

ED1: Site Allocation Methodology

Honeybourne Neighbourhood Plan

Version 3: Consultation Version

July 2026



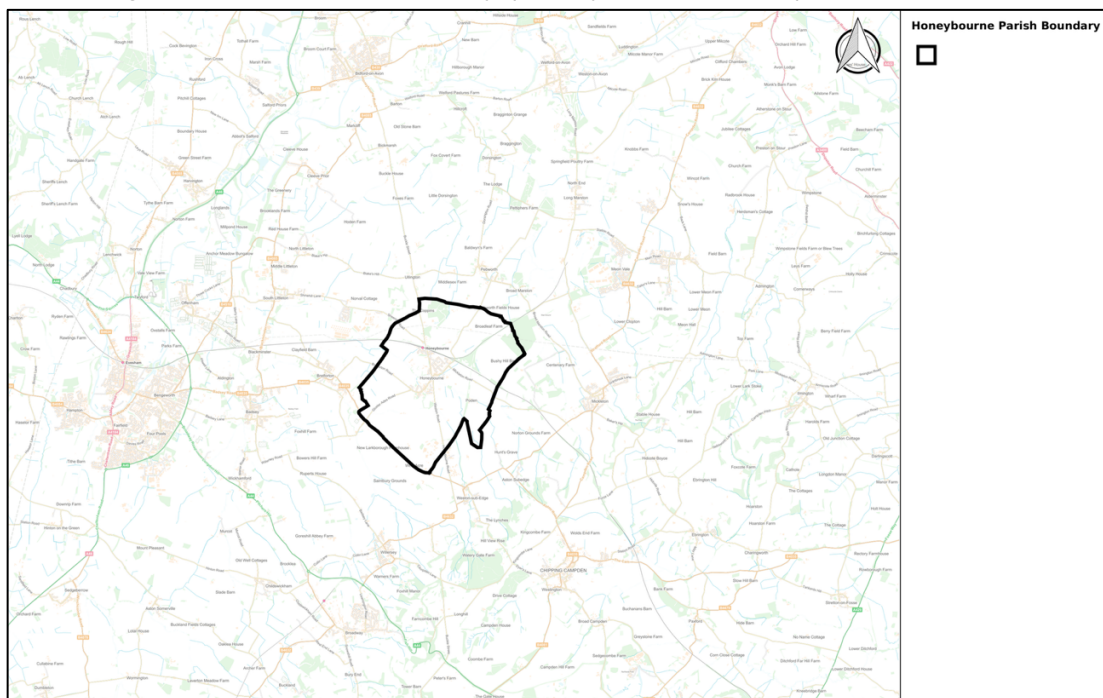
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On behalf of
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1. Introduction

- 1.1 This document is prepared on behalf of Honeybourne Parish Council (HPC), to support the review of the Honeybourne Neighbourhood Plan (adopted 2020).
- 1.2 As part of the review (hereafter referred to as the HNP), the Parish Council has resolved to investigate the allocation of housing sites through a new Call for Sites (CFS) process. Accordingly, this document is prepared to explain why and how that process would be run, and how any promoted sites would be assessed to identify potential housing allocation sites for the HNP.
- 1.3 This document seeks to ensure that the site allocation process is transparent and evidence led. Wychavon District Council (the Local Planning Authority, hereafter referred to as WDC) has provided comments on this document prior to its finalisation.
- 1.4 This document is supported by a baseline assessment of the neighbourhood area (**Appendix B**). This evidence has been used to support the creation of this site assessment methodology and will be used to inform a joint early Strategic Environmental Assessment (SEA) screening and scoping opinion on this methodology and the identified pool of sites. This will allow a full SEA report to be prepared alongside the allocation of housing sites.

Map: Neighbourhood Area Boundary (Honeybourne Parish)



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2. Context and Rationale

Honeybourne Neighbourhood Plan

- 2.1 The made Honeybourne Neighbourhood Plan (adopted 2020) forms part of the development plan for the parish. The adopted plan allocated 'around 60 dwellings' to meet housing needs up to 2030 which has now been delivered¹.
- 2.2 The Parish Council is preparing a full review of the neighbourhood plan (the HNP). The HNP is being undertaken in response to changes in national policy, the adoption of the South Worcestershire Development Plan Review (SWDPR), local infrastructure pressure and community priorities identified through engagement.
- 2.3 A community survey was undertaken during March and April 2026 to inform the HNP. Question 3 asked "Do you support the allocation of housing sites, based on clear planning criteria, to meet the local housing requirement?" 67% of respondents answered "yes" and 18% answered "maybe" (depending on the site). On 12 May 2026, HPC resolved to investigate the allocation of sites to meet its housing requirement in full.

Housing requirement position

- 2.1 NPPF paragraph 14 states that where the "tilted balance" in paragraph 11d applies to applications involving housing, and where that proposal conflicts with a neighbourhood plan, the adverse impacts of granting permission are likely to significantly and demonstrably outweigh the benefits, provided that the plan became part of the development plan five years or less before the decision date and contains policies and allocations to meet its identified housing requirement².
- 2.2 Prior to the adoption of the SWDPR, Annex E of the SWDPR identified an indicative housing requirement of 34 dwellings for Honeybourne. However, WDC has explained that the Inspectors at examination were not content with the methodology behind Annex E and directed that the figures should be removed. Wychavon District Council has therefore confirmed that the current housing requirement for

¹ [20/01124/OUT](#): Land Off Stratford Road Honeybourne (Outline planning application for the construction of up to 65 no. dwellings (Class C3) with associated open space, landscaping and access, drainage and services infrastructure; to include details of access off Stratford Road, with all other matters reserved)

² [https://www.gov.uk/guidance/national-planning-policy-framework/2-achieving-sustainable-development#:~:text=14.%20In,paragraphs%2069%2D70\)%3B](https://www.gov.uk/guidance/national-planning-policy-framework/2-achieving-sustainable-development#:~:text=14.%20In,paragraphs%2069%2D70)%3B)

Honeybourne is **zero dwellings**, and that any housing allocation above zero would meet the NPPF paragraph 14 test.

- 2.3 Whilst the SWDPR has only recently been adopted, the WDC have confirmed that that the South Worcestershire Councils are commencing work on a new local plan (the South Worcestershire Local Plan – the ‘SWLP’) under the new 30-month plan-making system by October 2026. Importantly, the new local plan will be required to address a greater housing requirement under the new Standard Method (December 2024), which the SWDPR did not address due to transitional arrangements.
- 2.4 As such, the housing requirement position is **zero** as of June 2026. However, it is recognised new evidence will be prepared within 30 months of the new local plan commencement date, which could include a more up to date housing requirement figure to test whether the HNP can fully meet housing requirements. The Qualifying Body therefore considers it appropriate to recognise this context because it is relevant when deciding whether the HNP should test a positive allocation.

Approach to how many homes will be allocated by the HNP

- 2.5 Given that any housing allocation would exceed the current requirement of zero dwellings, the Parish Council will wait for the results of the Call for Sites to understand what sites are available, assess their suitability, availability, achievability and then determine what, if any, housing allocation or allocations would be sustainable and can be justified.
- 2.6 This approach recognises that there may be no suitable sites, one suitable site, or several suitable sites. The final scale of any allocation(s) will therefore be led by evidence, including whether the site relates well to the settlement, whether the proposal respects the existing scale of the village, and any sustainability considerations including the ability of development to contribute towards community priorities and environmental objectives.

Call for Sites Methodology

Why a Call for Sites is required

- 2.7 WDC has confirmed that a fresh Call for Sites is required because most sites promoted in the SWDPR CFS process are no longer available for development. Therefore, to ensure that all options are considered, a new CFS will provide an open opportunity for landowners, developers, businesses, agents and residents to submit land for consideration.

Who may submit sites

- 2.8 The Call for Sites will be open to any party or individual which owns land within the parish. Submissions may be made by a landowner directly or by an agent acting on behalf of a landowner.

What sites may be submitted

- 2.9 Any land within the neighbourhood area (Honeybourne parish) will be accepted and assessed.

What information will be requested

- 2.10 Promoters will be asked to provide information to allow the site to be understood and assessed:

Information requested	Purpose
Site name	For each site to be correctly referenced.
Site address	For the correct address to be recorded.
Site plan with red line boundary	Defines the land being promoted.
Ownership details	To establish whether the site is available.
Promoter contact details	Allows clarification questions to be asked.
Existing use of the land	Baseline information for assessment.
Proposed use	Confirms whether the site is being promoted for only for housing or includes additional uses/infrastructure.

Indicative number of homes	Allows broad capacity to be considered.
Proposed mitigation/community benefits	Allows potential local benefits and mitigation to be considered.
Indicative delivery timescale	Helps assess whether the site is likely to be deliverable.
Known constraints or barriers to delivery	Helps identify issues such as land ownership, access, contamination, flood risk, utilities or tenancies.

Employment Development

2.11 Only residential or residential-led development proposals will be considered. This is because Honeybourne already benefits from a wide range and stock of employment uses, meaning there is not an obvious local deficiency requiring a neighbourhood plan allocation response.

Key community priorities

2.12 The Call for Sites will invite promoters to comment on whether their site could contribute to any of the following local infrastructure or environmental priorities which have been identified in community engagement and may be addressed in planning policies in the future draft HNP:

Priority	Potential relevance to site selection
Railway station parking	Additional free or low-cost communal parking to reduce station overspill onto residential streets.
Primary healthcare	Land made available or safeguarded for a future GP or healthcare facility, subject to evidence of provider interest and deliverability.
Walking, cycling and village connectivity	Safe and convenient routes between new housing, the station, school, village centre, open spaces and existing residential areas.
Open space and recreation	Accessible open space within or close to development, plus improved links to existing recreation areas where on-site provision is not justified.
Nature recovery and locally distinctive green infrastructure	Traditional orchard creation/restoration, tree-lined streets on public land, native hedgerows and tree species, meadow grassland, ponds and wildlife corridors.

