
<td>T3</td>
<td>Interpret and promote the history of the town.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>T4</td>
<td>Develop Towcester Racecourse to facilitate increased use.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>T5</td>
<td>Promote a new hotel and conference development at Towcester Racecourse to support the town and maximise links with the Racecourse, Silverstone circuit and other sporting events.</td>
<td>M</td>
<td>SNC</td>
</tr>
<tr>
<td>T6</td>
<td>Improve environment of Market Square and Moat Lane as areas with opportunities as a tourist destination.</td>
<td>M L</td>
<td>SNC, WNDC</td>
</tr>
</tbody>
</table>

### Transport – Excellent Connectivity and Access

#### 1. Actions for pedestrians and cyclists

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTIONS</th>
<th>TIMETABLE</th>
<th>ENABLER</th>
</tr>
</thead>
<tbody>
<tr>
<td>TM1</td>
<td>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.</td>
<td>S M L</td>
<td>SNC, NCC</td>
</tr>
<tr>
<td>TM2</td>
<td>Enhance the environment for pedestrians and cyclists within the town and introduce shared surfacing to reduce speeds and the dominance of the car.</td>
<td>S M L</td>
<td>SNC, NCC</td>
</tr>
<tr>
<td>TM3</td>
<td>Create links within new development to ensure accessibility between key opportunity sites and the existing urban fabric.</td>
<td>M L</td>
<td>SNC</td>
</tr>
<tr>
<td>TM4</td>
<td>Provide covered, visible and secure cycle racks in the town centre.</td>
<td>M</td>
<td>NCC</td>
</tr>
<tr>
<td>TM5</td>
<td>Explore the potential to create safe and attractive pedestrian and cycle linkages to other nearby settlements e.g. Greens Norton, Stoke Bruerne and Blisworth.</td>
<td>L</td>
<td>NCC</td>
</tr>
</tbody>
</table>
2. Actions to improve public transport

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TM6</td>
<td>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.</td>
</tr>
<tr>
<td>TM7</td>
<td>Work with bus operators to seek increased level of bus service provision in town. Engage with bus service providers in order to secure an adequate level of service provision that links the various parts of the town, including the existing Shires development on Northampton Road and the proposed southern development area to the principal rural settlements and Silverstone circuit. For example, to enhance the connectivity of the bus service to Northampton and Milton Keynes by improving the frequency of this service, extending the hours of operation into evenings and to ensure that this service is connected to new developments, regeneration areas within the town and to adjacent settlements.</td>
</tr>
<tr>
<td>TM8</td>
<td>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.</td>
</tr>
</tbody>
</table>

3. Actions to address car parking

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTIONS</th>
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</thead>
<tbody>
<tr>
<td>TM9</td>
<td>Provide information on the town’s car parking provision, availability and opening hours.</td>
</tr>
<tr>
<td>TM10</td>
<td>Improve parking provision within the town for both short and long term parking arrangements. Consider how to improve enforcement of parking serving the town centre.</td>
</tr>
<tr>
<td>TM11</td>
<td>Provide additional car parking within the Moat Lane development to serve the needs of this part of town and to enable removal of car parking from Market Square.</td>
</tr>
<tr>
<td>TM12</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>
</tr>
<tr>
<td>TM13</td>
<td>Promote walking and cycling to reduce the number of residents using town centre parking.</td>
</tr>
<tr>
<td>TM14</td>
<td>Provide clear directional signage to car parking for motorists.</td>
</tr>
<tr>
<td>TM15</td>
<td>Promote dual use parking areas to cater for the weekend economy and during events and festivals.</td>
</tr>
</tbody>
</table>
4. **Actions to improve strategic gateways**

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTIONS</th>
<th>TIMETABLE</th>
<th>ENABLER</th>
</tr>
</thead>
<tbody>
<tr>
<td>TM16</td>
<td>Commission a study to investigate cost and location of a relief road to remove traffic from the A5 through the town centre.</td>
<td>S</td>
<td>SNC, NCC, HA</td>
</tr>
<tr>
<td>TM17</td>
<td>Complete the development of the relief road.</td>
<td>M L</td>
<td>SNC, NCC, HA</td>
</tr>
<tr>
<td>TM18</td>
<td>Upgrade the northern and southern gateways and adjacent land as the key entrances into the town.</td>
<td>M L</td>
<td>SNC, NCC, Private</td>
</tr>
<tr>
<td>TM19</td>
<td>Provide a clear and effective signing strategy from the strategic highway network (A43/A5) and provide clear directional signage relating to specific land uses, public amenities and attractions within the town.</td>
<td>S M L</td>
<td>SNC, NCC</td>
</tr>
</tbody>
</table>

