

# Long Marston Parish Plan October 2007



Our 2007 Parish Plan follows relatively hot on the heels of the 2001 Village Appraisal that served to bring many excellent improvements to our village -not least of all our very own Poppin Village Store and Post Office. It is hoped that this Parish Plan, that represents the views of over 80% of our community, will provide the basis for continuation of all the good work started back in 2001, for the initiation and progress of new projects and finally as a source of information to current and future residents of Long Marston.

The Action Plan arising from the consultation process is a separate document that will be distributed to residents with this Parish Plan. The plan is owned and will be progressed by the Marston Sicca Parish Council.

The 2007 Parish Plan incorporates, for the first time, the Long Marston Village Design Statement that describes the character and features of our village that we value and wish to see safeguarded. The Design Statement will be taken into account when considering planning applications. It is also intended to help developers understand local views and perceptions at the outset of the design and development process. In short it is a tool to help manage change but not to prevent it!

I would like to thank you all for the community spirit that you have once more demonstrated through supporting this project over the past eighteen months. In particular I would like to thank members of the Parish Plan Steering Group who have helped me to deliver the project. My thanks go to Jo Cooper, Alan Carter, Tim Lightfoot, Colin Drum mings, John Matthews, Anthony Hodges, Mark Griffin, Michael Conroy and Mike Brain. Additional thanks are extended to members of Warwickshire Rural Community Council who helped us "beyond the call of duty".

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Prepared and Produced by the Parish Plan Steering Group on behalf of Marston Sicca  
Parish Council

October 2007

*Endorsed by the Stour Area Committee on behalf of Stratford District Council*

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# The Consultation Process

A four stage approach to the development of the Parish Plan was adopted:

1. An initial one sheet survey [the "Traffic Lights" Survey] was delivered to every address in Long Marston. This survey sought to identify what people "treasured" about Long Marston [why they enjoyed living in the village] and those things that they would like to see change. Some 60 surveys were returned out of 180 dropped through mail boxes.
2. Based on the key concerns identified, an Open Week-end was designed and implemented in July 2006 that provided the wider community with the opportunity to comment on the 'first round' of views and for the Parish Plan Steering Group to obtain a greater understanding of the issues. Over 120 people attended the Open Week-end.
3. The Parish Plan Questionnaire was then based around the key issues identified through the "Traffic Lights" survey and the Open Week-end. 175 surveys were hand delivered with an 82% return rate achieved. (Note: Five households were either unoccupied or in use as holiday rental properties and thus no hand deliveries were made to these properties).
4. The results of the Parish Plan Questionnaire were analysed and summarised in an A5 booklet "Results of the Parish Plan Survey -Feedback to Residents -April 2007" that was distributed to all households. A group of residents were then invited to discuss the findings and work with the Steering Group to develop the Action Plan.

A separate survey, the Housing Needs Survey, was distributed to all households with the Parish Plan Questionnaire and returned direct by post to the Warwickshire Rural Community Council. A copy of the survey report is available if required.

The Parish Plan summarises the results of the Parish Plan Questionnaire and all previous consultations. Questions referenced in the report are to be found in the A5 booklet "Results of the Parish Plan Survey -Feedback to Residents -April 2007".

The quotations included in the Parish Plan are those of residents of the village made during the consultation process.

A separate document "The Action Plan" summarises the actions arising and will be distributed with the Parish Plan.

## **The Village Design Statement (VDS)**

Many of the characteristics and features of the village were identified through the Traffic Lights Survey and the Parish Plan Open Week-end. Building on what residents said, a VDS Workshop was held in April 2007 during which residents "walked the village" to capture photographs that illustrated the character of the village and the properties therein. This information was used to form the basis of the VDS drawn up by the Parish Plan Steering Group in consultation with Warwickshire Rural Community Council.

Finally a core of villagers were invited to join a group discussion to review the draft VDS and confirm that it represented their views.

# The Parish Plan

## 1 Long Marston -Our Village

Long Marston is a truly rural village that has maintained its rural characteristics and is the pride of its residents. The village is beautifully kept and has received several awards in the past few years including Warwickshire "Best Kept Village Gold Awards" in 2004 and 2006, winner "Small Village" in the Stratford area in 2005 together with winner "Most improved village in Warwickshire 2005".

When residents were asked what they treasured about living in Long Marston, its community spirit, its location in the heart of the South Warwickshire countryside and its very own community operated shop, The Poppin Village Store and Post Office, were top of the list. Residents also highly value the access they have to the countryside through footpaths and the Greenway, the rural nature of the village, community activities based on the Village Hall, the Church of St James the Great and the Masons Arms Pub. Finally people value the fact that Long Marston is a quiet village in which its residents feel safe and secure.



Long Marston is situated approximately 6 miles southwest of Stratford upon Avon. The village lies in the bottom corner of Warwickshire and the parish boundary adjoins the counties of Gloucestershire and Worcestershire. The village is deceptive and those who 'pass through' might reasonably assume that there are just a few houses close to the main road. Behind the scenes, however, in small lanes and roads that abut the main road, are many and varied properties, ancient and new within which reside the population of Long Marston.

If Long Marston could easily be divided into 'areas' they would be the "heart of the village" where the Store and Post Office, Church, Village Hall and Pub are located together with the surrounding residents, the Old Army Camp to the south of the Parish (now used primarily for commercial storage purposes) that extends over into the adjacent parish of Quinton, the Long Marston Airfield (no longer used as an airfield for other than micro lights but retains the status of an "active" airfield) that dominates a significant area to the east of the village and finally, the significant expanses of farmland that intervene all of these areas and stretch east and west of the village.

To the south lies Meon Hill and to the north, Rumer Hill. Long Marston itself sits in a wide east-west level "plain". The panorama of the village is best seen from the top of Rumer Hill en route from Welford on Avon.

The Village was originally known as Marston Sicca. The main part of the name, Marston, is a common English name meaning marsh, farm or village. It is derived from two old English words 'Mersc', meaning march and 'Tun' meaning farm or village.

The first written evidence of a settlement was in 1043 when Earl Leofric granted Long Marston to the monks of Coventry on condition that a church was built within the Parish. The village is mentioned in William I's Domesday Book in 1086, and was then in Gloucestershire. Some 200 years later the 'Manor' was sold to the Abbey of Winchcombe for 1130 marks (£753.33). It seems most likely that it was they who built the church of St James the Great sometime in the middle of the 14th Century.



In 1479 William Tomes took a lease on the Abbey Manor, at a yearly rent of £8.66, by this agreement the Lordship of the Manor was divorced from the land itself. Fifty years later came the dissolution of the monasteries and the Abbey of Winchcombe, landlord of Long Marston for 300 years, ceased to exist when the crown took possession of Abbey lands.

There the ownership remained until 1566 when Queen Elizabeth I granted the Lordship and the Manor of Long Marston to Robert, Earl of Leicester. Eleven years on, in 1577, John Kecke and John Tomes, both yeomen, purchased the land and manor from him for £1180.12. The Earl of Leicester retained the Lordship of the Manor until about 1602 when it was sold to Edward Sheldon, one of a well known Warwickshire family. The Sheldons, at intervals, held a court on the village, presumably at Court Farm. The three principal families of the times were Tomes, Kecke, and Cooper. When John Cooper died in 1643 he left £300 for the erection and maintenance of a free school for boys from Long Marston and neighbouring Parishes. The school was closed by Gloucester Local Education Authority in 1910, having served the needs of the village for some 260 years. John Cooper's money is still distributed by trustees in grants for educational purposes.

The Tomes family were associated with the village until the sale of King's Lodge in 1976. It was at this residence in 1651 that Charles II stayed for one night, being a fugitive after his disastrous defeat at the battle of Worcester. The house known as Hopkins in Wyre Lane is reputed to be one of the oldest remaining in Warwickshire having been constructed in the 14th century with additional work done in the 17th and 18th centuries. Orchards and allotments



dominated the village in the early 19th and 20th centuries, but now only one orchard remains, the rest having been lost to building and economic change.

In about 1880 the village school was built on land given by the Tomes. Shortly afterwards the coming of the railway marked another great change for the village.

The Lych-gate War Memorial commemorates those that fell in two World Wars. However events that occurred during the Second World War changed the character of the village. One third of the land within the Parish boundary was taken for the aerodrome and army camp.

Electricity came to the village in 1948, but it was not until 1977 that Long Marston was the last village in the county to be provided with mains sewage service. Shortly after the war the village school was closed and in 1976 the last train ran through Long Marston.



Note: The history of the village is an extract from the 2001 Village Appraisal.

