

**Brading
Neighbourhood
Development
Plan
2015 - 2027**

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Acknowledgements

Deb Gardiner, Mayor of Brading Town Council

Brading Town Council is very pleased to launch the public consultation on the Brading Neighbourhood Development Plan. Developing this plan has been a long process, involving so many community groups, businesses and individuals and we hope that this next stage will give even more people a chance to have their say on the future of Brading. The Town Council is proud to have been involved in the project right from the beginning, with a successful bid for funding and with our Town Clerk, Sue Chilton, taking a lead role in its development. We really hope that the Plan will give Brading residents a real opportunity to influence decisions on key issues such as any future proposed developments in the town and will give people a real involvement in Brading's future.

So many people have been involved in developing the Brading Neighbourhood Development Plan but thanks are particularly due to Bryn Davis, Chair of the Steering Group, Sue Chilton, Brading Town Clerk, all the volunteers who have been involved in the Steering Group and who are listed in this document. The Town Council thank you all, without your efforts we could not have produced this Plan. My final thanks go to residents of Brading who have taken part in the Residents' Survey and consultations the results of which have formed the basis of the draft policies in the plan.

Deb Gardiner, Mayor of Brading

Bryn Davis, Chairman of Brading Neighbourhood Development Plan Steering Group

The first meeting of the Brading Neighbourhood Development Plan Steering Group was in January 2013 and since then we have had meetings on average every fortnight. During that time 29 people from Brading have been involved in the Steering Group. Some started but had to withdraw after some time for various valid reasons and some others joined later. There has however been a core membership of a dozen or so who have been regular members. They have been the backbone of the group with very valuable help from the others. Other groups have helped too, the Art group and the Youth group particularly with the making of the Planning for Real exercise material and other groups of the Town Council such as the Traffic Group. Consultations have been held with business people and landowners as well as potential developers and the Roman Villa. Valuable input has been provided by planning, archaeological and history advisors. The people of Brading themselves of course have contributed through their responses to the Survey. Finally the whole has been most ably supported by the Town Clerk as Project Officer. Thus it can be said that this has been a true Brading project with so many people involved in the Brading Neighbourhood Development Plan.

Bryn Davis, Chair of Brading Neighbourhood Development Plan Steering Group

The Brading Neighbourhood Development Plan Steering Group comprises a representative group drawn from the Brading Community. The following provides a brief background of each member of the group.

Bryn Davis, Chairman

A resident of Brading I have found that it provides much of value. There is much of historic interest and environmental attraction for my interests. I have enjoyed walks, concerts, talks and festivals here in Brading. I also am involved in several other activities in other parts of the Island but feel very much settled here in Brading and wishing to help develop its future.

Ian Pearson, Vice Chair

My wife and I live in Adgestone where we are renovating a farmhouse and revitalizing a smallholding with a strong emphasis on wildlife conservation.

Steve Lockett

We moved to Brading 4 years ago because it had everything we wanted. In no particular order they are great walking, interesting wildlife and a decent pint. I lead monthly health walks and contribute a "nature notes" column to The Brading Buzz.

Sue Birch

Born in Lancashire, moved to Brading in 1983 and now retired. Presently Chair of BRAG. Coordinator of Brading Bash from 2011 - 2012. Organiser of most concerts held in St Mary's Church for the past few years.

Peter Ratcliffe

I live in Brading and have been a Town Councillor since October 2013. I am anxious to see the unique characteristics of Brading retained and wherever possible improved. I see the Brading Neighbourhood Development Plan as the ideal vehicle for meeting these objectives.

Irene Burkett

As a Brading resident, I feel strongly that it's wonderfully historical identity and close community spirit be preserved for future generations to enjoy. I believe adopting a Brading Neighbourhood Development Plan will help to ensure this happens.

Mark Powell

Born and raised on the Island. Since becoming a resident of Brading I have involved myself in community life by becoming Chairman of the former pre-school in the town and serving as a School Governor. In 2006 I became a voluntary coach for Brading Town Colts Youth Football Club also taking on the Club Chairman's role in 2011.

Marianne Sullivan

Born and brought up on the Island I had the privilege of living in Brading for 23 years, raising my children there and serving the community for 29 years on the Town Council. I love Brading and want to ensure that its future is positive, sustainable and environmentally sensitive and I hope that the Brading Neighbourhood Development Plan will enable this to be the case.

Robin Attwood

I have lived in Brading for 27 years and have been privileged to serve on Brading Town Council for ten years. Among my many interests are traffic and transportation and I have chaired the group dealing with this subject for the Brading Neighbourhood Development Plan. Brading is such a wonderful place to live and the Brading Neighbourhood Development Plan, if adopted, should serve the town well for the Plan's duration.

Grateful thanks go to others who contributed to the Plan:

Fanny Oglander

Frank Gregory

Tracy and Barry Brinsden

Jane Hindle

Anthony Turnbull

Lynne Attwood

Stephanie Artress

Colin Paxton

Mick Collis

Alan Crooke

Chris Offer

Geoffrey Hawker

Karen Tweed

Hadyn Wheeler

1 Foreword

1.1 Neighbourhood planning is one of the new community rights introduced by government through the Localism Act 2011. It gives people more say over the development and use of land in their area and puts them in charge of deciding where they want new homes, shops, business developments and leisure facilities to be built. It lets them have their say on what new buildings should look like and what infrastructure should be provided and gives local people a greater responsibility and power in local planning.

The National Planning Policy Framework www.gov.uk/government/publications/national-planning-policy-framework--2, and the Island Core Strategy www.iwight.com/azservices/documents/1321-Core%20Strategy%20-%20Adopted%20Mar%202012.pdf, provide overarching Planning Policies. However, the Localism Act 2011 gave powers to communities to develop local plans that refine general planning policies to meet local needs. The Brading Neighbourhood Development Plan contains policies which focus on specific areas deemed important to the Brading community and therefore enhances the policies within the NPPF and the Island Core Strategy, it does not replace them.

1.2 Once adopted, the Brading Neighbourhood Development Plan has statutory influence within the planning system. Communities with an adopted neighbourhood plan will receive 25% of ¹Community Infrastructure Levy revenues to spend on projects important to them. This will only be relevant where the local planning authority adopt this approach. At the time of writing, the Isle of Wight Planning Authority is still to make a decision on this.

¹The Community Infrastructure Levy is a levy that local authorities in England and Wales can choose to charge on new developments in their area.

Department for Communities and Local Government states:

“Neighbourhood planning is proving to be incredibly popular with communities around the country and has enormous potential to deliver homes and jobs. There are now hundreds of neighbourhoods that will benefit from having a plan in place and I want to see many more enjoy the opportunities these bring to deliver local people’s vision for their area”.

2 Introduction

2.1 Brading Neighbourhood Development Plan reflects the views of local people on protecting, conserving and wherever possible enhancing the heritage and natural environment of both the historic town and the wider parish of Brading. It also includes the surrounding areas of natural beauty, including the marshland to the east, the wet meadows of the Eastern Yar, Brading Down and the fields surrounding Adgestone, and Nunwell Park land to the north. The Plan sets out the priorities of residents in the form of policies, which will ensure that local people are in control of what, when, where and how development takes place in their community over the next 13 years. It was initiated and will be monitored by Brading Town Council whose application for designation of a neighbourhood area was approved on 29th May 2012. The electorate of Brading will be asked to vote in a referendum on whether they support the policies within this Plan. If 50% of those voting vote in favour then the Plan must be adopted and “made” by the local planning authority. Once the Plan is “made” the Town Council’s Planning Committee will monitor future development in Brading against the policies within this plan.

