

Stamford Neighbourhood Plan

Stamford  **FIRST**
Your community. Your future. Your views

Referendum Version
2016-2036

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Foreword

Stamford is a very special place. It has a unique character, amazing architecture, and a multitude of heritage assets with over 600 listed buildings which are protected by the town's conservation status. The Meadows offer incomparable views across the town with its five mediaeval churches and the town also benefits from a multitude of other open green spaces.

Stamford remains a vibrant rural market town and visitor attraction, with a wide selection of pubs, restaurants, coffee shops, an arts centre and theatre, and a plethora of flourishing independent retailers which are a further attraction for visitors who prefer personal service over online convenience.

Those of us fortunate enough to live in this town are privileged to do so. But that privilege brings with it responsibility, that of being the town's guardians for future generations.

That is the essence of this plan which sets out a vision for the Stamford of the future, one that reflects the thoughts and feelings of local people who participated in our various surveys and many engagement events.

Whatever our views about it, growth in Stamford is an inevitability; government targets dictate it, and over the next 20-30 years some 2000 houses will be built here. This plan cannot resist that growth, but through the policies set out here, we can influence where the town will grow, what that development should look like, and what infrastructure and services are needed to support growth.

This plan will also protect our precious green spaces and the stunning views of Stamford from all of the "gateways" into the town. It will also ensure that developers create more green spaces within their developments and calls for better connectivity both within the town, and, to the new developments, enabling more journeys to be made on foot or by cycle, so reducing other traffic movements.

Our plan will also encourage and support business growth through the development of employment space and offices which the towns business community are shouting out for. This will also serve to attract new businesses to the town and create new jobs for Stamford people.

I cannot claim this plan is a panacea - it will not immediately address all of Stamford's ills. Our town centre constrains opportunities to develop new roads within it and incorporate additional parking. We cannot, through this plan, deliver a new bypass, much though we might all want to see one, and we cannot influence the delivery of additional rail services.

However, this plan is our opportunity to shape the Stamford of the future so that the town develops in such a way that we protect what we have now and ensures that any growth creates a sustainable future for our community.

This is your plan, based on your views and those of your community – I commend it to you.

David Taylor, Chairman, Stamford FIRST (The Stamford Neighbourhood Planning Forum).

About Stamford



1 About Stamford

History

- 1.1 Although there is archaeological evidence that the area was heavily populated in pre-history, and that Roman Ermine Street forded the river in what is now the town, the first written mention of Stamford is in 918 in the Anglo-Saxon Chronicles. By the late Tenth Century, the Danish and Saxon burghs, which had been in existence for over a century on opposing sides of the Welland, had been linked by a bridge, and Stamford was one of the five boroughs of the Danelaw and a centre of strategic and economic importance with its own law courts, markets and mint. By the time of the Domesday Book, Stamford was a sizeable town with a castle, some 3,000 people, 4 churches and a thriving pottery exporting industry.
- 1.2 A century later, a further ten churches, a monastery, nunnery and pilgrim and leper hospitals had been added. This expansion was fueled by an export market in wool, grain, and a woven twill – haberget – which was popular in Europe. By the Thirteenth Century the population had reached some 5,000, a figure not attained again until Victorian times, and the remains of vaulted undercrofts testify to large stone houses and open halls as fine as any in England at the time. The main four orders of friars had set up convents in the town and the defenses on the northern side of the river had been rebuilt in stone. Royal councils and parliaments met in the town, and the great mid-Lent fair attracted merchants from all parts of these islands and beyond.
- 1.3 Wars, the Black Death and ensuing national economic decline in the fifteenth century all contributed to a diminution of the town's prosperity. Nevertheless, those wool merchants who traded with Calais continued to prosper; but within a hundred years, speeded by a silting-up of the river, much of the industry had collapsed, and great wealth existed alongside widespread squalor. The Dissolution brought the final blow with the closure of the monasteries, and a report of 1541 branded the town as one of the 'decayed towns' of the realm.
- 1.4 Local trade began to pick-up in the second half of the Seventeenth Century, and with improvements to the river and the opening of a canal to Market Deeping the town's role as a market centre returned. A new optimism was felt as professional men and skilled craftsmen set up businesses. The new confidence manifested itself in the eighteenth century in the opening of the Assembly Rooms and Theatre and the construction of many new stone houses, or the re-fronting of medieval ones. Travel became easier as roads were improved, and Stamford, being on the Great North Road, flourished - as did the local coaching inns and many service industries. Stamford nourished a group of accomplished masons who developed a distinctive local style from pattern books of the then popular Georgian fashion.

- 1.5 As Stamford entered the nineteenth century it was straining its medieval boundaries and the common grazing lands to the north and west and land earlier enclosed by the Cecils at Burghley House were encroached on by ramshackle hovels and sheds. The local brewing, malting, iron-founding and agricultural engineering industries had to make the best they could of small open areas within the town. The coming of the railways effectively destroyed the coaching and river trades while the decision to site the London–Edinburgh line well to the east of Stamford caused many industries to gravitate to towns better served by the main railways. While the Enclosure Act of 1875 finally freed land around the town, it was too late, and at the height of the industrial revolution the town was in decline with a falling population.
- 1.6 However, somewhat paradoxically, it was this lack of industrialisation which resulted in Stamford’s preservation and the importance, nationally, of its critically acclaimed heritage. In 1969 it was designated the first Conservation Area in the country. Nevertheless, it still remains a real town and an important regional market centre in which people live and work - but with the recent added bonus of a thriving tourist industry. As Martin Smith said in 1992 in his history of the town in “Stamford Then and Now”, from which much of the above was taken, “The future surely lies in a careful balance between the effective preservation of its heritage and the provision of business and modern amenity needs.”

Stamford as a Town Centre

- 1.7 It was always understood that the town centre would be a central place for institutions, major social and civic gatherings, and for the highest possible level of shopping which would meet the needs of people from Stamford and its hinterland. This was the place for the traditional attractions and functions of the town centre to be accommodated.

Stamford Today

- 1.8 Today’s Stamford is a vibrant, bustling, rural market town and visitor attraction, with a wide selection of pubs, restaurants, coffee shops, an arts centre and theatre, and a plethora of flourishing independent retailers which are a further attraction for visitors who prefer personal service over online convenience.
- 1.9 Key amongst its attractions is its unique character, amazing architecture, and a multitude of heritage assets with over 600 listed buildings which are protected by the town’s conservation status. The Town’s Meadows offer incomparable views across the town with its five mediaeval churches and the town also benefits from a multitude of other open green spaces.
- 1.10 However, today’s Stamford is not without its problems. The provision of improved highways and additional parking are severely constrained by the town’s mediaeval road layout and a car dominated society. This poses issues in terms of growth, which is inevitable, but needs to be accompanied by an appropriate investment in highways infrastructure with many people in the town calling for an east-west link road connecting villages to the east with the A1 in the west.

- 1.11 The town has several open spaces. They are an important element of its social and environmental attractiveness. Section 10 of the Plan address this matter.
- 1.12 A key balance to be struck here is that of ensuring that Stamford grows (providing more jobs within the town and houses which are within the financial the grasp of locals) but that this growth is delivered in such a way as to retain the town's sense of place and character.

2 Introduction to Stamford First

Why does Stamford need a Neighbourhood Plan?

- 2.1 Stamford's Town Council and the town's residents have had little influence on local planning issues, where development should take place and the type of development that should be undertaken. These decisions are made by South Kesteven District Council.
- 2.2 The creation of the Stamford Neighbourhood Plan gives the opportunity for Stamfordians to have their say on how their town should develop.
- 2.3 Once adopted the plan will become a statutory planning document which carries real weight – planners and developers will be obliged to comply with it, just as they do with the adopted SKDC Local Plan and NPPF.

What is Stamford First?

- 2.4 Stamford First is the "Stamford Neighbourhood Planning Forum" – a community group which was formed by and works under the auspices of Stamford Town Council has taken responsibility for the creation of a Neighbourhood Plan for Stamford. The group was launched in April 2016 and has been comprised of representatives from Stamford Town Council, South Kesteven District Council, Lincolnshire County Council, local business groups and residents.
- 2.5 Stamford First has, over the last four years, held around 20 engagement events at different locations around the town that have included meetings with residents, community groups, businesses and special interest organisations.
- 2.6 In addition, Stamford First has also undertaken consultation with residents by means of online and printed questionnaires that were distributed to 8000 homes in Stamford.
- 2.7 Businesses in Stamford were also consulted by means of an online questionnaire that was sent by email to over 400 business owners and directors in the town.

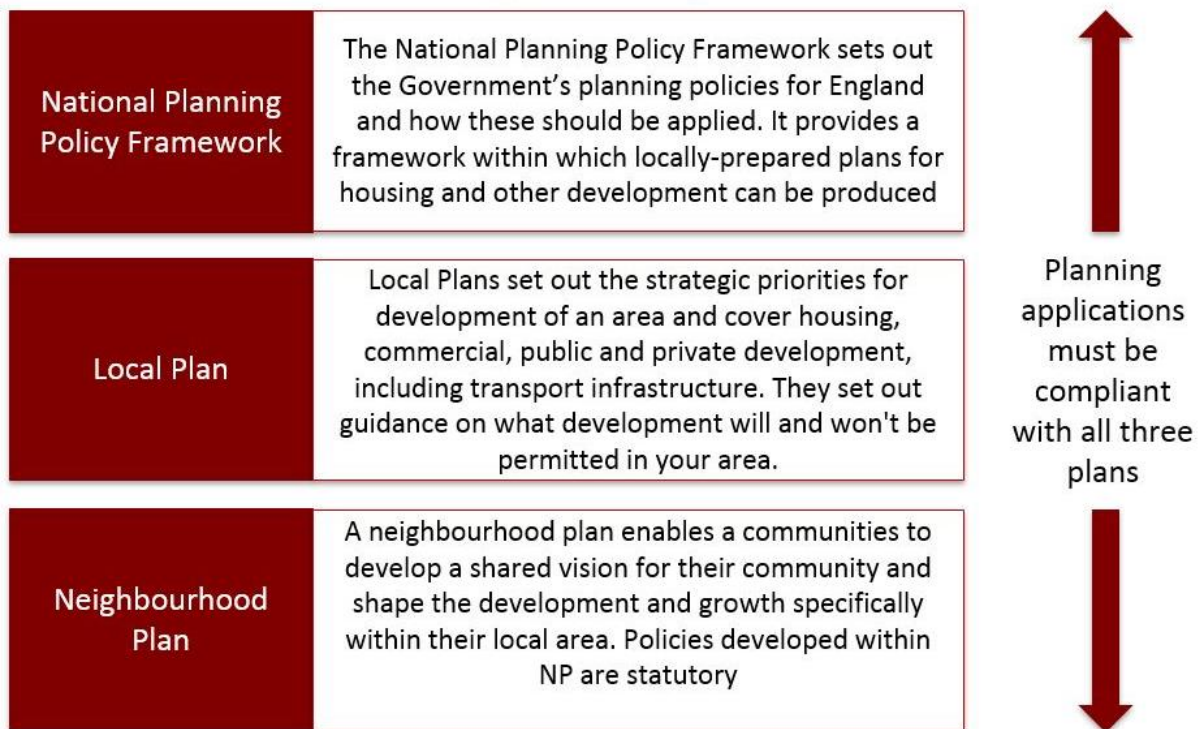
Where Should Stamford First Focus Its Attention?

- 2.8 Respondents were asked to read through the objectives set out by Stamford First and select up to five of the objectives that they deemed to be most important. By far the most important objective, according to 81% of respondents is: "To protect the town's unique character and heritage and retain its strong local identity and distinctiveness." The other objectives deemed to be of the greatest importance are:
 - To maintain and enhance the town centre and its vibrant retail economy (58%);
 - To affirm which existing areas of green space should be retained, including the open aspects of all approaches to the town (53%); and
 - To ensure that the design and appearance of new developments is appropriate to the town's sense of place (51%);

3 The Planning Policy Context

What is a Neighbourhood Plan?

- 3.1 The Department for Communities and Local Government describes Neighbourhood Plans as “a way for communities to decide the future of the places where they live and work”. The Localism Act which was passed in 2011 gives local communities the rights to prepare these plans to provide local communities with a meaningful say in which the areas they live are planned.
- 3.2 Neighbourhood planning helps town and parish councils to prepare a plan for their area, in close consultation with residents, businesses and other local organisations. Neighbourhood Plans are for the social, economic and environmental wellbeing of everyone in the community.



Neighbourhood Plans in Summary

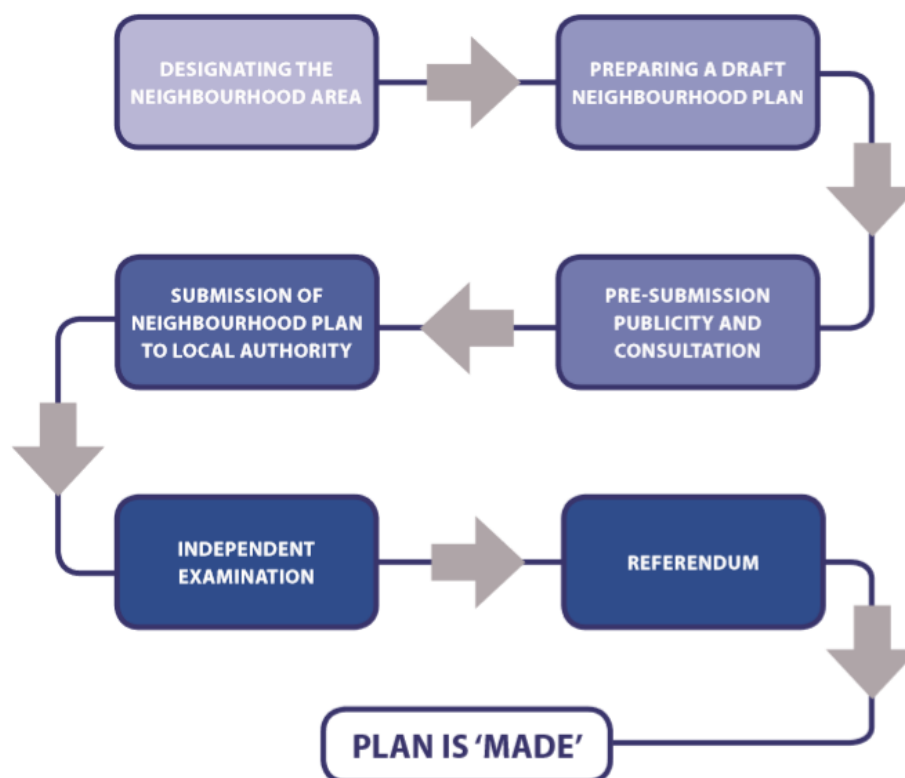
- Statutory right for local people and businesses to plan for the future of their communities in a sustainable and fair way.
- Designed to enable local people to strongly influence how development will occur locally.
- Potential to give communities a bigger say over type, location, size, pace and deign of future development.
- Potential to tackle longer-term trends and challenges affecting communities.

- Potential to foster progressive relationships between communities, developers and local authorities.
- Potential to provide neighbourhoods with more influence on delivery and implementation.

3.3 The Stamford Neighbourhood Plan must be developed with regard to current national planning policy, as identified within the National Planning Policy Framework (NPPF).

3.4 The Framework states that neighbourhood plans should support the strategic development needs of the wider area set out in the existing South Kesteven District Council's adopted Local Plan. They should not promote less development or undermine its strategic policies. It adds that neighbourhood plans should plan positively to shape and direct development that is outside the strategic elements of the Local Plan.

The Neighbourhood Plan process



The Neighbourhood Plan Area

3.5 As the appropriate Qualifying Body, Stamford Town Council applied to South Kesteven District Council to designate a Neighbourhood Area on 26th January 2016.

3.6 The District Council subsequently publicised the application for a six-week period and invited any representations. The District Council formally approved the Neighbourhood Area for Stamford on 1st April 2016.

- 3.7 The boundary of the Stamford Neighbourhood Plan Area (The Plan Area) corresponds to the boundaries of the Town's four Parishes – St Martin's, St John's, All Saints and St George's. The Neighbourhood Plan will cover the period 2016 to 2036. This corresponds to the plan period for SKDC's Local Plan that will cover the whole District for the period up to 2036.