## 2. Our Residents

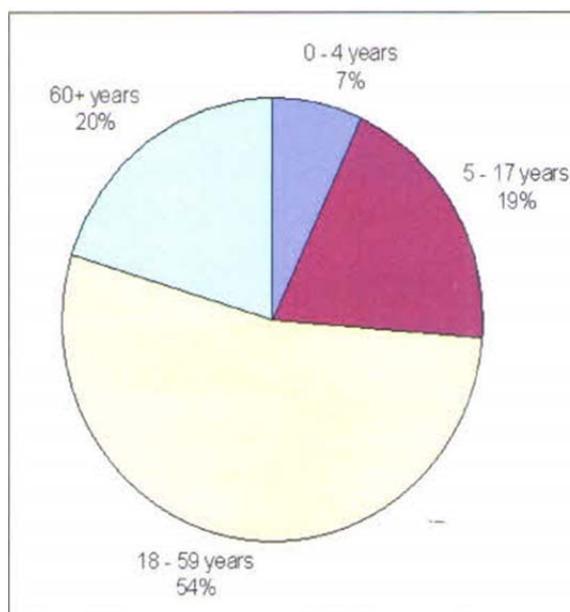
A total of 144 households (82%) of the 175 to which we were able to deliver surveys contributed to the findings in this report.

Our survey sought views from all age groups down to the age of eight years old. Unfortunately the software was unable to analyse the views of children between the age of 8 and 11 that were received.

Of the **384** people, **101** were aged seventeen or under. This compares with a total of 86 detailed in the Census 2001. It is *maybe* reasonable to assume that had a 100% return rate on surveys been received then the under seventeen population of the village would have been approximately **119** representing an increase of 28%.

It follows, therefore, that the overall population of the village may have increased by as much as 17% since 2001.

Of the 384 people, 78 are aged 60 years or more in comparison with 59 people aged over 60 identified in the Census 2001. This is a little less than the national trend of 25% typically found in rural areas.



Marginally under one-third of the population have lived in the village for five years or less. A further third of the population have lived in the village for 6 -15 years and the remaining third for more than 16 years. Many of those people who have more recently come to live in the village are residents of a relatively new development that was built in 2001 and where the residents are predominantly younger families. Additionally there has been a small turnover in properties within the village.

Approximately 25% (50/205) of residents are retired from business which represents an increase against the survey conducted for the Village Appraisal 2001.

### 3 Homes

The Parish Plan Survey did not specifically ask householders about ownership. Instead this question was incorporated in the Housing Needs Survey, printed, organised and analysed by Warwickshire Rural Community Council (WRCC) and distributed to all of the same households.



88 responses to the Housing Needs Survey were received by WRCC representing just over 50% of households. Based on these returns owner-occupiers represented 89% of the total, a slightly higher figure than is typical for villages in South Warwickshire.

The purpose of the Housing Needs Survey was to establish local need for Housing Association provided housing. One household respondent to the survey stated a specific need for "affordable" housing.

Of high significance, and probably a reflection of the increased number of younger families within the village, 60% of households that responded to the question in the Parish Plan Questionnaire "What type of housing do you believe is required to sustain the future of Long Marston?", were of the opinion that there was a need for 'affordable' homes for local younger and some for older people. Given that only one respondent to the WRCC Housing Needs Survey submitted a specific need for 'affordable housing' i.e. provided by a Housing Association, it is concluded that the term 'affordable' has been translated by residents to mean 'of a price that local people can afford to buy on the open market'. And in the same context, supporting this supposition, over one-third of respondents suggested that there was a need for small *open market* family homes to be built.

Long Marston is currently designated a rural village and, under the terms of the Local Development Framework, no new development (other than Housing Association) is permitted until 2011 and the expectation is that this restriction will continue beyond 2011.

However, the Old Army Camp is subject to a separate planning agreement and the owners are expected to submit a Master Plan for mixed use across the site during 2007. Residents are particularly concerned about increases in traffic that might arise from a new development on the site and are equally concerned about the possibility of "a village outside the village" and how this can work.



Within the village there are very few smaller properties [The Housing Needs Survey, albeit based on a 55% response rate identified that 13% of properties within the village were 2 bedrooms]. It is believed that approximately 18 "smaller" houses are Housing Association which means that there are very few small properties that might ever come on the open market thus the opportunities for younger people to buy or any

other person wishing / needing to downsize are extremely limited. This will become an increasing problem in our village and it is a disappointment to the residents that they have no power to influence change in this area.

Of possible significance is that in response to the Housing Needs Survey only 5 respondents said that some-one in their household had left the Parish in the last 5 years because no "affordable" housing was available. This tends to suggest that residents are looking to the future when their children will be "in the market" for housing.

One third of the respondents were against any additional open market homes being built. Those respondents who supported the need for additional housing favoured developments in groups of up to 5 houses, single dwellings and conversion of redundant buildings.

## 4. Jobs

Almost 60% of the respondents are in employment being either employees (75%) or self employed employing others. A small number of people, approximately 22%, are either employed by others in Long Marston or work from home.

Almost 17% of the working population work from home reflecting the growth in both home based businesses and the ability to work from home driven by appropriate technology. Home-based businesses in the village range from specialist travel through beauty care to catering and dog grooming.

There are very limited opportunities for employment within the Parish. These (other than related to farming and horticulture) are limited to those that exist on the Old Army Camp, the adjacent Industrial Site and the Pub.

Comments made during consultations with residents suggest that the provision of additional jobs for local people should be taken into account when the Council considers planning applications from St Modwen's, the owners of the Old Army Camp.

*“The Army Base to create jobs and investment for the area. It is a unique opportunity that must not be wasted.”*

*“The Army Base should be turned into a big park /leisure centre that would also provide jobs for the people of the Parish.”*

The survey shows that two-thirds of those who travel to work or take others to school travel more than 6 miles to reach their destinations with more than 25% travelling distances greater than 15 miles. As a result there is nearly the equivalent number of vehicles to adults in the village.

## 5. Essential Services

### (i) Fire, Police and Ambulance

Police services to Long Marston are provided out of the Shipston Police Station. There are no regular "patrols" in the village and incidents are attended by a Community Police Officer from Shipston

Fire services are provided by Warwickshire Fire and Rescue from either Stratford upon Avon or Bidford on Avon.

The nearest Hospital Services are located within Stratford upon Avon with the nearest A&E unit located at Warwick Hospital.

A number of respondents expressed concern about anti-social behaviour, vandalism, damage to property, burglary, car theft / damage or trespass. The crime figures available from the Community Police Team demonstrate that there is a very low level of crime within the village and it is believed that the survey results may reflect several minor incidents, of which the villagers would have been aware, at the time of the survey. Overall the majority of the villagers would describe Long Marston as a safe and secure place to live.

The Parish Council prides itself in nipping unreasonable behaviour, particularly by teenagers, in the bud. Nonetheless respondents would like to see a greater police presence in terms of patrols and a local walking/cycling beat officer.

50% of respondents are of the opinion that the small amount of anti-social behaviour and related crimes would be significantly reduced by a fully functional Neighbourhood Watch Scheme together with better lighting on our streets (See also Lighting in the Village, 5 (iv)). A Neighbourhood Watch Scheme has been in operation for many years [possibly over 20 years] and is in need of rejuvenation and relaunch. With 75% of households having access to the Internet there is a great opportunity to relaunch the scheme making effective use of technology that exists.

A small number of respondents were additionally concerned about excessive noise and this subject is addressed at 8(ii).

## **(ii) Utilities**

### **Gas**

50% of households expressed an interest in the provision of a mains gas supply to the village. A similar percentage (58%) expressed the same interest in 2001. Investigations carried out at the time indicated that the cost per household would be of the order of £3000. The response indicates that the desire for a gas mains supply has not gone away and there is a need to re-investigate the opportunities and the implications.

### **Electricity**

Long Marston is at the "end of the line" in respect of electrical power supply and thus, during periods of high usage and storms, it experiences interruptions to the power supply. Whilst a relatively low percentage of people said interruptions were "High Inconvenience" (12%), 50% said that they experienced "Moderate Inconvenience". With the growth in home working and presumed reliance on computers for such, and wide spread use of the internet, it is reasonable to



assume that there will be a drift over the next few years from "moderate inconvenience" to "high inconvenience". ..

### **Telephony**

Long Marston obtained Broadband connection in late 2004 and now 75% of households have access to the internet either using broadband or standard PSTN lines.

There are no cable providers to Long Marston and thus those residents that wish access to a wide range of TV networks make use of either Sky or Freeview boxes.

During consultations several people commented on the variable mobile phone reception in the village. With the growth in the cellular network and the trend towards use of cellular rather than fixed network telephones, the need for better mobile phone reception will increase.

### **Water**

Severn Trent Water supply water to Long Marston. Following the flood of Easter 1998 and concerns raised in the 2001 Village Appraisal Survey, a Flood Prevention Team (a sub committee of the Parish Council) was established with the remit to draw up and implement a flood prevention plan in partnership with Stratford District Council. Ditches were cleared around the village and are maintained to allow run off of excess water.

Flash floods in July 2007 caused further problems within the village. The effectiveness of storm and sewerage drains needs to be reviewed. On-going improvements to mitigate the effect of flash flooding are managed by the Flood Prevention Team.

The issue of appropriate drainage (storm drains) would need to be addressed if there were to be any further development in the village.

### **(iii) Waste and Recycling**

With local government charged by the EC to achieve radical reduction in waste it is of concern that there are not more recycling facilities in Long Marston.

Currently household waste is collected weekly and, in addition, garden waste, glass, cans and newspapers for recycling are collected fortnightly. The majority of the respondents were satisfied with the service received. However, there is now a suggestion that weekly collections may change to fortnightly at some date in the future.