5. **Actions to improve highways**

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTIONS</th>
<th>TIMETABLE</th>
<th>ENABLER</th>
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</thead>
<tbody>
<tr>
<td>TM20</td>
<td>Following completion of the relief road, write a Development Brief for the town centre to include traffic calming.</td>
<td>M L</td>
<td>SNC, NCC</td>
</tr>
<tr>
<td>TM21</td>
<td>New road infrastructure must be delivered to ensure that it meets the growth aspirations of Towcester, relieves the A5 through the town centre, 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).</td>
<td>S M L</td>
<td>NCC</td>
</tr>
<tr>
<td>TM22</td>
<td>Upgrade and maintain existing roads.</td>
<td>S M L</td>
<td>NCC</td>
</tr>
<tr>
<td>TM23</td>
<td>Secure developer contributions for new highway infrastructure through the Community Infrastructure Levy and S106 obligations and future local transport strategies.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>TM24</td>
<td>Consider promoting a one-way system along Richmond Road, Pomfret Road and Queens Road to reduce congestion primarily associated with school traffic.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TM25</td>
<td>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.</td>
<td>S M L</td>
<td>SNC, NCC</td>
</tr>
</tbody>
</table>
### Housing – A Family Environment

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTIONS</th>
<th>TIMETABLE</th>
<th>ENABLER</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Deliver 1,500 residential units on the Towcester South site with an option for a further 1,500 units after 2026.</td>
<td>S M L</td>
<td>SNC, WNDC</td>
</tr>
<tr>
<td>H2</td>
<td>New residential areas will comprise:</td>
<td>S M L</td>
<td>SNC, WNDC</td>
</tr>
<tr>
<td></td>
<td>• A mix of homes and residential accommodation to meet a wide range of needs</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>• Predominantly homes with gardens</td>
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</tr>
<tr>
<td></td>
<td>• Housing arranged around well designed, safe streets</td>
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<tr>
<td></td>
<td>• Areas that will be well provided with open space and local services</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>• Areas that are well integrated into the existing town providing an integrated cohesive community</td>
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</tr>
<tr>
<td></td>
<td>• Homes of high quality design that reflect the character of their surroundings</td>
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<tr>
<td></td>
<td>• Properties that meet exemplar environmental standards such as Code for Sustainable Homes and have minimal water management impact</td>
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<td></td>
</tr>
<tr>
<td>H3</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>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>H4</td>
<td>Provide a range of affordable and special needs housing to meet local needs set within planning documents – DPDs and SPDs.</td>
<td>S M L</td>
<td>SNC, WNDC, RSLs</td>
</tr>
<tr>
<td>H5</td>
<td>Provide the relevant physical and social infrastructure to complement the residential development.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
</tbody>
</table>
## The Town Environment – Maintaining Quality

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTIONS</th>
<th>TIMETABLE</th>
<th>ENABLER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ev1</td>
<td>Ensure that new development contains well managed green corridors and is surrounded by a green edge so that it is linked closely with the surrounding countryside.</td>
<td>S M</td>
<td>SNC</td>
</tr>
<tr>
<td>Ev2</td>
<td>Ensure that new buildings at the southern edge of the Towcester South development face outwards across the landscape to create a positive impression of the town from long distance views.</td>
<td>S M L</td>
<td>SNC, WNDC</td>
</tr>
<tr>
<td>Ev3</td>
<td>Protect and respect the special character of Wood Burcote in any development of Wood Burcote.</td>
<td>S M</td>
<td>SNC</td>
</tr>
<tr>
<td>Ev4</td>
<td>Ensure that new commercial development provides open space.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>Ev5</td>
<td>Provide additional allotments within Towcester.</td>
<td>S M L</td>
<td>TTC</td>
</tr>
<tr>
<td>Ev6</td>
<td>Pursue use of Tove flood plan for informal sports pitches, outdoor gym and walking routes when not in flood.</td>
<td>S M</td>
<td>SNC</td>
</tr>
<tr>
<td>Ev7</td>
<td>Seek planning obligations from new development within Towcester, in particular at Towcester South, towards improving green infrastructure and open space within the town, including a new green corridor linking Bickerstaffes Road with Sponne School, Towcestrians on the A43, the Recreation Ground in Islington Road and the proposed new public park at Wood Burcote.</td>
<td>M</td>
<td>SNC, WNDC</td>
</tr>
</tbody>
</table>
## An Educated Town