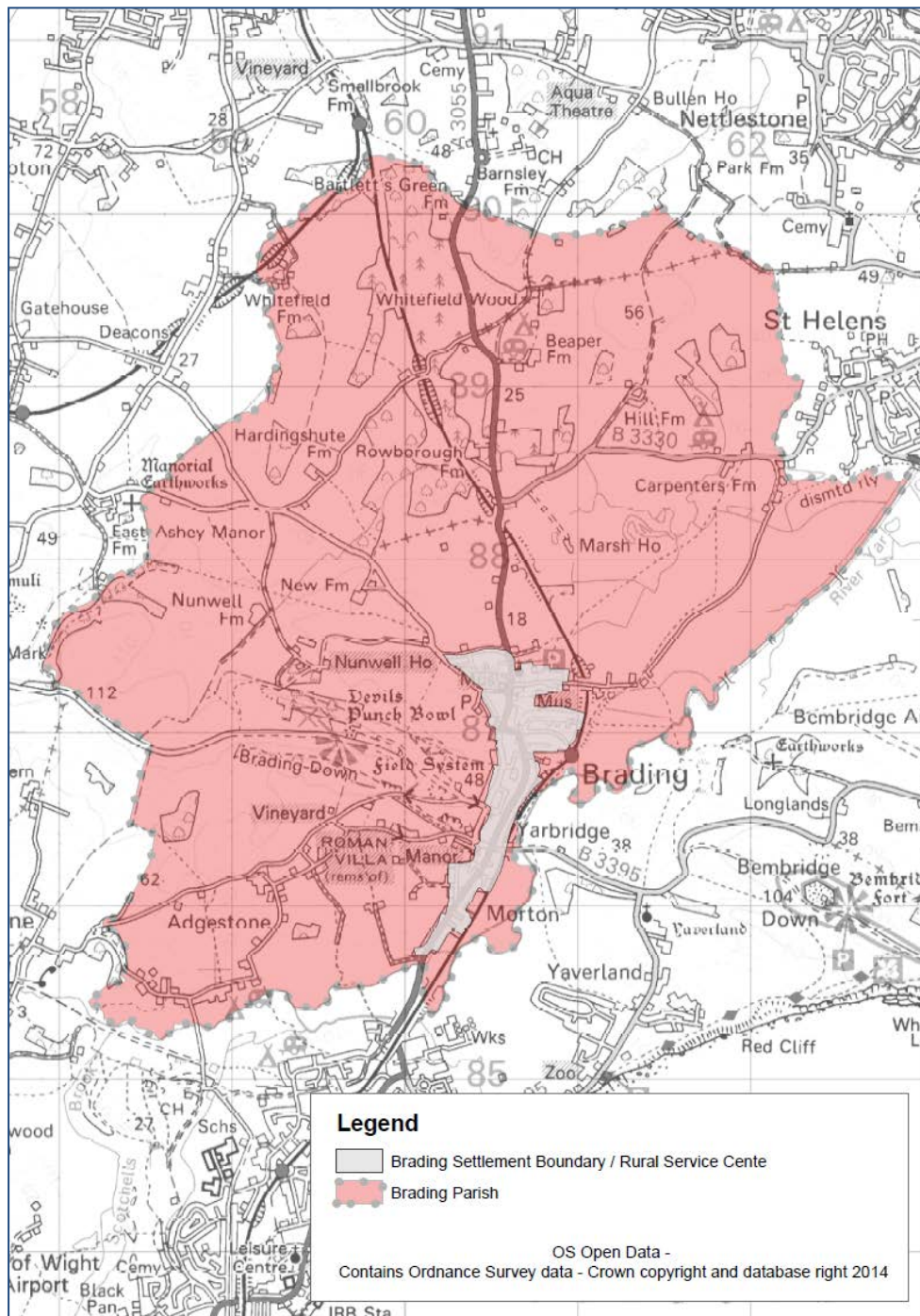
2.2 Public Consultation was central to the production of the Neighbourhood Plan. A Consultation Statement, providing full details of the consultation undertaken, was submitted in support of the Neighbourhood Plan. This is available on the Town Council’s website, together with other background information relating to the Neighbourhood Plan. The Plan complies with both local and national planning policy and compliance is set out in more detail in the Basic Conditions Statement attached at Supporting Document 8.

2.3 The Plan will be effective for the period 2015 – 2027, which, for the most part, is co-terminus with the Island’s Local Development Framework, known as the Island Plan (2012 – 2027). This will ensure a cohesive approach is taken to planning applications and future development within the parish.

2.4 The Plan reflects the views of local people on protecting, conserving and, wherever possible, enhancing the heritage of Brading, as an historic town, and the surrounding areas of natural beauty. It sets out the priorities of residents in the form of policies, which will ensure that local people are in control of what, where, when and how development takes place in their community over the next 13 years.

3 The Plan's Designated Area

3.1 Brading Town Council's application for designating a Neighbourhood area, in respect of the development of a Neighbourhood Development Plan for Brading, was made to the Isle of Wight Council on the 25th January 2012. After a six week period of public consultation, undertaken by the Isle of Wight Council, the application was formally approved on the 29th May 2012. The designated area is all of the land within the parish boundary (red line) as shown on the map below.



DESIGNATED NEIGHBOURHOOD PLAN BOUNDARY

4 The Planning Process

How Brading's Neighbourhood Development Plan fits into the Planning Process

4.1 For the Brading Neighbourhood Development Plan to be brought into force by the local planning authority it must meet the basic conditions set out in Schedule 4B to the Town and Country Planning Act 1990 (as amended). These can be summarised as follows:

- generally conforming with strategic local policy
- having regard to national planning policy and guidance
- being compatible with EU obligations
- contributing to achieving sustainable development

4.2 There are 5 steps to producing a successful neighbourhood plan:

1. Defining the neighbourhood

The Town Council has to apply to the local authority to develop a plan covering a designated area. In Brading the approved designated area covers all of the land within the parish boundary.

2. Preparing the Plan

Local people have to identify issues and priorities for their community and draw up a plan which will establish general planning policies for the development and use of land in the parish. This will include where new homes and businesses can be built and what they should look like and will set a vision for the future.

3. Independent Check

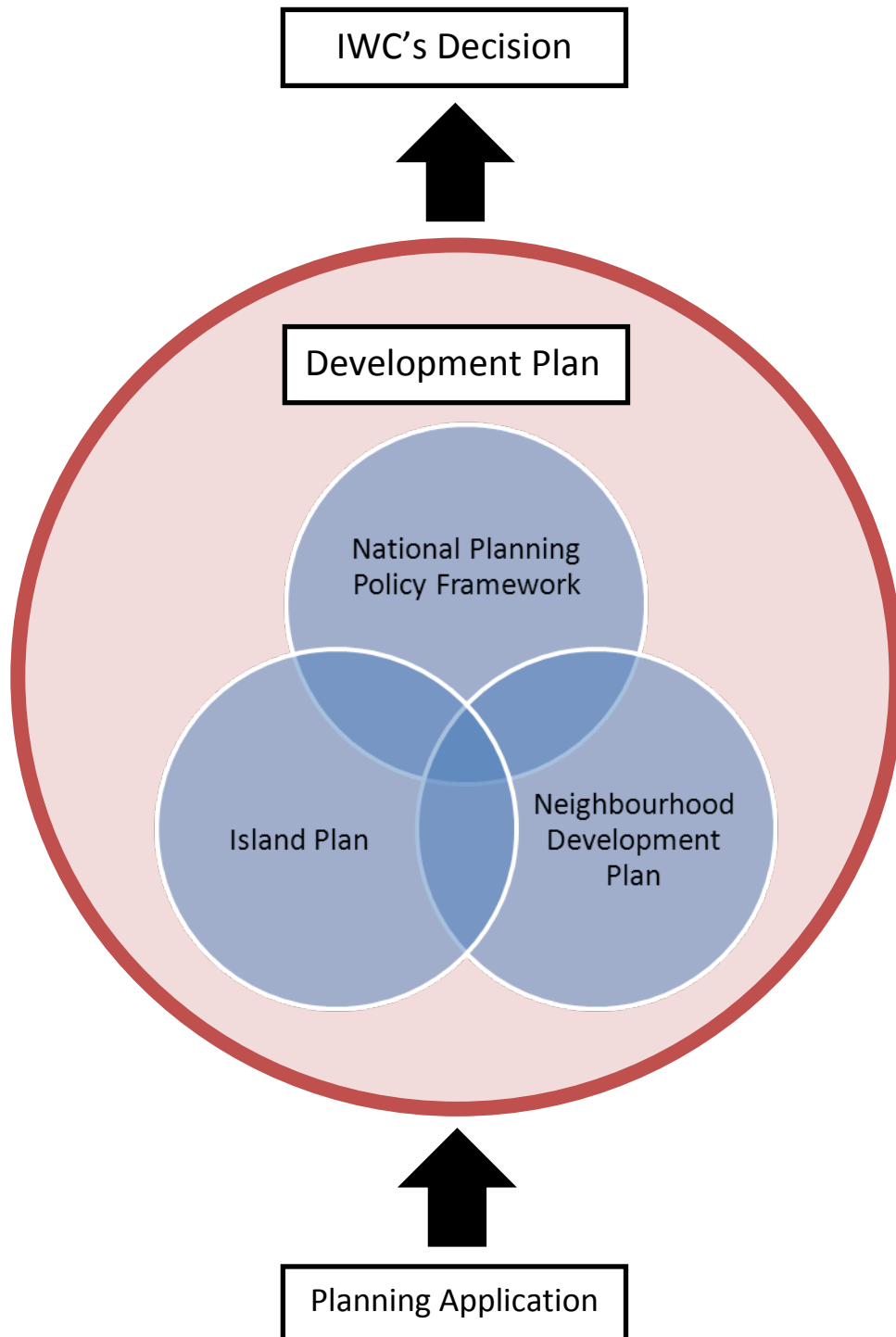
An independent examiner will check that the prepared plan meets the legal and general requirements.

