



FLYFORD FLAVELL,  
GRAFTON FLYFORD  
& NORTH PIDDLER

## VILLAGE DESIGN STATEMENT

Produced by the Flyford's Design Statement Team

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## 1 BACKGROUND

### 1.1 Introduction

The people who have made their homes in our three Parishes over the centuries have each contributed to the buildings and the landscape that are its unique heritage. The present generation has the difficult task, in rapidly changing times, of protecting this heritage while at the same time ensuring that we continue to be a thriving and sustainable community.

This Village Design Statement (VDS) covers the parishes of Flyford Flavell, Grafton Flyford and North Piddle. These include the village of Flyford Flavell and the settlements of Grafton Flyford, North Piddle and Libbery.

The Village Design Statement (VDS) provides the community with the opportunity to state their views and to influence the planning decisions made locally and nationally that might affect the future of our communities. We accept that the future will bring change and we see this VDS as a way of helping to manage change for the benefit of us all. The document has been prepared following local consultation, through public meetings, publicity in the Church Benefices Magazine, and The Three Parishes Website.

In 2008 the Parish Plan for Flyford Flavell, Grafton Flyford & North Piddle Parishes was completed and formally adopted by the Parish Council. The plan was compiled by a working group of parishioners on behalf of the community and at the invitation and sponsorship of the Parish Council. The contents of the Parish Plan are based on a series of consultations with the parishioners of the three parishes. These were carried out via survey and an open day. The issues identified as important to the local community were incorporated into the Parish Plan. One of the four priorities set out in the Parish plan is the creation and adoption of a Village Design Statement.

To start the process of creating a VDS the Parish Council organised a Village Design workshop in Flyford First School on 3<sup>rd</sup> October 2009. This was run by Jeff Bishop who is an architect and planning consultant. Jeff also advised the Countryside Commission on establishing Village Design Statements. The workshop was attended by 45 Adults, and around 7 children, from the three parishes. The participants undertook a number of exercises to establish and capture what is important to define the special character of Flyford Flavell and our three parishes. These involved drawing, description, and discussion, plus surveys to identify and photograph important features of our communities in the three parishes. A large amount of valuable information was created and eight people volunteered to join a working group to distil the material and use it to create a Village Design Statement. Several more people volunteered to help the group with specific tasks. Further input was also given by 14 children from Flyford First School

Some of the key local characteristics and issues established by the workshop and considered by the Design Statement are:-

- Diverse Building types and styles
- Maximum two storeys high
- Set back behind hedges
- Low housing density (maintain gaps and spacing to boundaries)
- High quality/sympathetic buildings/conversions
- Mature trees
- Hedges
- Access to fields and footpaths
- Views (including the Malverns and Bredon Hill)
- Parking in Flyford
- Keeping Church Lane quiet
- Protecting Historical Architecture
- Maintaining the School

- Maintaining amenities (Pubs, Garage, Shop, Post Office, Church, Villages Hall)
- A Village Hall and Village Green for Flyford

## **1.2 Planning context**

### **Wychavon District Council**

Planning policy for Flyford Flavell is set out in the Wychavon Local Plan 2006 (see the Regional Spatial Strategy below) and Residential Design Guide Supplementary Planning Document adopted in 2010. This Design Statement is consistent with the policies in that Plan, and advice in the SPD, providing the District Council with guidance that reflects the special character of Flyford and the three parishes. Local planning applications are handled by the District Council's Planning Office, whose officers have delegated authority to decide upon the majority of applications. Decisions on large scale or controversial applications are made by the Council's Development Control Committee. All planning applications affecting the parishes are advertised locally. They are also considered by the Parish Council, which sends its recommendations to the District Council. Residents can also send in their views to the District Council. Planning decisions taken by the District Council are based on the policies laid down in the Local Plan. District Council planning is influenced by policies determined at county, regional and national levels. However the government is encouraging greater consideration of local community views.

#### **Planning concerns**

There will always be controversy over planning matters in settlements like ours. While some residents feel that they are insufficient to maintain what they see as our heritage, others see planning restrictions as obtrusive and unnecessarily limiting. Areas of particular concern are:-

- the siting, design and materials used for new housing infilling, particularly where this conflicts with distant landscape views
- alterations made to existing buildings
- the capacity of the village's infrastructure to support increases in housing stock.

There is genuine concern over house prices and affordability for local families. None of the recent developments have satisfactorily addressed the increasing need for lower cost/affordable housing. Additional concerns are the pressure from central government for the development of brownfield sites and the reported threats to open countryside. Brownfield is the term generally used to describe previously developed land. Building on such sites can lead to overdevelopment and loss of visual amenities. Current figures show that, nationally, 75% of new homes are being built on brownfield land or converted from existing buildings, a figure well above the Government target of 60% by 2008. The fact that Flyford Flavell has a number of houses with substantial gardens makes brownfield development a threat; though national planning policy changed in 2010 away from garden grading being treated as brownfield. Village Design Statements have been in use since circa 1996. They are created by local brownfield communities and capture the character of the landscape and built environment. They identify the planning and development issues that are important to the local community. Their major objectives are to provide a forum for the community to say what it is that they value about their village and how they would like:-