Map 1: Stamford Neighbourhood Plan Area



4 Public Engagement

- 4.1 The Stamford Neighbourhood Plan has been developed through extensive consultation with the people of Stamford, its business community and others with an interest in the town – community engagement is core to the ethos of Neighbourhood Planning
- 4.2 The latest consultation also builds upon evidence which was gathered for the creation of the Stamford Town Plan (the Town Plan) which was published in 2011 but ahead of the Localism Act (which created the remit for Neighbourhood Plans) of the same year.
- 4.3 This plan has been subject to public consultation with the community and statutory consultees and all views were into account and amendments made as required. The plan will now be assessed by an independent inspector to ensure that it is compliant with the basic conditions of Neighbourhood Plans.
- 4.4 In addition to the final Plan a Consultation Statement will be produced. This will demonstrate that the Plan accords with the requirements of the Localism Act and that the consultation has included meeting the requirements of Regulation 14 of the Neighbourhood Planning (General) Regulations 2012. The final Stamford Neighbourhood Plan will be amended where appropriate in response to comments received during the consultation.
- 4.5 The consultation was undertaken in two ways –
- Through open meetings and briefings with the local community and community groups; as part of Stamford Council public meetings; and in discussion with local business groups
 - Through extensive surveys which were completed by residents and businesses
- 4.6 In addition, presentations were given to neighbouring Parish Councils to appraise them of our plans to produce a Stamford Neighbourhood Plan.
- 4.7 Regular updates have been produced on the Stamford First website:

www.stamfordfirst.org.uk



Figure 1: List of events, meetings newsletter updates

Neighbourhood Plan Event	Date	Attendance
Barnack Parish Council - Barnack Village Hall	14 th March 2016	15
Ryhall Parish Council – Ryhall Church Hall	16 th March 2016	20
Annual Stamford Town Meeting – Stamford Town Hall	21 st March 2016	50
Launch Event – New College Stamford	28 th April 2016	70
Ryhall and the Casterton Parish Councils – Ryhall Church Hall	11 th May 2016	25
St Peter’s Residents Association	19 th May 2016	50
Stamford Chamber of Commerce – Borderville Sports Centre	12 th May 2016	50
Stamford Schools - Principals Meeting – Stamford Welland Academy	9 th June 2016	15
Oakham Town Council – Victoria Hall, Oakham	18 th August 2016	20
Stamford U3A – Stamford Welland Academy	13 th Sept 2016	15
Wothorpe Parish Council – Wothorpe Village Hall	1 st December 2016	10
Stamford Chamber of Commerce – The George Hotel	12 th April 2017	10
Stamford Men of Stone	27 th April 2017	50
Stamford Civic Society – Browne’s Hospital	4 th May 2017	70

Neighbourhood Plan Event	Date	Attendance
Stamford Chamber of Commerce – Stamford School Sports Centre	12 th July 2017	10
Presentation to Stamford Endowed Schools Geography Students, Stamford High School	12 September 2018	70
Public Consultation Event - Stamford Arts Centre	18 th September 2019	30
Public Consultation Event - New College Stamford	1 st October 2019	25
Public Consultation Event – Malcolm Sargent School	2 nd October 2019	20
Public Consultation Event – Stamford Town Hall	8 th October 2019	30
Presentation to Stamford Endowed Schools Geography Students, Stamford School	13 th November 2019	70

5 What will this Neighbourhood Plan contain?

- 5.1 A wide range of issues have been considered in producing the Plan. These can be grouped under the following topic group themes:
- Housing;
 - Local Economy;
 - The Environment;
 - Shopping;
 - Heritage and views;
 - Roads, Transport and Parking;
 - Education;
 - Sports, Arts and Leisure.
- 5.2 An overview of these themes is set out below. This overview includes information from background reports along with issues raised by local people at the various consultation events. A more in-depth summary of the background reports is available in the Evidence Base Summary that accompanies this Plan. A full report of issues raised during consultation is set out in the separate consultation reports, with an overview provided in the 'Consultation Statement'.

Figure 2: List of themes and actions for the Neighbourhood Plan

Neighbourhood Plan Theme	Actions for the Neighbourhood Plan
Housing	To produce policies to manage and influence the location of new growth development on the urban extensions, but also on smaller schemes within the town.
Local Economy	To support the continued viability and vitality of our local employers and industry. This will involve protecting our employment land within the town promoting diversification and encouraging new businesses into the town.
The Environment	To support the conservation and enhancement of our most valued historic assets, green spaces, local character and distinctiveness of Stamford.

Neighbourhood Plan Theme	Actions for the Neighbourhood Plan
Shopping	To produce policies to support a thriving town centre for retail, employment and visitor experience.
Heritage and Views	To support the protection and enhancement of our most valued historic assets and important views that contribute towards the local character and distinctiveness of Stamford.
Roads, Transport and Parking	<p>To support and encourage improved infrastructure throughout Stamford. Including more parking, an improved rail services and new roads linking new developments to the existing highway network</p> <p>To support the continued improvement of our local education facilities.</p>
Education	To support an improved education provision in the town.
Sports, Arts and Leisure	To promote and support the enhancement our local arts and cultural scene.

Vision and Objectives



6 A Vision for Stamford

- 6.1 Stamford has a unique historical identity, dating from pre-history with a mention in the Domesday Book. The present character of Stamford owes much to the remains of the grand estates of Burghley.
- 6.2 Stamford has experienced significant residential growth in the last 50 years. The town today still enjoys expansive parkland and foliage cover, thriving biodiversity and wildlife and bodies of water along with a network of footpaths that provides residents and visitors significant amenity.
- 6.3 Development pressures, human aspiration, technological innovation and development make further development in Stamford inevitable. Extensive consultation with the residents of Stamford has taken place since 2016 to define the nature and extent of future land use and development in Stamford. Feedback received through the consultation process in conjunction with the South Kesteven Local Plan proposals has resulted in the adoption by Stamford Town Council of the following Vision for the future of Stamford statements.
- 6.4 Underpinning the statements is a strong sense within the local community that the historic character and identity of Stamford is maintained and enhanced throughout the course of any future development. The success of any community is dependant of the vitality of its population, the opportunities available to it and crucially the supporting infrastructure.

Community Vision

“Stamford’s Neighbourhood Plan will enable the towns’ residents to shape the development of Stamford over the next two decades without loss of its special and distinctive character.

The Plan will seek to ensure that Stamford’s defining assets as an historic and vibrant rural market town and tourist destination are retained and enhanced and that Stamford’s important heritage assets and precious green spaces are protected.

In order to harness the town’s growth potential, the plan will ensure appropriate improvements to infrastructure and services and enable all sections of the community to enjoy a sustainable way of life”.

7 Our Objectives for the Plan

7.1 To achieve our vision, the objectives for this Plan are as follows:

Community Objectives

Housing

Community Objective 1: *To support the development of the Urban Extension being allocated to the North and East of Stamford, which has been identified within the South Kesteven Local Plan. The Urban Extension must be well integrated and provide the necessary infrastructure to meet the housing needs of the local population, whilst encouraging new residents and businesses to locate to the town.*

Local Economy

Community Objective 2: *To ensure that the town's position as a destination tourist attraction is maintained and that its visitor offer is improved.*

Community Objective 3: *To attract investment and new employers to Stamford this will create, new sustainable employment opportunities whilst protecting and supporting existing businesses operating within the town.*

The Environment

Community Objective 4: *To protect and enhance the town's unique character and heritage and to retain the town's strong local identity and distinctiveness.*

Community Objective 5: *To reduce the impacts of climate change on the town through encouraging low carbon technology and climate change adaption into new developments such as carbon neutral housing and car charging points.*

Community Objective 6: *To ensure Stamford retains and enhances its open green access on all approaches to the town through the improvement of the identified Green Wheel network and through the designation of the important Green Spaces around the town. The creation of new attractive, well designed and connected open spaces on all new development are welcomed and are vitally important to the continued development and connection of the Green Infrastructure within the town.*

Community Objective 7: *To promote and significantly contribute to the improved health, wellbeing, and social cohesion of the local community.*

Shopping

Community Objective 8: *To continue to support and enhance the thriving viable town centre as a vibrant retail core and to promote an active leisure and night-time economy within the centre of the town. The improvements to the public realm within the town centre and creation of active and well-manicured shop facades will be supported.*

Heritage and Views

Community Objective 9: *To ensure that all new development is designed appropriately and proportionately to the town's character, heritage and sense of place in line with local and national design guidance.*

Community Objective 10: *To ensure the important views and vistas around the town are protected and, where possible, enhanced.*

Roads, Transport and Parking

Community Objective 11: *To ensure the investment in road and public transport infrastructure to support the sustainable growth of the town, reduce car usage and promote active travel.*

Community Objective 12: *To promote and provide appropriately positioned car parking facilities for visitors, employers, and workers to increase the usage of the town centre.*

Education

Community Objective 13: *To ensure the investment education services to support the sustainable growth of the town.*

Sports, Culture and Arts

Community Objective 14: *To provide a new cultural or creative space and or facility within Stamford.*

Housing



8 Housing

- 8.1 The Government's overarching objective of achieving sustainable development, is clearly defined within the NPPF with the role for Neighbourhood Development Plans as a key delivery vehicle being clearly identified. Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs and involves seeking positive improvements in the quality of the built, natural and historic environment, as well as in people's quality of life.
- 8.2 The Government has defined, through the NPPF, what sustainable development means in practice. This confirms that there are three dimensions to sustainable development that should not be undertaken in isolation, because they are mutually dependent. The three roles are:
- **an economic role** – contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure;
 - **a social role** – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality-built environment, with accessible local services that respect the community's needs and support its health, social and cultural well-being; and
 - **an environmental role** – contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy.
- 8.3 Stamford already has many sustainable attributes. With established schools, a range of recreational facilities and several local shops, the town enjoys a strong sense of community cohesion. Situated within easy reach of the A1 and larger settlements such as Grantham and Peterborough yet still has a rural context and agricultural history, the community are keen to retain this character and protect its rural setting. There is also a desire to see the town grow in a balanced manner to meet the wider employment, recreational and social needs of a growing population.
- 8.4 When commenting on development proposals, the Town Council will take a positive approach that reflects the presumption in favour of sustainable development. The Town Council will work proactively with applicants to find joint solutions, wherever possible, to secure development that improves the economic, social and environmental conditions for the whole Town. Sustainable residential development in the context of Stamford therefore is that of providing an appropriate mix of development that suits the needs of the local population where there is access to services, whilst minimising the impacts on the local environment and existing infrastructure

- 8.5 The South Kesteven Local Plan and its vision for Stamford is to promote growth around the town in the form of urban extensions. The plan proposes some 1,450 new homes over the Plan period with most of these being allocated to Stamford North – the largest allocation of land for residential development around the town. In the adopted South Kesteven Local Plan, some of the proposed Stamford North site is situated within the adjoining county of Rutland at Quarry Farm which is outside but directly adjoining the Neighbourhood Area. The Quarry Farm site was included as an allocation in the emerging Rutland Local Plan. However, in September 2021 Rutland County Council withdrew its Local Plan. The relationship between the two elements of the overall site is being discussed at a strategic level by South Kesteven District Council and Rutland County Council. The ambition remains to secure a comprehensive development of the wider site which would include a distributor road.
- 8.6 A smaller housing site in the South Kesteven Local Plan, known as Stamford East will provide fewer homes, but is located near key infrastructure and local services. It now has detailed planning permission and as such is not directly addressed in this Plan.
- 8.7 This Neighbourhood Plan supports the level of growth identified within the South Kesteven Local Plan, but recognises that additional sites may also come forward during the plan period it encourages the successful integration of all new development and enabling the new development to respond to the needs of the local population, whilst encouraging new residents and businesses to the town.

Community Consultation

- 8.8 Through public consultation, it became clear that residents have concerns about the level of growth proposed and how this is going to impact the town's existing infrastructure.
- 8.9 Sustainable development is that of providing an appropriate mix of development that suits the needs of the local population where there is access to services, whilst minimising the impacts on the local environment and existing infrastructure.
- 8.10 As the plan area has seen considerable changes on the traffic on local roads and the impact of the population growth on its services and infrastructure. These matters have featured heavily in the community consultation that has both underpinned and informed this Plan.
- 8.11 In addressing the future scale of the Plan area and the location and type of housing that would be appropriate the following principles have been applied:
- Ensuring that new housing development sits appropriately in relation to the built-up settlement of Stamford and respects the open countryside towards the settlement edges;
 - Seeking to ensure that new housing development sits appropriately within its wider landscape setting and in relation to its proximity to and visibility from the Conservation Areas and Burghley Park;
 - Seeking to ensure that new residential developments appropriately contribute to meeting the needs of residents;

- Seeking to ensure that new residential developments make appropriate and proportionate contributions towards the provision of new or improved local infrastructure;
- Seeking to ensure that all new developments are located and designed to operate effectively within the local highway network and do not detrimentally affect the free and safe flow of traffic on the network; and
- Seeking to ensure that the Plan area makes an appropriate and meaningful contribution to meeting the objectively assessed housing needs of South Kesteven District.

Design of New Residential Developments

8.12 Stamford's unique sense of place cannot be attributable purely to the people and the energy they bring to their home and work environment. It is influenced by the colour and hue of its Lincolnshire limestone, the vernacular of its buildings, developed and built over centuries, conserved and maintained to exemplary standards so that when buildings were formally Listed and the Government was looking to protect planning standards they chose Stamford as the first urban Conservation Area designated in England. In 2017, Stamford celebrated fifty years as the first Conservation Town in England.

8.13 The National Planning Policy Framework defines a heritage asset as follows:

"A building, monument, site, place or landscape identified as having a degree of significance meriting consideration in planning decisions because of its heritage interests. Heritage asset includes designated heritage assets and those identified by the local planning authority, including the local listing. The value to this and future generations is because of its heritage interest, archaeological, architectural, artistic or historic. Significance derives not only from a heritage assets physical presence but also from its setting."

8.14 Stamford's heritage is a vital component of our local economy and is a key driver in the town's continued success in attracting new entrants into our community to live, work, educate, relax and retire into Stamford living. It is essential that we recognise that how we shape development of Stamford's buildings and environment, will shape the lives and future of its community.

8.15 In reflecting on Stamford today, we should:

- promote, conserve and enhance our built, green and social heritage inheritance;
- influence the design of the layout, appearance, construction and setting of both changes to old and creation of new buildings;
- enhance and consider extending our conservation areas and settings; protect those buildings, views and vistas and important settings at risk of ruination;
- conserve add to and enhance the entrances to Stamford and the surrounding landscapes to create a pride of place for the residents of Stamford and visitors alike;

- ensure new development creates walkable neighbourhoods with a strong local identity, encouraging healthy lifestyles and minimal resource consumption;
- promote design excellence and quality that continues the rich diversity of architecture that reacts to its surroundings and through sustainable developments.

- 8.16 Stamford has retained areas of Georgian character but is not defined by it. Stamford is rich in architecture for a market town with surviving medieval buildings mixed amongst Victorian and modern buildings along with a whole conservation area of Victorian villas and terraces.
- 8.17 Development opportunities are seldom available in the town centre but occasionally they come available through regeneration of brownfield sites or windfall sites.
- 8.18 Greater care and attention to its surroundings should be weighted on these sites. Whilst modern architecture can be accommodated adjacent to historic assets in certain instances, it should not be a given that every site can accommodate such a style. Equally, pastiche or generic architecture should not be adopted on a new development that has no intrinsic value or sense of place. Raising the design quality of new residential development and making it locally distinctive is therefore a key aim for the future.

