

# Moreton-in-Marsh Neighbourhood Plan

2018 - 2041

Consultation Statement



**MORETON-IN-MARSH**  
NEIGHBOURHOOD PLAN

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## **1. Introduction and background**

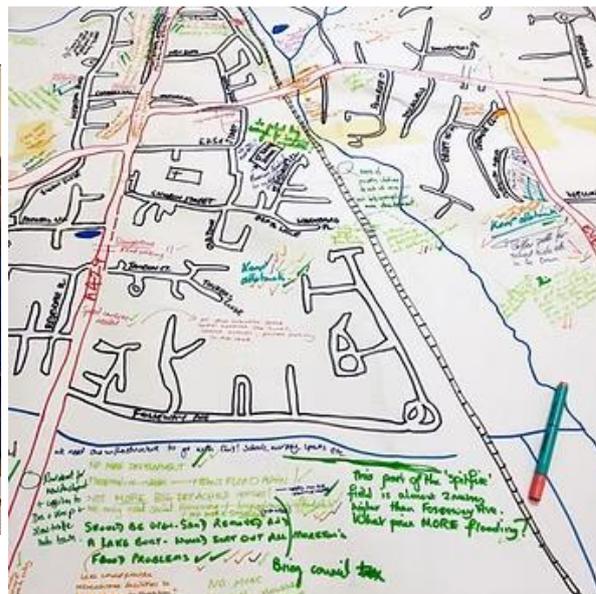
Work on preparing the Moreton-in-Marsh Neighbourhood Plan started in 2018. The parish council became increasingly concerned with the significant development pressure on the parish, caused by the lack of an up-to-date Local Plan and a desire to maintain a vibrant and thriving town centre. The Neighbourhood Area, which follows the parish boundary, was designated in September 2018 by the local authority, Cotswold District Council. Moreton-in-Marsh Town Council established a working group to take forward the process. This group included parishioners with different relevant skills and representation across interest groups, as well as past and present parish councillors.

## **2. Legal Obligations**

1. This Consultation Statement has been prepared to fulfil the legal obligations of the Neighbourhood Plan Regulations 2012. Section 15(2), part 5 of the Regulations sets out what a Consultation Statement should contain:
  - (a) Contains details of the persons and bodies who were consulted about the proposed neighbourhood development plan;
  - (b) Explains how they were consulted;
  - (c) Summarises the main issues and concerns raised by the persons consulted;
  - (d) Describes how these issues and concerns have been considered and, where relevant, addressed in the proposed neighbourhood development plan.
2. Community consultation has been a key priority for the NP steering committee since its inception in autumn 2018. Moreton-in-Marsh is a small town with a population of 5,000 and a number of businesses within the parish. Consultation was undertaken in a variety of ways to try and maximise responses.
3. Timing of the consultations was carefully considered to exploit potential interest and responses, and to coincide with regular and annual village events. The first stage was raising awareness of what a neighbourhood plan is and how it could benefit Moreton-in-Marsh. This started with a drop-in consultation event in February 2019. The results from this feedback informed three further public consultation events held during 2019, focussing on particular aspects of living in Moreton-in-Marsh. A comprehensive questionnaire was delivered to every home in March 2021 and a business survey was also conducted in March 2021.
4. Through the consultation process, many different aspects of importance to the community were raised and the steering group tried hard to ensure all these views and concerns were captured, regardless of whether they could be addressed through the Neighbourhood Plan.
5. The dedicated website was set up at the inception of the Neighbourhood Plan and the Town Council website created a link to direct people to it. This contained minutes from Steering Group meetings, detailed information regarding the Themes for the Neighbourhood Plan and reports from the surveys undertaken.

### 3. Consultation activities 2019-2020: Awareness raising.

1. During the summer/autumn of 2018 a campaign encouraging residents to join a Neighbourhood Plan working group was carried out using social media.
2. 2019 was spent raising awareness of the neighbourhood plan process and creating a Steering Group.
3. In February, a launch event was held to raise awareness of the Neighbourhood Plan and call for volunteers for the Steering Group. This was well-attended, with over 200 people attending and sharing their views.



4. In April 2019 a presentation was given at a local Business event 'Moreton Means Business'. A presentation was given which outlined the background to the Neighbourhood Plan and some examples of what other Neighbourhood Plans have done to encourage economic prosperity for their towns. The session was then thrown open to the attendees to get their views on business in the town and what could be done to help support the local economy.