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTIONS</th>
<th>TIMETABLE</th>
<th>ENABLER</th>
</tr>
</thead>
<tbody>
<tr>
<td>ED1</td>
<td>Seek planning obligations from the Towcester South development for the provision of a new primary school and financial contributions towards secondary school provisions.</td>
<td>S M L</td>
<td>WNDC, NCC</td>
</tr>
<tr>
<td>ED2</td>
<td>SNC to support Northamptonshire County Council (NCC) and Sponne College in the decisions affecting future education provision in Towcester and ensure that excellence in education is retained in Towcester. One of three options will be pursued</td>
<td>S M L</td>
<td>SNC, NCC, Sponne School</td>
</tr>
<tr>
<td>ED3</td>
<td>New educational facilities should include the provision of dual use indoor and outdoor leisure facilities that can also be used by the wider community.</td>
<td>S M L</td>
<td>NCC</td>
</tr>
<tr>
<td>ED4</td>
<td>Identify the role for any surplus education land.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>ED5</td>
<td>Encourage existing schools to promote dual use facilities for the whole community and increase accessibility particularly outside school operational hours where practical.</td>
<td>S M L</td>
<td>NCC</td>
</tr>
<tr>
<td>ED6</td>
<td>Secure facilities to cover the requirements of special needs, adult education, crèche, nursery, after school and weekend club facilities; together with a children’s centre within the town.</td>
<td>S M L</td>
<td>NCC</td>
</tr>
<tr>
<td>ED7</td>
<td>Create links to the proposed further education provision at Silverstone circuit.</td>
<td>L</td>
<td>NCC</td>
</tr>
<tr>
<td>ED8</td>
<td>Provide safer routes to schools by the provision of sustainable travel plans for all current and future schools.</td>
<td>S M L</td>
<td>SNC, NCC</td>
</tr>
<tr>
<td>ED9</td>
<td>Maximise opportunities for partnership working with local employers.</td>
<td>S M L</td>
<td>NCC</td>
</tr>
</tbody>
</table>
### Health and Well Being

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTIONS</th>
<th>TIMETABLE</th>
<th>ENABLER</th>
</tr>
</thead>
<tbody>
<tr>
<td>HS1</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>HS2</td>
<td>Work with sheltered housing providers to ensure that the needs of the ageing population are met. This will include the provision of sheltered and frail elderly schemes, community wardens and retirement housing services.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>HS3</td>
<td>Promote opportunities for provision of facilities for supporting people with mental health problems and for people with learning disabilities.</td>
<td>S M L</td>
<td>SNC, PCT</td>
</tr>
<tr>
<td>HS4</td>
<td>Support the links between healthcare and healthy living through the investment in leisure and recreation facilities and promotion of walking and cycling. Seek a shuttle service to hospitals especially for the elderly and parents of young children. Promote extension of high frequency and regular accessible public transport services to hospitals, particularly into the evening.</td>
<td>S M L</td>
<td>SNC, NCC, PCT, Private sector</td>
</tr>
<tr>
<td>HS5</td>
<td>Investigate possible use of Springfields site (Site TK) for development of a care village.</td>
<td></td>
<td>SNC</td>
</tr>
</tbody>
</table>

### Community Services and Leisure Facilities

<table>
<thead>
<tr>
<th>NO.</th>
<th>ACTIONS</th>
<th>TIMETABLE</th>
<th>ENABLER</th>
</tr>
</thead>
<tbody>
<tr>
<td>CL1</td>
<td>Providing new areas of open space, sports pitches and formal play areas as part of Towcester South development to address the needs of existing and future residents.</td>
<td>S M L</td>
<td>SNC, WNDC</td>
</tr>
<tr>
<td>CL2</td>
<td>Ensure that Towcester South development is supported by new schools, parks, shops and a new cemetery.</td>
<td>S M L</td>
<td>SNC, WNDC</td>
</tr>
<tr>
<td>CL3</td>
<td>Seek further provision of private leisure and entertainment.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>CL4</td>
<td>Provide facilities and activities for 11-18 year olds.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>CL5</td>
<td>Work with existing sports clubs to facilitate their plans for extended and improved sports facilities.</td>
<td>S M L</td>
<td>SNC</td>
</tr>
<tr>
<td>CL6</td>
<td>Invest in new play spaces and equipment, including all weather facilities.</td>
<td>S M L</td>
<td>SNC, TTC</td>
</tr>
<tr>
<td>NO.</td>
<td>ACTIONS</td>
<td>TIMETABLE</td>
<td>ENABLER</td>
</tr>
<tr>
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</tr>
<tr>
<td>CL7</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 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>CL8</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>CL9</td>
<td>Provide pedestrian routes and cycle-ways through and around Towcester.</td>
<td>M L</td>
<td>SNC</td>
</tr>
<tr>
<td>CL10</td>
<td>Investigate possibilities for locating public art such as a sculpture trail as part of the Moat Lane development at the Water Meadows area and the new town park at Wood Burcote.</td>
<td>S M</td>
<td>SNC, WNDC</td>
</tr>
<tr>
<td>CL11</td>
<td>Promote opportunity for iconic sculpture at the northern gateway.</td>
<td>S M</td>
<td>SNC</td>
</tr>
<tr>
<td>CL12</td>
<td>Encourage provision of an ‘outside’ performance space in the town centre.</td>
<td>S M</td>
<td>SNC, WNDC</td>
</tr>
<tr>
<td>CL13</td>
<td>Allocate land for a new cemetery and community allotments.</td>
<td>M</td>
<td>SNC, TTC</td>
</tr>
</tbody>
</table>
Appendix C

The History of Towcester
Towcester has a long history as a settlement. Evidence suggests that the origins of Towcester date back to the Middle Stone Age and archaeological finds suggest it may have been continuously inhabited since the Iron Age.