Policy 1: New Residential Allocation (Stamford North)

1. Development proposals on site STM1-H1, as identified on Map 2, will be supported where they positively respond to the appropriate masterplan for the site concerned and the following development principles:

Street and Layout

- a) streets should meet the technical highways requirements as well as be considered as an 'urban space' to be used by all, not just motor vehicles. It is essential that the design of new development should include streets that incorporate needs of pedestrians, cyclists and if applicable public transport users;
- b) new developments should be designed with a perimeter block approach and follow the alignment of streets. New buildings should respect the alignment, position and set-back of adjacent existing buildings or structures. New development should be sympathetic to connecting and natural features that are retained within a development for a balanced transition to open landscapes. Existing tree and hedgerows should be retained in new development proposals where possible;
- c) primary, secondary and local streets should differentiate from one another in scale, level of enclosure, use of materials and landscaping features;

Green Space and Landscaping

- d) development adjoining public open spaces and important gaps should enhance the character of these spaces by either providing a positive interface (properties facing onto them to improve natural surveillance) or a soft landscaped edge. Appropriate landscaping should be provided in sensitive locations at the edge of the development insofar as landscaping mitigation is required;
- e) trees and woodland of demonstrable value to biodiversity, green connectivity, health or recreation should be protected and retained as natural features within new development;
- f) any loss of trees or woodland as a result of proposed development should be replaced by native species;

Views

- g) development proposals should take account of key views identified within in the relevant masterplan and/or in Policy 9, by controlling development densities, building heights and layouts. In particular views of local landmarks and framed views of the surrounding countryside should be safeguarded in new development;

Orientation and Gateway Features

- h) buildings should be orientated to face areas of open space;
- i) Buildings of increased height, stature or detail should be used to increase legibility throughout the scheme and to create 'gateway' features into character areas. Gateway features should also be used where houses front onto landscape areas where they will increase passive surveillance and give a sense of enclosure to more open areas;
- j) Gateway buildings should reflect the local character of the area in their use of local materials, the design of chimneys and fenestration details;
- k) high quality landscape features should be considered as gateway features;

Public Realm and Streetscape

- l) streets should be designed as a coherent hierarchy of spaces it will provide clear legibility through the new development. The main routes through each phase and character area should be notably wider with landscaped verges and pathways and where practical cycle paths. These primary routes should connect to a series of secondary and local routes. Streets which decrease in width and formality to shared surfaces and should be designed to be multifunctional and increase pedestrian dominance over the area thereby reducing vehicle speeds;

Parking

- m) parking areas should be designed to minimise visual impact and to blend with the existing streetscape and surrounding materials;
- n) The provision of electric vehicle charging points;

Pattern of Layout and Building

- o) provide wide range of housing typologies and tenures which respond to the housing needs of the community as a whole. Developments should ensure that they provide a mixture of 'accessible and adaptable dwellings' for residents appropriate to their stage in life;
- p) densities generally increase towards the local centres and areas well served by public transport. Densities should reduce towards the periphery of developments where there is landscape sensitivity as the development adjoins the countryside.
- q) Development proposals should provide active frontages on to streets to create natural surveillance and design out crime;
- r) new development that is adjacent to existing residential development should be similar in height to the existing dwellings to avoid any privacy or overlooking issues;

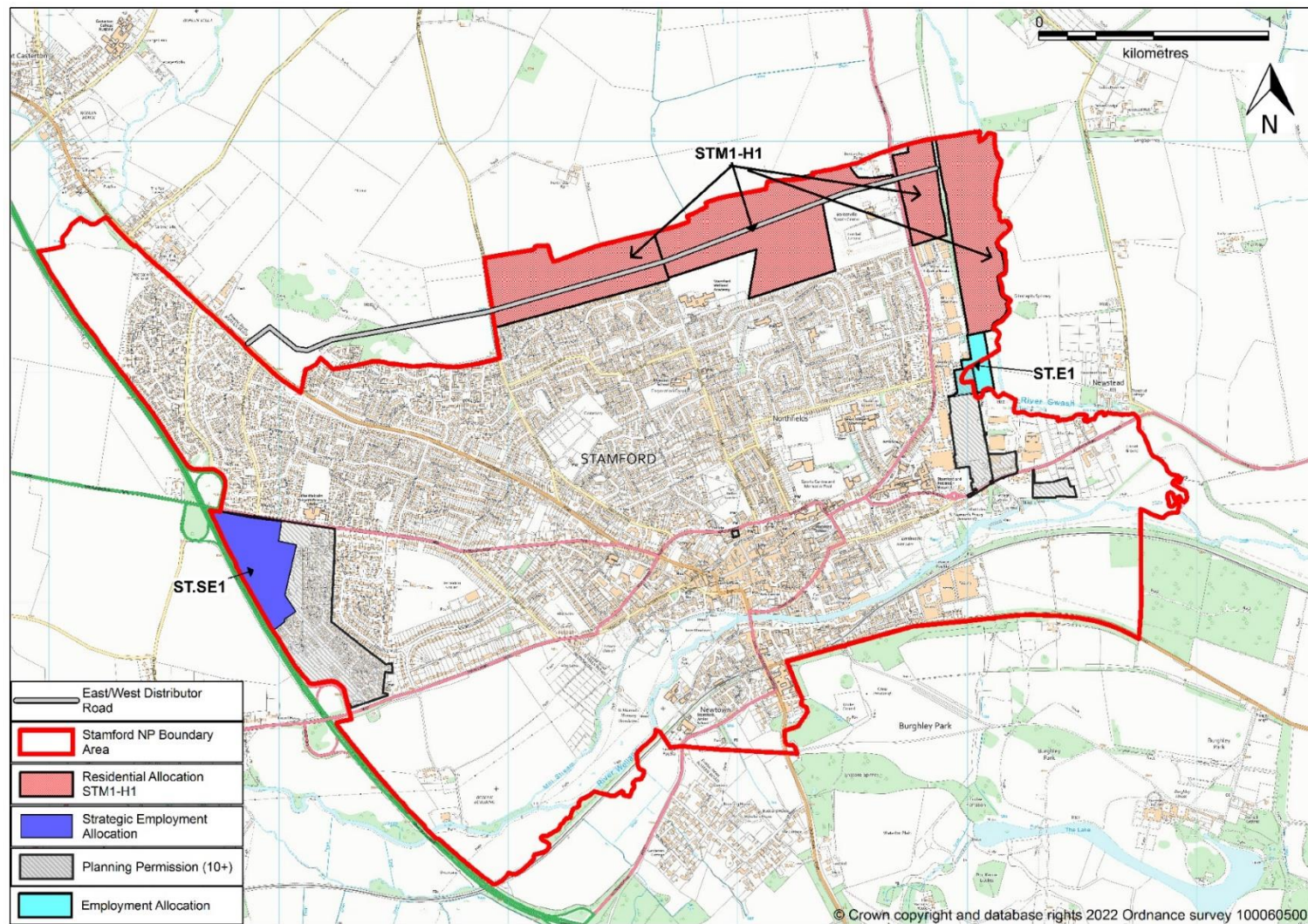
Materials

- s) buildings should be well proportioned, built with appropriate materials, and of high-quality design using principles drawn from the particular quality architectural character of Stamford;

Climate Change Adaption

- t) New development will need to demonstrate that careful consideration has been given to minimising CO2 emissions and measures that will allow all new buildings in Stamford to adapt to climate change. Proposals should strike a balance between placemaking, health and well-being, and sustainability through such measures including (but not limited to) use of suitable construction materials; site layout and building orientation that makes best use of passive heating and cooling, natural light and natural ventilation; minimising water consumption and maximising water recycling; achieving the highest feasible level of energy efficiency; and maximising opportunities to integrate renewable and low carbon energy infrastructure. Where appropriate, consideration should be given to delivering new places that encourage low carbon lifestyles with integrated green infrastructure and sustainable drainage. The integration of measures to minimise CO2 emissions should not be to be detriment to the viability of the proposals

Map 2: Development Allocations in and around Stamford



Additional Residential Development

- 8.19 In addition to the allocations in the South Kesteven Local Plan, the Neighbourhood Plan provides an opportunity to address the likelihood for other smaller developments or the redevelopment of existing sites within and well related to the town to come forward over the plan period. This could make an effective and appropriate use of available land within the town through regeneration, redevelopment opportunities or simply infilling along and existing gap or frontage within the street scene.
- 8.20 There are examples across the town where existing properties have been either converted or extended and, in some locations, whole sites have been redeveloped through comprehensive change of use of land.
- 8.21 In addition, there are also redevelopment opportunities with the town where former industrial or vacant land, such as St Martins Park, becomes available through the plan period.

Development on the Edge of Stamford

- 8.22 Settlements often expand and with limited redevelopment opportunities within the town centre, pressure then mounts on releasing land on the edge of the town for the development of housing. This can already be applied to Stamford through the development of Exeter Park and the proposed allocation at Stamford North. Developments on the edge of settlements can lead to the urbanisation of the countryside and lead to urban sprawl if not managed. Urban style developments can lead to a change in character and harm to the environment.
- 8.23 It is important that any development on the edge of Stamford is carefully managed between the need for additional housing and the protection of the countryside and landscape surrounding the town. The topography and historic fabric of Stamford makes development on the edge of the town more sensitive to change. In line with SKLP Policy SP4, Policy 2 provides further detail on the development management requirements for proposals on the edge of Stamford.

Policy 2: Additional Residential Development

Development within the Existing Built Form of Stamford

1. Proposals for new residential development will be supported in Stamford if it can demonstrate the following, where appropriate:
 - a) It will protect and where appropriate enhance the characteristic features of the townscape, landscape, prominent or historic buildings and structures, woodlands, mature trees and hedgerows;
 - b) its location and size does not conflict with the existing character and built form of that part of the settlement and should demonstrate how it responds positively to the positive character area attributes as identified within the Stamford Conservation Area Appraisal or the Stamford Character Study and Design Guide;
 - c) it safeguards the amenity of existing garden space
 - d) it provides satisfactory layouts to safeguard the amenities of residential properties in the immediate locality; and
 - e) it should not have an unacceptable impact on highway capacity or safety.

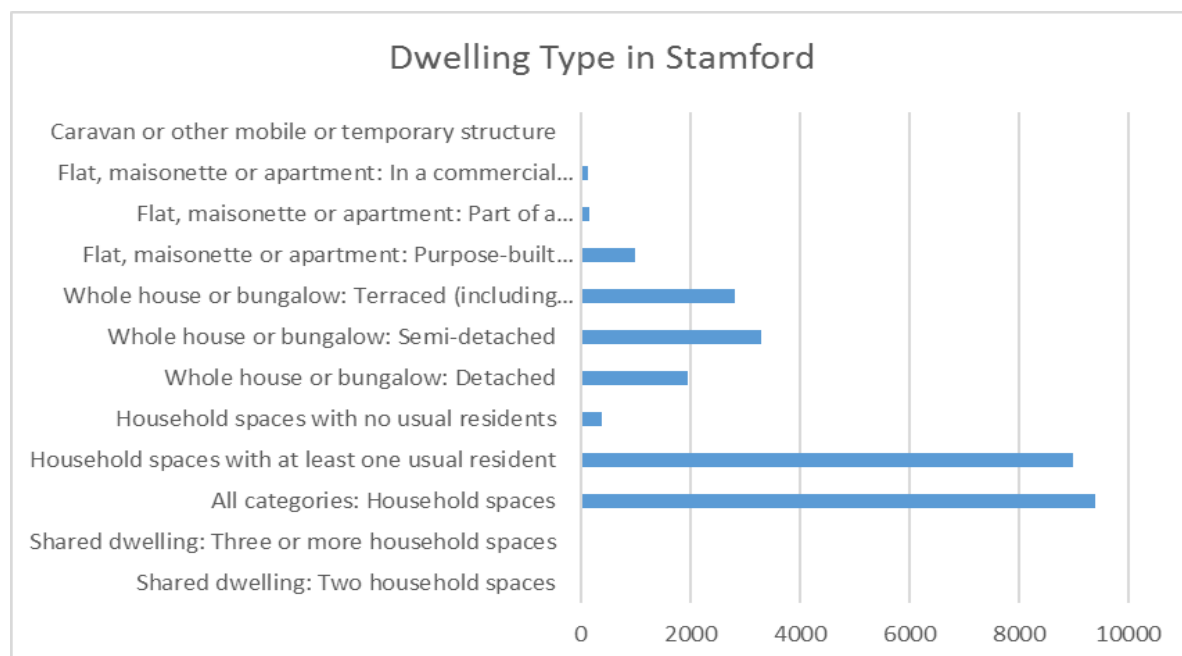
Development on the Edge of Stamford

2. Proposals for development on the edge of Stamford will be carefully controlled. Proposals for residential development on the edge of Stamford will be supported where they are compliant with SKDC Policy SP4, and where appropriate, the following criteria:
 - a) It has support from the community and Stamford Town Council through the criteria identified in Appendix 2;
 - b) Appropriate landscaping measures should be used between Stamford and the open countryside to prevent the formation of a hard edge;
 - c) landscaping is used to soften the appearance of the development between the existing urban area and the countryside;
 - d) demonstrate how a lower density has been used to emphasise the developments position between the existing built part of Stamford and the open countryside;
 - e) It should not have an unacceptable impact on the topography, landscape character, Locally Important Landscape Views and historic fabric of areas surrounding Stamford;
 - f) the proposal should not have an unacceptable impact on highway capacity or safety; and
 - g) the proposal should not lead to an unacceptable increase in surface water runoff or the risk of from flooding.

Housing Mix, Density and Affordable Housing

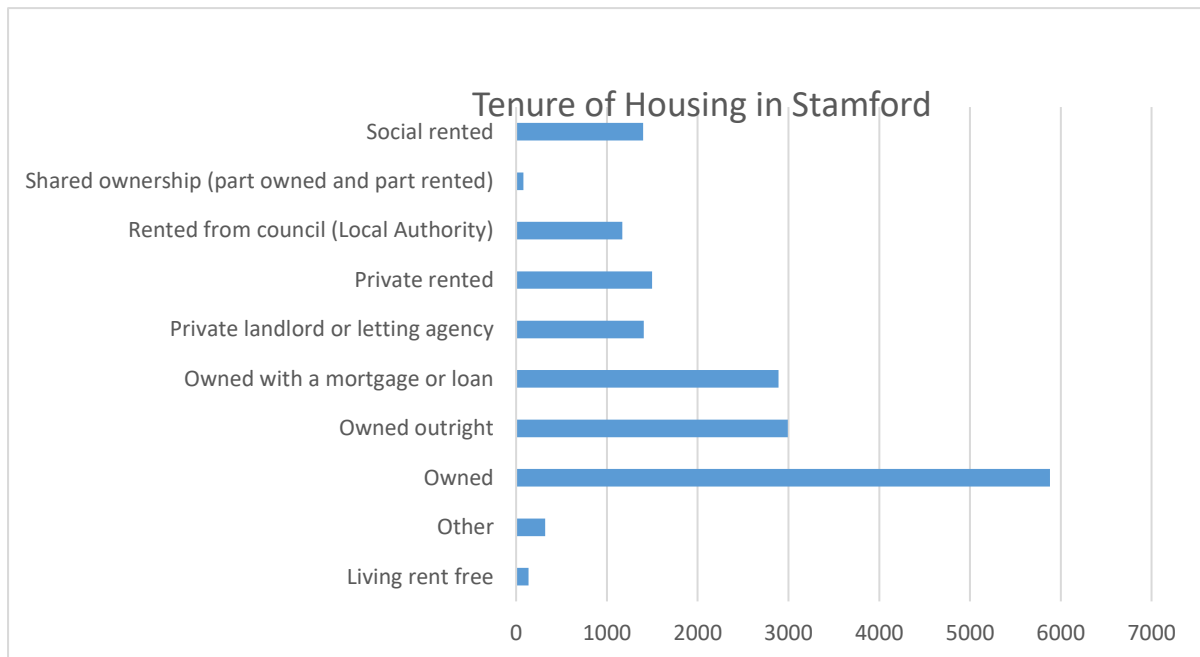
- 8.24 Away from the proposed residential allocation to the North and East of the Town, other residential developments will occur through the town, including small-scale infilling schemes, redevelopment of existing brownfield land within the town and the conversion of existing buildings. It is also important to manage these smaller schemes, so they do not contribute negatively impact of our existing infrastructure. Policy 3 of the Plan sets out a specific policy to address this important matter. It mirrors the approach taken in Policy H2 of the adopted South Kesteven Local Plan. In circumstances where there are site-specific viability issues which would make the requirement in the policy for affordable housing impractical to achieve, this issue will be considered on the basis of the contents of the penultimate paragraph of Policy H2 of the South Kesteven Local Plan.
- 8.25 To ensure that all new housing developments fully respect the housing needs of the wider community. Whilst Stamford has grown significantly in the last fifty years or so, it has retained a strong sense of community spirit and cohesion. In this context, many residents who moved to the area in the 1970s to 1990s are now both older and in need of smaller or more specialist housing. Their children are also finding it difficult to find appropriately sized or priced housing and there has been a decline in the younger population as people seek cheaper housing and better employment prospects in other areas such as London, Leicester, Peterborough or Cambridge.