4. Community Referendum

The Local Authority will organise a local referendum to ensure that the community has the final say on whether a local plan comes into force. If more than 50% of those people voting support the plan then the local planning authority must bring it into force.

5. Legal force

Once a plan is in force it carries legal weight and the local planning authority is obliged to consider proposals for development against the policies within the NPPF, the Island Plan and the Brading Neighbourhood Development Plan (as illustrated below).



5 A Vision for Brading

5.1 Brading’s vision for the future was developed from comments made by the community at consultation events and from those received through the Residents’ Survey. Residents outlined their aspirations for the town and wider parish which formed the basis for the objectives listed in Section 6. The steering group have compiled these into a Vision for Brading:

“Brading will be a town and wider parish, which provides a caring environment for its residents from the cradle to the grave; where its historic environment and green spaces are cherished and protected for the use and wellbeing of the community; where appropriate housing development, which meets the needs of the community, is supported and where the potential for sustainable development, employment and transport is optimised; a place where residents are proud to live, work and play.”



VIEW TOWARD SANDOWN FROM BRADING DOWN

6 Objectives of the Plan

6.1 The objectives of the plan were determined by the results of the Residents' Survey, which took place in the summer of 2013, together with contemporary, authenticated data derived from local and national sources. The total number of questionnaires issued was 1130, with every household in the parish (984) receiving at least one survey. The number of returns totalled 287 equating to a response rate of 25.4% of the number issued.

6.2 The survey covered 7 categories:

- Providing Houses
- Housing Needs
- Jobs and the Local Economy
- Protecting the Environment
- Improving Community Services
- Creating a Sustainable Community
- Crime and Disorder

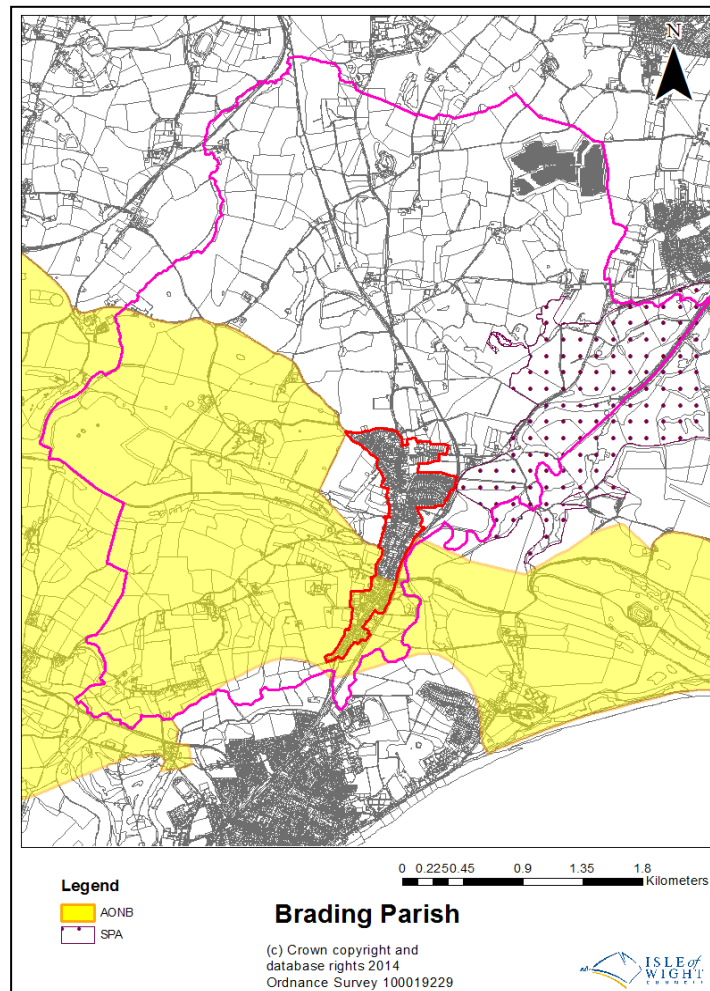
6.3 The objectives of the Plan, listed below, derive from the results of the Residents' Survey and the consultation events we undertook form the basis for the achievement of our Vision, namely:

- The delivery of homes that meet the needs of the community both now and in the future.
- To conserve and enhance the historic and the rural character of the parish of Brading.
- To sustain the facilities of a Rural Service Centre.
- To develop economic activity that will help to provide jobs for local people.
- To protect the natural environment and the species that inhabit it.
- To seek to improve transport links and traffic management within the parish.
- To work in partnership with crime prevention agencies to make Brading a safe place to live.
- To ensure that Brading is a place where people are proud to live, work and play.
- To ensure that new development does not increase flood risk in the parish by being placed in inappropriate locations.

6.4 The policies within the plan reflect the categories listed at 6.2 and the delivery of the objectives listed at 6.3. They are not intended to be read in isolation and should be considered collectively. Developers need to consider the appropriateness of combining policies and demonstrating how these policies will be addressed.

7 Local Character and History

7.1 Brading Parish is located in the east of the Isle of Wight, just south of the town of Ryde and north of Sandown Bay. It has a total land area of 1426 hectares much of which is designated for its wildlife and landscape importance with the north west and north eastern area around Brading Marshes being a Special Protection Area, Nunwell and the south and south eastern part of the parish falling within the Isle of Wight Area of Outstanding Natural Beauty.



7.2 The town of Brading is classified by the Island Plan as a Rural Service Centre because of the businesses and facilities it has and their importance to not only town residents but people from surrounding villages and hamlets. It is one of eleven similar Rural Service Centres across the Island. The town has a defined settlement boundary which extends southwards into the developed area of Morton Common. The Neighbourhood Development Plan has also been the subject of an Equality Impact Assessment undertaken by the Local Authority.

7.3 The earliest archaeological evidence shows Neolithic activity around what is now Brading town, when farming spread across the Island and forests were cleared to make the first farms over 6000 years ago.

7.4 The geographic position of Brading, at the navigable head of Brading Haven with downland and arable land nearby, attracted people to settle in the Bronze Age and they sited their burial mounds on the downs around the modern town over 3000 years ago. Brading was the ideal location for an Iron Age settlement and a later Roman villa. Both would have been surrounded by field systems, some of which still survive in the landscape today. Brading was an important medieval parish and medieval remains of hamlets, the manor house and the town of Brading itself can still be seen. The 16th Century Nunwell House also includes parkland and gardens. Much of the interesting architecture through the heart of the town is original, evidenced by some beautiful cottages and historic buildings.



7.5 Brading once acted as a major port for the Isle of Wight. The effects of silting on the harbour, which were recorded as far back as the 16th Century, resulted in the gradual decline of Medieval Brading's port function and the harbour was fully reclaimed in the 19th Century.

7.6 The streets at the heart of the Rural Service Centre include a Town Hall, two youth clubs, a Town Council office/ Community Centre, which also houses a post office outreach, a doctor's surgery, St Mary's Church and church hall and a Methodist chapel, a small supermarket, a hairdresser's, a fish and chip shop, three pubs, a museum and a number of other specialist shops and businesses. In addition to these facilities, the town is home to a thriving Primary School and pre-school nursery and has excellent transport links, provided by a local railway station and a main bus service. The community recognise the importance of conserving these facilities, and the policies within the Plan have been developed to achieve this as much as possible.