Watling Street was constructed during Roman times and the settlement of Lactodorum was established on the site of the current town centre. During this time the town was a garrison town and was protected by a wall, although nothing now remains of this wall or the original town it contained.

The Romans departed in the 5th century. The town was subsequently occupied by the Saxons, followed by the Danes in the 9th century when Watling Street became the frontier of the kingdom of Wessex and Danelaw. Following the fortification of the town by Edward the Elder in 914, the Normans built a motte and bailey castle, now known as Bury Mount.

Towcester developed as a linear settlement along both sides of Watling Street, as demonstrated by the compact form shown on the 1889 map. During the 17th and 18th centuries, the settlement was established as an important stopping point for coaches between Holyhead and London. The rise of rail travel reduced coach travel, removing the prime
function of the town. In 1886 Towcester was connected to the railways via the Stratford-Upon-Avon and Midland Junction Railway, which was built at the northern edge of the town. However, this was a minor route through sparsely populated areas and closed in 1951.

Growth was very limited in the town until the mid-20th century. The increased use of the car revitalised the town and by the 1952 map there is evidence of some new development spreading to the west and the south of the town centre. Growth has been inhibited to the east due to the location of the Easton Neston Estate.

Over the following decades the town experienced significant levels of residential development to the south of the town centre, fuelled by the construction of the M1 in 1958. This largely took the form of spine roads and cul-de-sacs designed for the era of mass car ownership. The strategic road network brought improved accessibility to larger local urban centres and enhanced employment opportunities.

The construction of the A43 relief road in the 1980s led to further residential development to the north-west of the town, between the disused railway and the Brackley/ Northampton
Road. Today a large part of the town comprises late 20th century suburbs. Land constraints to the north-east of Towcester have resulted in asymmetrical geographical growth of the town. However, the substantial growth in housing has resulted in an unbalanced situation, with fewer job opportunities in the town than residents, which led to a trend towards out-commuting.

A Timeline History of Towcester

0AD Catuvellauni tribe ritual burial site close to River Tove
Under the Water Meadows (between Bury Mount and the river Tove) is an important Iron Age ritual burial site.

43AD Romans build Watling Street and Alchester Road
Roman Towcester probably began as a staging post for officials on two Roman roads, Watling Street, which joined the Legionary forts at Dover and Wroxeter and the early road to Alchester, where it joined Akeman Street. The Alchester Road eventually extended to Winchester and ran a similar course to the modern A43.

917AD Vikings attack Saxons in first Battle of Towcester
Following the treaty of Wedmore in 884/6 between the Vikings and the Saxon King Alfred of Wessex, Watling Street became the frontier. Alfred’s son, King Edward the Elder of Wessex, reinforced the frontier by building a network of fortified towns called “burhs”, defended by timber faced banks and ditches manned by a local levy of one man per 4ft of wall. In 917 the Danish armies from Northampton and Leicester attacked the “burh of Towcester”, but the people of Towcester fought and managed to defend the town until help arrived and the Vikings departed.

1139-55AD Normans build Bury Mount motte and bailey
The Normans (1066-1155) built a motte and bailey castle at Towcester. What remains of it is known as Bury Mount.

1448AD Archdeacon Sponne founds Towcester Chantry and Grammar School
Archdeacon Sponne purchased the Tabard Inn with adjoining lands in 1440 and in his will left the income to found a chantry and school in Towcester, help the poor and repair the footways in the town. The school is now called Sponne School; the Tabard Inn is now called the Sponne Shopping Centre; and the Chantry House still exists.

1505AD Towcestrian Richard Empson is an unpopular Chancellor of the Exchequer and executed by Henry VIII
Sir Richard Empson, born in Towcester, was a lawyer, MP for Northamptonshire, Speaker of the House of Commons, Knight, High Steward of Cambridge University and Chancellor of the Duchy of Lancaster. With his colleague Edmund Dudley, he raised taxes for his master, King Henry VII, using extortion, harassment and other dubious but legal, means. This made him very unpopular but made the king very rich. When Henry VII died and Henry VIII became king, he arrested the two men. They were sent to Northampton, tried on a trumped up charge of treason and were beheaded on Tower Hill on 17th August 1510. At the time of his arrest he was quite wealthy, owning the Manor and Hundred of Towcester, the Manors of Easton Neston, Hulcote, Alderton, Stoke Bruerne, Shutlanger, Braden, Cold Higham, Grimscote, Potcote and Burton Latimer and lands in other parts of the country.

1605AD Gun Powder plotters flee London through Towcester
In November 1605 a certain Ambrose Rookwood made preparations for a rapid journey from London to Dunchurch by placing relays of horses at the chief posting houses on Watling Street, including Towcester. It turned
out that this was to speed the escape of the gunpowder plot conspirators from London to Catesby’s house at Ashby St Ledgers. Guy Fawkes and seven other conspirators were later executed.