Drainage and flood resilience	Sustainable drainage, surface water management, watercourse improvements and wider drainage resilience.
Public realm / village environment	Footpath improvements, dog waste bins, green space enhancements, landscaping and small-scale village environment improvements.

2.13 These priorities will not be strict requirements, nor will they be used to override fundamental planning constraints. However, where more than one site is otherwise suitable, the ability to help deliver priorities may be a relevant factor in identifying preferred options.

Proposed Timetable

2.14 The Call for Sites is intended to begin in 22 July 2026 and run until 11.59pm on 18 September 2026.

How the Call for Sites will be publicised

2.15 The following are considered appropriate methods to be used:

- Publication on Honeybourne Parish Council website.
- Direct contact with known landowners or land interests adjoining Honeybourne.

Role of Strategic Environmental Assessment (SEA)

2.16 The role of the SEA process in site selection is outlined in stages 1-6 below.

3. Site Selection Methodology

Key principles

- 3.1 The site selection process will be based on the principles of suitability, availability, achievability and deliverability which are important to ensure that any site allocated through the neighbourhood plan has a realistic prospect of being delivered.

Principle	Meaning for this methodology
Suitable	The site is not subject to significant environmental, physical, heritage, landscape, access or policy constraints that would make residential development unacceptable.
Available	There is evidence that the landowner is willing to make the site available for development, and there are no known ownership or legal constraints that would prevent delivery.
Achievable	There is a reasonable prospect that development could be delivered having regard to abnormal costs, infrastructure requirements, mitigation and market conditions.
Deliverable	The site is capable of being delivered within a realistic timeframe. Sites deliverable within the first five years will carry particular weight.

The five-stage process

Stage	Purpose	Output
1	Initial sift to remove wholly unsuitable sites.	- List of sites excluded from further assessment, with reasons. - SEA screening and scoping opinion based on pool of housing sites and site methodology.
2	Detailed assessment of remaining sites against environmental, physical, accessibility, landscape, heritage, planning policy, availability criteria.	- Individual site assessment proformas (Appendix A). - Initial chapters of SEA.
3	Comparative assessment of options and presentation of findings to the Steering Group.	Preferred options selected by steering group with reasons for presentation in local consultation.
4	Community consultation on preferred options.	Community feedback on site options.
5	Selection of preferred allocation site(s) considering all evidence.	- Preferred allocation(s) and clear reasons for selecting and rejecting sites. - Complete SEA report in respect of chosen housing allocations and the reasonable alternatives.

Stage 1 – Initial sift

- 3.2 Stage 1 will remove sites that are clearly unsuitable because of insurmountable physical, environmental or policy constraints, or because the proposal/site already has planning permission. This is where one or more of the following applies:

Potential reason for exclusion	Explanation
Flood risk	The site is predominantly or wholly within Flood Zone 2 or 3 and there is no clear prospect that the sequential approach could be satisfied or that development could be located on parts of the site at lower risk.
Isolated countryside location	Development would create isolated homes in the open countryside, detached from any nearby settlement, contrary to NPPF paragraph 84, unless one of the exceptions in that paragraph clearly applies.
Designated Local Green Space / Green Space	The site is designated as Local Green Space in the made Honeybourne Neighbourhood Plan or Green Space under SWDPR Policy 44, such that development would conflict with the purpose of the designation.
Existing planning permission	The promoted proposal is the identical to a proposal that already has planning permission on the same land.

- 3.3 At this stage, a screening opinion will be issued to the Environment Agency, Natural England and Historic England, to confirm whether it agrees that the pool of sites and the intention for the HNP to allocate a site(s) warrants the SEA process. This is being conducted at this stage given that in most circumstances the allocation of housing sites would trigger the SEA process, and to allow the full SEA to be prepared alongside and help inform the selection of housing sites.

- 3.4 For further information about legal requirements and timings for the SEA process, see *Government's Screening Neighbourhood Plans for Strategic Environmental Assessment: A toolkit for neighbourhood planners, April 2026*³.

³ <https://www.gov.uk/government/publications/screening-neighbourhood-plans-for-strategic-environmental-assessment>

Stage 2 – Detailed site assessment

- 3.5 Sites that pass stage 1 will be subject to a detailed assessment completed by the Qualifying Body (**Appendix A**). This will consider a broad range of constraints and opportunities including location, scale, accessibility, environmental constraints, infrastructure and deliverability. The criteria are based on an environmental baseline assessment of Honeybourne Parish, provided at **Appendix B**.
- 3.6 Where necessary, further information may be sought directly from landowners, WDC, statutory consultees, infrastructure providers or technical specialists.

Stage 3 – Comparative assessment of options

- 3.7 Following completion of the stage 2 assessments, a planning-led judgement will be made on which sites appear most suitable when considered against the objectives of the neighbourhood plan, the principles of sustainable development and the evidence gathered through the assessment process.
- 3.8 The findings will be presented to the Neighbourhood Plan Steering Group. The Steering Group will consider the evidence and identify preferred options and, where relevant, options that should not be taken forward to stage 4.
- 3.9 At the beginning of this stage, the full SEA process will commence, subject to the screening/scoping position. This will allow reasonable alternatives to be considered in stage 3, rather than after options have become fixed.

Stage 4 – Community consultation on preferred options

- 3.10 The preferred options identified by the Steering Group will be presented to the community for consultation. This stage seeks to ensure that the wider community can understand and comment on the options before preferred allocation site(s) are formally selected.
- 3.11 The consultation will be designed so that residents are not simply choosing between sites on the basis of personal preference or non-planning concerns. Instead, the community will be shown the planning evidence gathered through the assessment process, including constraints, opportunities, potential infrastructure benefits and any indicative development concepts that may help visualise what an allocation could mean in practice.
- 3.12 This stage will also allow residents to identify local issues that may not have been captured through desk-based assessment. Examples might include local knowledge about flooding, traffic, parking, informal access, landscape character, views, ecology or community use.

Stage 5 – Review of consultation findings and site selection

- 3.13 Following the community consultation, the Steering Group will consider both the level of support or opposition for each option and any planning reasons given by respondents. The stage 2 assessment may be updated to reflect new evidence. The SEA work will also be finalised to ensure that reasonable alternatives have been fully considered.
- 3.14 The Steering Group will then identify the preferred site(s) (if any) in the HNP Review, having regard to the full evidence base. The reasons for selecting and rejecting sites will be documented. Selection of a preferred site or sites at this stage will not itself allocate the land. Proposed allocations will be included in the draft HNP and consulted upon through the Regulation 14 pre-submission consultation process before the plan is submitted to WDC.

Appendix A – Site Assessment Template

Site Details

Detail	Assessment
Site Reference / Name	
Plan showing boundary of site	
Site Address	
What3Words location	
Gross Site Area (Hectares)	
HLAA/HELAA Reference (if applicable)	
Existing land use	
Proposed use, if known (e.g. housing, mixed use)	
Landowner estimate of development capacity (if known)	
Site identification method / source (e.g. HELAA, Call for Sites consultation)	
Planning history (Live or previous planning applications/decisions)	
Neighbouring uses	

Planning policy constraints

Indicator of Suitability	Assessment
Is the site allocated for a particular use (e.g. housing / employment) or designated in the adopted and / or emerging Local Plan?	
Are there any other relevant planning policies relating to the site?	
Is the site: • Greenfield? • A mix of greenfield and previously developed land? • Previously developed land?	
Is the site within, adjacent to or outside the existing built up area? • Within the existing built up area (infill)? • Adjacent to and connected to the existing built up area? • Outside and not connected to the existing built up area?	
Is the site within, adjacent to or outside the existing settlement boundary (if one exists)? • Within the existing settlement boundary? • Adjacent to and connected to the existing settlement boundary? • Outside and not connected to the existing settlement boundary?	
Would development of the site result in neighbouring settlements merging into one another? This includes whether the site helps maintain the separate rural character of Church Honeybourne, Cow Honeybourne, the main village.	

Is the size of the site or density of the proposal large enough to significantly change the size and character of the existing settlement?	
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Environmental Constraints

Indicator of Suitability	Assessment
Site is predominantly, or wholly, within or adjacent to the following statutory environmental designations: • Local Nature Reserve (LNR) • National Nature Reserve (NNR) • National Park • Ramsar Site • Site of Special Scientific Interest (SSSI) • Special Area of Conservation (SAC) • Special Protection Area (SPA)	
Does the site fall within a SSSI Impact Risk Zone and would the proposal trigger the requirement to consult Natural England?	
Site is predominantly, or wholly, within or adjacent to the following non statutory environmental designations: • Green Infrastructure Corridor • Local Wildlife Site (LWS) • Public Open Space • Site of Importance for Nature Conservation (SINC) • Nature Improvement Area • Regionally Important Geological Site • Traditional Orchards • Other	

Site is predominantly, or wholly, within Flood Zones 2 or 3? • Flood Zone 1: Low Risk • Flood Zone 2: Medium Risk • Flood Zone 3: (less or more vulnerable site use): Medium Risk • Flood Zone 3 (highly vulnerable site use): High Risk	
Site is at risk of surface water flooding?	
Is the land classified as the best and most versatile agricultural land (Grades 1, 2 or 3a).	
Site contains habitats with the potential to support priority species? Does the site contain local wildlife-rich habitats? Is the site part of: • A wider ecological network (including the hierarchy of international, national and locally designated sites of importance for biodiversity)? • Wildlife corridors (and stepping stones that connect them)? • An area identified by national and local partnerships for habitat management, enhancement, restoration or creation?	

Physical Constraints

Indicator of Suitability	Assessment
Is the site: • Flat or relatively flat? • Gently sloping or uneven? • Steeply sloping?	

Is there existing vehicle access, or potential to create vehicle access to the site?	
Is there existing pedestrian/cycle access, or potential to create pedestrian/cycle access to the site?	
Are there any known Tree Preservation Orders on the site?	
Are there veteran/ancient or other significant trees within or adjacent to the site? Is there potential for veteran or ancient trees to be present? Are any identified specimens of interest owned by third parties?	
Are there any Public Rights of Way (PRoW) crossing/adjacent/near to the site?	
Is the site likely to be affected by ground contamination?	
Is there any utilities infrastructure crossing the site i.e. power lines/pipe lines, or is the site in close proximity to hazardous installations?	
Would development of the site result in a loss of social, amenity or community value?	

