



Broadway Neighbourhood Plan

2006 – 2030

Adopted 19th October 2022

The Broadway Neighbourhood Development Plan was approved at the Referendum on 17th September 2022 and adopted by Wychavon District Council on 19th October 2022.

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1. THE ROLE OF THE NEIGHBOURHOOD DEVELOPMENT PLAN

- 1.1 Neighbourhood Development Plans were introduced under the Localism Act 2011. This became law in April 2012 and aims to give local people more say in the future of where they live.
- 1.2 In 2014, Wychavon District Council approved Broadway Parish Council as an appropriate qualifying body to submit a Neighbourhood Development Plan. It also approved the Neighbourhood Area which our Plan will cover at its Executive Board on 4th February 2014. The boundary of the Neighbourhood Area is the same as that of the Parish Boundary of Broadway (see Figure 1).

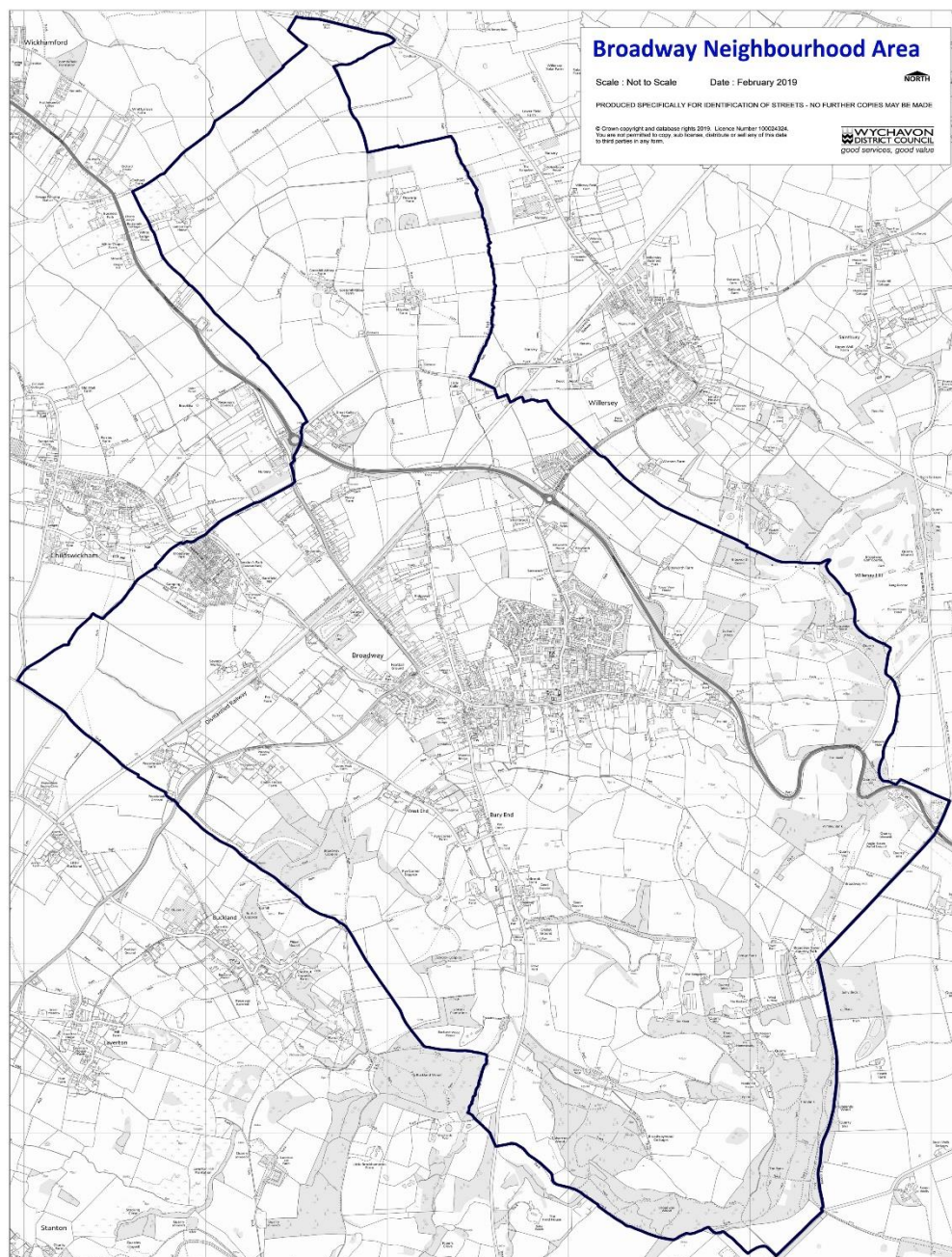


Figure 1: Broadway Neighbourhood Area

- 1.3 Neighbourhood Planning is a government initiative which provides a way for local people to influence planning and development in their local area.
- 1.4 A Neighbourhood Plan is a community driven document which can:
- Provide a shared vision for the village
 - Protect the Neighbourhood Area's unique heritage
 - Determine where new homes and other developments may be built through positive planning
 - Influence types and designs of new developments
 - Identify and protect important green spaces, valued landscapes and treasured heritage assets
 - Identify the facilities and services needed for the community
 - Help ensure that our natural environment is conserved and protected
- 1.5 The Plan complies with the District and County Councils' local plans and with the government's wider policies. The Broadway Neighbourhood Plan forms part of the statutory development plan for the local area, sitting alongside the South Worcestershire Development Plan ('SWDP'). Having legal force, Broadway's Plan carries great weight in planning decisions taken by the District Council.
- 1.6 The Plan covers the period 2006 – 2030 and will be reviewed and updated every five years by the Steering Group on behalf of Broadway Parish Council.



2. THE VILLAGE AND PARISH OF BROADWAY

- 2.1 Broadway has been described as one of the loveliest villages in the country. Its special charm depends upon more than just its buildings. Its walls, green spaces, trees, its location in the foothills of the Cotswold Escarpment and its tranquillity all contribute to what Pevsner called the “show village of England”. There is a strong relationship between the built environment and the surrounding rural landscape.
- 2.2 Broadway village and its surrounding parish have significant cultural capital, defined as a broad vision of its natural heritage (landscape, flora and fauna) and its cultural heritage both tangible (e.g. buildings, sites and artefacts) and intangible (history, traditions, skills and craftsmanship). Cultural capital is seen as having important benefits to society, in enhancing quality of life, creating a sense of place, belonging and tranquillity, giving community cohesion and contributing to health and welfare (Cotswold Conservation Board – Conserving and Celebrating Cultural Capital in the Cotswolds AONB, adopted March 2019).



Broadway Buildings: Lifford Hall

Broadway Housing Growth

2.3 Broadway has grown in the period 2006 – 2019 by 453¹ homes (See Figure 2). (Prior to 2006 there was the Gordon Close housing development (previously the Gordon Russell factory and a brownfield site), the construction of a small supermarket and a home for the elderly.)

2.4 In addition, there is an allocation in SWDP 59/19 for 65 homes on the Station Road site for the period up to 2030, taking the total projected growth to 518 (see Figure 3). The Parish Council has worked collaboratively with Wychavon DC planning team by way of agreement to demonstrate that the housing requirement for Broadway can be met



Gordon Close

through this neighbourhood planning process. Broadway Parish Council, the qualifying body for preparing the Broadway Neighbourhood Development Plan, requested an indicative housing requirement figure as a basis for preparing their Neighbourhood Development Plan.

As required by the National Planning Policy Framework, the calculations take into account the latest evidence of local housing need, the most recently available planning strategy for South Worcestershire as set out in Policy SWDP 2 of the South Worcestershire Development Plan (SWDP), planning permissions and undeveloped housing allocations in the SWDP and the population of the neighbourhood area as of December 2019. The indicative housing requirement for the Parish of Broadway for the period 2021 to 2030, equates to less than 2 dwellings. The indicative housing requirement for the Parish of Broadway for the period 2031 to 2041 equates to 53 dwellings.

- 2.5 The village has seen a level of growth in excess of that which was anticipated in the SWDP for the period 2006-2030.
- 2.6 The redevelopment and reuse of land and properties within the development boundary will be supported in principle in order to assist in the provision of windfall housing.
- 2.7 Broadway is a special place to live and work. It is the No. 1 tourist destination in Wychavon, attracting a very large number of visitors. As such it is designated for protection and restoration in the SWDP-South Worcestershire Green Infrastructure Environmental Character Assessment Area (See Figure 4).

¹ See 2.4

Number of Dwellings	Location
109	Leedons Park (homes for over 55's)
87	Highworth Leamington Rd
16	Kingsdale Court
12	Shear House
40	Small sites (under 10 dwellings)
Subtotal: 264	Completed Homes (1st April 2006 – 31st March 2019)
140	Leedons Park (homes for over 55's: 114 not started / 26 under construction)
37	Leamington Rd (including 50 homes for over 55's: 21 not started / 2 under construction)
12	Small sites (under 10 dwellings: 10 not started / 2 under construction)
Subtotal: 189	Housing Commitments or Under Construction as of 1st April 2019
65	SWDP 59/19 Land adjacent Station Road
Subtotal: 65	Outstanding SWDP Allocations
Total: 518	Number of Dwellings

*Figure 2:
Breakdown of growth of 518 dwelling commitments between 2006 and 2019*

Number of Dwellings	Location
19	SWDPR Land adjacent to Station Road
30	SWDPR windfall housing
Total: 49	Number of Dwellings

*Figure 3:
Additional housing commitment for period up to 2041*

- 2.8 Broadway and its environs lie predominantly in the Cotswolds Area of Outstanding Natural Beauty (AONB) (See Figure 5: Broadway Parish and AONB). As stated in the Cotswold AONB Management Plan 2018-23 CC4 - "Proposed developments within the AONB should have regard to, and seek to conserve, its natural and cultural capital and the environmental richness it provides." This statement provides important parameters for the proposals made in this Neighbourhood Plan. A review of the development boundary has been undertaken to update the boundary, where there have been historic breaches (See Policy HD.1 Design Principles, section entitled 'Development Boundary Review').

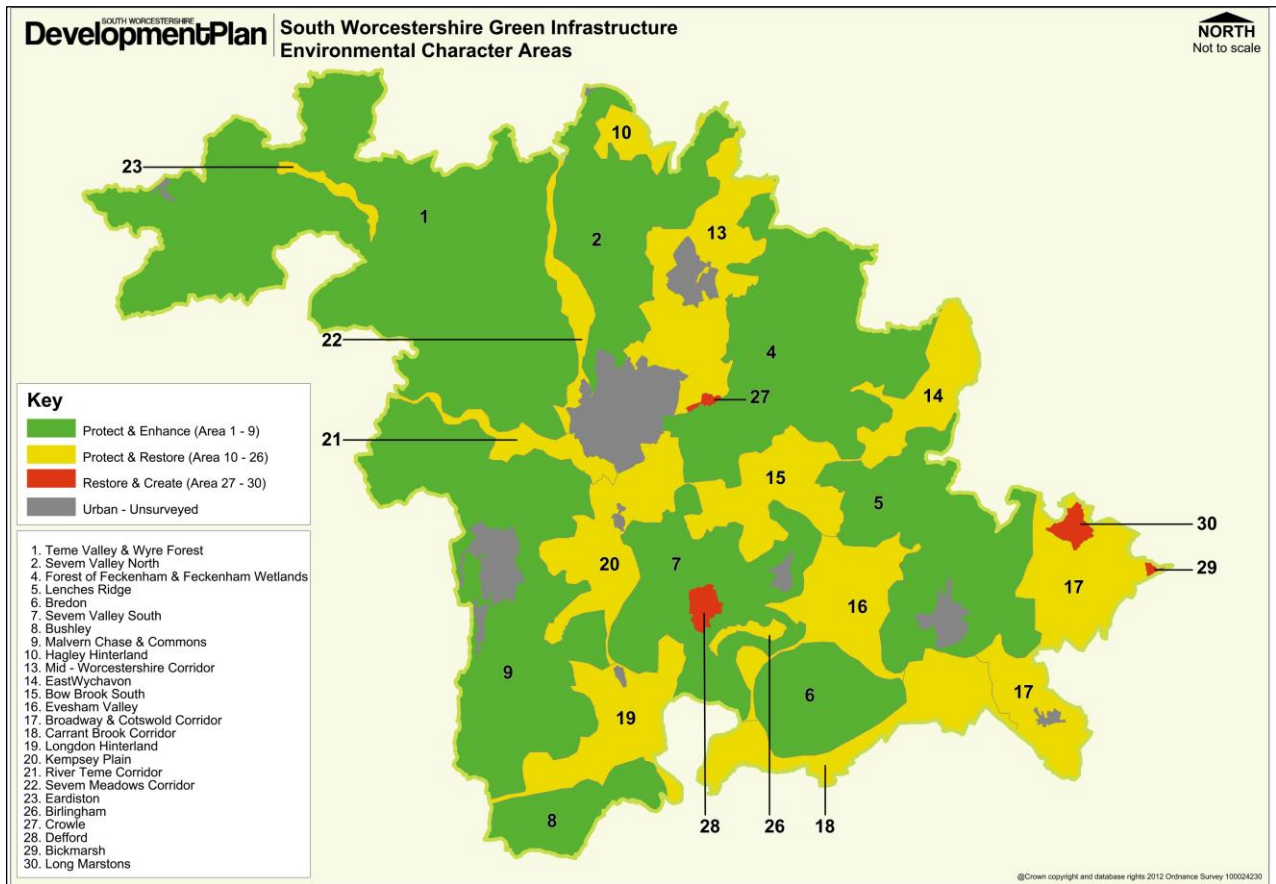


Figure 4: South Worcestershire Green Infrastructure Environmental Character Areas



Leedon's Park



Highworth, Leamington Road

2.9 Support of the community for the conservation of the village character and the quality of the built environment is borne out in the Broadway Neighbourhood Plan Survey 2017.

2.10 The Broadway Neighbourhood Plan Survey 2017 asked the question, in 4.2 Environment and Green Space, 'What action would you like to see in the Parish over the next 15 years?' 98%

of respondents agreed or strongly agreed that the character of the village, particularly in the conservation area, should be preserved. 97% of respondents agreed or strongly agreed that the possible environmental policies should include the conservation of the pattern and

layout of the buildings, footpaths and open spaces in Broadway. (See Figure 6: Broadway Neighbourhood Plan Survey, Page 13, Table 8).

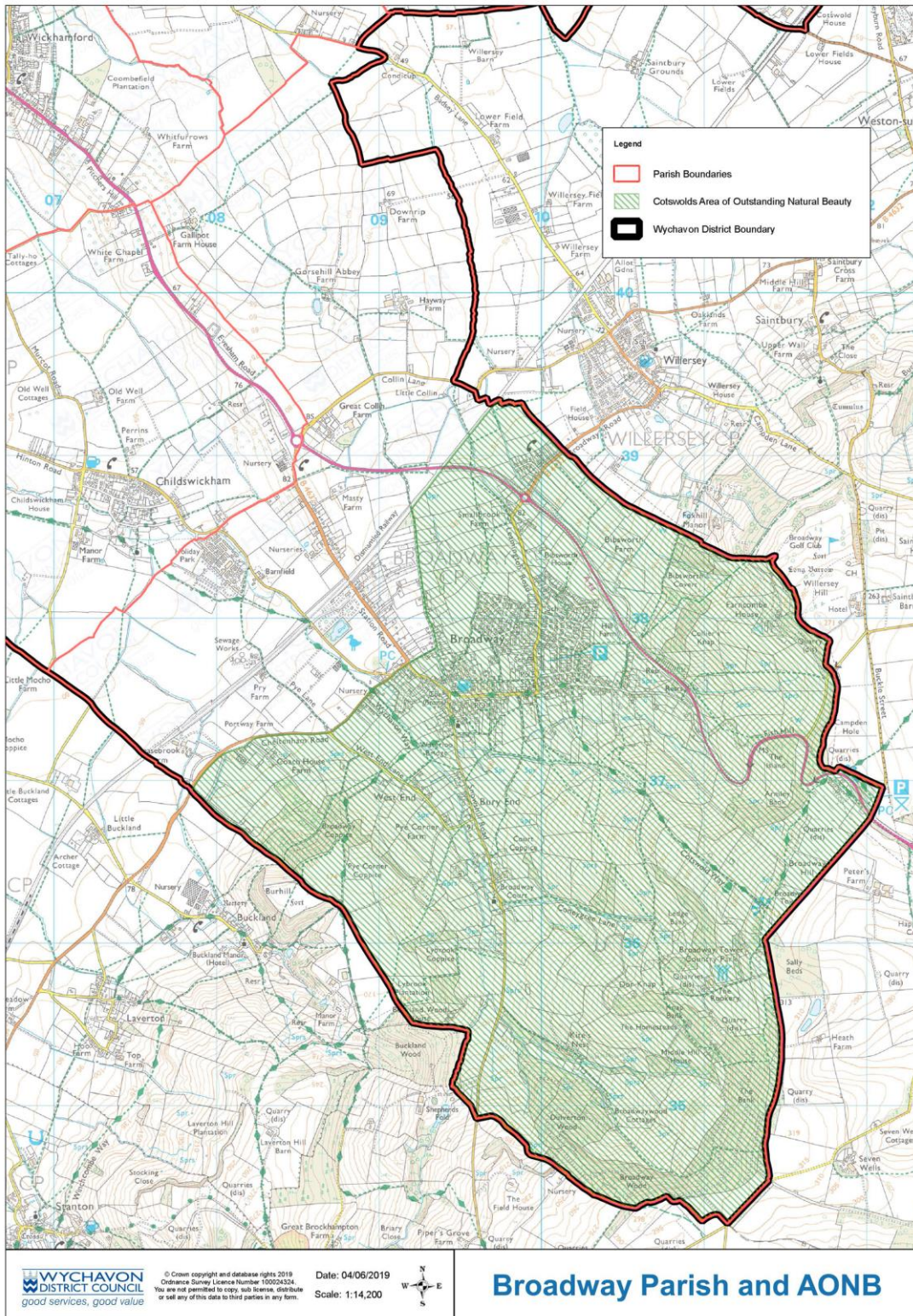


Figure 5: Map of Broadway Parish and AONB

2.11 The Broadway Neighbourhood Plan Survey 2017 asked the question, in 4.2 Environment and Green Space, ‘What action would you like to see in the Parish over the next 15 years?’ 98% of respondents agreed or strongly agreed that the character of the village, particularly in the conservation area, should be preserved. 97% of respondents agreed or strongly agreed that the possible environmental policies should include the conservation of the pattern and layout of the buildings, footpaths and open spaces in Broadway. (See Figure 6: Broadway Neighbourhood Plan Survey, Page 13, Table 8).

What priorities should the Neighbourhood Plan have in protecting the quality of the existing built environment?	%
Building design to be in keeping with the scale, location and appearance of existing buildings	70
Ensure that business and residential development is in harmony with the rural character of the neighbourhood and sits well in the landscape	63
Define and preserve the boundaries of our village	55
Use traditional local building materials	49
Improve flood prevention measures, both within the design of buildings and elsewhere	29
Promote a high level of energy conservation/environmental sustainability in new buildings	20
Identify any currently unlisted buildings that we should seek to protect by a local listing	9
Other	1
Base: (All Respondents)	(513)

Figure 6: Broadway Neighbourhood Plan Survey 2017, Page 13, Table 8

2.12 The Broadway Neighbourhood Plan Survey 2017 also asked the question, ‘What priorities should the Neighbourhood Plan have in protecting the quality of the existing built environment?’, 70% of respondents wanted building design to be in keeping with the scale, location and appearance of existing buildings. 63% of respondents wanted to ensure that business and residential development should be in harmony with the rural character of the neighbourhood and should sit well on the landscape. A majority of respondents also wanted mixed developments in clusters of 10 houses or less (see Figure 6: Broadway Neighbourhood Plan Survey 2017, Page 13, Table 8 and Figure 7: Broadway Neighbourhood Plan Survey 2017 Page 12, Chart 8). 55% of respondents wanted to define and preserve the boundaries of the village (see Figure 7: Broadway Neighbourhood Plan Survey 2017, Page 12, Chart 8).

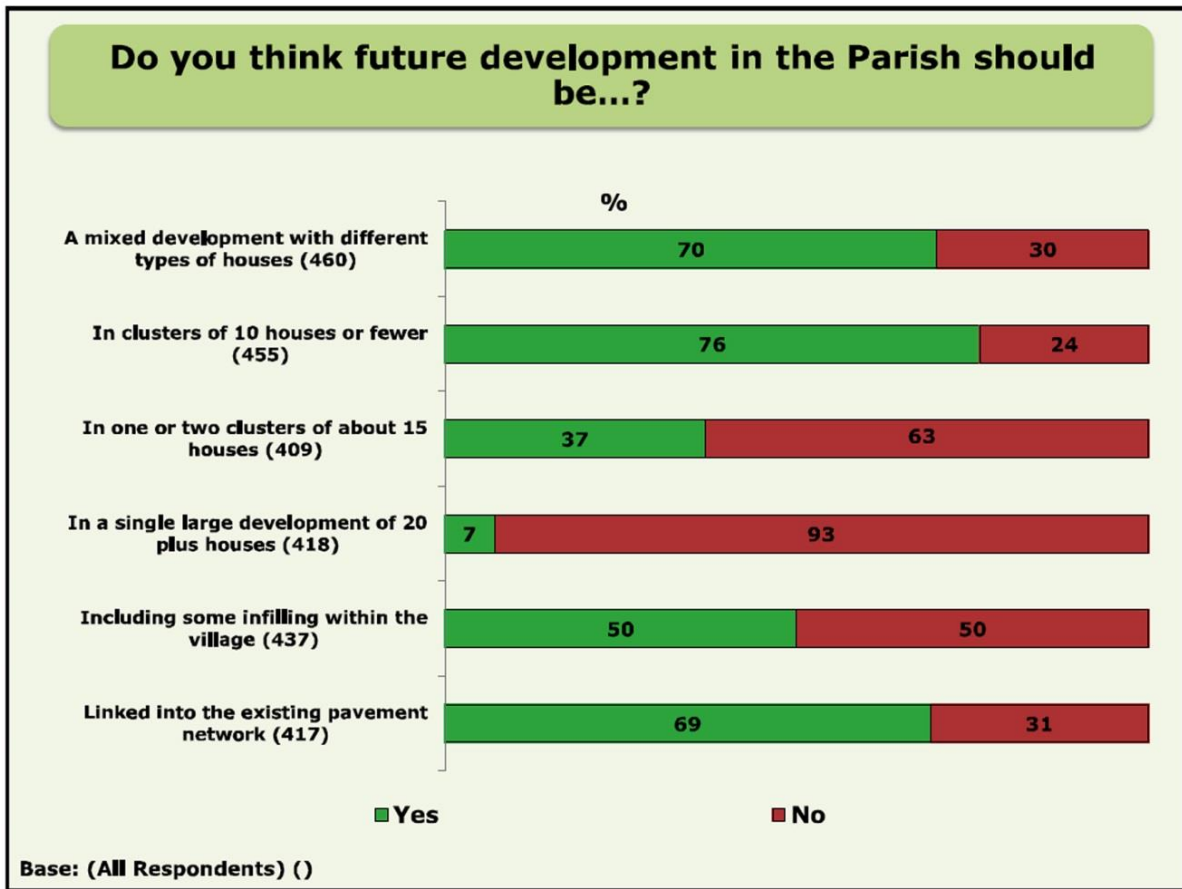


Figure 7: Broadway Neighbourhood Plan Survey 2017, Page 12, Chart 8

3. VILLAGE CHARACTER

History

- 3.1 There is archaeological evidence of a settlement history going back for at least 4000 years. There are many archaeological sites around the present village and recent excavations have uncovered Mesolithic, Neolithic, Bronze Age and Roman remains. Extensive ridge and furrow indicates that the surrounding land has been cultivated since at least mediaeval times.
- 3.2 The village is mentioned in the Domesday book of 1086, and the historic core of the village was established by Pershore Abbey in the late 12th/early 13th centuries along the road linking South Wales and London. This gave the village its primary East-West axis which persists to this day, together with a road (now Snowhill Road) branching southwards to the 12th century St. Eadburgha's Church. A branch of the Salt Road came into Snowhill Road via Springfield Lane, with a route extending up the escarpment along Coneygree Lane.
- 3.3 In later centuries the centre of the village became established along the original East-West road as coach traffic between Worcester and London developed and Broadway became a thriving community. At its peak some seven 4-horse coaches left Broadway daily and the village grew, with inns, public houses and the small industries required to service the trade.
- 3.4 With the coming of the Worcester to London railway in the 19th century coach traffic dropped away and the village fell into decline, becoming even rather dilapidated, but its air of "forgotten tranquillity" and its beautiful buildings began to attract visitors, especially communities of artists and craftsmen such as the Broadway Artists' Colony (see paragraph 3.10).
- 3.5 The introduction of the car, and the opening of a branch line, facilitated a thriving tourist trade that persists until the present day. With greater prosperity came improved care of the village's historic houses, together with upgrading and care of cottage and farm-related buildings, for housing and commercial purposes, which has given Broadway its present attractive village centre. The present village still has many fine Grade 2 and 2* houses built in mellow Cotswold stone, which retain considerable distinctive architectural details.



High Street Housing

Landscape and Rural Setting

- 3.6 Broadway sits on the gently sloping foothills of the Cotswold plateau, within the Cotswold Area of Outstanding Natural Beauty. The Village and its surroundings therefore come under the Cotswolds AONB Management Plan 2018-2023. The escarpment, which overlooks the village, falls away into the broad, open, farmed landscape of the Vale of Evesham. The position of Broadway at the very southern tip of Worcestershire reflects the competing land interests of the mediaeval monasteries such as Pershore and Evesham, which required arable and grazing land as well as timber from the foothills.



Broadway Landscape

- 3.7 The landmark Broadway Tower atop the escarpment forms a dramatic backdrop to the village, still visible in uninterrupted views to the east. The village is surrounded by rich pasture land and old orchards, forming a gentle, cultivated transition from the wooded backdrop of the escarpment. Numerous springs emerge above the village, threading the landscape with tree-lined streams and ponds.



Broadway Tower



View of Village from the Escarpment

- 3.8 To the west there are extensive views over the Vale of Evesham and more distant views of Bredon Hill, the Malvern Hills and the Welsh mountains. The setting of Broadway is therefore a rich combination of a dramatic natural landscape overlaid with the visible

remains of centuries of settlement and cultivation. The famed beauty of the village owes as much to this setting as it does to the quality of its buildings.

Broadway's Cultural Capital

- 3.9 In addition to the archaeological sites mentioned above, the historic man-made landscape is still visible in field enclosure patterns, the use of dry-stone walls, in ridge and furrow and in ancient trees. There are many historic buildings, from the grade 1-listed St Eadburgha's church to the fine Grade 2 listed houses along the High Street and elsewhere. The Lygon Arms Hotel has links with figures such as King Charles 1st and Oliver Cromwell, providing a sense of historic continuity.
- 3.10 Broadway has significant links to the Arts and Crafts Movement (eg Gordon Russell, Kathleen Adams) and to major artists in the 19th century (e.g. Singer Sargent, Edwin Austin Abbey and Frank Millet), as well as the colony of artists that lived and worked here at that time. The village benefits from several significant gardens, some the work of Alfred Parsons. In modern times Broadway has developed a successful Arts Festival, created fine museums (Gordon Russell Design Museum, Broadway Museum and Art Gallery, set up initially with the Ashmolean Museum of Oxford). The North Cotswold Hunt was established in Broadway in 1873, but records of hunting here go back to 1772. Further continuity is seen with the annual Fair, established by a historic charter that allows it to be based on the Village Green. The fact that Broadway is surrounded by attractive countryside makes it a favourite place for walkers, and this has been facilitated by the establishment of the Cotswold Way, running from Chipping Campden, through Broadway to Bath, and the National Trail.

The Present Village and Modern Development

- 3.11 Broadway's setting is enhanced by many gardens and trees, particularly those which line the High Street. The several greens, and the broad grassed verges along the High Street and the major approach roads, all contribute to an open, rural feel and help to offset the increasing volume of traffic. The construction of the bypass in 1997 significantly reduced through traffic and took heavy lorries away from the village centre. A considerable part of the village was designated a Conservation Area in 1969, and the major conservation areas confirmed in the appraisal carried out in 2006 by Wychavon District Council².
- 3.12 Broadway has always been a substantial community. Today the village has a population of some 3,500 people, making it one of the largest villages in the District. This population size inevitably puts pressure on infrastructure and resources, a pressure that is increased by the growth of tourism, most recently linked to the extension of the Warwick and Gloucester Heritage Railway. This pressure is also felt in the housing sector. Twentieth and twenty-first century developments outside the major conservation areas (High Street, Springfield Lane and Snowhill Road), designed to meet this pressure, have significantly altered the settlement pattern of the village.

²https://www.wychavon.gov.uk/?option=com_fileman&view=file&routed=1&name=Broadway%20Conservation%20Area%20Appraisal.pdf&folder=Documents%2FPlanning%2FConservation%20Area%20Appraisals&container=fileman-files

Settlement Pattern Overview

3.13 The settlement pattern of the village can be broken down into eight fairly distinctive areas (see Figure 8), each having its own architectural style and character.

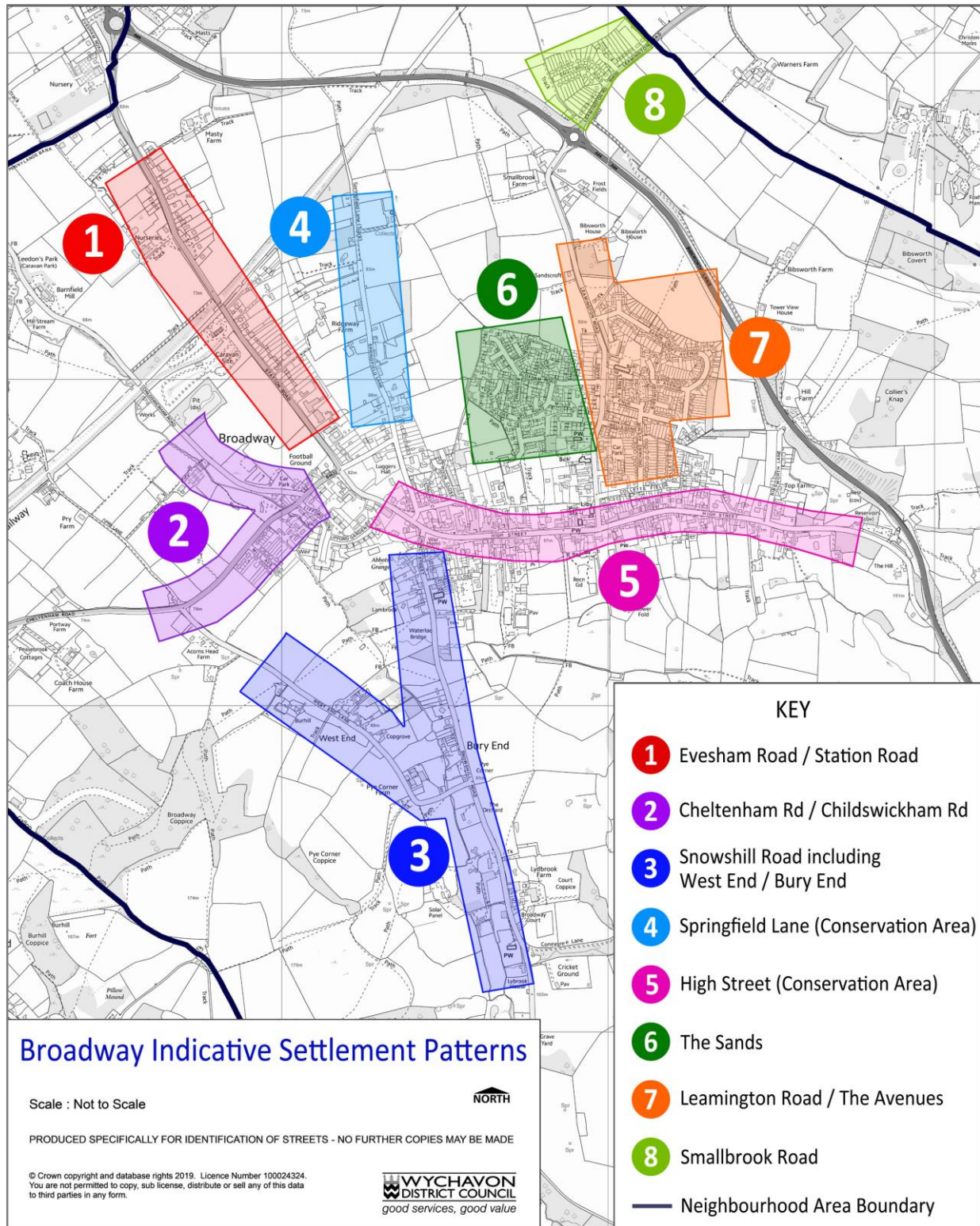


Figure 8: Broadway Indicative Settlement Pattern Map

3.14 The older buildings are mainly found on:

- Area 3 - the Snowhill Road
- Area 4 - Springfield Lane
- Area 5 – the High Street



Area 3: St. Eadburgha's Church, Snowhill Road



Area 4: Springfield Lane



Village Green



Eastern End of the High Street

Area 5: High Street

3.15 Four main areas of more recent development have centred around the three major routes into and out of the village:

- **To the West: Area 1**

Evesham Road/Station Road linking to the A44. These show a ribbon development largely to the North, overlooking farmland and a sports field. A significant development is planned here on land to the south.



Evesham Road



Station Road looking west

Area 1

- **To the South: Area 2**

Cheltenham Road/Childswickham Road linking to Winchcombe, Cheltenham and the M5 at Tewkesbury. Along the latter is a substantial coach and car park, and further along a large caravan park and mobile home settlement.



Cheltenham Road



Childswickham Road

Area 2

- **To the North and Northeast: Areas 6 and 7**

Along Leamington Road linking with the A44 bypass.

To the North lies Area 6 (The Sands) and to the Northeast Area 7 (The Avenues) Where Leamington Road joins the High Street there are several attractive Arts and Crafts buildings (Wells Cottages). To the west of Leamington Road lies The Sands where there has been recent large scale housing development. Here, in contrast to the landscape



Area 6: The Sands

setting elsewhere modern residential expansion has taken up former fields, orchards and market gardens. The fragments of these that survive provide valuable green space, providing a valuable buffer between the historic core of the village and its modern expansion. To the Northeast of Leamington Road, The Avenues form a large area of pre- and post-war local authority housing, much now owner-occupied or owned by a Housing Association.



Local Authority Housing



Wells Cottages

Area 7: The Avenues

- **To the North of the A44 bypass: Area 8**

There is a substantial area of older and more recent housing which is part of the Broadway Neighbourhood Area despite being geographically closer to the adjacent village of Willersey.



Area 8: Smallbrook Road

4. OUR VISION: A GREEN AND HARMONIOUS NEIGHBOURHOOD

Broadway will continue to respect and reflect the needs of its community, conserve and enhance its unique historic character and natural beauty and, living in harmony with the natural environment, provide an outstanding quality of life for future generations of residents and visitors within a strong economy. The community, together with the Parish Council, will support this vision by:

1. Encouraging a thriving, prosperous and healthy community that delivers high quality of life for all its residents
2. Conserving and enhancing the character and history of the Neighbourhood Area.
3. Supporting proportionate, timely and sustainable development to meet local needs.
4. Promoting a flourishing local economy that is sympathetic to the nature and needs of the village and Neighbourhood Area.
5. Endorsing policies that have a positive effect on the environment in which we live.
6. Ensuring there is development in local infrastructure services that meet the needs of the community.
7. Valuing and sustaining the natural environment.