1633AD Reverends Shepard, Cotton, Hooker and Stone leave Towcester for the New World and helped found Hartford Connecticut and Harvard University
Rev. Thomas Shepard, born in Towcester and educated at the Chantry School (now Sponne School), together with Thomas Hooker and other non-conformist ministers - Samuel Stone and Rev. John Cotton – left Towcester for the New World. They took part in the foundation of Harvard University and with the family of Thomas Lord, also born in Towcester, the city of Hartford, Connecticut

1643AD Towcester becomes Civil War garrison town. Prince Rupert installs two cannons on Bury Mount
During the English Civil War between King (Charles I) and Parliament (whose forces were led by Oliver Cromwell), Charles’s army spent the winter of 1643-1644 at Towcester, which he defended from Bury Mount, which was probably taller in those days and overlooked both Watling Street and the road to Northampton. King Charles was later defeated at the Battle of Naseby and was beheaded at Whitehall in 1649.

1702AD William Fermor commissions Hawksmoor to build Easton Neston House and Park
Nine years after the execution of Richard Empson (1510), his lands in Towcester were bought by Richard Fermor and they remained in the possession of the Fermor Hesketh family until 2005. In 1671, William Fermor, who had inherited the estates, married Jane, a cousin of Sir Christopher Wren. In the later 1680s he decided to rebuild Easton Neston. The two wings were built first, one of which still survives, its design reflective of the design of the Office of Works under Wren. Nicholas Hawksmoor, Wren’s brilliant assistant, designed the main house. Work started in the 1690s; the main fabric was completed in 1702; and the work complete in the late 1720s.

1780AD Golden age of Coaching Inns: Saracens Head, White Horse and Tabard thrive
Towcester thrived as a coaching town until the coming of the railways when coach travel ceased. The Tabard Inn, which provided lodgings from before the 15th century until the 20th century, is now the Sponne Shopping Centre. The George Inn existed in 1708 but after a fire in 1749 it and an adjacent inn were rebuilt as the White Horse Inn, now called Museum Court. Towcester had other large coaching inns, including The Angel next to The Tabard, now a private house, and also many smaller inns. The coaches entered the inns through archways many of which still exist.

1836-7AD Dickens visits Saracen’s Head and reflects on his stay in Pickwick Papers
The Saracen’s Head dates from the 18th century. Charles Dickens stayed here often and wrote in the Pickwick Papers “that a very good little dinner could be got ready in half an hour”. The name was changed to the Pomfret Arms in the 19th century but later changed back.

1876AD First horse race at Towcester Racecourse
Her Imperial Majesty, the Empress of Austria, paid a visit to England in 1876 and rented Easton Neston House, with its fine stabling for her horses. During this visit she established a race meeting of her own; a course was laid out in Easton Neston Park and a stand erected for guests. After she had left Towcester, a meeting at the Pomfret Arms decided to repeat the steeplechase meeting and Sir Thomas Fermor-Hesketh gave a 51 year lease to hold Easter Monday races at Easton Neston Park.
1948AD First motor race at Silverstone Airfield
Silverstone Airfield was built at Luffield Abbey Farm during World War Two. After the war the concrete runways were used for motor racing. In the early days there were no pits at the Silverstone circuit and so the racing cars were serviced and fuelled in Towcester.

2009AD Bury Mount restored at the heart of Towcester
In April 2010, Bury Mount was opened to the public after a year-long restoration programme.

Historical Assets of Towcester
The town centre is included within the designated Conservation Area and is characterised by a significant number of 18th and 19th century buildings, as well as several important buildings dating from much earlier. The network of open spaces running through the area also contributes positively to the character of the town. Overall, the Conservation Area varies in character and quality. There are a number of opportunities for enhancement of the town centre, including repaving of certain areas, repair and restoration of period features and frontages to Watling Street and public realm improvements.

The central length of Watling Street consists of two and three storey buildings on both sides of the street, including a number of listed buildings dating from the 17th and 18th centuries. The oldest building on Watling Street is a 15th century school house, which was converted into a dwelling in the 19th century.

To the east of Watling Street is the Moat Lane area, one of the key action areas within Towcester. Some of the oldest buildings in Towcester are situated here. The parish church of St Lawrence is a grade I listed building, dating back to the 13th century. The churchyard contains many mature trees protected by Tree Preservation Orders (TPOs) and provides attractive views across Easton Neston Park.

Listed Buildings and Scheduled Ancient Monuments
There are 102 listed buildings in Towcester and two scheduled ancient monuments. The listed buildings are concentrated along Watling Street in the historic centre of the town.

Bury Mount is the remains of a motte and bailey castle built by the Normans in the 12th century and is one of the town’s Scheduled Ancient Monuments.

Historic Parks and Gardens
Towcester is bounded to the north and east by the Historic Park and Garden of Easton Neston, which is listed Grade II* in the Register of Parks and Gardens of Special Historic Interest. The park comprises the grounds of the Easton Neston Estate, which was built in the 17th century.