Access to Community Facilities

Factor	Guidance	
Distances to community facilities and services should be measured using walking routes from the centre of each site to each facility. The distances are based on the assumption that 400m is equal to approximately 5 minutes' walk. This can be measured using Google Maps :		
What is the distance to the following facilities (measured from the edge of the site)	Distance (metres)	Comments
Honeybourne local centre		
Nearest food shop		
Nearest Bus /Tram Stop		
Honeybourne Train station		
Nearest Primary School		
Nearest Secondary School		
Nearest Open Space / recreation facilities		
Nearest GP surgery		

Landscape and Visual Constraints

This section should be answered based on existing evidence or by a qualified landscape consultant.

Indicator of Suitability	Assessment
Is the site low, medium or high sensitivity in terms of landscape? For example, does the site contribute to key views across the parish, such as views towards the Cotswold escarpment / Cotswolds National Landscape, views from public rights of way and open spaces, and views towards local landmarks such as the church spire? Low sensitivity: the site has few or no valued features, and/or valued features that are less susceptible to development and can accommodate change. Medium sensitivity: the site has many valued features, and/or valued features that are susceptible to development but could potentially accommodate some change with appropriate mitigation. High sensitivity: the site has highly valued features, and/or valued features that are highly susceptible to development. The site can accommodate minimal change.	

Is the site low, medium or high sensitivity in terms of visual amenity? Is the site publicly accessible or visible from any adjoining public rights of way or residential properties. Low sensitivity: the site is visually enclosed and has low intervisibility with the surrounding landscape, and/or it would not adversely impact any identified views. Medium sensitivity: the site is somewhat enclosed and has some intervisibility with the surrounding landscape, and/or it may adversely impact any identified views. High sensitivity: the site is visually open and has high intervisibility with the surrounding landscape, and/or it would adversely impact any recognised views.	
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Heritage Constraints

Indicator of Suitability	Assessment
Would the development of the site cause harm to a designated heritage asset or its setting? • Directly impact and/or mitigation not possible • Some impact, and/or mitigation possible • Limited or no impact or no requirement for mitigation	
Would the development of the site cause harm to a non-designated heritage asset or its setting? • Directly impact and/or mitigation not possible • Some impact, and/or mitigation possible • Limited or no impact or no requirement for mitigation	

Assessment of Availability

Indicator of Availability	Assessment
Is the site available for development?	
Are there any known legal or ownership problems such as unresolved multiple ownerships, ransom strips, tenancies, or operational requirements of landowners?	
Is there a known time frame for availability? Available now / 0-5 years / 6-10 years / 11-15 years.	

Viability

Indicators of Viability	Assessment
Is the site subject to any abnormal costs that could affect viability, such as demolition, land remediation or relocating utilities? Yes / No / Unknown. What evidence is available to support this judgement?	

Conclusions

Conclusions	Assessment
Summary of key development constraints affecting the site	

What is the estimated development capacity of the site?	
What is the likely timeframe for development? (0-5 / 6-10 / 11-15 / 15+ years)	
Other key information	
Overall rating (Red/Amber/Green) • The site is suitable, available and achievable • The site is potentially suitable, available and achievable • The site is not currently suitable, available and achievable	
Summary of justification for rating	

Appendix B – Neighbourhood Area

Baseline Assessment

Population

- 3.15 The 2021 census recorded 2,113 usual residents in Honeybourne parish⁴, representing a significant increase from 1,653 residents recorded in the 2011 census⁵ — a rise of approximately 28 percent in ten years. This growth reflects an intensive period of housing development in the parish during the 2010s.
- 3.16 Between 2012 and 2018, 182 new dwellings were completed in the parish, increasing the number of households from 663 in 2011 to an estimated 848 by 2018 — a 28 percent increase.⁶ This growth was driven primarily by three significant developments: the Fair Acres site off Weston Road (75 dwellings, allocated in the South Worcestershire Development Plan);⁷ and two further large sites permitted on appeal in 2012 during a period when Wychavon District Council could not demonstrate a five year housing land supply,⁸ delivering 35 and 66 dwellings respectively on the David Wilson and Bovis Homes sites.
- 3.17 Since the adoption of the original Neighbourhood Plan in April 2020, housing delivery in the parish has continued, driven primarily by the continued build-out of previously permitted sites. Between April 2019 and March 2025, a total of 83 net dwellings were completed in Honeybourne, comprising 59 open market and 24 affordable homes. The largest annual total was recorded in 2024/25, when 39 dwellings were completed. The annual completions for the period are set out in the table below.

⁴ Office for National Statistics, Census 2021, Parish Profiles: Honeybourne. Available at: www.ons.gov.uk

⁵ Office for National Statistics, Census 2011.

⁶ Wychavon District Council / South Worcestershire Development Plan (SWDP) monitoring data; completions data from the Honeybourne Neighbourhood Development Plan, April 2020, Table 2.

⁷ South Worcestershire Development Plan (SWDP), adopted February 2016. Site reference SWDP59/21, Fair Acres, Weston Road, Honeybourne: allocation for 75 dwellings.

⁸ Wychavon District Council Five Year Housing Land Supply Report, July 2018.

Year	Open market	Affordable	Total net completions
2019/20	6	0	6
2020/21	0	0	0
2021/22	8	0	8
2022/23	8	0	8
2023/24	13	9	22
2024/25	24	15	39
Total 2019–2025	59	24	83

Net dwelling completions in Honeybourne parish, 2019–2025. Source: Wychavon District Council, October 2025.

3.18 As of October 2025, a further 26 dwellings remained committed in Honeybourne — that is, with planning permission but not yet completed — comprising 22 open market and 4 affordable homes.

3.19 The 2021 Census confirmed 870 households in Honeybourne parish,⁹ representing continued growth from 663 households recorded in 2011. In terms of tenure, 612 households (70.3 percent) were owner-occupied or shared ownership, 169 (19.4 percent) were social rented, and 90 (10.3 percent) were privately rented or lived rent free.¹⁰ The proportion of owner-occupied homes is broadly consistent with rural Worcestershire, whilst the social rented figure reflects the presence of affordable housing delivered as part of the major residential developments of the 2010s.

3.20 The parish has high levels of car ownership. Of 871 households, 807 (92.7 percent) had access to at least one car or van, with only 64 households (7.3 percent) having no access to a private vehicle.¹¹ This reflects the rural character of the parish and its limited public transport provision, and underlines the importance of addressing car parking and sustainable travel in the policies of this plan.

⁹ Office for National Statistics, Census 2021, Parish Profiles: PP001 – Number of Households, Honeybourne Parish (E04010405). Data provided by ONS Census Customer Services, 26 February 2026, accessed via Nomis (www.nomisweb.co.uk), maintained by Durham University on behalf of ONS. Census Day: 21 March 2021. Note: small-area data is subject to ONS statistical disclosure control; counts may be perturbed by small amounts.

¹⁰ Office for National Statistics, Census 2021, Parish Profiles: PP008 – Tenure, Honeybourne Parish (E04010405). Data provided by ONS Census Customer Services, 26 February 2026, accessed via Nomis (www.nomisweb.co.uk). Census Day: 21 March 2021.

¹¹ Office for National Statistics, Census 2021, Parish Profiles: PP010 – Car or Van Availability, Honeybourne Parish (E04010405). Data provided by ONS Census Customer Services, 26 February 2026, accessed via Nomis (www.nomisweb.co.uk). Census Day: 21 March 2021.

- 3.21 Travel to work patterns confirm the car-dependent nature of the parish. Of 1,042 usual residents in employment, 611 (58.6 percent) drove a car or van to work, whilst 314 (30.1 percent) worked mainly at or from home — a proportion likely to reflect the timing of the Census, which took place in March 2021 during the COVID-19 pandemic. Only small numbers used public transport or active travel: 42 residents walked to work, 11 cycled, six travelled by train, and three used bus or coach services.¹² These figures reinforce the case for improvements to walking, cycling and public transport links as a means of reducing car dependency in the parish.
- 3.22 The age profile of the parish reflects broader trends in rural Worcestershire, with a relatively high proportion of older residents. Based on 2024 estimates, approximately 22 percent of the parish population is aged 65 or over, which is above the national average.¹³ This demographic profile is an important consideration in relation to housing mix and the demand for smaller and single-storey homes, as addressed in the housing policies of this plan.

Human Health

- 3.23 According to Census 2021 general health data, 83.3% of Honeybourne residents reported being in either very good or good health, compared with 81.7% across England¹⁴. Conversely, 4.6% of residents reported being in bad or very bad health, compared with 5.3% nationally. This suggests that overall health outcomes in the parish are marginally more favourable than the England average, although the difference is relatively modest.
- 3.24 Honeybourne has a slightly older population profile than England as a whole. In 2021, 20.8% of Honeybourne residents were aged 65 years and over, compared with 18.4% across England¹⁵. The parish also had a slightly lower proportion of working-age residents aged 16 to 64 than England, at 60.2% compared with 63.0% nationally. This does not indicate a significant health constraint in itself, but it supports the need to consider accessibility to services, recreation, open space, active travel routes and community facilities, particularly for older residents.

¹² Office for National Statistics, Census 2021, Parish Profiles: PP013 – Travel to Work (Method of Travel), Honeybourne Parish (E04010405). Data provided by ONS Census Customer Services, 26 February 2026, accessed via Nomis (www.nomisweb.co.uk). Census Day: 21 March 2021. Note: the travel to work total (2,111) includes those not in employment and those aged 15 and under (1,069); percentages cited in the text are calculated from the 1,042 usual residents in employment.

¹³ Office for National Statistics, Mid-Year Population Estimates 2024.

¹⁴ Office for National Statistics (ONS), Census 2021 – General Health.