Figure 3: Dwelling types in Stamford



- 8.26 Evidence in the SKDC Strategic Housing Market Assessment (SHMA) suggested that most of the affordable housing needed in Stamford is for small (1-2 bed) accommodation, primarily as houses or bungalows rather than flats or maisonettes, whilst market housing is likely to be focused upon larger (3-4 bed) accommodation.

Figure 4: Tenure of Housing in Stamford



Community Consultation

8.27 To give an indication of the future housing needs of Stamford, the residents' questionnaire asked respondents what type of property they would want to move into next.

As would be anticipated, the age and life stage of respondents had a clear influence on their needs:

- Older people are looking for bungalows, retirement housing and smaller properties
- Those with dependent children are looking for larger properties

8.28 When asked what type of housing would be needed, the results changed dramatically. Whilst the responses were based on perception, rather than a measure of actual need, respondents clearly believed there to be a need for:

- Low cost housing;
- Smaller houses (1, 2, and 3-bedroom homes); and
- Community housing for elderly people.

Policy 3: Housing type and Mix on New Developments

1. Proposals for 11 or more dwellings should demonstrate, in their design and access statement, how the proposal is helping to meet the need for 1, 2 and 3 bedroom properties in Stamford. Development proposals should also demonstrate:
 - a) how the proposal caters for the needs of first-time buyers, young families and accommodation for older people in relation to the dwelling sizes and types; and
 - b) A minimum of 30% of affordable housing will be required on qualifying developments or through smaller exception sites to help to meet the needs of local people where appropriate.
2. To support a mixed and successful development, the affordable housing should be fully integrated with the market housing units and should not be clustered into a single area of the site.

New Adult Care Facilities and Accommodation for the Elderly

3. Where practicable, proposals for new care facilities and accommodation for the older people should be close to public transport services, walking and cycling routes and be easily accessible to nearby shops. Proposals which utilise opportunities for the multi-use and co-location of care facilities and accommodation for older people with other services and facilities, and thus co-ordinate local care and provide convenience for users, will be particularly supported.

An aerial photograph of a town with a dense collection of buildings. A large, tall brick chimney stands out on the right side. In the foreground, a white building with a dark roof features a sign that reads 'ALL SAINTS BREWERY'. The text 'Local Economy' is overlaid in the upper center of the image.

Local Economy

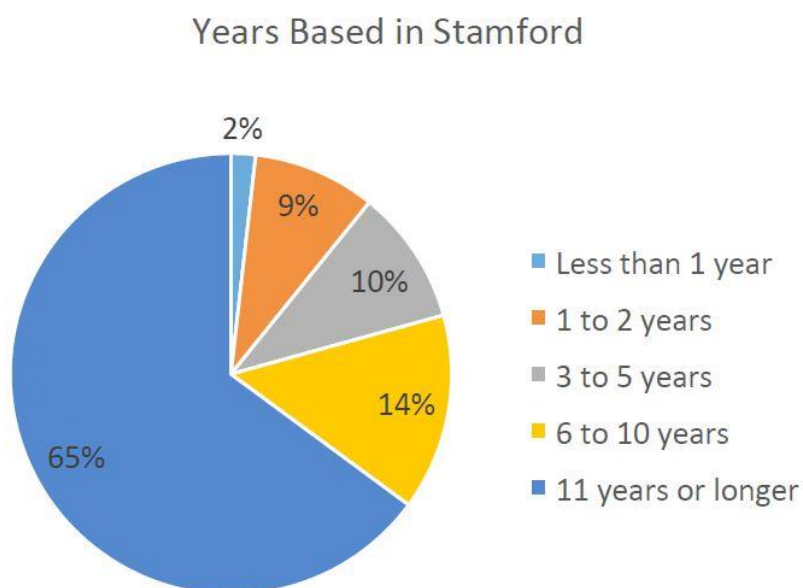
ALL SAINTS BREWERY

9 Local Economy

- 9.1 A key part of the approach adopted in this Plan is to secure the long-term sustainability of Stamford and the wider hinterland. In recent years several major employers have closed or have reduced their employee numbers such as Cummins generator technologies. The community is now looking to the future and recognises that the national and local economies are changing, and Stamford must adapt to keep up and remain a competitive place for business.
- 9.2 Stamford is a relatively affluent town, and unemployment at 3.3% is below the national average (5.4%). Nearly three quarters of the adult population (74%) is economically active vs. 69% for South Kesteven as a whole. Stamford has a good mix of occupations and its population a reasonable level of qualifications.
- 9.3 There are around 815 businesses registered in Stamford, with construction, retail and professional/scientific/technical the largest categories. 90% of local businesses employ fewer than 10 people. It should be noted that this analysis does not include national/international companies with offices/outlets in Stamford e.g. Cummins, Morrison's and the schools.
- 9.4 Nearly 60% of Stamford's businesses are 10 years old or less, suggesting a healthy rate of business formation; stronger than the rest of the region and marginally stronger than the rest of the country.

Community Consultation

Figure 5: How many years has your business been based in Stamford?

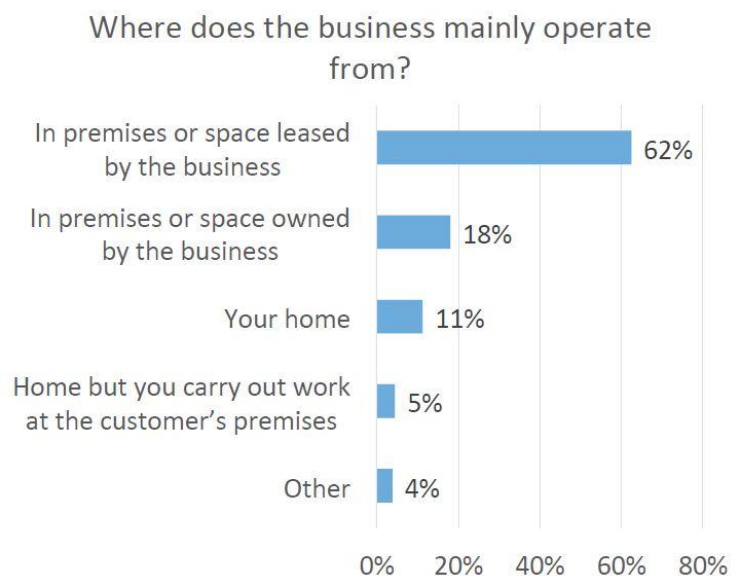


- 9.5 Nearly two-thirds (62%) of Stamford's working residents go out of Stamford to their workplace, a third of them to Peterborough. However, almost as many (58%) commute into

the town from outside Stamford. A third of these are from other parts of South Kesteven (Bourne, Grantham etc.)

- 9.6 The most common reason given for basing a business in Stamford was that it is near to where the respondent lives (73%). Local demand for products and services (69%) and the attractive setting (64%) were also key reasons for basing a business in Stamford.
- 9.7 When asked about the challenges of basing a business in Stamford, the most common responses were the cost of the premises compared to other areas (69%) and the availability of suitable business premises (60%).
- 9.8 Other frequently mentioned issues for local business and employment, included:
- Car Parking;
 - high rents and rates that are disproportionate to the business opportunities presented; and
 - lack of suitable office space and planning restrictions.

Figure 6: Where does your business mainly operate from?



- 9.9 The availability of the right kind of premises was one of the main reasons why people said they may move their business elsewhere. Comments included:
- *"Costs are rising and there is a more aggressive approach by other local cities who value our worth to the community."*
 - *"Inability to find cost effective flexible working space."*
 - *"We need to relocate locally if possible but finding the right property is very difficult."*
 - *"We want to keep in Stamford and would only move the business elsewhere if there was nowhere suitable for our business to move to."*
- 9.10 When asked what additional business services they would like to see available in Stamford, some of the comments received were:

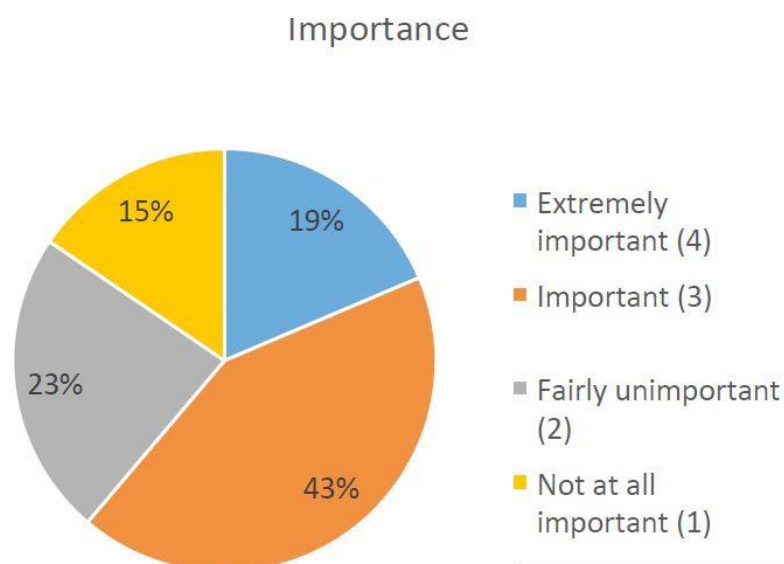
- *"I'd like to see a thriving 'hub' for start-ups... wouldn't it be great to support people of all ages who have a passion, want to turn it into a fulfilling business but need support to make that happen?"*
- *"More modern purpose-built offices. Incubator units for small businesses."*
- *"Flexible office space that looks professional and does cost nearly as much as current managed offices with very high-speed internet access."*

9.11 Our business survey identified a clear need within Stamford for space for companies as they grow beyond 10+staff:

- When asked if Stamford needed a mini-enterprise park, 62% believed it to be either extremely important or important.
- When asked what the challenges of basing a business in Stamford are, the most common responses were the cost of the premises compared to other areas (69%) and the availability of suitable business premises (60%).
- The availability of the right kind of premises was one of the main reasons why people may look to move their business elsewhere.

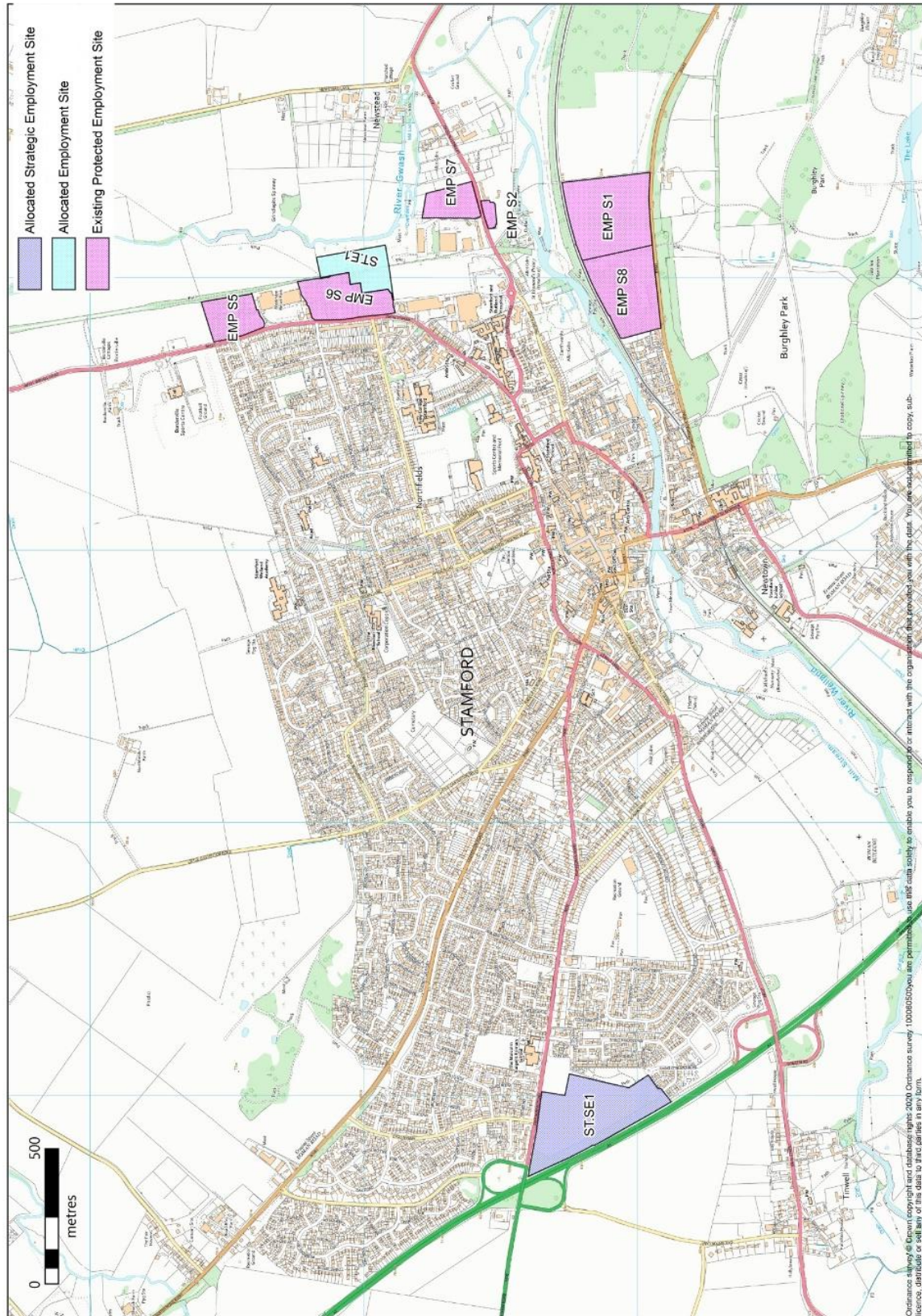
"I'd like to see a thriving 'hub' for start-ups... wouldn't it be great to support people of all ages who have a passion, want to turn it into a fulfilling business but need support to make that happen? With appropriate land allocations, there is a real opportunity to meet modern demands for office (Business Park)".

Figure 7: Does Stamford need an Enterprise Park?



- 9.12 Although there are employment opportunities and a low unemployment rate, it has been highlighted that the area is affected by a low wage economy (in comparison to the likes of Cambridge) and this is continuing to cause issues with affordability and with some people needing to leave the area to find higher paid employment. There is a concern that Stamford could become a commuter town to other major centres if it does not support a good mix of local industry in the future.
- 9.13 In addition, it is also recognised that to support the local economy, there must be investment in training and improving the local skill base. It is important that new developments for employment encourage the diversification of the local skill base and where possible seek to improve this through training programs and working with the local education authority and nearby education establishments.
- 9.14 Stamford appears to have sufficient employment land earmarked for growth, as shown by the South Kesteven Employment Land Study (Oct 2015): “To ensure there is sufficient capacity to meet ongoing demand for employment land the existing well-functioning occupied employment areas within the District should continue to be protected through designation in the Local Plan.” The South Kesteven Local Plan seeks to allocate and protect areas for employment use across Stamford as identified below on Map 2a.
- 9.15 There is, however, concern about potential loss of existing sites. Historically there has been pressure on town centre sites to convert commercial space into residential space. For example, last year a business in the Foundry Road Industrial Estate (PE9 2PN) approached the Chamber of Commerce for support and advice having heard that the agent would be applying for residential planning for the site, which currently houses 9 businesses and employs 98 people.
- 9.16 Policy 4 sets out the Plan’s approach to new employment-related development other than in the identified employment sites in the town. In particular it identifies a series of criteria with which new employment sites should comply.