5. A week later a Future Resilience & Climate Change workshop was conducted, facilitated by the Centre for Sustainable Energy, looking at the likely predicted impacts of climate change

within and beyond the plan period, and of how the community could plan for a sustainable future. The group, made up of members of the Steering Group and members



### Ideas from the children

#### Resilience to extreme weather and protecting biodiversity

- Plants.
- More Meadows!
- And Animals!
- More flowers!
- No more cars!
- So no pollution!
- No plastic [make more open space parks with lots of trees and no swings zip lines etc... just nature with bins
- Animals
- Don't kill Lots of animals!
- Help. Us. Recycle. Plastic. It. Kills. Us!
- Habitats
- Stop chopping. Down. Trees!

#### Our buildings

##### Homes

- Each house to have a solar panel and charging points for cars
- Garages

##### School

- Nice kind schools with fun activities
- Better cooking standards at school

##### Business

- To stop using non-recyclable plastic
- Pizza hut

of the public suggested actions & policies ideas. The workshop outputs were written up by children from St. David's School, who added their own comments and suggestions

6. A website [www.moreton2031.com](http://www.moreton2031.com) was also created, with a timeline-which has been regularly updated throughout the process-and also provides options for contacting the SG along with records of the communication undertaken, reports from community consultation and documentation of evidence used to shape the Neighbourhood Plan.
7. The Steering Group established a communication programme to:
  - i. Promote a high degree of awareness of the project
  - ii. Invite residents to join the neighbourhood plan steering group
  - iii. Encourage everyone to contribute to the development of the Moreton-in-Marsh Neighbourhood Plan.
8. In November 2019 Gloucestershire Rural Community Council was commissioned to undertake a Housing Needs Survey of Moreton-in-Marsh. This was published in May 2021 and can be found [here](#).
9. April 2020-Covid lockdown unfortunately halted any more public consultation and slowed down the momentum of the neighbourhood plan.

#### 4. Consultation activities in 2021: Initial Consultation.

1. In March 2021, the first community-wide consultation was undertaken. Approximately 3,000 leaflets were delivered to homes throughout the parish and made available and locations across the town, asking people for their opinions based on the six identified themes.
2. This 63-question document shaped the Vision and Objectives for the Neighbourhood Plan and information which arose from this consultation which was unrelated to the Neighbourhood Plan was reverted back to the Town Councils consideration.
3. The full results of the consultation can be found online at [www.moreton2031.com](http://www.moreton2031.com), a summary of the results of the consultation are below:

- 43% of 830 respondents are over 60 years old, 44% are retired.
- Nearly 80% of respondents live alone or with one other person.
- 80% of respondents own their house, 18% rent.
- 96% of respondents agree Moreton-in-Marsh is an okay or great place to live
- Top 3 things people like about Moreton-in-Marsh: Access to countryside/greenspace; Access to rail network; Access to Cotswold towns & villages
- 5. Top 3 concerns about Moreton-in-Marsh: HGV Traffic and congestion; Excessive population growth; Loss of green space

#### **Housing**

- 65% would not support the NP identifying further housing sites. 15% didn't know.
- 24.5% of renters would support NP identifying housing sites. 15.5% of home owners would support identification of sites.
- Most support for 'Homes built to higher environmental standards' (60%). Second: 'Homes designed with accessibility for older/disabled people'.
- Least support for 'Large 4+ bed family houses' (26%) and 'retirement homes/assisted living'.
- Type of tenure most supported: Government starter homes.
- Least support for Open market housing.

#### **Employment & Local Economy**

- nearly 50/50 split of working/not working (which reflects age of respondents). Of the respondents who were over 75, 90% were not working.
- most popular method of travel to work car/van. Those who work within 5 miles of Moreton-in-Marsh, 83% travel by car/van (compared to 62% overall). Those who work within Moreton-in-Marsh 47% walk to work, 40% car/van
- 57% would support NP identifying further land for employment use
- 65% would support the NP identifying buildings for employment use within the town centre
- Medical facilities very highly regarded by respondents-Top Three: Doctors/Hospital/Pharmacies
- Most used facilities: grocery shops (65% use them frequently). *This question needs to consider the age of respondents, which may skew responses. E.g. 76% of respondents never use the pre-schools, which reflects the age of respondents (43% over 60 yrs old)*
- 81% respondents think the core town centre should be kept the same size.
- 38% want town centre protected; 49% believe Yes, some protection but recognise things change and we need to let this happen