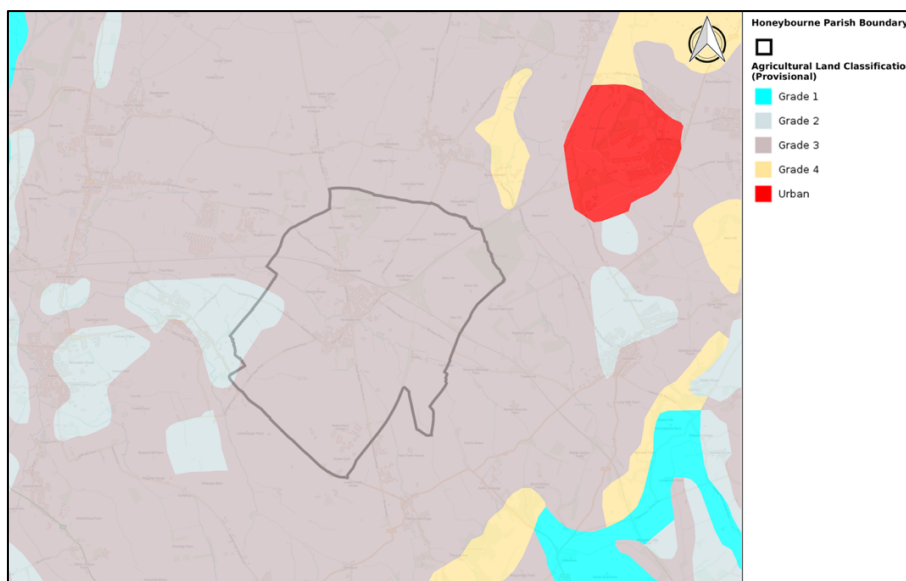
¹⁵ Office for National Statistics (ONS), Census 2021 - Age

- 3.25 Honeybourne benefits from a reasonable range of opportunities for physical activity and recreation for a settlement of its size. Honeybourne Sports Field on Bretforton Road provides a range of outdoor recreational facilities, including an outdoor gym, trim trail, fitness pod, tennis court, basketball facilities and practice areas. The Leys Playing Field provides children's play facilities, while Honeybourne Village Hall hosts a variety of health and wellbeing activities, including pilates, yoga, fitness classes, chair-based exercise, seniors stretch sessions, Zumba and Healthy Worcestershire programmes.
- 3.26 Honeybourne does not have its own GP surgery or primary healthcare facility. The nearest GP services are located outside the parish, including at Broadway, Chipping Campden and Bidford-on-Avon. However, due to these GP services being located in Warwickshire and Gloucestershire Counties, public transport access to these services is limited. As a result, access to healthcare is car dependent and likely to be significantly difficult for residents without access to a private car, or those who do not have the ability to drive such as older residents who are more likely to have health or mobility issues.

Soil

- 3.27 The Agricultural Land Classification (ALC) Post 1988 data for England indicates that most of the neighbourhood area is Grade 3 (either Grade 3a (the Best and Most Versatile Land) or Grade 3b (moderate-quality land)), and a large amount of land in the parish is in agricultural use. There a small amount of Grade 2 land in the neighbourhood area. As a result, this is a medium-sensitive area in terms of agricultural land, though this would need to be subject to site testing to determine the actual grade.

Map: Agricultural Land Classification (Post 1988) data

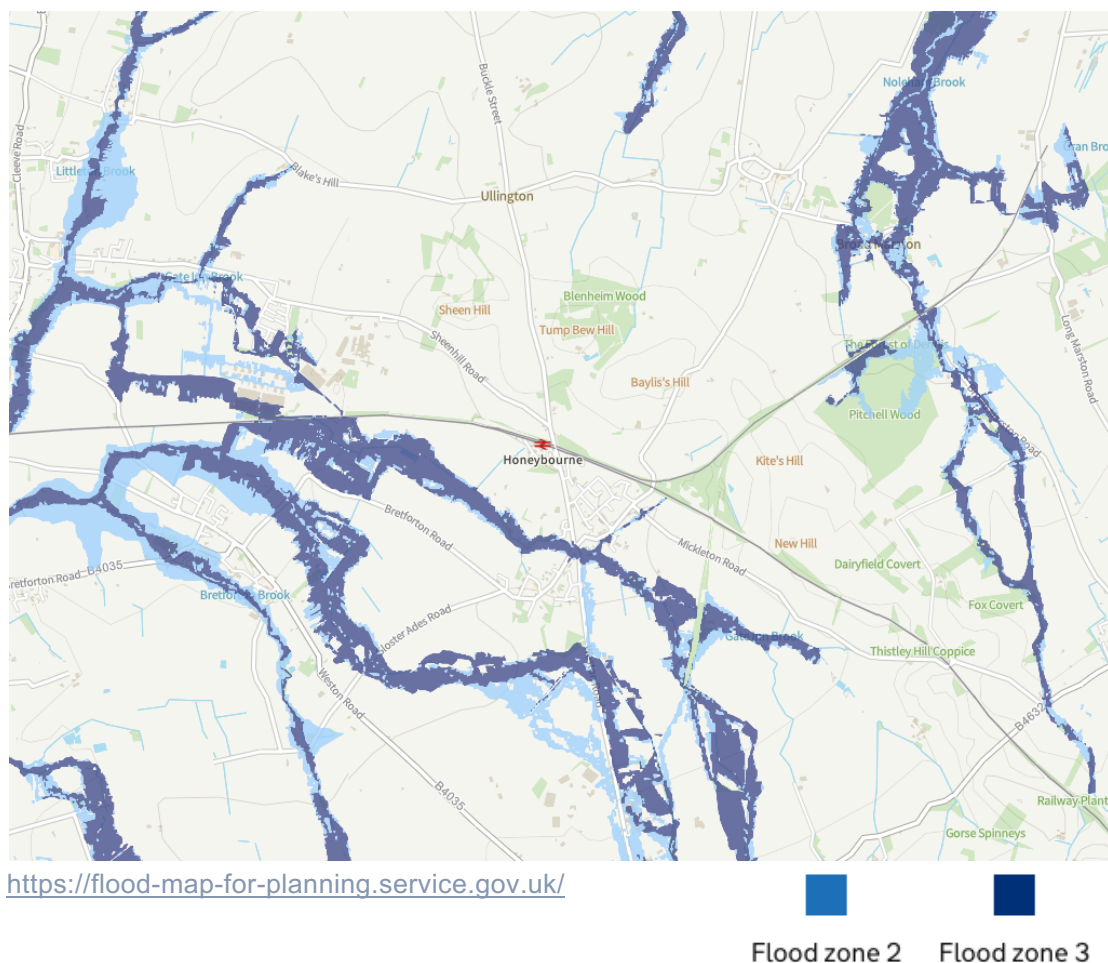


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Water

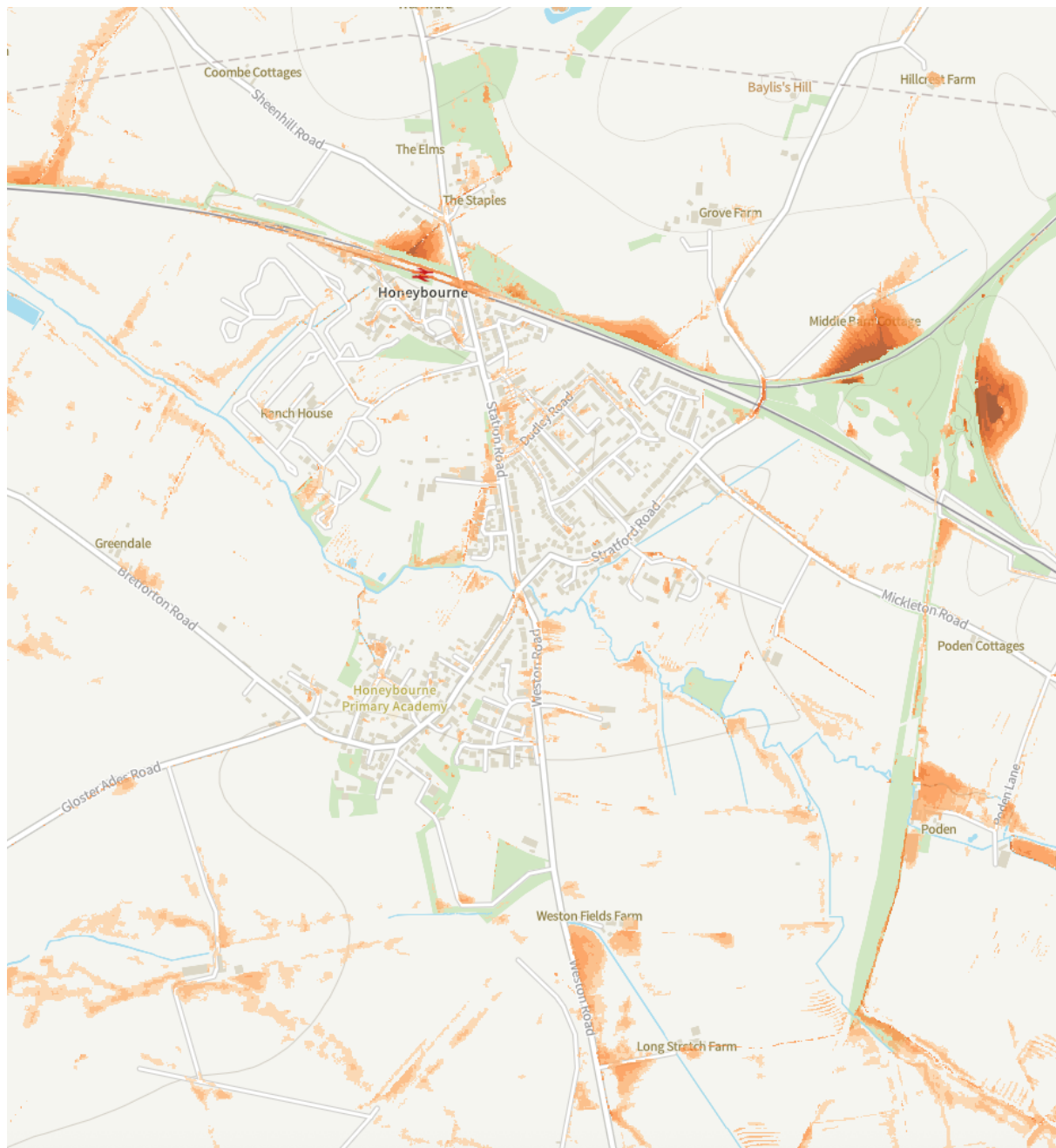
- 3.28 There are no Source Protection Zones (class 1, 2 or 3) in the neighbourhood area. The closest Source Protection Zone is to the east of Broadway (4km outside the neighbourhood area).
- 3.29 In terms of flooding, Honeybourne parish shows a mix of surface water, groundwater, and fluvial flood risks, including a large amount of land that is in Flood Zone 2 and 3 (see map below).