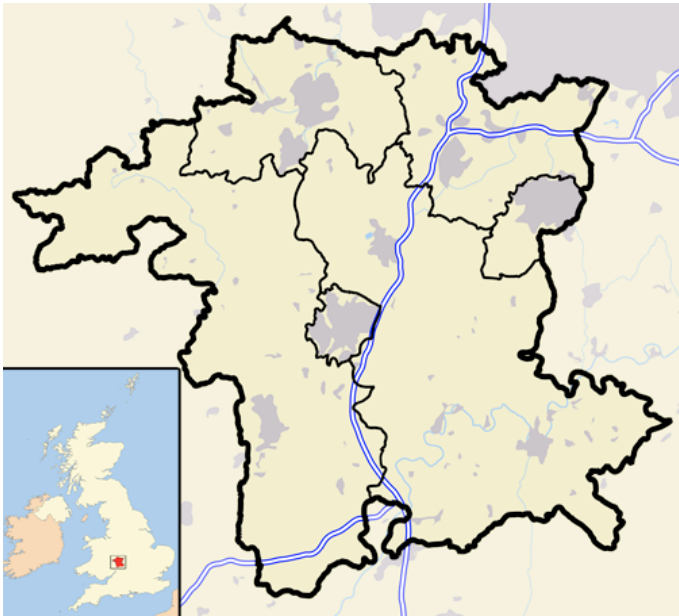
- to see it develop in the future
- to describe the distinctive character of the village through its buildings and its landscape setting
- to demonstrate how this character can be protected and enhanced

- to provide guidelines for householders, architects and developers when new developments are proposed, so that they respect the character of the village and make positive contributions to the local environment
- to influence future policies when the planning authority is updating its Local Plan

Flyford Flavell, Grafton Flyford and North Piddle Parish Council formally adopted this Village Design Statement on 21-2-2012. It should be noted that the creation of this VDS does not imply approval in principle for any future development, and the Parish Council and local community reserve their right to object to any specific future development application according to their judgement on the merits of that particular application. It is intended that this Village Design Statement be adopted by Wychavon District Council as a Local Information Source. This will mean that this VDS must be taken into account as a relevant document in determining any planning application.

### **Local Development Framework and the Regional Spatial Strategy**

Since 2004 Central Government has made repeated changes to the planning process and framework, culminating recently with the 2011 Localism Act . However the long established principle of a development plan prepared by the local authority, which identifies sites for housing and policies to guide decisions on planning applications, continues to underpin the process. With the forthcoming abolition of the Regional Planning Process through the Localism Act, Wychavon has been preparing a replacement plan, the South Worcestershire Development Plan, that when adopted in 2013 will guide development to 2030. It is not yet clear how these changes will impact on planning concerns in Flyford Flavell. The proposals published in the 2011 Preferred Options envisage a significant decrease in the number of houses being built in the district, from the draft West Midlands Regional Spatial Strategy. At this stage it is too early to say what the final numbers will be for Flyford Flavell, where new



building will be located, and what influence local residents will have over developments in their area. The Localism Act does make provision for greater participation by local residents and communities and places greater emphasis on the views of local people in making planning decisions, Local authorities are required by the legislation to have regard to local views, particularly where set out in a Village Design Statement or similar.

## 2. THE EXISTING ENVIRONMENT

### 2.1 Landscape

The landscape of the three Parishes is gently undulating with a greatest elevation of 69 metres near Hill Court and a lowest of 24 metres where Piddle Brook leaves North Piddle. The land has been shaped by Piddle Brook and its feeder streams and is typical of rural Worcestershire. Much of the charm of Flyford Flavell, Grafton Flyford and North Piddle are their settings, the villages being situated in a rural landscape of paddocks, grazing and farm land with abundant hedges, wooded areas and orchards. The A422 passes through the parishes connecting Worcester to Alcester. All other roads are minor, and unclassified, connecting the local settlements. There is a very extensive network of footpaths. Travelling on the lanes and paths reveals a great variety of views, including many from the higher ground across to the Malvern Hills and Bredon Hill.

Pedunculate [English] Oak, most important of all our British trees from the standpoint that the more species of wild life live off it than any other, dominates the landscape from Himbleton through Grafton Flyford to Flyford Flavell. The tracts of woodland, growing on lower lias clay are remnants of the ancient Forest of Feckenham.

Feckenham Forest once covered a quarter of Worcestershire but today only small patches of woodland remain of which Grafton Wood is one of the largest.

In 1971, Grafton Wood and some of the surrounding farmland was designated a Site of Special Scientific Interest. In 1997 it became a nature reserve jointly owned and managed by Worcestershire Wildlife Trust and Butterfly Conservation. It contains some ancient oak and ash trees below which is an understorey of smaller trees and shrubs making it an ideal breeding site for many species of birds.

It is also of major importance for butterflies, including the Brown Hairstreak. The Midlands' last surviving colony of this scarce species is based here breeding within Grafton Wood itself and also in other woods and hedgerows within a four kilometre radius.



## 2.2 History and Pattern of Development

### History

Grafton Flyford and Flyford Flavell appear to be separate parts of an originally single unit either side of the Piddle Brook. Although the ultimate etymology remains obscure it appears fairly likely that the analogy of the lost 'Wenferth' is suggestive of a stream-name rather than a woodland-name. If so, it must be another name for Piddle Brook. Flyford Flavell is a particularly fascinating development; Anglo-Norman tongues finding a difficulty in dealing with 'Fleferth' turned it to 'Flavel'. Folk-etymology further undermined its form exchanging 'ferth' to the familiar 'ford'. Therefore, Flavell and Fleford evolved as names for one and the same place. A latter necessity to distinguish between the two communities meant that Flavell became Fleford (or vice-versa), therefore creating a pseudo-manorial name. By the 14<sup>th</sup> Century Flavell had been transferred from the Stream name to the district pure and simple. Grafton holds no such mysteries; it meant 'Grove Farm'.