Map 2a: Employment Land provision in Stamford



Policy 4: Enabling Employment Opportunities

1. Development proposals for new business and employment opportunities outside the identified employment sites (as shown on Map 2a) will only be supported where they meet the following criteria as appropriate to site concerned:
 - a) they are visually attractive, compatible with the character of the surrounding area and of a scale, design and appearance appropriate to the locality, particularly where development can be viewed from the highway, public spaces or a residential area(s);
 - b) It should not exacerbate flooding and should satisfactorily deal with waste, emissions and effluent;
 - c) It should include appropriate access, parking, areas for loading and unloading, servicing and manoeuvring;
 - d) they should retain existing trees and hedgerows and should seek to include additional planting and landscaping to screen any unsightly buildings or structures;
 - e) outside storage areas should be appropriately sited and screened from public view, including from and neighbouring residential properties;
 - f) they should not have an unacceptable effect on residential amenity from its proposed height, scale, noise, smell, vibrations, glare, dust, emissions, vehicle movements or its operating hours; and
 - g) they should not have an unacceptable impact on the safety of the existing highway network.
2. The provision of electric vehicle charging points on new employment developments will be supported.

The Environment



10 The Environment

- 10.1 Stamford is fortunate to have several large and accessible green spaces both within the Town Centre and around the wider town. These spaces consist of large amenity spaces to the grounds and parkland of Burghley House and the smaller parks and amenity spaces within the residential areas of the town and all of which make up the town's Green Infrastructure network and contribute towards the Town's Green Wheel.
- 10.2 Green Infrastructure (GI) is a term used to describe all the different elements that form the network of natural and semi natural open spaces within and around our settlements and open countryside. Green Infrastructure covers a variety of types of spaces including woodland, parks and gardens, green lanes, public rights of way, churchyards, sports facilities and water courses. Consultation results show that local people do value the green infrastructure in the settlement and would like to take the opportunity to improve and extend the existing parks, open spaces and green corridors.

The River Welland Green Corridor

- 10.3 The River Welland is an important natural and recreational feature to the immediate south of the town centre. The Plan designates a Green Corridor to the south and west of the town centre. Public rights of way provide connections to and from the River Welland and from residential areas into the town centre. This green corridor also provides a haven for local wildlife and recreation.
- 10.4 Indeed much is extremely valuable for wildlife, as the undesignated areas create important wildlife corridors through the urban area between the designated nature sites.
- 10.5 Overall, the Green Corridor provides welcome breaks between built up areas of new and old development through the Town Centre into the countryside beyond, with footpaths, cycleways and open spaces of recreation, landscape and ecological value.

The Green Corridor is a key piece of the Town's Green Infrastructure. It offers multifunctional uses offering a wide range of environmental and quality of life benefits to the local community, including:

- Providing valuable wildlife habitats and corridors and protecting nature conservation areas and the biodiversity within them, linking urban habitats to the countryside;
- Offering educational and play opportunities for all with a variety of open spaces both for active sports and gentler recreation;
- Providing natural drainage systems and flood plain and water storage which prevents flooding;
- Adding to the visual attractions of the town and complementing other initiatives to regenerate urban areas and the economy and giving the areas a positive image and identity;

- Providing a tranquil atmosphere in contrast to the noise and congestion in other parts of the town, improving quality of life and enabling more sustainable lifestyles, creating health benefits for residents.

10.6 Stamford First has sought to raise the profile of these important green and blue riverside areas by protecting and enhancing the wildlife corridors through the Neighbourhood Plan. It is hoped that the contents of this Plan will enable full advantage to be made of the riverside and green spaces in Stamford, along with protection and enhancement, by guiding the actions of all those involved from the public, private and voluntary sectors.



River Welland Green Corridor

Map 3: River Welland Green Corridor



Policy 5: River Welland Green Corridor

1. Development proposals which would enhance the setting of the River Welland Green Corridor (as shown on Map 3) will be supported where they meet the following criteria:
 - a) they retain and where practicable enhance public access (including through the development of additional access routes) and to and from the town centre in particular;
 - b) they avoid any increased risk of flooding or surface water run off;
 - c) they safeguard and where practicable enhance visual amenity, biodiversity, significant trees and hedgerows; and
 - d) they safeguard and where practicable enhance the wider recreational value of the identified corridor.

Important Green Spaces

- 10.7 The South Kesteven Local Plan acknowledges that accessible, quality open spaces, sport and recreation facilities make a significant contribution to the health, wellbeing, and social cohesion of communities. SKLP Policy OS1 seeks to protect existing public open spaces from their loss over the plan period. The policy states that:
- “All existing open spaces including allotments, parks, equipped play space, sports pitches and informal natural open space, route ways and corridors will be protected”*
- 10.8 Furthermore, these spaces also have wider environmental benefits. They support biodiversity, providing valuable habitat and links within the existing green network, which allow wildlife to migrate and better adapt to our changing climate.
- 10.9 Open spaces can also play a key role in flood risk management and are key elements to developing successful Sustainable Drainage Systems (SuDS) and are vital to our adaption to climate change. A Study of Open Space, Sport and Recreation in South Kesteven (2009) assessed the open space and sports needs of the District. The Study examined the quantity, quality and accessibility of open space provision and considered the local needs of the population and the demands that will be made by future development. An audit of the existing provision of open space was carried out in 2017 to refresh the evidence base for determining the appropriate open space requirements for new development, ensuring that it remains robust and up-to-date. This is summarised by the South Kesteven Open Space, Sports and Recreation Facilities Report (2017).
- 10.10 As important open spaces within the wider landscape, the provision of high-quality natural areas, parkland and green transport corridors can also contribute to the perception of an area as an attractive place to live, work and visit.
- 10.11 To ensure that the benefits derived from good quality open space provision can be enjoyed by residents, it is expected that new developments be required to include a level of new open space and recreation provision to meet the development’s needs in accordance with Local Plan standards or any more locally derived audit standards.
- 10.12 The required standards should be considered in respect of the quantity, quality and accessibility of open space provision within Stamford and used to inform the provision requirements for new development mindful of other policy aspirations in this Plan.

Community Consultation

- 10.13 Respondents to the questionnaire were asked to rate the importance of various elements, many of which were rated either 'very important' or 'important' by most respondents. 'Enhancing protection of the landscape' was deemed to have the highest importance (93% rated it very important or important) and therefore be protected from their loss

Shopping



11 Shopping

- 11.1 Stamford town centre¹ comprises a historic architectural fabric with numerous high quality Medieval and Georgian buildings. The centre is very picturesque, and most of the buildings are well maintained. The centre is easy to navigate with good and clear signage to assist visitors. The cleanliness of the centre is very good with enough provision of litter bins, street furniture and bicycle racks. The conservation area status given to the centre ensures that any development must seek to preserve or enhance the character or appearance of the centre. The listed building status awarded to several buildings in the centre has also prevented works that would affect the special architectural or historic interest of a listed building or its setting.
- 11.2 It is a medium sized, historic market town and the primary shopping streets include High Street, Ironmonger Street and St Mary's Street. The centre primarily serves the day-to-day shopping and service needs of residents, although the out-of-centre Morrisons, Waitrose and DIY stores attract shoppers from further afield. The historic fabric and high quality Medieval and Georgian architecture of Stamford also attract a strong tourist trade.
- 11.3 The representation of uses within Stamford broadly reflects the national average with a comparable percentage of comparison, convenience percentage of retail uses and food and drink use (Use Class E) and hot food take-aways (Use Class A5). The percentage of vacant units is, however, lower than the national average. The main Stamford market is held every Friday in Broad Street and Ironmonger Street. A smaller market is held every Saturday in the High Street and Red Lion Square. The in-street survey shows that most visitors believed the market to be a "very good" facility in the centre. Stamford has a good selection of comparison shops reflecting the centre's role as one of the main town centres in South Kesteven. The high level of tourism has led to a high proportion of independent retailers and specialist boutiques.
- 11.4 The South Kesteven District Council Retail Study 2015 "Town Centre Health Check" identifies Stamford as one of the District's most important shopping centres. The town has adequate convenience retail provision with a Waitrose, Morrisons and Sainsburys supermarkets and smaller Aldi and Tesco stores. The town has a strong high street and has a good selection of national and independent shops, including, The White Company, Hotel Chocolat and M&S supported by the increasing numbers of visitors to the town. It is important for the Neighbourhood Plan to support the continued vitality of the Town Centre and promote diversification where necessary.
- 11.5 The South Kesteven Local Plan identifies part of the Town Centre area as a Primary Shopping Frontage and a Secondary Shopping Frontage (see Map 4). Within these areas, the Local Plan restricts the type of use to retail (A – use class order) to retain the vitality of the centre.

¹ As per Town Centre boundary as identified within the South Kesteven Local Plan

These uses now fall within Use Class E. Policy 6 takes account of the complex range of permitted development rights both within the Class E uses (as identified in the Use Classes Order) and between different elements of the Order.

Health and Wellbeing

- 11.6 In March 2014, Public Health England published 'Obesity and the environment: regulating the growth of fast food outlets. This document focuses on the role of the environment and how planning authorities can influence the built environment to improve health and reduce the extent to which it promotes unhealthy eating, being overweight or obesity. It states that local planning authorities have several legislative powers which can help to create places where people are encouraged to maintain a healthy weight. One of the dietary changes identified over the last few years has been an increase in the proportion of food eaten outside the home, which is more likely to be high in calories. In particular, hot food takeaways, which tend to sell energy dense food high in fats, sugar and salts.
- 11.7 Action on the food environment is also supported by Nice (National Institute for Health and Clinical Excellence). Nice recommends planning authorities should be supported in restricting planning permission for takeaways and other food retail outlets in specific locations, for example, close to schools.
- 11.8 For adults, obesity can lead to Type 2 diabetes, heart disease, cancer, musculoskeletal problems, mental health issues and poor quality of life. As well as impacting on the health of the population, being overweight or obese has an economic impact as well – often impacting on a person's ability to remain in work or to continue to be economically active. The high numbers of people who are overweight or obese means that this is an important public health issue.
- 11.9 Childhood obesity is one of the biggest public health challenges the District and County Council faces. Research demonstrates that the more overweight and the earlier in life you become overweight, the greater the impact on your health. Overweight and obese children are more likely to become obese adults. It is therefore vital to support and establish healthy food choices from an early age.
- 11.10 To ensure Stamford continues to retain its primary purpose of providing a range of shops and services, including containing an appropriate concentration of hot food takeaways, and to ensure the amenity of surrounding residential properties is protected from the adverse health impacts from hot food takeaways.

Community Consultation

- 11.11 Respondents to the questionnaire stated that keeping a high proportion of independent retailers on Stamford High Street is of the utmost importance to 93% of respondents. 70% agree that the Neighbourhood Plan should also incorporate the needs of local businesses – particularly those that need room to grow. Loyalty is high amongst Stamford residents as

well, with only 17% agreeing they prefer to shop at out of town retail parks instead of the town centre.

Policy 6: Diversifying Stamford Town Centre

1. Proposals for new development within the Primary and Secondary Shopping Frontages, as identified on Map 4, will be supported where they:
 - a) are for employment or retail-generating uses (Use Class E, A4 and A5) and do not lead to a net loss of such space in the primary and secondary shopping frontages;
 - b) do not adversely impact the character of the building or neighbouring buildings;
 - c) improve the vitality and viability of the town centre;
 - d) provide active frontages during the daytime hours;
 - e) provide suitable parking and turning facilities (where appropriate); and
 - f) do not cause an unacceptable impact to the amenity of nearby residential properties or business in terms of noise, smell or light pollution.

Public Realm in the Town Centre

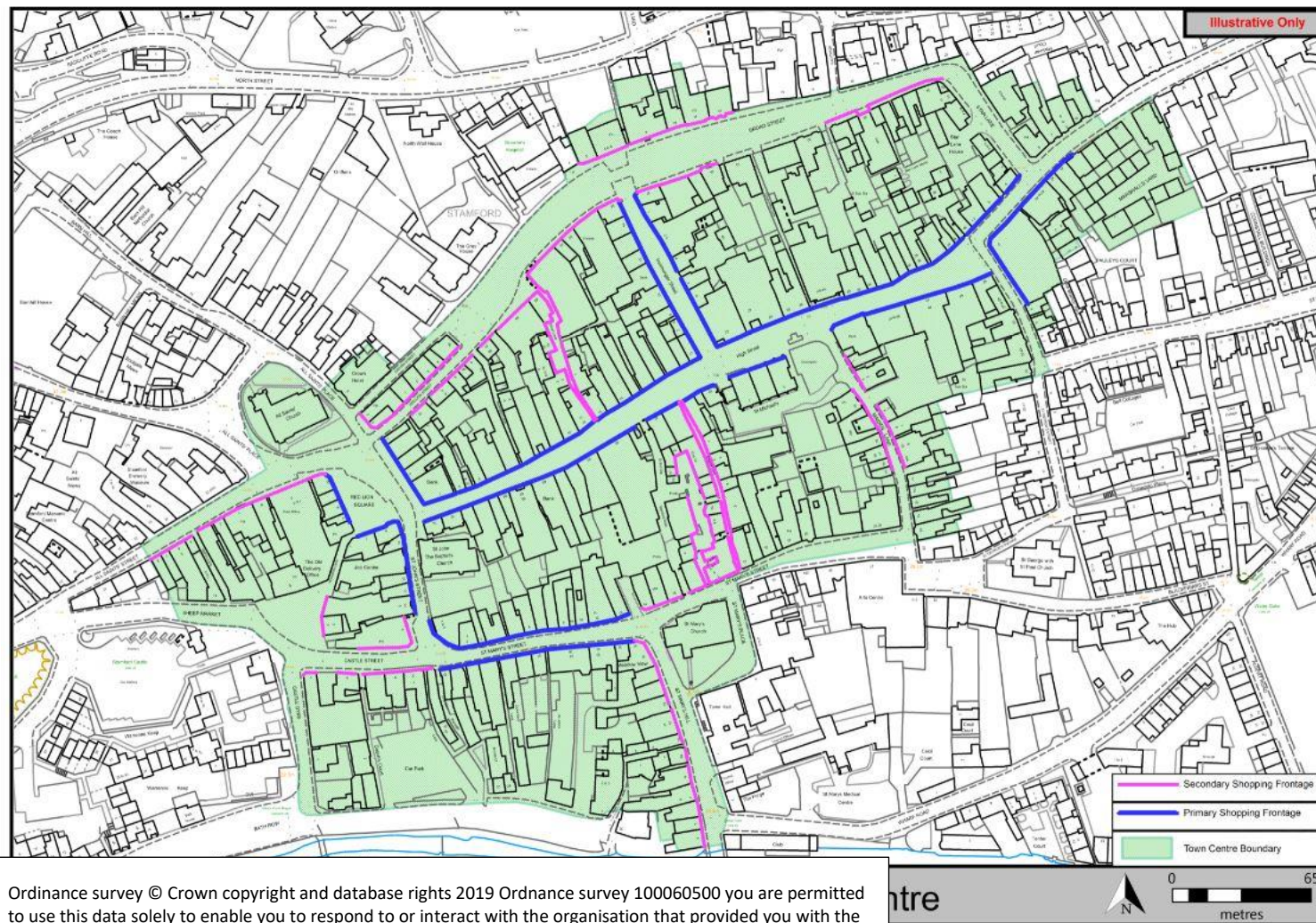
- 11.12 The public realm includes all the publicly accessible space between buildings, whether public or privately owned, from alleyways and streets to squares and open spaces, including the waterways. Some internal or elevated spaces can also be considered as part of the public realm, such as museums or station concourses. Such forms of public realm are particularly relevant in areas of higher density such as Stamford Town Centre.
- 11.13 The quality of the public realm has a significant influence on quality of life because it affects people's sense of place, security and belonging, as well as having an influence on a range of health and social factors. For this reason, the public realm, and the buildings that frame those spaces, should be multi-functional, attractive, accessible and contribute to the highest possible standards of comfort, good acoustic design, security and ease of movement. As Stamford's population grows the demands on the public realm to accommodate a greater variety and intensity of uses will increase. It is particularly important to recognise these demands in higher density development.
- 11.14 The public realm should be a series of connected routes and spaces that help to define the character of a place. Around 65% per cent of public realm in Stamford is in the form of streets and roads. A small proportion (less than eight per cent) of these have the primary purpose of moving large numbers of vehicles through them, while most are intended to be quiet residential streets used for play, recreation and local access. The remaining streets are places which function as key centres for leisure, shopping, and accessing services and

employment, such as high streets or public squares. Keeping these areas of the town car free will help maintain and create low vehicle neighbourhoods. This principle could also apply to some of the larger developments within the town.