Broadway Village Centre and Large Green

5. POLICIES FOR BROADWAY

5.1 Future Housing and Development (HD)

STRATEGIC OBJECTIVE:

To meet and support the economic, social and environmental needs of the Neighbourhood Area through sustainable housing growth that conserves and enhances the rural and historic character of the village and the open countryside beyond.

Introduction

- 5.1.1. The Neighbourhood Development Plan aims to meet the housing needs of the Broadway Neighbourhood Area through sustainable growth that conserves and enhances the rural and historic character of the village, recognising that Broadway is internationally recognized as one of England's most beautiful villages. The village is the main settlement in the area, lying wholly within a rural parish and within the Cotswold Area of Outstanding Natural Beauty. It has a significant conservation area with many listed houses and features of historic and conservation importance. The surrounding countryside contributes to the South Worcestershire Green Infrastructure Environmental Character and carries a "Protect and Restore" designation³. All of these factors emphasize the importance of regulating and controlling housing and other development.
- 5.1.2. The Plan emphasizes the role of the settlement boundary / development boundary in protecting the open countryside and high-grade agricultural land. At the heart of the village are areas of open green infrastructure which is much valued by residents and visitors alike and play an important role in conserving the village's rural ambience in maintaining the existing linear pattern of the village's built-up areas and preventing merging of housing concentrations.
- 5.1.3. Broadway's popularity as a place to live, to retire to, to have a second home, or to holiday in rented accommodation is placing pressures on existing housing supplies. The population estimate for Broadway in 2017 was 3,237 with a significantly higher proportion of people over the age of sixty than similar areas⁴. One consequence of the housing pressure and the numbers of older residents is a shortage of affordable homes for local people and of smaller homes (e.g. bungalows) for older residents wishing to down-size and the potential harmful effects of houses being bought as second homes. A corollary of this increased demand and usage is pressure on infrastructure, whether physical (e.g. sewerage, traffic) or that related to local services such as health and social

³ Environmental Character Area Profile for the Minerals Local Plan: 17. Broadway and Cotswold corridor
file:///F:/New%20Avon%20as%20of%2025%20Sept%2019/Broadway/Reg%2014%20Plan/Source%20Material/ECA_profile_17_Broadway_and_Cotswold_corridor.pdf

⁴ Broadway Parish Profile, November 2017, Wychavon District Council:
https://www.wychavon.gov.uk/?option=com_fileman&view=file&routed=1&name=Parish%20profile%20Broadway%202.pdf&folder=Documents%2FCommunity%20and%20Living%2Fparish-profiles&container=fileman-files

care. These demands are likely to increase significantly. The Neighbourhood Development Plan aims to address these problems in ways that will ensure the historic integrity and attractiveness of the village is conserved for the future.

Policy HD.1: Development Principles

- HD.1.1 Proposals for new dwellings within the development boundary (see Figure 9) will be supported, subject to being in accordance with other policies in this Plan, the South Worcestershire Development Plan and guided by the Village Design Statement (included as Appendix 1 for reference purposes).
- HD.1.2 Limited infill within the Development Boundary will be supported where it:
- Contributes to the character of the Village; and
 - Is modest in the proportion to the size of the site, proportionate in mass to neighbouring properties and designed to respect the context and amenity of neighbouring properties as well as the wider Village;
- HD.1.3 Development proposals for residential development on garden land within the Development Boundary will be supported where it:
- Has positive regard to the character of the area and the Broadway Village Design Statement;
 - Preserves or enhances the Broadway Conservation Area Appraisal, where appropriate;
 - Does not adversely affect the amenities of neighbouring properties;
 - Provides satisfactory arrangements for access and parking; and
 - Does not cause new flood risk or exacerbate any existing flood risk.
- HD.1.4 The redevelopment of brownfield land within the Development Boundary will be supported subject to:
- The new use would be compatible with the surrounding uses;
 - Any remediation works to remove contaminants are satisfactorily dealt with;
 - The proposal would lead to an enhancement in the character and appearance of the site and would not result in the loss of any land of high environmental value; and
 - The proposal does not cause new flood risk or exacerbate any existing flood risk.

Explanation

Development Boundary Review

- 5.1.4. The purpose of the development boundary is to direct development to the more sustainable locations, prevent encroachment into the open countryside (thereby protecting its character) and identify locations where development would generally be acceptable in accordance with the development and hierarchy strategy of the SWDP.
- 5.1.5. The following settlements within the Neighbourhood Area have defined development boundaries:
- Broadway Village (updated)
- 5.1.6. Broadway Village (see Figure 9) is the main settlement within a rural neighbourhood area in a designated Area of Outstanding Natural Beauty. The village is surrounded by generally open and unspoilt countryside which contributes significantly to the Neighbourhood Area's rural character.
- 5.1.7. The development boundary has been drawn to reflect the need for development, use of brownfield sites, the conservation of the countryside, high grade agricultural land and the settlement pattern of the village.
- 5.1.8. Respondents to the Broadway Neighbourhood Plan Survey strongly agreed that future development should reflect the open rural character of the village and preserve and enhance the Broadway Conservation Area (see Figure 10: Broadway Neighbourhood Plan Survey, Page 15, Chart 11).
- 5.1.9. Infilling within the village development boundary can cause harm to the open character, green infrastructure and biodiversity of the village.



Broadway Landscape

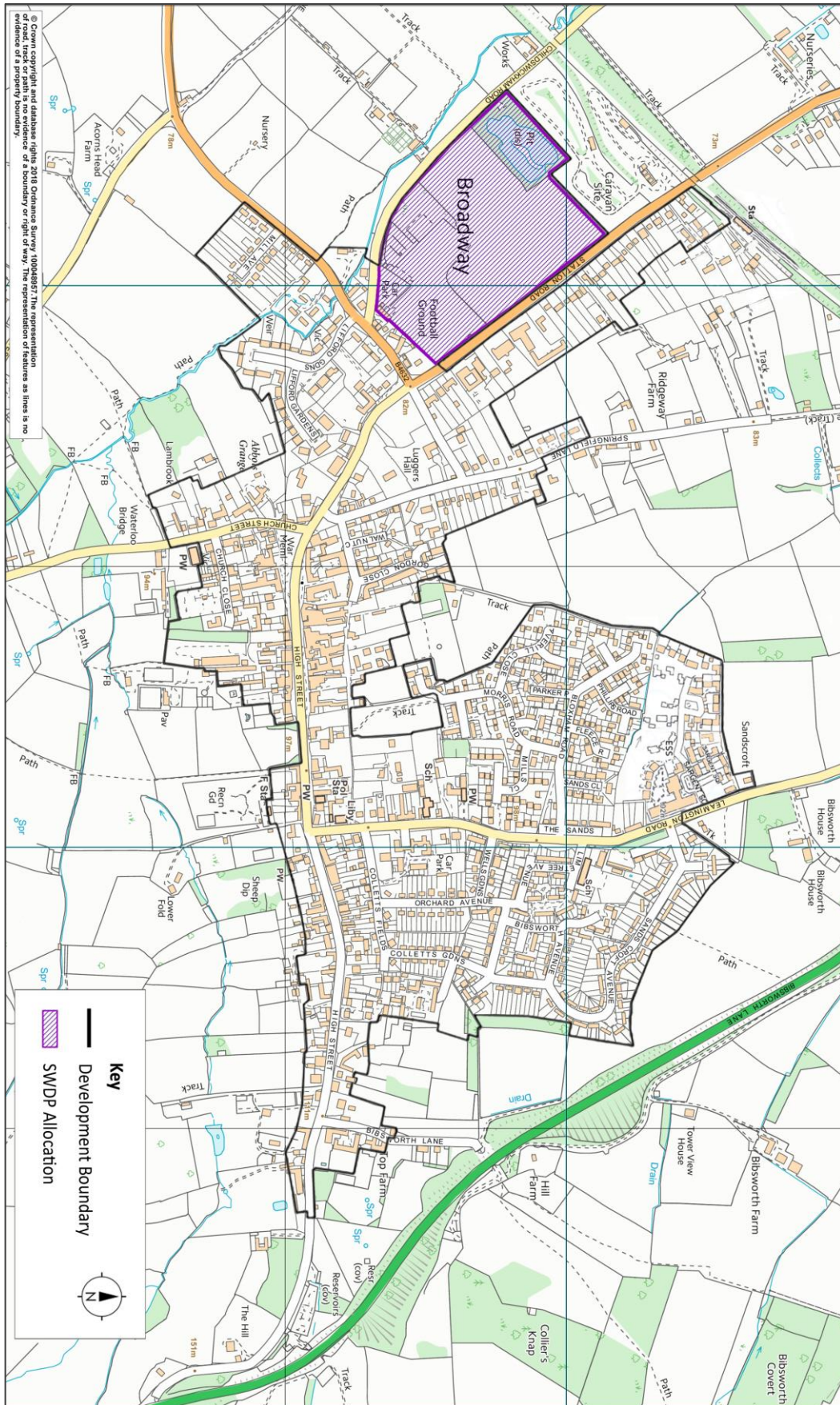


Figure 9: Broadway Village Development Boundary and Allocations

5.1.10. Development within the gardens of existing houses can sometimes lead to inappropriate consequences with regard to adverse impacts on neighbouring properties and poor means of access. Unless an adequate land area is available or can be assembled and demonstrated to be accessible and sustainable without causing harm to the amenity of neighbouring dwellings or to the character of the area, development will be resisted. (Broadway Conservation Area Appraisal 2006)

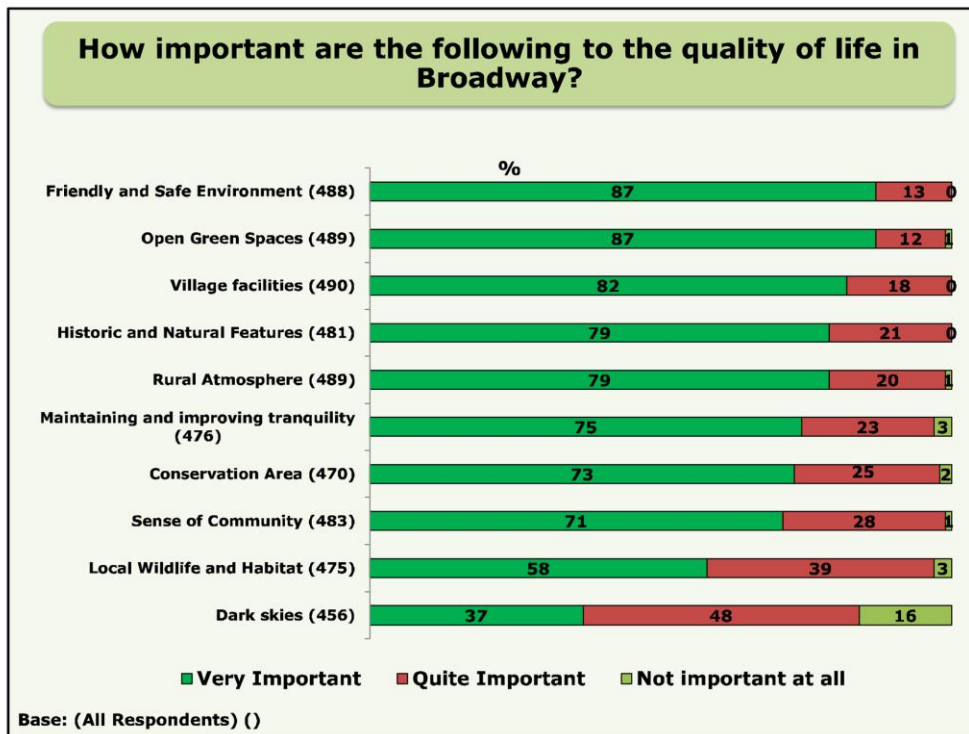


Figure 10: Broadway Neighbourhood Plan Survey 2017; Page 15, Chart 11

5.1.11. Harm to the amenity of a neighbouring property includes loss of daylight and sunlight (overshadowing), intrusive or overbearing development and loss of privacy (overlooking). Development on land at risk of flooding will be expected to comply with the NPPF.

5.1.12. The Broadway Village Design Statement (Appendix 1) guidelines for new buildings makes it clear that new buildings must be harmonious with, and appropriate to, their location in scale and design. Gardens essential to the setting of houses should not be used for new buildings (pp.29 – 30).

Reference Documents

- National Planning Policy Framework (2019) – Chapter 5; Paras 68, 69, 79
- South Worcestershire Development Plan (2016) – Policies SWDP 1, 2, 3, 13
- Wychavon District Council - 'Indicative Housing Requirements for Broadway Neighbourhood Area 2021 to 2030 and 2031 to 2041'
- Broadway Neighbourhood Plan Survey (2017): including Chart 5, Page 9; Chart 7, Page 12
- Broadway Conservation Area Appraisal (2006): Contribution of trees, gardens, open spaces and views, page 5; Garden Setting, page 50
- Broadway Village Design Statement (2017)

- Cotswold AONB Management Plan 2018-23 Policy CC4

Policy HD.2: Local Gaps

In order to prevent the coalescence of Leedons Park and Childswickham a local gap is defined between the two as shown in Figure 11. This local gap should be maintained in order to preserve the open settings and individual characters of these distinctive settlements and prevent the equivalent of “ribbon development” between them.

Explanation

- 5.1.13. Broadway’s attractiveness as a Cotswold village is enhanced by its rural location, the open views of surrounding agricultural land and of the distant escarpment. To conserve this attractiveness, it is important not to lose the village’s distinctiveness from adjacent settlements, which becomes a real risk if development is allowed within the surrounding, and at present open, countryside.
- 5.1.14. The purpose of the local gap is to protect the rural and open setting of Childwickham and separate identity of Leedons Park, to avoid coalescence and to retain the existing settlement pattern. These settlements have the additional benefit of having open land near to where people live, conferring significant welfare benefits.
- 5.1.15. Acceptable development proposals in the areas covered by local gaps may include the reuse of rural buildings, agricultural and forestry-related development, playing fields, other open land uses and minor extension to existing dwellings. The criterion for support will be the preservation of separation between settlements and the preservation of individual identity.

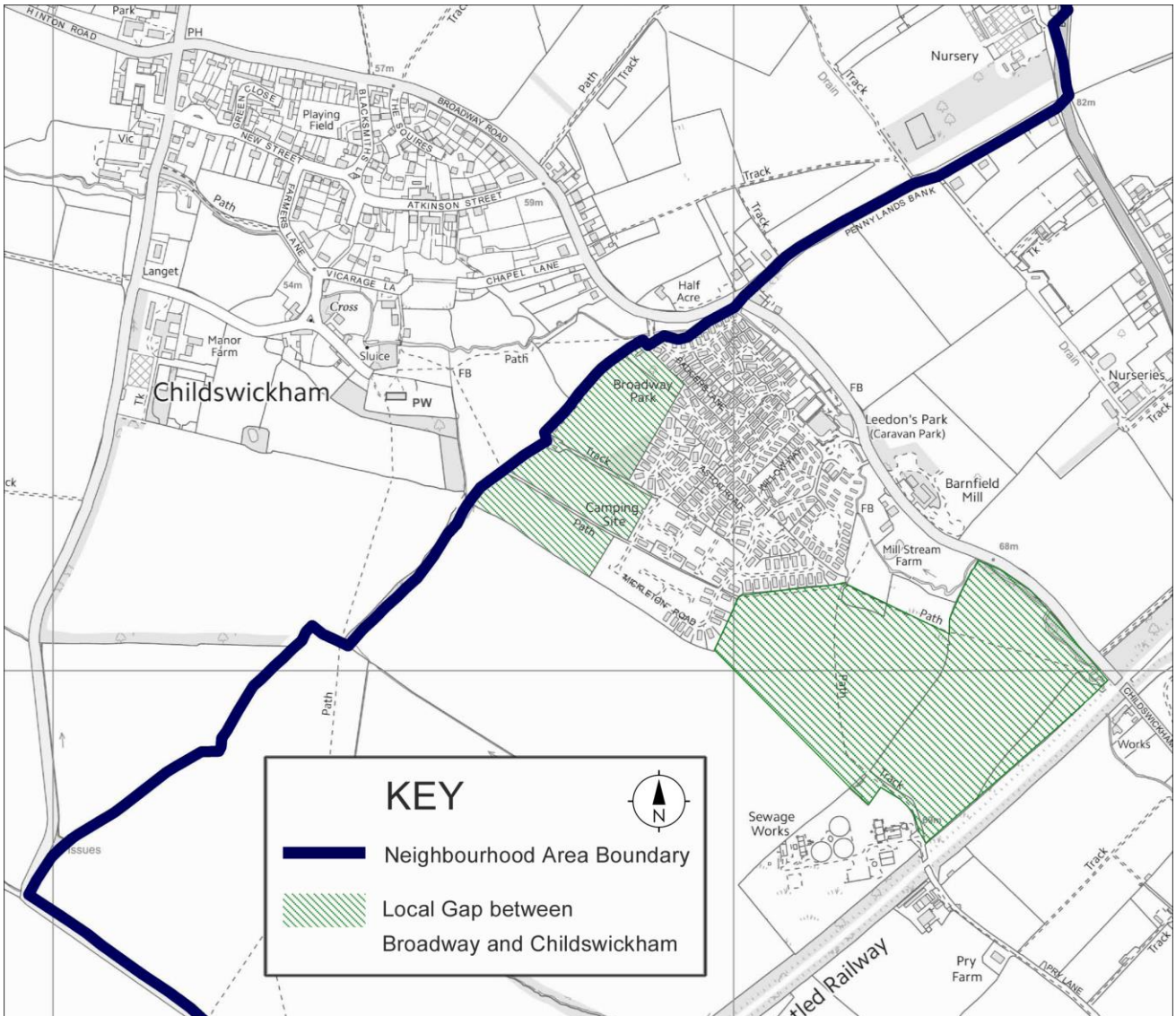


Figure 11: Local Gap between Broadway and Childswickham

Reference Documents

- National Planning Policy Framework (2019) – Chapters 13, 15
- South Worcestershire Development Plan (2016) – Policy SWDP 2

Policy HD.3: Housing Mix

Affordable Housing Mix

HD.3.1 Where affordable housing is provided, in order to meet the specific needs of the Neighbourhood Area, affordable housing will be encouraged to provide the following:

1 bed	2 bed	3 bed	4+ bed
At least 40%	At least 30%	No more than 25%	No more than 5%

The requirement for and provision of affordable housing within the Neighbourhood Area will continue to be monitored throughout the Plan period by the Parish Council in order to ensure that the most up-to-date evidence is used to identify the current need. Such evidence will be used to inform the provision of affordable housing on qualifying sites.

Market Housing Mix

HD.3.2 New developments of 5 or more dwellings should meet the requirements identified by current up-to-date evidence such as the Broadway Parish Housing Needs Survey.

HD.3.3 In order to meet the specific needs of the Neighbourhood Area, market housing will be encouraged to provide the following:

Dwelling Type	1 Bed	2 Bed	3 Bed	4 Bed	5+ Bed
Number of Persons	1 - 2	3 - 4	5 - 6	6 - 8	8 - 10
Percentage	10%	25%	35%	20%	10%

Explanation

Affordable Housing

5.1.16. This policy recognises that the Neighbourhood Area is an area where the price of open market housing is very high (Broadway Parish Profile 2017, average house price £447,294⁵ as opposed to the national average of £240,325⁶ for England 2017) and that some residents and their family will be unable to stay in the village, because they cannot buy a

⁵https://www.wychavon.gov.uk/?option=com_fileman&view=file&routed=1&name=Parish%20profile%20Broadway%202.pdf&folder=Documents%2FCommunity%20and%20Living%2Fparish-profiles&container=fileman-files

⁶<https://www.gov.uk/government/news/uk-house-price-index-hpi-for-june-2017>

home. The Broadway profile 2017 assesses the Neighbourhood Area as deprived due to the lack of affordable homes. Broadway Neighbourhood Survey 2017 recognised the need for low-cost starter homes (86%) and homes dedicated for local people (87%)” (see Figure 12: Broadway Neighbourhood Plan Survey 2017, Page 11, Chart 7).

5.1.17. Broadway has an ageing population and the retention of younger families is important to maintain the vibrancy of the Village. (see Figure 13: Broadway Neighbourhood Plan

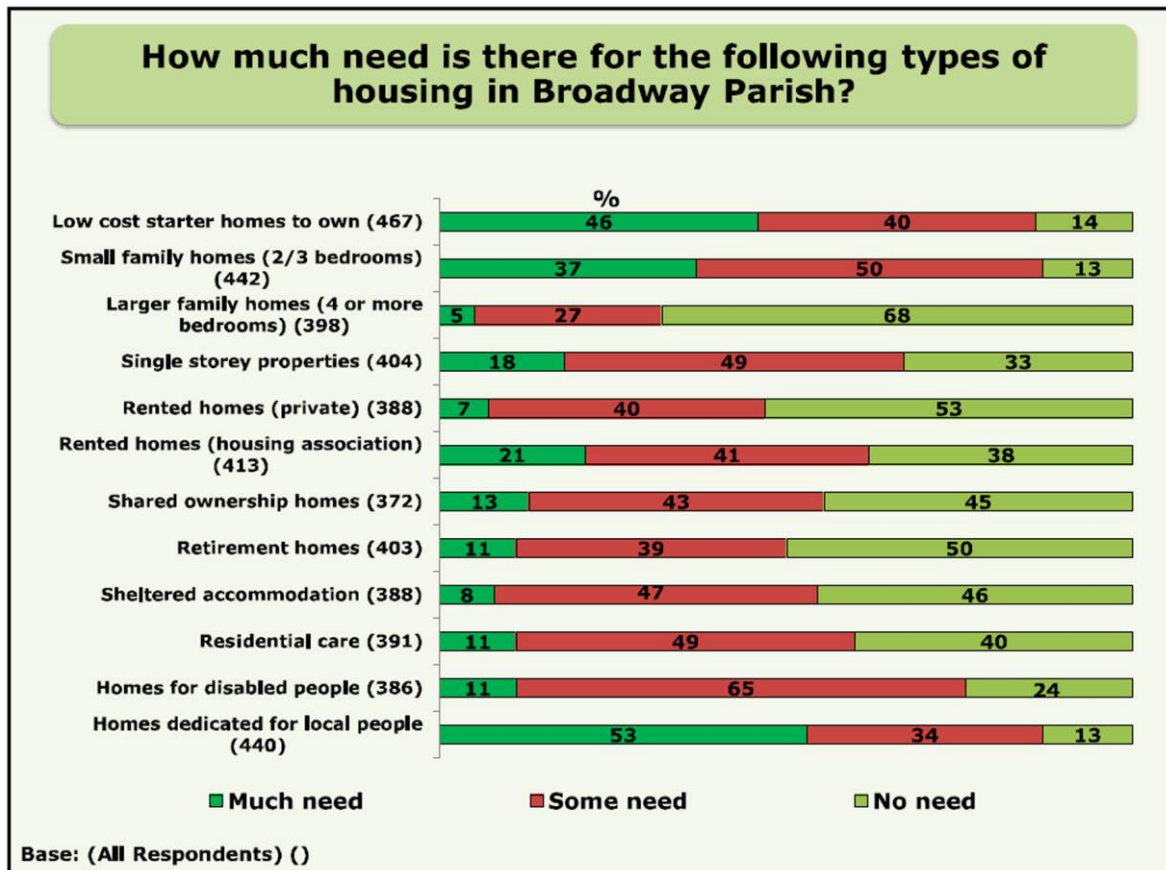


Figure 12: Broadway Neighbourhood Plan Survey 2017, Page 11, Chart 7

Survey 2017, Page 6, Table 1)

5.1.18. Twenty-one respondents, all of whom have local connections, stated they need affordable houses within the Parish now or in the next five years (Broadway Parish Housing Needs Survey 2017; Page 7, affordable housing need). These data and that cited above show strongly that Broadway needs housing for younger people and this local priority should take precedence.

Marketing Mix

5.1.19. Broadway has an ageing population (Broadway Parish Profile 2016; Chart 1, Broadway Neighbourhood Plan Survey 2017 and Housing Needs Survey 2017).

5.1.20. Since the 2001 census, the population has grown by 5.9%. Growth has been greatest in the 65+ age group whilst the under 16 age category has reduced by 7.3%.

Age Distribution in Households

Age Range (Years)	Number of Households
0 - 10	58
11 - 18	47
19 - 24	37
25 - 44	77
45 - 59	194
60 - 74	374
75+	243

Figure 13: Broadway Neighbourhood Plan Survey 2017, (Source) Page 6, Table 1

- 5.1.21. It is the aim of this Plan to maintain the vitality and vibrancy of the village by encouraging younger families to stay in the village, whilst providing starter homes and homes suitable for downsizing e.g. bungalows.
- 5.1.22. The Broadway Parish Housing Needs Survey 2017 identified the need for open market housing and affordable housing with a strong preference for 1 and 2/3 bedroom houses. The smaller number of larger houses should reflect this priority and help reduce the potential harm of homes being bought as second homes.
- 5.1.23. Broadway Neighbourhood Plan Survey 2017 identified:
- A strong preference for low - cost starter homes (86% of respondents), small family homes (87%), bungalows (67%) and homes dedicated for local people, 87% (see Figure 12: Broadway Neighbourhood Plan Survey 2017, Page 11, Chart 7).
 - Three-quarters of respondents (76%) felt that future development in the Parish should be in clusters of 10 houses or fewer and 70% wanted mixed development with different types and sizes of houses (see Figure 7: Broadway Neighbourhood Plan Survey 2017, Page 12, Chart 8).
 - Strong resistance (93% of respondents) to single large developments of over 20 houses (see Figure 7: Broadway Neighbourhood Plan Survey 2017, Page 12, Chart 8).

Reference Documents

- National Planning Policy Framework (2019) – Chapter 5; Para 61, 62
- South Worcestershire Development Plan (2016) – Policies SWDP 13, 14, 16
- Broadway Neighbourhood Plan Survey (2017)
- Broadway Parish Housing Needs Survey (2017, Page 7), affordable housing need
- Broadway Parish Plan (2005-2006)

Policy HD.4: Pedestrian access to amenities

Development proposals, as appropriate, should be designed to ensure that residents have easy pedestrian and cycle access to the village's amenities and can connect easily to the existing pavement and cycling network within Broadway. Design should assist a shift from vehicle use to sustainable modes of transport.

Explanation

- 5.1.24. New developments need to be easily accessible to local amenities without the use of a car. Improvements to pedestrian accessibility promotes choices other than the use of private cars and encourages the shift to sustainable modes of transport. The reduction of unnecessary car journeys in turn reduces congestion and pollution, contributes to sustainability and enhances the integration with the existing character of the village.
- 5.1.25. This is supported by respondents to the Broadway Neighbourhood Plan Survey where 69% wanted development linked into the existing pavement and footpath network (see Figure 6: Broadway Neighbourhood Plan Survey 2017, Page 13, Table 8).

Reference Documents

- National Planning Policy Framework (2019) – Chapter 9; Para 108
- South Worcestershire Development Plan (2016) – Policies SWDP 5, 21

5.2. Built Environment (BE)

STRATEGIC OBJECTIVE:

To ensure that the design of all developments conserves and enhances the natural, built and historic environment of the village in accordance with the Village Design Statement.

Introduction

- 5.2.1. Broadway is a beautiful and historic village. Its attractiveness lies in its location within the Cotswolds Area of Outstanding Natural Beauty, and in its cultural capital of historic listed buildings, both within the village centre and in the outlying areas. This was recognized when a significant part of the village was reconfirmed as a Conservation Area in 2006. It is very important that awareness of this cultural capital should inform and guide future developments in Broadway's built environment.
- 5.2.2. The policies outlined in this section of the Neighbourhood Plan are intended to emphasize awareness of Broadway's local character in informing design and construction of all new developments, so that their location, scale and use of materials harmonise and do not clash with the existing village, and that they retain the relationship of the built environment with the local landscape and natural environment. The results of the 2017 Broadway Neighbourhood Plan Survey 2017 clearly showed that this ambition is shared by the majority of residents who submitted responses.
- 5.2.3. Broadway's built environment is under constant pressure from the need to allow growth and expansion to meet the requirement of local authority plans and the desire of people to come and live here (not least families of local residents). This pressure needs to be accommodated without loss of amenity or damage to Broadway's unique heritage of buildings and location. A particular requirement is to maintain the village's relationship with the local landscape and to conserve the tranquillity of the local village environment. With careful planning this can be done despite the pressures that will come from climatic and environmental changes as well as future changes to energy provision. However, building in open countryside will be exceptional, for example, where there is unmet need or inadequate allocations.

Policy BE.1: Design Principles

BE.1.1 Development proposals should be of high-quality design and have regard to the Village Design Statement, taking full account of the historic character of the Broadway Conservation Area and other heritage assets within the Neighbourhood Plan Area. Proposals should, where appropriate, demonstrate how local character has been taken into account in the development's design in accordance with the following principles:

- a. be compatible with the distinctive character of the Neighbourhood Area and the village in particular, respecting the local settlement pattern, building styles and materials as set out in the Village Design Statement; and
- b. create and continue to maintain a strong sense of place, sympathetic to that of the village's character; and
- c. be harmonious with, and appropriate to, their location in scale and design; and
- d. where appropriate, protect or enhance landscape and biodiversity by incorporating high quality native landscaping and retain open space between buildings to maintain balance and protect existing views into the countryside; and
- e. to maintain valued views as defined in Figure 17;

BE.1.2 Proposals which fail to have appropriate regard to the above design principles will not be supported unless there are exceptional reasons to justify a departure from policy.

Explanation

5.2.4. Good design is not just about the quality of individual buildings or their relationship to each other but also to the creation of places to live, work and relax that stand the test of time. Whatever the function of the buildings, consideration should be given at the outset of how design can contribute towards creating strong communities. To help ensure that this can be achieved, proposals should demonstrate that they meet the policy's requirements and that they have been reviewed by the Local Planning Authority's Urban Design Officer.

5.2.5. Broadway is a special place to live, work and visit. It is predominantly within the Cotswolds Area of Outstanding Natural Beauty and a significant proportion of the village is in a designated conservation area (see Figure 14).



Broadway: Conservation Area and Setting

5.2.6. The special architectural and historic interest of a place depends upon more than just its buildings. The layout of streets, spaces between buildings, views, ground services, boundary treatments and trees are also important.



Harmonious to Location



Provide Open Green Spaces



Protect Existing Views



Maintain Rural Character

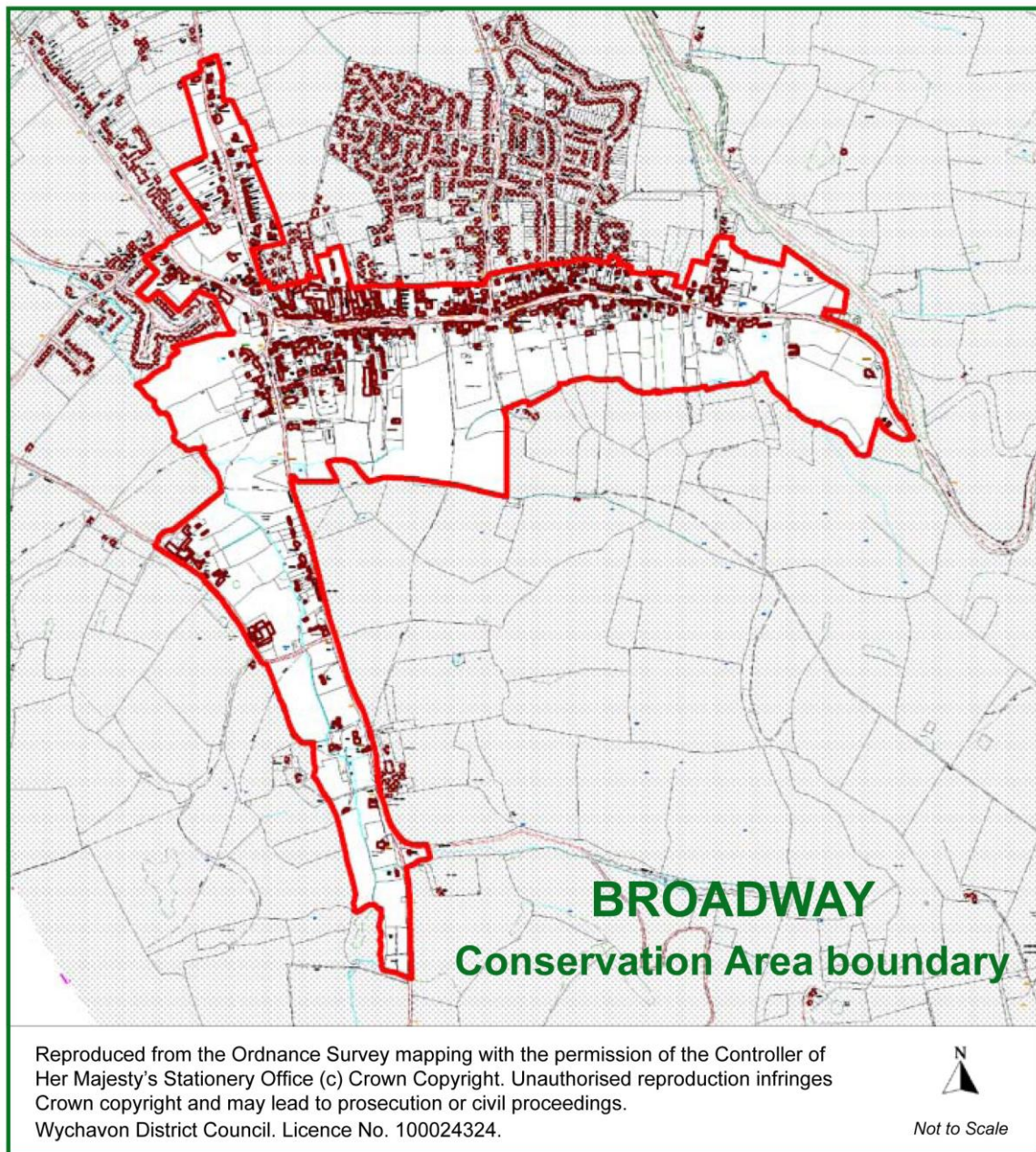


Figure 14: Broadway Village Conservation Area

5.2.7. The uses of buildings and spaces contribute to the special interest of a place, and the level of noise and activity, such as traffic, will also contribute or detract from that special interest. The special interest of Broadway includes:

- Its long history, still evident in the layout of the village, in its buildings, in visible archaeological remains and in other surviving features;
- The survival of a clear demonstration of historic social hierarchy within the village, evident in the size, design and siting of buildings;
- The survival of the historic form of buildings, plots, and village layout;
- The number and quality of historic buildings;

- The consistency and high level of period architectural detail;
- The strong relationship between the village and its surrounding rural landscape;
- The built skyline of the village set against the Cotswold escarpment;
- The prevalence of Cotswold stone as a building material for walls, roofs and boundaries of buildings of all sizes and status;
- The contribution of trees, gardens, open spaces and views

5.2.8. The Conservation Area boundary is drawn to reflect these special interests and design principles, which were highly supported by the community in the surveys carried out prior to formulation of the Plan. The detailed breakdown of responses to these surveys, which illustrate the strength of this support, are included in the Consultation Document.