There are indications that the original settlement either side of the Wenforth (Piddle) Brook had a Celtic name, which explains the tie-up.

### ***The 20th century***

Flyford Flavell retained much of its original settlement plan until the turn of the 20th century when expansion and development began.

## **FLYFORD FLAVELL**

Flyford Flavell is a parish situated midway between Worcester and Alcester. The parish has an area of 692 acres, of which 181 are arable land and 407 permanent grass lands. There are no woods. The land, which is on the lower lias, abounds with fossil remains. The chief crops grown are wheat, oats, beans and fruit.

The scattered village lies on a minor road branching east from the A422, and on another road branching southward to Bishampton. The church is on the Worcester Road, in the west of the village, near the highest point of the parish, where the land is 63 metres above the ordnance datum. The south of the parish is at a height of about 32 metres. The school lies to the east of the church, and the old rectory is at the southern end of the village. The village also has a Shop/Post Office and two public houses. The Boot Inn and the Flyford Arms, formerly The Union, so named from its position on the boundary of these three rural parishes. There are some interesting farmhouses, numerous modern homes and a village duck pond south of the Church. Whitsun Brook, flowing east to west, forms the southern and the Piddle Brook the north-western boundary of the parish. Everywhere there are extensive and beautiful views.





Prattinton, visiting the village in 1823, writes of the badness of the roads, the turnpike road from Alcester to Worcester being impassable for a four-wheeled carriage.

An Enclosure Act was passed in 1813.

## GRAFTON FLYFORD

Grafton Flyford has an area of 1,680 acres, of which 372 are arable land, 1,040 permanent grass, and 162 woods and plantations. It is on the lower lias formation, and the chief crops are wheat, barley, oats, beans and fruit. In the south east is Grafton Wood. The south of the parish, on the bank of the Piddle Brook, is at about 30 metres above the ordnance datum. To the north the land rises to about 69 metres.

Grafton Flyford is bounded on the south by the Piddle Brook, and lies to the north of the road from Worcester to Alcester, which runs through its south western extremity. The settlement lies in the south of the parish on a branch from this road. At its centre are the green and the pond, while at its southern end are the church and old rectory.

Libbery is a hamlet at the south western end of the parish. Near it is Ennick Ford on a stream which runs into Piddle Brook.

Grafton Flyford, like Flyford Flavell, must have formed part of the earliest endowments of the monastery of Pershore, as five manses here are said to have been restored to that church by King Edgar in 972. They were given by Edward the Confessor to Westminster Abbey and Grafton is entered in 1086 among the manors belonging to the abbot's manor of Pershore, being held as 2 two hides less 1 one virgate by the Sheriff Urse. It was held of the abbey of Westminster, owing suit to the court of Binholme in Pershore, until the 15th century.

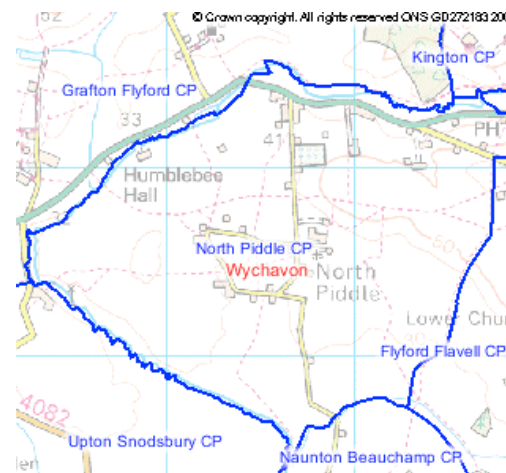


## **NORTH PIDDLER**

North Piddle is a very small parish bounded by Piddle Brook on the west and south-west. The surface of the land is flat, the highest point (63 metres) being by the eastern boundary. The soil is marl and loam on a subsoil of lower lias, and the chief crops are wheat, beans and fruit. The area is 797 acres, of which 422 acres are permanent grass and 152 acres arable land. It was enclosed under an Act of 1813.

The road between Worcester and Alcester passes across the extreme north of the parish, and a branch road leads from this to the village centre and the church, about a quarter of a mile distant.





The area is rich in wildlife, with areas to the south forming part of a Special Wildlife Site designated for the rich grassland flora. There are fragments of the original perry orchards that once flourished in the neighbourhood which are important habitats for wildlife, as well as the natural ponds which abound, with 15 known ponds within 1km of the church.

The settlement pattern of the village can be broken down into two fairly distinctive areas. The older buildings are mainly found adjacent to the church and on a loop from the crossroads by the church. The village consists of two farms and a cottage standing near the church. The farm house to the north-east is a half-timber building, and to the west is a moated site without any building upon it

Predominantly the housing in this part of the village is of traditional construction, with the older buildings being of timber frame construction. Later properties have been constructed of brick, and some older agricultural buildings have been converted to provide further housing. Within the main village there is a livestock holding supporting beef cattle and sheep, and an organic horticultural and poultry holding. A small touring caravan site has welcomed visitors to the village for a number of years, while in the centre of the village is the recent addition of a small vineyard. Equestrian sport is also much in evidence with several dedicated equestrian buildings and facilities having been recently introduced to the village.