Map: Environment agency flood map for planning



- 3.30 In terms of surface water flooding, the below map shows that surface water flows are usually contained within fields/non-residential areas, but in some instances intersect/adjoin key travel routes.
- 3.31 Overall, there is a medium sensitivity of flooding in the neighbourhood area, whilst low in terms of water source protection. Predicted changes in Flood Zones and Surface Water flooding are considered in the Climate Change section (below).

Map: Environment agency map for surface water flooding



<https://flood-map-for-planning.service.gov.uk/>

Key

✕

Surface water depth in millimetres

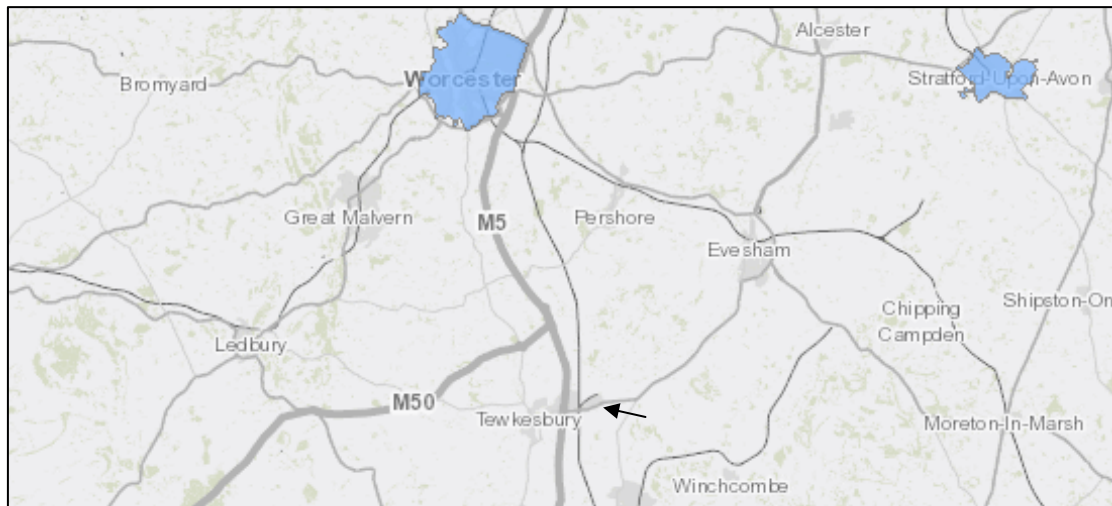


150 300 600 900 1200 2300

Air

- 3.32 The Department for Environment Food and Rural Affairs Air Quality Management Area (AQMA) Map confirms that there are no AQMA zones in Honeybourne Parish.

Map: AQMA Boundaries (blue)



<https://uk-air.defra.gov.uk/aqma/maps/>

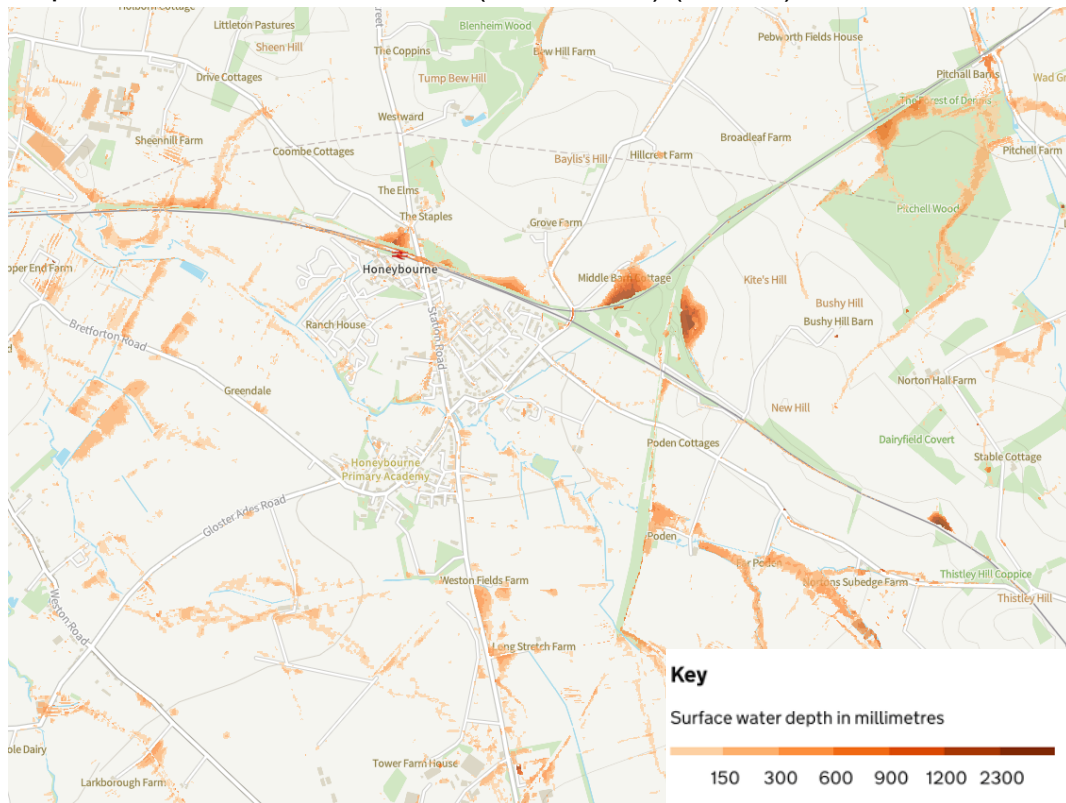
- 3.33 Wychavon's latest air quality reporting indicates that air quality across the district is generally good, with the district's only AQMA located at Wychbold and associated with road traffic.
- 3.34 Honeybourne does, however, contain several employment and operational land uses which may generate localised emissions. These include Honeybourne Airfield / Two Shires / Weston Industrial Estate, other smaller employment areas, agricultural uses, and nearby logistics/prison-related activity to the west of the parish. Potential sources include HGV and light-commercial vehicle movements, vehicle repair and MOT uses, workshop fumes, dust from fabrication or construction-related uses, agricultural activity and domestic combustion.
- 3.35 No evidence has been identified that these uses give rise to a strategic air quality constraint. Nevertheless, future development or intensification of employment uses should have regard to potential localised impacts on residential amenity, including traffic, dust, fumes, odour and emissions, particularly where sensitive receptors are nearby.
- 3.36 Overall, the neighbourhood area is not considered to be highly sensitive in air quality terms, although future development-related traffic should be managed through sustainable transport, active travel and mitigation measures where necessary.

Climactic Factors

- 3.37 Local authority greenhouse gas emissions data published by DESNZ/ONS for 2005–2023 identifies that Wychavon’s 2023 per capita emissions were 7.38 tonnes CO₂e per person. This has fallen from 12.26 tonnes CO₂e per person in 2005 and 9.76 tonnes CO₂e per person in 2016, but remains above the West Midlands average of 4.96 tonnes CO₂e per person and above the UK average of around 5.2 tonnes CO₂e per person in 2023. This data is only available at local authority level rather than parish or neighbourhood area level, and should therefore be interpreted with caution.
- 3.38 The local baseline indicates that transport remains a relevant climatic issue for Honeybourne. The parish is rural in character, although it benefits from better-than-typical rail accessibility for a village through Honeybourne Station. Honeybourne also has a limited bus service to Evesham, however most nearby settlements are outside the county and therefore difficult to access by bus. This indicates that the parish is likely to retain a degree of private car dependency. Transport-related emissions should therefore be treated as a relevant baseline climate issue, albeit one partly moderated by the presence of the railway station and local walking and cycling opportunities.
- 3.39 In terms of surface water flooding, factoring in climate change modelling 2061–2125, the Government’s Flood Map for Planning¹⁶ suggests that the neighbourhood area, including land around Honeybourne village, is at medium/high risk, particularly when factoring in 1/1000 rainfall events.
- 3.40 Flood Zone mapping considering likely changes from 2070–2125 shows that some land is also at risk of becoming new flood areas. Honeybourne Brook forms part of the wider South Worcestershire flood alert area, and national flood risk datasets identify the need to consider fluvial, surface water, groundwater and reservoir flood risk, including how flood risk may increase as a result of climate change.
- 3.41 As a result, any development promoted through the neighbourhood plan should look to avoid areas at higher flood risk, incorporate sustainable drainage systems, protect natural drainage corridors, and maintain or enhance green infrastructure to support flood attenuation.