Reference Documents

- National Planning Policy Framework (2019) – Chapter 12; Paras 125, 127, 129, 130, 131
- South Worcestershire Development Plan (2016) – Policies SWDP 21
- South Worcestershire Design Guide (2018)
- Broadway Neighbourhood Plan Survey (2017)
 - Environment and Green Spaces, Page 9, Chart 5
 - Built Environment and design, Page 13, table 8
 - Quality of Life – Open Green Spaces, Tranquillity, Historic and Natural Features, Rural Atmosphere, page 15, chart 11
- Broadway Village Design Statement (2017)
 - Guidelines for conservation areas
 - Guidelines for all development
 - Guidelines for new building
 - Guidelines for alterations and extensions
 - Guidelines for external walls and private open spaces
 - Guidelines for open spaces and recreational land
 - Guidelines for road and footways
- Mood Card Survey (2017)
- Broadway Conservation Appraisal (2006)

Policy BE.2: Development Briefs and Masterplans

- BE.2.1 Major developments (10 units or more) or developments of a particularly sensitive nature should prepare a master plan or development brief to ensure there is a clear understanding of constraints and opportunities for a site.
- BE.2.2 Development brief or masterplans should demonstrate how the development integrates into the existing community, both by facilitating social and design cohesion and by integration with existing patterns of buildings, landscape and infrastructure. They should demonstrate how the development will achieve high standards of design and layout, contribute to a strong sense of place that responds to local character and thus integrates with that of the Broadway Village.
- BE.2.3 If appropriate, development briefs and masterplans should take account of existing and potential plans for future development on adjacent sites, so as to provide for the appropriate development of the primary site within the contexts of design and infrastructure. This will provide the necessary cohesion and connectivity to take into account existing and potential neighbouring development opportunities, ensuring that connectivity between sites is not lost and that good built-form relationship is not compromised elsewhere.
- BE.2.4 Development briefs should demonstrate that full account has been taken of the demand that the development would place on transport, school provision and medical services as well as the local environment, landscape and open spaces. Local infrastructure such as broadband, appropriate land use, benefits to the local economy should also be considered.

Explanation

- 5.2.9. Broadway is an historic and iconic village, set in attractive rural surroundings, and attracting large numbers of visitors each year. A number of moderately large scale developments have been built, or are planned, outside of the historic centre and it is important that future developments should be of high quality and reflect the essential characteristics of the village in terms of layout, materials and design.
- 5.2.10. The exercise involved in production of a development brief benefits not only the Village but also the development itself, by considering the wider context of land-use. Joined-up thinking of this kind will ameliorate the impact of larger developments on the environment and help to ensure high quality outcomes. For this reason, on major development sites, it is encouraged that master planning is integral to the development from concept to build.
- 5.2.11. Development briefs should be supplemented by design codes and by consultation with the Local Authority Urban Design Officer.
- 5.2.12. Whilst development briefs will be required from larger developments they will also be encouraged for smaller scale projects, especially where there is particular sensitivity affecting the site.

Reference Documents

- National Planning Policy Framework (2019) – Chapter 12; Paras 125, 127, 129, 130, 131
- South Worcestershire Development Plan (2016) – Policies SWDP 21
- Living with Beauty: report of the Building Better, Building Beautiful Commission (<https://www.gov.uk/government/publications/living-with-beauty-report-of-the-building-better-building-beautiful-commission>). Creating space for Beauty: interim report of the Building better, Building Beautiful Commission (reference as above)

Policy BE.3: Designing Out Crime

BE.3.1 Where appropriate, development proposals will be expected to demonstrate how design has been influenced by the need to plan positively to reduce crime and the fear of crime through the incorporation of measures that are consistent with the Secured by Design Guides and set out evidence such as Design and Access Statements.

BE.3.2 Proposals which satisfactorily create a safe and secure environment for residents of the development and for the Neighbourhood Area environment will be supported.

BE.3.3 Where appropriate, the advice of a police architectural liaison representative should be sought.

Explanation

- 5.2.13. The Government places great importance on creating safe and accessible environments where crime, disorder and the fear of crime, do not undermine quality of life or community cohesion. How to design out crime has been addressed on many occasions and there is a substantial literature. (See Community Project 3: Crime Prevention and Protection for Broadway crime figures)
- 5.2.14. The Design Council's CABE's comprehensive "Safer Places" paper (2014) identified seven key characteristics that create a safe community. As appropriate, all development proposals will be required to demonstrate how these characteristics have been incorporated into the proposed design:
1. Access and movement – places with well-defined routes, spaces and entrances that provide for convenient movement without compromising security
 2. Structure – places that are structured so that different uses do not cause conflict
 3. Surveillance – places where all publicly accessible spaces are overlooked
 4. Ownership – places that promote a sense of ownership, respect, territorial responsibility and community
 5. Physical protection – places that include necessary, well-designed security features
 6. Activity – places where the level of human activity is appropriate to the location and creates a reduced risk of crime and a sense of safety at all times.
 7. Management and maintenance – places that are designed with management and maintenance in mind, to discourage crime in the present and the future.

Reference Documents

- National Planning Policy Framework (2019) – Chapter 12; Paras 125, 127, 129, 130, 131
- South Worcestershire Development Plan (2016) – Policies SWDP 21

Policy BE.4: Heritage Assets

BE.4.1 Proposals which affect a heritage asset will be required to include an assessment that describes the significance of the asset to the village and what mitigating actions have been considered. This should be undertaken with regard to the impact of the proposal on the character, context and setting of the asset, on the views both to and from the asset and on its physical surroundings.

BE.4.2 Proposals which lead to substantial harm to or total loss of the significance of a designated heritage asset will not be supported unless it can be demonstrated that the substantial harm or loss is outweighed by significant public benefits. Proposals, including change of use, which enable the appropriate and sensitive restoration of listed buildings where it conserves and enhances the listed building will be supported. Development proposals are encouraged to consider Historic England's advice contained in Historic Environment Good Practice Advice in Planning Note 3, or as amended.

Explanation

5.2.15. A conservation area is 'an area of special architectural or historic interest, the character and appearance of which it is desirable to preserve or enhance' and are regulated by the Civic Amenities Act 1967 (rev. 1990). 100% of respondents to the Broadway Neighbourhood Plan Survey 2017 rated historical/natural features very important. 65% of respondents wanted enhanced protection of historic and natural features. (see Figure 10: Broadway Neighbourhood Plan Survey 2017, Page 15, Chart 11)

Historic Environment Record

5.2.16. 218 historic buildings were identified within the Neighbourhood Area. Of these, 153 have been designated by Historic England (formerly English Heritage) as listed buildings. These include 144 Grade 2 listed buildings, 8 Grade 2* listed buildings and one Grade 1 listed building. Whilst the earliest recorded building is the 12th Century structure within St. Eadburgha's Church, listing is dominated by a collection of 14th Century cruck houses which include the Broadway Hotel, Abbots Grange and Forge House among others. The remainder of Listed Buildings are for the most part 17th or 19th Century including a number of 17th Century shops and a group of 17th Century headstones in the graveyard of St. Eadburgha's Church. Whilst the majority of listed buildings are located within the village of Broadway, a number can be found running south along Snowhill Road and a small collection of listed farmstead buildings are scattered across the Neighbourhood Area. The 18th Century Broadway Tower on Broadway Hill is also listed.

5.2.17. The sixty-six unlisted building records within the Neighbourhood Area are typically of similar date. These include a number of 17th Century farmsteads spread across the Neighbourhood Area and a number of 19th Century dwellings. 18th Century dwellings like Farncombe House and several houses on Church Street are also present. The 20th Century is represented by a group of buildings which have recorded uses associated with the defence of Worcestershire during the Second World War. Furthermore; two chapels, a monastery, a former Silk Mill and Broadway Station (now rebuilt) are also noteworthy unlisted features of Broadway's built heritage.



St Eadburgha's Church



The Court



Ashmolean Museum



Lygon Arms

Reference Documents

- National Planning Policy Framework (2019) – Chapter 16; Paras 184-202
- South Worcestershire Development Plan (2016) – Policies SWDP 23, 24
- Broadway Neighbourhood Plan Survey, 2017; Page 15, Chart 11
- Historic England, Historic Environment Record: Parish Search for Broadway

Policy BE.5: Replacement Dwellings

- BE.5.1 Proposals for replacement dwellings should respect the character and appearance of the surrounding area having particular regard to the Conservation Area or the setting of listed buildings.
- BE.5.2 Proposals for replacement dwellings should not have a harmful impact upon the amenities of neighbouring occupiers.
- BE.5.3 Replacement dwellings should, wherever possible, comply with the Village Design Statement (Appendix 1) and avoid harm to the natural environment. This policy will only apply to lawful permanent dwellings and does not apply to caravans or mobile homes.

Explanation

5.2.18. This policy is designed to facilitate the renewal of the existing housing stock with appropriate replacements. All proposals for replacement dwellings will be expected to have regard to the Village Design Statement (Appendix 1) and Policy BE.1 Design Principles and, where possible, demonstrate how the design of the replacement dwelling contributes to environmental sustainability.

Reference Documents

- National Planning Policy Framework (2019) – Chapters 11, 12
- South Worcestershire Development Plan (2016) – Policies SWDP 18

Policy BE.6: Extensions and Conversions

BE.6.1 Where planning permission is required for the extension or conversion of an existing building, these should comply with the following criteria to be compatible with the South Worcestershire Design Guide 2018:

- a. Conserve and enhance the character of the conservation area;
- b. Use materials and techniques appropriate to the age of the building;
- c. For proposal on frontages, including front gardens, have a positive impact upon the street scene;
- d. Complement the building and its surroundings, respecting form, style, materials and details;
- e. Not detract from the scale and proportion of the original building; over-large extensions should be avoided; and
- f. Ensure that important and characteristic features (e.g. window detail, swept valleys, stone ridges, cover mouldings) are not lost.

BE.6.2 Alterations to the façade of a building should be limited to small extensions that are in keeping with the character of the existing building.

Explanation

5.2.19. The quality of the built environment design is important to the conservation and enhancement of the character of the village.

Reference Documents

- National Planning Policy Framework (2019) – Chapter 12
- South Worcestershire Development Plan (2016) – Policies SWDP 21
- National Planning Policy Framework (2019) – Chapter 12
- South Worcestershire Development Plan (2016) – Policies SWDP 21
- South Worcestershire Design Guide (2018)
- Broadway Village Design Statement (2017)
 - Guidelines for Alterations and Extensions
- Broadway Conservation Appraisal (2006)

Policy BE.7: Energy Efficiency and Renewable Energy

- BE.7.1 All new housing developments will be encouraged to comply with Home Quality Mark principles⁷. Development will be encouraged to achieve a defined star rating other than where it can be demonstrated in a full financial appraisal that such initiatives would make the development unviable. Development proposals are encouraged to achieve this level during any proposals for conversions or extensions.
- BE.7.2 Development should, where possible and appropriate, incorporate the recycling of grey water and captured rainwater, and integration with SuDS systems. New homes will be expected to show strengthened improvements to water efficiency.
- BE.7.3 Renewable energy development requiring planning permission will be supported, subject to it conserving heritage assets in a manner appropriate to their significance; and to it conserving and enhancing the AONB.
- BE.7.4 Resource efficient design, including the use of local materials, energy efficient technologies and sustainable construction techniques, will be supported.
- BE.7.5 Development and design are encouraged to contribute towards the Government target of zero carbon emissions by 2050.

Explanation

- 5.2.20. The Climate Change Act (2008) establishes a requirement for the UK to achieve an 80% reduction in carbon dioxide emissions by 2050 with a 34% reduction by 2020. Sustainability is an integral part of the National Planning Policy Framework to support the move to a low carbon economy.
- 5.2.21. Development proposals should demonstrate compliance with Policy SWDP 27: Renewable and Low Carbon Energy.

Reference Documents

- National Planning Policy Framework (2019) – Chapters 14, 15; Paras 151, 152, 153, 154
- South Worcestershire Development Plan (2016) – Policies SWDP 27
- Broadway Village Design Statement (2017)
- Broadway Parish Plan (2005-2006)
- Mood Card Survey (2017)

⁷ These are part of an independently assessed certification scheme for new homes, awarding certificates for high standards of home design, construction and sustainability, including energy efficiency. (<https://www.homequalitymark.com/professionals/standard/>).

Policy BE.8: Creating a Strong Sense of Place

BE.8.1 All developments should demonstrate a high standard of design and layout. Major developments⁸ will be encouraged to achieve this through the following ways:

- a) Accessibility and Connection - the ability to move freely and effectively through a development to reach destinations by a choice of access routes, clear definition of public and private spaces and the integration and connection of the development into the surrounding area and adjoining developments;
- b) Variety and Interactions - the experience of a choice of varied uses and activities, building types and forms, and the interaction of buildings, uses and people within a development and quality of the public realm; and
- c) Definition and Identity - the quality and function of a place defined by nodes, landmarks, strong building blocks and lines, linkages and community cohesion.

Explanation

- 5.2.22. A sense of place comes from a feeling of connectedness to a specific geographic area or location. The individual characteristics of that area are an important factor in determining quality of life. Broadway as a historic village, with distinctive buildings set in a rural landscape, creates a well-defined sense of place, one that is appreciated by all who live here as well as those who visit and which is an important factor in the well-being of residents. It is important that developments in the village recognize and respond to this aspect of life.
- 5.2.23. Accessibility and connection, variety and interactions, and definition and identity are important principles when creating a high quality design and layout. Whilst individual design is often a subjective matter, how a development functions, the creation of an interesting and diverse development and making sure it is clear and logical provides a solid foundation for creating a strong sense of place. The use of other transport modes, especially cycling and pedestrian activity, will also assist in helping to create a strong sense of place.

Reference Documents

- National Planning Policy Framework (2019) – Chapter 12; Para 127
- South Worcestershire Development Plan (2016) – Policies SWDP 21
- Broadway Parish Plan (2005-2006)
- Village Design Statement (2017)
- Mood Card Survey (2017)
- Living with Beauty: report of the Building Better, Building Beautiful Commission (<https://www.gov.uk/government/publications/living-with-beauty-report-of-the-building-better-building-beautiful-commission>). Creating space for Beauty: interim report of the Building better, Building Beautiful Commission (reference as above)

⁸ “Large-scale development” shall have the same meaning as ‘major development’ as defined in Part 1, Paragraph 2 (interpretation) of the Town and Country Planning (General Development Management Procedure) (England) Order 2015 (as amended).

Community Project 1: Design Review Panels

The Parish Council to establish a forum of community facilitators to provide mutual support and greater communication and engagement within the village between facilitators, the Parish Council and the Planning Authority's Urban Designer.

This Neighbourhood Development Plan supports the formation of a local Design Review Panel made up of members with experience in architecture, conservation, landscape and planning disciplines, amongst others. The formation, monitoring and membership of the Design Review Panel will be under the stewardship of the Parish Council in consultation with the District Council.

The overall function of the Design Review Panel will be to make recommendations for enhancing the quality of proposed development in the Neighbourhood Area to reflect the overall scale and grain of the village and its surrounding environs and to ensure that new design is sympathetic.

Large scale developments should go through a local design review process at the pre-application stage once a Design Review Panel has been established. The comments of the Design Review Panel or similar panel of experts will be a material consideration in the determination of all applications.

The use of a Design Review Panel may be necessary for smaller scale developments where there is a particular sensitivity affecting the site.

Explanation

- 5.2.24. Although this project is not binding in the same way as the policies contained within this Plan, it relates to a matter which has been highlighted during public consultation as being important to residents.
- 5.2.25. In accordance with paragraph 129 of the National Planning Policy Framework 2018, applicants are encouraged to use local Design Review Panels. This is particularly important for large-scale developments or development where there is a particular sensitivity such as conservation area, listed building or a site which is visually prominent from the public realm or locally important.
- 5.2.26. The threshold for large-scale development is 10 or more dwellings or 1,000m² or more of non-residential floor space. Sensitivities affecting a site will include conservation areas, listed buildings and their settings, sensitive landscapes or exposed edge of settlement locations, prominent locations within public views/vistas and sites sensitive to wildlife.

5.3 Natural Environment (NE)

STRATEGIC OBJECTIVE:

To protect and enhance Broadway's green infrastructure assets, its valued landscapes, countryside and abundant wildlife, all of which contribute to and define the village's unique character, and enhance the residents' health and well-being.

Introduction

5.3.1. The Plan provides policies that:

- Have a positive effect on the natural environment of the village and Neighbourhood Area, and thereby contribute to the physical and mental health and wellbeing of the residents.
- Conserve and enhance a natural environment that maintains and enhances local wildlife and diversity.

5.3.2. The policies are designed to protect, improve and/or manage:

- Habitats, e.g. trees, woodlands and hedgerows
- Valued landscapes which help to define Broadway's unique charm
- Green spaces and footpaths, to provide a better local environment and enhanced visual and physical connections with the landscape
- The local green infrastructure, including wildlife corridors
- Local nature conservation assets to enhance biodiversity
- Flood protection
- Polytunnels

5.3.3. The 2017 Broadway Neighbourhood Plan Survey and the recent exhibition/consultation recorded strong support for protection, conservation and improvement of the surrounding countryside and the green spaces within Broadway itself.

- Environmental policies should include conservation of the pattern and layout of buildings, footpaths and open spaces: 82% strong agreement (Chart 5, p.9)
- Full Green Spaces Plan to manage existing spaces and promote more: 76% support (Table 6, p.10)
- Protection of trees, hedgerows, woodlands: 70% support (Table 7, p. 13)
- Preservation and restoration of key local habitats and biodiversity: 50% support (Table 7, p.13)
- Protection of wildlife habitats: 49% support (Table 7, p.13)
- More protection of wildlife habitats: 47% support (Table 6, p.10)
- More green open spaces linked to green corridors: 45% support (Table 6, p.10)

5.3.4. The Neighbourhood Plan has taken these views into consideration when formulating its proposals.

Policy NE.1: Trees, Woodlands and Hedgerows

- NE.1.1 Development proposals will be supported that protect and enhance rich natural features, trees, woodlands, and hedgerows that characterise Broadway and its environs. Development proposals which would result in the loss or partial loss of trees, woodlands or significant stretches of hedgerows, which are considered to be important natural features will not be supported unless it can be demonstrated that any loss would be replaced by the implementation of an approved compensatory scheme.
- NE.1.2 Development that would result in the loss or partial loss of irreplaceable habitats such as ancient woodlands, ancient or veteran trees or traditional orchards will not be supported.
- NE.1.3 Development proposals will be encouraged to protect existing trees and hedges where possible, having regard to BS 5837:2012 (Trees in Relation to Design, Demolition and Construction) or as subsequently revised or replaced. Where it is not possible to protect existing trees and hedges, replacement trees and hedges should be planted ideally within the site or in an agreed alternative location.
- NE.1.4 Landscaping schemes should benefit wildlife and biodiversity by incorporating new native tree and hedge planting of a suitable size and species.
- NE.1.5 New hedge or shrub planting schemes are encouraged to have regard to BS 4428:1989 (Code of Practice for General Landscape Operations) and any new tree planting schemes are encouraged to be carried out in accordance with BS 8545:2014 (Trees from Nursery to Independence in the Landscape) or as subsequently revised.

Explanation

- 5.3.5. Trees, woodlands and hedges are components of Broadway's valued natural and built environment. They are important in determining the character of both village and landscape. They deliver significant benefits in terms of green infrastructure and biodiversity as well as community wellbeing. Their protection, retention and, if necessary replacement, are therefore a high priority for the village community (Broadway Tree Strategy 2002). The 2017 Broadway Neighbourhood Plan Survey showed 70% support for the protection of trees, woodlands and hedgerows, linked to the need to protect and increase wildlife habitats (49% and 47% respectively).
- 5.3.6. Broadway has a significant number of trees under tree protection orders (Wychavon District Council Tree Preservation Order dataset⁹) and the character of the historic High Street is enhanced by much appreciated ornamental trees. The village is surrounded by extensive woodlands, some of which are Local Wildlife sites (e.g. Broadway Wood, Broadway Coppice, Knap Bank), and by fields bordered by established and species-rich

⁹ <https://data.gov.uk/dataset/fde7edbb-34e4-466c-8ec3-bdab871f19d9/wychavon-district-council-tree-preservation-orders>

hedgerows (see Figure 15). There are a significant number of ancient trees within the village boundary.

- 5.3.7. These policies take note of national and local guidance and the non-native Species Secretariat on invasive species, pests and diseases. Where appropriate, development proposals should have regard to these.
- 5.3.8. Woodlands and hedgerows provide important wildlife habitats and provide corridors allowing wildlife to move through the wider village area (SWDP 22). Within the village boundary are a number of old orchards, the trees of which provide important habitats for a number of insect species some of very restricted distribution, (such as the endangered noble chafer), as well as habitats for birds, small mammals, plants and lichens (see Figure 16).



Horse Chestnut Trees, High Street

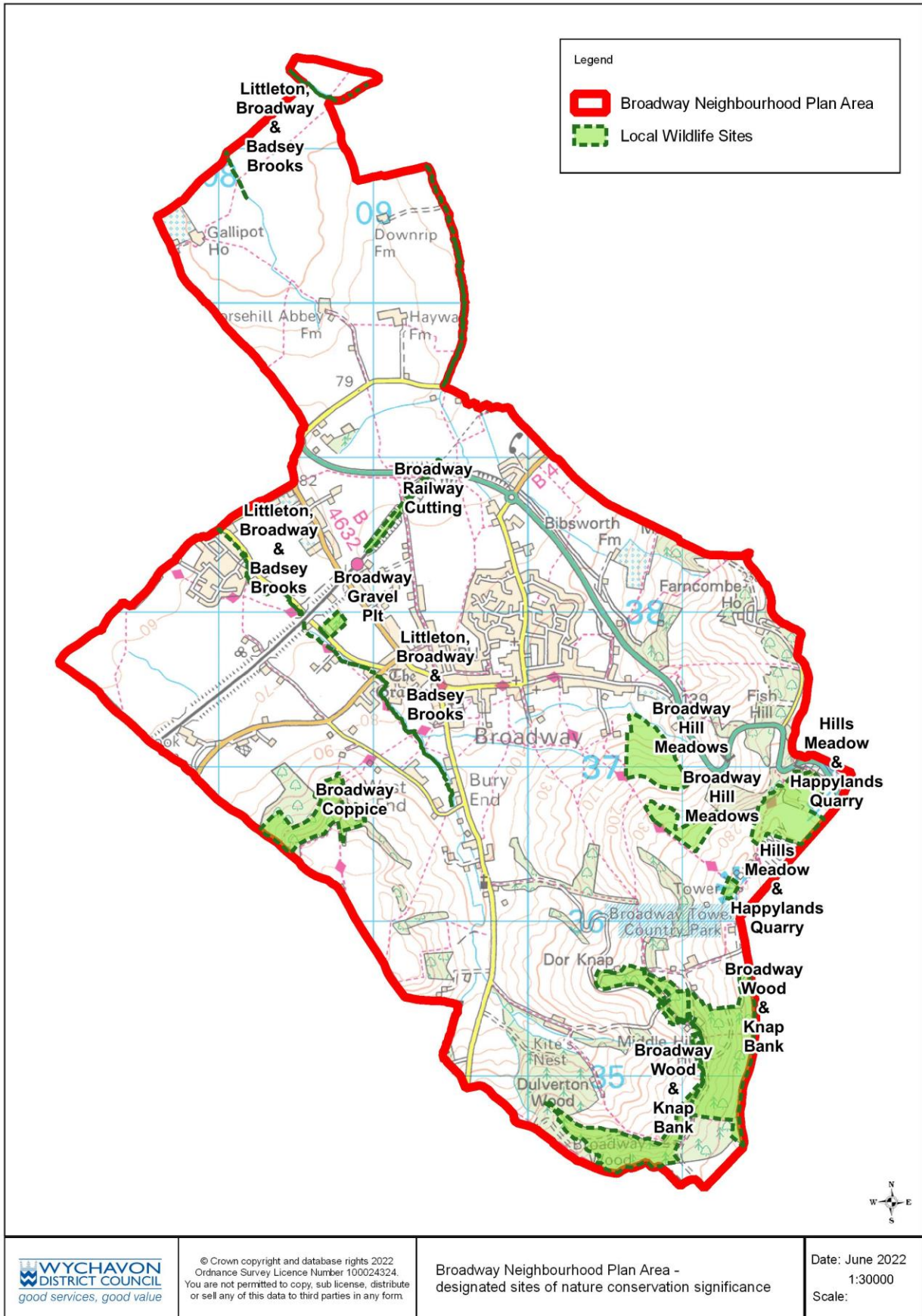


Figure 15: Map Local Wildlife Sites

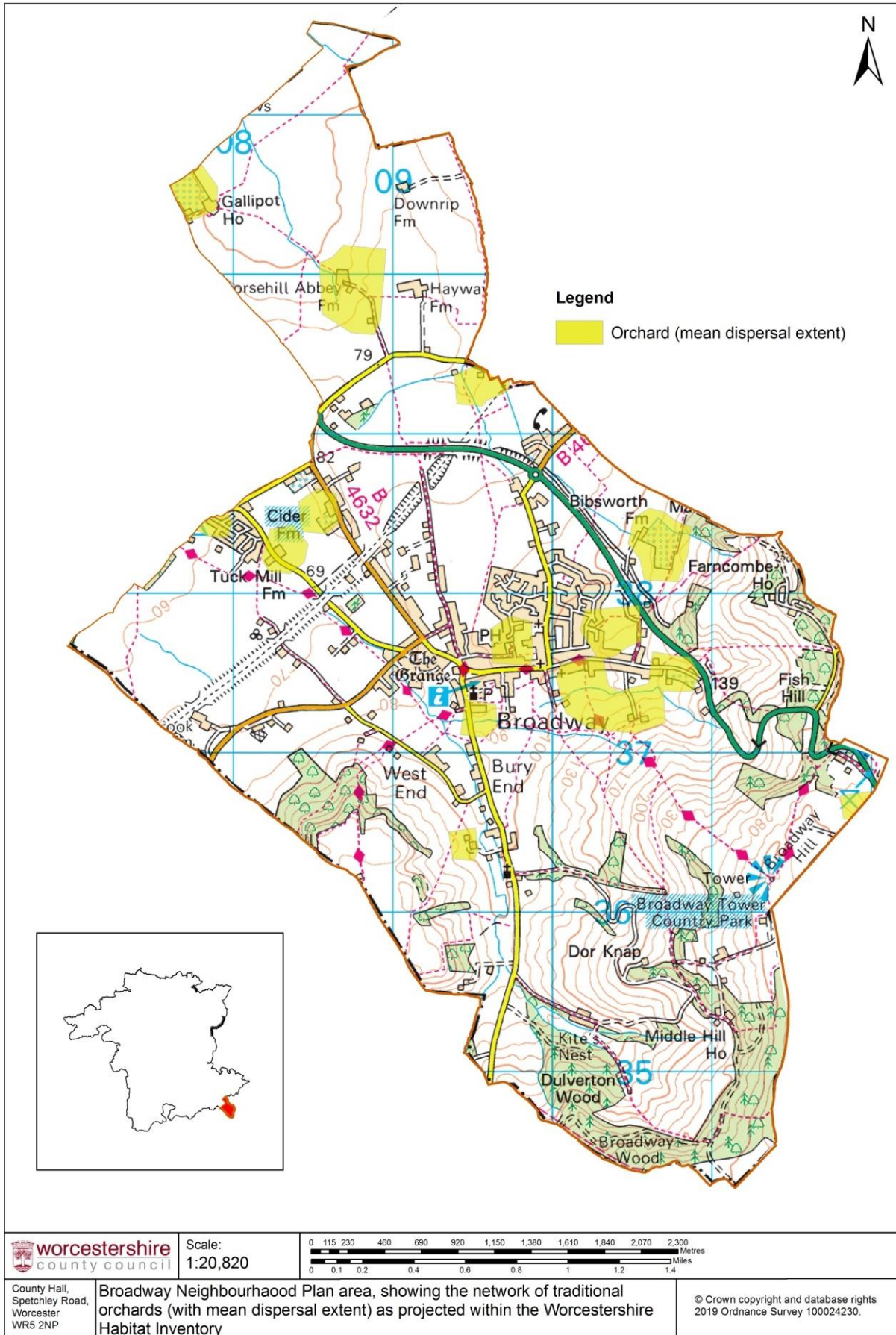


Figure 16: Map Ancient Orchards

Reference Documents

- National Planning Policy Framework (2019) – Chapters 14, 15; Paras 170, 174, 175
- South Worcestershire Development Plan (2016) – Policies SWDP 22, 25
- Broadway Parish Plan (2005-2006)
- Village Design Statement (2017)
- Mood Card Survey (2017)

Policy NE.2: Valued Landscapes, Vistas and Skylines

Development proposals should, where appropriate, demonstrate how they are appropriate to, and integrate with, the character of the landscape setting, where necessary conserve and enhance the character of the landscape, including important local features. Development proposals should ensure that prominent views identified in Figure 17) are maintained and are not adversely affected, particularly where they relate to heritage assets and village approaches.

Explanation

- 5.3.9. The National Planning Policy Framework (2019), paragraph 174a states that “Planning policies and decisions should contribute to and enhance the natural and local environment by protecting and enhancing valued landscapes...”
- 5.3.10. A Valued Landscape has characteristics other than simply being a popular location or view recognised by both the community and by visitors. It should be considered as ‘out of the ordinary’, one that makes a particular visual impact, captures a significant feature or walking route. It should also have some landscape features, characteristics or elements that take the landscape beyond simply representing attractive countryside. It should be a landscape whose character is the result of the interaction of natural with human factors – a landscape relation – and one that should be protected.
- 5.3.11. Valued Landscapes enhance the quality of life and are an important feature of Broadway’s rural environment. Valued views to these landscapes out of the village towards open countryside give great pleasure, and travelling in and around the village allows residents to enjoy vistas from, towards and outwards beyond the Village. Figure 17 shows the indicative positions of the valued views in relation to the Valued Landscapes.

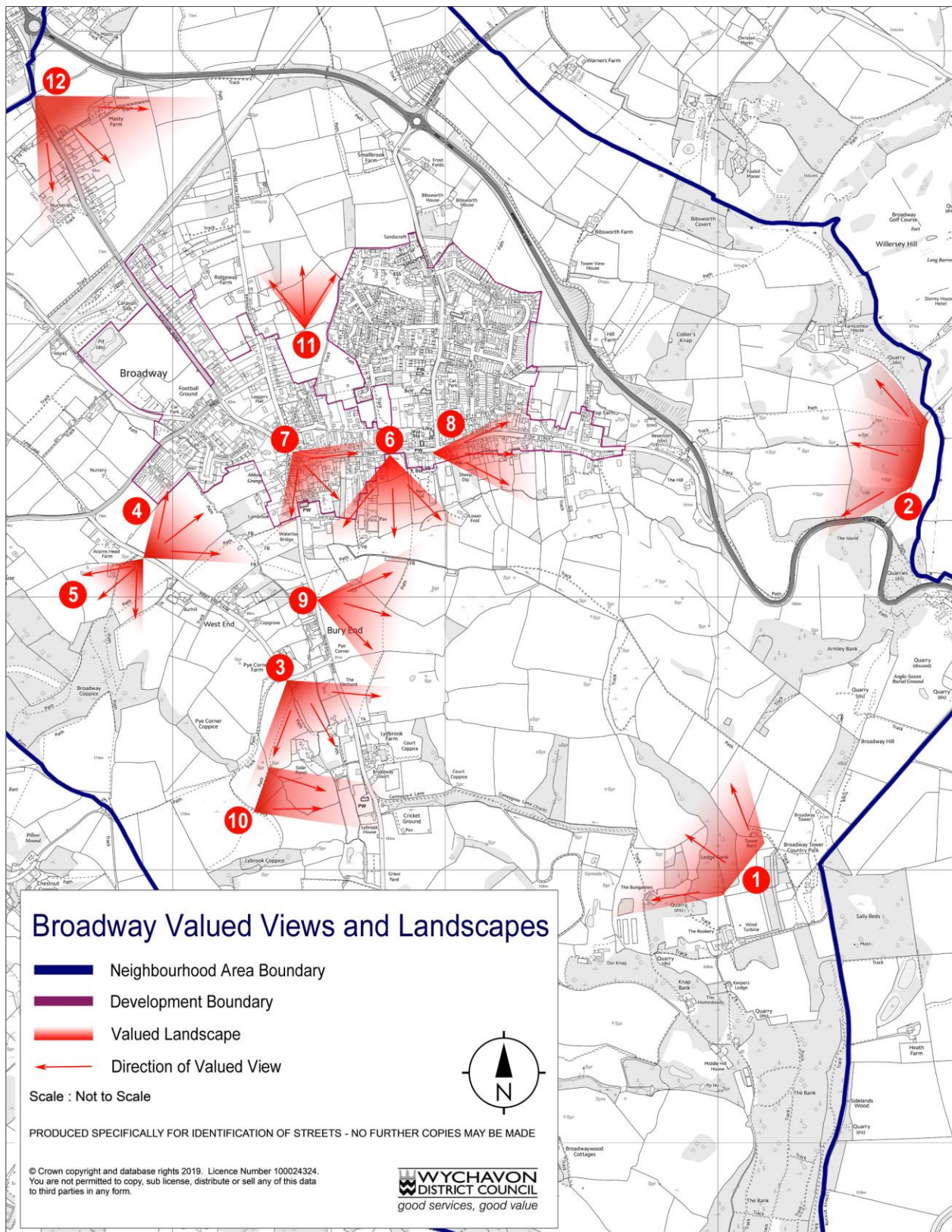


Figure 17: Broadway's Valued Views and Landscapes

5.3.12. Broadway's landscape is dominated to the east and northeast by the Cotswold escarpment, which rises to some 300m. To the west the land slopes away to the Severn

Plain. Views out of the village towards the escarpment or to open countryside give great pleasure to residents and visitors alike. All the valued views shown in Figure 17 are visible from viewpoints of public access, most from long established footpaths, which are very well used. The most important of these paths is the Cotswold Way, a national trail from Chipping Campden to Bath, which passes through the heart of Broadway. Public consultation on the topic of valued views into, or from, Broadway showed overwhelmingly the extent to which Broadway residents value their visual environment. The selection of the landscapes included here was approved by more than 90% of respondents.

Landscape Value

5.3.13. Many of the landscapes selected (e.g. 1 to 8) focus on views to and from the Cotswold escarpment (the Cotswold Edge), a geologically important feature. The escarpment is therefore the significant element in the relationship between place and people (landscape relation) The Oolitic limestone rock which forms the escarpment was laid down about 200 million years ago in the Jurassic period. Its use as a building material was first discovered by the Romans. The most notable builders after the Romans were the rich sheep merchants, whose buildings created the quintessential Cotswold character. This stone covers the Cotswolds but not the Vale of Evesham. The two areas were once covered by hard, Birdlip Limestone and softer, underlying layers of the Lias Group. These layers have been stripped from the Vale in the last half million years. As the weight of rock was removed by erosion, the earth rebounded, and the limestone edges were tilted upwards. Erosion of the underlying Lias continues, undermining the rigid limestone, which eventually cracks, breaks away and slides down the steep scarp slope, creating interesting geological features. Thus, Oolitic limestone adorns the edge, whilst the Vale exposes older rocks of the Lias Group and red Mercia Mudstone.