Policy 7: Public Realm in Stamford Town Centre

1. Insofar as planning permission is required, proposals to enhance the Town Centre's existing public realm, including the surfacing, street furniture, signage and public artwork (within the Town Centre boundary identified on Map 4), will be supported where they:
 - a) ensure the public realm is safe, accessible, inclusive, attractive, easy to navigate and maintain, relates to the local and historic context, and incorporates the highest quality design, landscaping, planting, street furniture and traditional surface materials;
 - b) maximise the contribution that the public realm makes to encourage active travel and avoids excessive on-street parking, which can obstruct people's safe enjoyment of the space; and
 - c) create an engaging public realm for people of all ages, with opportunities for formal and informal play and social activities during the daytime, evening and at night.

Map 4: Stamford's Town Centre and Retail Areas



Heritage and views



12 Heritage and Views

- 12.1 Stamford has many areas of distinctive character, which has been recognised through Conservation Area designations, which come with a duty to preserve and enhance that character and appearance. Stamford has two conservation areas – the Stamford Conservation Area (as shown on Map 5) and the Stamford Northfield Conservation Area (as shown on Map 6). Outside the town centre this character is partly defined by the low rise, uniform nature of building height. Even in the town centre where height is more varied, tall buildings remain an exception. The introduction of tall buildings into any of the Conservation Areas therefore has the potential to disrupt this character.
- 12.2 Areas of special natural character – Stamford's landscape is of high quality and the green spaces and the green horizon lines are important elements of Stamford's character. This quality is recognised through several designations including Historic Parks and Gardens, Sites of Special Scientific Interest (SSSIs).
- 12.3 Important views - the views from the surrounding countryside and parkland looking back into the town are vital to inform people's image of Stamford. Managing the image of Stamford is important to its success as a tourist destination and a local centre. The value of these views is in the inter-relationship between buildings and topography and their effect on composition and skyline within the views. Tall buildings therefore may create an intruding element into the view that may upset its balance. If this is the case, it may be harmful to the views identified as important.
- 12.4 The historic environment is important for its own sake. It is also central to the character and identity of the Town. It is a source of immense local pride, as well as being a valuable educational and economic resource. The historic environment should also act as a stimulus and inspiration to place making in all parts of the area so that it can reinforce local identity and play a part in increasing the appeal of the area as a place to live, work, visit and invest in.
- 12.5 Stamford's heritage is a vital component of our local economy and is a key driver in the town's continued success in attracting new entrants into our community to live, work, educate, relax and retire into Stamford living. It is essential that we recognise that how we shape development of Stamford's buildings and environment, will shape the lives and future of its community.
- 12.6 Stamford's distinctive heritage assets are richly diverse, including evidence of early settlements, a large mansion house, nationally significant parks and gardens, ecclesiastical, agricultural, civic and industrial buildings, railway and canal structures. The geology of the area gives rise to an interesting variety of vernacular building materials including sandstone to the west, through limestone, to brick and timber framing to the east. Stone slate, Welsh slate, clay pantile and clay pantile roofs are distinctive characteristics of parts of the town.

- 12.7 The town has around 600 listed buildings. In addition, we there are nationally registered parks and gardens of special historic interest and nationally designated scheduled ancient monuments. These are detailed in national lists and registers, copies of which are made publicly available by the council. Listed buildings and scheduled monuments are afforded protection through national planning legislation and policy. The heritage significance of registered parks and gardens of special historic interest is a material consideration in the determination of planning applications.
- 12.8 The key characteristics of each of the town's Conservation Areas are described in Conservation Area Appraisals. Conservation Area Appraisals and management proposals will be used to identify and assess local character and promote enhancement As shown on the District Council's website. This includes some historically important views within the urban form that contribute positively to the setting of some Stamford's oldest and tallest buildings.
- 12.9 These heritage assets contribute to the distinctive local character of the town but are not afforded the same legislative protection. National policy on the historic environment recognises that some of these local heritage assets have lesser significance but expects that decisions are based on the nature, extent, and level of that significance, which is a material consideration in the determination of planning applications. We will review the existing parks and gardens of local historic interest and consider the designation of buildings of local architectural and historic interest.
- 12.10 Policy 8 seeks to ensure that heritage assets are safeguarded or enhanced for the future, both for their own heritage merits and for the wider benefits they bring. The benefits should include improvement in the quality of the historic built and landscaped environment, stimulation of high architectural quality in new buildings, creation of a stronger local identity and sense of place, increased sustainability, encouragement of local building craft skills, greater opportunities for use of the historic environment in education and increased levels of investment and tourism. Proposals should accord with national policy and guidance and should be accompanied by a Heritage Impact Assessment for the site, where appropriate

Justification for alterations to Designated Heritage Assets or their setting will include:

- a heritage statement* that clearly describes the significance of the building and explains in detail how the proposals shall conserve this significance, and
- be in accordance with the most up to date legislation and national policy and guidance.

Justification for alterations to Non-Designated Heritage Assets will include:

- a heritage statement* that clearly describes the significance of the building and explains in detail how the proposals shall not adversely affect this significance, or;
- where demolition is proposed, an up-to-date structural report that clearly identifies that the building is incapable of viable repair, or

- where demolition is proposed, evidence that the building has no viable use in the medium term through appropriate marketing, and there would be a public benefit arising from its demolition.

Historic Views of Taller Heritage Assets

- St. Michael's Church;
- St. John's Church;
- St. Mary's Church;
- St Martin's Church;
- All Saints Church; and
- Stamford Town Hall.

**The heritage statement should consider the setting of heritage assets. In considering the effect a development proposal may have on the setting of a heritage asset, the Council will assess the contribution the setting makes to the overall significance of the asset and how the proposal may impact on this.*

Views of historic taller buildings in Stamford Town Centre



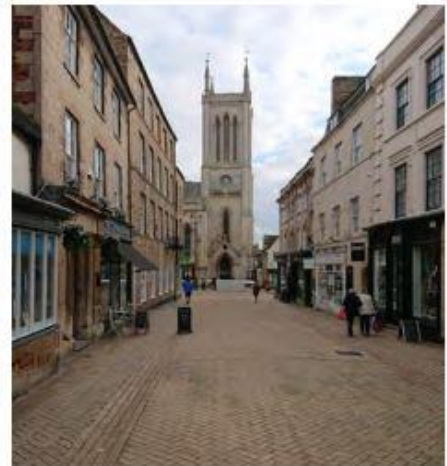
View west along St. George's Square with the steeple of St. Mary's Church in the background



View west along Crown Street, where the view opens out to the steeple of All Saints' Church in the background