7.7 The Town Hall, owned by the Brading Town Trust, is located at the ancient site of the Bullring in the centre of the town, and many daily/weekly events such as tea dances, keep fit, concerts, horticultural shows, ceilidhs, Women's Institute and monthly Town Council meetings take place there. It is also used for public meetings when the public's views on a local issue may need to be aired.

7.8 St Mary's Church Hall was built in approximately 1987. This well-equipped, multifunctional hall is well used by the community and church alike, with easy access for disabled people. There is a variety of groups which meet regularly, including Art groups, Yoga sessions, Scottish Dancing, Memory and Recall group, Pensioners Social Group, Slimming World, Church Groups and Bell Ringers. It is also used for a variety of community fund raising events too.

7.9 The Brading Centre is located at the heart of the community, sitting conveniently alongside the local primary school. In addition to the Town Council Clerk's office the centre offers a wide range of services to residents including an advice centre to deal with local problems, free computer use, meeting facilities and a successful book share. It also hosts a children's library, run in partnership with the local primary school, as well as the post office outreach.

7.10 Brading Methodist Church was built on what was then the edge of the Village, on a piece of leased land at the end of the Wheatsheaf pub garden, and opened in 1867. During the Second World War the Church Hall was used as an army canteen. Although on the outside Brading Methodist Church is still a mid-19th century building, it is very different inside. The church, at road level, has an attractive, modernised interior, totally carpeted, with seating for 60 people. The hall, beneath the church, is an attractive open space displaying young people's work.

7.11 Brading is fortunate to have its own Auction House, run by a local Estate Agent. It offers a friendly saleroom experience with an international outlook and attracts both Island residents and visitors to its regular auctions held throughout the year.

7.12 Brading Church of England Primary School was built in 1910 and has long been at the heart of Brading's community. When threatened with closure, under the Isle of Wight's school reorganisation programme, the community responded with a robust campaign and the school's future is now secure within a Federated framework with St Helens Primary school, catering for the 4 – 11 age groups.



7.13 Much of the parish is made up of vast rural areas surrounding the central core. It includes reclaimed marshland, grazed downland, wet meadows, and farmland. Much of this is designated as an AONB. There are many small holdings, some large farms and historic houses with large gardens, and sweeping views in most directions. This aspect is considered further in sections 9, Heritage, and 11, Protecting our Environment.

7.14 Brading is a neighbourhood in every sense of the word. It can rightly boast a thriving community spirit, which is enhanced by an abundance of local clubs, churches, organisations and events which regularly bring residents of all ages together.

8 Housing

8.1 Brading's current housing stock can be summarised as follows:

- A small proportion of privately rented/shared ownership housing
- A smaller supply of housing association rented houses
- A predominance of owner occupied properties

8.2 A diversity of housing types, the oldest of which can be dated to the 13th century, including: Georgian and Victorian homes; a multitude of 1960s/70s detached modern bungalows; 1950's brick built two, three and four bed roomed terraced, semi detached and detached houses; and, in the rural areas of the parish, converted agricultural workers' cottages, colonial style bungalows and 20th century brick homes.



8.3 A Housing Needs Survey, undertaken in 2006, showed that the average house price effectively excluded many local people on low incomes in need of housing, and that remains the case today, evidenced by the results of the 2013 Residents' Survey. Both reports showed that there was a high proportion of older families and a significantly lower proportion of younger families with children. Data from the 2011 Census evidenced that there were no overcrowding issues, but there was evidence of under occupancy, particularly from elderly residents.

8.4 The 2013 Housing Needs Survey Report outlines a need for smaller homes, particularly one and two bedroom accommodation, www.iwight.com/azservices/documents/2777-Brading-Housing-Needs-Survey-Report-Final.pdf and for shared equity or rental through private landlords or housing associations. The community also supports the building of sheltered accommodation. Whilst the Housing Needs Survey does not show this as an explicit requirement, analysis of the census demographic and occupancy data indicates a need to provide housing to enable downsizing into smaller or sheltered accommodation, thereby releasing currently under-occupied larger properties onto the market. These properties could, potentially, provide suitable accommodation for families with children, with a resulting benefit for the sustainability of the local school. The report supports appropriate small growth new housing developments of mixed tenure and type within or adjacent to the Rural Service Centre settlement boundary and 73.7% of respondents felt that developments in Brading should provide affordable housing to meet local needs.

8.5 Respondents were asked what size of individual developments should be given priority and 54% stated that they should comprise of no more than 10 houses with a further 40% stating that they should be between 11 – 25 houses.

8.6 In order to reflect the collective results gained from the housing needs survey (Para 8.5), and also to comply with National Planning Practice Guidelines on Section 106 agreements issued on 28th November 2014, proposals for developments, of between 10 - 25 homes, will only be supported where the proposal includes on site affordable housing.

8.7 Taking into account the current and 5 year projected housing need from the results of the 2013 Housing Needs Survey Report, together with the contextual evidence from the 2011 Census; public consultations, meetings with landowners and developers, ward profiles from the IWC Business Unit, the 2013 Housing Needs Survey Report supports appropriate new housing developments, totalling 35 homes, of mixed tenure and type over the 5 year period from 2013 - 2018.

8.8 Although the majority of respondents felt that land should be allocated for affordable housing, the identification of specific sites was insignificant. In view of this, the steering group decided not to be site specific but, rather, to manage the scale and size of future developments in line with the aspirations of the community. The community's preference was for developments to be smaller-scale with preferably no more than 10 dwellings on an individual site.

8.9 Local need is identified in the Island Plan Core Strategy as being wider than just that identified in a Housing Needs Survey Report. Local need can also include development that makes a demonstrable contribution to maintaining local facilities

(such as schools, shops and community facilities) and to maintain or enhance the wider viability of local communities.

8.10 Where appropriate, development applicants are expected to demonstrate that discussions have been held with the relevant infrastructure providers.

Policy HD1

- a) **The Brading Neighbourhood Development Plan supports appropriate new housing that meets the needs of the local community. For the period 2014-2027 new housing development will be supported.**
- b) **Development proposals should meet the requirements of the policies of this plan, along with the relevant policies of the Island Development Plan.**

Policy HD2

Residential development should be located within or immediately adjacent to the defined Rural Service Centre settlement boundary of Brading, as shown on the Island Plan Proposals Map. Proposals should:

- a) **Result in no more than ten new homes on any individual site; and**
- b) **Demonstrate, where appropriate, how they provide housing types and tenures that contribute to meeting the most up-to-date housing needs survey report for the parish of Brading.**

Proposals for 10 – 25 new homes will be supported when on-site affordable housing is provided.

Where a proposal for residential development is located outside and not immediately adjacent to the defined Rural Service Centre settlement boundary of Brading, as shown on the Island Plan Proposals Map it should:

- c) **Result in no more than ten new homes on any individual site; and**
- d) **Demonstrate it is meeting a proven local need appropriate to the rural area.**

9 Heritage

9.1 A Heritage Audit was carried out to inform the Brading Neighbourhood Development Plan. The Heritage Audit gives further details of all of the Heritage Assets in Brading Parish and is included as Supporting Document 4. A Heritage Asset is:

“A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority”. (DCLG, 2012, Annexe 2: Glossary).

9.2 Heritage Assets are collectively called the Historic Environment and are identified as being of great cultural, social, economic and environmental value by English Heritage, the government’s advisers on the Historic Environment (EH 2012). Some Heritage Assets are given national designations as Scheduled Monuments, Listed Buildings, Registered Parks and Gardens and Conservation Areas as testament to their national importance. The Heritage Assets of Brading Parish have been divided into several categories depending on the physical nature of the remains:

- **Historic Landscapes** are areas which have been designated for their survival of individual elements and include the Grade II Registered Park and Garden at Nunwell and the Brading Conservation Area.
- **Buildings** including houses, shops, farm buildings, churches and structures such as the Pound and Brading Roman Villa.
- **Earthworks** being structures built of earth and which are visible above ground such as the Bronze Age burial mounds on Brading and Nunwell Downs.
- **Buried remains** including all places within the Parish for which there is evidence that archaeological remains lie beneath the ground. This includes sites seen as crop marks from the air and those where excavation, finds scatters or other evidence has indicated the existence of buried remains.
- **Documentary** sources showing where past activity has been carried out in a particular period but for which there is no visible evidence on the ground, although there may be buried remains at some sites. This includes buildings and structures known from old maps and documents.
- **Single artefacts** which may not indicate below ground remains and a professional judgement has been made as to which artefact or finds scatters indicate buried



remains and which are likely to represent a single item lost in the location in the past.