51 % of respondents believe that more could be done in respect of recycling with several mentions of the need for local recycling facilities particularly for plastics and cardboard. Possible fortnightly refuse collections may be more practical and acceptable if there are more local recycling facilities. A village chipping machine was also suggested by two respondents.

There is a recycling centre *off* the A46 in Stratford upon Avon where residents can take all types of waste.

There are 5 existing/planned litter bins/dog mess bins located throughout the village. 34% of respondents considered the current provision of bins to be inadequate. It is reasonable to assume that many of these respondents were the same as those who voiced loud concerns earlier in the Parish Plan consultation process about a few dog owners who consistently failed to 'pick-up'. The Parish Council has the power to deliver "on-the-spot" fines to those dog owners who fail to pick up but the preference in the village is to achieve a better standard through persuasion rather than law enforcement.

### **(iv) Lighting in the Village**

Lighting in the village is currently provided by nine energy efficient Pedestrian Lights (a particular type of light that allows the stars to be seen), seven of which are located along the main road. Additionally there is one outside the church and one to the rear of Rumer Close providing lighting to the service area. All costs -provision / replacement, power, supply and maintenance are funded entirely by the village through the precept via the Parish Council and maintenance is done by the County Council at an agreed rate.

29% of respondents consider the standard of lighting to be poor with a further 44% rating it as reasonable. The suggestion has been made that lighting could be



improved through the provision of one or two more Pedestrian Lights strategically placed in the village.

The type of lighting that is provided in the village is a highly emotive subject with concern running high about the loss of the rural nature of the village if there were to be any change from the existing Pedestrian Lighting. The question of the quality of lighting in the village has, rightly or wrongly, been linked within the questionnaire to the provision of traffic calming measures [it is understood, but must be the subject of further research, that several forms of traffic calming are only permitted in areas that have street lighting].

37% of respondents said that they would support a change from Pedestrian Lighting to street lighting if it were the only way to get traffic calming.

50% of respondents were unequivocally against any change in lighting and some strongly question the linkage with traffic and speed that were inadvertently applied, See also Traffic, 7(ii) and Pavements, 7(iii).

*"More 'street lights' as the pavements are so bad."*

*"There is little light pollution and beautiful night skies."*

*"Black areas"*

*"Infrequent in spacing"*

*"It (street lighting) would alter the character of the village and is unsuitable for a rural village"*

*"It robs residents of the ability to see the natural night sky"*

*"There can be no more radical way of urbanising a village than by the installation of street lights."*

## **(v) Public Transport**

Public transport for travel to business or schools is used by only 12% of respondents. Six households with one or more resident over 65 have no personal transport and are reliant upon public transport, family and friends.

Long Marston is

served by the No. 27 bus that travels to and from Stratford via Welford, Monday to Saturday, The first bus departs Long Marston at 0728 and arrives at Stratford at 0750. Buses are then roughly two hourly throughout the day with the last bus departing Stratford at 1805,

Additionally the Hedgehog bus makes regular runs to Stratford and travels weekly to Evesham and Moreton in Marsh.

A significant number of respondents said that they would like to see improvements in the timing and frequency of buses (30%) and a greater number of destinations (25%) with the implication that if there were more buses going to more places then more people would make use of the public transport service. There is a need for a service departing Stratford later than 1805 that would enable residents to travel by public transport for evening events.

The need for improved reliability and reduced cost were also identified together with



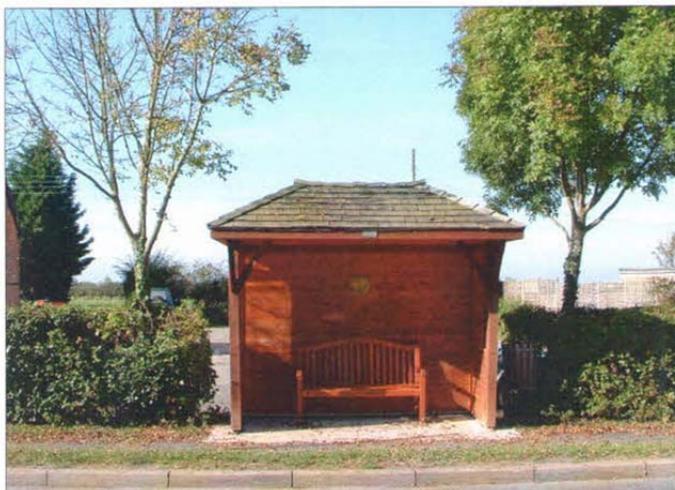
improved access for people with disabilities.

School buses travel to and from Welford Primary School, Stratford-upon-Avon High School, Chipping Campden and Alcester Grammar Schools, Stratford-upon-Avon Grammar School for Girls and King Edward VI Grammar School.

Timetable and bus route information is available at all times from the Village Store and a timetable is also posted outside of the Village Hall.

*"We need a bus in and out in the evenings for theatre and cinema and on Sunday"*

*"Bus is not clean, maintenance is poor. Heating."*



A bus shelter with seating was erected opposite the Poppin Village Store in 2006.

## **(vi) Health and Welfare**

Approximately 20% of the adult population of Long Marston are aged 65 and over.

Services that come into Long Marston include the Mobile Library (fortnightly) and Supermarket deliveries. The latter, however, are aimed at those residents connected to the internet who buy on-line. Approximately 50% of residents aged over 65 years do not have access to the internet. The Poppin Village Store which carries fresh bread and milk, the Vegetable Stall and the Post Office are a lifeline to many.

Coffee mornings are held twice monthly to coincide with the Mobile Library that is located in the car park of the Masons Arms, opposite the Village Hall.

A relatively small but significant number of people indicated that, on occasions, they had difficulty in getting to doctor's surgeries and hospitals and that they might occasionally make use of a voluntary transport service if it were provided. A number of people (46) indicated that they would be prepared to take part in providing a voluntary transport system within the constraints of work and home commitments.

## **(vii) Education**

Of the 307 respondents, 46 individuals aged 11 and over are in full time education. The analysis was not able to establish the number of children under 11 in full time education but did identify that there are a further 37 in the age group 5 -10. For the purpose of this report it is therefore assumed that a total of 83 individuals within the households that responded to the survey are in full time education and, had the survey returns been 100%, then this might be many as 100.

There are no schools in Long Marston with 73% of primary school-age children, attending Welford Primary School whilst the remainder attend either "other" schools or private schools. Four children attend school other than Welford as a result of them being unable to obtain places in that school. It follows that the availability of 'local' schooling needs to be taken into account in the size of any new developments within Long Marston, should they occur in the future.

There are no nursery facilities within the village. However, a Toddler group that meets at regular intervals in the Village Hall has been set up by a local volunteer in the last year.

When asked what additional recreation activities might be provided in the village, a significant number of adults suggested that adult education classes would be welcomed

See also Recreation, 6(ix).

# **6. Community**

## **(i) Community Spirit**

Long Marston is a small community with a big community spirit and that is primarily why people love to live in the village. It is a friendly place to live. People walking through the village acknowledge and speak to one another. Most people know others at least by sight if not by name.

Residents get together regularly to socialise and have fun, raise funds, support charities and generally to help each other.



***“There is far more to the village than meets the eye. The longitudinal nature of the village gives the impression of being a place to pass through. However, there is great community spirit that can only get better.”***

***“A close knit community with friendliness of all the people”***

***“A small community with a good community spirit.”***

”

Most of the village facilities and activities including the Store, the Village Hall, the Church, and most social and fund raising activities are organised / managed by volunteers. It is a concern that the one thing that people value so much (Community Spirit) could diminish as the profile of the village changes. There is a core of volunteers who seem to do most things whilst others contribute far less. However, this may simply be a reflection of the fact that there are many young families where one or more adults in the household work full time outside of the village or are fully tied up with bringing up their families. It should not be overlooked either that a significant number of people in the village do voluntary work outside of the Parish, for example, on school PTAs.

The "great community spirit" will only be sustained if more people volunteer to support communal services within the village -one hour a month could make all the difference.

Community life revolves around the Village Hall, the Poppin Village Store and Post Office, the Pub (The Masons Arms) and the Church.

## **(ii) Community Space**

There are no open spaces / playing fields within the village. Indeed the nearest play area to be found is at Pebworth, 2 miles distance from Long Marston.

Other than in gardens and shared landscaping / roads within developments, children in the village have no place to play. With over 25% of the population of the village (101 identified in the survey) aged seventeen and under this is clearly a problem which has increased in the last five years. Residents are mindful of children playing in the streets and careful how they drive but the lack of "purpose built" play/open space areas can lead to friction between young families and some of the more elderly residents who have expectations of a quieter existence in their retirement.

***“Play area for children to play in safety without disturbing other / older residents of the village”***

There is concern that the lack of a play area for children prevents children of like ages from socialising within the village.