Approximately quarter of a mile from the main village is a further settlement of dwellings near to the old forge which is situated on the main road at the northern tip of the parish. Again there are a variety of styles and types of dwelling, and businesses that include a plant nursery and a free range pig enterprise, as well as an upholstery business. To the north west of the parish lies Humblebee Hall, a listed Georgian farmhouse with a range of traditional barns that have undergone conversion to provide self catering holiday accommodation.

At the last census, the statistics for North Piddle showed limited information, but indicating that there were only 39 household in the parish, and 110 residents split equally between male and female.

### 3. Character of the Flyfords

#### 3.1 Prime Characteristics

Flyford Flavell, Grafton Flyford and North Piddle were united in 1962 and have a single Parish Council, though each of the parishes remains distinct.

Key aspects of character established by the Village Design Workshop are:-

- There is a diverse mix of building types and styles
- There is a mix of houses, cottages, farms and bungalows
- The houses are nearly all a maximum of two storeys high with the notable exception of Hill Court, a fine listed building of three storeys
- Houses are mainly set back behind traditional hedges less than 1.5 metres high
- There are very few walls or fence frontages to houses
- The housing density is low with most houses being set in spacious plots
- The houses are grouped in clusters, often around farms, with fields filling the gaps between the clusters
- Many of the buildings are of high quality, and a number are listed
- Extensions and conversions are generally sympathetic in style to the original building
- There are lots of mature trees
- The parishes have a very rural character with lots of fields and hedge boundaries between the fields and roads
- There are extensive rural views to, and across, the fields and out to Malvern and Bredon Hill
- There is a very comprehensive network of footpaths giving excellent access on foot to the countryside
- Other than the A422 the roads are narrow and winding, unsuited to large vehicles or heavy traffic
- There are no shops or services outside Flyford Flavell and its immediate environs





- Each of the three parishes has its own church
- The Grafton Flyford village hall is converted from the former village school and is used by all of the three parishes covered by this VDS. It is the only hall in the three parishes.
- Grafton Flyford contains Grafton Wood



### 3.2 Likes and Dislikes

#### Attractive aspects of Flyford Flavell

Church; School/school playing field; Pubs – Boot and Flyford Arms; listed buildings- especially the Old Rectory; Thatched Cottage; Tudor cottage; Stedefield; and farm buildings; duck pond; telephone box; oak tree; horse-chestnut tree by shop; interesting historic details (old post boxes); Houses set back; Hedges.

The general views – Malvern Hills. Radford.

#### Unattractive aspects of Flyford Flavell

Congestion at school time, and inconsiderate parking.

Unsympathetic and poorly maintained buildings.

Building material storage.

Excessive road signage.



### Attractive aspects of Grafton Flyford

The church; village hall; Grafton Wood; numerous interesting houses e.g The Old Rectory, White Cottage, The Old Post Office, Hill Court.



### Attractive aspects of North Piddle

The Old Smithy; the church; Whitehouse Farm; the Glebe House; New House Farm, Elms Farm



## 4 THE FLYFORD'S BUILDINGS

### 4.1 Traditional Built Form

This is demonstrated along Radford Road, Flyford, where there is an eclectic mix of buildings of many styles and periods. These range from mediaeval stone (St. Peters Church), to thatched half-timbered, to Arts-and-Crafts movement inspired design. Despite the range and varied size of buildings, the use of red brick as the basic building material and the scale of the 'Rural/Country Style' give an overall unity, every building sitting comfortably next to its neighbour.

Flyford Flavell, in the main, consists of small cottages and bungalows set back from the road with a garden in front, interspersed with larger houses.

Windows would generally have been in timber with lead lights and smith-made opening casements, with hand-forged handles and spring stays. Many different styles of window fittings can still be seen in the village. Where they could be afforded, stone mullioned windows were used (Flyford Flavell First School's hall).



Initially, roofs would have been mainly in thatch, this being the cheapest roof covering, but giving a danger from fire. This is likely to be one of the reasons that Flyford Flavell has only one thatched house remaining in the village as well as being expensive to look after, as the thatching trade is dying out. The alternative was the traditional slate in reducing courses from bottom to top. The growing railway network in the Victorian era meant that cheap slate from Wales became easily available all over Britain which caused the decline in thatching. Agricultural machinery, particularly the combine harvester, had the unfortunate effect of making wheat straw unusable for thatching. This has made Norfolk reed all the more prized, and now the latter material is grown specifically for use in thatching.

Gutters were not fitted to thatched roofs, so a wide overhang was used. When slated roofs were used gutters appeared, supported on smith-made decorative brackets.



The junction of a dormer gable with the main roof always presented the potential for water penetration and design details show how this was prevented. The traditional way was to set a stone ridge tile upside down across the junction to divert the water on either side, and examples can still be seen on some buildings.

Most traditional decoration is there for a practical reason; string courses and decorative hood moulds to windows are no exception.

These are the basic design details of the 'Rural Style' found in many of the Flyford's houses. In the main the later classical buildings follow the national rather than the local style. People travelled further and could obtain illustrations of the modern buildings which were often then interpreted in a rural style.