9.3 The most significant features of the historic landscape within Brading Parish are Neolithic settlement, Bronze Age settlement and barrows, Iron Age and Roman settlement (including Brading Roman Villa) and field systems, Saxon and Medieval settlements including Brading medieval town, route ways and field systems and grazing marsh. Nunwell House and gardens and the 19th century Brading Station site is also of similar significance.

9.4 The importance of Brading as the oldest Medieval town on the Island is shown by the presence of one of the only surviving medieval urban buildings on the Island (St Mary's Church) and the earliest secular building in an Island town (Tudor House) There are few 17th century buildings which survive in other Island towns, but there are six in Brading town and a 17th century Manor House and Farmhouse in the wider Brading Parish. Brading also has some good examples of 18th century town buildings. Brading is unusual in that the pattern of historic settlement has been altered little by recent growth. The medieval origins of Brading town are understood and can still be seen today. It is a characteristic of Medieval Island towns to sit firmly within a rural landscape and this difference between medieval urban and rural landscapes is an important characteristic which gives Brading its distinctive historic character.

9.5 Changes which have the potential to be harmful to the historic interest and character of Brading include (this list is not considered exhaustive).

- Housing development in rural settlements.
- Housing development in and around Brading town core.
- Agricultural change causing farm buildings to be converted for residential, tourism or light industrial use.
- Agricultural processes destroying existing drainage patterns, field boundaries, buried remains and earthworks.
- Increased seasonal rainfall and flooding events contributing to above and below ground building damage.

9.6 The historic building stock in Brading and across the UK has met with and survived changes in both climate and society. Its survival is a testament to its fitness for purpose as buildings which cannot cope with storm and flood risks or change of use are, for the most part, quickly lost or replaced. Most traditionally constructed historic buildings themselves perform well in studies which measure actual energy use. Historic towns with their traditional mixed-use neighbourhoods offer a good model of sustainable development. Further information on the historic environment and climate change can be found in Supporting Document 3.

9.7 The historic environment of the parish and town of Brading plays an important role in shaping its local distinctiveness and in supporting tourism. Because of this it is crucial that development proposals, as a minimum, respect and conserve the historic environment. The Town Council are particularly keen for development proposals to go further and actually enhance the historic environment.

9.8 With the high number of designated and non-designated heritage assets in the parish, development proposals are encouraged to retain and/or re-use them wherever possible. Whilst the Town Council accepts that this may not always be possible, if their loss is proposed the Town Council would expect evidence to be submitted to demonstrate why their retention and/or re-use was not possible. As already mentioned, Brading has a distinctive local character and the Town Council expects new development to contribute to this through high quality design.

9.9 The land around the town of Brading has been shaped by agricultural practices and land management; the community would like to see this continue. Part of the way that this can be achieved is through the retention of historic field patterns.

9.10 Brading Conservation Area was first designated in 1971 and reviewed in 2006. As part of the review process a conservation area appraisal was undertaken, which can be viewed at www.bradingtown.co.uk/brading-neighbourhood-plan . The document identifies the elements that contribute to the character of the conservation area, and it is important to the local community that these are, as a minimum, preserved or ideally enhanced.

Policy HE1

Development proposals should respect, conserve and, wherever possible, enhance the historic environment, comprising the Heritage Assets, both designated and undesignated, and their settings. Specifically development proposals should, where relevant, consider the following factors:

- a) The retention and/or sensitive re-use of designated and non-designated heritage assets.
- b) How it contributes to the individual character, local distinctiveness and sense of place.
- c) The retention of historic field patterns.
- d) Traditional/appropriate agricultural practices.
- e) Minimising disturbance of waterlogged deposits.
- f) The conservation and/or enhancement of historic parks, gardens, cemeteries and public open spaces.
- g) Conserving or enhancing the character recognised in the adopted Conservation Areas Appraisal for the designated Brading Conservation Area.

Policy HE2

Development proposals should demonstrate how they have considered any impact on important views and skylines. Examples are:

- a) The High Street
- b) St Mary's Church
- c) Nunwell House
- d) The Mall

10 Jobs and the Local Economy

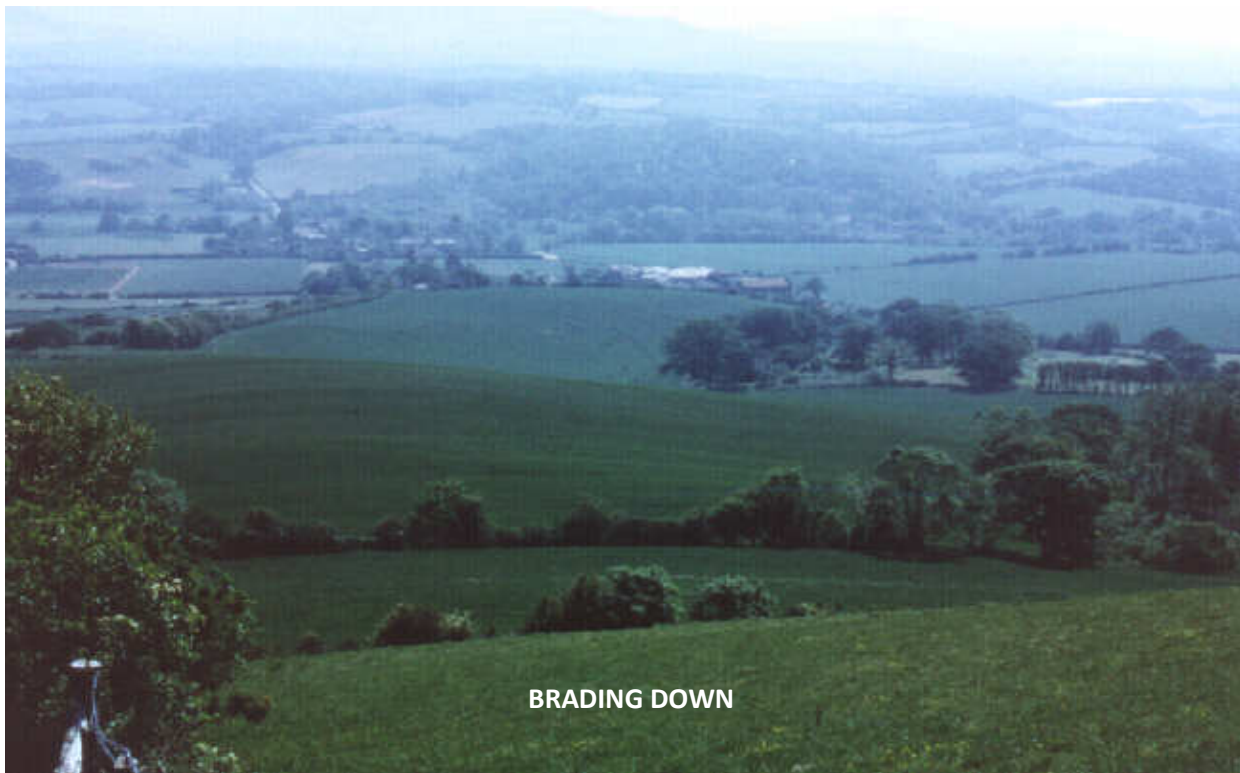
10.1 As home to one of the Island's oldest towns, Brading parish is proud of its rich historical environment with much to offer visitors throughout the year. Many of the jobs in Brading are linked to local tourist attractions and it is therefore vital to support, develop and encourage the tourist economy. The following paragraphs illustrate the rich history and heritage of Brading, all of which form the foundation of one of the Island's premier tourist locations.