***“Somewhere for the children to go to meet other children and for the young ones to play.”***



*“Communication to newcomers in the village – neighbourhood watch, ditches and drains and location of footpaths. Organise “induction” tours”.*

*“Up-to-date directory of local services, e.g. plumbers, electricians.”*

*“Street Plan on board on Main Street.”*

## (iv) The Parish Council

Marston Sicca Parish Council meets monthly in the Village Hall. There is an open invitation for villagers to express any concerns they have in the open session that precedes the formal meeting. The decisions taken at Parish Council meetings are summarised in the monthly Marston Sicca Newsletter. Notices of meetings are posted in the Parish Council notice board outside the Village Hall and on The Village Store notice board.

## (v) The Village Hall

The Village Hall was built in 1926, the money having been raised by the Women's Institute and the villagers. It is managed by the Village Hall Management Committee (volunteers) and is funded by letting the hall and fund raising events.

The Hall, which is licensed, is used for a wide variety of meetings and events (See Recreation, 6(ix)). It is also available for hire by residents for parties and other events.



Whilst the hall is sufficiently large for most regular events it is less able to cope with the numbers of villagers who like to attend annual events such as the Burns Supper and Harvest Supper with the result that a limited number of tickets are issued.

Regular maintenance of the hall has ensured a high standard of presentation but the original build is such that it suffers from poor (and thus expensive) heating and limited kitchen catering facilities.

Centrally located in the village and immediately opposite the Masons Arms pub, the Hall is easily accessible to all residents. However, parking for residents visiting the hall is restricted to on-road. On-road parking in this location limits visibility for drivers emerging from the Masons Arms Car Park and from Jacksons Orchard and presents the normal dangers of parked cars to residents, young and old.

Residents were asked if there was a need for a new Village Hall. 32% agreed that there was a need, 48% believed that the existing hall was adequate whilst 20% had no opinion one way or the other.

***“My only reason for saying yes is that we need car parking, otherwise the hall is adequate as it is.”***

***“Current village hall is too small and there are inadequate parking facilities”***

See also Open Space, 6(x).

## **(vi) The Poppin Village Store and Post Office**



The Poppin Village Store is one of the most valued "treasures" in Long Marston and over 90% of residents would be deeply concerned if it were to close. The shop is managed by a voluntary Management Committee that is elected annually and staffed by volunteers from the village. Providing a range of groceries, frozen foods, fresh bread, dairy, newspapers and drinks, the shop is well supported by the majority of the community. Those who do not use it are largely those residents who leave the village before

opening hours and return after closing hours. However, there are a small but significant number of residents who remain, resolute on the use of major supermarkets even for small purchases.

Run by 'locals' for 'locals' the shop is also a meeting place where there is always a welcome from the volunteers. It is also the second best source of information within the village (the first being Marston Sicca Newsletter).

***“The shop is a real community shop – meeting place (or excuse) for us all to get to know our neighbours”***

***“The return of our shop has restored and enhanced community spirit.”***

***“The village died when we were without the shop.”***

The Poppin Village Store is also used by residents of adjacent villages, in particular, those living in Pebworth, Welford and Dorsington. During the morning and evening rush hours the shop catches a considerable amount of passing trade.

33% of respondents to the survey suggested that they would make even greater use of the shop if there were a wider range of goods. A small amount of local produce, e.g. plums, damsons, apples, salad and a range of home cooked freezer meals were amongst those mentioned.



When asked how much residents spent in the shop each week, 50% said £2 -£5 and approximately 70% thought that the prices were competitive with or less expensive than local shops in other nearby villages.

The shop is open 7 days a week and from 8 a.m. to 6 p.m. Monday to Friday. Whilst there is overwhelming support for the shop from residents, finding sufficient volunteers to serve in the shop particularly during holiday periods, is a mammoth undertaking.

***“We need more volunteers to work in the Poppin Shop otherwise the shop opening hours will have to be reduced and this will be a big problem.”***

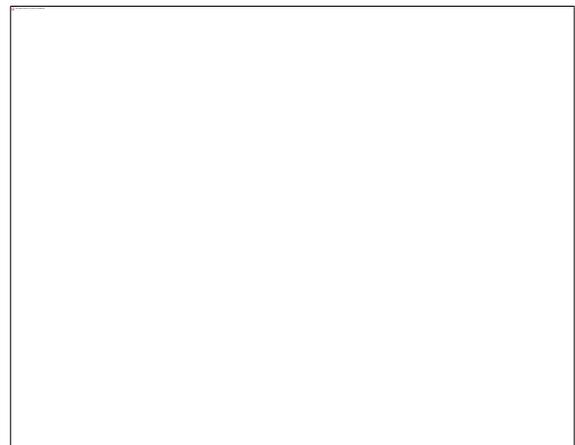
***“Excellent services from limited resources – well done”***

***“if you want the Poppin to survive, find a way to help – not an excuse not to.”***

***“Some of us just not able to help due to other commitments”***

The shop is opened and closed weekdays by a paid employee. During the day volunteers commit themselves to a two hour slot weekly, fortnightly or monthly. Some volunteers put in far more time than this.

When asked how the shop might encourage more volunteers, a significant number of respondents to the survey agreed that a system enabling individuals to specify the hours they could work (rather than regular fixed commitments), tasks of duration less than two hours and a fixed commitment for, say 6 months only, might singularly or in some combination work to attract more volunteers.



The Post Office within the Poppin Village Store is well used by village residents given that it is unable to provide the full range of Post Office Services and the opening hours are limited to 25 hours per week. 45% of the respondents said that they used the Post Office regularly for postal, banking, payments and collection of pensions and allowances. Post Offices outside of Long Marston are used by the remainder of the villagers because of the restricted opening hours, non availability of services at Long Marston, e.g. road tax, and proximity to work.



At the time of writing this report the Post Office is under threat of closure. The loss of this facility within the village is considered highly detrimental particularly for older people. The nearest Post Office would then be in Quinton, followed by Stratford upon Avon -both difficult to access particularly for those with no personal transport.

## **(vii) The Masons Arms**

The Masons Arms is the only pub in Long Marston and dates back to the 16th Century. It is the only community resource within the village that has any car parking facilities.

Residents were asked how often they visited the Masons Arms and how often they visited pubs outside of the village. The results of this question are being passed direct to the management at the Masons Arms and for reasons of business sensitivity are not included in this report. However, any resident wishing to see these results may contact a member of the Steering Group direct.



Many of the pub's regular customers are from outlying villages and during the summer, trade is supplemented by visitors to the area, particularly those making use of the Greenway.

In order of importance residents were asked to rate key success factors for the Masons Arms. Good quality food was top of the list, closely followed by comfortable and clean environment, excellent and friendly staff and a non smoking area. The availability of real ale and good beer were mentioned on several occasions.

As one of the few community resources,

residents were asked whether or not they believed that the Masons Arms could do more to support the village. 18% of respondents thought that they could and most noted in the returns was the suggestion that they might do more in respect of village fund raising. It should be noted, however, that the current tenants have been in residence for only a short period of time and it is already evident that they are taking

*“More varied events that could widen the level of village involvement”*

*“A social calendar”*

*“Catering for functions at the village hall...”*

an innovative approach to attracting village custom.

## **(viii) The Church**

Services are held at St James, the Great each Sunday. 33% of residents have attended services at St James.

90% of residents recognise the importance of St James, the Great either in terms of the facility it provides or its historical/architectural significance.

Residents were asked if they would like to see the Church used for functions additional to church services, weddings, funerals and christenings such as concerts and 54% considered this to be a good idea.



25% of residents agreed that they would like to see a Sunday School for children.

## **(ix) Recreation**

Over half the villagers get involved with regular and annual activities at the Village Hall. Regular activities include the WI meetings, toddlers group meeting, coffee mornings, keep fit classes, dancing classes, gardening club and computer education classes. Annual activities include The Harvest Supper, the Plant and Craft Show, the Christmas Bazaar, the Spring Fayre and the Burns Night Supper. Bi-annual activities include the Village Pantomime. Additionally there are regular fund raising events, e.g. the Village Fete (annual) and the Spring and Summer Fairs and jumble sales, of which the beneficiaries are the Church and the Village Hall.

Regular skittles competitions at the Masons Arms attract a good following.

The only outdoor activity that is common to most villagers is, as one would expect in a countryside location, that of walking and rambling. Long Marston is endowed with over 6 miles of footpaths and the Greenway, which extends 7 miles from the Old Army Camp to Stratford upon Avon, running north -south through the Parish.



As previously mentioned Long Marston has no Open Space for other outdoor activities.

Residents were asked what type of *outdoor* recreational activities they would take part in should an Open Space be acquired. Tennis (80 respondents), Football (40 respondents) and Cricket (40 respondents) were mentioned most frequently.

Residents would also like to see an Indoor Sports Facility or an all weather sports facility.

Residents expressed interest in several indoor facilities that are not currently available in the village: Adult Education Classes (61), Senior Citizens Club (13) and Teenagers Youth Club (24).

## **(x) Open Space**

The need for Open Space has been high on the agenda of the community for many years and was identified as a top priority issue in the 2001 Village Appraisal and again in the 2007 Parish Plan Survey. An Open Space Sub-group reporting initially to the Village Appraisal Steering Group and now to the Parish Council has identified a suitable area but negotiation with the landowner has to date been unfruitful.

Residents were asked to rate what they would like to see on an Open Space, if it were possible to acquire suitable land.