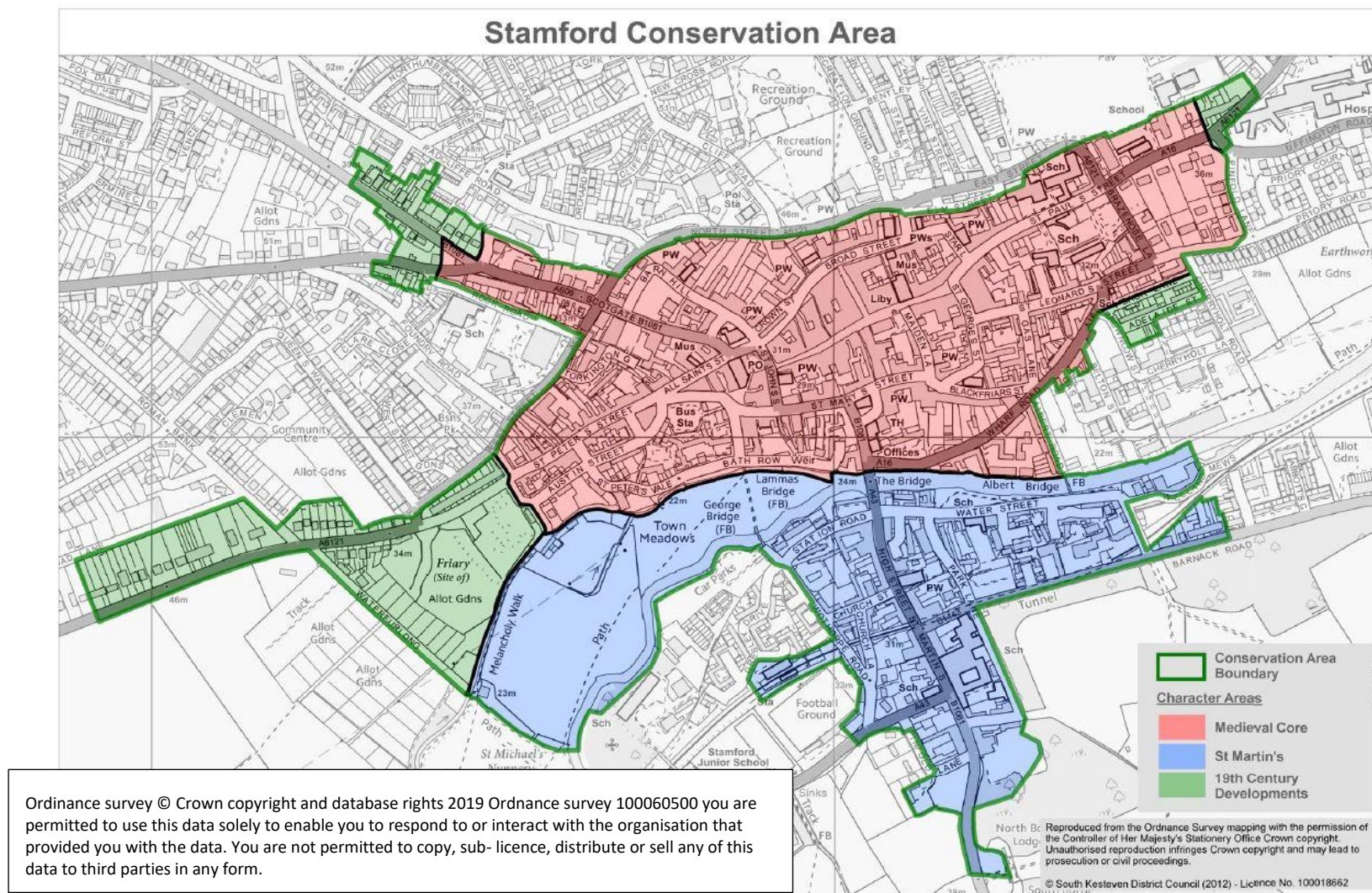


View along the River Welland from footbridge along Albert Road

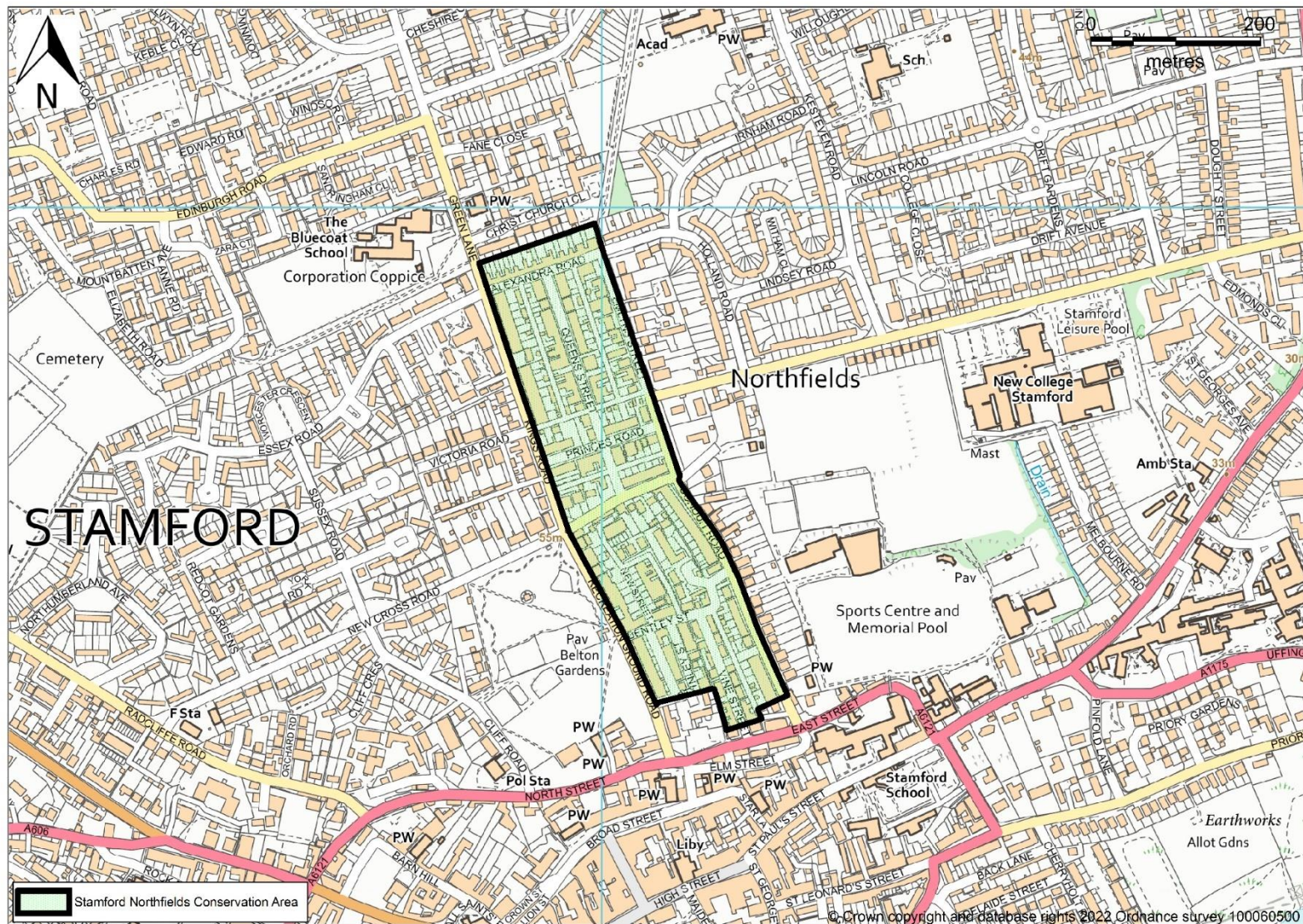


View south along Ironmonger Street towards St. Michael's along the High Street

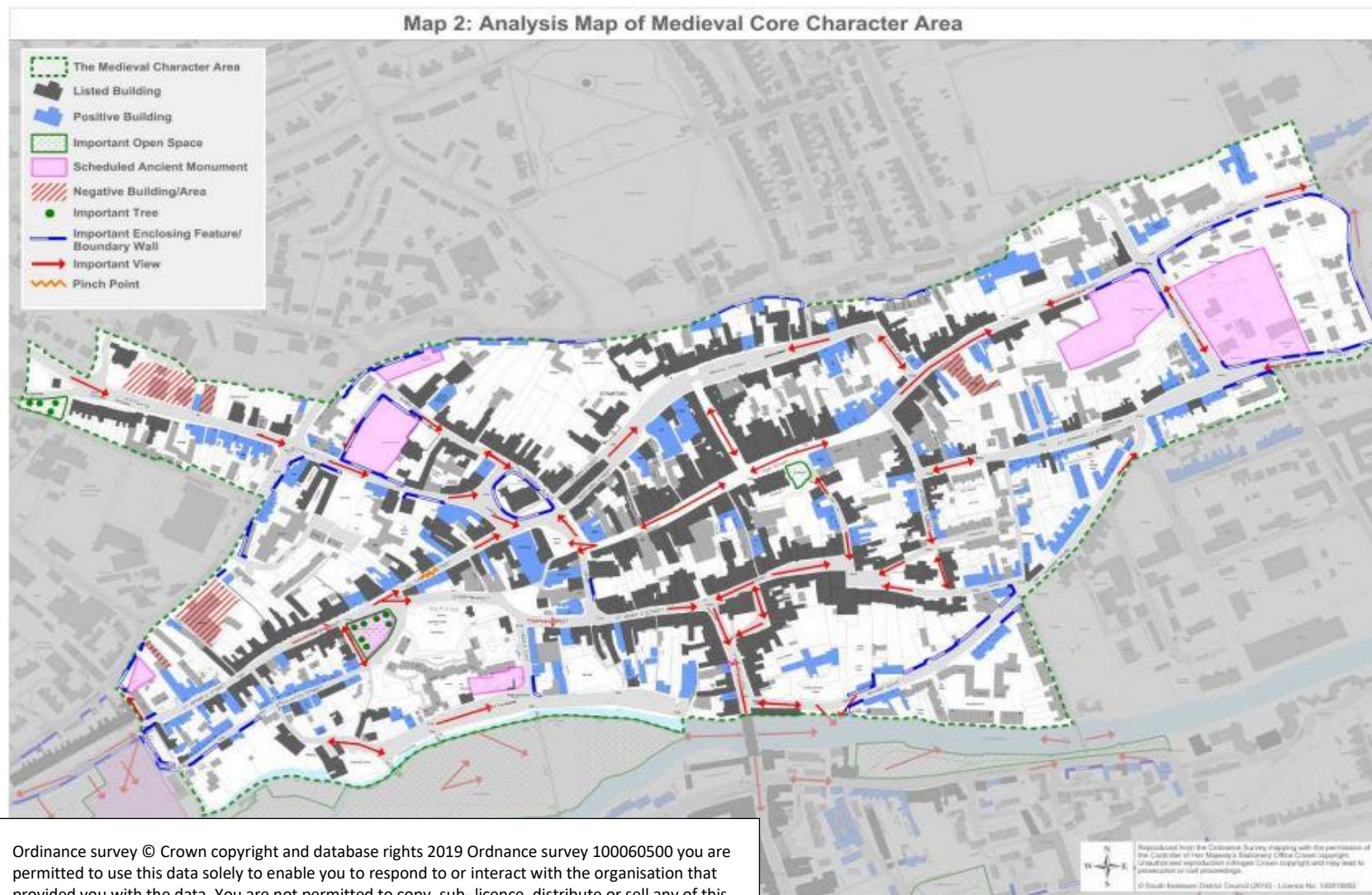
Map 5: Stamford Conservation Area



Map 6: Stamford Northfields Conservation Area



Map 7: Historic Views






Policy 8: The Historic Environment




1. Development will be supported where it conserves or enhances the significance of designated and non-designated heritage assets and their setting, through high quality and sensitive design, taking into consideration appropriate scale, materials and siting in relation to historic views identified within the Stamford Conservation Area Appraisals.

Locally Important Landscape Views

- 12.11 In addition to the historic views identified within the Conservation Area Appraisals, one other key feature of Stamford is its relationship with its wider landscape setting and the uninterrupted views of its Georgian historic skyline and architecture particularly from the south along the River Welland Green Corridor and from Burghley Estate.
- 12.12 The views in and around the area are integral to the character of the town, serving to bring both the countryside into the more built up areas and as important wildlife corridors that connect habitats and spaces in the wider landscape. They also help to keep Stamford as a distinct settlement, allowing it to have its own sense of place and providing easily accessible amenity space for residents and visitors.
- 12.13 Managing these views in a way that does not critically weaken their local significance or importance is paramount in the maintenance of the identity of the area. Any new development within these areas will have to be carefully designed to avoid damaging these views, and it may be prudent to keep development away from these views altogether unless it can be adequately demonstrated that harm can be minimised.
- 12.14 It should be noted that the absence of reference to a specific view within the below list does not necessarily mean that the view is unvalued or unimportant to the character of the local area. Rather, Stamford displays a particularly pristine and sensitive landscape setting, within which can be found a whole multitude of distinct and attractive landscape views that merit careful consideration when designing and siting new development within the town.

View	Description	Photograph(s)
1	<p>Tinwell Road (south)</p> <p>View south from Tinwell Road towards River Welland across substantial agricultural lands (Fig.10). The spire of All Saints Church appears in long range views (left) beyond tree line, and this should be protected for futurity.</p> <p>The built settlement is entirely contained to the north of Tinwell Road. Any development to the south would lead to substantial harm and loss of this character landscape. The protection of these open fields further preserves the long-range views of important landmarks and churches, which define the town (see also '6' below).</p>	
2	<p>A1 Great North Road (north east)</p> <p>As viewed from the Great North Road northbound junction with the A43 Kettering Road (Figs.11-12). Extended views across the agricultural landscape, with undulating fields, substantial and expansive open character, preserving the rural context. The spires of All Saints and St Martin's Churches distinct (Fig.12, right).</p>	

View	Description	Photograph(s)
	<p>Buildings flanking Tinwell Road predominantly two-storey scale and below the well-established tree line.</p> <p>Reciprocal view of '4' and '5' above, with fields providing a separation that contributes to the appreciation of the town's setting in the countryside.</p>	
3	<p>A43 Kettering Road (north east, east & south)</p> <p>Approach road from the south-west of the settlement with substantial and continuous hedgerow protecting rural feel, protecting fields between this Kettering Road and the River Welland beyond (Fig.13).</p> <p>The spires of All Saints and St Mary's Churches are clear landmarks that define the skyline of the town (Fig.14 left & right). Near buildings are low scale, nestled in mature landscape of trees, which protectively screen the built settlement.</p>	

View	Description	Photograph(s)
4	<p>B1018 from Burghley Bottle Lodges (west & north)</p> <p>From the western Grade II listed Bottle Lodge of Burghley House (Grade I property in Grade II* registered Park & Garden). Curved flanking walls form key architectural feature of the designed landscape, framing view to the west, which should remain open and uninterrupted beyond the A1018 (Fig.15).</p> <p>View taken from the southern entry along the B1018 London Road (Figs. 16-17). Mature tree line and rural post-and-rail fence define the northern boundary, with well-screened fields beyond. This is an important area of separation between the A43 and B1018 approaches to the town, which should be preserved to avoid sprawl.</p> <p>Turning away from the edge of the Burghley estate, and leading north along London Road, the character changes from rural to urban, with buildings flanking the pavement lines east and west. The Churches of St Martin's and St Mary's are important landmarks framed in clear view (Fig.17 left and right), the historic group value of which is reinforced by the consistency of the surrounding buildings in this key entry to the St Martin's character area of the Stamford Conservation Area.</p>	  

Map 7: Local Important Landscape Views



Policy 9: Locally Important Landscape Views

1. Development proposals should demonstrate how they would be integrated into their immediate setting and conserve, and where practicable enhance, its character and appearance.
2. The neighbourhood plan identifies the following Locally Important Landscape Views (and as shown on Map 7).
 - a) View 1: Tinwell Road (south);
 - b) View 2: A1 Great North Road (north east);
 - c) View 3: A43 Kettering Road (north east, east & south); and
 - d) View 4: B1018 from Burghley Bottle Lodges.
3. New development proposals should take account of the identified Locally Important Landscape Views and be designed to respect their significance in the wider neighbourhood area.
4. Development proposals for leisure or recreational uses and/or to preserve wildlife which would have a direct or an indirect positive effect on a Locally Important Landscape View will be supported.
5. Proposed developments that would have an unacceptable impact on the character and appearance of its immediate setting and/or on the integrity of an identified Locally Important Landscape View will not be supported.

Character Areas



13 Character Areas

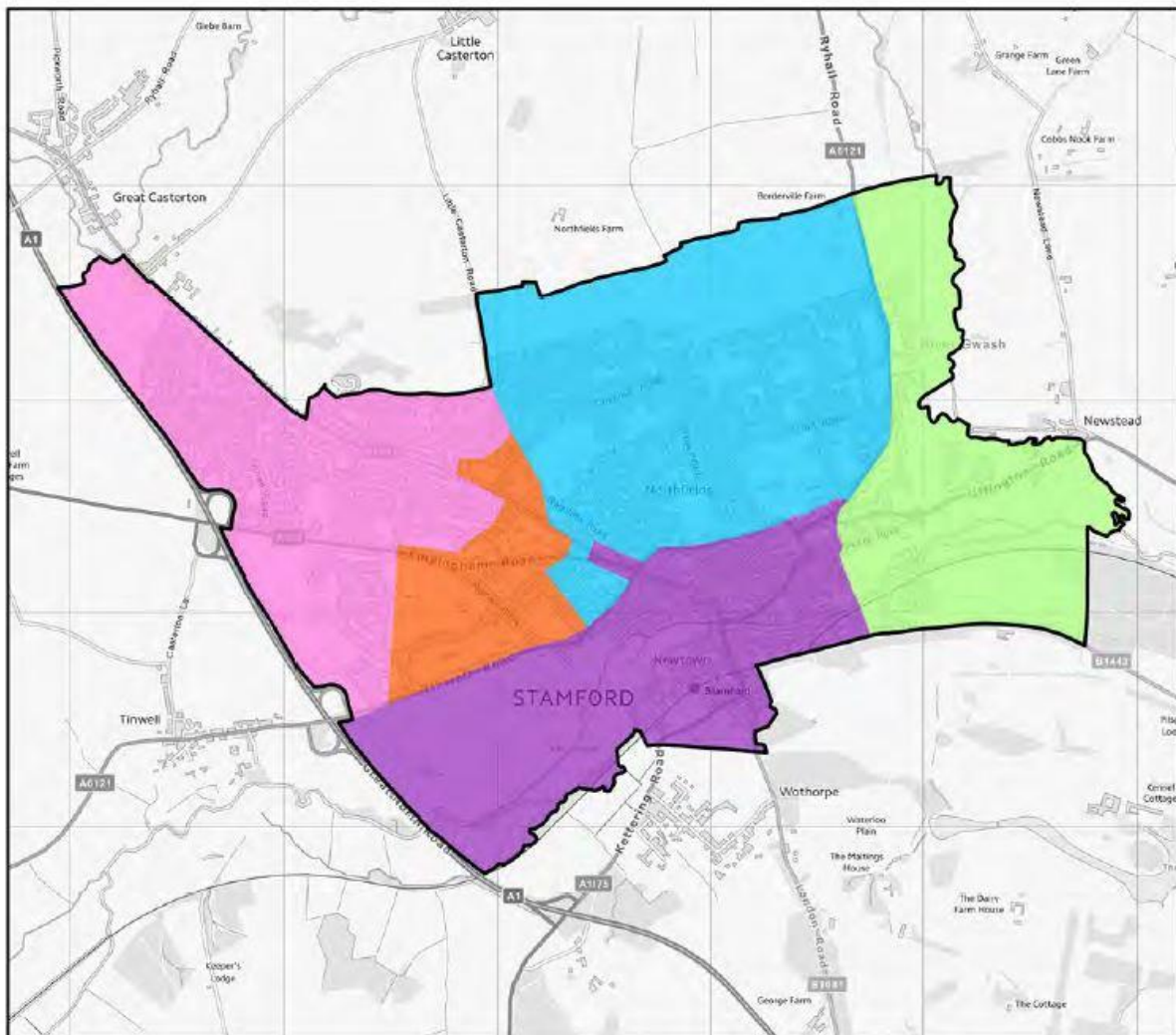
- 13.1 In 2019, AECOM was commissioned to undertake a character assessment of Stamford built environment. The assessment identified 5 broad character areas for their distinct separations in the urban structure and form of those areas. The full assessment can be found on the Stamford First Website.
- 13.2 There are a several positive aspects of character in each defined character area which should be sustained, reinforced or enhanced. These relate to:

Character Area	Positive Attributes
CA1 - Stamford	<ul style="list-style-type: none">• A large number of historic buildings and features are located in the character area, which positively contribute to the character and appearance of the area;• The historic street pattern restricts sight lines, and enhances the sense of enclosure and isolation from areas beyond the CA while still allowing permeability through it;• Buildings in the area are typically two to three storeys in height enhancing the domestic character of the area, as well as enhancing the impact of views into the wider landscape. The visual impact of taller buildings of significance is enhanced by this, including the churches and other important civic buildings;• Historic buildings across the area are rich in architectural detailing which a positively contribute to the distinctive characteristic of the area;• Concentration of commercial and retail units along the High Street create a distinct urban centre within the area; and• The approach to Stamford from the south and east with views of the countryside and the Burghley Estate instils a rural character.
CA2 – East Stamford	<ul style="list-style-type: none">• A number of historic buildings and features are located in the character area, which positively contribute to the character and appearance of the area;• Large number of mature street trees within verges along A6121 and hedgerows and trees along

Character Area	Positive Attributes
	<p>Uffington Road contribute to the verdant character on entering the town;</p> <ul style="list-style-type: none"> • Concentration of retail buildings to the east of the A6121 ensure their impact on the character of Stamford is limited; • Agricultural landscape in the north of the character area and open pastures in the south contribute to the sense of Stamford as a town with a rural setting; and • Large allotments contribute to the verdant character of the area.
CA3 – North Stamford	<ul style="list-style-type: none"> • Few cul-de-sacs, which allows for good pedestrian permeability through the area; • Buildings are typically two storeys in height, and preserve a human scale and sense of domesticity across the area; • Local authority housing is consistent in its architectural styles and uses of materials which results in a unified townscape; • Areas of open spaces are incorporated into housing developments and spread evenly across the area; • ‘Green’ routes through the area, which connect communities to the countryside positively contribute to the character of the area; and • Buildings of different eras incorporate arched passageways between properties which provide access to the rear gardens. These architectural details positively contribute to the character of the area.
CA4 – Casterton Road	<ul style="list-style-type: none"> • High quality and historic development along Tinwell Road, with views into agricultural land to the south define the approach into the character area and Stamford from the west; • Individually designed housing results in a varied and textured townscape; • Buildings are typically two storeys in height, and preserve a human scale and sense of domesticity across the area;

Character Area	Positive Attributes
	<ul style="list-style-type: none"> • Large areas of recreational open space within the character area; • Trees along road verges and within the front and back gardens contribute to the verdant character of the area; and • High quality boundary treatments positively contribute to the character of the area.
CA5 – West Stamford	<ul style="list-style-type: none"> • Buildings are typically two storeys in height, and preserve a human scale and sense of domesticity across the area; and • Street tree planting along some streets contributes to a verdant character.

Map 8: Stamford Character Areas



Character Areas

- CA 1 - Stamford
- CA 2 - East Stamford
- CA 3 - North Stamford
- CA 4 - Casterton Road
- CA 5 - West Stamford

Policy 10: Character Areas

1. Proposals should have regard to the form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings of the character areas, as identified in the Stamford Character Study and Design guide (See Appendix 1). They should improve a character area's visual or physical connection with the built and natural features. In areas of poor or ill-defined character, development should build on the positive attributes that can contribute to establishing an enhanced character for the future function of the character area. Buildings, streets and open spaces should provide a high-quality design response that:
 - a) has regard to the pattern and grain of the existing spaces and streets in orientation, scale, proportion and mass;
 - b) contributes to a positive relationship between the urban structure and natural landscape features, including the underlying landform and topography of an area;
 - c) is human in scale, ensuring buildings create a positive relationship with street level activity and people feel comfortable with their surroundings;
 - d) allows existing buildings and structures that make a positive contribution to the character of a place to influence the future character of the area; and
 - e) is informed by the surrounding historic environment.

Roads, Transport and Parking

Stamford



14 Roads, Transport and Parking

- 14.1 With a growing population and pressure for additional development, Stamford must promote the use of existing public transport and support new initiatives to encourage improvements to the quality, accessibility and regularity of public transport options.
- 14.2 New developments in the town must provide connections to existing transport networks, including the wider green infrastructure network. Policy 11 has a focus on the larger developments. However, its application may be appropriate for sites where there is poor or limited public transport accessibility.
- 14.3 The public transport services in Stamford are less than adequate, both train and buses are at one-hour frequency, the bus service ending about 6pm with no service on Sundays. There is a town run around service which is available only when the vehicle is not being used as school transport. There is also a Call Connect service, funded by surrounding county authorities, which is to provide a service to outlying villages on losing their previous service. Journeys need to be booked in advance by phone or email.

Community Consultation

- 14.4 As most residents' work in neighbouring towns, it is important to improve the accessibility to employment and other services and facilities the town offers.
- 14.5 By encouraging more sustainable transport options helps to reduce carbon emissions, the impact on the environment and reduces the level of traffic on the roads.