The Historic Park and Garden provide the setting to the Grade I listed Easton Neston House. The formal gardens are largely early 20th century overlaid on 17th and 18th century schemes associated with the development and changes to the country house. The parkland is largely characteristic of the early 19th century,
with some elements of formal 17th century landscape. The house is located in the north of the park. The forecourt was remodelled in the early 20th century and consists of a complex of formal gardens to the north, south and east of the house. Towcester Racecourse is located in the southern part of the park. It has been subject to some improvement and levelling in the late 20th century and a lake was dug in the site during the 1990s.
Appendix D  Consultation Process
South Northamptonshire Council has involved local community groups, businesses, developers, WNDC and other interested bodies in the preparation of the Draft and the Final Masterplan reports. The Towcester Masterplan is the result of extensive work by the Council since the tender was first let in June 2008.

The Draft Towcester Masterplan was placed on formal consultation for a period of six weeks, between the 26th June and the 7th August 2009. A report on the consultation undertaken and the responses received to the Draft Towcester Masterplan has been prepared and is available from the Council. This final Towcester Masterplan takes account of the comments raised during the public consultation and of the latest policies emerging from SNC.

**Key Consultation Partners**
- West Northamptonshire Joint Planning Unit
- Northamptonshire County Council
- East Midlands Development Agency
- Government Office for East Midlands
- DEFRA – Air Quality Management Zone
- East Midlands Regional Assembly
- Northamptonshire Enterprise Ltd
- County Police
- Highways Agency
- Northamptonshire PCT – Health
- CABE
- Northamptonshire Sport
- Anglian Water
- Environment Agency
- Key infrastructure providers

**Organisations Notified**
- A5 Rangers Cycling Club
- Adams of Northampton Ltd
- Ancient Monuments Society
- And So To Bed
- Andrew Gordon & Co
- Anglian Water
- Aragon Housing Association
- Balance-IT
- Barbers of Towcester
- Barclays Bank
- Bartram & Co - Commercial
- Bedfordshire Pilgrims Housing Association
- Betfred
- Brave Old Oak
- Bromford Housing Group
- Brook Medical Centre
- BT
- CABE
- CACI
- Caffe Nero Group Plc
- CDS Electricals
- CGR Car Sales
- Cherish Kitchens
- Churches Together in Towcester
- Clarks Jewellers Ltd
- Clayson Ltd
- Colemans Stationers
- Co-operative Estates
- Corals
- Corporate Development Resources Ltd

**Key Local Engagement**
- Towcester Town Council
- Towcester Business Forum
- Towcester Education Forum
- Local Schools / Trust Schools
- Catchment Villages for schools
- Wildlife Trust
- Parish Councils and Meetings within the rural catchment area
- Local businesses within Towcester
- Key interest groups within Towcester eg. Sports Clubs, Towcester Historical Society, Towcester Arts Society and churches
Costa Coffee
Crumbs
D W Roberts Opticians
Dilraj
Directions Recruitment Agency
Disability Information Advice Line
Dolphin Cafe
Drop Dead Gorgeous
Dunham Property Agents
East Midlands Ambulance Service
East Midlands Development Agency
East Midlands Electricity Distribution plc
East Midlands Regional Assembly
Eden
Elliott’s Kitchen
Elliott’s Traditional Butchers
English Heritage
Environment Agency
Essentials
Ethos Recruitment Ltd
Fairytale Weddings
First Choice
Flair Designer Wear
Floral Art
Footworks
Friends of Towcester Museum
Gemini Press
GI’S The Barber Shop
Government Office for the East Midlands
Happy Garden Takeaway
Harley Davidson
Health and Safety Executive
Help the Aged
Hesketh Family Office Ltd
Highways Agency
HSBC
Independent Financial Strategies
Inform Design & Development Ltd.
Ixthus Instrumentation Limited
Jackie Oliver & Co
Jades Beauty Retreat
James Hull Associates
John Lewis Partnership
John White Funeral Director
L W Hartwell
La Strada
Lambert Smith Hampton
Latte & Miele Children’s Emporium
Lees Cottage
Live Wire Security Systems Ltd
Lloyds Chemists
Lloyds TSB Bank
Lords
Lorraine Spooner Antiques Ltd
Luna
M J Gowling Ltd
Marks and Spencers Group Plc
Michael Graham Estate Agents
Milano Pizza
Milton Keynes Wines
Model Pets
Monk & Tipster
Mulberry Tree
Nationwide Building Society
Natural England
NatWest Bank
NCC Social Services
Network Support Services
Networks Records Team
Next Plc
Nicholas Hawksmoor School
Northamptonshire Libraries
Northampton College
Northamptonshire Archaeology
Northamptonshire County Council
Northamptonshire Enterprise Limited
Northamptonshire Fire and Rescue Service
Northamptonshire Heritage
Northamptonshire Police
Northamptonshire Primary Care Trust
Northamptonshire Sport
Nortoft Partnerships Ltd
Oxford New Sites Office
Oxford Partnership Ltd
Oxford Retail Consultants
Parish Councils / Parish Meeting
Paynes Nurseries
PC Workshop
Peacock
Pennella Thorpe
Pickled Pig
Plough Inn
Present Thinking
Regional Development Executive
Register of Parks and Gardens
Rice Bowl
Riding High
Roger Evans Assocs
Ron Green Antiques
Rowena Curzon
Saracen's Head Hotel
Secure Facilities & Management Ltd
Serco Leisure
Shepherd & Co
Signet Dry Cleaners
Silverstone Estates Ltd
Somerfield
South Northamptonshire Council Councillors
South Northants Homes
South Northants Leisure Trust
South Northants Volunteer Bureau
Sponne School Technology College
Sport England
St John Ambulance Association
Starbucks Coffee Company
Stephanie Lee Nail Technician
Stony Bathrooms
Sutton Motorsport Images
Sweets & Gifts
Syzygy Leisure
Taylors Estate Agents
Tesco
The Blind Association
The Civic Trust
The Co-operative Group
The Day Nursery
The Environment Agency
The Garden History Society
The Health Pot
The Riverside Resource Centre
The Studio
The Towcester Football Club
The Towcester Partnership
TMC Motoring & Leisure
Toast Event Management Ltd
Toggs
Tove Service Station
Towcester and District History Society
Towcester Arts Society
Towcester Business Club
Towcester Conservative Club
Towcester Dental Care (Oasis)
Towcester Electrical Services Ltd
Towcester Fish and Chips
Towcester Home Mica Hardware
Towcester Leisure Centre
Towcester Medical Centre
Towcester Montessori Nursery School
Towcester Mortgage & Financial Planning Services
Towcester Partnership
Towcester Police Station
Towcester Post Office
Towcester Primary School
Towcester Racecourse
Towcester Tea Rooms
Towcester Therapy Centre
Towcester Tiles
Towcester Tots
Towcester Town Council
Towcester Town Hall
Transco Southern Region
Trans-Euro Engineering Services Ltd
TSS Marketing Ltd
Urban Housing Design Company
Vanessa Horne Ltd
Vision Cafe
Waitrose
Warwickshire College
Watling Street Galleries
West Northamptonshire Joint Planning Unit
West One
Westell Motor Factors
White Bear
White House Interiors
White Young Green Group
Willen Hospice Ventures Ltd
Withers
WNDC
Your-Move
Zig Zag Group Ltd
Appendix E  Glossary of Terms
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.