Every century has produced its own style but always using the local materials that give an organic unity. It is sad that this generation has not contributed to the village scene in Flyford but has put up buildings that tend to be a pastiche of past styles. Despite its heritage of fine



buildings, and its present beauty, The Flyford's must not become simply a museum of the past.



#### Architectural characteristics

- Housing of individual architectural style built at a low density creating a transition from open farmland into the heart of the village and settlements.
- Mainly detached houses of one and two storeys set in substantial mature gardens.
- Built of red brick or timber framed.
- Roofs of slate or plain tile.
- Two new developments of three storeys built on redeveloped sites break the rhythm of the street scene and dominate the otherwise domestic scale of the road.
- Majority of the buildings are of individual design. By using local building materials they contribute to the landscape quality.

#### 4.2 Traditional Materials

The inhabitants of the Flyford's are rightly proud of the traditional craftsmanship which through the centuries has evolved into a simple and beautiful style of architecture, admirably suited to the cottage and house.

#### 4.3 Drives, Pavements and Hard Standings

Drives and pedestrian access have a mixture of surfaces including gravel, tarmac and paving. In many cases there are no pavements or verges with properties ending at the tarmac road surface.

## 5 THE WIDER ENVIRONMENT

### 5.1 Open Spaces

Green spaces within the Flyfords can be categorised depending upon their use as formal, informal and amenity, each providing its own contribution to village life.

#### Formal space:

- Flyford Flavell Cricket Club playing field.
- Flyford Flavell First School playground and playing field.

#### Informal space

- Village pond

#### Amenity space

- All green spaces in and around Flyford, whether they are used actively or simply create an opportunity for a distant view, are of paramount importance and highly valued by residents and visitors alike. The advent of recent residential development and the possibility of future infilling strengthen the need for the protection of the open green spaces. Together, these contribute to the special character of the village.



#### Trees, Greens and Gardens

- Low density development has provided large attractive areas including impressive frontages
- A large amount of trees of a wide variety to include Pendunculate [English] oak as well as a large number of fruit tree.

## 5.2 Landscape and Access

The importance of the natural landscape is such that every effort should be made to preserve and maintain it. Steps to ensure this should include:-

- planting and care of native trees in verges, hedgerows and widely in the landscape
- preservation of orchards
- protection of woodland areas
- sympathetic management of landscape to benefit wildlife
- good relationships with landowners
- good management of equine usage to minimize impact on the landscape
- use of footpaths and rights of way and their maintenance
- awareness of local wildlife
- care of valuable habitats
- careful programming of highway maintenance to allow flowering plants to set seed
- careful evaluation before any quarrying activity



## 5.3 Highways

The three villages developed around lanes and roads, some of which no longer exist. The original lanes and roads were used by local people to get to other villages and to the farms where the majority worked. Some developed to allow travellers to climb the escarpment in all weathers. The routes had to be manageable and accessible by foot, by horse and by horse-drawn coaches and carts. Early roads were unpaved and have changed over the centuries according to their use. Thus the surviving main roads have been widened and surfaced and these are now adopted by the local authority and maintained at public expense. Others remain now as narrow, unmade tracks no longer used by vehicles, functioning as footpaths used by local people and by walkers that visit the Flyfords.

Parking outside Flyford Flavell First School is a particular problem, with safety implications. In the residential areas of Flyford, parking on verges causes some difficulties for drivers and

pedestrians. Concern is growing over the increasing speed and number of motor vehicles in the village and the open countryside; speed limits apply but are not always adhered to, even by local people.

### **Highway Maintenance**

The roads of the three parishes are generally well surfaced, but regular repairs are necessary to maintain a satisfactory standard. Increasingly, traffic tends to damage the surface, the kerbs and the road edges.

The minor roads around the three parishes are surfaced with tar spray and chippings. Most residents like the rural appearance provided by grass verges between road and footway, and it is important to maintain this by keeping verges to their present size. Additional kerbs should be avoided, as these give roads a more urban feel and encourage higher speeds.

## **5.4 Services**

Utility poles are visually prominent in parts of the three parishes, and there is pressure for new masts for telecom services. More street lighting has been debated for many years, but a majority of households responding to the questionnaire were opposed to increased lighting as being out of character with the parish's rural nature.

To minimise the visual impact of services, it is important that existing poles and masts should be used as much as possible and their visual impact reduced. New communications masts and equipment should be sited away from homes and the school. Telecom providers should share masts wherever possible and place telephone poles and cables in unobtrusive locations, cables preferably being placed underground.

## 6 DESIGNING FOR THE FUTURE

### 6.1 Guiding Principles for the Three Parishes

1. The retention of valued open spaces is essential to the overall character of the three parishes. Opportunities should be taken to provide new, or improve existing, recreation land and facilities, especially in association with new development.
2. Landscaping and planting plans should be prepared as part of any new development proposals, and should incorporate locally distinctive and indigenous tree and shrub planting.
3. Wherever practicable existing trees and hedgerows, which contribute to the village character, should be preserved and protected, particularly native species.
4. Consultation with Wychavon Planning Department and the Parish Council is strongly recommended prior to formal submission of plans. Wychavon's Residential Design Guide SPD should be considered. To ensure coherence with the existing built environment for any extension, alteration or new build in the three parishes the following sections of Wychavon's Residential Design Guide should be fully complied with: 5.1-5.6; 5.10-5.16; and 5.26-5.44.