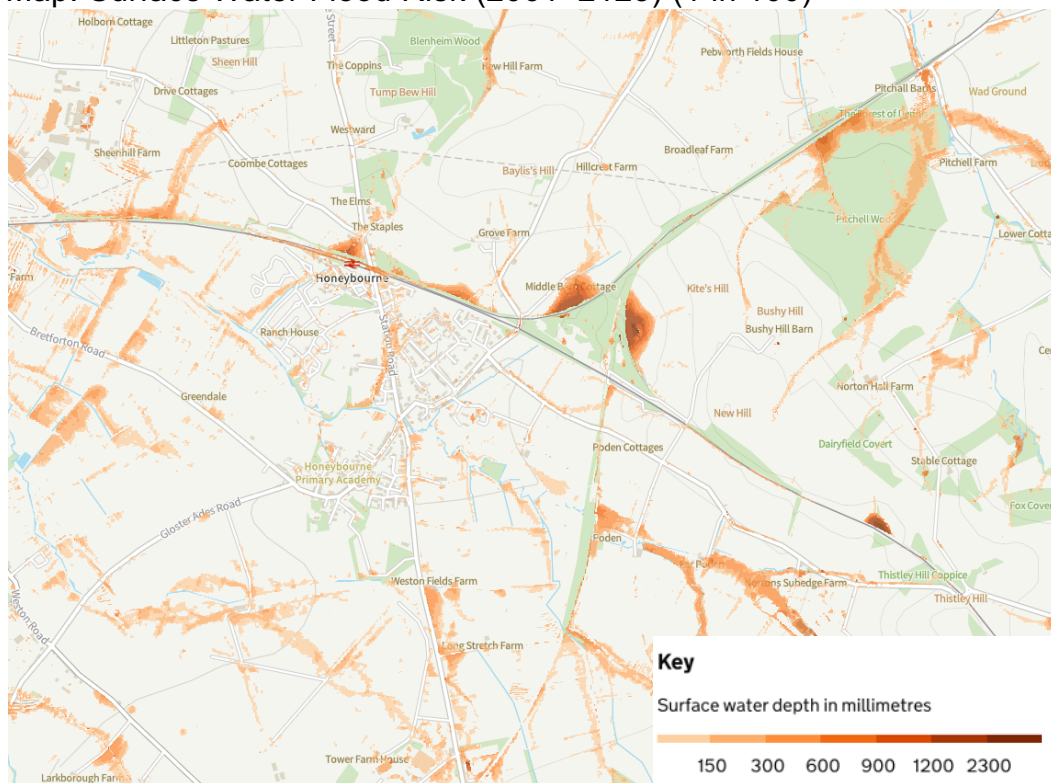
¹⁶ <https://flood-map-for-planning.service.gov.uk/map?seg=sw,cl,lr,depthAll&cz=404705.9,253300.7,10.68428>

Map: Surface Water Flood Risk (2061–2125) (1 in 30)



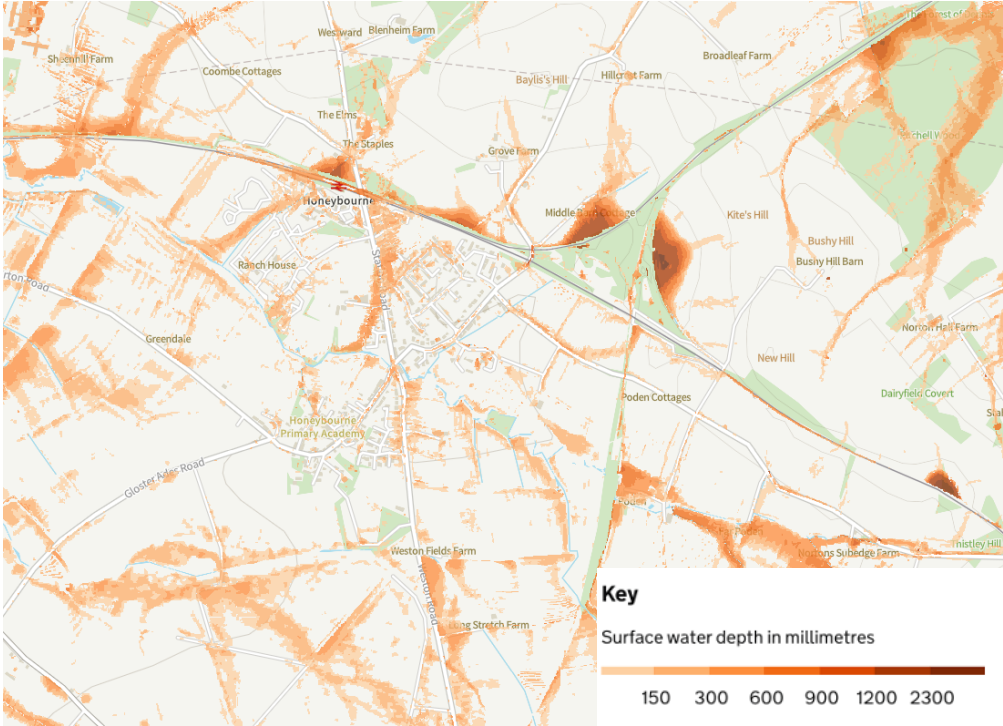
<https://flood-map-for-planning.service.gov.uk/>

Map: Surface Water Flood Risk (2061–2125) (1 in 100)



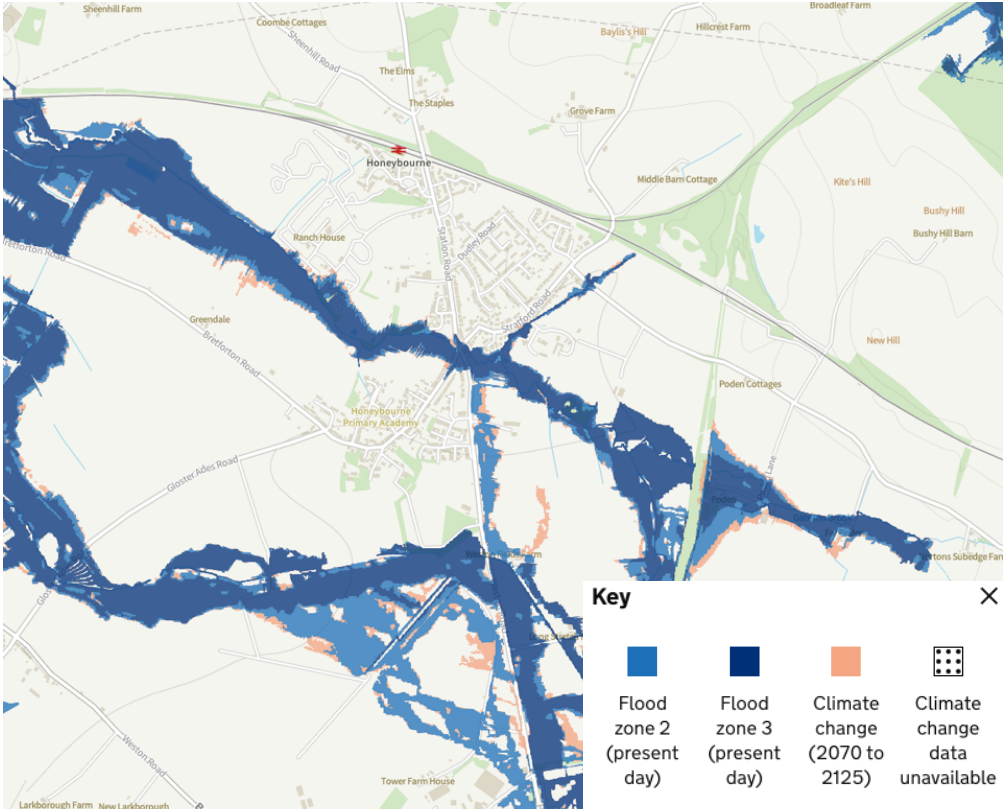
<https://flood-map-for-planning.service.gov.uk/>

Map: Surface Water Flood Risk (2061–2125) (1 in 1000)



<https://flood-map-for-planning.service.gov.uk/>

Map: Flood Zones (2070–2125) (New potential flood areas)

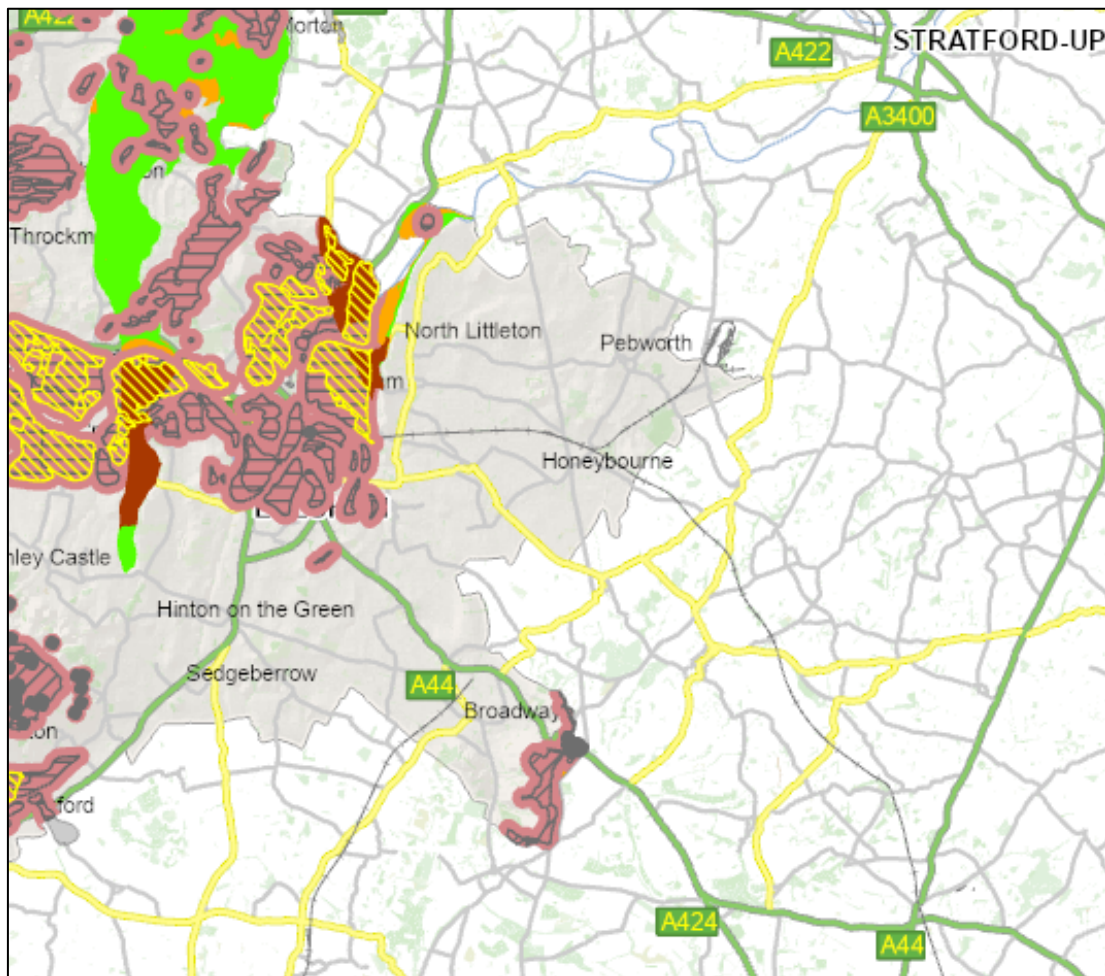


<https://flood-map-for-planning.service.gov.uk/>

Material Assets

- 3.42 The Worcestershire Minerals and Waste Local Plan Proposals Map suggests that there are no material assets within the parish. As a result, development occurring in the parish is not expected to contribute future minerals extraction, though this would be confirmed following engagement with the county council.