### **Getting around Moreton-in-Marsh**

- 66% of respondents walk when they want to visit Moreton-in-Marsh town centre
- 71% of children of respondents walk to pre-school or school
- 79% would support more dedicated walking and cycling routes within the town
- safer routes would encourage 29% of respondents to walk or cycle more, 21% would like better condition of routes
- 59% of respondents think it is fairly or very safe to walk/cycle around the town. 3% think it is very unsafe
- 60% feel current public transport options meet their need
- 63% believe the public rights-of-way around Moreton-in-Marsh are important or very important

### **Natural & Built Environment**

- nearly 50% of respondents are 'satisfied' with the parks, open spaces and green spaces in Moreton-in-Marsh
- Respondents rated accessibility highest with regard to the existing parks and open spaces. Play equipment and facilities for older children had the lowest ratings
- Top 3 open/green spaces respondents believe should be protected: Duck Pond; High Street Greens; Queen Victoria Gardens. All 12 suggested spaces received over 50%
- 56% of respondents believe the amount of green space should be increased. Over 250 suggestions of how this could happen were received!
- 73% of respondents believe biodiversity in Moreton-in-Marsh is somewhat important or very important
- 175 suggestions of locations to introduce or enhance biodiversity were received
- 67% of respondents believe the historic buildings in Moreton-in-Marsh are very important

### **Climate Change & Energy**

- 24% strongly agree and 38% agree with the statement "The town should aim to be self-sufficient in locally generated renewable energy, as far as possible"
- Roof-based solar panels and ground and air-source heat pumps receive the most support with just over 50% of respondents supporting each of them
- The 2 statements "Renewable energy projected should be supported as long as they are partially owned by the community, such as a joint venture with a commercial energy provider" and "Renewable energy projects by commercial developers should be supported, as long as they are required to make some financial benefit payments to the town annually" both received the highest support with 44% of respondents agreeing with each of them
- nearly 60% of respondents agree with the statement "I feel that climate change is a risk to me and my family". Just over 40% disagree with the statements "My property is at risk of flooding" and "I struggle to keep my home warm in the winter"
- Over 320 suggestions for actions households can take to reduce carbon emissions were received

### **The Community**

- 70% of respondents very or fairly satisfied with the local services and amenities in Moreton-in-Marsh.
- 46% of respondents would like to see more community facilities in Moreton-in-Marsh. There were over 200 suggestions of what households would like
- 78% of respondents feel there is high/good/some community spirit in Moreton-in-Marsh
- 70% of respondents support future funding being directed towards public footpaths/bridleways, closely followed by a wildflower meadow (68%)
- Over 650 comments were received in response to us asking if you had any other observations to make!

4. In March 2021 a Business survey was also conducted which was completed by 50 businesses.

- The remainder of 2021 and 2022 was spent working through the residents' survey, considering the substantial responses and discussions within the Steering Group of how to best ensure all the information gathered was considered and the community felt their input was heard.

# Neighbourhood Development Plan

Peter Richardson, Chair - Neighbourhood Development Plan (NDP) Working Group

The NDP is a community-led plan managed through the Town Council. It should align with the Cotswold District Council (CDC) Local Plan (up to 2031) but allows us to protect our green spaces, important views, and biodiversity. It also means we can specify: the types of development we want, including style, size, sustainability of housing; and the criteria for development e.g. infrastructure.

It takes the form of a number of policies and priorities. The policies (supported by justifications) should hold the same weight as the Local Plan policies when examining planning applications. We've just submitted the draft plan to CDC for screening to check if certain environmental studies are required. Before final submission there will be a public consultation period, a formal submission to

CDC, updates to the plan on feedback, and then independent examination comments. Finally it will be taken to a community referendum. We are a hard working residents and council passionate about our town and you would like to join our members always welcome to follow progress you can see through our dedicated website [www.moreton2031.co.uk](http://www.moreton2031.co.uk)

## Neighbourhood Development Plan (NDP) - giving voice to Moreton residents

Emma Carter - NDP Working Group

Over the last seven years, Moreton-in-Marsh Town Council has been working hard to develop a Moreton-in-Marsh Neighbourhood Development Plan to give residents a powerful voice in the future development of the town we all love.

A Neighbourhood Plan cannot stop new development, but it will give residents a real influence when it comes to where new homes, shops and offices can be built, what those buildings should look like, and what infrastructure should be provided as part of the development.

Over the coming months, the Town Council will be asking for your views on all elements of the plan and asking for help in collecting the evidence we need to support the policies it includes.

Once adopted, the NDP will also mean that more of the money raised, through charges made to developers, will be spent here in Moreton on projects to enhance the town and benefit its residents. The draft Neighbourhood Plan is now entering its official consultation stage.