AQMA – Air Quality Management Area - If a local authority finds any places where the objectives for air quality are not likely to be achieved, it must declare an Air Quality Management Area there. This area could be just one or two streets, or it could be much bigger. Then the local authority will put together a plan to improve the air quality – a Local Air Quality Action Plan.

Brownfield - Common term for previously developed land which is or was occupied by a permanent structure as defined by Planning Policy Statement 3 on Housing.


Community Infrastructure Levy - A monetary amount that 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.

Comparison Shopping - Retail items not bought on a frequent basis, for example televisions and white goods (fridges, dishwashers etc).

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

Convenience Shopping - Everyday essential items such as food.

Core Strategy - A Development Plan Document setting out the spatial vision and strategic objectives of the planning framework for an area, having regard to the Community Strategy (see also DPDs).

Design Code - A set of illustrated design rules and requirements that instruct and may advise on the physical development of a site or area. The graphic and written components of the code are detailed and precise and build upon a design vision such as a Masterplan or other design and development framework for a site or area.

DPD - Development Plan Document - DPDs form an essential part of the Local Development Framework and are prepared by local planning authorities and outline the key development goals of the local development framework.

Development Plan Documents include the core strategy and where needed, area action plans. There will also be an adopted proposals map that illustrates the spatial extent of policies that must be prepared and maintained to accompany all DPDs.

All DPDs must be subject to rigorous procedures of community involvement, consultation and independent examination and adopted after receipt of the inspector’s binding report. Once adopted, development control decisions must be made in accordance with them unless material considerations indicate otherwise.

EDS - Economic Development Strategy.
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 that have never been previously developed and are usually agricultural in use.

Infrastructure - Basic services necessary for development to take place, for example, roads, electricity, sewerage, water, education and health facilities.

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.

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.

SNC - South Northamptonshire Council.

SPD - Supplementary Planning Document.

Sustainable Transport - Often meaning walking, cycling and public use of transport (and in some circumstances "car sharing"), which is considered to be less damaging to the environment and which contributes less to traffic congestion than one-person car journeys.

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.

Viability - In terms of retailing, a centre that is capable of commercial success.

Vitality - In terms of retailing, the capacity of a centre to grow or develop its likeliness and level of activity.