Views Down from Escarpment

Valued Views 1 and 2

5.3.14. The highest point at Broadway Tower is some 300m above sea level and dominates the escarpment overlooking the village. To the west there are spectacular views of the Evesham Vale, Bredon Hill, the Malvern Hills and beyond to the Severn Estuary. There is a strong sense of elevation which dramatizes the panoramic effect and the vistas provide a visual impression of the geological history of the region.

5.3.15. The escarpment rises at the western end (the Dovers Hill end) of the Cotswold Edge. It runs above Chipping Camden, overlooks Broadway, traverses Cleeve Hill (and the Belas Knap Neolithic long barrow chamber), skirts through the hills beyond Haresfield Beacon, then passes nearby Cheltenham and onwards to Somerset and Bath.

5.3.16. The views up to the Cotswold Edge Escarpment are treasured by both Broadway residents and visitors. Many climb the escarpment by foot or by bicycle. The village is thronged by groups of walkers on a daily basis with a busy shop catering for an increased demand in walking and camping requirements in recent years.

5.3.17. The footpaths around the village, some of great antiquity connecting Romano-British and Saxon sites, offer idyllic rural views over open countryside. More recently, localised paths connecting Broadway to Stanton and Buckland provided access for tradesmen, provisions, churchgoing and burials. It is important to maintain the views along all of these old tracks for future generations to understand the social history of which these routes are part in forming, developing and connecting communities.

5.3.18. Valued View 1 captures the landscape chosen by the Earl of Coventry in building the Broadway Tower. It provides a clear view to his home at Croome Park beyond Pershore. There is an uninterrupted view towards Bredon Hill, the Vale of Evesham and the distant Black Mountains. The view from the top of the tower is said to take in 13 counties.



Valued View 1

5.3.19. Valued View 2 to the east of the Tower looks over the Farncombe Estate towards Dovers Hill in the distance. Chipping Campden and Stratford on Avon lie beyond, emphasizing the central landscape significance of the Cotswold Edge. Dovers Hill, with its Cotswold Olympick Games connection, and its surrounding fields are owned by The National Trust.



Valued View 2

5.3.20. The ease of access to the countryside afforded by the track and walking routes linked with these landscapes, emphasizes the need for their preservation and enhancement. Development should not be allowed to interfere with the perspective provided by such special vantage points. It is the vista viewpoint base for these landscapes that requires protection.

Views Upwards Escarpment:

Valued Views 3 to 8

5.3.21. In the land below the escarpment line there are rock outcrops that mark the sites of former quarries. The continuity of the escarpment face is interrupted by a series of valleys and embayments which create dramatic relief features. The gentler landform on the lower slopes below the base is dissected by numerous streams and characterised by hummocky areas of former landslip. The views of ancient ridge and furrow and areas of arable farming are the link with human endeavour that provides the landscape relation.

Valued View 3

5.3.22. This view is taken from the West End road just above Pye Corner and follows the line of one of several salt and drovers' routes towards the escarpment. The salt roads are ancient, predating Roman roads and later drovers' trails, radiating from Droitwich, which is situated above large deposits of rock salt. This important Cotswold route ran from Worcester, skirting Bredon Hill, through Broadway and continuing beyond Stow ultimately to the coast in Hampshire. The escarpment would have been a focal point for track followers with its continuous unbroken line dominating the landscape, a powerful symbol of the connection between landscape and human activity, the landscape relation.



Valued View 3

Valued View 4

5.3.23. This landscape across grazing land leads the eye to St. Michael's Church. The Cotswold Way crosses the grazing land in the foreground. It is an excellent example of a single building contributing to a landscape by providing a focus on a structure of central significance to the community, emphasizing the landscape relation.



Valued View 4

Valued View 5

5.3.24. This view is taken in the opposite direction from landscape 4 and shows the established footpath towards Broadway Wood and the important site of a Neolithic settlement. From there the path leads to Buckland, where it rejoins the Cotswold Way. It is a very popular walk for visitors for its landscape views and historic interest.



Valued View 5

Valued View 6

5.3.25. The view to this Valued Landscape from the mid-point of the High Street is part of a green lung breaking the building line to the south, extending behind the building line on the north side into unspoilt fields. This provides a clear interaction between the built environment and the natural environment, and gives a clear vista to the escarpment beyond.

5.3.26. Broadway benefits from a central green lung that brings a sense of rural connectivity into the heart of the village. The green lung encompasses the Hunt Field, crosses the High Street and passes through several fields to the east of Springfield Lane, Russell Close and Back Lane. The wedge formed by these fields imports a rural environment, with footpaths for residents providing a village lifestyle, by contrast with a busy townscape. The views from Back Lane over the



Valued View 6

broadly wedge-shaped area is intrinsic to the setting of Broadway Village, offering important parish landscapes for all those who currently use the pathways, both residents and the walkers, cyclists and other visitors who pass through the village. The area is partly covered by semi-natural broadleaved woodland collectively forming important habitats.

Valued View 7

5.3.27. This is the iconic view from the Upper High Street to the escarpment with the Broadway Tower visible on the skyline, and is one that is cherished by Broadway residents. It appears in many photographs taken by visitors and is a popular item in postcard selections. The view of the escarpment brings the natural landscape into the village and demonstrates the landscape relation between human activity (the built environment) and the natural environment (the escarpment).



Valued View 7

Valued View 8



Valued View 8

5.3.28. This view, up to the escarpment, is valued by residents and visitors alike, a view featuring perhaps on more postcards of Broadway than any other. The view shows mediaeval cottages and stone built houses and illustrates clearly how the village nestles in, and is framed by, the surrounding landscape. The view draws the eye up to the Broadway Tower, much visited because of its historic links with William Morris. Both this and the previous landscape illustrate that unique quality of a setting whose character is the product of action and interaction between natural and human factors.

Valued View 9

5.3.29. From this view, along the Snowhill Road beyond Waterloo Bridge, the escarpment is visible in the far distance. Together with the unspoilt surrounding fields this creates a broad vista, giving a sense of spaciousness and freedom from manmade structures.



Valued View 9

Valued View 10

5.3.30. This view of St Eadburgha's Church from the escarpment shows the area which, together with a manor house and a key route over the escarpment, was the original focus of the village of Broadway. St Eadburgha's, which dates from Saxon times, is a Grade 1 listed building. It is much visited by tourists from all over the world and remains an important and active church community serving the village.



St Eadburgha's Church



Valued View 10

Valued View 11

5.3.31. This landscape shows a broad view over the fields bordering Springfield Lane and Averill Close, looking northwest across the footpaths that lead into Broadway Village. These fields form part of the wedge of open farmland that contributes to the rural feel of Broadway and provides open vistas for visitors walking around the margins of the built up area of the village. The quality of immediate access to the countryside which this landscape illustrates, is afforded by the many track and walking routes which integrate the built environment with open fields, and which should be preserved and enhanced. The field shown is much used and very popular with local dog walkers.



Valued View 11

Valued View 12

5.3.32. A broad vista looking northeast over the Vale of Evesham with the focus on the openness of the village setting. As with other Valued Views (e.g. 1, 2, 9) that also have a panoramic vista, rather than a specific focus, the absence of man-made structures means the landscape relation with people is more generalised. Again the perspective offered from this view point is one that requires protection.



Valued View 12

Reference Documents

- National Planning Policy Framework (2019) – Chapter 15; Para 170, 174, 175
- South Worcestershire Development Plan (2016) – Policies SWDP 25

Policy NE.3: Local Green Spaces

NE.3.1 Development on any Local Green Space (LGS) will not be supported unless there are very special circumstances which outweigh the harm to the Local Green Space.

NE.3.2 Development in the immediate vicinity of any designated Local Green Space should demonstrate how it respects, and where possible, enhances the character or setting of that Local Green Space.

NE.3.3 The Plan designates the following areas of Local Green Space as defined on Figures 18 and 18a-18c at the following location in the Broadway Neighbourhood Area:

- LGS 1: Hunt Field
- LGS 2: Burgage Plot (Land south of Meadow Orchard)
- LGS 3: Burgage Plot (Orchard south of Meadow Orchard)
- LGS 4: Highworth Orchard
- LGS 5: Green, west of High Street
- LGS 6: War Memorial Village Green
- LGS 7: Green, east of Church Street
- LGS 8: Bowling Green
- LGS 9: Activity Park
- LGS 10: Recreation Ground, St. Mary's Catholic Primary School
- LGS 11: Mills Close Reserve
- LGS 12: Bloxham Road Green
- LGS 13: Playing Field, Broadway First School
- LGS 14: Sandcroft Avenue Green
- LGS 15: The Broadway Gravel Pit Nature Reserve

Explanation

5.3.33. The designation of land as Local Green Space through local and neighbourhood plans allows communities to identify and protect green areas of particular importance to them. The Neighbourhood Development Plan identifies and seeks to protect those local green spaces that are in reasonably close proximity to the community it serves; demonstrably special to a local community and holds a particular local significance, for example because of its beauty, historic significance, recreational value (including as a playing field), tranquillity or richness of its wildlife; and local in character and is not an extensive tract of land. In doing so, the Neighbourhood Plan seeks additionally to protect those local green spaces which contribute to the rural character of the village and Neighbourhood Area, respect its historical pattern of development, link with the surrounding countryside and provide a local environment that contributes to the health, welfare and wellbeing of

the village population, as well as attracting the many visitors to Broadway. Designation of local green spaces will, under the terms of the NPPF (paragraphs 99 – 101) provide that the management of development within areas of Local Green Space will be consistent with that for development within Green Belts. A report entitled 'Local Green Space Assessment' for each of the Local Green Spaces assesses each of the sites against the NPPF criteria and is available at www.broadwayparishcouncil.org/survey-and-assessments.

- 5.3.34. Broadway's historical pattern of development has produced a village with a rural character in a dramatic natural landscape. This character derives from the many green spaces within the built environment, from the large number of surrounding green areas, many giving rise to valued landscapes, and from the green verges to the High Street and main entry routes.
- 5.3.35. These green spaces are highly appreciated by residents. In the 2017 village questionnaire 87% of respondents thought green spaces were very important to the quality of life in Broadway and 76% wanted a full Green Spaces Plan, both to manage existing spaces and promote the designation of more. Their value in relation to wildlife habitats was stressed by 47% (see Figure 10: Broadway Neighbourhood Plan Survey 2017; Page 15, Chart 11).
- 5.3.36. These views were reinforced by the 2019 Exhibition/Consultation, where the then proposed Local Green Spaces were supported by 95% of respondents. The importance of Local Green Spaces is enhanced by Broadway's position in relation to the Broadway and Cotswold Corridor (Landscape Character Area 17, Worcs. CC); they contribute to an important green infrastructure with significant value to local wildlife both as habitats and as links to wildlife corridors (see Figure 10: Broadway Neighbourhood Plan Survey 2017; Page 15, Chart 11).
- 5.3.37. The areas identified in Figure 18 (and close-up maps Figures 18a-c) and their subsequent descriptions have been recognised as significant and valued open spaces within the Neighbourhood Area that fulfil the criteria of Local Green Space designation. All lie within the Area of Outstanding Natural Beauty and many within the conservation area. All have been supported by attendees at the 2019 Exhibition/Consultation. The percentage (%) values shown are the number giving an unequivocal "Yes".

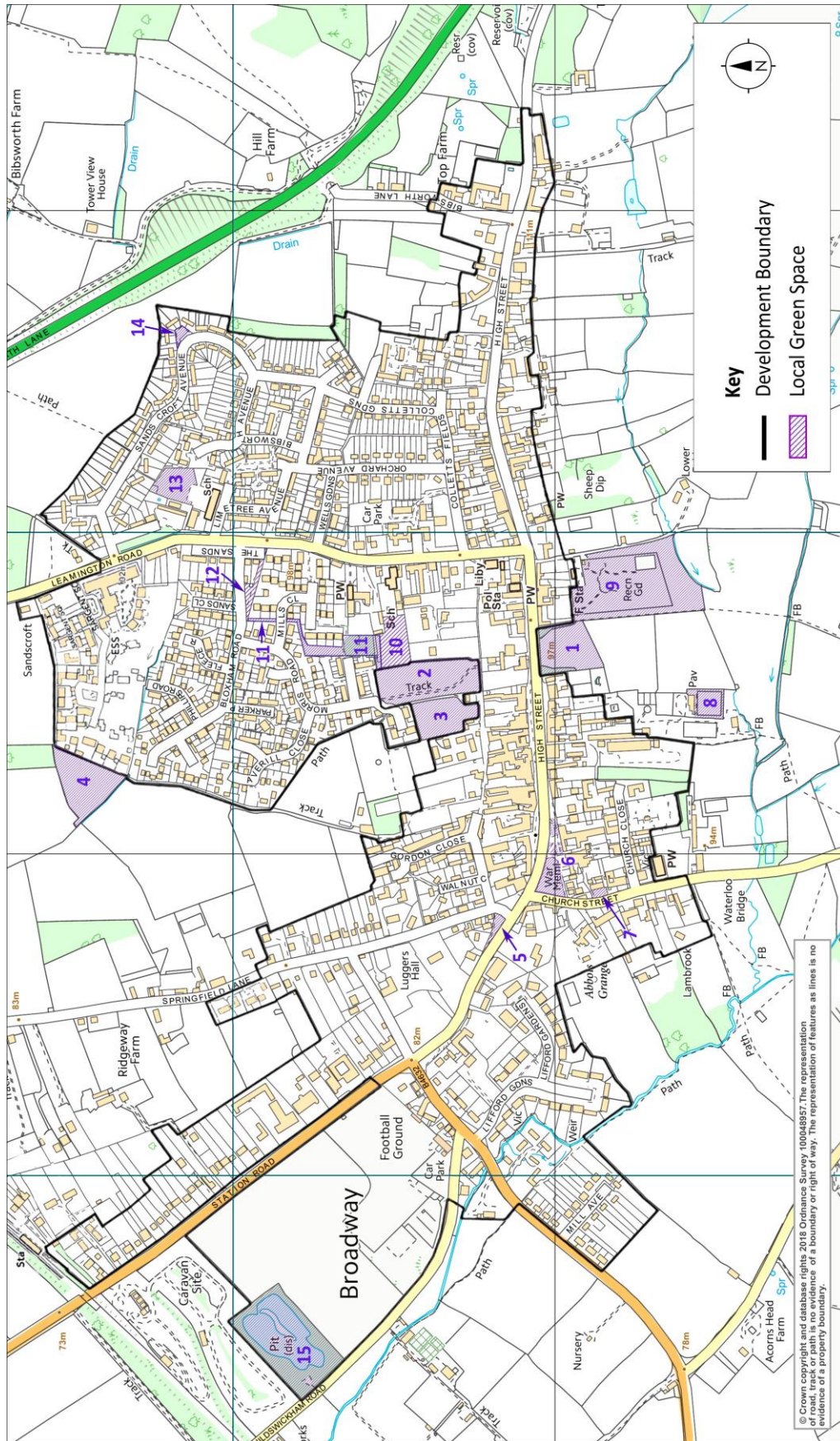


Figure 18: Broadway's Local Green Spaces

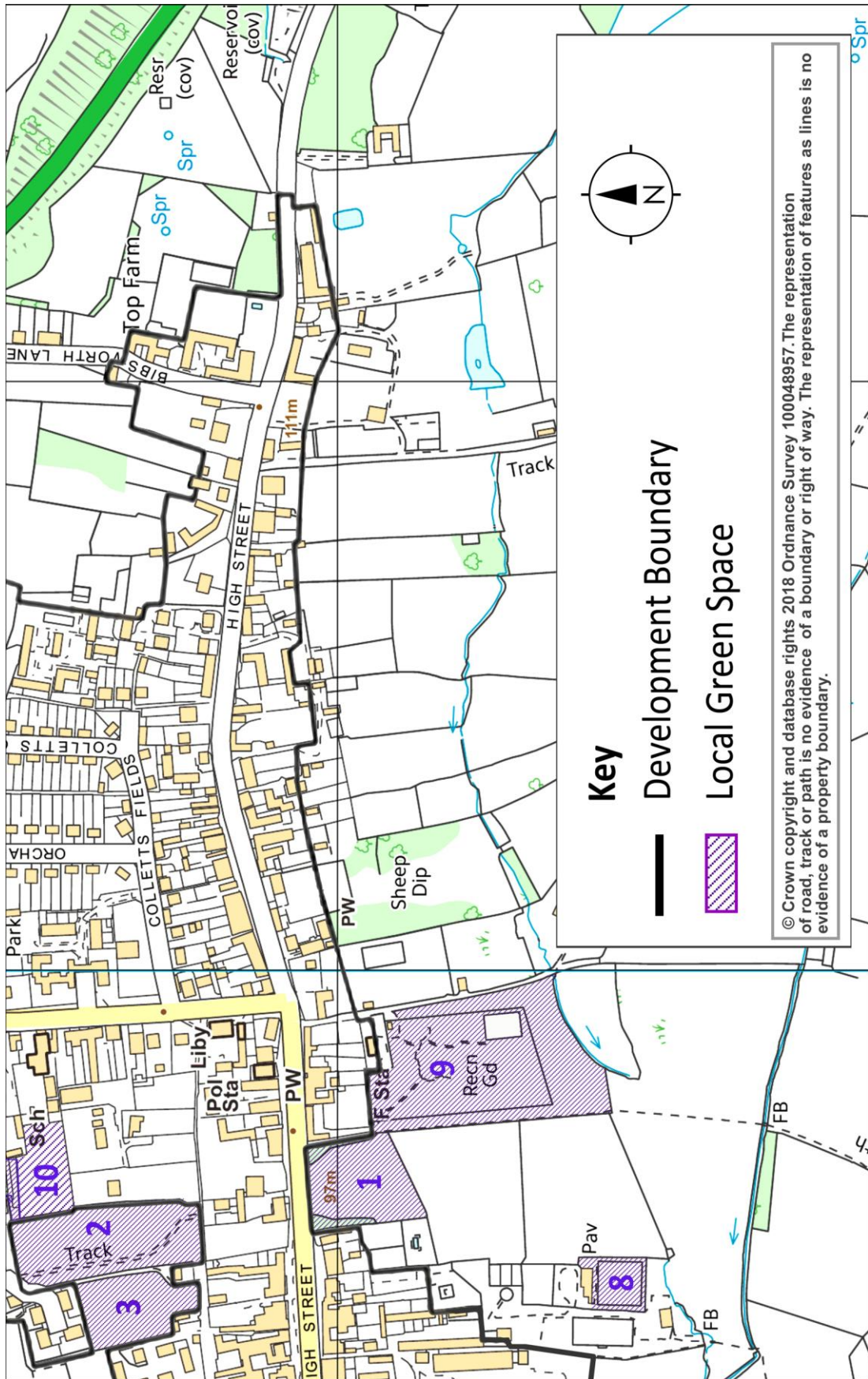


Figure 18a: Broadway's Local Green Spaces 1, 2, 3, 8, 9 and 10

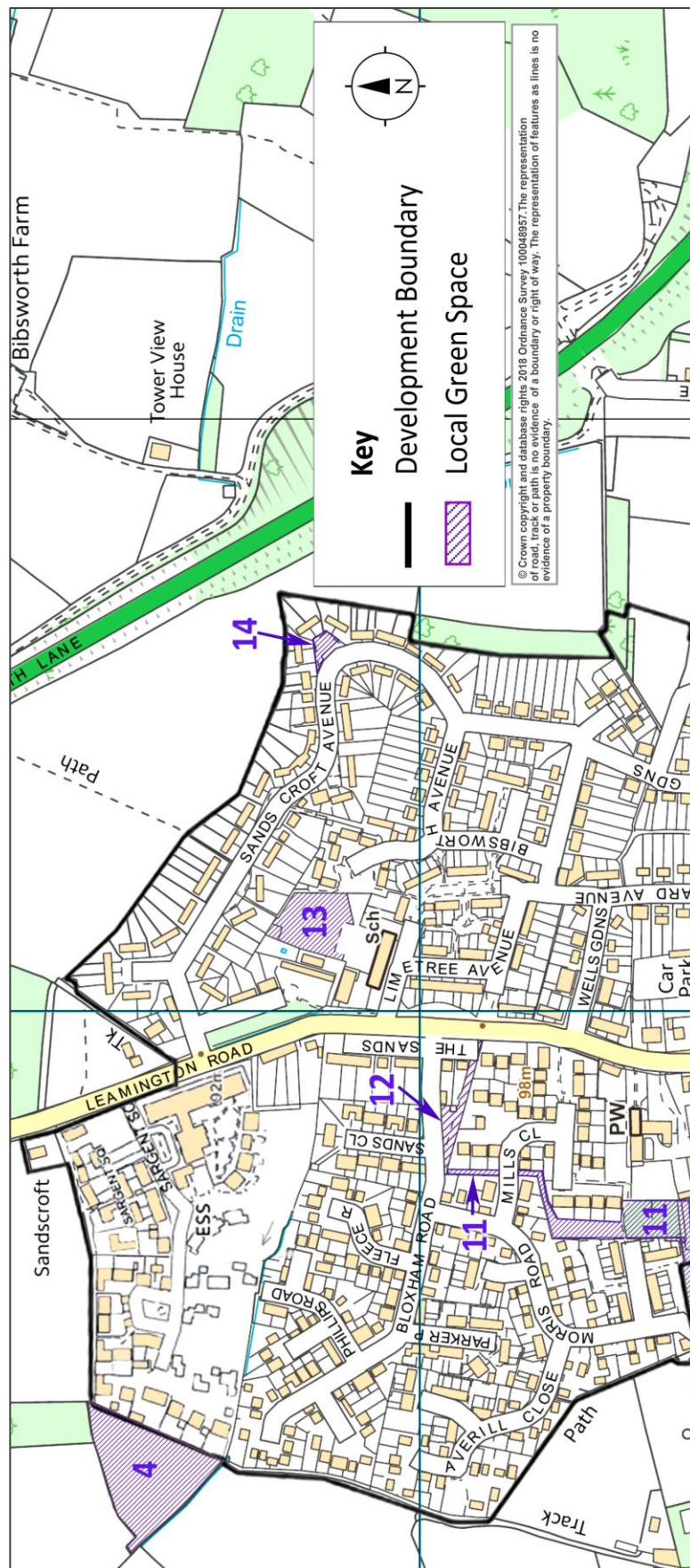


Figure 18b: Broadway's Local Green Spaces 4, 11, 12, 13 and 14

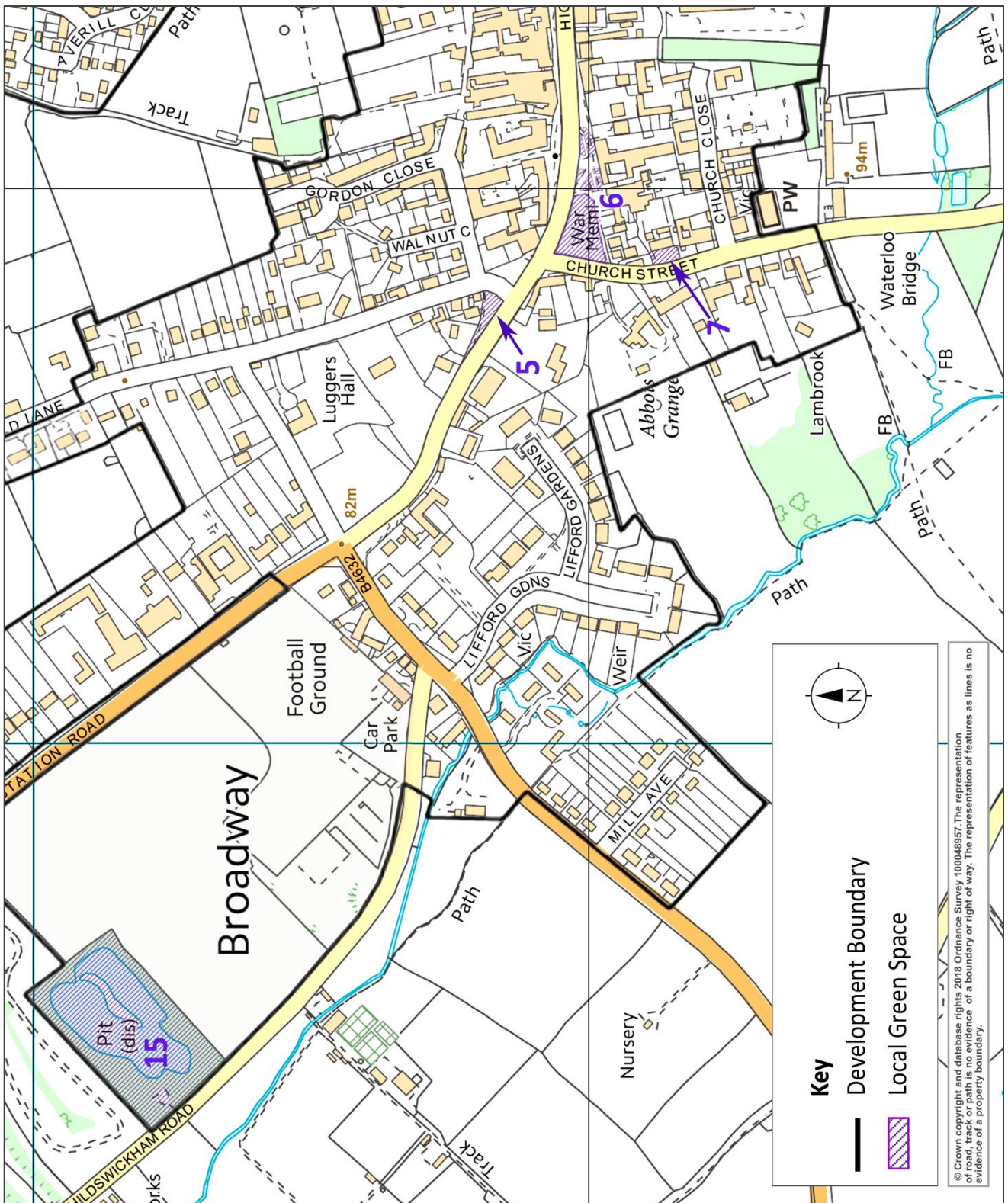


Figure 18c: Broadway's Local Green Spaces 5, 6, 7 and 15

5.3.38. **LGS 1: Hunt Field**

This is the only green space opening directly onto the High Street and was the most often mentioned space in the village questionnaire (60% of responses); and is much admired and photographed by visitors. It lies in the heart of the historic centre of the village and breaks the line of buildings whilst providing a setting for the many listed buildings that surround it. As well as providing a refreshing view of a substantial green field it allows distant and dramatic views southwards of the Cotswold escarpment. The field beyond provides the continuation of the important “wedge” of green space linking countryside and village (see Policy NE.4). The Cotswold Way and other rights of way pass the site, providing panoramic views of the surrounding countryside. A section of the Hunt Field has been donated to the village to provide space for the Millennium Garden.



LGS 1: Hunt Field

Consultation support 99%

5.3.39. **LGSs 2 and 3: Burgage Plots**

To the north of the High Street there are two open spaces that are examples of the burgage plots which characterised the mediaeval development of the main area of the village, representing the area of land required to sustain a household. One clearly shows ridge and furrow, indicative of mediaeval ploughing. This field pattern is significant for their historical value, in providing a link to the village’s mediaeval building pattern, as well as providing open spaces and far-reaching views to the countryside. They are separated by a well-used footpath linking the village to the open fields beyond.



LGS 2: Land south of Meadow Orchard



LGS 3: Orchard south of Meadow Orchard

Consultation support 89%

5.3.40. **LGS 4: Highworth Orchard**

This area acts as a designated buffer between a recent housing development and the open land described above. It is linked to the village by a well-used footpath,



LGS 4: Highworth Orchard

providing a recreational facility, and links to a strip of woodland making an effective wildlife corridor from surrounding countryside into the village. It was designated a green space in planning consent given for the Highworth development. As an orchard, it also contributes to local sustainability and supports biodiversity.

Consultation support 92%

5.3.41. LGSs 5, 6 and 7: Village Greens

The large central green (LGS 6), and the two smaller greens (LGSs 5 and 7) represent manorial wastes of the original manor of Broadway. The greens now belong to the Broadway Trust. All contribute to the green ambience of the village but, in addition, the large green provides a central and picturesque focus for the village and community, setting off some of the most important buildings.

It also provides an area for many village activities, from displays, markets, shows and an annual fair as well as an area for rest and recreation. The village war memorial lies between two greens, and is a focus for village remembrance observance. The smaller greens adjacent to the central green, the green on the opposite side of the High Street and that in Church Street all contribute to the open, rural feel of the village.

Consultation support 99-100%



LGS 5: Green west of High Street



LGS 6: War Memorial Village Green



LGS 7: Green East of Church Street

5.3.42. LGS 8: Bowling Green

This well-maintained green is set in attractive grounds with scenic views towards the Cotswold escarpment. The Bowling Club is long-established, being founded in 1919. It is both popular and successful, counting high quality, representative players in its membership. It forms an important recreational and social resource for the village, having a well-maintained and attractive pavilion.



LGS 8: Bowling Green

Consultation support 99%

5.3.43. LGS 9: Activity Park

Adjacent to the Hunt Field and linked by footpaths to the High Street and onwards to the open countryside, the recently redeveloped activity park is a source of leisure activity for the village and for many visitors. It makes an important contribution to the health and welfare of the village's residents by providing facilities for a wide range of activities and is highly valued (The second most commonly mentioned in the Broadway Neighbourhood Plan Survey).



LGS 9: Activity Park

Consultation support 100%

5.3.44. LGSs 10 and 13: School Playing Fields

The two primary schools (Broadway First School and St. Mary's) both enjoy their own recreational areas. In each case they are adjacent to the school buildings. They provide important outdoor spaces for both teaching and for sports activities that contribute to the health and welfare of the village's children.



*LGS 10: Recreation Ground,
St. Mary's Catholic Primary School*

Consultation support 96%



LGS 13: Playing Field, Broadway First School

5.3.45. LGS 11: Mills Close Reserve (Wildlife Corridor)

An undeveloped strip of land left specifically as a wildlife corridor for badger runs lies behind Mills Close and extends to Bloxham Road. This corridor, owned and managed by Wychavon District Council, is an important link between adjacent green spaces and is a good example of environmentally sensitive planning which should be maintained.



LGS 11: Mills Close Reserve

Consultation support 90%

5.3.46. LGSs 12 and 14: Bloxham Road Green and Sandcroft Avenue Green respectively

These areas fulfil an important role in adding green infrastructure to built-up areas, creating recreational areas and providing habitats for wildlife. LGS 12 at the head of Bloxham Road has mature trees, a bench and residents' notice board, creating an open and restful space. A well-maintained expanded verge to the east of Sandcroft Avenue (LGS 14) similarly provides a valuable open space in the midst of an urbanised built-up housing development.



LGS 12: Bloxham Road Green



LGS 14: Sandcroft Avenue Green

Consultation support 89%

5.3.47. LGS 16: The Broadway Gravel Pit Nature Reserve

The Reserve is a designated Special Wildlife Site, owned by Wychavon District Council but leased to the Worcestershire Wildlife Trust. It is managed by local volunteers. The site comprises a seasonally flooded gravel pit, creating open water and wetland habitats, and is surrounded by woodland. Entrance (free for members of the public) is from the Childswickham Road where there is a



LGS 16: Observation Hide

gravelled parking area and an adjacent hide, with informative posters, allowing visitors to view the site and identify the abundant animal and plant life.

A grassed path encircles the site and allows visitors to observe the local flora. The site lies in an area designated as Protect and Restore (SWDP Policy 5 – Green Infrastructure) and provides residents with valuable exposure to a wide variety of wildlife. The site is of particular significance in being the only nature reserve in this part of the county, and provides residents, not only with recreational opportunities but with exposure to informed and accurate information about local biodiversity and the importance of conservation.

Reference Documents

- National Planning Policy Framework (2019) – Chapter 8; Paras 99-101
- South Worcestershire Development Plan (2016) – Policies SWDP 38
- Independent LGS Assessments, Avon Planning Ltd.

Policy NE.4: Highway Verges

In order to protect and conserve Broadway Village’s distinctive extensive, wide green verges along its principal roads as identified in Figure 19, development on these verges and development proposals that would cause unacceptable harm to them or their setting will not be supported unless the development is outweighed by public benefit. Proposals that seek to maintain or enhance these verges will be supported.

Explanation

- 5.3.48. Broadway’s distinctive village ambience is enhanced by its extensive green verges and these are much appreciated by residents.
- 5.3.49. Those which border the High Street in the centre of the village have a considerable history and feature in paintings dating back some 200 years. Extensive verges also continue along the Upper High Street. All are a significant part of the conservation area, contributing to the historic and cultural capacity of the village. The proposal to include these verges is consistent with SWDP 38 which “aims to protect identified open spaces and incidental open spaces too small to be identified on policy maps – e.g. small local spaces valued and used by the community”.



High Street Verges

5.3.50. The verges bordering the major entry roads (Station Road, Cheltenham Road and Leamington Road) help to emphasize Broadway's rural feel and make an important visual link with surrounding fields, contributing to the sense of openness and historical character. The wide verges on Leamington Road provide important play spaces for children.