Map: Mineral Safeguarded Areas



<https://gis.worcestershire.gov.uk/Website/MineralsLocalPlan/>

- 3.43 In terms of community infrastructure, Honeybourne benefits from a range of community facilities and local services, which contribute significantly to the quality of life for residents and to the sustainability of the village.
- 3.44 **Education:** Honeybourne Primary Academy, located on School Street, provides education for children aged 2 to 11 years, including a nursery. The school,

sponsored by The Black Pear Trust, received a Good rating from Ofsted at its most recent inspection in February 2025.¹⁷

- 3.45 **Places of worship:** St Ecgwin's Church of England church is located off Stratford Road and holds regular Sunday services.
- 3.46 **Public houses:** The village has two public houses — the Gate Inn at the main crossroads and the 13th century Thatched Tavern on the High Street, both of which serve food and drinks.
- 3.47 **Shops and services:** Two convenience stores serve the village — the Co-op on Station Road and the One Stop on Stratford Road, which also houses a post office counter and a fish and chip shop. Further food and drink options include a Chinese takeaway and an Indian restaurant. On Buckle Street, Fairview Building Supplies is an established independent builders merchant, open to trade and public, and BP Auto Services at the Old Brickworks provides MOT testing, vehicle servicing and repairs. Community engagement identifies specifically a need for a GP surgery.
- 3.48 Since the adoption of the original Neighbourhood Plan in 2020, a number of new businesses have opened in the parish, adding to the range of local services available to residents. At Sycamore Drive, the Jungle Café (forming part of the Waterscapes and Gardens aquatic centre) opened in 2021, offering a café open to visitors seven days a week. Sliced Cake Kitchen and Bakery, an artisan bakery and café, opened at the same location in early 2024. The Cotswold Cat Clinic, a feline-only veterinary practice, opened at Sycamore Drive in late 2024. On Stratford Road, Academy Motorsport — a professional motorsport team and official partner of Ford Performance, competing in the British GT Championship — has taken over the former Badham Motors site at number 96, representing a notable commercial presence in the village.
- 3.49 **Village Hall:** Honeybourne Village Hall serves as a hub for community activities and meetings, including parish council meetings and neighbourhood plan steering group meetings.
- 3.50 **Recreation and open space:** The village benefits from an extensive range of recreational facilities. The sports and recreation field, served by a pavilion, provides a multi-use games area (MUGA) with basketball court, tennis court, a golf and cricket practice cage, a boules court and outdoor exercise equipment. A separate site, known as the Leys, is located on Brickwalk and provides extensive play equipment for younger children. The site also features a wildflower meadow with a mown grass path, allowing residents to walk through and enjoy the natural environment. The parish has a strong connections of public rights of way (PROWs)

¹⁷ Ofsted inspection report, Honeybourne Primary Academy, February 2025. Available at: www.reports.ofsted.gov.uk

which provide pedestrian routes through the open countryside which should be protected, and where possible, enhanced. These facilities represent a significant community asset for a village of Honeybourne's size and are well used by residents of all ages.

- 3.51 **Tourism and visitor attractions:** Honeybourne benefits from two established visitor attractions which contribute to the local economy and support village businesses. All Things Wild Nature Centre, on Station Road, is an all-weather family attraction offering animal encounters, indoor and outdoor activities, an education programme for schools and groups, and a café. Open every day of the year, it draws visitors from a wide area and is within a five minute walk of the railway station, making it accessible without a car. The attraction has operated within the parish since 2012 and has expanded steadily since opening. The Ranch Caravan Park, also on Station Road, is a five-star family-run holiday and touring park which has been established in Honeybourne since the 1950s and extends across 130 acres. It offers touring pitches, holiday homes and a cottage, together with on-site facilities including a heated outdoor pool, gym, clubhouse and children's play areas. Both attractions provide local employment and, given their central location within the village, their visitors make use of local shops, public houses and other services, contributing to the vitality of the village economy.
- 3.52 **Employment:** The former Honeybourne Airfield to the south of the village now accommodates a range of businesses across Two Shires and the Weston Subedge Industrial Estate.
- 3.53 **Broadband:** The village benefits from superfast fibre optic broadband to the cabinet.

Cultural Heritage and Archology

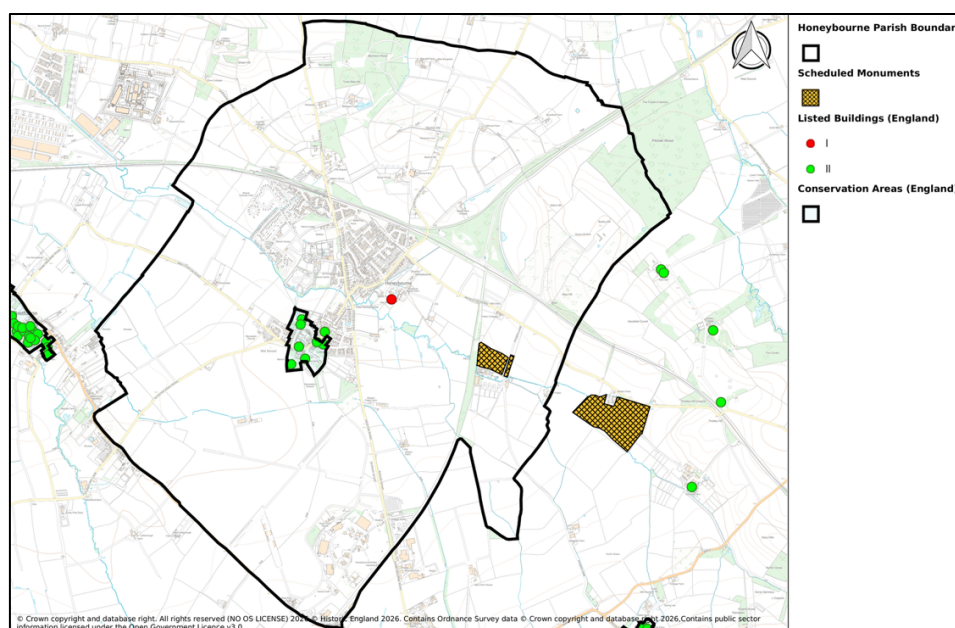
- 3.54 The village of Honeybourne has considerable architectural and historic interest, with over 1,000 years of recorded settlement history and a wealth of historic buildings. The name Honeybourne derives from the Old English 'Huniburn', meaning the stream on whose banks honey is gathered or where bees are kept, and the settlement first appears in the Domesday Book of 1086 as 'Huneberie'.¹⁸ Originally two separate settlements — Church Honeybourne in Worcestershire and Cow Honeybourne in Gloucestershire — the two villages merged over time to become a single unified parish, consolidated administratively in 1958. To the east of Church Honeybourne lies the site of Poden, a deserted medieval village that has

¹⁸ Boocock, P.A. (ed.), Honeybourne Then and Now: A Millennium Album (Friends of Old Honeybourne, 2000), Chapter 1, 'In the Beginning', p.1: 'Huniburn, the stream on the banks of which honey is gathered or where bees are kept'; Domesday Book, 1086.

been designated a Scheduled Ancient Monument and cannot be ploughed or disturbed; raised building platforms and a hollow-way are still visible.¹⁹

- 3.55 The buildings and settlement form still relate back to the village's origins as a rural farming community. Agriculture and the railway have had a significant influence on the settlement's development, and clear phases of building are still visible in the village today. Despite more recent 20th and 21st century development, Honeybourne retains its rural village identity through its historic plan, open spaces, historic building fabric and its visual connection with the surrounding agricultural landscape.
- 3.56 The Church of Saint Ecgwin in Church Honeybourne, consecrated in 1295, is a Grade I listed building and represents one of the parish's most significant heritage assets; the chancel and much of the nave are 13th century, with the tower and spire added in the early 14th century. The parish also contains a number of Grade II listed buildings, including the 13th century Thatched Tavern on the High Street, the Manor Farm House in School Street (dated 1627), Corner Farm, and several historic cottages on School Street and High Street.²⁰

Map: Designated Heritage Assets



Prepared under OS License AC0000815964

¹⁹ Boocock, P.A. (ed.), Honeybourne Then and Now: A Millennium Album (Friends of Old Honeybourne, 2000), Chapter 1, p.1: Poden described as a government-listed Deserted Medieval Village (D.M.V.) and Scheduled Ancient Monument, in private hands, that cannot be ploughed or dug in any way.

²⁰ O'Connell Edwards, L., 'The Churches of Honeybourne', in Boocock, P.A. (ed.), Honeybourne Then and Now: A Millennium Album (Friends of Old Honeybourne, 2000), Chapter 3, p.21: consecration by the Bishop of St Asaph in 1295 confirmed; chancel and nave described as 13th century, tower added early 14th century, belfry and spire c.1330. Grade II listed buildings: Boocock, Chapter 1, pp.3–4.