10.2 The historic High Street, part of the Conservation Area, is lined by a fascinating variety of buildings which form the primary business frontage of the town (more detailed information is provided in supporting document 15). The oldest dwellings have their origins in the 13th century, many others in the 17th century, and there are fine examples of Georgian and Victorian vernacular architecture, which can also be found in The Mall and West Street. Most shop fronts are in the High Street and within the Conservation Area. Brading was probably used as a harbour for the Romans. It was the ideal location for an Iron Age settlement and a later Roman Villa which is now one of Brading's main tourist attractions. The town centre is bounded by part of the Isle of Wight Area of Outstanding Natural Beauty and lies below Brading Down.

10.3 The location of Brading, close to the sea and once navigable by boat through Brading Haven, led to its development as a medieval town. Brading has 82 listed buildings and monuments, shown on the Isle of Wight Historic Environment Record, and a Conservation Area which extends from Broadstone Corner in the north to Bully's Hill in the south. There are also 12 Scheduled Monuments and 1 Registered Park within the parish. These buildings and areas make up the historic environment of Brading and are of vital importance to the town, wider parish and its community.

10.4 One of the most important heritage and tourism sites in Brading is the Brading Roman Villa, a designated Scheduled Monument and Grade 1 Listed Building. It is also an accredited museum housing some of the finest mosaics in Northern Europe. As well as being an important heritage and tourism site, Brading Roman Villa is a major employer of local labour, presently providing jobs for 15 people.

10.5 Another important tourist attraction in Brading parish is Nunwell House, which sits within its Grade II Registered Park and Gardens. It has been a family home since 1522 and its charm lies in the blend of many styles from across the subsequent centuries as well as in its beautiful setting.



10.6 It is the historic and the outstanding natural environment that has made Brading a haven for tourists. This is reflected in the results of the Residents' Survey covering jobs and the local economy.

10.7 Respondents felt that the Brading Neighbourhood Development Plan should encourage new developments which would provide or increase jobs in the tourism industry and retail sector, or that enabled working from home. Other employment suggestions included light industrial, community services, social enterprise and catering. A high percentage of respondents stated that there should be land for employment use, which could be achieved by using existing buildings and brownfield sites. It was felt that low cost start-up units and better broadband connections might encourage new employers to locate to Brading.

10.8 The principle of economic development being located in the first instance within or immediately adjacent to the settlement boundary is set out in policy SP1 of the Core Strategy. The Town Council supports this and wants this approach to continue.

10.9 The High Street / Bull Ring / New Road area is important to Brading – it is the highly prominent main route through the town and is the principal area for shops, offices, pubs and cafes/takeaways. It is considered critical to the ongoing health of Brading town and parish that the function of this area is at the very least maintained and preferably enhanced.

Policy JE1

Proposals that sustain and create economic growth and jobs in the parish should be located within or immediately adjacent to the defined Rural Service Centre settlement boundary of Brading, as shown on the Island Plan Proposals Map.

Proposals which achieve the following will be supported:

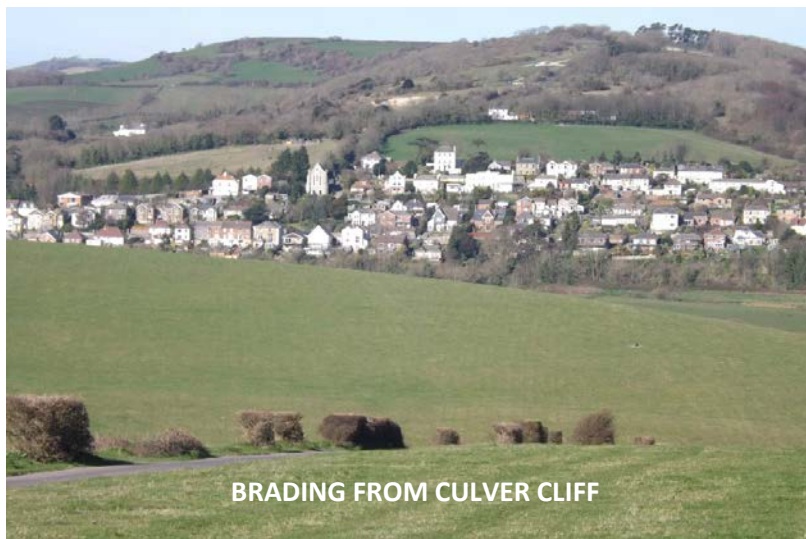
- a) Maintaining or improving the vitality and viability within the Primary Frontage Area, as shown on the Proposals Map.**
- b) Retaining or enhancing employment facilities and sustain existing jobs.**
- c) Providing tourism-related development.**
- d) Maintaining business use rather than residential use in the Primary Frontage Area.**

Sustainable rural tourism and leisure developments that benefit rural businesses, communities and visitors, will be supported provided that they are in keeping with, and do not harm, the character of the countryside.

11 Protecting our Environment

11.1 The landscape, natural and historic environments of the parish of Brading are a lasting legacy of the way in which people have lived, worked and travelled through the area over many thousands of years. The paths and tracks that traverse the countryside reflect the route taken between settlements and the movement of goods and livestock from summer grazing in water meadows, to downland grazing during the winter months.

11.2 The diverse geology including sandstone, chalk and clay, the varied landform with the flat flood plains of the Eastern Yar, rolling countryside south of the chalk, the steeper slopes of the central chalk ridge and the flatter open farmland north of the downs, have led to many types of land use throughout the parish. Livestock graze reclaimed marshland of the former Brading Haven, the wet meadows of the Eastern Yar, parkland around Nunwell, the small rolling fields of Adgestone and the slopes of Brading Down. Woodland is found on steep slopes and the wetter soils throughout the area. Arable farming is mostly found on the larger flatter fields in the north of the parish. This varied land use has provided food, woodland products and valuable income from these and has resulted in many different habitats for wildlife. Brading is also home to a local vineyard at Adgestone. It claims to be one of the oldest vineyards in Britain and produces a good variety of wines. It is set on a south facing chalk slope in an area of outstanding natural beauty.



11.3 The extent of historic designations for the landscape, and natural environments of the parish are testament not only to their local significance, as part of the story of Brading, but are also to their national and international importance.

11.4 Light pollution is, in effect, wasted energy. Whether street lighting, external home lighting, industrial lighting or the lighting up of public and private buildings, these all contribute to light pollution and wasted energy if not correctly mounted and directed. The advantages of reducing light pollution include: a massive saving on energy; increased visibility of the night sky, for science and for us all; and preventing the disturbance of nocturnal birds and animals. The House of Commons Science and Technology Select Committee accepted these principles and recommended that local authorities be obliged to include lighting in local development plans. New Planning Policy Statements on Delivering Sustainable Development indicate that, “development policies should take account of environmental issues such as light pollution” and the Brading Neighbourhood Development Plan supports this aim.

11.5 Environmental designations found within the parish include Area of Outstanding Natural Beauty (AONB); Special Area of Conservation (SAC), Special Protection Area (SPA); Ramsar site; Sites of Special Scientific Interest (SSSI); and Sites of Importance for Nature Conservation (SINC), including the Royal Society for the Protection of Birds (RSPB) nature reserve. All of these designated areas require management for protection, conservation and enhancement. Brading Down was recently designated a Local Nature Reserve and is therefore afforded special protection.

11.6 In line with the National Planning Policy Framework the community has identified areas of local green space, that are of particular importance to them. A watching brief will be maintained against coalescence between Ryde and Brading.

Policy E1

The Brading Neighbourhood Development Plan supports development proposals that respect, conserve and wherever possible enhance the natural environment and the important views, noted in this plan, within Brading parish.

Local Green Spaces are designated at Beechgrove, Broadstone Crescent and Lower Furlong. These are identified in the Proposals Map. Development will only be permitted within Local Green Spaces in very special circumstances.

12 Creating a Sustainable Community

12.1 Brading is an environmentally aware community and results of the Residents' Survey show that 67% of respondents feel that the plan should encourage the use of renewable energy with a large majority supporting the use of solar panels/energy. In addition, there is an expectation for all new developments to achieve high environmental standards.



12.2 Former community consultations show support for the inclusion of energy efficient systems in new developments and the need to combat global warming and climate change. The plan encourages the use of the best technology available to minimise any adverse visual impact on the landscape.