Zero carbon - A general term applied to buildings with zero net energy consumption and zero carbon emissions. Over a year, the net carbon emissions from all energy use in the home are zero. This includes energy use from cooking, washing and electronic entertainment appliances as well as space heating, cooling, ventilation, lighting and hot water.
Appendix F | Policy Context
The key documents that have informed the development of this Masterplan include:

**Chase and Partners South Northamptonshire Retail Study**
The Chase and Partners South Northamptonshire Retail Study was commissioned by South Northamptonshire Council to provide analysis on existing and future shopping and leisure needs of residents and visitors. The study will be used by the Council in considering all retail applications and alongside the Masterplan to attract new retail investment and to help secure the long term vitality of our town centres.

http://www.southnorthants.gov.uk/990.htm

**Draft Towcester Masterplan**
The Draft Masterplan sets out the framework for providing strategic improvements to Towcester through development. Its aim is to enable Towcester to grow with its sustainable development through the provision of key opportunity sites for housing and new employment growth, together with the social and physical infrastructure that needs to accompany it. The Draft Towcester Masterplan was published in June 2009 for consultation.

http://www.southnorthants.gov.uk/987.htm

**Nortoft South Northamptonshire Leisure Study**
The document will set out the anticipated sports facility requirements for South Northamptonshire up to 2026 and forms part of the key evidence base to inform the sports elements of the Joint Core Spatial Strategy for West Northamptonshire.

It will also provide a robust evidence base for other planning policy needs, including use in developer negotiations and the formation of SPDs. The document will support the delivery of the Council's corporate objective of delivering sustainable growth by providing a network of sports facilities that will help to ensure the health and well being of local communities.

**SNC: Conservation Strategy 2010 - 2014**
The Conservation Strategy sets out the Council's responsibilities and aspirations for the historic environment in the district. It sets out the resources available and priorities for the Council. The adoption of the strategy demonstrates the Council's commitment to translating its first priority of "preserving what is special about South Northamptonshire" into action.

http://www.southnorthants.gov.uk/685.htm

**SNC Developer Contributions SPD**
This sets out the Council's requirements for S106 planning agreements required from developers and landowners with planning permissions. It gives details of the items that are required to be included as 'Heads of Terms'. Items include infrastructure such as town fund, open space, affordable housing and highways contributions. The SPD was adopted in 2011.

http://www.southnorthants.gov.uk/snc_doc_SPG - Developer Contributions.pdf
SNC: Development Brief for Silverstone Circuit
http://www.southnorthants.gov.uk/986.htm

SNC: Development Brief for Moat Lane
The Development Brief for the Moat Lane area was adopted by South Northamptonshire Council in 2008. The brief provides guidance on the transformation planned between Market Square and Mill stream. The area will help to expand the existing town centre and provide space for new civic, retail, employment, housing and leisure development.
http://www.southnorthants.gov.uk/MoatLaneRe generation.htm

SNC: Economic Development Strategy 2010-2014
The Economic Development Strategy sets an overview of the issues facing the district’s economy and strategic approach to meet these challenges within the context of complementary policies around Transport, Conservation and Developer Contributions. The strategy builds around five keys themes; People and Workforce, Business Growth and Job Creation, Market Towns, Sustainable Rural Communities and Tourism. It is a work plan for the Council and its partners and sets a framework for how it will assist the economy of the district to retain vitality whilst improving the sustainability of its towns and villages.

SNC: Sustainable Communities Strategy for South Northamptonshire
The Sustainable Communities Strategy for South Northamptonshire has been produced by SNC and its other strategic partners to guide the services provided by different bodies across the district to help maintain the high standard of living enjoyed at present.
http://www.southnorthants.gov.uk/1493.htm

SNC: Tourism Guide
South Northamptonshire Council has produced a substantial guide to the tourism facilities available throughout the district as well as places to stay, eat and drink.

SNC: Transport Strategy 2010 - 2014
Transport and the movement of goods and people is critical to the vitality, economic and social functioning of our district.

The South Northamptonshire Transport Strategy aims to improve the situation we have today and secure more choice for our residents. We will address the increasing transport pressure on our towns and villages by influencing providers, developers and shaping the Local Development Framework. We will also seek to lessen the need to travel by bringing people and services closer together.
http://www.southnorthants.gov.uk/1028.htm

Towcester Transport Study
The Towcester Transport Study is currently being undertaken on behalf of SNC, NCC, the Highways Agency and the West Northamptonshire Joint Planning Unit.

It has been undertaken to identify the scale of the transport issues for the town, including the optimal locations for housing and employment growth that will support more sustainable transport patterns. The Towcester Transport Study will provide guidance on likely volumes of traffic that new growth and development will generate. Critically it will address the trigger points for key infrastructure to ensure
that improvements are phased and take the key highway capacity and connections issues into account. It will also examine the route that the relief road should take. The solution needs to be appropriate, affordable and deliverable.

**West Northamptonshire Green Infrastructure Study**


**West Northamptonshire Joint Core Strategy**

The Core Strategy for West Northamptonshire was published in January 2011. It replaces the emergent West Northamptonshire Joint Core Strategy published in June 2009. The January 2011 document sets out the vision and planning policy framework for the development of the district and West Northamptonshire up to 2026.

It sets the spatial strategy for the future growth of the area. It begins to establish when, where and how development will take place in the next 15 years. The Core Strategy sets out the proposals for development being taken forward and the options that have been rejected.