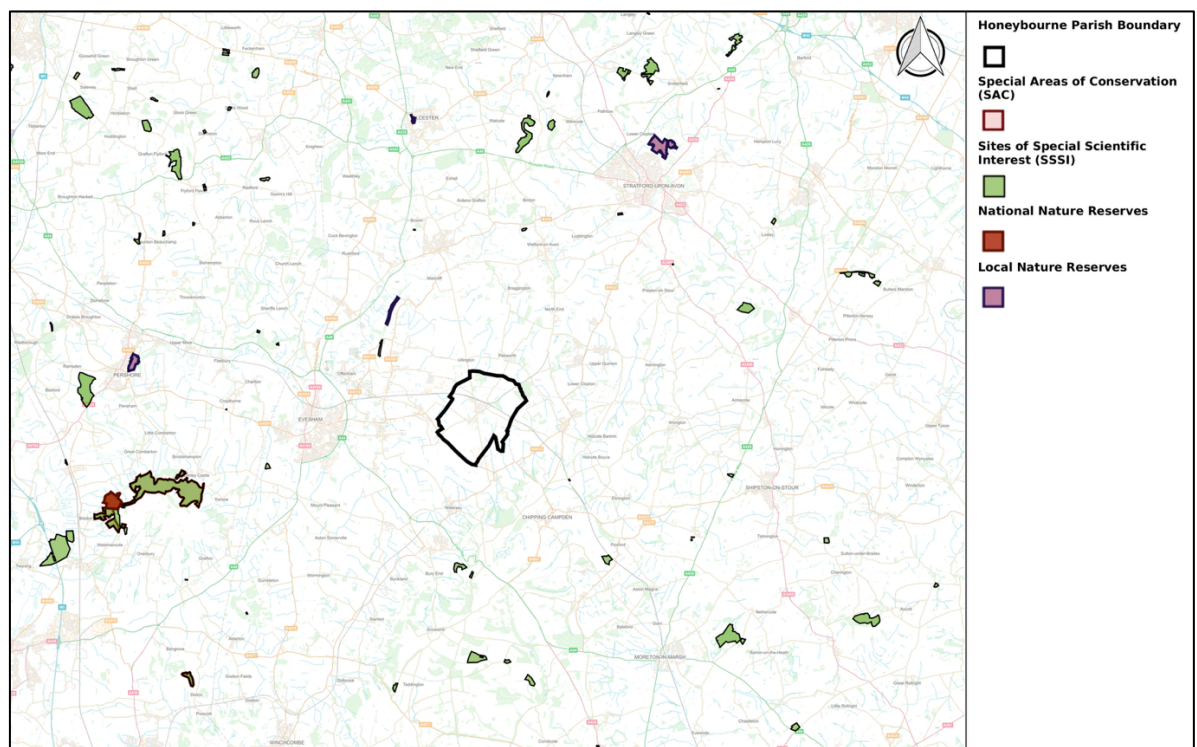
Landscape

- 3.57 Honeybourne Parish lies within the Severn and Avon Vales National Character Area, a low-lying, predominantly agricultural vale landscape influenced by the Avon and its tributaries, historic settlement patterns, hedgerow field boundaries, scattered trees, traditional rural villages and views towards surrounding higher ground. The wider landscape context is influenced by the Cotswold escarpment and Cotswolds National Landscape to the east and south-east, which forms an important backdrop in views from parts of the parish.
- 3.58 At the local level, Honeybourne has a mixed landscape character. The parish retains a clearly rural setting, including open agricultural land, countryside public rights of way, hedgerows, trees, local green spaces and views of the Grade 1 St Ecgwin Church spire and the historic settlement areas of Church Honeybourne and Cow Honeybourne. These features contribute to the parish's rural identity, sense of separation from nearby settlements, and relationship with the surrounding vale landscape. Existing open spaces within the settlement also make an important contribution to the character and rural feel of the village.
- 3.59 However, landscape sensitivity is moderated in some locations by existing built and infrastructure influences. Honeybourne contains a mainline railway station and railway corridor, has experienced modern residential growth, and includes business park and industrial uses on the former airfield outside the main village. These features reduce tranquillity in the northern area of the village particularly and create a more varied settlement edge in places, particularly around the station, railway corridor and employment areas.
- 3.60 In terms of sensitive landscapes, the Cotswolds National Landscape does not lie within the neighbourhood area, but it is close enough to form part of the wider visual setting of the parish and can be seen from parts of Honeybourne such as the Leys Park. Development in exposed locations, or development which that interrupts views towards the Cotswold escarpment, could therefore have some potential to affect landscape character and the setting of the National Landscape. This is likely to be most relevant for larger-scale or poorly contained development, rather than small-scale infill or well-landscaped development within the existing settlement structure.
- 3.61 Overall, Honeybourne is considered to have medium landscape sensitivity. The parish is not a nationally designated landscape and some areas are influenced by existing railway, employment and modern residential development. However, its rural vale setting, historic settlement pattern, green spaces, field boundaries, public rights of way and intervisibility with the Cotswolds National Landscape mean that landscape character remains a relevant issue. The neighbourhood plan should therefore ensure that any growth is well related to the existing settlement, avoids unnecessary encroachment into open countryside, protects key views and settlement gaps, reinforces hedgerows and tree cover, and provides high-quality green infrastructure to strengthen local landscape character.

Biodiversity Flora and Fauna

- 3.62 There are no Special Areas of Conservation (SACs), Sites of Special Scientific Interest (SSSIs), National Nature Reserves (NNRs) within Honeybourne Parish. Additionally there are no nationally and internationally designated ecological sites are present within the wider area. The closest ecological site is Windmill Hill SSSI and Cleeve Prior Bank Local Nature Reserve, located approximately 4km to the north west.
- 3.63 Overall the presence of designated sites does not indicate a direct constraint within the parish, although it warrants consideration in relation to potential indirect effects, ecological connectivity and opportunities for nature recovery.

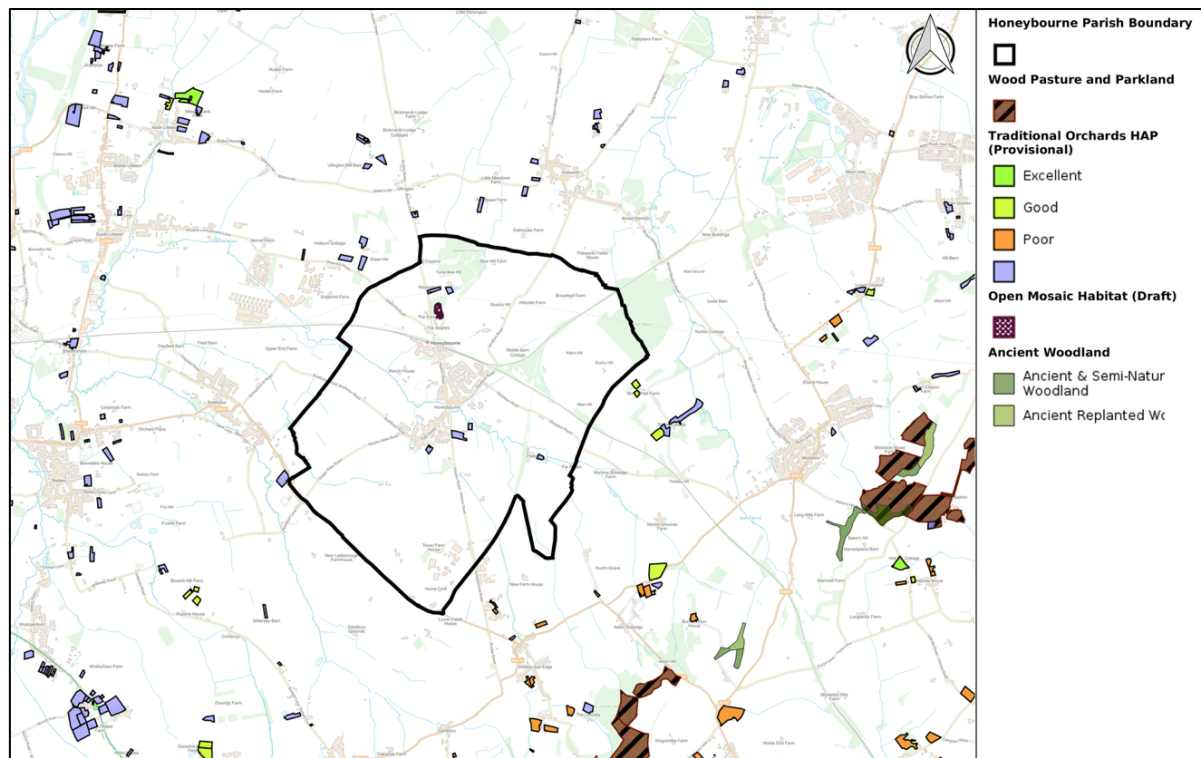
Map: Designated Ecological Sites



Prepared under OS License AC0000815964

- 3.64 The maps on the following page shows that the neighbourhood area contains no substantial areas of ancient woodland and no identified ancient/veteran trees. The parish does however contain a number of traditional orchards, hedgerows, open mosaic habitat, and small pockets of woodland, which contribute to biodiversity and ecological importance. As a result, ecological sensitivity within the neighbourhood area is localised rather than strategic.

Map: Habitats



Prepared under OS License AC0000815964

Map: Woodland Trust Ancient Tree Inventory



<https://ati.woodlandtrust.org.uk/tree-search/>

Interrelationships between the issues

- 3.65 There is a relationship between water, climate resilience, biodiversity, landscape character, which present a number of linked challenges and opportunities for the area. For example, flooding is expected to increase in the neighbourhood area. Opportunities to enhance the biodiversity in the local area could contribute towards reducing flood impacts and the speed of climate change. Similarly, landscape character of the area, being largely rural and agricultural, would be likely positively impacted by the delivery of biodiversity considerations.