12.3 Brading Railway Station is the hidden gem in Brading's crown and provides a sustainable transport link to the mainland through South West Trains. Though much of the Island's rail network was closed down in the 1950's, the line from Shanklin to Ryde still survives, serving a total of 1.6 million passengers during the year 2011 – 2012. The line connects to ferries to the mainland and then to the national network. In 2004 grant funding was obtained and the buildings on the western platform were restored. The Town Council entered into a lease arrangement for all of the station buildings with South West Trains and the building opened to the public in June 2005. Further funding was secured in 2005 to staff the station's visitor centre and over 1000 people visited the station. In 2007 further restoration of the eastern platform took place and, in 2009, grants enabled restoration of the signal box and waiting rooms. In March 2010 they were opened to the public for the first time in 40 years. A tea room, heritage centre and restored signal box now provide a fitting gateway to Brading and its many tourist attractions.

12.4 Brading lies on the main A3055 road between Ryde and Sandown: the town has on average 11,000 vehicles passing through every day, this number significantly increasing during the summer months. The Brading Neighbourhood Development Plan accepts the strategic importance of public transport, especially transport links to the Bay resort area, Ryde and the mainland, all of which are vital to the town's sustainability. Any enhancement of rail transport, in terms of the potential to link up with the Steam Railway, would be welcomed; both in terms of accessibility to other areas of the Island and the increased benefits to Brading's tourism appeal.

12.5 The increasing size and weight of commercial vehicles using the High Street, which is little more than one lane wide with very narrow pavements, poses a real problem for the economic viability of the town and safety of pedestrians. In the light of the problems outlined, the general consensus of the community is that traffic through the town centre is already at a “tipping point”, in terms of damage to the environment. Therefore, a sustainable Brading could be negatively affected by additional transport in the parish. If future development is to be acceptable, it must not add to the existing traffic problems in the town and wider parish. Developers will be expected to include highly innovative solutions to mitigate the increasing traffic problems. These measures must be part of any development plans put forward.

12.6 Survey results showed most concern for excessive speed, despite speed indicator signs, volume of traffic, danger to pedestrians and increased traffic introduced by new developments.

12.7 In other areas, where speed is seen to be excessive, traffic calming schemes found support with 57% of respondents. The majority of respondents suggested speed control measures, including speed bumps and speed limit enforcement, as being the most effective way of achieving this.

12.8 Residents suggested building a bypass and better placement and an increased number of traffic lights to resolve these concerns. They felt that traffic issues should be addressed through the Brading Neighbourhood Development Plan. However, although not covered by specific policies, they will be addressed through the Traffic and Travel Action Plan, which is to be considered for adoption by the Town Council.

12.9 An overwhelming 92% felt that the Brading Neighbourhood Development Plan should develop policies to encourage more walking and cycling.

12.10 Policies within the plan support movement other than by car by encouraging increased development and use of cycleways, bridleways, footpaths, and Brading Station thus maximising more sustainable forms of transport.

12.11 The plan will endeavour to protect and preserve shops, tourist attractions and jobs in Brading by sustaining existing parking provision within the town centre.

12.12 Brading Neighbourhood Development Plan considers sustainable development to be “*meeting the needs of the present without compromising the ability of future generations to meet their own needs*”¹. Brading has some specific sustainability issues and development proposals will be expected to demonstrate how the points in the sustainable community guidance have been taken into account. Policies have therefore been developed which cover concerns of the community over the environmental issues, energy efficiency, traffic and transportation.

12.13 Energy efficiency can be a particularly important and difficult issue in relation to historic buildings, especially if they are listed and/or in a conservation area. Where appropriate, applicants should consider English Heritage’s guidance on energy efficiency and historic buildings, which is available on their [website](#).

12.14 Two important areas for the purposeful adaptation of the historic environment to climate change are modifying drainage and rainwater goods in historic buildings and the discreet provision of irrigation and water storage in parks and gardens. These make sense even if there were no climate change, as ²abstraction rates for water from aquifers and groundwater sources are already very high.

12.15 Areas of Brading are already subject to flooding, with further areas identified at risk. The extent of this area will increase over time, due to climate change. All development proposals should take a risk-based sequential approach to flood risk in Brading, using both the Isle of Wight Council’s [Strategic Flood Risk Assessment](#) and the Environment Agency’s Flood Zones to identify risk and apply a sequential approach.

12.16 The Design Statement Information for Developers (Supporting Document 6) identifies and describes character areas within Brading Town. It also provides design criteria that new development should meet.

12.17 There is support in principle for increasing the number of footpaths, cycleways, bridleways and safe routes to school within the parish.

¹ Resolution 24/187 of the United Nations General Assembly

² Isle of Wight Abstraction licensing strategy 2014 - The Environment Agency'

Sustainable Community Guidance

The Town Council will encourage developers to take account of:

- a) The use and sensitive placement of energy efficiency and conservation systems.
- b) The use of sustainable drainage systems and the prevention of flooding
- c) Avoiding increasing vulnerability to a range of impacts arising from climate change.
- d) The prioritisation of land outside of Flood Zones 2 and 3.

Developers will also be encouraged to take account of the character areas and the design recommendations of the Brading Design Statement Information for Developers (Supporting Document 6)

Sustainable Community Guidance

The Town Council will encourage developers to take account of:

- a) The appropriate level of provision for off-road parking.
- b) The provision of safe and appropriate access.
- c) Increasing the number of footpaths, cycleways, bridleways and safe routes to school.

Developers will be expected to give specific consideration to the physical limitations of all roads within the parish of Brading in their proposals. In particular, special consideration should be given to roads around Quay Lane, Cross Street, West Street, Wrax Road, Church Lane and Old Morton Road and all roads in Upper and Lower Adgestone.

13 Crime and Disorder

13.1 Hampshire and Isle of Wight police have confirmed that crime is down across the Island and that there has been little evidence of crime incidence in Brading over the past few years and that Brading is a very safe place to live. This is supported by crime statistics reducing over the past five years. There are still a few issues, very minor, that are being dealt with, but they present no concerns for the safety and well-being of the community. The Residents' Survey supports this statement with 96% of respondents feeling safe living in Brading.

13.2 Whilst there is a very low incidence of crime, suggestions to improve residents' sense of safety were put forward. These ranged from a higher police presence on the streets and provision of facilities for youth to relocating problem families and bringing the town's stocks back into use!

13.3 The community of Brading and the Town Council have developed well established links with the police and support services, which enable any crime issues to be addressed promptly. Police surgeries are held on a regular basis at the Brading Centre in West Street and police officers regularly call into the Town Clerk's office to report on and discuss any crime issues that affect the parish. Brading is a "No Cold Calling Zone" and has a Neighbourhood Watch in operation and plans to extend this scheme are in place. Issues raised by the community as part of the public consultation and Residents' Survey will be passed to the police authority for consideration.

14 Improving Community Services

14.1 The Brading Neighbourhood Development Plan is limited in its ability to develop enforceable policies that will improve community services. However, the consultation with the community gave the Town Council an ideal opportunity to collect information that would inform them of the community's priorities. This information can now be used by the Town Council for strategic planning purposes and for informing future years' budget setting.

14.2 Priorities for improvement or protection were listed as follows (percentage of those responding):

1. Public toilets – 75%
2. Public footpaths – 71%
3. Facilities for young people – 61%
4. Road safety measures – 56%
5. Allotments – 56%
6. Parking facilities – 54%
7. Access for disabled persons – 53%
8. Public transport – 50%
9. Bridleways – 49%
10. Leisure and recreational facilities – 47%
11. Broadband – 43%
12. Facilities for vulnerable people – 40%

14.3 The majority of respondents felt that public transport could be improved by the introduction of cheaper fares and more frequent services to the main towns and that there should be more free parking, residents' parking schemes and new developments having allocated parking.

14.4 Priorities for young people included retention of the local youth club and improved facilities at Beech Grove, the local play area.