### 6.2 General Guidelines for all Development

These guidelines are designed to:-

***Protect the character of the three Parishes, by***

- conserving valued buildings, their features and architectural details
- maintaining boundary walls and hedges
- preserving key views
- retaining greens, verges and trees

- avoiding any further erosion of the open countryside

***Ensure development is in keeping with the three Parishes, by***

- thorough site appraisal, so that design is appropriate in size, sensitive to location and respects the context of adjacent buildings
- use of materials appropriate to the location
- encouraging the planting of hedges
- demanding high standards of design and workmanship and use of traditional detailing
- avoiding obtrusive lighting, using down-lighting in preference to up-lighting to minimize light pollution and nuisance

***Making development context sensitive, by ensuring***

- new designs or extensions are interesting and unique, with no similar designs to be permitted within a development
- the use of architects with good understanding of local traditions and design is to be encouraged, so that buildings make a positive contribution to the area
- developments must have a balanced mix of soft landscaping to hard standing at the front of each property. In other words each development should achieve a good ratio of grass, shrubs and flowerbeds compared to paving or hard standing.

### **6.3 Guidelines for New Building**

These guidelines should be read in the context of the Wychavon Local Plan Residential Design Guide SPD, and emerging policy position in the South Worcestershire Development Plan. The unique character of the three Parishes should form the context for all new design

and planning. This context should be identified prior to drawing up of plans and form the basis of all planning applications. The traditions of local building should be integrated with current technologies to produce architecture appropriate for today but respectful of the past. The Village Design Statement should be applied to all new development. Any affordable houses, in the first instance, should be made available for sale to local people. This is to minimise the dilution of local community, caused by local people being unable to afford local homes.

**Any new buildings must be harmonious with, and appropriate to, their location in scale and design. This means:-**

- creation of *quality* building that demonstrate individuality and diversity
- infilling should not obscure key views of the surrounding landscape
- new buildings should be set back behind hedges, or behind low walls no more than 1.0m high. Metal railings should not be used, except traditional style 'estate fencing'.
- new buildings should be one or two storeys high, with the only exception being a 3<sup>rd</sup> storey within the roof e.g. using dormer windows.
- new buildings should be set back at least 7m from the road boundary of their plot
- low density development in accordance with the character and massing of existing dwellings
- small scale development to minimise the impact on the character and culture of these relatively small villages
- there should be no similar designs within a development
- any future development of new housing should make a financial contribution to social and infrastructure projects that improve and enrich the lives of the parishioners – but not at the expense of good design
- materials should harmonize with surrounding buildings
- new buildings should respect neighbouring roof profiles and pitches, as well as the characteristic spacing between or in front of surrounding buildings
- flat roofs should be discouraged



- tiled roofs should use plain tiles and not pan-tiles
- standardized house design should be avoided
- any 1 or 2 bedroom developments must provide a minimum of 2 car parking spaces
- innovative design meeting the criteria in this document is entirely acceptable

The intention of the criteria above is to ensure new buildings should complement what exists and not damage or destroy the unique character of the existing communities.

#### **6.4 Guidelines for Alterations and Extensions**

These must follow the above Village Design Statement requirements and all local planning regulations, especially where listed buildings and those subject to Article 4(2) restrictions are concerned. Further advice is provided in Wychavon District Council's Residential Design Guide SPD.

***Alterations should retain and enhance the condition and character of existing valued building. They should:-***

- use materials and techniques appropriate to the age of the building and/or locality
- not alter frontages, including front gardens, to the detriment of the street scene
- extensions should be set back at least 7m from the road boundary of the plot
- complement the building and its surroundings, respecting form, style materials and detail ensure that important and characteristic features (e.g. window details, swept valleys, stone ridges, cover mouldings) are maintained.



## Listed Buildings

The Flyfords has a wealth of listed buildings. The majority of them being grade II listed. No changes can be made to these buildings without permission and applications are subject to scrutiny by the District Council's Planning and Conservation Officers. This should help to provide long-term protection against unsympathetic alterations in order to maintain the architectural integrity of the Flyfords.

## 6.5 Guidelines for External Works and Private Open Spaces

The contributions that the settings of buildings make to the appearance of the three Parishes mean that any planned changes should be carefully thought through and subject to the same guidelines as those that apply to buildings.

### ***It is important that:-***

- private gardens should be preserved, their hedges kept and correctly maintained
- pathways should be encouraged to be of traditional material where possible
- aerials, satellite dishes and other roof furniture (including energy-saving devices) should not be placed at the front of buildings
- external lighting should not be intrusive and light pollution should be minimized by careful siting, shading and limited night-time operation
- the, garage and pub signs and advertisements should be restricted in number, size and design and should not be permitted to intrude beyond frontages. Illuminated signs and advertising boards should be discouraged.

## 6.6 Guidelines for Open Spaces and Recreational Land

These make a vital contribution and therefore it is important to:-

### ***Safeguard:***

- existing trees and hedges
- existing recreational areas
- greens and grass verges

### ***Take action to:***

- control car parking to prevent roadside damage
- encourage replanting with native trees, shrubs and flowers
- reduce contamination by dog litter
- manage open spaces in sympathy with local character
- minimize intrusive structures (street signs etc)
- develop an overall village plan to maintain and enhance open spaces
- ensure some open space is accessible to the less able
- realize the opportunity to create a recreation ground in Flyford Flavell as soon as practicable. A suitable location for this would be north or south of the Radford road adjacent to the Boot Inn.