70% of residents (excluding children under 11 years of age whose views were not included in the analysis) rated the need for a children's play area as their 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> priority (58% top priority).

In descending order (based on the top three priorities) residents would like to see a football pitch, a new village hall, tennis and/or basketball courts and a nature reserve.

[Note that these are the priorities given but the number of people who would make use of certain facilities implies a slightly different priority].

In a related question residents suggested that, if available, they would make use of a cricket pitch and an indoor or all-weather sports facility. These were, however, not included in the Open Space Priority question. Other outdoor recreations suggested included bowling and croquet.

In terms of services to the site, again in descending order of importance were footpaths leading to open space, car park, seats, shelter and toilets.

***“Any small green space to kick a football, run races etc. would be fantastic.”***

***“Any measure which removed the need for children to play around houses would be welcomed.”***

***“Should be on clean ground – no prior industrial usage – accessible with minimum crossing of roads.”***

Given the limited opportunities for acquisition of suitable land for an Open Space (close to the village centre and with footpath access) residents were asked to comment on priorities if it were possible to identify a much smaller area for the sole purpose of providing a temporary children's play area, i.e. minimum expenditure and potentially short term.

The top priority for 53% of respondents was the provision of play equipment, e.g. swings. 32% were concerned that the land should be of a suitable condition, i.e. safe for children to play. 20% said that there must be a footpath to access the play area. Residents are concerned that any facility for children to play should be central to the village and overlooked by houses. It is suggested that loan of an area suitable for a temporary play area for children should be pursued in parallel with the quest for Open Space given that any Open Space acquired could take a year or more to develop and make ready.

## **7. Parking, Traffic, Roads and Paths**

### ***(i) Parking***

There is almost the equivalent number of motorised vehicles [290] including cars, vans and motor cycles to the adult population in Long Marston, 98% of which are parked either in resident's garages, on drive-ways or private parking areas.

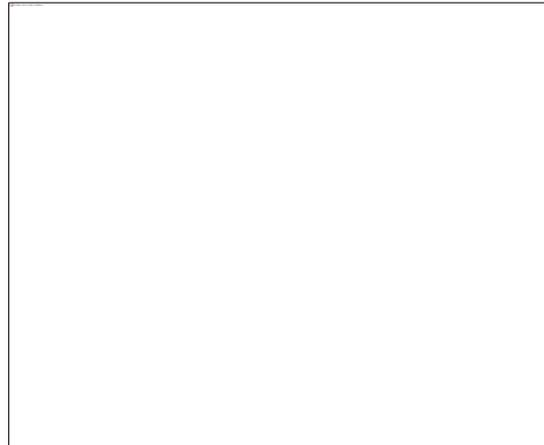
55% of respondents said that they either often or occasionally experience problems with parked vehicles (often = 11 %). Given that 98% of vehicles are parked in own garages or

drive-ways, it is reasonable to assume that the parking problems encountered are either:

- *when residents park outside a community building, i.e. the village hall, the pub, the church, or the shop / post office*
- *when residents have visitors and are unable to offer space for parking*
- *when non residents, for example, making use of the Greenway, park in or around Long Marston. This is a particular problem for residents of Wyre Lane that leads down to one of the few access points to the Greenway.*

Other than a private car park for the use of patrons of the pub, there are no car parks in Long Marston.

Cars are frequently seen parked part on the road and part on verges and are a safety hazard to pedestrians, particularly mothers with prams and the elderly. Additionally parking in this manner damages the verges (grass) and paths. Parked vehicles obstructing pavements were considered to be the second greatest risk to pedestrian personal safety in the village.



The only specific danger point identified was Jacksons Orchard where, when cars are parked on the verge outside of the pub, and outside of the village hall [opposite to the pub] visibility for residents turning out onto the main road can be reduced to nil.

## **(ii) Traffic**

The speed limit through Long Marston was reduced to 30 miles per hour in 2000 to coincide with the development of The Brickall. During 'rush hour' periods [morning and evening] the route through Long Marston is used as part of the east -west rat run south of Stratford upon Avon. Many vehicles passing through the village



ignore the speed limit during this period and, trade vehicles in particular, tend to ignore the speed limit throughout the day. There have been several near misses for vehicles pulling out of side turnings as a result of the speed of vehicles passing through.

Over 82% of respondents said that the speed of traffic passing through the main road was their greatest concern and that, along that road, the greatest danger point was where the road passes by the Store, Post Office and Village Hall with the pub and the bus stop immediately opposite.

***“Something needs to be done about people speeding through the village. Someone or an animal will get killed if no measures are taken. Also down Wyre Lane, especially on the corner to the Goodwins. Road chicanes at both entrances, signs painted on the road, flashing lights, signs warning about children playing and dogs ... it doesn't have to cost a fortune, surely!”***

***“I was overtaken by two cars today by the Poppin Village Shop when I was doing 30 mph”***

***“Stop the heavy traffic thundering through our village ... weight restriction would help.”***

***“I am concerned about the increase of traffic with the development of the Old Army Camp.”***

***“At the entrance to the village on the north side, speed limit signs need to be moved 100 yards towards Welford to allow traffic to slow down earlier”***

Specific concerns were expressed about the speed of traffic in Wyre Lane, the Brickall, traffic entering the north and south ends of the village, and the Dorsington Road.

When asked what speed control measures residents would support, illuminated flashing speed signs and illusory road narrowing had the greatest support and least opposition. Whilst there is strong support for speed cameras, road narrowing/traffic prioritisation and rumble strips, some residents have expressed the view that they would prefer to see the amount of "street furniture" minimised. For example, avoiding the 7 speed control signs that are encountered when entering Welford Upon Avon from Long Marston.

There is fairly strong opposition to traffic control measures that reduce the speed limit to less than 30 mph and to road humps.

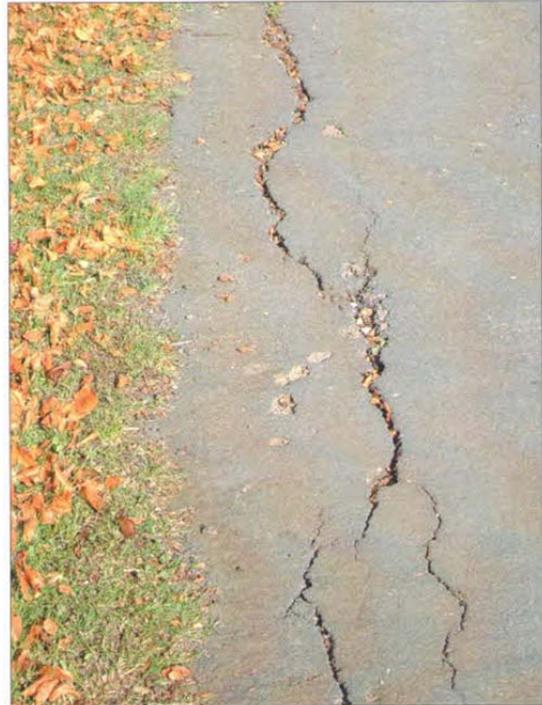
Since it would appear to be the case (but this must be confirmed) that some forms of traffic control measures may only be installed when there is street lighting rather than pedestrian lighting in a village, residents were asked if they would support a change to street lighting if it were the only way in which to slow traffic down. 50% of residents said that they would support the change, whilst the other 50% were against such a change.

Bearing in mind that 66% of respondents said that the existing pedestrian lighting was good or reasonable and that a significant number of residents are vehemently opposed to street lighting, then a change from pedestrian to street lighting would be a very last resort.

### ***(iii) Pavements***

The standard of maintenance of pavements in Long Marston caused occasional or frequent problems to 72% of respondents (frequent 16%) and a marginally greater percentage were concerned about the maintenance of garden hedges/ fences bordering pavements that prevented free access. It is especially important that pavements are well maintained in Long Marston given that there is limited illumination afforded by the pedestrian lighting.

Of equal concern to many is the shortage of pavements within and around Long Marston. This is a particular concern to those who wish to take walks but are unable to make use of the footpath network through and around the village when, for example, they are pushing prams. This lack of pavements was considered by respondents to be the third greatest danger to pedestrian personal safety.



***“Something needs to be done about the cracks in the path”***

***“Re-instate ‘footpath’ from Dorsington turn to Quinton turn to Station Road”***

***“A walkable ‘footpath’ to Welford”***

### ***(iv) Signage***

The Old Army Camp and the Long Marston Airfield lie within the boundaries of the village. Additionally there are a number of smaller businesses on the Industrial site on the old railway line adjacent to the Old Army Camp. Residents are concerned about heavy lorries passing through the village en route to these locations. St Modwen's (the

company that owns the Army Camp has recently erected one new sign at the Clifford Chambers|Weston|Welford junction of the B4632 for traffic leaving Stratford Oust by the illuminated board). However, since many of the vehicles are of European origin and the drivers rely on in-board satellite navigation systems, the problem persists.

There are also joint plans with Warwickshire County Council and Gloucester County Council to erect signs to Long Marston storage on the B4632 at Pages Corner.

## (v) Roads

The majority of respondents were satisfied with the cleaning of gutters and drains in the road but less satisfied with the management of potholes (almost 50% were dissatisfied).