Once complete, it will become a legally binding document, meaning any decisions made on planning applications will have to take account, not just of the Cotswold District Local Plan, but also by our Moreton-in-Marsh-specific Neighbourhood Plan. It's a powerful tool - one which has long been needed here in Moreton.

You can read all the information about the plan, its development journey and the draft documents on the NDP website: [moreton2031.com](http://moreton2031.com).

## 5. Consultation Activities in 2023: Continued Consultation.

- In January 2023 the Vision & Objective survey was carried out, with surveys being delivered to every home in the parish and promoted online via social media and the Town Council website.

- This received 473 responses or approximately 11% of the community and showed overwhelming support for the Vision and Objectives.

**Vision for Moreton-in-Marsh**

In 2031 Moreton-in-Marsh is an attractive, vibrant and prosperous market town with a wide range of housing options. Moreton benefits from excellent transport links, a network of safe walking and cycling routes. The Town successfully blends its role as a key retail and service centre for businesses, residents and visitors in a green, bio-diverse, low carbon environment

**Themes**

- A thriving low carbon environment
- A prosperous economy & High Street
- Affordable housing
- Active and sustainable travel
- Enhanced town character
- Health, well-being and leisure

For more information about this survey, please contact:  
Teresa Maul,  
Deputy Clerk  
Moreton-in-Marsh Town Council  
01608 651448

**How to return completed forms**

Please return this survey, by one of the following means:

Deposit completed paper surveys in a collection box at any one of the locations listed below.

- The CDC Area Centre
- Moreton-in-Marsh Council Office
- The Library

Additional paper copies can also be collected from these locations.

Or post them to:  
Moreton-in-Marsh Town Council  
Old Town  
Moreton-in-Marsh  
GL56 0LW

**Complete the survey online**

The survey can also be completed online by going to: <https://bit.ly/3MfVandQ>, by following the links on our website <http://moreton2031.co.uk/> or by scanning the QR code below with your phone.





**Survey of Vision & Objectives**

The Moreton-in-Marsh Neighbourhood Plan Steering Group has reviewed the results from the surveys and community consultations we have held. These have helped us to understand how you, the residents of the town, would like to see the Plan move forward towards 2031 and make the town place now and for future generations.

We are now asking you to give us your views on the Vision & Objectives, which are on those results, that will form the basis of our Neighbourhood Plan. We ask you to complete your survey if you are an occupant of your household who is 16 years old and over to complete this before we develop the associated policies.

**Please complete and return survey by 5th February 2023**

The data below is required to show we have reached a wide demographic:

Your age group:  8-16  17-30

Your postcode:

**Proposed Objectives of Neighbourhood Plan**

	Strongly agree	Agree	Disagree	Strongly disagree
<b>Housing</b>				
New developments to be energy efficient and climate adaptive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New developments to provide a range of housing to meet the needs of local people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New developments on brownfield sites to take priority over greenfield sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To ensure new homes are of high-quality design and built to Building Research Establishment Environmental Assessment Method (BREEAM) standards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Economy &amp; Business</b>				
New developments to facilitate and support the growth of the business base within Moreton-in-Marsh, creating more jobs across a diverse range of sectors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support development of small business units/shared space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Town Centre</b>				
New developments to support and sustain a vibrant attractive and successful town centre that meets the needs of the local community and visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve the public realm and traffic management within and through the town to provide easier, safer and more pleasant access for residents and visitors, using developer contributions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Environment</b>				
Protect and maintain existing public open green spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protect and maintain archaeological and built heritage assets deemed to be of value to the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserve and increase opportunities for biodiversity net-gain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserve important views within the parish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protect the sensitive natural environment and exceptional rural assets surrounding Moreton-in-Marsh	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Transport &amp; Active Travel</b>				
Create a more connected parish for residents and visitors alike, limiting the need for vehicular travel within the town and offering a genuine choice of transport options to help reduce congestion and emissions, to improve air quality and public health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- The Town Council held an Open Day to showcase projects they were undertaking, one of which was the Neighbourhood Plan.

## **6. Consultation activities in 2023-24: Evidence gathering, Policy writing.**

1. Much of 2023/24 was spent writing policies and gathering evidence to support these.
2. During this time the website was kept updated with minutes and social media posts written to keep the community updated with the activities of the Neighbourhood Plan.

## **7. Consultation activities in 2025: Screening/Evidence gathering.**

1. The Neighbourhood Plan was submitted to CDC in February 2025 for screening.
2. In May 2025 CDC confirmed that no SEA or HRA were required.
3. The Town Council held Forum events in January and June 2025 at which the Neighbourhood Plan was discussed and questions invited.