Stamford Bus Station



Train Services

- 14.6 Formerly known as Stamford Town to distinguish it from the now closed Stamford East, Stamford station lies 12.5 miles west of Peterborough in the county of Lincolnshire. Originally built in 1846, the Mock Tudor style station building still stands to this day and is now Grade II-listed. Serving Birmingham to the west and Stansted and Cambridge to the east, it has undergone several major redevelopments throughout the years. The latest overhaul in 2008 extended the length of both platforms and improved the platform canopy.



Policy 11: Sustainable Transport

1. Proposals for large scale developments of 10 or more dwellings, should demonstrate, in their design and access statement, how they have had regard to the following:
 - a) give the highest priority to pedestrians, cyclists and other 'active travel' modes when developing or maintaining streets and roads through the creation of Low Traffic Neighbourhoods;
 - b) plan and provide a comprehensive network of routes for walking and cycling which offer convenient, safe and attractive access into and out of the site;
 - c) ensure the integration of public transport and active travel networks;
 - d) promote 'active travel' for example ensuring new developments have adequate bicycle parking and storage, or that new workplaces contain showers and clothes drying areas which will facilitate walking and cycling to work;
 - e) ensure there is easy and clear connections to transport nodes, such as bus stops;
 - f) identify and implement measures to reduce transport severance, noise levels and air pollution; and
 - g) recognise the needs and responses of different social groups, particularly those experiencing health inequalities.

Parking

- 14.7 Stamford town centre has six Council operated car parks; Bath Row (short stay), Cattlemarket (long stay), North Street (short stay), Scotgate (short stay), St. Leonards Street (short stay) and Wharf Road (long stay). These spaces are well-used and can often become full – especially when there are events happening within the town. Pricing of these car parks is reasonable and generally cheaper than other larger settlements nearby. The issue(s) with congestion in the town does cause problems with accessing the car parks.
- 14.8 Parking is a constant issue in the Town. With Car Parks such as Cattle Market, Wharf Road and North Street Car parks often being full, it can mean that many cars are parked along already narrow streets adding to the congestion. There are conflicting attitudes from people, being concerned about the impact of traffic in the town centre whilst wanting spaces to park very close to the centre of town.
- 14.9 To some extent the introduction of a residents' parking system in the town centre has pushed parking problems further out. Added to this, the large number of vehicles associated with Stamford High School in St Martins – which has no car park – causes extra problems in surrounding streets and results in obstruction of pavements and damage to grass verges.
- 14.10 Parking problems have been cited as one disincentive to locating businesses in Stamford.

Community Consultation

- 14.11 A 'hopper' style shuttle bus for residents and visitors was of interest to 69% of respondents, and 49% thought a 'Park and Ride' system would be of use. Restricting parking to discourage the use of cars was a very unpopular idea, however, with 68% disagreeing with this statement. Respondents also stated that due to the lack of parking and increased congestion in the town centre are some of the reasons why they do not use the facilities or shops as much as they would like.

Policy 12: Town Centre Parking

1. Proposals for the enhancement of car parks, the provision of additional spaces within existing car parks or the development of new car parks will be supported where they:
 - a) incorporate the use of appropriate surfacing materials, boundary treatments, signage, lighting; and
 - b) do not have an unacceptable impact on the character and appearance of the immediate locality.

15 The Provision of New Educational Facilities in Stamford

- 15.1 Most of Stamford is in the Lincolnshire County Council education authority, some is in Rutland, and Stamford is on the border of Northamptonshire and Peterborough authorities. Consequently, pupil demographic data sets are limited - although it is estimated from a net influx of cross-border migrating pupils that state schools are at 90%+ capacity. Families make education choices for their children irrespective of geographical boundaries.
- 15.2 There is currently little “spare” capacity in primary schools across Stamford. The two largest, located on the west of the town, are over-subscribed. Any primary school capacity there is exists in schools that are clustered together in the east of the town and travel to these from the main Stamford community increases traffic through the town.
- 15.3 Where there is high pressure on school places, constraints to expansion are due to the physical size of school sites and their accessibility.
- 15.4 Stamford has a history of net education migration at age 11 arising from a perceived lack of quality in the education available within Stamford – this has historical roots but does not represent the current picture - Stamford Welland Academy – the town’s state secondary school – is Ofsted rated ‘Good’ and intake for September 2017 shows significant increase in numbers (and therefore confidence in the school). However, a significant proportion of children still travel daily to schools in Bourne and Market Deeping and, consequently, many of these continue their education post-16 outside of Stamford. Not only does this mean extensive travel time, but the net migration increases traffic on the roads and requires local authority transport subsidies to be applied unnecessarily. Alongside this, there is a lack of awareness of the opportunities for accessing higher education through the local further education college, Stamford College. As a result, many adults and employers opt out of higher education altogether and others who do access it elsewhere in the county incur unnecessary expense.
- 15.5 State secondary and post-16/higher education is currently offered in aging buildings. In the case of post-16 provision at Stamford College, the current campus was built in 1967 and added to across the 50-year period since. Significant parts of the college estate require replacement, and the college is not energy efficient.

Independent schools

- 15.6 Stamford’s school provision includes large and long-established independent schools for both primary and secondary ages. All under the umbrella of Stamford Endowed Schools they attract children and young people from across the country and overseas but also have a large majority of day pupils drawn from Stamford and surrounding areas. With most pupils coming from within a fifty-mile radius of Stamford there is obviously a large increase in traffic during the school term times.
- 15.7 Although most respondents to the household survey said they were satisfied with the choice of schools they have for their children and with the provision of education in the town there

is anxiety about the ability of the state schools to meet the increased demand for school places which will be inevitable as housing increases to meet the requirements of the South Kesteven Local Plan.

- 15.8 As part of this, the majority also said they would like to see a new education campus in Stamford incorporating the Stamford Welland Academy and Stamford College. Previous surveys (ref Town Plan) showed that residents wanted to see increased school sixth form provision and an expansion of further and higher education in Stamford.

Policy 13: The Provision of New Educational Facilities in Stamford

1. Proposals for new educational facilities will be supported where they meet the following criteria:
 - a) the facility would be accessible to pedestrians, cyclists and public transport;
 - b) where appropriate, the site should provide suitable vehicular access and an appropriate level of on-site visitor and staff parking spaces, including a "drop-off" area for parents; and
 - c) the development would not result in an unacceptable impact on the amenity of residential properties in the immediate locality.



Sports, Arts and Leisure

16 Sports, Arts and Leisure

- 16.1 Stamford has several cultural or create spaces that are regularly used and provide the necessary space for creative arts, dance and theatre. These spaces are important to the local economy and to the social well-being of the local community. They also contribute towards a diverse town centre and support the local visitor economy. New or improved facilities will help to diversify the cultural offer to residents in the town and will be supported.
- 16.2 Stamford Arts Centre is a well-used and valued venue. It provides the opportunity for residents to participate in or observe a wide range of art forms including theatre, music and film, sculpture, dance and drawing.
- 16.3 It houses an historic 166-seat theatre which hosts visiting theatre companies as well as its resident Shoestring Theatre Company and students from New College. The theatre also doubles as a cinema.
- 16.4 The Stamford Corn Exchange, renovated and run by local volunteers, is a 400-seat theatre with a variety of – largely visiting - professional and amateur shows.
- 16.5 Stamford Shakespeare Company presents an annual series of plays in June, July and August at Rutland Open Air Theatre in the grounds of Tolethorpe Hall.

Corn Exchange



Local Events

- 16.6 The Stamford Mid-Lent Fair – one of the largest in the country – has been running since the Middles Ages and was even referenced in William Shakespeare’s Henry IV Part 2. The fair takes place throughout town and runs for a full week in mid-March. The Georgian festival is a bi-annual event that attracts thousands to the town over the summer and helps to support the local economy.

Policy 14: The Provision of New Cultural or Creative Facilities in Stamford

1. Proposals for new cultural or creative facilities will be supported where they meet the following criteria:
 - a) the facility would be accessible to pedestrians, cyclists and those using public transport;
 - b) the development would not have an unacceptable impact on the amenity of residential properties in the immediate locality;
 - c) the development would not have an unacceptable impact on the character, appearance and important views of the area in which it is located;
 - d) the development would not have an unacceptable impact on the historic environment including heritage assets and the setting of Burghley Park; and
 - e) the development would not have an unacceptable impact on the social, built, historic cultural and natural assets of the town.

- 16.7 The visitor economy is an important part of South Kesteven's local economy. The District attracts over 2.2 million visitors a year, generating over £156 million and supporting 2,500 jobs.
- 16.8 "Proposals for the further development of the local visitor economy will be supported where these:
- allow provision for visitors which is appropriate in use and character to South Kesteven's settlements and countryside;
 - enhance existing tourist and visitor facilities; aid the retention and/or enhancement of existing overnight accommodation and the provision of new overnight accommodation;
 - allow new tourism provision and initiatives where these would also benefit local communities and support the local economy;
 - allow new tourism development of an appropriate scale and use which utilises existing historic buildings in the countryside whilst respecting their character.
- 16.9 10% of Stamford's employment is within accommodation and hospitality sector; it is also an important source of business for the retail trade.
- 16.10 Stamford already hosts a wide range of annual events such as the popular Georgian Festival and the Burghley horse trials which attract thousands of visitors a year and in turn supports the vitality of the town centre.

Community Consultation

- 16.11 Recent public consultation highlighted that most people who responded to the questionnaire (81%) said they wanted to attract more visitors to the town. There was support for additional cultural facilities, events within the town and promoting new cafes and meeting spaces.

Policy 15: Overnight Accommodation

1. Proposals for new overnight accommodation will be supported where they meet the following criteria:
 - a) the facility would be accessible to pedestrians, cyclists and those using public transport;
 - b) the development would not have an unacceptable impact on the amenity of residential properties in the immediate locality;
 - c) the development would not have an unacceptable impact on the character, appearance and important views of the area in which it is located;
 - d) the development would not have an unacceptable impact on the historic environment including heritage assets and the setting of Burghley Park; and e) the development would not have an unacceptable impact on the social, built, historic cultural and natural assets of the town.

17 Monitoring the Plan

- 17.1 The policies in this Plan will be implemented by South Kesteven District Council as part of their development management process. Where applicable, Stamford Town Council will also be actively involved. Whilst South Kesteven District Council will be responsible for development management, Stamford Town Council will use the Neighbourhood Plan to frame its representations on submitted planning applications over the plan period.
- 17.2 As the Neighbourhood Plan will become part of a hierarchy of planning documents, the Town Council will also look to District and County Council investment programmes where a policy and/or project can be shown to be delivering District and County objectives. This will be particularly relevant in relation to the extension or improvement of community infrastructure.
- 17.3 The impact of the Neighbourhood Plan policies on influencing the shape and direction of development across the Plan area will be monitored by the Town Council. If it is apparent that any policy in this Plan has unintended consequences or is ineffective, it will be reviewed.
- 17.4 Any amendments to the Plan will only be made following consultation with South Kesteven District Council, residents and other statutory stakeholders as required by legislation.
- 17.5 The Town Council will consider a review of the Plan if the broader package of housing sites identified in the Plan does not come forward or there are other material changes to policy that will require a more comprehensive review of the Neighbourhood Plan. In particular the Town Council will monitor the ongoing production of the emerging Rutland Local Plan and the determination of planning applications on the Quarry Farm site to the immediate north and west of the neighbourhood area.

18 Community Aspirations

- 18.1 Throughout the Neighbourhood Plan consultation process, many issues have been raised to be addressed in a way that will contribute to achieving the overall vision for the Town.
- 18.2 Wherever the issues are related to land use and development, solutions to the issues have been incorporated into the policies. In other cases, it is suggested that issues raised could be addressed by the local Projects described in this section as Community Aspirations.
- 18.3 Some of the projects relate to physical changes to local infrastructure and amenities, some are business initiatives, and others are community initiatives.
- 18.4 The Town Council will collaborate with appropriate stakeholders to consider the feasibility of each project and develop a plan for its delivery.
- 18.5 Many projects will necessarily have to be secured in part or whole outside the planning system. They may in any event form part of a developer's own proposal (where the development is otherwise acceptable).
- 18.6 The following list is not in any order of priority and for many projects, the development work will include clarification of the project brief, early feasibility work, and community engagement. All this has yet to be commenced. Further, new projects and local needs will arise for consideration during the lifetime of the Plan.

Community Aspiration	Description
To create the Stamford Green Wheel	In conjunction with landowner partners and local authorities create a green wheel which circumnavigates the town creating a traffic free pathway for cyclists and pedestrians. The green wheel would also link with other green spaces within the town and through a series of "spokes" with the town centre.
To promote Renewable Energy Schemes and Technology	To support the incorporation of low carbon and renewable energy materials and technology into existing and new developments to improve the environment and reduce the Town's impact on Climate Change.
To promote improvement of public spaces including green spaces	To improve the quality public open space provision including the quality of children's play equipment, signage and other public furniture.
To improve and increase the range of local public car parks to support the town centre	Ensure enough parking is provided in the Town Centre and look to provide additional cycle rack facilities particularly close to public transport pick up points.

Community Aspiration	Description
To promote and encourage active travel in and around Stamford and the creation of low traffic neighbourhoods	To support and encourage the adaptation of existing highways within the town to make them safer for pedestrians and cyclists alike and to discourage car use in certain parts of the town centre.
To create an East-West link road	To support and encourage Lincolnshire Highways and Highways England to evaluate, plan and deliver a trunk road connecting villages and town's to the east of Stamford with the A1 to the west and alleviate the huge burden of the town centre.
To promote increased provision of electric vehicle charging points within the town's public car parks.	In conjunction with SKDC to ensure that all council owned car parks are fitted with recharging points at any time commensurate with the increasing number of electric vehicles in use.
To promote the adoption of on-street electric vehicle charging points within the town.	In conjunction with Lincolnshire County Council to develop a plan to provide on-street electric vehicle charging bays.
To seek an extension to the Priory Farm Wildlife site to include land to the south side of the River Welland adjacent to Hudds Mill.	In conjunction with Burghley House Preservation Trust plan and deliver an extension to the Priory Farm Local Wildlife site designated by the Greater Lincolnshire Nature Partnership. The site is in the ownership of the Burghley House Preservation Trust and land which adjoins it is perfect to deliver a new green space amenity for the town.

19 Appendix 1: Stamford Character Study

19.1 Please see the separate document link

<http://www.southkesteven.gov.uk/CHttpHandler.ashx?id=27062>

20 Appendix 2: Criteria for Demonstrating Community Support for New Developments on the Edge of Stamford

- 20.1 For all schemes proposing additional residential development in Stamford in relation to Neighbourhood Plan Policy 2 (or SKDC Policy SP4) the applicant must complete a consultation statement to demonstrate support from the community (within the designated Neighbourhood Plan Area) for the proposal. The applicant must ensure that the scope of the consultation statement be first agreed with Stamford Town Council prior to any consultation taking place. Written confirmation of this agreement, including scope details, must be included in the statement. In terms of scope, consideration must be given to including the following evidence in the consultation statement:

Who was consulted

- 20.2 a written explanation of how a broad cross-section of local people in the immediate area (those likely to be affected by the development proposal) and in the wider neighbourhood area, were consulted on the development proposal, within a set timeframe;

How were they consulted

- 20.3 an account of the means used to involve and engage with local people during the consultation period by using a range of ways in which input and comments could be provided. For example, a variety of publicity and the opportunity to provide web-based comments as well as attending public events and meetings;

Record of consultation feedback

- 20.4 a written record of all comments expressed by local people within the neighbourhood area;

Mitigation of feedback

- 20.5 an explanation of how the proposal has addressed any relevant planning issues or concerns raised by local people or the Parish Council through the consultation period;

Benefits to the community

- 20.6 a description of how the proposal will benefit the local community;

Demonstrate "positive overall support"

- 20.7 an explanation that the feedback from the community has been positive overall towards the proposal.
- 20.8 An applicant should ensure the consultation statement accompanies their planning application as a supporting document to the proposal. This will enable South Kesteven District Council to take it into consideration as a demonstration of community support for the proposal when they come to comment and determine the application respectively.