*"The potholes to the south end of the village are abominable"*

## 8. Living in the Country

### (i) The Landscape

Over half of the land within the village is farmland and "countryside" and the majority of householders enjoy views over fields and land that was once planted out with orchards.

Respondents, when asked whether some of the local landscape features needed protection were fairly unanimous that all aspects including hedges, ponds, groups of trees, wildflowers/grasses, countryside, ditches, streams and ridge and furrow fields were important and needed to be protected.



A suggestion has been made that it would be useful to have a "countryside do's and don'ts" leaflet / notice available for both residents and visitors to the area.

*"We need to protect the rural aspects, i.e. fields right up to the main street – hedges and trees as seen from the view at Rumer Hill."*

### (ii) Noise

Long Marston residents value the peace and quiet aspect of living in the countryside and most are happy to comply with the local agreement of not using noisy equipment, e.g. lawnmowers, on a Sunday afternoon.

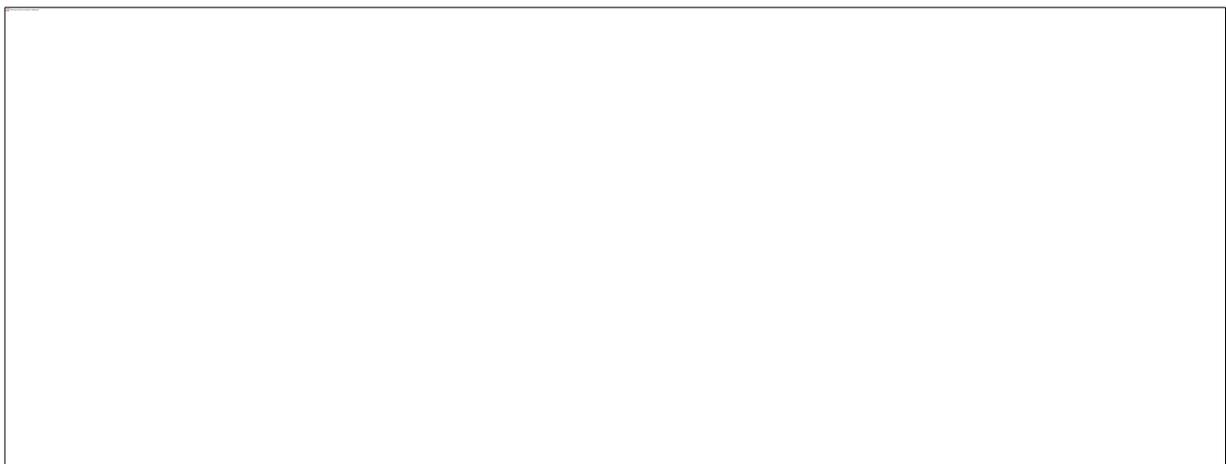
Two major events are hosted by the Stratford Raceway (Long Marston Airfield) each year (The Global Gathering and the Bulldog Bash) and residents are, for the most part, amenable to the small disruption caused by them but are a little less happy with the noise that carries from the airfield when, for example drag racing takes place. An embankment to muffle the noise exists but there may be other opportunities for further reducing the noise level.

Microlights and aircraft noise, particularly that of stunt aircraft (out of Wellesbourne for the most part) together with fireworks set off on nights other than November 5th caused the most concern.

### **(iii) Footpaths and the Greenway**

60% of respondents said that they use part of the six miles of footpaths that cross and extend from Long Marston at least once a week and 80 % thought that the footpaths were maintained to either a high standard or an acceptable standard. Some individuals would like to see re-opened / additional footpaths:

Many residents in Long Marston highly value the proximity of the Greenway that runs five miles from Long Marston to Stratford, providing them with the opportunity to walk and cycle in safety through beautiful countryside.



# Village Design Statement

## 1. History

Long Marston or Marston Sicca or Dancing Marston of Shakespeare fame, is essentially a village running north south in a broad valley on a low rise between two streams, the Noleham Brook which forms the western boundary of the parish and the Gran Brook to the east, both draining from the Cotswold scarp to the Avon at, respectively, Welford on Avon and Bidford on Avon.

The land is a flat heavy clay (Lias Clay), nowhere reaching the 200ft contour line and thus it does not drain well. When the water table rises the village is susceptible to flash flooding, the most recent "floods" occurring in 1998 and 2007. Following the 1998 incident a flood prevention scheme involving the clearing and careful maintenance of ditches has been implemented and there is an ongoing plan for more preventative work.



Great trees and orchards once gave Long Marston the air of a well wooded valley. However, in the early part of the 20th Century some 250 trees were sold and felled and many more were lost in the 1980s to Dutch elm disease. Once rich with orchards, few now remain. The remaining tree cover including hedgerows, garden planting and the remaining orchard has therefore assumed a greater importance.

In the 17th Century Long Marston entered one of its most prosperous eras when several significant stone houses were built *including* The Goodwins, Kings Lodge and Court Farm. A number of timber-frame cottages primarily for workers employed in agriculture and now listed buildings were built during the





17th Century *including* Arborfield and Butterfly Cottages, Jasmine Cottage, Little Thatch, and Rosemary Cottage. The Masons Arms, the village pub, was built in 1685 and The Old Post Office during the 17th Century.

A number of notable buildings and landmarks pre-date those of the 19th century including St James the Great built in the 14th Century and Hopkins that dates back to circa 1340.

"In the old days" Long Marston was an agricultural village with

farm estates, orchards and allotments. Nearly everyone worked in and around the village and children went to school in the village. The coming of the railway in 1859 marked the beginning of an age of mobility when those who lived in the village could travel to work outside of it. Of necessity motor cars became the main transport in and out of the village following the closing of the railway in 1976. Today, very few people are employed within the village with nearly 70% of employed people commuting distances of more than 6 miles each day.

The majority of the properties now making up Long Marston have been built during the 20th Century including the Village Hall erected in 1926 through fundraising by the Women's Institute.

The first indication of a Post Office in Long Marston is on the 1861 Census Return and, over the years the service was provided from several different premises in the village. The Post Office and shop closed in 1999 to make way for the Jacksons Orchard development. For some two years the village was without a shop until the community decided that it would take matters in its own hands and the Poppin Village Store opened in 2001.

With the beginning of the 21st Century came three significant housing developments: The Brickall comprising some 24 four and five

bed roomed houses and the two much smaller developments of Hopkins Field and Jacksons Orchard. Whilst each of the developments are visible from, and begin at, the main road they are all contained within cul de sacs.

Expansion is constrained to the north-east and south-east by the presence of two old military establishments, the Long Marston Airfield and the Old

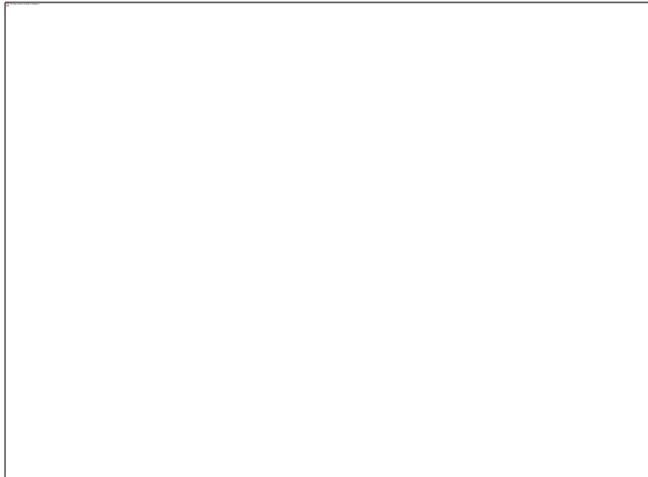


Army Camp (now used primarily for the purpose of commercial storage).

With the growing population of Long Marston and the increasing number of young families it is of concern to the whole community that there are no open spaces within the village for recreational purposes.

## 2. Landscape and Setting

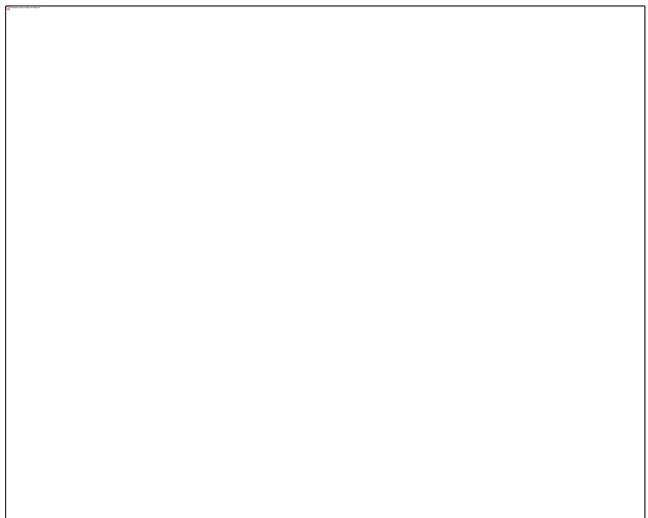
To the north of the village, cutting it off from the Avon valley, rises the low shoulder of Rumer Hill; to the south east lies the western scarp of the Cotswolds, with its northern spur, Meon Hill, 2 miles distant; while to the east and west the flat lands stretch into Worcestershire. From the crest of Rumer Hill the view is that of an open plain, flanked on the left by the long line of the Cotswolds, on the right by the great hump of Bredon Hill, with the strange prehistoric shapes of the Malverns far beyond.