Leamington Road Verges

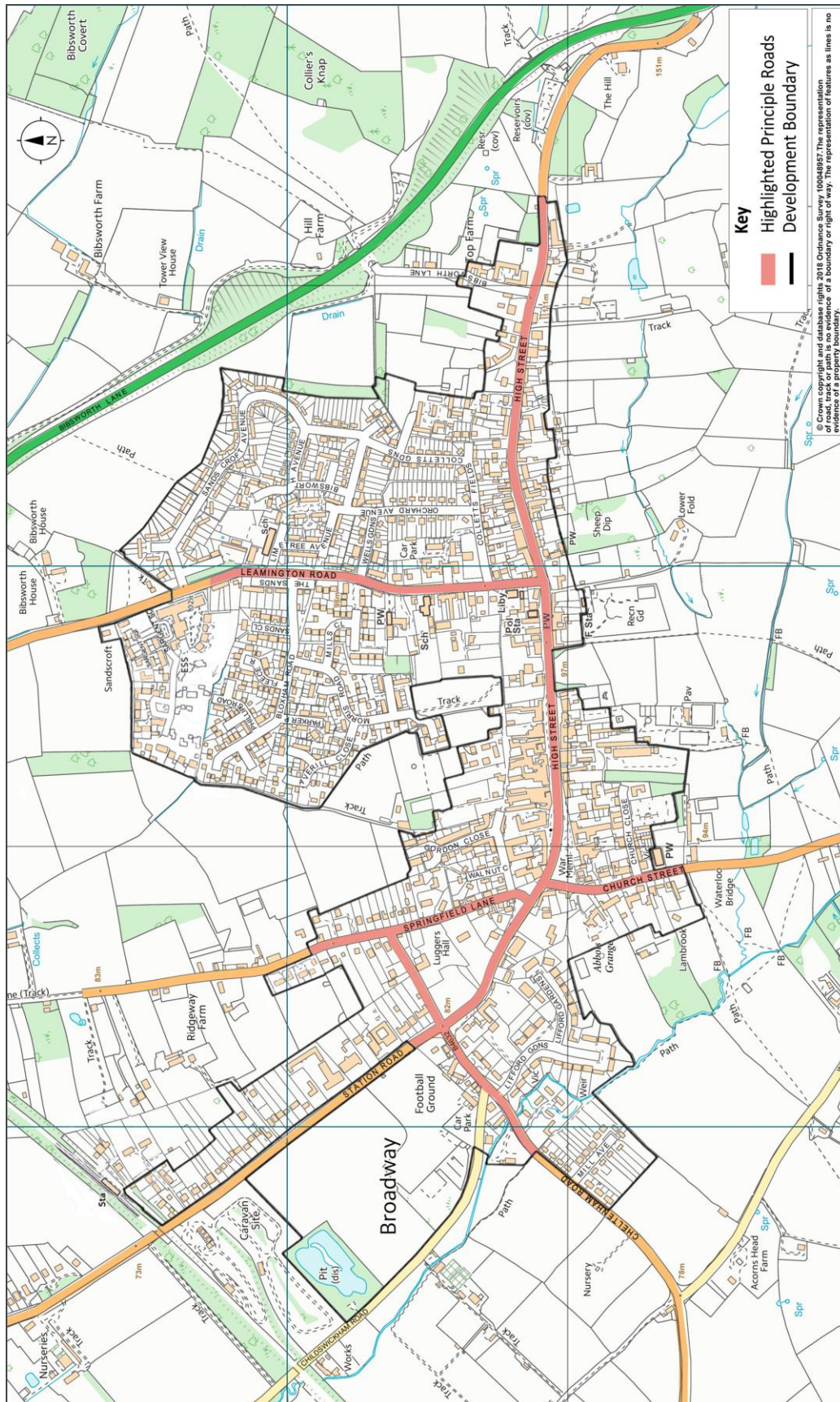


Figure 19: Map of Verges along Principal Roads

- 5.3.51. One, adjacent to the library, contains an apple tree that is host to two rare species of fungi (*Sarcodontia crocea* and *Inonotus hispidus*) and deserves particular environmental protection.
- 5.3.52. Similar wide and well-maintained verges occur throughout the village, e.g. along Springfield Lane, Church Street, Lifford Gardens and all contribute to the rural feel of the village (VDS 2020).
- 5.3.53. Although these verges individually are small spaces, they collectively constitute a large and important area and conform to the definition of green spaces given in SWDP 38 and contribute to Broadway Village's green infrastructure.

Reference Documents

- National Planning Policy Framework (2019) – Chapters 12, 15
- South Worcestershire Development Plan (2016) – Policies SWDP 38

Policy NE.5: Protect and Enhance Biodiversity and the Natural Environment

NE.5.1 Development proposals should safeguard, protect or enhance biodiversity and geodiversity interests including local wildlife-rich habitats and protected species. Where appropriate, development proposals should demonstrate that they will:

- a. Protect or enhance biodiversity assets and secure their long term management and maintenance; and
- b. Not lead to a net loss of biodiversity or geodiversity assets unless adequately mitigated or compensated for.

NE.5.2 Wherever practicable, existing ecological networks should be retained and new ecological habitats and networks will be supported and encouraged.

NE.5.3 Measures to improve landscape quality, scenic beauty and tranquility will be encouraged.

Explanation

- 5.3.54. As a rural village Broadway enjoys a rich biodiversity, both plant and animal, reflected in the considerable number (255) of legally protected and/or notable species of plants and animals recorded though the Worcestershire Biological Records Office (see Figure 20, Protected and Notable Species map). It is vital that this diversity is not reduced by inappropriate development (see policy CE7 of the Cotswold AONB Management plan 2018-23). In the village questionnaire 50% of respondents wished to promote the preservation and restoration of key local habitats and their biodiversity. (see Figure 10: Broadway Neighbourhood Plan Survey 2017; Page 15, Chart 11)

- 5.3.55. The village is located within the Broadway and Cotswold Corridor Environmental Character Area (BCCECA) and is close to two Regional Landscape Character Areas (Vale of Evesham and Bredon Hill). It is surrounded by farmed agricultural land and old orchards, and abuts the Cotswold Escarpment, characterised by calcareous grassland some of which is designated as a SSSI (see Figure 15, Local Wildlife Sites and SSSI Map). There are local woodland areas and extensive hedgerows. The village itself has numerous green areas and a small environmental corridor through one of the estates. Collectively Broadway both comprises and is part of an extensive and important green infrastructure area.
- 5.3.56. Broadway Neighbourhood Area has a number of Local Wildlife Sites (see Figure 15) – areas deemed to be of importance for conservation and management of the natural environment and which the Plan seeks to protect. These include: Broadway Brook, Broadway Railway Cutting, Broadway Wood, Knap Bank, Broadway Coppice, Hills Meadows, Happylands Quarry, and the Gravel Pit. Between them they provide valuable woodland, scrub, grassland and wetland habitats. These, and other areas, have been incorporated into core areas of Biodiversity Action Plan (BAP) habitats around the village (see Figure 21, BAP Habitat Network Map), an important aspect of which is the provision of green corridors through which species can move and disperse. Provision of green/wildlife corridors (or “stepping-stones”) within the village, which connect with these “external” corridors, is an important consideration in the Plan. The Happylands Quarry Local Wildlife Site is also designated as a Local Geological Site, as several different Jurassic rock formations are represented within it. The upper part of the Broadway Hill SSSI is also designated as the Broadway Cambered Gulls Local Geological Site. The landforms show the presence of “cambered gulls,” unusual geological features that can readily be viewed from Broadway Tower. Any land management in this area should ensure that the landforms are undisturbed.
- 5.3.57. The Broadway Neighbourhood Plan Village Survey 2017 recorded strong support for protection, conservation and improvement of the surrounding countryside and the green spaces within the village (see Figure 22: Broadway Neighbourhood Plan Survey 2017; Page 9, Chart 5). For example:
- Protection of trees, hedgerows, woodlands: supported by 70% of respondents
 - Preservation and restoration of key local habitats and biodiversity: supported by 50% of respondents
 - More protection of wildlife habitats: supported by 47% of respondents
 - More green open spaces linked to green corridors: supported by 45% of respondents
- 5.3.58. This policy is consistent with NPPF (July 2021, paragraph 175), with Green Infrastructure recommendations of SWDP5 and those relating to Biodiversity in SWDP 22, Paragraph F (“development should be designed to enhance biodiversity...as well as conserve on-site biodiversity corridors and networks”), and with the England Biodiversity Indicators, DEFRA 201910. A particular focus concerns new developments. Not only should these not

¹⁰ <https://www.gov.uk/government/statistics/england-biodiversity-indicators>

damage the environment or reduce biodiversity they are required to “demonstrate net-gain for biodiversity”¹¹.

¹¹ https://www.swdevelopmentplan.org/wp-content/uploads/2012/08/biodiversity_SigChanges2012.pdf

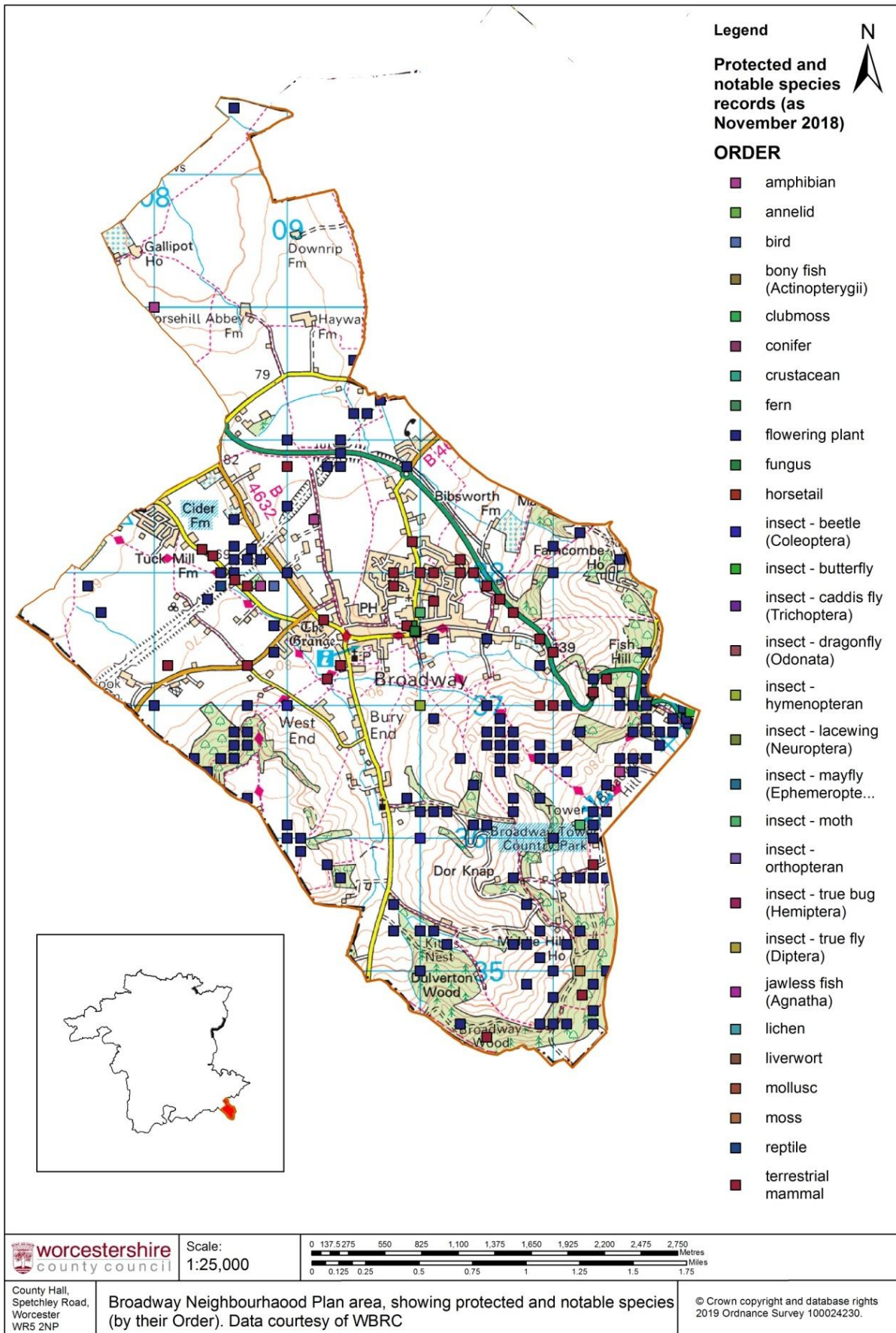


Figure 20: Map of Protected and Notable Species in Broadway

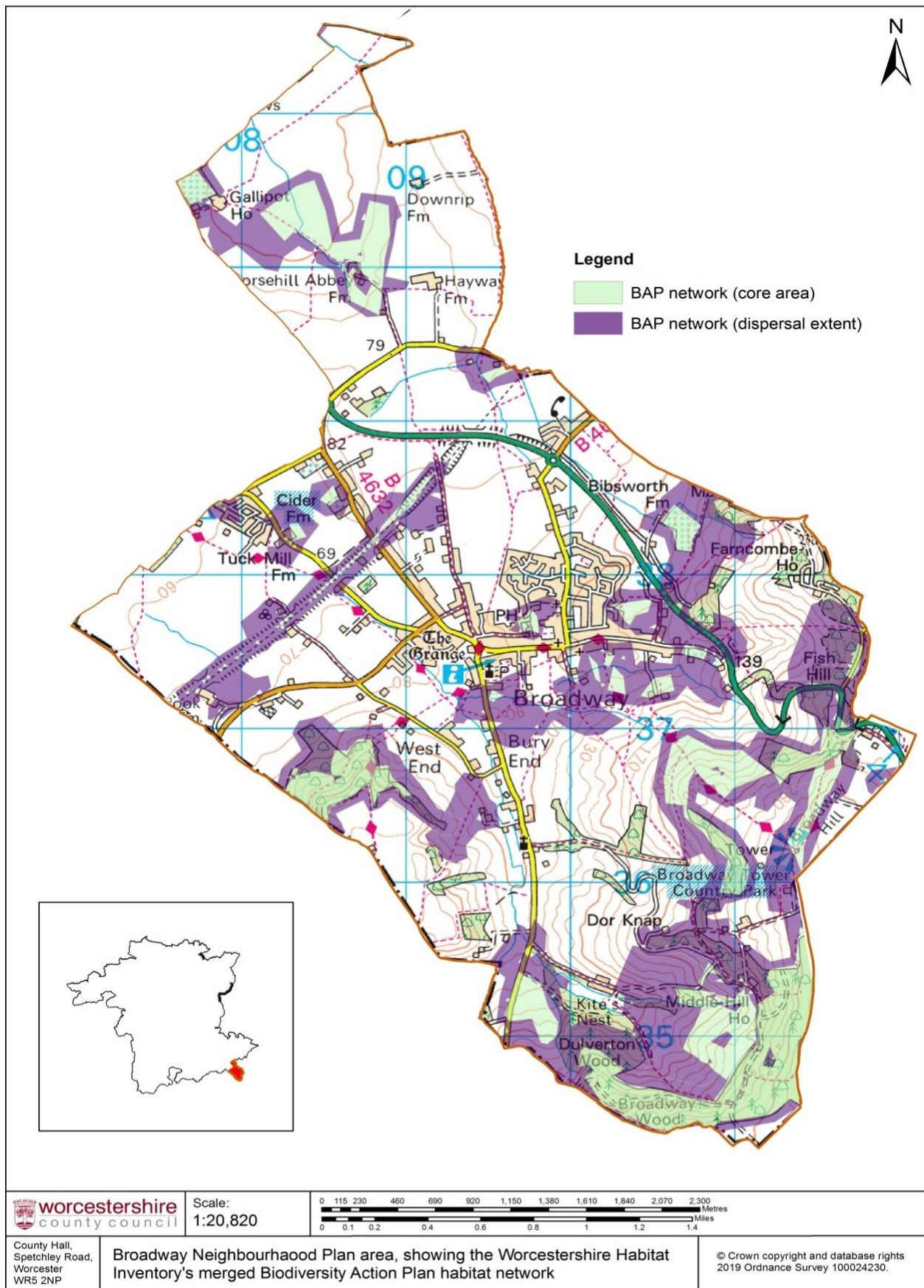


Figure 21: Map of BAP Habitat Network

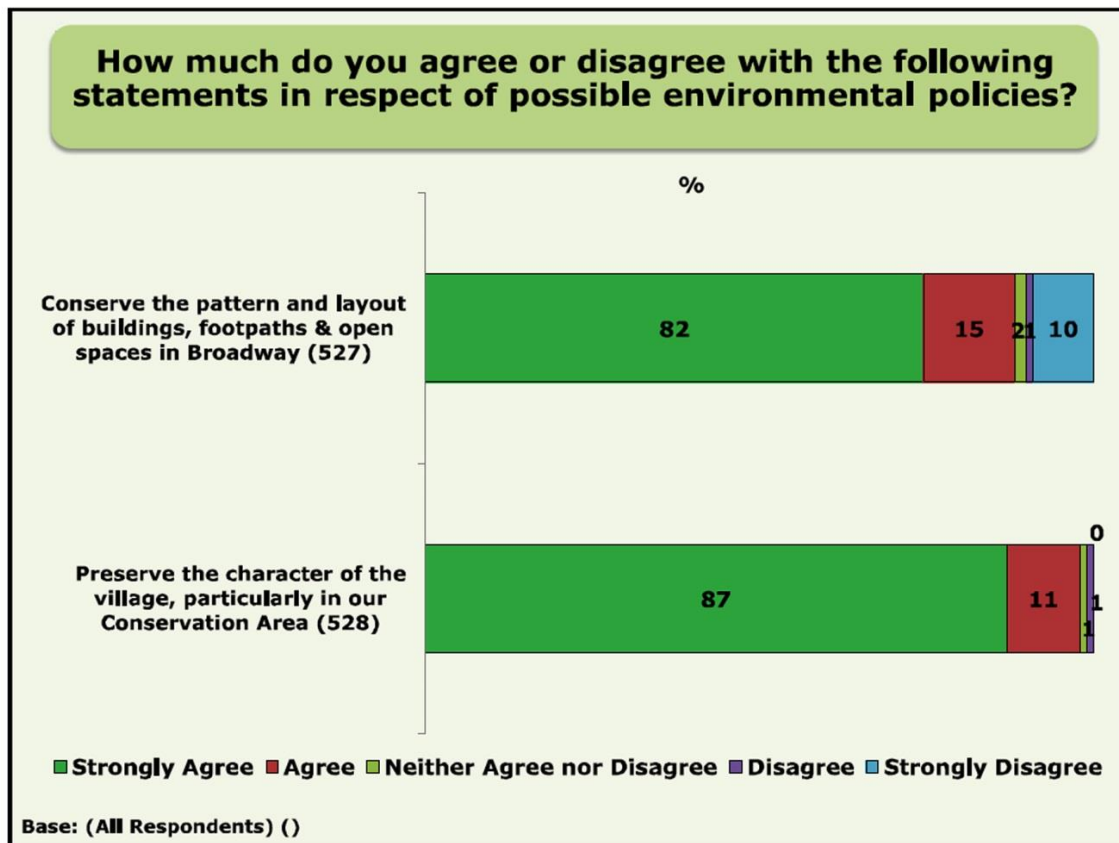


Figure 22: Broadway Neighbourhood Plan Survey 2017; Page 9, Chart 5.

- 5.3.59. As an example is the concern raised by the plans for development of the land adjacent to the Broadway Gravel Pit, a Local Wildlife Site managed by the Worcestershire Wildlife Trust and which is rich in terrestrial and aquatic species (personal communication). Similarly, development of older buildings within the village is a cause of concern where these harbour bat roosts and breeding populations.
- 5.3.60. Although Broadway does not have large areas of open water, there are significant ponds within gardens and two brooks which run through the village area (see Figure 15). All support a wide range of freshwater species and are vulnerable to environmental damage.
- 5.3.61. Development proposals that increase the risk of harm to ecological networks and natural habitats will be resisted.

Reference Documents

- National Planning Policy Framework (2019) – Chapter 15; Paras 170, 174, 175
- South Worcestershire Development Plan (2016) – Policies SWDP 22, 25
- England Biodiversity Indicators, DEFRA 2019
- Cotswold AONB Management Plan 2018-23, policies CC 5, 6; CE7, 8

Policy NE.6: Flooding

- NE.6.1 Development proposals should not increase pluvial flood risk in accordance with the NPPF.
- NE.6.2 Development proposals, where appropriate, should incorporate sustainable drainage systems to ensure run-off volumes do not exceed a 1:100 year prolonged rainfall event. Changes to such events from climate change must be considered.
- NE.6.3 The performance of existing mitigation measures, such as ditching, balancing ponds, should be maintained or improved to ensure satisfactory performance.
- NE.6.4 The importance and benefits of sensitively designed sustainable drainage systems, water quality and amenity are recognised and should be promoted where it safeguards the natural environment.

Explanation

- 5.3.62. Policies relating to flooding reflect those covered in SWDP 28 (Management of Flood Risk, SWDP 29 (Sustainable Drainage Systems), SWDP 30 (Water Resources).



Flooding in Broadway, 2007

- 5.3.63. Broadway is located in Flood Zones 1 (1:1000 annual probability of flooding) and 2 (1:100 annual probability of flooding), lies at the foot of limestone hills which have many springs, and has a significant waterway adjacent to the main village (Badsey Brook as well as several minor brooks and streams - see Figures 23 and 24.) The village was subject to severe pluvial and fluvial flooding in 2007. This risk has been considerably reduced for certain areas by the installation of the Flood Defence Scheme completed in 2018 (Flood Risk Management in Worcestershire, Annual Report 2017).

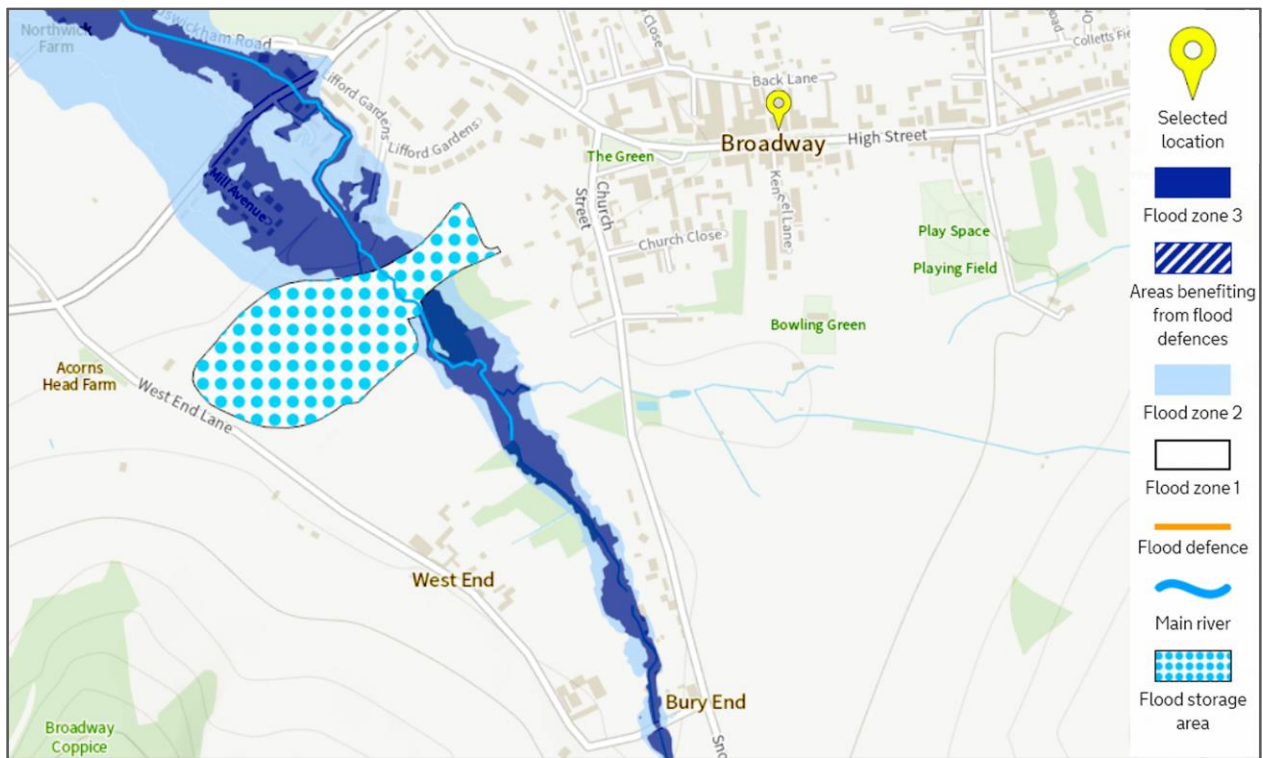


Figure 23: Environment Agency Fluvial (River) Flood Risk Map for Broadway, showing the new Badsey Brook Flood Risk Management Scheme (Blue Dotted Area). High flood risk area in dark blue.



Flooding in Broadway, 2007

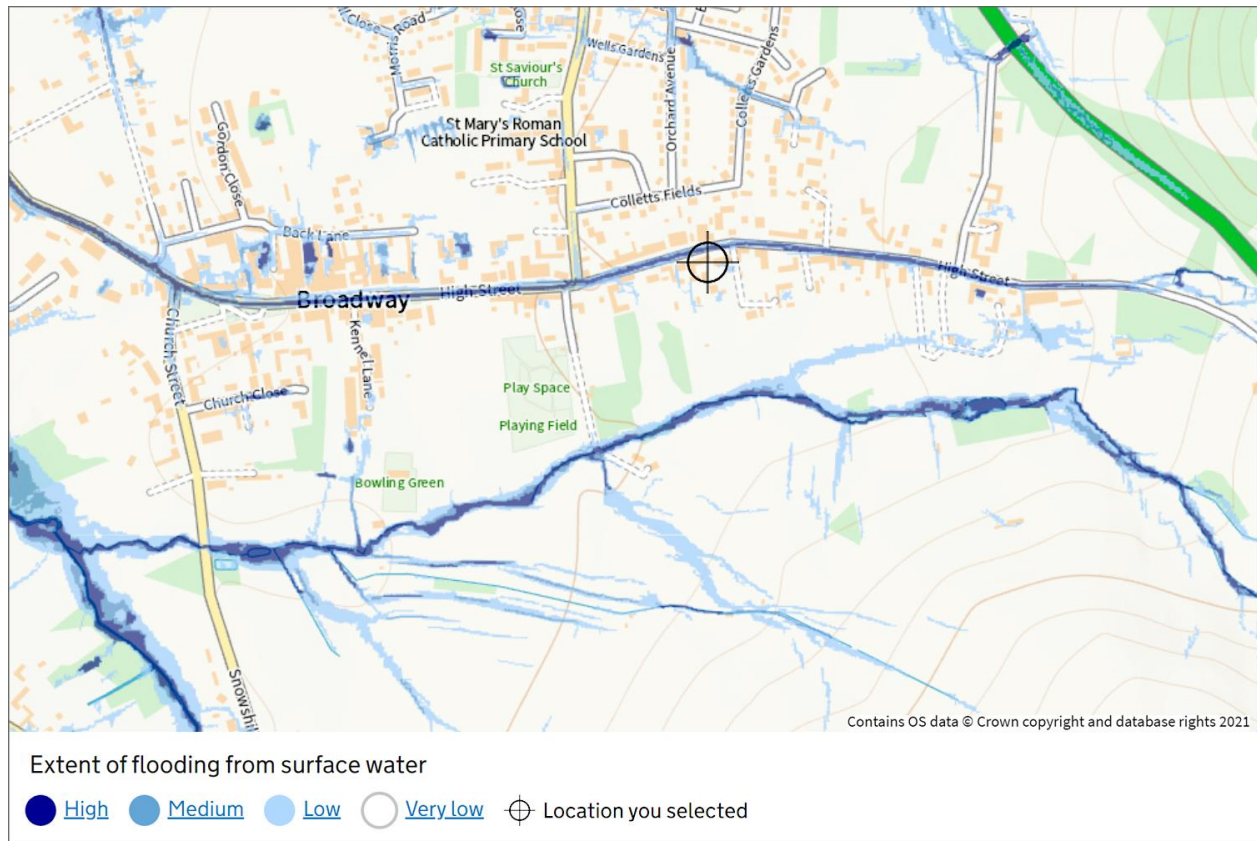


Figure 24: Environment Agency Pluvial (Surface Water) Flood Risk Map for Broadway, showing major streams. High flood risk areas in dark blue.

Reference Documents

- National Planning Policy Framework (2019) – Chapter 14; Paras 155-165
- South Worcestershire Development Plan (2016) – Policies SWDP 28, 29

Policy NE.7: Foul Water Drainage Mitigation

- NE.7.1 Development proposals, where necessary, should demonstrate adequate means of foul drainage, and evidence submitted to show sufficient capacity exists within the system to drain and process sewage including during and subsequent to episodes of heavy rainfall.
- NE.7.2 Proposals to erect new dwellings will be supported that demonstrate that measures are available to:
- Store discharges of foul water from the development and prevent its discharge into the public foul water sewer unless capacity is available to accept it without contributing to existing overload “down-stream”.
 - Prevent pressurised foul water from back-feeding from the sewer into the property or its curtilage.
- NE.7.3 Suitable techniques or domestic “grey water” recycling should be adopted where it will reduce the volume of “buffer” storage required above.
- NE.7.4 Developers should ensure that foul and surface water from new development and redevelopment are kept separate. Where sites which are currently connected to combined sewers are redeveloped, the opportunity to disconnect surface water and highway drainage from combined sewers must be taken. All applications for new development shall demonstrate that all surface water discharges have been carried out in accordance with the principles laid out within the drainage hierarchy, in such that a discharge to the public sewerage systems are avoided, where possible.
- NE.7.5 Where sufficient evidence is provided to both Severn Trent and the LLFA to demonstrate that any connections into combined systems are unavoidable, the system should remain separate on site up to the point of connection.

Explanation

- 5.3.64. There have been long-term problems (particularly in the Leamington Road area) because of the many springs running from the escarpment, which can lead to increased discharge into and back-up from domestic sewers (See Village Design Statement [VDS], Appendix 1¹²).
- 5.3.65. Climate change, and the likelihood that heavy rain events may become more common, mean that significant flood risks remain. One limiting factor is the capacity of the existing drainage systems for both rain and foul water. A significant number of dwellings have common drainage for rain and foul water increasing flows into the sewers¹³. Severn Trent under the Water Management Act provide capacity for growth. It is important in reaching conclusions on a proposal to understand the risk to the network from new development.

¹² Section 6.3 Guidelines for New Buildings

¹³ Severn Trent Victorian Combined Sewer Maps

Should there be capacity issues a scheme should be promoted to address the risks accordingly.

Reference Documents

- National Planning Policy Framework (2019) – Chapter 14; Paras 20, 170
- South Worcestershire Development Plan (2016) – Policies SWDP 30
- Flood Risk Management in Worcestershire, Annual Report (2017)

Policy NE.8: Polytunnels

Proposals for domestic and commercial polytunnels will be supported provided that:

- a) their installation and use does not conflict with other policies in this plan, including the environmental policies NE.5, NE.6 and NE.7, SWDP policies and the Historic Environment Record Search (2017) carried out for this Neighbourhood Plan by Worcestershire County Council;
- b) the cumulative effect of the development, including its associated ancillary works and infrastructure does not cause significant harm to the landscape character, historic assets or sites, conservation area, valued landscapes and its associated views or residential amenity or increases the risk of flooding;
- c) Lighting is minimized to avoid light spillage and light pollution, and noise generated by the development proposal is not harmful to residential amenity;
- d) no polytunnel is closer than the minimum distance of 50 metres from any residential dwellings, and an associated 'buffer zone' is secured around the polytunnel and kept free of storage and other activities connected with the operation of the development proposal unless there are circumstances where topography and natural screening of the site minimises any adverse impact;
- e) the height and scale of polytunnels does not breach the 45/25 degree rule;
- f) the impact of increased heavy vehicular traffic developments is minimized;
- g) where planning applications for ancillary works and polytunnels/greenhouses are to be submitted separately, then the application for polytunnels/greenhouses should come in advance of applications for associated developments, since it is the presence of the tunnels which dictates the necessity for other related proposals;
- h) domestic polytunnels should meet the above criteria and in addition should not be taller than 3 metres, be nearer to the road than to the nearest part of the house, be placed near a listed building, be in an area of Natural Outstanding Beauty or take up more than 50% of the garden surrounding the house.

Explanation

5.3.66. Although use of polytunnels is common in Worcestershire, they are not a significant problem in the Neighbourhood Area at present. However there are recently erected tunnels on Evesham Road which have been erected on market garden land and it is likely

that changes to future food supply will see more tunnels on local agricultural land¹⁴. Control of their use is important to prevent unsightly and obtrusive development in the land surrounding the village and thus having a deleterious effect on landscape and environment.

5.3.67. Proposals for commercial polytunnels will be supported provided:

5.3.68. Polytunnels are not erected within 50m of dwellings other than those associated with the business directly concerned¹⁵ unless there are circumstances where topography and natural screening of the site minimises any adverse impact; and

5.3.69. Vehicular access or general activities associated with the operation of the tunnel should be limited to the planting, growing and harvesting periods. They should not occur in unsociable hours if near residential dwellings.



Polytunnels, Evesham Road

Reference Documents

- National Planning Policy Framework (2019) – Chapter 15: Paras 170, 174, 175
- South Worcestershire Development Plan (2016) – Policies SWDP 25
- Wychavon District Council Agriculture and Migrant workers policy Development panel Report (sections 21-29 and 3.37) 2009.

¹⁴ The Future of Food and Farming: Challenges and choices for global sustainability, Government Office for Science / Foresight (2011)

¹⁵ Polytunnels Planning Guide June 2018, Herefordshire Council
www.herefordshire.gov.uk/download/downloads/id/14577/polytunnels_planning_guide_2018.pdf

- The Future of Food and Farming: Challenges and choices for global sustainability
Government Office for Science / Foresight (2011)
- Cotswold Management Plan 2018-23, policies CC 5, 6; CE7,8
- Polytunnels Planning Guide June 2018, Herefordshire Council
www.herefordshire.gov.uk/download/downloads/id/14577/polytunnels_planning_guide_2018.pdf

Policy NE.9: Tranquillity and Dark Skies

NE.9.1 Lighting should be kept to a minimum, while having regard to highway safety and to security, in order to preserve the rural character of the area by:

- a) the use of sensors and timers
- b) demonstrating how the dark skies environment will be protected; including, where appropriate, in accordance with the Cotswolds AONB Dark Skies Policy.
- c) being designed and sited to reduce light pollution and contribute to dark skies and not resulting in excessive light pollution

NE.9.2 Development proposals that result in excessive noise or detriment to the tranquillity of the area will not be supported.

Explanation

- 5.3.70. 98% of respondents to the Broadway Neighbourhood Plan Survey said managing and improving tranquillity is seen as very important. 85% of respondents said dark skies are very important. (see Figure 25)
- 5.3.71. Reduction of noise and light pollution is important for the health, wellbeing and quality of life for residents. It is an integral part of the rural character of the village. The impact of light pollution on nocturnal wildlife is widely documented. From moths and beetles to amphibians, the effect of night-time light pollution is harmful and disruptive and can affect pollination and reproduction.¹⁶
- 5.3.72. Tranquillity is defined as the absence of inappropriate noise, development, visual clutter and pollution, 'a feeling of being away from it all' and is identified as a 'special quality' of the Cotswold AONB. Those parts of the Neighbourhood Area that are in the Cotswold Area of Outstanding Natural Beauty are defined as a 'tranquil area'.
- 5.3.73. The importance of this was reflected in the Broadway Neighbourhood Plan Survey, 2017 with 98% of respondents answered that it was 'very important' or 'quite important' to 'have tranquillity and low noise levels in the Parish.
- 5.3.74. The Cotswolds AONB Management Plan notes that 'Noise and activity arising from developments in the countryside, together with lighting, can have an adverse effect on tranquil and dark sky areas'.

¹⁶ www.exeter.ac.uk/news/featurednews/title_568286_en.html and International Dark Sky Association website: www.darksky.org/light-pollution/wildlife/

- 5.3.75. The Government Rural White Paper published in 2000 identified that “there will always be sources of the noise in the countryside, and many of these – such as noise from harvesting and livestock – are themselves representative of activities which have long been central to the rural way of life. But protecting the countryside from further intrusion of noise is not a luxury. It is about preserving and promoting a feature that is genuinely valued by residents and visitors alike. Noise can also disturb the breeding of vulnerable species and thereby undermine biodiversity.”¹⁷
- 5.3.76. An opinion poll commissioned by the Campaign to Protect Rural England (CPRE) in 2006 showed that people valued tranquillity as the highest quality of the countryside, above fresh air, scenery and nature. Several academic studies have shown that tranquillity helps the economy, is good for our health and reduces stress.