The playing field adjacent to the primary school is an important open space and as such is a valuable community asset and worthy of protection.

## **6.7 Guidelines for Roads and Footways**

Any new access roads should be designed to be pedestrian safe and to minimize traffic speeds. This should be done where possible without installing kerbing and separate pavements, as these only feature on the major routes in Flyford. A possible exception would be if development takes place along the Radford Road, in which case consideration should be given to installing a footway with kerbing. Any pedestrian only footways should maintain open visibility to optimize safety for users.

# **7 LOOKING TO THE FUTURE**

## **7.1 Improving Village Life**

### Housing Development

- Any development proposals need to be carefully integrated into the community. Mixed affordable and market housing is the most desirable way forward with affordable housing particularly for local people.
- In future different sizes of houses will be needed to cater for different types and sizes of families and the space available. In the past the growth of the village/area has been characterized mainly by individual or small cluster developments. This approach has successfully combined the principles of both local uniformity and variety and should be continued in the future. A development of same style housing would not be in keeping with the character of the village.
- Retention of valued open spaces is essential. Any significant development should provide the opportunity for new recreation land and facilities, which are at present

lacking in the village, such as a village green, multi-use community hall, play area and parking.

#### Crime and Vandalism

- The area is fortunate in not suffering unduly from serious crime although there have been some reported burglaries. Any development should be mindful of security.

#### Employment

There are no major employers in the three parishes and the majority of people who do work will need to travel to work.

Local employment is mainly provided by either small businesses or enterprises, or self employed people, and covers the following categories:

##### Agriculture:

The area contains a number of small extensive farming enterprises which cover both agriculture and horticulture, where the main employee tends to be the owner with limited potential for part time temporary seasonal work.

##### Tourism:

There is a touring caravan park within North Piddle, as well as some holiday cottages within the parishes. Bed and breakfast is available at the Boot in Flyford Flavell. There are a number of interesting walks and local landmarks including Grafton Wood, but there are no major tourist attractions that would provide employment.

#### Local Services:

The three parishes contain two public houses and a service station on the A422.

These facilities provide limited part time work to a few local people.

The local first school in Flyford Flavell employs a number of teachers plus ancillary part time staff.

#### Small Business/Self Employed:

A relatively large number of parishioners are either self-employed or run small businesses within the area. These include agricultural contracting, construction, architects and surveyors, and gardening services to name a few who all make a positive contribution to the locality.

#### Conclusion:

It would be advisable to maintain this balance when considering proposals for future development, and consideration needs to be given to grow small local employment with small industrial units or offices.

#### Recreation

- There is a need for recreational facilities for families in the Parish to include a children's play area. A suitable location for this would be north or south of the Radford Road adjacent to the Boot Inn.

### Tourism and Visitors

- A number of ramblers are attracted to the area with many footpaths and the proximity of the Wychavon Way. Footpath maintenance is essential and it is noted that parking can be an issue.

### Transport

- Improved public transport by bus would allow access to employment while reducing car usage, though this will always be needed in a rural location.

## 7.2 Energy

- Flyford Flavell, Grafton Flyford and North Piddle, like other villages, are supportive of the need to reduce energy use and carbon emissions and to make increasing use of renewable forms of energy. Planning with this in mind is particularly important when applications are made for new buildings or conversions of existing buildings. Water conservation should be encouraged at all times (e.g. reuse of 'grey' water, water butts to store rain water, etc.). Tree and shrub planting is also encouraged.
- Renewable energy can be generated in a variety of ways without damaging the beauty of the landscape or the appearance of traditional buildings.

## 7.3 Waste Disposal

- The area currently benefits from the District Council's recycling policies, but there is no doubt that greater efficiency could be obtained. Disposal of garden waste into

land fills is minimized by the Council's composting scheme, however this is restricted to a number of households and could be extended.

- Drainage issues are apparent in certain areas; any development proposal would need to provide adequate services.
- Flooding is a problem in certain areas; information on flood plains is available.