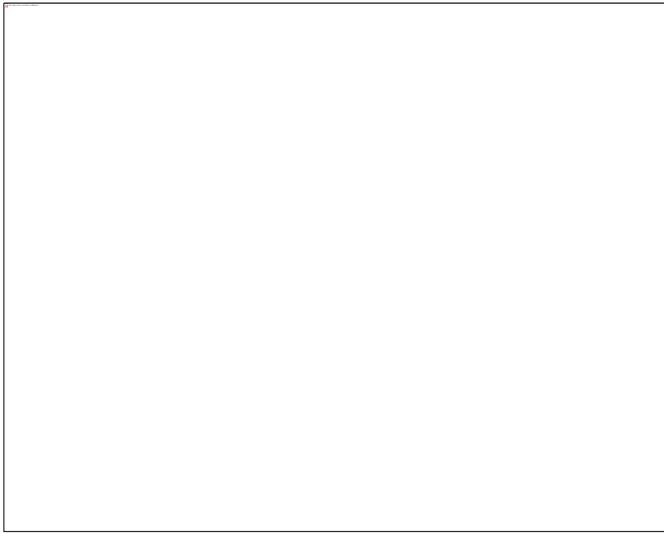
Although Long Marston is a village with one main thoroughfare, views emerge gradually as the road curves north-south and many of the houses are revealed behind well maintained native hedgerows.

Only one of the original apple orchards remains in the village where once the landscape was characterised by many.

Sitting within the flat lands, the abundant trees and hedgerows, the fields adjacent the main road and the views of countryside between the dwellings and from the rear of dwellings are crucial to maintaining the feeling of being part of a rural village.



The agricultural land closest to the village is mainly permanent pasture with remnant ridge and furrow. The dew ponds, of which there are many, are part and parcel of the history of the Parish of "Marston Sicca" where Sicca can be translated as dry or thirsty. The dryness of the area, without wells, presented many a problem to residents and businesses alike.



The village is well served by 6 miles of footpaths that include the Heart of England and the Monarch's Way. Additionally the Greenway, once the railway line and now a significant recreational facility extends from the Old Army Camp through Long Marston and Milcote to Stratford upon Avon.

To the north-east is the Long Marston Airfield now mainly used for leisure events including the annual Global Gathering and the Bulldog Bash and the weekly Sunday markets. Light aircraft fly in

and out of the airfield. To the south east lies the Central Engineer Park, better known as the Old Army Camp, now a private storage facility.

The Church, The Goodwins, Hopkins, King's Lodge, Manor Farm and the other listed buildings are important reminders of the historic past.

## Design Guidelines -landscape and setting

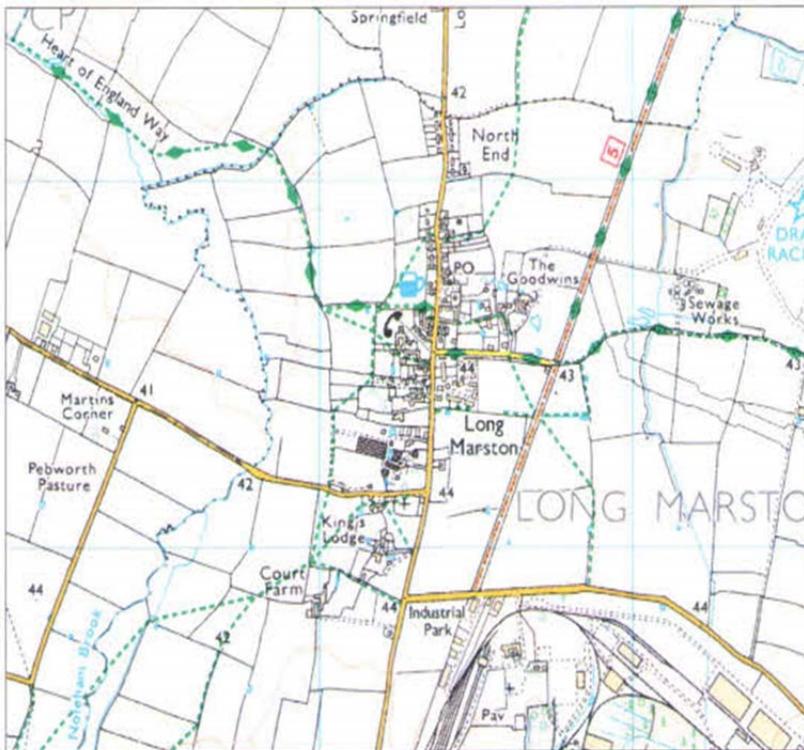
- *Sitting within the "flat lands" on flat heavy clay it is essential that close attention is paid to any change to existing properties or new properties to prevent the build up of surface water during prolonged periods of heavy rain or flash flooding.*
- *Views through developments to the surrounding countryside should be maintained and where possible new vistas should be created.*
- *Any loss of village trees should be resisted and replanting of native trees to replace the Elms lost in the 1980's should be a priority.*
- *The remaining original orchard and orchard trees should be retained and where practicable new orchards replanted with local varieties.*
- *Ridge and furrow fields should be retained wherever possible.*
- *Dew ponds are a distinctive feature of the village and any development should respect their historical significance.*
- *In order to prevent the village lengthening to unsustainable dimensions the*
- *airfield and army camp should be treated as separate, distinct and largely self contained entities in any development proposals.*
- *The nature and setting of the historic and listed buildings should not be compromised.*

### 3. Settlement

In the very early years of the 20th Century, The Reverend j Harvey Bloom recalled a local proverb to describe the settlement pattern

in Long Marston - "All on one side like Long Marston". The side to which he referred was the west side of the village on which houses like The Grange and the Old Rectory were built. On this same side hidden from view of the main road lie several

clusters of small thatched and tiled cottages accessible through narrow lanes and driveways.



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Over the years, the "one-sided" settlement pattern has been balanced out by the development of predominantly newer houses on the east side of the road, again with notable exceptions including the historic Hopkins, Goodwins and Sicca Lodge properties.

The settlement which is roughly rectangular in shape running north to south and hugging the main road, begins almost immediately the northern Parish Boundary is crossed with a

series of single dwellings set back from the road, opposite small estates of council houses built in 1978 many of which are now privately owned.

The settlement to the south and on the east side of the village mostly ends at the junction of the main road with the Dorsington road adjacent the church of St Jarnes the Great although a number of significant dwellings extend further south to the Parish boundary.

There is limited opportunity for expansion of the village alongside the main road in either north or south directions beyond the "main settlement" without seriously damaging the rural nature of the village afforded by the few remaining fields and hedgerows that abut the road.

Newer developments have tended to create an eastward extension to the village. This however is limited by the existence of the disused railway (now the Greenway), the airfield and the old army camp. Most recent developments, therefore, tend to be situated in cul-de-sacs off the main thoroughfare on the east side of the village.



Throughout the village there are views through to the countryside and many properties have views that overlook countryside and that are treasured by their owners.

Wyre Lane, leading to the Greenway, is an idyllic country lane that accommodates a mix of ancient Binton Stone-built properties (e.g. Hopkins, Sicca Lodge, and The Goodwins) built alongside and between substantial new and older red brick built properties, some of which were converted from working farm buildings.

The historic pattern along the main thoroughfare has been for smaller more modest low-rise dwellings to be alongside the road with farmhouses and prestigious taller buildings set back behind a screen of trees, and an expanse of garden, orchard or fields.



## Design Guidelines -settlement

- *New development should not extend the village beyond the north / south "main settlement".*
- *Access to new developments should be unobtrusive, narrow, and green.*
- *Within any development houses should be laid out such that the far view of the countryside is retained.*
- *New homes should not block views of the countryside and should have landscaping that maintains a screen of greenery alongside the carriageway and retains existing native hedgerows and mature trees.*
- *Care must be taken to prevent the cumulative affect of traffic on lanes as a result of new development.*
- *Building adjacent to the main road should not dominate their neighbours in scale.*
- *Larger scale buildings should be set well back behind boundaries of trees and hedges.*

Recent development has not followed this pattern in general and a number of larger taller properties have been built relatively close to the roadside. These properties tend to be much closer together than they would have been in the past thus their density combined with their height serves to obscure the view of the countryside beyond. Further similar development close to the highway may begin to erode the rural feel of the village.

## 4. Buildings

### Overall

The buildings in the village, especially the older ones, contribute to a unique local "vernacular" style.

### Size

Early buildings are in general modest in scale although there a handful of impressive early stone dwellings with period detail.



Later Farmhouses and "fine houses" are taller but set further back from the roadway so that they do not dominate.



The majority of newer buildings are family homes with 4 or 5 bedrooms.