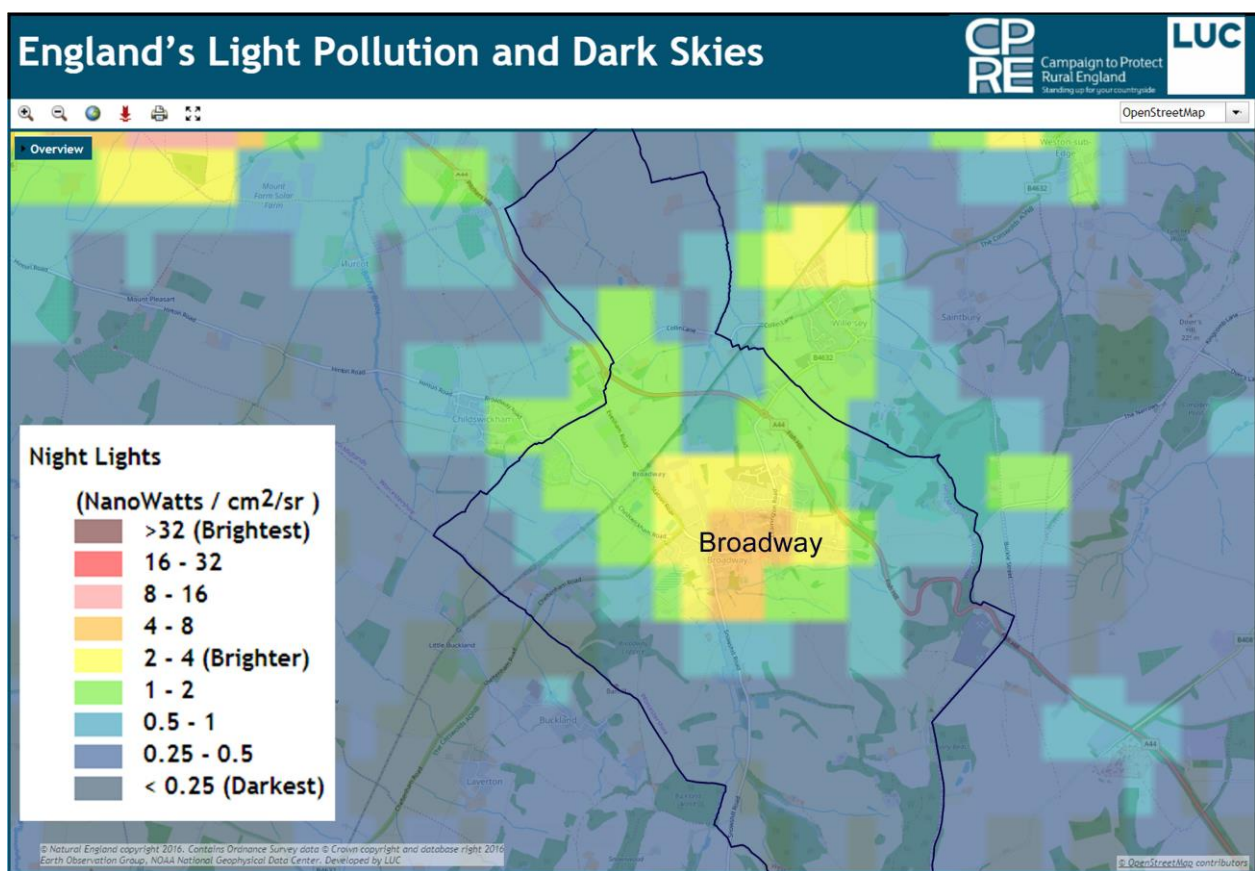


Figure 25: CPRE Map of Broadway's Dark Skies

Reference Documents

- National Planning Policy Framework (2019) – Chapters 12, 15; Para 180
- South Worcestershire Development Plan (2016) – Policies SWDP 22, 25
- Cotswolds Conservation Board Position Statement (2010): Tranquillity and Dark Skies
- Cotswolds ANOB Management Plan 2008-13 Vision, DTP 1
- Conservation Board Position Statement: Development in the setting of the AONB, final bullet p5;

¹⁷ www.exeter.ac.uk/news/featurednews/title_568286_en.html and International Dark Sky Association website: www.darksky.org/light-pollution/wildlife/

- Broadway Neighbourhood Plan Survey, 2017

Community Project 2: Supporting Policy NE6 in Protecting and Enhancing Biodiversity and the Natural Environment

The Parish Council to establish a forum of Community facilitators to provide mutual support and greater communication and engagement within the Village between facilitators, the Parish Council and local environmental agencies.

The Neighbourhood Development supports the formation of a neighbourhood panel made up of members with expertise in natural history, conservation and environmental studies. The panel will be under the stewardship of the Parish Council in consultation with the District Council.

The overall function of the panel will be to make recommendations to the Parish Council for the protection, enhancement, and stewardship of biodiversity and the natural environment in the Neighbourhood Area. The Panel may also consider the environmental consequences of planning applications, when requested to do so.

Explanation

- 5.3.77. Broadway enjoys a rich biodiversity, both plant and animal (see paragraphs 5.3.55 - 57), located in a variety of important environmental areas and habitats. This biodiversity, coupled with the green environment and landscape in which the Neighbourhood Area is located, emphasizes the importance of environmental conservation and protection, a view that has wide public support (see paragraph 5.3.58).
- 5.3.78. Broadway is fortunate to have established links with the County and District Councils' environmental services and with the Worcestershire Wildlife Trust. A flourishing Natural History Society was established in the village in 2008 and its members have a wide variety of natural history interests and expertise. Collectively these links and this expertise, once formulated as a Community body, responsible to the Parish Council, could provide the Neighbourhood Area with independent and informed advice aimed at conserving Broadway's significant natural history and environmental assets.

5.4 Local Economy and Tourism (LET)

STRATEGIC OBJECTIVE: Retail – Development, Redevelopment and Change of Use

To protect and encourage the vitality, viability and accessibility of Broadway Village centre as a distinctive retail and employment area which serves the needs of residents and visitors alike while providing valuable employment opportunities.

Introduction

- 5.4.1. Broadway is a very popular village, both to live in and to visit. A significant factor in its attractiveness is its wide variety of thriving shops, pubs, restaurants, hotels and galleries – indeed Broadway is now a “shopping destination” for many visitors. These retail activities make a very significant contribution to the local economy and to local employment. Recent estimates of the value of retail activity in the village alone suggests it contributes at least £36 million to the local economy, and this rises to some £50 million if businesses in the wider parish are included¹⁸. In addition, these activities provide an important source of daily requirements for residents and for people in surrounding villages.
- 5.4.2. Many of the local businesses occupy premises that are listed or of significant architectural interest, and it is important that their contribution to the attractiveness of the village is conserved and not damaged or reduced by commercial pressures. For these reasons the Neighbourhood Plan will seek to monitor and regulate changes in use of businesses and the premises they occupy, and to control signage and advertising in order to prevent harm to visual attractiveness.
- 5.4.3. An important corollary of Broadway’s business activities is the demands placed on car usage. Many visitors come to Broadway by car and, although the village has significant local and council-provided car parking spaces, there are many occasions, particularly during public holidays, when these are insufficient. Of equal significance is the requirement for parking for those employed in Broadway. These are important questions which are addressed in Policy LET.1.5.
- 5.4.4. Broadway is surrounded by open countryside in which there are several well-established farms, some of which have established retail activities on site where local produce is sold. Such enterprises are to be encouraged, because they serve to support the financial security of the farm and make local produce available to villages and visitors. Whereas it is clear that decisions made by farmers in cultivating their land is accepted as their responsibility, the Neighbourhood Plan will seek to protect the local environments and to conserve important historic assets such as ridge and furrow field. The green spaces provided by this agricultural land are highly valued by local residents and visitors.

¹⁸ Personal communication from Chair of the Broadway Business Association

- 5.4.5. Broadway's location in the Cotswolds, and in particular in the Area of Outstanding Natural Beauty, attracts many tourists, some of whom wish to stay in the area other than in guest houses or hotels. As a consequence, and allied to commercial development on farm land, has been the introduction of caravan and camping sites. Broadway has a well-established and well-regulated caravan site in Station Road, but further, and ad hoc, sites will be discouraged. Equally, camping sites, and the ancillary facilities associated with them should be monitored and designed to be in keeping with the local surroundings.
- 5.4.6. All businesses now make extensive use of electronic communication and the availability of superfast broadband is seen as important factor in the support and growth, not only of existing business but also in the establishment and success of other new small businesses in non-retail activities.

Policy LET.1: Retail – Development, Redevelopment and Change of Use¹⁹

LET.1.1 Change of Use

In cases where planning permission is required, proposals for redevelopment or change of use of land or buildings from retail use to other Class E categories will be supported within the Village centre subject to Policy SWDP 10 of the Adopted South Worcestershire Development Plan. Consideration will be given to whether the site is economically viable or has been marketed at a reasonable price for at least a year without restriction and whether there is an alternative, equivalent facility within safe walking distance.

LET.1.2 Bank or Building Society

Proposals for development or redevelopment for a bank or building society will be supported.

LET.1.3 Retail development away from the Village centre

Proposals for retail development away from the Village centre will be supported subject to Policy SWDP 10 of the Adopted South Worcestershire Development Plan.

LET.1.4 Catering and Food Outlets

- a. In order to support the balance of retail provision within the village centre, proposals for food outlets including change of will be supported where they take into account scale, the need to improve the balance of retail provision in the village centre and contribute to the diversity of businesses already operating.

LET.1.5 Car parking

- a. Proposals for any new development of multiple units must incorporate adequate parking for vehicles of staff and customers.
- b. Proposals for provision of all-day parking facilities for staff of local businesses will be supported.
- c. Developments which involve the loss of off-street parking will be resisted.

¹⁹ Town and Country Use Classes Order 1987 as amended

Explanation

- 5.4.7. Broadway contains a thriving mix of independent retailers and all prime sites are occupied. Its variety of shops, hotels, restaurants and art galleries make Broadway a destination for tourists as well as local shoppers. The retail offering is primarily aimed at visitors but residents can also buy all basic provisions within the village. Visitor revenue underpins the local economy and Broadway’s businesses provide employment for over 500 people, nearly half of whom live in the village (Broadway Business Survey 2018).
- 5.4.8. There are 84 retail businesses operating in the centre of Broadway (either on or leading onto the High Street or The Green).
- 50 have premises directly on High Street or The Green
 - 17 are in Cotswold Court, The Huntings & Church Street
 - 17 are in Kennel Lane, Keil Close and Russell Square
- 5.4.9. The 84 retail businesses include:
- 6 hotels or public houses with restaurants
 - 10 restaurants/cafes
 - 10 clothing shops
 - 3 butchers/grocers (1 being a small supermarket with post office)
 - 9 art galleries or museums
 - 3 charity shops



Russell Square



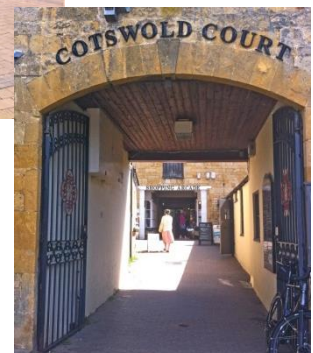
Kennel Lane



Keil Close



High Street



Cotswold Court

- Several Bed & Breakfast and Holiday Lets
- 5.4.10. Most businesses are independently owned with only 2 non-charity shops being branches of national chains.
- 5.4.11. Away from the centre there are a further 6 retail businesses in Leamington Road, Station Road and Bibsworth Avenue (including 2 selling food and groceries and 1 selling building materials and ironmongery). In December 2018, there was only 1 empty retail unit available to rent in the village centre with a 47m²/506 ft² sales area.
- 5.4.12. In the Broadway Neighbourhood Plan Survey 2017, Q35e asked respondents to express opinions on business and employment in Broadway. 23 comments were made requesting retention or provision of a bank/building society service. The following comments represented the views expressed:
- *“Businesses and residents need a bank, our only branch is to close soon despite being in constant use”*
 - *“We are shortly going to lose our only existing bank. The mobile service to be offered in place is pathetic and not at all convenient, either for businesses or the older people in the village - not all of whom are mobile enough to get into Evesham etc. The parish should have fought to retain it.”* (There is currently (2021) no permanent bank in Broadway.)
- 5.4.13. 29 comments were made in support of high-quality shops and shops serving the local community. The following comments represented the general views expressed:
- *“Less major retail chain shops and more independent shops that would also benefit locals”*
 - *“A careful balance of retail facilities offering unique products. No chains such as Costa, Subway etc”*
 - *“More businesses suitable for locals and not tourists. We have enough galleries, jumper shops and not enough local amenities”*
- 5.4.14. In the Broadway Business Survey 2018
- 81% of respondents said that Broadway’s picturesque appearance was very important to the business community.
 - 78% said our mix of shops and galleries was about right.
 - 79% said our mix of restaurants was about right.
 - 98% said our banking services were poor and there were 30 comments requesting improved banking services.
 - 81% said more parking was needed for staff.
 - 69% said more parking was needed for visitors (post-survey the Station Road car park with 99 spaces has been built).
 - 13 comments supported the mix and high quality of our retail offering.
 - 11 commented on the negative impact that any off-centre retail development would have on village centre businesses.

Reference Documents

- National Planning Policy Framework (2019) – Chapters 6, 7; Paras 83, 89
- South Worcestershire Development Plan (2016) – Policies SWDP 3
- Broadway Business Survey 2018
- Town and Country Planning (Use Classes) Order 1987 (as amended)
- Broadway Neighbourhood Plan Survey 2017

Policy LET.2: Shop Signage

Signage fixed to premises should be of a design and scale that reflects and respects Broadway Village's local character and conservation status. Fixed signage that causes unacceptable harm to the local character, heritage assets or its setting will not be supported.

Explanation

- 5.4.15. Broadway's local economy and the enjoyment of its residents depend on the maintenance of its appearance and its reputation as a special place to visit. Residents and business owners alike have voiced their wish to keep Broadway looking beautiful
- 5.4.16. The 84 retail businesses in the centre of Broadway are situated in the Conservation Area and the Cotswolds AONB. Almost all those on the High Street occupy listed buildings and all signage fixed to or affecting the setting of such buildings requires Listed Building Consent.
- 5.4.17. Signage fixed to unlisted buildings may benefit from deemed consent from the planning authority if the scale and position meet planning criteria. Due to the physical limitations on scale and position, most will require planning consent.
- 5.4.18. A-boards placed on a business's own land may benefit from deemed consent if not illuminated.
- 5.4.19. In the Broadway Neighbourhood Plan Survey, Q23 asked respondents what would enhance Broadway's attractive appearance and heritage. Typical of many comments were:
- *'Preserve its greens and verges, cut down on signage and A-boards'*
 - *'Less signage and clutter on pavements'*
- 5.4.20. In the Broadway Business Survey 2018, 81% of respondents said that Broadway's picturesque appearance was very important to the business community.

Reference Documents

- National Planning Policy Framework (2019) – Chapter 12; Para 132
- South Worcestershire Development Plan (2016) – Policies SWDP 21
- Broadway Neighbourhood Plan Survey (2017)

- Broadway Business Survey (2018)

Policy LET.3: Rural and Agricultural Business

LET.3.1 Diversification and extension of rural farm business will be supported where there would be no harm to the character or biodiversity of the countryside or to aspects of local heritage. Where such diversification or extension of business requires additional building, this should be appropriate in scale to its rural location and, if appropriate, be screened by an agreed landscaping scheme.

LET.3.2 Proposals for the expansion of farm shops will be supported providing they do not adversely affect the vitality and viability of the village High Street. Large-scale expansion (defined as being over 1,000sqm net) will need to prove through the submission of appropriate evidence that the development will not adversely affect the vitality and viability of the village High Street.

Explanation

5.4.21. Broadway has a rural setting, surrounded by fertile agricultural land, much of which is still productively farmed. This continuance of a long historic tradition helps to create the distinctive rural ambience of the village and is a vital component of the village's attractiveness for both residents and visitors. Residents consider that the open green spaces and the friendly safe environment are very important aspects of life in Broadway (see Figure 18). The historic and natural features provided by the rural atmosphere are equally highly valued.

5.4.22. There are 15 farms within the Neighbourhood Area From the North, these are:
(see Figure 26).

1. Downap Farm – off Willersley – Badsey Road
2. Gallipot House
3. Gorsehill Abbey Farm
4. Hayway Farm
5. Bibsworth Farm
6. Cider Farm – Childswickham Road
7. Tuckmill Farm
8. Masty Farm Broadway-side of railway bridge on Childswickham Road
9. West End Farm
10. Manor Farm
11. Rookery Farm
12. Lybrook Farm
13. Kite's Nest Farm
14. Peter Farm – on minor road to Tower Country Park, farms land within Neighbourhood Area
15. Portway Farm

- 5.4.23. In addition to present day farming activity Broadway has a long historical heritage associated with the wool trade. All of the surrounding area was at one time used for grazing and there was an active livestock market within the village. The village therefore developed in the context of the agricultural activity and the fields that surrounded, and still surround, it. It is critical that modern developments in activity, for example, camping and caravanning provision, development of retail outlets for “farm produce” should be regulated and not allowed to detract from this heritage.
- 5.4.24. Much agricultural land was enclosed after 1760, creating the farm landscape that can be seen today. Many of the fields still retain the ridge and furrow form of ploughing used in the Middle Ages, although in places this has been removed by modern agricultural land-management methods. Worcestershire is an important county in terms of the degree to which evidence of this ancient practice can still be seen²⁰, and it is important that Broadway’s contribution is maintained and valued.
- 5.4.25. Residents consider that the open green spaces and the friendly safe environment are very important aspects of life in Broadway (see Broadway Neighbourhood Plan Survey 2017; Page 9, Chart 5). The historic and natural features provided by the rural atmosphere are equally highly valued.

²⁰ Ridge and furrow earthworks in Worcestershire’ <https://www.explorethepast.co.uk/2018/11/ridge-and-furrow-earthworks-in-worcestershire/>

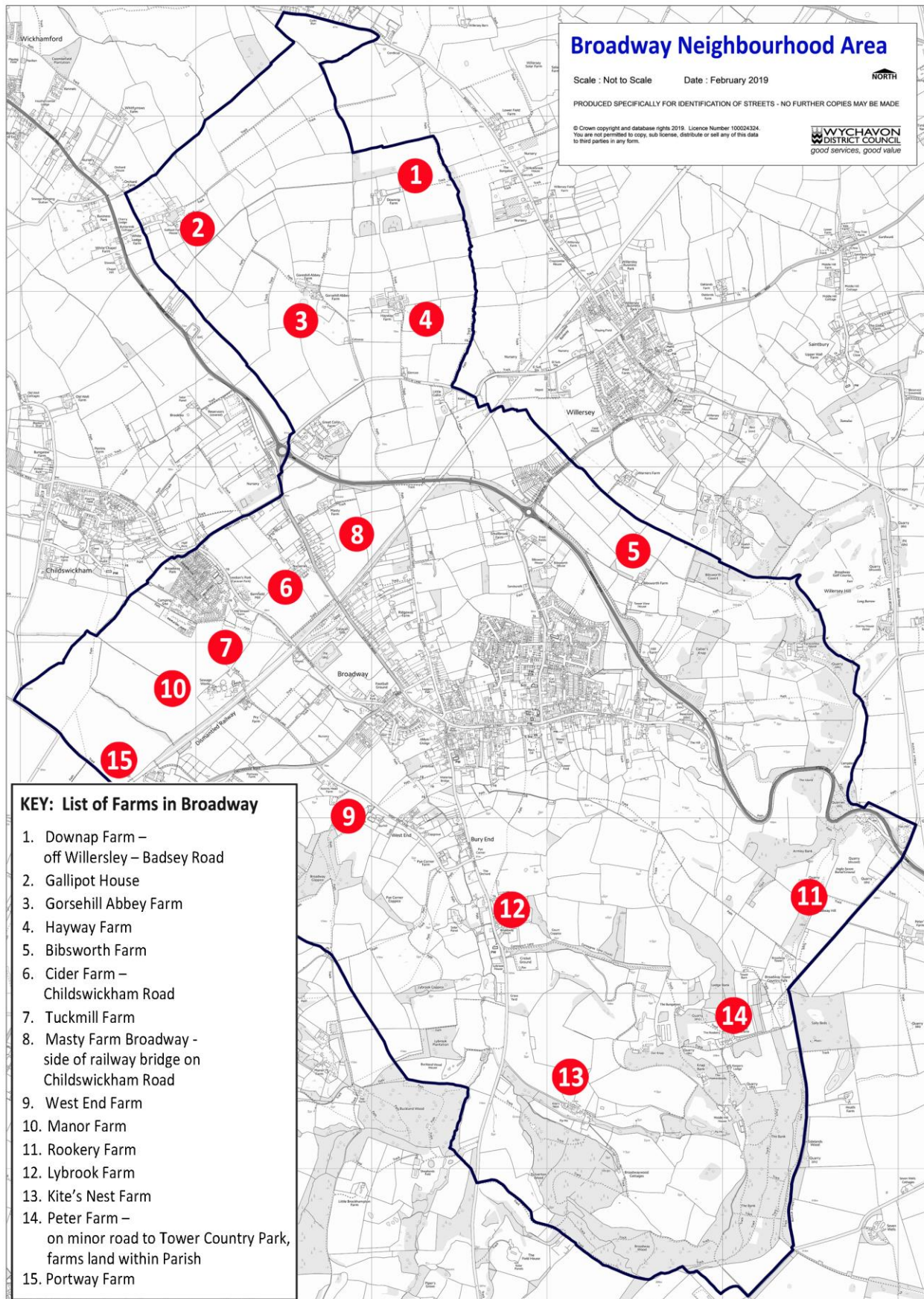


Figure 26: Map of Farm Locations

Farming in the Neighbourhood Area



Portway Farm



Kites Nest Farm



Masty Farm



West End Farm

Reference Documents

- National Planning Policy Framework (2019) – Chapter 6; Para 83
- South Worcestershire Development Plan (2016) – Policies SWDP 12
- Broadway Neighbourhood Plan Survey (2017)

Policy LET.4: Camping and Caravan Sites

- LET.4.1 Development of new sites or the extension or intensification of existing sites for caravans, tents and log cabins, including static or other year-round stationed units, will be supported where there would be no significant harm to the character of the area, not lead to a net loss of biodiversity and the site is effectively well screened by landform, trees or planting.
- LET.4.2 Ancillary facilities to serve the visitors staying on the site should be on or immediately adjacent to the site in existing buildings or new buildings which are of a form, scale and general design in keeping with their surroundings.
- LET.4.3 Applications should not have an adverse effect on the sites of archaeological and historic interest.

Explanation

5.4.26. In 2020, there are 2 caravan/camping sites within the village (see Figure 27):

- Broadway Caravan and Motorhome Club on Station Road – facilities for 117 touring caravans/motorhomes
- Northwick Farm on Pry Lane – pitches for tents and caravans plus 4 wooden lodges

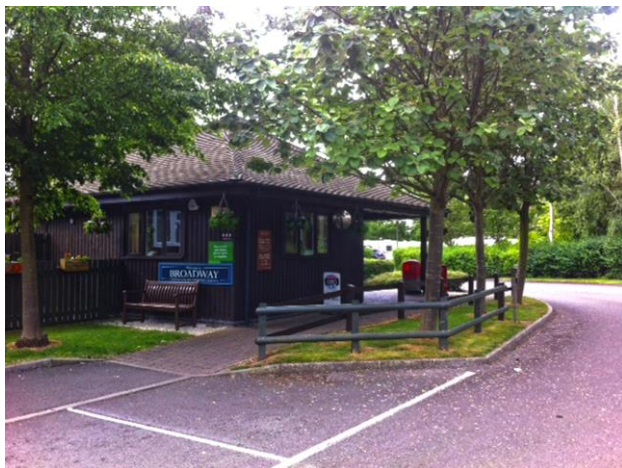
Both are well screened from the public highway.

5.4.27. Camping and caravan sites are popular tourist destinations and can enhance trade in local retail businesses. Broadway's local economy and the enjoyment of its residents also depends on the maintenance of its appearance and its reputation as a special place to visit. A balanced approach which supports caravan and camping sites while protecting the appearance of the countryside and the ambience of Broadway is supported by this policy.

5.4.28. Proposals for camping and caravan sites should refer to SWDP 36.



Figure 27: Map of Camping and Caravan Sites



1. Broadway Caravan and Motorhome Club



2. Northwick Farm, Pry Lane: tents, caravans and 4 wooden lodges

Reference Documents

- National Planning Policy Framework (2019) – Chapters 6, 15; Para 83
- South Worcestershire Development Plan (2016) – Policies SWDP 34, 35, 36

Policy LET.5: Broadband

Where practicable, all new residential and commercial development should be provided with the necessary infrastructure to allow future connectivity at the highest speeds available.

Explanation

- 5.4.29. To encourage the widest uptake of superfast broadband within the Neighbourhood Area.
- 5.4.30. A large number of studies have been done nationally into the effects, positive and less so, of the availability of high-speed access to the internet. It has long been recognised that rural communities are at something of a disadvantage where speed and bandwidth are concerned. It will be important over the next fifteen years that Broadway's business and residential requirements for internet access are met (see Reference Documents at the end of this section).
- 5.4.31. This section considers the business benefits of increased speed and bandwidth for productivity, competition, innovation. It also considers the less tangible, but equally important, 'well-being' effects for households of good broadband connectivity. It draws on published studies supporting the Superfast Broadband programme (see Reference Documents at the end of this section).

Social Gains

- 5.4.32. Studies widely recognise that, while greater bandwidth and speed increases the range of entertainment available, it may also lead to internet addiction or dependency.
- 5.4.33. The Broadway Neighbourhood Plan Survey asked questions about perception of broadband in Broadway. The following responses were taken from the final results:
- Those who predominantly work at home were asked to rate their internet connectivity. 76% of respondents rated it as very or fairly good, with 23% giving a fairly or very poor rating.
 - There was widespread support for local businesses. Of those surveyed, 83% of respondents felt there should be more encouragement for local businesses and 87% encouragement for more local jobs.
 - Improved broadband is important in meeting these objectives.
- 5.4.34. Although broadband does not itself create businesses, it is an enabler. With access to superfast broadband, entrepreneurial young people might be encouraged to launch internet businesses. Existing local businesses might be encouraged to consider new routes to market and to innovate with their products and supply chain.
- 5.4.35. Worcestershire County Council has detailed its plans for the deployment of broadband. In 2011, they declared their goals to be:

1. 90% of all premises access to fibre broadband
 2. 90% of business premises access to fibre broadband
 3. All premises (within the intervention area) to receive at least 2Mbps
- 5.4.36. A short survey of broadband speeds was recently (2018) conducted of premises on, or near, the High Street that have accessed superfast broadband. It revealed:
- Area of Co-op/Gordon Close development: Download 19.7 Mbps, Upload 6.4 Mbps.
 - Centre of High Street retail area: Download 70.2 Mbps, Upload 30.2 Mbps.
 - Kennel Lane: Download 62.9 Mbps, Upload 18.3 Mbps.
 - Shop on High Street: Download 6.3 Mbps, Upload 5.1 Mbps.
- 5.4.37. There is considerable variation in the effectiveness with which premises connect to superfast fibre broadband.

Reference Documents

- National Planning Policy Framework (2019) – Chapter 10; para 112
- South Worcestershire Development Plan (2016) – Policies SWDP 12, 26
- Superfast Broadband Programme Evaluation. Annex B: Economic Impacts. July 2018. Available at:
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/734857/BDUK_SF_EVAL_ANNEX_B_ECONOMIC_IMPACTS.pdf
- Subjective wellbeing analysis of the Superfast Broadband programme. July 2018, Available at
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/734858/BDUK_SF_EVAL_ANNEX_C_-_SUBJECTIVE_WELLBEING_ANALYSIS_-_EXECUTIVE_SUMMARY.pdf
- Superfast Worcestershire. Wychavon District Council Rural Panel. March 2018. Available at:
<https://www.wychavon.gov.uk/documents/10586/8291271/Superfast+Worcestershire.pdf/c40a57bb-d537-6e06-20f7-03a7ae553806>

5.5 Community (COM)

STRATEGIC OBJECTIVE:

To conserve and enhance existing local infrastructure and services, physical, social and environmental, to meet the needs and aspirations of the village.

To conserve and enhance the health and well-being of the community.

Introduction

- 5.5.1. Broadway is a village that has seen significant growth in its population in the last fifteen years and this has been accompanied by a large increase in tourism. The demands of development and tourism can create conflicts between businesses and residents that require sensitive handling if the quality of life for residents and the needs of the economy are to be maintained. Particular problems, which recent Covid lockdown periods have accentuated, are the effects that very large numbers of visitors can have upon the village's facilities and its physical environment, ranging from large amounts of litter, destruction of greens and green verges, and damage to footpaths across fields. Such effects may, in the longer term, seriously affect the inherent attractiveness of the village.
- 5.5.2. Community spirit is fully recognized as an important part of this wellbeing, as is the sense of place that the built and natural environment provides. Broadway is currently well served with facilities that play a major part in contributing to the sense of community, vibrancy and wellbeing that residents enjoy. Many of these community facilities, - e.g. Village Hall, Football Club, Cricket Club, Bowls Club, Youth Club, Nature Reserve, Sign Post - are sustained by volunteers, as are the Museums and Information Office. The volunteers provide a wide range of high quality and professional services, and their involvement makes an important contribution to the village's sense of community. With an ageing population, however, there is a growing pressure to recruit sufficient people to support these facilities and sadly some organizations (Womens' Institute, Cub and Scout packs, Gardening Club) have already been lost to the village through lack of volunteers. An important component of the Neighbourhood Plan is therefore to support community facilities and recruitment to them.
- 5.5.3. The growth in population has inevitably resulted in the growth of car use – the village is now a car-dependent society, a situation not helped by restricted public transport services. This is a development reflected in congestion, noise and pollution. Initiatives to support and increase walking and cycling, and plans to improve car parking and traffic flow are urgently needed and form an important element of the Neighbourhood Plan, as does consideration of responses to changes in car usage, such the growth of electric vehicles and the need for appropriate infrastructure to support their use.
- 5.5.4. The vision underpinning this Neighbourhood Plan is therefore the need to retain a strong and vibrant community spirit in order to provide a high quality of life for all residents in the village.

Policy COM.1: Community Facilities and Amenities

COM.1.1 Proposals which enhance and improve community facilities will be supported.

COM.1.2 Proposals for new community facilities will be supported, provided they are compatible with the immediate neighbourhood and do not conflict with any other policies in this Plan.

Explanation

- 5.5.5. A number of community facilities has been identified (see Figure 28) which are of significance in maintaining the social, economic and environmental viability of the community. In addition, the definition of community facilities will be interpreted generally to include all those which contribute to community life and well-being.
- 5.5.6. Broadway is currently well served with community facilities. In a rural Neighbourhood Area of some 3,500 people, the extent of amenities and organised activities is substantial and plays a significant part in maintaining the sense of community, vitality, vibrancy, health and wellbeing of residents of Broadway. They are also used by people from outside the Neighbourhood Area.
- 5.5.7. The survey of community facilities identified that the continuation of these is dependent upon volunteers to manage them. The ageing of current volunteers and the lack of younger volunteers to run these services is a serious concern for the future.
- 5.5.8. Village facilities rated as very important by 82% of respondents in the Broadway Neighbourhood Plan Survey 2017, Chart 11, p. 15).
“We are truly blessed with a comprehensive range of services”
- 5.5.9. Sense of community rated very important by 77% of respondents (Broadway Neighbourhood Plan Survey 2017, Chart 11, p.15).
“To remain a village which is inclusive to encourage the continuation of a thriving community”.
- 5.5.10. All sections of the community from the youngest to the oldest say what a great place the Village is to live in. Broadway is a vibrant community where volunteers provide an extraordinary range of high quality and professional facilities. (Village of the Year Report 2008)

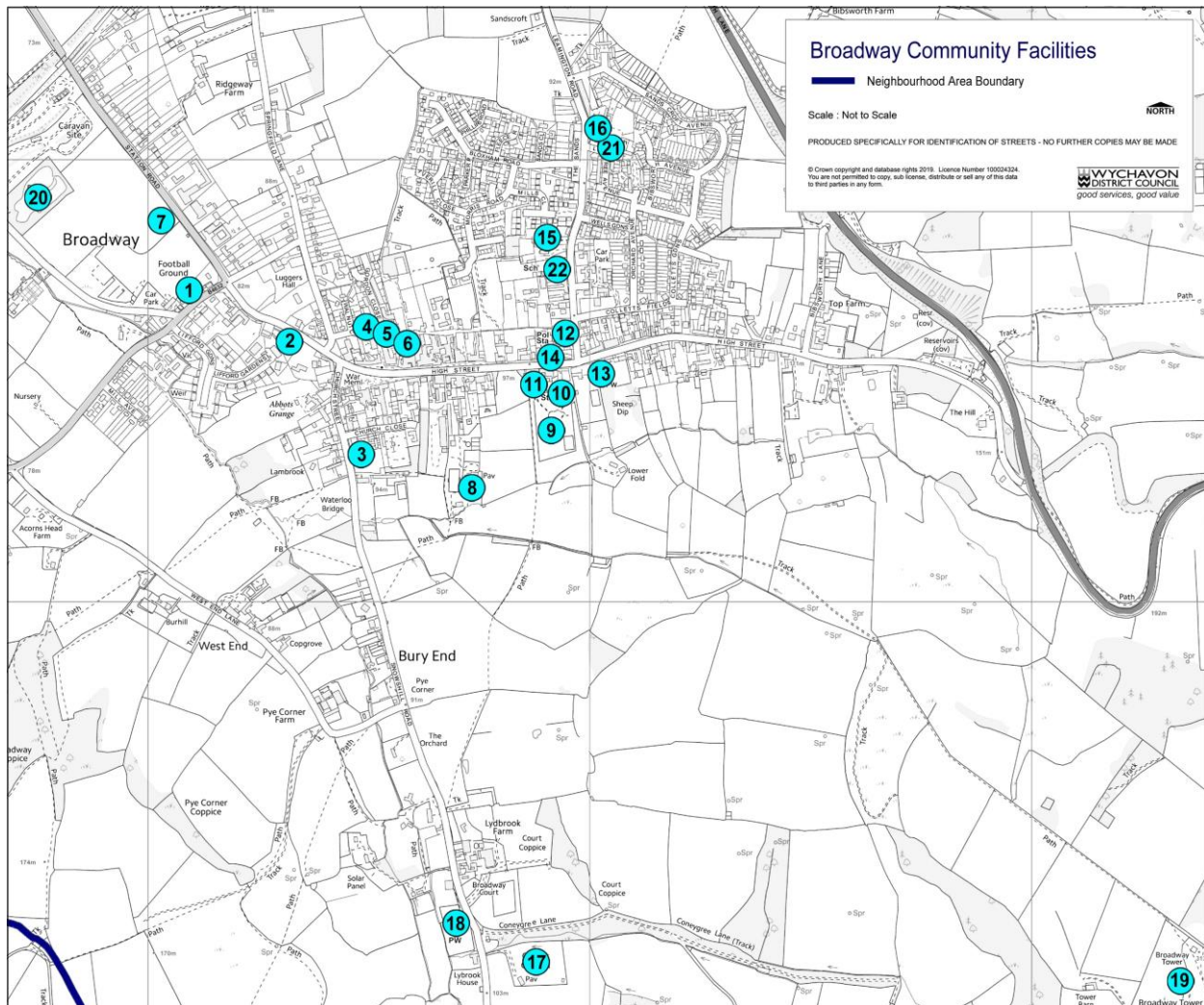


Figure 28: Location of Community Facilities

- | | | |
|---------------------------|--------------------------|-----------------------------------|
| 1. Football Club | 8. Bowling Club | 15. St. Saviour's Church |
| 2. Lifford Memorial Hall | 9. Activity Park | 16. Youth Club |
| 3. St. Michael's Church | 10. Fire Station | 17. Cricket Club |
| 4. Tourist Information | 11. Broadway Museum | 18. St. Eadburgha's Church |
| 5. Gordon Russell Museum | 12. Broadway Library | 19. Broadway Tower Country Park |
| 6. Parish Office/Signpost | 13. United Reform Church | 20. Gravel Pit Wildlife Sanctuary |
| 7. Doctors' Surgery* | 14. Methodist Church | 21. Broadway 1st School |
| | | 22. St. Mary's RC School |

* Moving to Station Road



St Mary's School (22)



Broadway 1st School (21)



Doctors' Surgery (7)



Broadway Library (12)



St Eadburgha Church (18)



St Saviour's Church (15)



United Reform Church (13)



St Michael's Church (3)



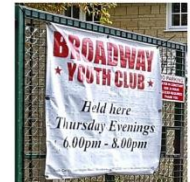
Football Club (1)



Bowls Club (8)



Broadway Cricket Club (17)



Youth Club (16)



Broadway Tower Country Park (19)



Gravel Pit Wildlife Sanctuary (20)



Activity Park (9)



Tourist Information &
Gordon Russell Museum (4 & 5)



Lifford Memorial Hall (2)

Reference Documents

- National Planning Policy Framework (2019) – Chapter 6; para 83d & Chapter 8; para 91, 96-98
- South Worcestershire Development Plan (2016) – Policies SWDP 9, 10, 37
- Broadway Neighbourhood Plan Survey (2017)
- Broadway Parish Plan (2005-2006)

Community Projects

Community Project 3: Community Forum

Objectives

- To support the aims of Policy COM.1
- To build the sustainability of community facilities by
- Promoting their use and enhancement
- Improving links with each other, the Parish Council and the Village

Project

The Parish Council to establish a forum of community facilitators to provide mutual support and greater communication and engagement between facilitators, the Parish Council and the whole village.