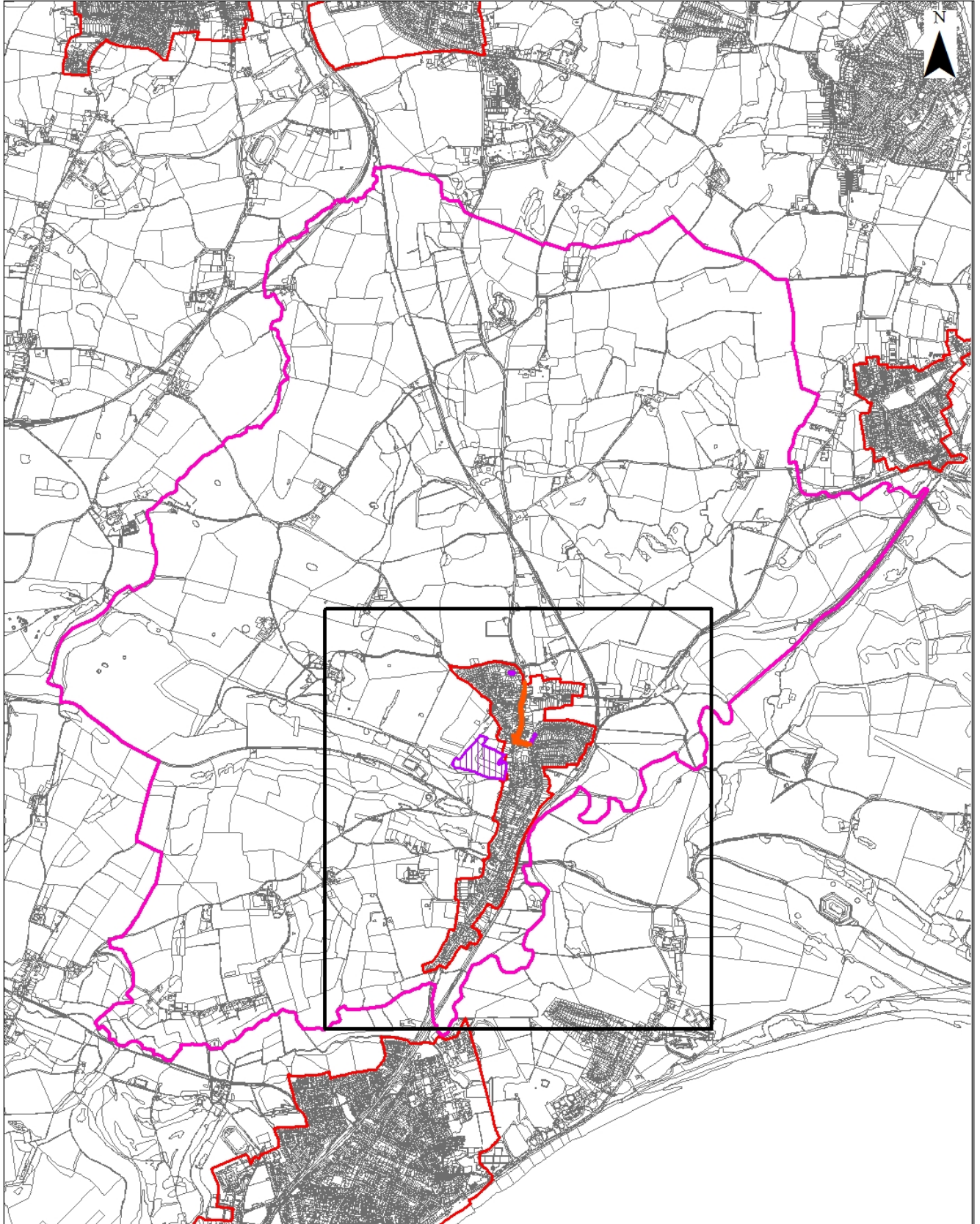
14.5 76% of respondents listed development of work experience opportunities for young people as a priority for improved community facilities, followed closely by provision of outreach services including health, education, jobs and welfare. A sign posting service, for those less able to resolve their own issues, and local councillor surgeries for personal issues were also suggested.

14.6 Suggestions made through the Residents' Survey on how community services could be improved will be developed into an action plan by a small working group, comprising members of the steering group, for consideration by the Town Council. This will then be passed on to the appropriate agencies for delivery.

15 Traffic and Transportation

15.1 A Traffic and Travel Action Plan for Brading has been developed in response to the issues raised through the public consultation. This will be considered for adoption by Brading Town Council, to work in conjunction with the appropriate agencies to resolve the issues that have been raised.

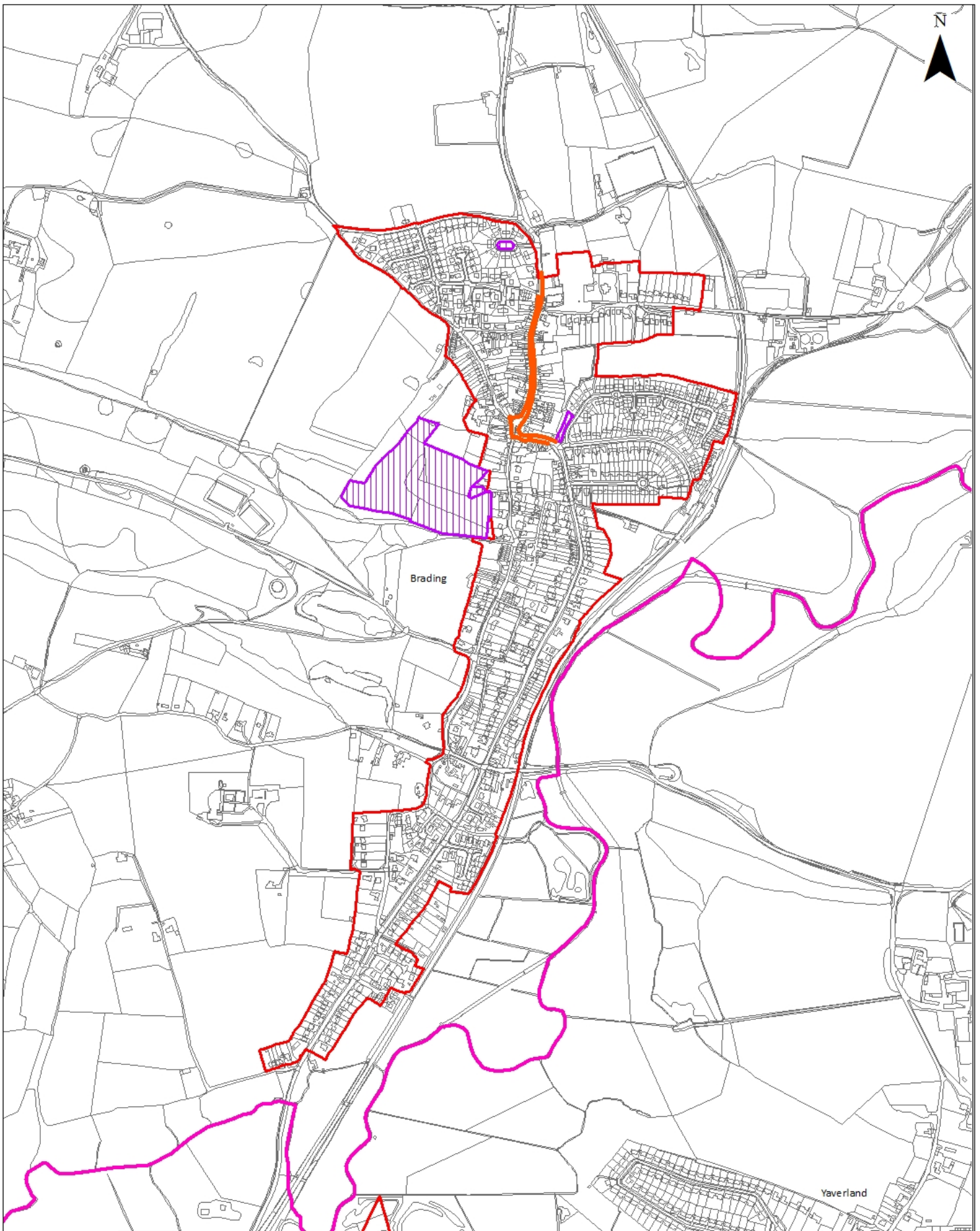
16 Proposals Map



Brading Neighbourhood Development Plan Proposals Map

— Primary Frontage Area ▨ Local Green Space Area — Parish Boundary — Settlement Boundary — Extent of inset map

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Brading Neighbourhood Development Plan Proposals Map Inset

Primary Frontage Area Local Green Space Area Parish Boundary Settlement Boundary