## Design Guidelines -size

- *Small buildings can be on the main road frontage, larger buildings or complexes of buildings should be set further back.*
- *Extensions to older buildings should respect their historic significance.*
- *Care should be taken that extensions to properties are proportional and in scale and do not dominate the original.*
- *Care should be taken that the height of a property does not dominate the neighbouring property.*

## Orientation

Most houses on the main road are aligned north-south facing the main road.

Larger homes are set back from the road. Ancillary buildings may be gable end on to the road as is the case with the majority of public buildings, e.g. the Village Hall.



The large majority of buildings have rear unimpeded views of the countryside beyond or benefit from trees, shrubs or copses that provide occupants with a sense of living in the countryside.

Residents and visitors enjoy and make good use of several footpaths that run from the main road between buildings and through green spaces into the countryside.

## Design Guidelines -orientation

- *Blank walls and gable ends facing the roadway should be avoided.*
- *The setting of existing footpaths should be retained and where possible new footpaths should be created that provide access out of developments into the countryside.*



## Boundaries

Boundaries around houses are predominantly formed by hedges and trees and these effectively enhance the rural nature of the village. The height of hedges varies but traditionally they were relatively low affording views of the countryside beyond. Over time some hedges have grown to a height that the countryside beyond is totally obscured from view.

More recently high close-boarded timber fences and conifer hedges have become a feature. Whilst many of them are to the rear of properties and *afford* privacy, they can diminish views within the village and from without.

A few walls mark boundaries of properties adjacent the main thoroughfare and these range from those that have been built with materials sympathetic to the age of the property and its location to those which are out of character with the village. There are some old iron railings which add to the historic character of the village.



Several of the larger properties have wooden or wrought iron gates and, where these have been sympathetically designed,

they enhance the character of the property.

## Design Guidelines -boundaries

- *Boundaries should be well defined, preferably with the use of low -medium height hedges (not Leylandii). Those of larger dwellings should include planting of native trees and shrubs. Walls and close-boarded fences should be avoided.*
- *The raw boundaries of properties that border the countryside should be softened wherever possible through the planting of native hedges.*
- *Existing hedgerow boundaries, historic brick walls and iron railings should*

*be retained.*

## Driveways, Gardens and Parking

With very few exceptions properties have been built whereby residents' cars can either be garaged or parked within the boundaries of their own homes. However there is no public car park in Long Marston and thus parking for visitors remains a problem.

The density of build in newer developments is such that shared access is common and is the single greatest cause of community relationship failure. One reaction to the pressure on parking has resulted in individuals erecting various barriers on verges, for example, posts, large stones and staddle stones.

Large expanses of gravel or block paving to the front of properties, primarily designed for parking are harsh on the eyes and do not support the rural feel of the village.

## Design Guidelines -driveways, gardens, parking

- *New developments should make provision for parking for visitors.*
- *Shared access drives should be avoided wherever possible.*
- *It may be possible to reach a consensus on an acceptable edge treatment that can be used consistently throughout the vii/age.*
- *Large expanses of drive should be softened by landscaping, shrubs or trees.*
- *Gravel is preferred to paving.*

## Materials

There are buildings of all ages and many styles within the village ranging from historic stone buildings, more modest timber framed and thatched or slated cottages (medieval) through to Georgian and Victorian brick built buildings to the variety of more recent buildings. Currently the most common building material is a warm red brick with reddish brown plain clay tiled roofs. This fits well with the traditional brick buildings in the village.

Many of the timber framed cottages are painted white. Georgian, Victorian and Edwardian buildings are generally brick some of which have been stuccoed or rendered.

In an attempt to maintain the rural character of the village, some modern houses have used brick manufactured to look old. Whilst this has made for an attractive development it is not in keeping with the majority of the red brick buildings within the village.

Wrought iron gates and railings around some of the older properties are attractive.



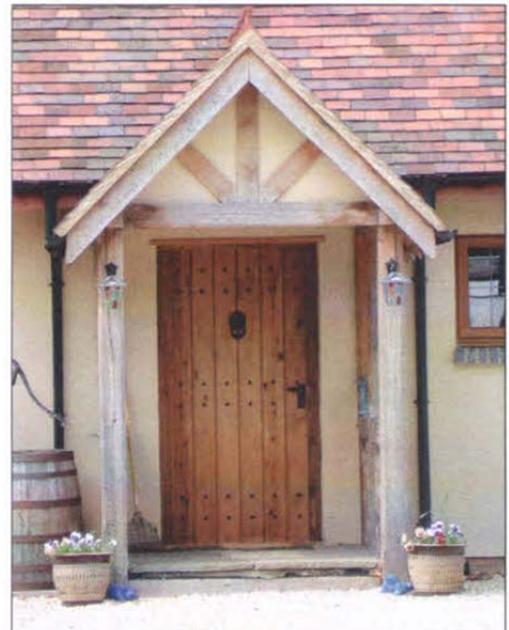
## Design Guidelines -materials

- *The range of materials within any new development, dwelling or extension should match the local vernacular as laid out in this Guidance.*
- *Significant Greenfield developments should make use of warm red brick and reddish-brown clay tiles.*
- *Whilst it is possible to produce attractive modern additions to older properties in modern materials, in the main, materials and styles similar to the original will be more appropriate.*
- *"Monotony" of developments should be avoided and make use of mixed style*

## Styles

In general windows in traditional buildings are modest in size and flush to the walls. Windows in roofs are usually beneath pitch-roofed or gabled dormers. Roof lights are generally not to be seen from the roadsides and are used only at the rear of premises.

Porches are a common feature on all ages of properties and are most commonly pointed and designed primarily to include varying degrees of shelter from the elements. They are generally modest in scale and use materials that match the building.



## Design Guidelines -styles

- On front elevations care should be taken over the scale and proportion of windows, dormer windows should have pitched or gabled roofs and large expanses

*of glass should be confined to the rear of premises.*

- *Care should be taken that porches do not dominate the buildings on which they are built. They should have pitched or gabled roofs mirroring the angle of the main building.*
- *Old style "period" detailing should be incorporated in the design of changes to existing and new properties.*

## 5. Highways

The main road through the village is rural in appearance as are the lanes and public footpaths that lead to properties hidden behind the road.

Grass verges with narrow tarmac pavements run along side the road, mostly only on one side of the road at a time. The fact that pavements are, for the most part, only on one side of the road contributes to the rural nature of the village and it is considered that pavements on both sides would "urbanise" the village.



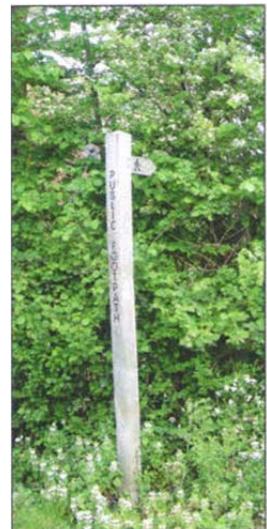
The Brickall development has no pavements and residents are concerned for the safety of their children.

Low key pedestrian lighting throughout the village ensures that the rural character of the village is maintained and that residents are able to enjoy the night skies.

Street furniture in Long Marston is confined to that which relates to traffic management and safety and to street names -of which there are few. Because there are few street names and therefore few house numbers, there is a wide variety of house names plates and signs. The only commercial signs within the village are those relating to the Poppin Store and the Masons Arms.

The majority of footpath signage is rustic in nature and preferred by the residents.

Safety railings that have been installed around culverts are galvanised and are intrusive in a countryside environment.



### Design Guidelines -highways

- *Pavements should be surfaced in tarmac and where possible grass verges should abut the road.*
- *Thought should be given to pedestrian safety in new developments.*
- *The number of signs in the village should be kept to the minimum. New signs should be thoughtfully placed, discreet and in keeping with a rural village. It may be possible to simplify the existing instances of clutter.*
- *Safety rails could be painted an appropriate colour.*

## 6. Conclusions

Long Marston is a deceptive village that can easily be under-estimated by those passing through. It has an impressive community spirit and it values its history and working past.

It faces threats in the future from the development potential of the airfield and army base and from the continuing decline in rural services but has already shown itself capable of community action.

These guidelines are intended to assist villagers, incomers, developers and planners to understand the character of the village and the design and desires of the residents in respect of future development.

### Design Guidelines -conclusions

- *The linear nature of the village should be preserved but without extending the settlement further.*
- *Close attention must be paid to any change to existing properties or new properties to prevent the build up of surface water during prolonged periods of heavy rain or flash flooding.*
- *Views through to the countryside from within the village should be preserved and access further improved.*
- *The greenness of the village including that afforded by its old orchards and existing trees, shrubs, and hedgerows must be preserved.*
- *Development alongside the main road should be low-rise and modest in character but with a defined boundary.*
- *Larger buildings or complexes of dwellings should be set back with adequate screening but retaining views to the countryside.*
- *Local materials and design elements, e.g. detailing of brickwork, should be incorporated in new build and extensions to existing buildings should respect the local vernacular.*
- *Local distinctive artefacts should be preserved.*
- *Characteristics of the village past, for example dew ponds, orchards and ridge and furrow fields should be preserved.*
- *The nature and setting of the historic and listed buildings should not be compromised.*
- *Adequate provision must be made for parking of vehicles for both residents and visitors to the village.*