Community Project 4: Volunteer Hub

Objectives

- To support the aims of Policy COM.1
- To promote the opportunities to volunteer
- To build a volunteer resource for the Village
- To oversee the provision of training resources

Project

The Parish Council to establish a volunteer hub to facilitate the recruitment and training of volunteers to assist in the community assets.

Community Project 5: Crime Prevention and Protection

Objectives

- To support the aims of Policy COM.1
- The Broadway Neighbourhood Area Crime Prevention project is designed to organize the Area's resources to work in partnership with the police service to reduce crime and increase detection and so enhance the safety, health and well-being of Broadway's residents, businesses and visitors.

Project

The project has measurable outcomes to monitor progress and effectiveness, these include:

- Creating a crime-free area;
- Establishing a positive working relationship with West Mercia Police;
- Tracking incidents in the Parish (using the County Messaging Service WEALERT) formally reporting these to the Parish Council, and to the police via the Broadway and Wickhamford Safer Neighbourhood Team by phoning 101;
- Providing a local intelligence network;
- Ensuring that all future development incorporates technology, emergency services infrastructure where necessary and Secured by Design. As means to these ends the Parish Council in conjunction with the police will establish a Neighbourhood Watch Network covering the whole Neighbourhood Area and set up a task group to recruit co-ordinators to support the development of the network. This network will be led by a trained co-ordinator and deputy, track incidents and report formally to the Parish Council. The Parish Council will set up a task group to review and report on the improved use of technology in fighting crime, for example promoting the use of Smart Water.

Explanation

5.5.11. Crime prevention is vital to the health and well-being of Broadway residents. The Neighbourhood Area already has significant crime figures which cause damage and loss to the village and if unchecked will grow. The Rural and Business Crime Office report for Broadway 12/01/ 2019-06/06/2020 shows the following incidents:

• Theft (including theft from vehicles and shops)	87
• Burglary (domestic and business)	15
• Criminal damage	10
• Assault (including common assault)	11
• Domestic abuse	27
• Drug reports	10

5.5.12. Police resources are limited and by working effectively with them, the Village can mobilise its resources to support them in a well organised and effective way.

Community Project 6: Car Parking

Objectives

To prepare a co-ordinated car parking strategy that will manage the competing demands for car parking from residents, businesses and visitors, whilst encouraging alternative means of transport, with the aim of preserving and enhancing the character, tranquillity of the village and the safety and wellbeing of the residents.

Project

To commission a comprehensive report by the Parish Council to produce an overall plan for car parking that will provide access to the village whilst protecting residential areas and grass verges, assess and plan future capacity, relieve congestion and ensure parking is not visually dominant or disruptive to residential amenity, and plan for electric vehicles.

To commission from the Parish Council a full survey of:

- existing car parking at GWSR, Childswickham Road, Church Close and Shear House, capacity and need
- coach parking facilities
- evaluation of a park and ride facility
- the problem of car parking in non-residential areas

This will allow the preparation of a co-ordinated car parking strategy to manage the competing demands for car parking for residents, businesses and visitors, whilst encouraging alternative means of transport, with the aim of preserving and enhancing the character, tranquillity of the village and the safety and wellbeing of the residents.

Explanation

5.5.13. The Plan has identified the following assets which are of significance in maintaining the social, economic and environmental viability of the community.

5.5.14. In order to prepare a road, transport and car parking strategy, the Parish Council will set up a team with a budget to investigate, qualify and plan the strategy to work with Broadway Business Group, Broadway Trust, Wychavon



Parking Congestion

District Council, Worcestershire County Council and other relevant agencies.

- 5.5.15. This policy relates to matters directly affecting residents which have been highlighted in the Broadway Neighbourhood Development Plan Survey.
- 5.5.16. The volume of cars is creating problems for the village, with an ever- increasing search for free parking near the village centre, causing congestion, damaging grass verges and becoming a visually intrusive aspect of the village.
- 5.5.17. Cars, lorries and coaches cause congestion and pollution along the iconic High Street. Parking for visitors and employees is posing problems.
- 5.5.18. The Church Close car park caters for short-stay visitors, but can be full at weekends and other popular times.



GWSR



Football Club

5.5.19. The Shear House car park has limited capacity as a short-stay car park. The Childswickham car park has good capacity and is suitable for longer stays and has a small coach park, but the walking distance to the village centre is a disincentive for many. The GWR car parking will help, but is a significant distance from the village centre and, therefore, will be most beneficial to the GWR Broadway Station.

5.5.20. Human nature being what it is, people will prefer to park for free if they can. The consequence is that there are many instances of employees choosing to park on roads where there are no apparent restrictions or on private roads. Thus, Back Lane is often clogged with parked cars – ignoring the private owners’ notices, and roads such as Bloxham and Morris Road on The Sands estate and the narrow roads of the Avenues are used, causing difficulty for residents who do not have off-road parking and restricting two-way traffic.

5.5.21. There is, therefore, a need to identify ways of providing adequate parking for these needs, as well as incentivising people to use designated parking sites or alternative methods of travel. It would seem inadvisable to create more parking near the village centre, which could be unsightly and create a perverse incentive for more car journeys. Promoting cycling will be encouraged. There are obvious health and environmental benefits. In order to encourage cycling, designated bike racks could be provided. At present the only provision is outside Co-op Supermarket.



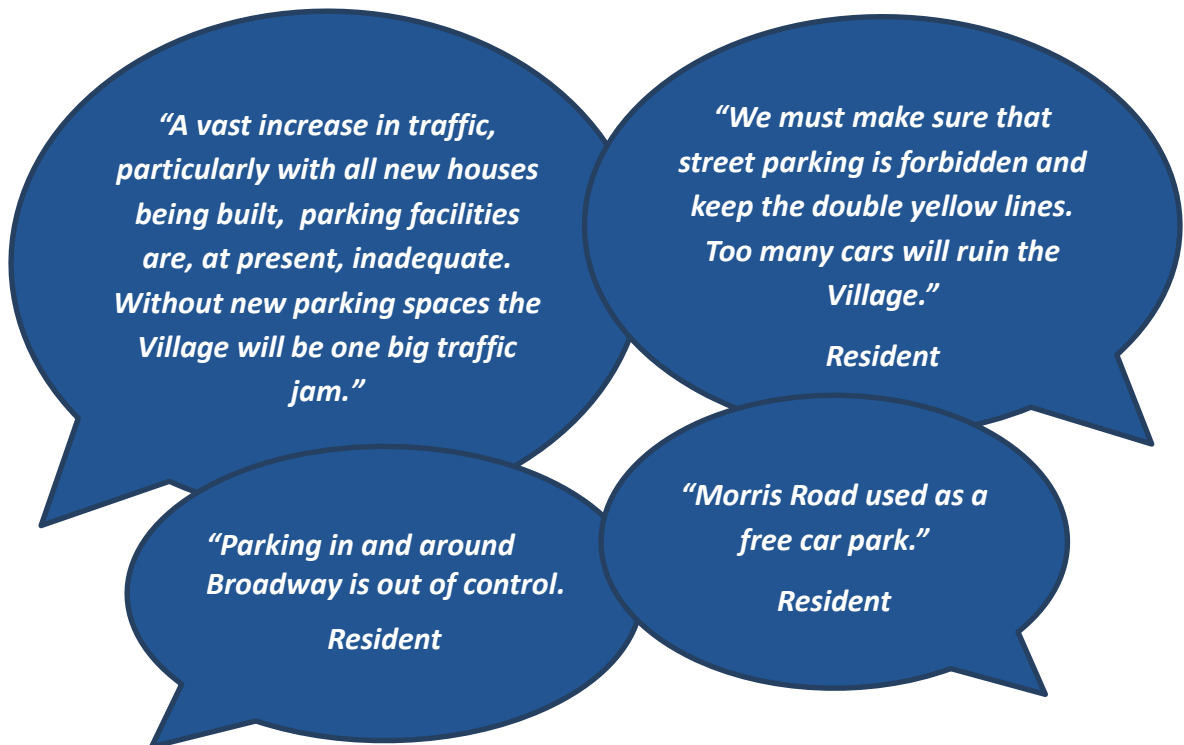
Morris Road

5.5.22. 58% of respondents see badly parked cars as a problem. (Broadway Neighbourhood Plan Survey 2017)

5.5.23. 61% of respondents do not think there is adequate car parking in the village (Broadway Neighbourhood Plan Survey 2017)



Congestion in High Street



Reference Documents

- Broadway Neighbourhood Plan Survey (2017)
- Conservation Area Assessment (2008)
- Broadway Parish Plan (2005-2006)

Community Project 7: Traffic

Objective:

To prepare a strategic traffic flow strategy in order to reduce congestion, pollution and noise from traffic in the iconic High Street.

Project:

To commission a comprehensive report by the Parish Council that will produce a plan for improved traffic flow around the village and ensure that through traffic flow is minimised and speed limits are appropriate and observed.

Explanation

5.5.24. Broadway is a car-dependent community. Public transport connections are extremely limited.

“Speeding on Station Road and Cheltenham Road has been a problem for years.”

Resident

5.5.25. The Broadway Neighbourhood Plan Survey 2017 revealed that very few people use public transport to get to employment or education. Only 6% of respondents do not have a vehicle. There is therefore a heavy dependency on the car. (see Figure 29, Broadway Neighbourhood Plan Survey 2017, Page 8, Chart 4)

5.5.26. Broadway is the No. 1 tourist destination in Worcestershire, attracting walkers and cyclists, but the vast majority use a car. It is planned that new developments will make provision for car owners – adding to the pressure on the village from car use.

“Speed, Cheltenham Road, both ways.”

Resident

5.5.27. Being a rural village it is important to manage this pressure to protect the rural atmosphere and tranquillity of the village and the health, safety and well-being of our residents.

5.5.28. 58% respondents think speeding is a problem (see Figure 30, Broadway Neighbourhood Plan Survey, Page 8, Chart 14)

“There should be 20mph in High Street.”

Resident

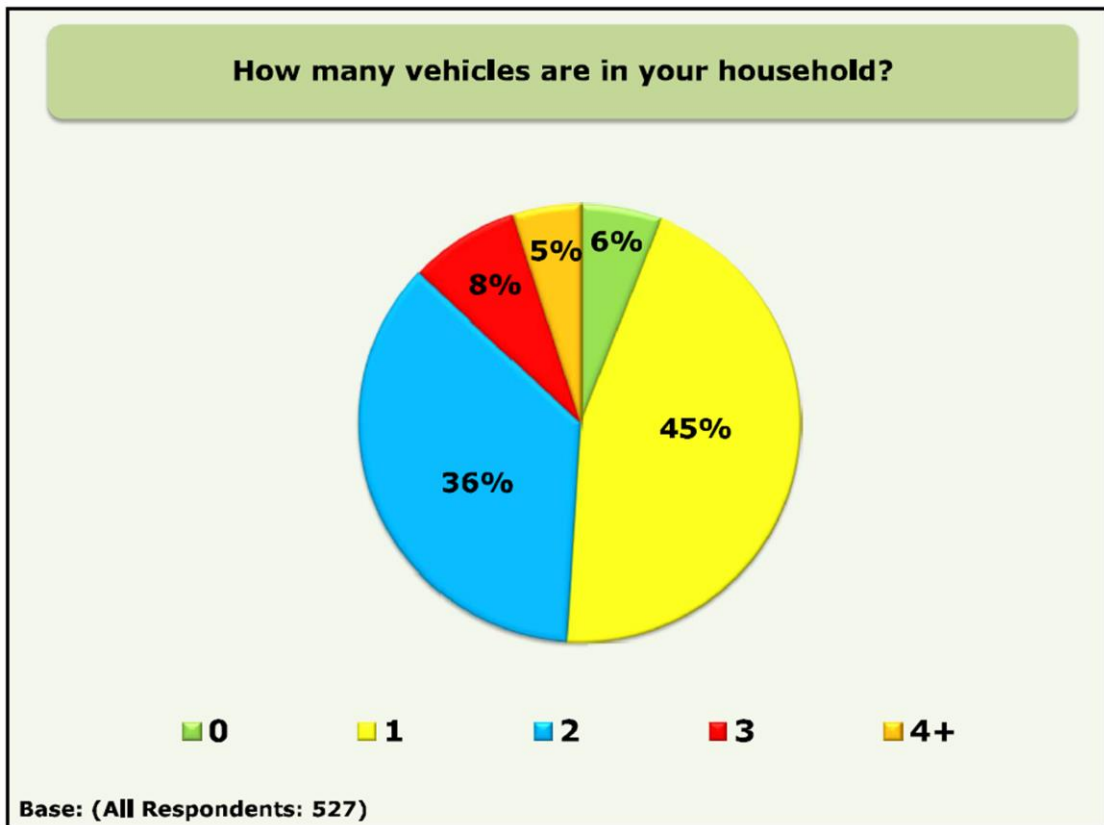


Figure 29: Broadway Neighbourhood Plan Survey 2017; Page 8, Chart 4

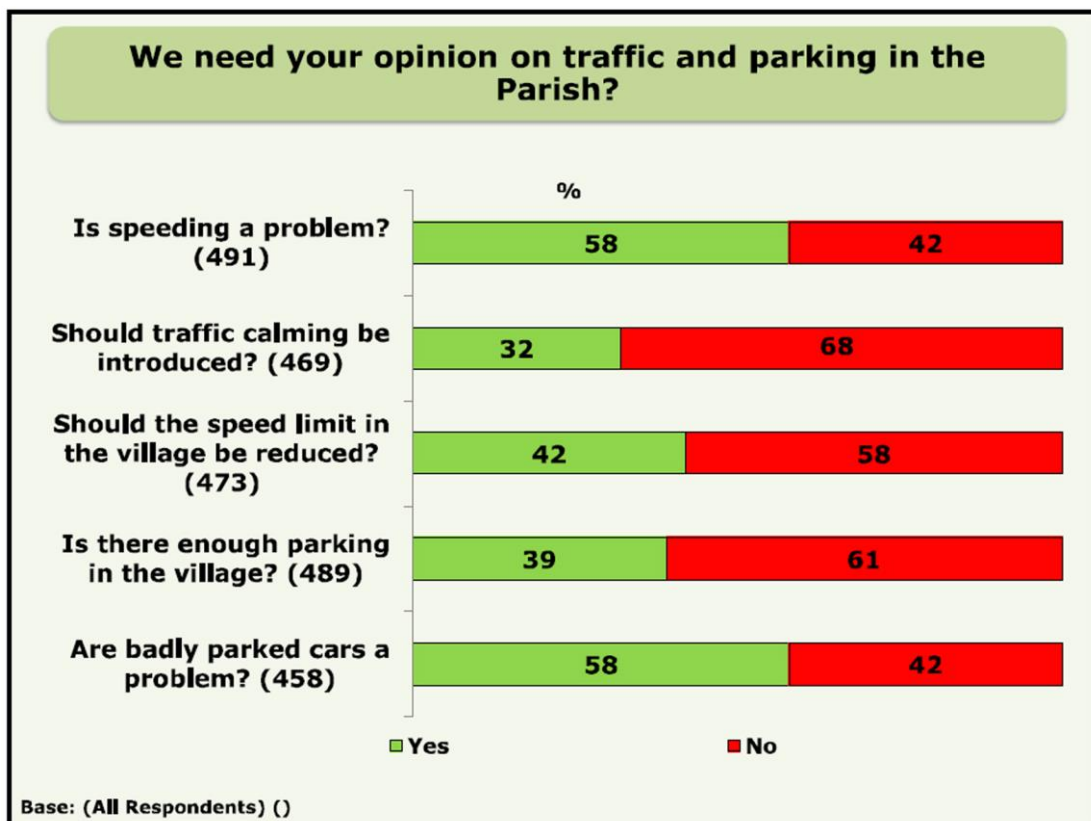


Figure 30: Broadway Neighbourhood Plan Survey 2017; Page 18, Chart 14

Reference Documents

- Broadway Neighbourhood Plan Survey (2017)
- Conservation Area Assessment (2008)
- Broadway Parish Plan (2005-2006)

Community Project 8: Report on Traffic

Objective:

To support the aims of Community Project 6

Project:

To commission a full report that will provide:

- A full survey of traffic, noise and pollution in the High Street
- Examine the possibility of limiting or excluding access to the High Street between Leamington Road and Snowhill Road.
- Examination of speeding in and around the village and an assessment of existing measures

Policy COM.2: Cycling and Walking

COM.2.1 Development proposals, where appropriate, should demonstrate how walking and cycling opportunities have been prioritised and adequate connections made to existing routes.

COM.2.2 Proposals which adversely affect existing walking and cycling routes will not be supported.

Explanation

5.5.29. Access to the countryside and green spaces that characterise Broadway is, as shown by the village survey, highly valued by residents and visitors alike. This access is provided by a network of footpaths, both within the village and leading out from it (see Figure 31). With the help of Worcestershire County Council Public Rights of Way Team and Cotswold Warden volunteers, these have been actively maintained. Many of these paths lead to the wider countryside found in the Neighbourhood Area and beyond and are enjoyed by ramblers, dog walkers and runners.

- 5.5.30. The network, which includes part of the Cotswold Way, a National Trail linking Chipping Campden to Bath and part of the Wychavon Way, a Worcestershire promoted route running from Droitwich to Broadway. These provide important recreational opportunities for residents contributing to their health and well-being.
- 5.5.31. Within the village footpaths encourage residents to walk locally and thus help to reduce car usage. This benefit would be enhanced were there equivalent number of cycle ways. Building developments should not limit the use of footpaths by encroachment or obstruction and should be required to make provision for new paths linking to existing footways.

Reference Documents

- National Planning Policy Framework (2019): Chapter 8; Paras 91a, 98 and Chapter 9; paras 102c, 104d, 110a
- South Worcestershire Development Plan (2016) – Policies SWDP 4

Community Project 9: Cycling and Walking

- To increase and facilitate increased use of walking and cycling and thereby decrease use of cars for short journeys.
- To improve and maintain footpaths within the Neighbourhood Area to encourage increased use by pedestrians. This will be done in conjunction with the North Cotswold Warden Service.
- To provide infrastructure (e.g. fitting Sheffield bicycle stands for securing cycles [see photo inset] as well as signage) to increase use of bicycles for journeys within the village and surrounding areas.
- Encourage local businesses (e.g. GWSR at Broadway station) to facilitate bicycle hire for visitors, as implemented at Broadway Tower Park.



Sheffield Bike Stands

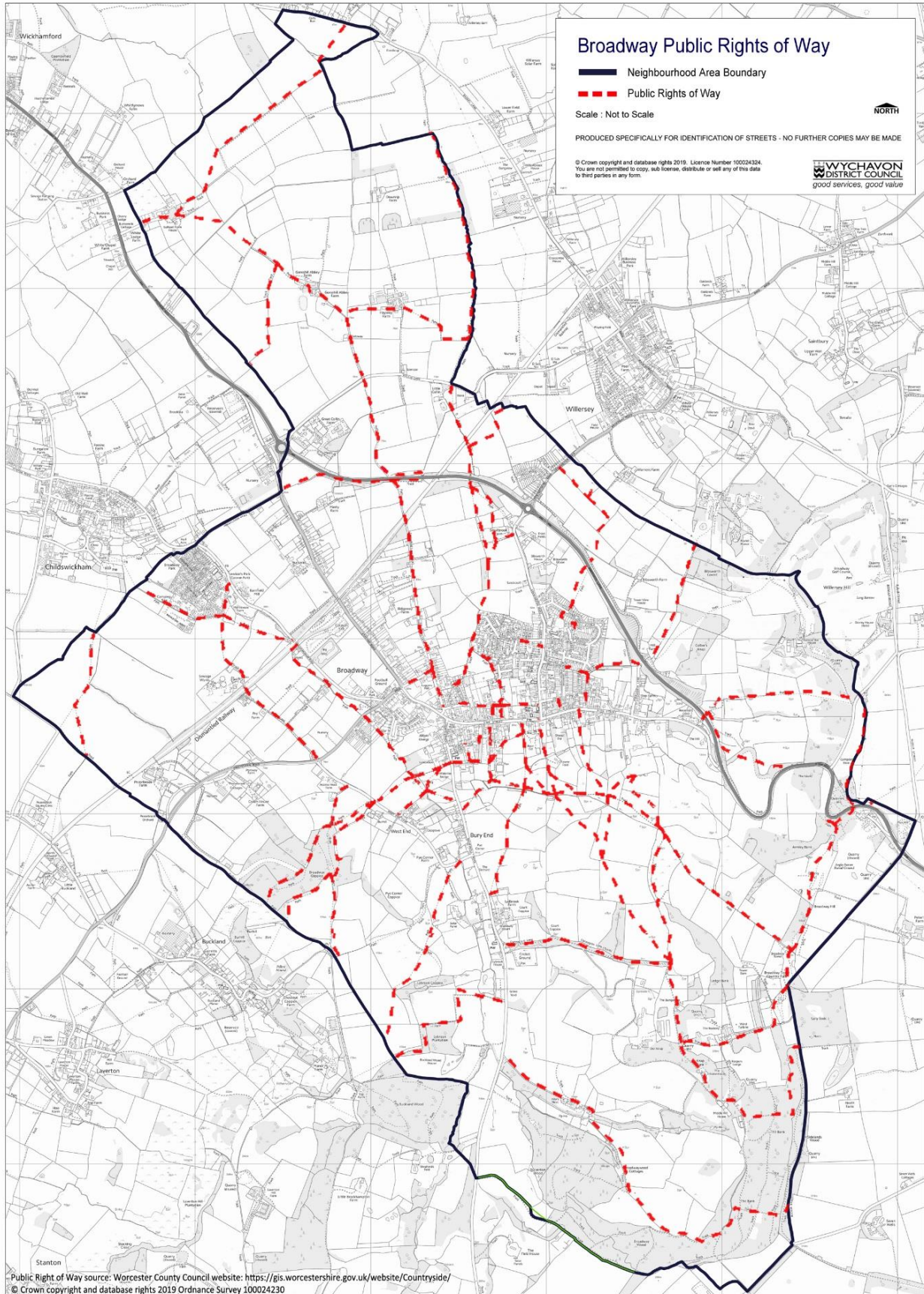


Figure 31: Broadway's Public Rights of Way

Policy COM.3: Allotment and Growing Space

Proposals for the provision of new allotments in appropriate and suitable locations will be supported. Proposals for new allotments should clearly meet the following criteria:

- a. There are no adverse impacts on the landscape or character of the area;
- b. There are satisfactory arrangements for parking;
- c. There are satisfactory arrangements for water supply; and
- d. There would be no adverse impacts on neighbouring uses.

Explanation

- 5.5.32. Although not specifically addressed in the Broadway Neighbourhood Plan Survey, there appears to be a growing interest from the green-fingered wanting to grow their own fruit and vegetables in circumstances where private space is not necessarily available. Popularity of growing as a self-sufficiency pastime is indicative of a return to nature philosophy, witness the interest on TV and in other media.
- 5.5.33. The approval of The Sands development has resulted in the loss of allotments in Broadway, a now valued community asset.
- 5.5.34. Public sites are becoming increasingly scarce. Research commissioned by the previous Government reveals that in the period 1996 to 2006 the number of allotment plots fell by 50,630.
- 5.5.35. Appropriate siting could enhance and support Broadway's green infrastructure and the Green Wedge policy which are highly valued by Broadway's residents. Albeit not ground for growing space, the central feature of the Highworth Leamington Road development was maintenance of green space for leisure consistent with the overall Green policy
- 5.5.36. As an example Stratford-upon-Avon has 180 allotment plots of various sizes. However, there are approximately 60 people on the waiting list for plots. These figures demonstrate evidence of significant demand for additional plots.
- 5.5.37. This policy will encourage the reintroduction of such facilities.

Reference Documents

- National Planning Policy Framework (2019) – Chapter 6; para 83d & Chapter 8; para 91, 96-98
- South Worcestershire Development Plan (2016) – Policies SWDP 9, 10

APPENDIX 1

Broadway Village Design Statement 2020*

1. Background

- 1.1 Introduction
- 1.2 Planning Context

2. The Village Environment

- 2.1 Landscape
- 2.2 History and Pattern of Development

3. Character of the Village

- 3.1 Settlement Pattern Overview
- 3.2 Likes and Dislikes

4. Broadway's Buildings

- 4.1 Traditional Built Form
- 4.2 Traditional Materials

5. The Wider Environment

- 5.1 Open Spaces
- 5.2 Landscape and Access
- 5.3 Highways
- 5.4 Services

6. Designing for the Future

- 6.1 Guidelines for the Conservation Areas
- 6.2 General Guidelines for All Development
- 6.3 Guidelines for New Building
- 6.4 Guidelines for Alterations and Extensions
- 6.5 Guidelines for External Works and Private Open Spaces

7. Looking to the Future

- 7.1 Improving Village Life
- 7.2 Energy
- 7.3 Waste Disposal
- 7.4 Major Developments

* 'Village Design Statement' is included as an Appendix for reference purposes only and does not form part of the Broadway Neighbourhood Development Plan.

1. BACKGROUND

1.1 Introduction

Broadway is often described as one of the loveliest villages in England. It has been written about, sketched, painted and photographed by innumerable people. The special charm of the village and its setting was wonderfully summed up by Algernon Gissing, who wrote in 1904 – “It is the heart and soul of England”. Nicolas Pevsner wrote in his notable publication - The Buildings of England - Worcestershire, that Broadway was the “show village of England”.

The generations who have made their homes in Broadway 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 Broadway remains a thriving and sustainable community as a whole.

The original Village Design Statement (VDS) in 2008 was prepared following local consultation, through public meetings, questionnaires and widespread publicity in the Village Newsletter, the Parish Magazine, the Village Website²¹ and in the local press.

This VDS 2020 has been updated to reflect the current climate and legislation but still reflects the views of the community, and will influence planning decisions made locally and nationally that might affect the future of the village. 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 the village.

Village Design Statement

Village Design Statements were established by the Countryside Commission in 1996². 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

This VDS 2020, a local Information Source, is included as an evidence base for the Broadway Neighbourhood Plan. The Plan, once approved, will be taken into account by Wychavon District Council, (the Local Planning Authority) when considering future planning applications.²²

²¹ www.broadwayvillage.org.uk

²² Village Design: Making local character count in new development. Countryside Commission (1966)

1.2 Planning Context

Wychavon District Council

Planning policy for Broadway is set out in the adopted South Worcestershire Development Plan 2016 (SWDP). This is consistent with the National Planning Policy Framework (NPPF) introduced in 2012, and together with the Neighbourhood Plan, they comprise the policy framework against which all planning applications have to be judged. The SWDP is being reviewed to take the plan forward to 2041 and is timetabled to be adopted in late 2021 or early 2022. Local planning applications are handled by the LPA, whose officers have authority to decide the majority of applications. Decisions on large scale or controversial applications are made by their Development Control Committee. All planning applications affecting the village are advertised locally and are considered by the Parish Council and the Broadway Trust, who send their recommendations to the LPA. Residents can also send in their views. Planning decisions taken by the LPA are increasingly circumscribed by decisions taken at county, regional and national levels, which can override purely local considerations.

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Conservation Area

A considerable part of the village was designated a Conservation Area in 1969. Four areas were designated: i) The Green, the upper High Street and approach roads; ii) The upper High Street; iii) Snowhill Road, Pye Corner and West End Lane; iv) Springfield Lane.

An appraisal of the Conservation Area was carried out in 2005/6 and the areas designated in 1969 were confirmed with only minor changes. The Appraisal was adopted as a document for planning purposes by Wychavon District Council in March 2006⁴. Designation as a Conservation Area is important because it is an official recognition of the collective value of buildings and their surroundings, and of the desirability of conserving the character of the village and its setting as a whole. Within a Conservation Area special planning policies and strict guidelines apply to new buildings and their design and to alterations to existing buildings.

The Broadway Conservation Area Appraisal reviews the qualities of the Conservation Area and sets out policies and recommendations which should be read in conjunction with this VDS.

Listed Buildings and Conservation Areas are also subject to legislative control under the Planning (Listed Buildings and Conservation Areas) Act 1990, and in considering applications a LPA has to give special attention to preserving a Listed Building or its setting, and to preserving and enhancing the character and appearance of a Conservation Area.

The LPA have also recently adopted two relevant Supplementary Planning Documents, the South Worcestershire Design Guide and the Shop Front Design Guide This sets out more specific policies and guidance for design of new development and shopfronts and advertisements – of all descriptions. With respect to the latter national policy is for signage constraint in Conservation Areas or on Listed Buildings.

Listed Buildings

Broadway has a wealth of listed buildings, comprising the vast majority of buildings in the Conservation Area. These are mainly grade 2, but some notable houses are grade 2* and St Eadburgha’s Church is grade 1. No changes, especially external, can be made to these buildings without permission and applications are subject to scrutiny by the Conservation Officer within the Heritage Department of the LPA. Listed Buildings require a Listed Building Application as well as the normal planning application.

The 2006 appraisal also identified a number of buildings which, although non-listed, were considered to make an important visual contribution to the character and appearance of the Conservation Areas (e.g. buildings adjacent to listed buildings). These require planning permission, under Article 4(2), before certain external alterations or changes can be made. The building elements so covered are included in the individual listing notices.

This should help to provide long-term protection against unsympathetic alterations, a move designed particularly to maintain the architectural integrity of the High Street.^{23 24}

Planning Concerns

There will always be controversy over planning matters in a village like Broadway that has such a wealth of listed buildings and whose settings are so important to the character and beauty of the village. Areas of particular concern are:

- The location, the design and the 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.
- Inappropriate development of garden land, ‘backland’ development, and over development of existing sites or buildings.
- Materials or construction methods inappropriate to Listed Buildings and the Conservation Area.
- Advertising clutter on buildings or in the street scene.

²³ Wychavon District Council Local Plan 2006. Available at Council Offices, in Broadway Library and on the Council’s website (www.wychavon.whub.org.uk/home/wdc-planning-localplan.htm)

²⁴ Broadway Conservation Area Appraisal was adopted by Wychavon District Council on 28/03/0 and is available at the Parish and Council Offices and on the Council’s website (Wychavon.whub.org.uk/home/wdc-planning)

- The loss of mature trees in the Conservation Area.
- Alien structures in the surrounding open landscape.
- The progressive erosion of the village beauty and character resulting from unapproved individual changes, alterations or developments.

At the same time, there is genuine concern over the number of second homes and holiday lets, and the effect of house prices on affordability for local families. Recent major development has not addressed the need for affordable housing comprising small units of accommodation for all sectors of the community.

Additional concerns are the pressure from central government for the new housing development and the resulting threat to the AONB. Brownfield is the term generally used to describe previously developed land, which is now being given priority for any new development. The current policy position is that residential garden land in built up areas is considered as greenfield, where development should be resisted, and it is thus excluded from the definition of “previously developed land” in the NPPF (2019). Broadway has a number of large residential gardens which would therefore not qualify as brownfield land, and development will therefore be resisted, especially on smaller sites which may result in over development or harm to the surroundings.

Cotswolds Area of Outstanding Natural Beauty.

A large part of Broadway, including the Conservation Area, is included in the AONB which are afforded the highest degree of protection from development along with National Parks, in the NPPF. The inclusion of Broadway is now a matter of fact and we believe that its status should be robustly defended, such that any development in open fields in the AONB should be strongly resisted.

Regrettably the major development in Leamington Road took place in an interregnum period when a 5 year supply of housing land did not exist in the LPA.

The Landscape Management Plan of the Cotswolds Conservation Board will be fully supported.

2. THE EXISTING ENVIRONMENT

2.1 Landscape

Broadway lies nestled at the foot of the Cotswold escarpment running between Winchcombe and Dover's Hill. The escarpment itself is sparsely settled, although the village of Broadway extends some way up the lower slopes. It provides an imposing backdrop to the village and is an integral part of its charm. Today the village is reached from the A44 bypass, which descends sharply from Fish Hill. This replaces the older road that connected directly with the High Street. There is evidence of earlier routes to the escarpment, one of which, Coneygree Lane, now a track, runs through vestiges of the ancient woodland that covered the lower slopes.

Broadway Tower is located on the summit of the escarpment above the village, the second highest point in the Cotswolds. This summit was the site of a bonfire to celebrate the naval victory over the Dutch at Campertown in 1797, an event which so impressed the Countess of Coventry that she persuaded her husband, the 6th earl, to build the tower, completed in 1799 to the design of James Wyatt. The story associated with its construction is that she wanted an impressive tower on which she could place a beacon that could be seen from her house near Worcester, the hilltop having long been used as a beacon point. The Tower has important links with the Arts and Crafts movement and is one of England's outstanding viewpoints, from which it is possible to survey an area that includes as many as thirteen counties.

The whole escarpment is broad and relatively high, reaching a height of some 300m to the east of the village. Its geology is of great interest and public access to this should be encouraged. There are many spurs, combs and embayments, producing a dramatic and varied landscape. The River Isbourne and the Beesmoor Brook and their tributaries drain the embayment into the river Avon.

Woodlands cover much of the landscape, ancient broad-leaved woods being the most prevalent. Many are sizeable and stretch along the escarpment top, down to the mid and lower slopes, often along the line of brooks and gullies. These woodlands, together with coppices and large specimen native trees, create abundant habitats for wildlife and plants. Large expanses of grassland predominate between these woodlands on the upper slopes. On lower slopes the surrounding countryside is a patchwork of pasture land with some fine stone walls. Calcareous grassland is not extensive, but areas maintained by selective grazing have been designated as Sites of Special Scientific Interest (SSSIs) and these are home to some rare plants.