#### **7.4 Future Development**

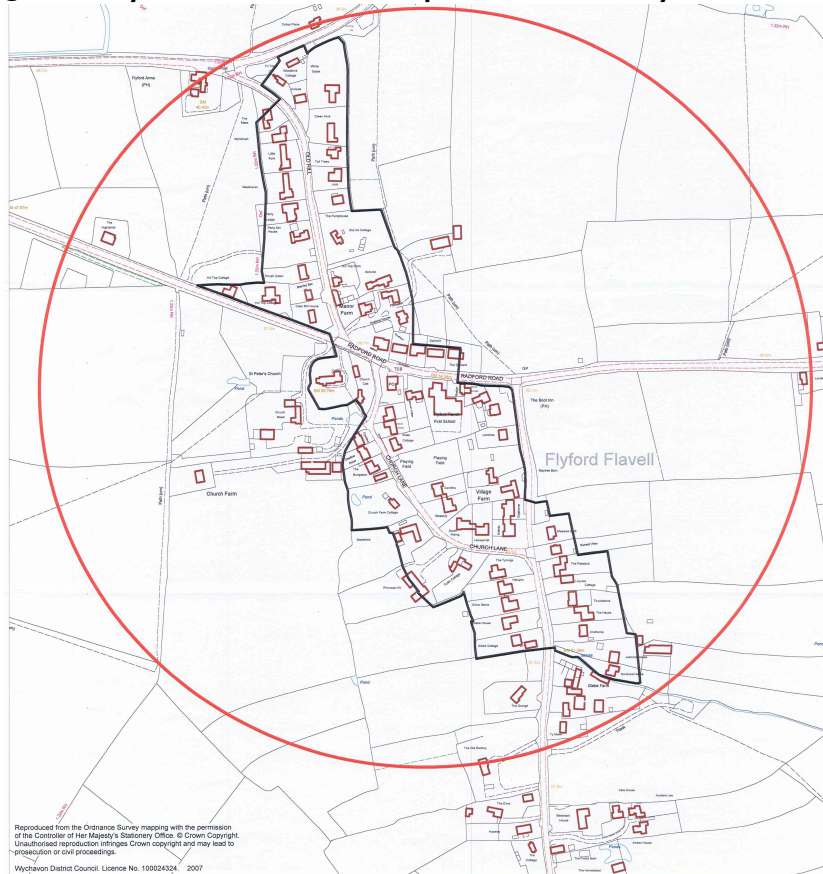
- Change will always occur – the residents of Flyford Flavell, Grafton Flyford and North Piddle need to ensure that change is well managed, and is seen to be in the general interest of the community, not only in the short-term, but for future generations who will be fortunate enough to live in this lovely area.

## **8 ACKNOWLEDGEMENTS**

This Village Design Statement was sponsored by Flyford Flavell, Grafton Flyford and North Piddle Parish Council. Thanks are due to all of the members of the VDS working group:- Mark Broughton-Taylor; Richard Davey; Tim Doughty; Jenny Fazliu; Linda Houghton; Dian Johnson; Andrew Meikle; John Quinn; Joy Roscoe; David Smallcombe; David Waide; and Tony Weston. In addition we wish to thank Jeff Bishop for running our VDS workshop and Andrew Ford of Wychavon District Council for planning advice.

## 9 APPENDICES

### 9.1 Flyford Flavell Development Boundary 2006



*This is an extract from the 1998 Local Plan that was superseded in 2006 by the current Local Plan. There is no direct comparison by the VDS should be referencing the following policies: GD1; GD2; RES9; ENV1; ENV13; ENV14; ENV15; COM2; COM3; SUR1; SUR2; SUR6*







## 9.2 Village Design Consultation Workshop

This was held in October 2009 with the following parishioners attending

Susanna Akiki +4; Sarah, Tim & Sophie Doughty; Gill & Tony Hughes; Joy Roscoe; Sandy & Mark Broughton-Taylor; Mark & Emma Shalom; Rev Clive Fairclough; Julie & Mike Clifton; Lesley & Cedric Cooke; Mike & Leena Shepherd; David Smallcombe; Barrie Redding; Tom Barker; Ann & John Griffiths; Pam & Roger Hewitson; Dian Johnson; David Waide; Martin Bailey; David Britton; Jenny Fazliu; Linda & David Houghton; Rob Laidler; Robi & Sue Boyd; John Quinn; Peter & Margaret Bond; Tony Weston; James Heathcote; Richard & Sue Bucknell; 7 Children attended the workshop, and input was received from another 14 from the school

### Key points identified included the following

Views: across fields; of the Malverns; of Bredon Hill

Trees: maintain; protect; encourage native trees; value mature trees

Hedges: protect

Footpaths: maintain

### **Valued aspects of Buildings**

Eclectic mix of diverse styles and designs

Low density

One or two stories – no higher

Set back behind hedges

Sympathetic conversions and new development

Local materials – red brick

Appropriate mass – Not too high or wide

Individuality & quality

### **Valued aspects of Settlements**

School; Pubs; Post Office; Church; Garage all very important

Ribbon development with dispersed housing clumps (N Piddle and Grafton)

Good spacing between dwellings & boundaries, including gaps between houses

Historic architecture

Keep Church lane quiet

### **Desired Additions**

Village Hall

Village Green

Children's playground

Cycle ways to nearby villages

Safer road crossings

### **9.3 For More Information Contact One of the Following**

#### **Parish Council**

#### **Chairman Village Design Statement Group**

#### **David Waide**

Libbery Farm  
Libbery  
Worcestershire  
WR7 4PE

#### **Clerk**

#### **Mark Broughton-Taylor**

Columbine Cottage  
North Piddle  
Worcestershire  
WR7 4PU

Email [markbroughtontaylor@mac.com](mailto:markbroughtontaylor@mac.com)

#### **Wychavon District Council**

Planning Services  
Wychavon District Council

Civic Centre  
Queen Elizabeth Drive  
Persnore  
Worcs WR10 1PT  
Telephone: 01386 565565 - between 9am-5pm, Monday-Friday  
E-mail: [planning@wychavon.gov.uk](mailto:planning@wychavon.gov.uk)

**District Councillor**

**Linda Robinson**

The Grange  
Windmill Hill Farm  
Stoulton  
WORCESTER WR7 4RR  
**Phone:** 01905 841536  
**Fax:** 01905 841536

For general information about Planning Permission and Building Regulations

[www.planningportal.gov.uk](http://www.planningportal.gov.uk)

For general information about Government Planning Policy

[www.communities.gov.uk](http://www.communities.gov.uk)