## **8. Continuous Consultation**

1. Website – has been constantly updated and regularly promoted
2. Emails – built up list of subscribers who receive monthly updates
3. Social media – Nextdoor, FB – updates on the plan progress and also information about upcoming engagements.
4. NDP updates included in MTC quarterly updates issued via their mailing list and hardcopies at various locations in the town

## **9. Regulation 14 Pre-submission Consultation 2025.**

1. The six-week consultation period required under Regulation 14 ran from 1<sup>st</sup> September to 12<sup>th</sup> October 2025. To encourage as many local people as possible to engage in the consultation, various methods of communication were used. These included the preparation of a twenty four-page 'executive summary' of the Regulation 14 neighbourhood plan including a feedback form and links to digital feedback methods, which were delivered to every house in the parish. Printed paper copies of the full plan were available to read at the Town Council Offices, the Area Centre and library. Digitally, people were invited to access full plan, all the supporting evidence documents and feedback forms online on the dedicated Moreton2031 website. Information about the consultation, links to the neighbourhood plan website and digital feedback websites were also available on the Town Council website. A full digital feedback form was available via the survey website SurveyMonkey, with Paper versions available from the Town Council Offices.
2. In addition, an article highlighting the importance of the Regulation 14 consultation and directing people to where to find more information about the Neighbourhood Plan posts were made on social media directing people to the parish council website and SurveyMonkey feedback form.
3. In accordance with requirements of the Neighbourhood Planning Regulations, relevant statutory consultees were notified by letter. In addition, a range of parties that the Moreton-in-Marsh Neighbourhood Plan steering group considered were likely to have an interest in the plan were

also written to. All parties were advised to download a copy of the plan but were advised that hard copies could be issued on request. The list of Consultees can be found in Appendix 1.

4. As Appendix 2 & 3 show, while there were a few negative comments, the people who responded to the consultation were supportive of the NP policies. Appendix 4 shows the detailed comments by the local planning authority. These have been studied and changes made to satisfy the Basic Conditions criteria and improve clarity. The tables detail the working group responses to the comments received and actions and/or text changes made.

## **10. Conclusion.**

Consultation has played a prominent role in shaping the preparation of the MIMNP, and every effort has been made to engage with the widest possible audience within the community. Interest in the plan increased over the years it has taken to prepare the NP. A visible presence of the Neighbourhood Plan at key, well attended village events each year has helped maintain the plan preparation's profile, along with regular updates in the village news magazine.

## Appendix 1 List of Consultees

Gloucestershire County Council	Moreton-in-Marsh YFC/Gloucs Federation of Young Farmers
Cotswold District, Gloucestershire	Cotswold National Landscape,
West Oxfordshire District, Oxfordshire	GCER
Stratford-on-Avon District, Warwickshire	Glos Wildlife Trust
Bourton on the Hill PC, Gloucestershire	Costwold Friends
Todenham PC, Gloucestershire	Moreton Charity
Evenlode PC, Gloucestershire	Edith Mann Trust
Batsford PC, Gloucestershire	RH Trust
Longborough PC, Gloucestershire	WI
Sezincote PC, Gloucestershire	Scouts
The Wolfords Joint Parish Council, Warwickshire South	Football Club
Little Compton PC, Warwickshire South	Croquet club
Chastleton PC, Oxfordshire	Bowling club
Coal Authority	Cricket club
Homes England	Tennis club
Natural England	Fields In Trust
Environment Agency	Gloucs Diocese
Historic England	St David's Church of England
Network Rail	South West Mids Congregational Federation
National Highways	Congregational Church
Marine Management Organisation	Confederation of British Industry
EE	National Housing Federation
O2	Chamber of Commerce Glos (Business West)
Three	Glos LEP
Vodafone	Federation of Small Businesses (South West)
Director of Public Health Glos	Road Haulage Association
NHS England	Homebuilders Federation
NHS Gloucestershire	Cala Homes
White House Surgery	Bloor Homes
Mann Cottage Surgery	Nightingale Gardens (Moreton) management Co Ltd (Prev Deeley Homes)
Dentist	Disability Rights
National Grid	Insight Gloucestershire
National Gas	HFT Learning Disability Support
Wales and West Utilities	OPCC Gloucestershire
Severn Trent	Gloucestershire Fire and Rescue Service
Thames Water	Tinkers Close Housing Association
Campaign for the Protection of Rural England	Bromford Housing Association
RSPB Gloucestershire	St David's School
Sport England	Tyack Architects Ltd (Mann Institute Gardens)
Bromford Housing Association	Owner of Special habitat area behind Stockwells