Orchards are also conspicuous on the lower slopes. They were at one time more numerous here and in the vale below. Many of the orchards are quite ancient; sadly most are in decline and improved, effective management is urgently needed. This would have both visual and environmental benefits.

Part of the village lies within the Cotswold Area of Outstanding Natural Beauty (AONB)²⁵. Inclusion in the AONB, which has significant planning requirements and policies, helps to give the village additional protection from potentially deleterious developments.

Broadway lies on the route of the Cotswold Way, a national trail that runs from Chipping Campden to Bath. From the Upper High Street the Cotswold Way takes walkers up to the Broadway Tower, from which there are good views of the village nestling at the foot of the escarpment, and extensive views across the Vale of Evesham. From this vantage point one can see that the village is neatly contained within its setting, with clear boundaries within the surrounding countryside. It has none of the “urban sprawl” that disfigures so many other villages, and this is an important planning consideration.



View of the village from the escarpment

2.2. History and Pattern of Development

History

Broadway is an ancient village, with a history that goes back at least 2000 years, archaeological remains suggesting early settlements in the Iron Age or early Roman times. Its current name has evolved over the centuries through a number of variants, e.g. Bradanuuge, Bradweeia and Bradweye. In the 12th century a settlement had formed around St Eadburgha’s Church on the Snowhill Road, where there was a significant manor house, but the village later developed its present location a little to the north. Development was ensured by granting of a market in 1196 and a three-day fair in 1251.

The settlement as we see it today retains many of the features of the mediaeval town planned by the Abbots of Pershore. This had houses and cultivated strips of land along the east –west road that formed a major route between South Wales and London, creating a distinctive pattern of buildings and open spaces. Despite recent developments this pattern is recognizable today, with remnants of the original burgage plots still present on the north side of the High Street. .

²⁵ www.cotswoldsaonb.com

Two of the earliest surviving buildings, Abbots Grange and Prior's Manse, (14th century) reflect the influence on Broadway of its monastic founders. Later buildings, from the 15th and 16th centuries, indicate the increasing wealth of local landowners and farmers when Broadway became a busy market and farming settlement, while those of the 17th century demonstrate Broadway's importance as a staging post on the Worcester-Oxford turnpike road. At one time there were more than 30 inns catering for travellers and their coaches, providing places at which horses could be changed before the ascent to the escarpment. The street frontages of 18th century Broadway would be easily recognizable today, despite the many changes that have taken place more recently.

After a period of decline in the 19th century, when the coming of the railway reduced its importance as a coaching centre, Broadway began a period of rejuvenation as a rural idyll patronized by writers, artists and craftsmen associated with the Arts and Crafts movement. A number of existing houses show the design influences of this movement. The present day importance of Broadway as a tourist attraction dates from this time.

The 20th Century

The village retained much of its original settlement plan until the turn of the 20th century when expansion and development began with the building of estates on the north side of the conservation area and infilling of modern housing in Springfield Lane and Cheltenham Road. Whilst retaining its rural air, Broadway also housed the internationally known Gordon Russell furniture factory on a four acre site in the middle of the village. Following the closure of the factory, a large (and award-winning) housing development, incorporating a supermarket, was built on the site. The Gordon Russell factory provided significant employment opportunities for the village: today the major employers are shops, restaurants and inns, and a growing number of small businesses.

A significant change was the building of the by-pass in 1997 which took through-traffic and noisy, heavy goods vehicles away from the village centre, providing environmental improvement and helping to protect the more fragile, older buildings. Despite earlier fears that this would reduce trade, Broadway has retained a wide range of shops and other commercial activities catering both for residents and visitors. The village has a wide variety of social and recreational activities for all age groups²⁶. There are two primary schools, playgroups and a Youth Centre. Part of the land south of the High Street has been used to create a large activity park, which attracts visitors from a wide area. The growth of Broadway and the constant influx of visitors have created a heavy demand for parking. Traffic and parking remain a constant source of concern to the village.

Landscape and Conservation

The image of Broadway that has attracted admirers from the 19th century to the present day centres on the sweep of the lower High Street with its line of historic buildings in mellow Cotswold stone, bordered by extensive greens. To the south, gardens, open spaces and fields provide views of the escarpment and its landmark Broadway Tower. Other historic and scenic areas include the upper High Street, where the line of historic buildings continues and the open views are more

²⁶ www.broadwayvillage.org.uk

extensive, the Snowhill Road leading to the original settlement around St Eadburgha's, and Springfield Lane.

In 1969 the core of Broadway, running primarily along the High Street but including outlying areas, was designated a Conservation Area and this was confirmed by a reappraisal in 2006²⁷. This, together with the listed status of many of its buildings and identification of significant conservation features, including open views between buildings, has provided considerable, though not complete, protection, through Town and Country planning legislation, against unsympathetic changes and development.

Population

Broadway has always been a substantial community. The Domesday Book records some 220 people in 50 households. By the 13th century the population was between four and six hundred persons, and this grew to almost 1700 between 1770 and 1840.

Today the village has a population of some 3,500 people, making it one of the largest villages in the district. Although there are young families, there is a significant population of retired people. The economy is mainly dependent on tourism and the service sector but caters also for the everyday needs of the local residents in the form of schools, library, post office, surgeries and retail businesses. Whilst still surrounded by productive agricultural land the village has largely lost its economic dependence on this sector.

Pressures

The location of the village, within easy reach of the motorway network and a number of market towns, together with its attractive historic character means that pressures are now exerted on the village from new development and tourism. The railway line from Cheltenham is now restored providing a rail connection with Broadway and this has significantly increased the number of day visitors. The potential conflict between the demands for development and tourism and between businesses and residents requires sensitive handling so as not to alter the delicate balance between the inherent attractiveness of the village and the economy that depends upon it.

²⁷ Broadway Conservation Area Appraisal was adopted by Wychavon District Council on 28/03/06 and is available at the Parish and Council Offices and on the Council's website

3. CHARACTER OF THE VILLAGE

3.1 Settlement Pattern Overview

The settlement pattern of the village can be broken down into seven fairly distinctive areas, each having its own architectural style and character. The older buildings are mainly found on the High Street and the Snowhill Road. Newer development has centred around the three major routes into and out of the village:

- Evesham Road/Station Road linking to the A44
- Cheltenham Road, linking to Winchcombe, Cheltenham and the M5 at Tewkesbury
- Leamington Road, linking to the A44 by-pass

Leamington Road and Station Road are wide and tree-lined with grass verges, which create a pattern of entrance to the village that is not found in other Cotswold villages. A comprehensive network of footpaths connects the various housing developments and links to the wider countryside beyond.

Area 1: Evesham Road/Station Road

The entrance to the village from Evesham presently has open views to the south across farmland, a sports field and a secluded Caravan Club site. The road has been developed mainly on its northeastern side with 20th century one- and two-storey housing, not all of which is architecturally distinguished. Part of Station Road has a secondary building line behind the houses fronting onto the road. The open view to the south, which is a valuable feature, will be altered by the plan to build a significant number of houses there.



Station Road looking west



Station Road looking south

Architectural characteristics:

- Housing of individual architectural style built at a low density creating a transition from open farmland into the heart of the village.
- Mainly detached houses of one and two storeys set in substantial mature gardens.

- Built of artificial or natural Cotswold stone; where built of brick this has been rendered giving a degree of cohesiveness to the area.
- 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.

Area 2: Cheltenham Road and Childswickham Road

Cheltenham Road has post-war and later residential developments along the road frontage whilst others are grouped around cul-de-sacs. Because this area has been developed piecemeal there is a variety of architectural styles which are unified by building materials, trees and scale.

Childswickham Road has relatively few houses, of varied styles, and leads into open countryside. Prominent here are the coach and car park, the football field and clubhouse and, a little before the railway bridge, the local Wildlife Trust nature reserve. Beyond the railway bridge there is a large caravan park with permanent mobile homes. This has recently undergone major development, adding a considerable number of older residents to Broadway's population. (see also section 7.4).



Cheltenham Road



Childswickham Road

Architectural characteristics:

- On entry into the village from the south the housing density creates a good transition from open farmland to the built environment of the village centre. Development along the road frontage is of two-storey houses set behind grass verges
- Local Authority housing of modest semi-detached style with hipped roofs and rendered elevations. Two groups front the B4632, set either side of a cul-de-sac.
- Low density private housing is set around cul-de-sacs, accessed from the B4632. Built in the last quarter of the 20th Century they are of Cotswold stone, of open plan layout with landscaped grounds.

Area 3: Snowhill Road Including West End/Bury End Conservation Area)

Where this road leaves the village there are large period houses and the 19th century church of Saint Michael's and All Angels, after which the residential development becomes less close-knit

and more cottage style, interspersed with larger period houses and farm buildings. At the end of the village boundary lies St Eadburgha's Church, one of the village's most important buildings. The present church dates from the 12th century but may have pre-Conquest origins. Although now replaced as the main parish church by St. Michael's, St Eadburgha's is well maintained and is used in the summer months for regular services and occasional concerts. The churchyard contains some fine, listed gravestones. Beyond the church lies Broadway's current graveyard.



St. Eadburgha's Church, Snowhill Road

Architectural characteristics:

- Although still part of the village this area has a very rural feel, containing thatched cottages, manor houses, post-war houses and farm buildings, all in mature landscaped settings.
- All the buildings are of individual design. By using local building materials and traditional building methods they contribute to the landscape quality.

Area 4: Springfield Lane (Conservation Area)

Springfield Lane runs northwards from the lower end of the High Street. It is a private no-through road, ending in open countryside, and retains throughout its length a rural aspect. Although the housing is of mixed periods there are some significant buildings, (notably Luggers Hall), and the majority have large gardens, bordered by natural hedging which helps to create a visual unity. Recent infilling here has threatens to disrupt the pattern of open views between houses (considered important in the Conservation Area Statement).



Springfield Lane

Architectural characteristics:

- Predominantly detached houses of varying ages and design, some stone built, others brick and rendered
- Road verges, hedges and Cotswold stone walling maintain a rural feel
- Housing merges into open countryside

Area 5: High Street (Conservation Area)

The High Street is the main axis of the village and is lined by an unbroken sequence of fine listed buildings. Its western end (the lower High Street), which includes The Green and War Memorial, forms the heart of the village and its commercial centre, with community buildings, amenity areas and the support services necessary for a vibrant village life. The High Street, the original “broad-way”, with its ‘gravels’ and ‘greens’ - wide grass verges lined with semi- mature chestnut trees - gives Broadway its unique character.

At the eastern end the upper High Street is primarily residential with some fine houses backing onto open countryside. Throughout the length of the High Street there is a network of narrow footpaths between buildings leading to open country.



Village Green



Eastern End of the High Street

Architectural characteristics:

- The heart of the Village. The frontage buildings are generally terraced, with the building line to both sides of the High Street irregular. This, together with a varied roofscape, gives the village scene its unique quality. The appeal of this village scene is enhanced by the use of traditional construction methods, detailing and local natural materials.
- Boundary walls are of rough dry-stone walling or of cut stone construction.
- The building style uses gable ends with chimney stacks on the end walls or party walls. The use of natural stone roofs with close eaves is a dominant characteristic of the High Street buildings.

Area 6: The Sands

This is a large residential development built in two stages, the first in the 1950s and 1960s, and the second in the late 1990s, accessed by one entrance road. This development is open plan layout of one- and two- storey houses, all of a similar architectural style, focussed around a spine road with cul-de-sacs. This mix of housing has allowed the development of a varied community of residents, from single elderly persons to young families.



The Sands

Architectural characteristics:

- Built at the end of the last century of one and two storey to a medium density. Brick finish with gabled ends and tiled roofs.
- Some houses have had minor single story additions to them, either to the side or rear elevations.
- The housing layout is of open plan style, with well-kept garden frontages.

Area 7: Leamington Road, The Avenues and the northern limit of the village

At the point where Leamington Road leaves the High Street there are several attractive stone buildings, including the Catholic Primary School, St Saviour's Church and The Retreat, which originally housed a monastic community. Further along there are well preserved, Arts and Crafts-designed terraced houses, the Wells cottages, and the Broadway First School, another Arts and Crafts building. The Wells cottages were built privately to accommodate local workers.

Between the older housing on the east side of Leamington Road there is affordable housing, some (Shear House) facing the road, others built on land to the rear, reducing the area allocated for car parking there. Backland development has to be carefully monitored to avoid disruption of the area known as the Avenues which forms a large development of pre- and post-war Local Authority housing. It forms a homogenous development typical of this period. Many of the houses are now owner-occupied and have had various extensions and modifications, others belong to the local Housing Association. This development is based on a network of small interconnecting roads and cul-de-sacs. Compared with other settlement areas this has suffered in the past by being not particularly well-maintained by the local authority, though this is now being addressed.

To the north of the bypass there is, to the west, a substantial area of older and more recent housing which belongs to the parish of Broadway despite being geographically close to the adjacent village of Willersey. To the east there is a working farm and isolated houses.

Recent large scale developments to the south and north of the by-pass are in danger of contributing to a degree of urban sprawl, extending the previous well-contained limits of the village. The former will alter the "rural" feel of the existing entry into the village. An important

planning objective should be to avoid development close to the road frontages, with the loss of trees and hedges.



Local Authority Housing now privately owned



Wells Cottages

Architectural characteristics:

Leamington Road

- From the High Street junction there are houses and public buildings in traditional Cotswold stone, interspersed with modern housing and a multi-occupier building backing onto a car park. Arts and Craft- influenced houses merge into the post-war local authority housing of The Avenues. Beyond this area are older cottages, detached houses and a large modern development of private housing with some assisted living accommodation.

The Avenues

- Two story housing at a fairly low density, all having private gardens.
- Built in brick or rendered finish with tiled roofs with boundaries in privet hedging. Some boundary hedging has been removed or replaced with other materials.
- Some one and two story extensions have been made to end elevations or to the rear of the properties.

3.2 Likes and Dislikes

Things we like about the look of our village



Its historic continuity, views of Farnham House yesterday and today



The High Street with its mix of buildings



Greens and grassed areas



Well-designed street furniture



Interesting historic details (old post boxes, the mile stone, horse-hitching stone)



Well-paved footpaths and sett-lined kerb finishes



The Wisterias



The views through to the countryside and the escarpment

Things we don't like about the look of our village



Inappropriate use of too many A-Boards



Poor maintenance of grass verges



Inappropriate street furniture



Ugly buildings



Poorly maintained walls

4. BROADWAY'S BUILDINGS

4.1 Traditional Built Form

This is best seen in the High Street, where there are buildings of all styles and periods, ranging from mediaeval stone, to thatched half-timbered, to Arts-and-Crafts movement inspired design. Despite the range and varied size of buildings, the use of stone as the basic building material and the scale of the “Cotswold Style” give an overall unity, every building sitting comfortably next to its neighbour.

The High Street, in the main, consists of small cottages built up to the pavement, interspersed with larger houses, some set back with a garden in front. Originally the cottages would have been built on “burgage” plots, with a house or shop at the front and a garden and workshop at the rear, a pattern that is still visible today. All would have been in rough stone work with ashlar dressings and, originally, only one room deep. 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.

Initially, roofs would have been mainly in thatch, this being the cheapest roof covering, but giving a danger from fire. The alternative was the traditional stone slate in reducing courses from bottom to top. Welsh slate became an alternative roofing material when the railways could supply this cheap and lightweight material.

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 steep pitch of the stone-tiled roofs (50 degrees or more) was necessary to make them waterproof and also to give height for a room in the roof space with dormer windows. A lack of lead-work gives the traditional form of the roof, with swept tile valleys and gables rather than hipped roofs, which could not be formed without lead-work. Decorative cover moulds were fitted around chimneys at the junction with the roof. Gable walls taken above the roof were topped with copings called tabling, with decorative carved stone kneelers at the base to stop the tabling sliding off! 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. Limestone, of its nature, absorbs rainwater, and walls depend on their thickness to remain dry on the interior. The weakest areas are the windows, where the stone is thinnest, and the hood mould is designed to shed water running down the wall before it reaches the window or door.

The mouldings around doorways not only give an importance to the opening, but take the edge off a sharp arriss that could easily be damaged. A local design detail can be found in the hood

moulds to many doors in Broadway, with a termination at either side and a carved diamond at the end of the drop.

These are the basic design details of the “Cotswold Style” found in many of Broadway’s houses. The grander buildings are often three or more storeys high and have many more decorative features. 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.

Examples of the “Gothic revival” and the “Arts-and-Crafts” movement can be seen in buildings in Broadway, where designers tried to ring the changes and introduce new elements to the traditional style. Fortunately, these innovations were always done with good manners and in scale with the surrounding buildings.

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 street scene in Broadway but has put up buildings that tend to be a pastiche of past styles. Despite its heritage of fine buildings, and its present beauty, Broadway must not become simply a museum of the past. We accept motor cars, electricity and the internet – there surely ought to be a place for good modern design, as long as this does not clash with the existing buildings.

4.2 Traditional Materials

Broadway is rightly proud of the traditional craftsmanship which, through the centuries, has evolved into a simple and beautiful style of architecture, admirably suited to both cottage and house. The stone used is still crisp and fresh after three or four hundred years of weathering. Even the tool marks can still be seen in many cases. The colour of Cotswold stone is a subject that has taxed the descriptive talents of poets and painters over the centuries.

STONE

Roofing Material

Where Cotswolds Oolitic limestone lies close to the surface, quarrying produces the slabs of hard, thinly-bedded stone known as Stonefield slate, Cotswold slate or Forest marble, the raw material of Cotswold traditional roofs. Most roofing stone was called *Pendle*. Pendle stone had to be split into suitable pieces and this job was most easily and efficiently done by frost and was welcome work for country people in winter, spreading the freshly quarried stone over the fields in cold weather.

The stone slates were attached to the roof timbers by iron nails or a wooden peg. through a single hole, hung from riven oak laths. They were cut to range in size from the smallest at the top to the largest at the bottom of the roof pitch. Each size of slate has a particular name which varied according to the locality e.g. *short cocks* to long sixteens, or *bachelors* to *wivots*. The slates weigh a considerable amount and demand substantial roof timbers for support. Some picturesque old roofs using green timber in their construction appear to have gently bent under their burden, but they were built in this way to help keep the slates in place.

Masonry Wall Construction – Building in Cotswold Stone

Rocks from which Cotswold building stone is extracted are amongst the youngest in the British Isles, being laid down about 200 million years ago. The Cotswolds constitute the highest part of the Limestone belt from Dorset to Lincolnshire, the stone varying considerably in colour, porosity, strength and texture. The golden colour tones so predominant in Broadway are mainly due to the presence of limonite and iron oxide. The original stone colour often changes considerably when exposed to weather and is highly porous which renders it soft and easily worked when newly extracted.

There are 4 basic types of historic stone wall construction in Broadway:

1. Dry Stone

Self-supporting, slightly tapering stone walls can be seen throughout the village in the form of garden walls. The stones are laid without being dressed and are packed as tightly as possible. At the top of the wall “toppers”, or “combers”, as they are sometimes known, are wedged together vertically or occasionally allowed to slant.



2. Mortared Rubble/Random Rubble

This walling is much less evident throughout the village. It is sometimes coursed but generally uncoursed. The fill was of a weak mix of clay and loose stone with sometimes the addition of lime to strengthen it. Certain agricultural buildings can be found where this method of construction has been used.

3. Dressed Stone

Walling of this type is common throughout the village. It is constructed using tighter joints than random rubble, and demanded a high level of craftsmanship, very rarely seen today. The stone has been hand dressed, the uneven texturing of the face being produced by axing or chopping the stone. This was a very time consuming job and generally speaking is not now available from existing quarries.

Another form of this dressed and coursed stonework, called “rangework”, had joints as fine as ashlar but was laid to smaller course heights, the stones being much shorter. It was often referred to as the “poor man’s ashlar”. Today, some new properties imitate this but the face of the stone is sawn rather than hand dressed.

4. Ashlar

This is the largest dressed stone, of which there are a number of examples in the village. It was very rarely used on anything but the most prestigious buildings.

There are two ways it was used: it could be solid ashlar, where the whole block ran right through the wall from face to face, or the more common method was for the ashlar to be used on the outer face against an inner rubble stone layer with the ashlar blocks varying in thickness to provide a key.

The joints in ashlar are the finest in masonry construction and usually no thicker than 3-4 mm, necessitating the use of neat lime putty as a mortar.

Render/Mortar/Bedding Material

Lime was widely used in a render as an external finish to rough stonework. The render was then treated with a saturated solution of lime which provided a natural skin to buffer the effects of weathering and pollution whilst still allowing breathability. Its use internally was a method of killing bacteria.

Mortars used to construct walls of stone were usually of lime and sand, sometimes with earth added. The porosity of these mortars allows the evaporation of moisture from within the walls and the mortar acts as the sacrificial anode: the reason that so many stone buildings remain in such good condition today. Regrettably, repointing of older buildings often fails to use the correct mortar, using cement-based mortars instead.

The lime is produced by burning limestone which results in a super-dry material called quick lime. When mixed with water quicklime is slaked resulting in a workable lime putty. Lime putty was either used neat, for example in fine ashlar work, or mixed with stone dust and sharp sand for the less prestigious walling. When exposed to the air, it reabsorbs carbon dioxide and becomes calcium carbonate again.

Drives, Pavements and Hard Standings

Quarry waste was used for roadways, pavements and driveways, which added greatly to the natural appearance of the stone buildings with their stone roofs. Today this material is mainly used on driveways, and is preferable to, and more in keeping than, block paving.



Examples of gravel and hard standing drives

5. THE WIDER ENVIRONMENT

5.1 Open Spaces

Part of the charm of Broadway is its setting, the village being situated in a rural landscape of paddocks, grazing and farm land with abundant hedges and wooded areas. The village itself has open spaces set aside within for recreation and leisure activities. These green spaces with public access are a valuable part of village life and must be preserved.

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

Formal space:

- Broadway Football Club playing field.
- Broadway First School playground and playing field.
- Saint Mary's Catholic Primary School playground and playing field.
- Broadway Bowling Club
- Broadway Cricket Club
- Lygon Gardens and Tennis Court
- Hunt Field

Informal space

- Activity Park (recreation and children's play equipment)
- Millennium Garden (Sitting area)
- Broadway Gravel Pit (Worcester Wild Life Trust Nature Reserve)
- Mills Close Reserve

Amenity space

- The Greens. These include the "Large Green" and the "Small Greens" in the centre of the Village, the first often used for fetes, fairs and general relaxation
- The wide gravels and grass verges along both sides of the High Street
- The wide grass verges along Leamington Road and Station Road, two entrance roads to the Village

All green spaces in and around the village, 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 and to its status both as a Conservation Area and as part of the Cotswold Area of Outstanding Natural Beauty. Development policies at the District and County

Council levels must ensure that Broadway's unique characteristics are not lost in the search for increased housing. The infrastructure and amenities of the village have a finite capacity, some of which is already exceeded.

Trees, Greens and Gardens

Broadway is fortunate in having many fine trees along the High Street as well as those in private gardens. Those in the High Street play an important part in defining the character of this part of the village. Although pictures of this area dating around 1900 show very few trees, at some point an avenue of distinctive red-flowering chestnut trees was planted on The Green and along the broad verges of the High Street. In addition to these unusual and attractive trees, the High Street also benefits from white-flowering chestnuts, lime trees and Scots pines. The trees make the High Street a friendlier, visually more comfortable place to be than perhaps it was in 1900 and add to its attractions for residents and visitors alike. At Christmas they bring an extra dimension to the village when they are decorated with white lights, giving a perfect Dickensian Christmas feeling.

In addition to their visual appeal, trees are vital to our environment and confer many benefits. When the conservation area was designated, the High Street's trees received protection for the future. However, several trees are under threat. Horse chestnuts around the country are suffering from bleeding canker, a bacterial disease and leaf miner infections. The former disease causes die-back and can cause death. Some trees have already had to be replaced, but an important question is whether replacement should be with the same species.

The appearance of the village is enhanced by the Greens and by the grass verges that line the lower part of the High Street. Verges in particular are vulnerable to damage caused by foot traffic from the many visitors as well as from carelessly parked vehicles. Their care and protection must remain an important priority and this is something that the Parish Council and the Broadway Trust undertake. The large Green is widely used by village organizations for fetes and for the annual fair. Use has to be limited to prevent undue damage and allow the grass to recover.

Although the High Street presents an almost unbroken façade of buildings, there are glimpses between them of well-tended and attractive gardens. Elsewhere there are gardens of considerable merit which add enormously to Broadway's attractiveness. Clearly, maintenance of domestic gardens is an individual responsibility, but it is important that planners resist the temptation to approve new building in the larger gardens, despite their possible designation as "brownfield" sites. Such backland development has to be carefully monitored.

Though not a significant problem, conversion of barns and other outbuildings into residential dwellings must be carefully monitored, not only for reasons of conservation, but also for their importance as possible refuges of wild life such as bats.

Nature Reserves

The old gravel workings on the Childswickham Road are owned by the Worcestershire Wildlife Trust and form one of their many nature reserves. Volunteer wardens look after this reserve, which is open to the public. The area has a well-documented flora and fauna, providing opportunities to see many species of birds and insects. The Mills Close Reserve is a smaller area that was set aside during the development of the Sands Estate and belongs to the local District Council. It provides a habitat for a number of plant and animal species and forms a valuable wildlife corridor, functions which could be enhanced by improved management. These two reserves form part of Broadway's contribution to maintaining biodiversity on the region and play an important part in raising public awareness.

5.2 Landscape and Access

Broadway is fortunate in that much of its attractive landscape setting has survived intact, thanks to enforcement of planning regulations and its status as a conservation area, although these have not prevented the encroachment of housing development. Access to many parts of this setting is possible through the extensive system of public footpaths. The most notable of these is the Cotswold Way, which, starting at Chipping Campden, runs through Broadway and along the escarpment down to Bath. This National Trail attracts many walkers into the village. In addition to this path there is a network of footpaths around the village which connect with all of the surrounding villages as well as providing access to the escarpment. Many of these paths begin within the village itself and can be used by walkers of all ages, providing an important recreational and tourist facility. The paths are well maintained by the local branch of the Cotswold Volunteer Wardens.

The area still has a number of working farms and these make an important contribution to maintaining the use and appearance of the landscape. Land on the west side of the escarpment belongs to the National Trust and an area of their land, and land partly owned by the Broadway Trust form the Broadway Site of Special Scientific Interest (SSSI). Many areas are rich in wildlife and there are important sites where rare plants such as orchids flourish. It is important that County Highways maintenance programmes (e.g. grass cutting on verges) are arranged to allow flowering and seeding of such plants. Conygree Lane, an early roadway to the escarpment, retains vestiges of an ancient woodland, detectable from the distinctive flora. Horse riding is a popular activity and there are several bridleways. Along Snowhill Road is a livery stable with a surrounding area used both for recreational and competitive riding. This well-maintained area of grassland and hedges makes an important contribution to the local landscape.

Conservation of Landscape and Countryside

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
- 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 Highways maintenance to allow flowering plants to set seed

Much of this can be initiated and maintained by local activity, but some is heavily dependent on national conservation policies and government support for bodies such as Natural England. An important element of environmental conservation is the policies and support of the Cotswold Conservation Board, which cover Broadway's element of the AONB.

5.3 Highways

The village of Broadway developed around its lanes and roads, some of which no longer exist. The old Georgian road up the escarpment is now only visible as the top part of Bibsworth Avenue, but can be traced in the pattern of trees on the Fish Hill flanks. The southern arm of the old cross roads, which dates back to the Middle Ages, no longer continues across the junction of Leamington Road and the High Street but is a lane leading past the Fire Station to the recreation ground. Part of the old cross roads at the Cheltenham Road junction is now a lane leading to Springfield Avenue. Conygree Lane, which led from the Snowhill Road up the escarpment is now a farm track and a right of way.

The original lanes and roads were used by local people to get to other villages and to the farms where the majority of people 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 roads no longer used by vehicles, functioning as footpaths used by local people and by the many walkers that visit Broadway.

Although road markings and signs are of specified size, design and location there is general agreement that Broadway suffers from excessive road signage and this is inappropriate in a village environment. Whilst it is accepted that safety concerns must be paramount, efforts have been made to reduce the number of signs, but with limited success. Driving visibility has been improved over the years by, for example, the creation of vision splays and setting back walls. Narrow roads, of uneven width and with tight corners, which might have acted as a powerful influence in calming traffic, have generally been widened and straightened. The old wide verges have been manicured, kerbed and managed.

In the main, street parking is restricted, which helps to maintain the visual attractiveness of the village. Cars may park in specific bays along the High Street for a limited time; this encourages

turnover and maintains access to local shops. There are three Council car parks, two long stay, one off the Leamington Road and one near the football ground (where coaches may also park), and one short stay in the commercial centre of the village. In the residential areas of the village off-road parking causes some difficulties for drivers and pedestrians and damages the grass verges.

Concern is growing over the increasing speed and number of motor vehicles in the village and the open countryside; speed limits operate but are not always adhered to, even by local people! Variations in speed limits around the village can at times cause confusion. A consequence of speeding vehicles is the perceived dangers in attempting to cross over the High Street and Leamington Road. There is only one regulated crossing in the former, and a school patrol the only regulated crossing of the latter. A large number of heavy goods vehicles use Broadway roads to access local industrial estates, and this is inappropriate in an essentially rural village.

Highway Maintenance

The main through way, the High Street, is well surfaced, but regular repairs are necessary to maintain its present standard. Increasingly, traffic tends to damage the surface, the kerbs and the road edges. The High Street gravels allow access to adjoining properties and businesses without creating an actual road, although there are safety concerns around their use for illegal parking. The minor roads around the village 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, mowing them not more than twice a year and only to a breadth of one metre, and siding our regularly. Where possible 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 villages 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 village's rural nature.

To minimise the visual impact of service 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 schools. Telecom providers should share masts wherever possible and place telephone poles and cables in unobtrusive locations, cables preferably being placed underground. Two prominent CCTV posts were erected in the centre of the village, but their use has been very limited. To date only one wind turbine has been erected outside the village (on the escarpment). Although this is visible from the village itself it is relatively unobtrusive, but undoubtedly additional turbines would drastically change the aspect of the surrounding landscape.

6. DESIGNING FOR THE FUTURE

The village accepts that Broadway will continue to see new developments in the future. However, the village is concerned that their design and location should be appropriate and sympathetic to the village's appearance; we offer the following guidelines to help ensure this. These guidelines are based upon the community's views about the village's built and landscape environment. We hope that they will be used to influence the approach that developers, builders, architect and house-holders take when they apply for planning permission, and that they will assist the local planning authority in their response to such applications.

6.1 Guidelines for the Conservation Areas

These areas, which contribute so much to Broadway, are protected by specific regulations laid down by local and national planning authorities. However, they are not exempt from change. Development proposals for these areas must not only conform rigidly to these regulations, they must take into account the combination of historic buildings and setting which gives Broadway its unique heritage. Local vigilance is necessary to ensure that unsympathetic change affecting buildings, open spaces or landscape features in the conservation areas do not slip through by default. To support local activity in this respect, greater enforcement of planning conditions by the officers of the District Council is necessary to ensure that developers meet their planning obligations. The special characteristics of conservation areas are fragile and easily eroded by inappropriate alterations and new development.

There will obviously always be disagreement about what constitutes "good development" and "good design" in the context of a village such as Broadway. However, it is clear that the integrity of the historic centre of the village demands that the design of new buildings, or of significant alterations, should enhance and not erode its character. Even within the conservation areas it is already the case that unsympathetic designs have been used and their impact upon overall visual appeal is readily apparent. Outside these areas little attempt has been made architecturally to "fit" developments into a village context, although the recent award-winning Russells development is an exception to this. Nevertheless there seems no reason why developments in the non-conservation areas should not also be subject to the criterion of "good design".

6.2 General Guidelines for all Development

These guidelines are designed to:

Protect the character of the village, by

- conserving valued buildings, their features and architectural details
- maintaining stone boundary walls and hedges
- preserving key views from the village to the escarpment
- retaining greens, verges and trees
- avoiding any further erosion of the green belt between the village and the by-pass

Ensure development is in keeping with the village, 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 e.g. the appropriate Cotswold stone, correctly laid and mortared, Cotswold slate roofing, wooden/metal window frames
- ensuring that boundary walls facing public spaces are of natural stone
- demanding high standards of design and workmanship and use of traditional detailing
- in the older areas, avoidance of reconstituted/synthetic materials, untypical finishes, inappropriate entrance drives
- avoiding obtrusive lighting, using down-lighting in preference to up-lighting to minimize light pollution and nuisance

Making development context sensitive, by ensuring

- developments/alterations in conservation areas do not detract from nor destroy visual unity
- that, outside conservation areas, design is interesting and/or original without being intrusive or detracting from the village approaches
- use of architects with good understanding of local traditions and design, so that buildings make a positive contribution to the area

Minimize potential flood risk, by ensuring

- watercourses, drainage ditches and gullies are well maintained
- hard impermeable surfacing is discouraged, especially in areas with a history of flooding

6.3 Guidelines for New Building

These guidelines should be read in the context of the Broadway Conservation Appraisal of 2006²⁸ and Cotswold District Council document on historic building features²⁹. The unique character of Broadway 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.

New buildings must be harmonious with, and appropriate to, their location in scale and design. This means:

²⁸ See Wychavon .whub.org.uk/home/wdc-planning

²⁹ Historic Building Features, Cotswold District Local Plan 2011-2031: Appendix D Cotswold Design Code.

- infilling should not obscure key views of the surrounding landscape, particularly those designated in the Conservation Area appraisal – good examples are those at Bury End and those in the upper High Street
- gardens essential to the surroundings of significant houses should not be used for new buildings
- developments of several units should be of moderate density, and those at the periphery of the village should provide a gradation into the surrounding countryside
- materials should harmonize with surrounding buildings, e.g.. by the use of Cotswold stone of appropriate colour, correctly laid and mortared, and Cotswold slates
- new buildings should respect neighbouring roof profiles and pitches, as well as the characteristic spacing between or in front of surrounding buildings
- ridgelines should, in general, be low, especially within historic areas, and roofs be gable-ended rather than hipped
- window style and size should reflect local tradition, top lights should be restricted to the rear of buildings
- detailing should follow traditional design and avoid intrusive dormer windows, flat roofs, ostentatious entrances and gates
- “standardized” house design should be avoided

Precautions against flooding should be a priority in all new development. Walls should not obstruct gullies, drains or sewage pipes, roof water should not be allowed to access the sewage system. Requests for an Urban Sustainable Drainage System should be allowed only where soil structure and composition is appropriate

6.4 Guidelines for Alterations and Extensions

These must follow all local planning regulations, especially where listed buildings and those subject to Article 4(2) restrictions are concerned

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

- not erode the character of the conservation areas
- use materials and techniques appropriate to the age of the building
- not alter frontages, including front gardens, to the detriment of the street scene
- complement the building and its surroundings, respecting form, style materials and detail
- not detract from the scale and proportion of the original building; over-large extensions should be avoided

These guidelines should also apply to alterations to shop-fronts and shop-signs, which must not detract from surrounding buildings or be intrusive. Major changes of use in domestic or commercial buildings should be supported by the local community.

Small alterations, which can easily disfigure existing buildings, must be planned carefully, so that:

- replacement windows, doors, roof finishes, decoration do not fundamentally alter the original character of the building or use inappropriate materials
- re-pointing does not spoil an existing façade, ie the correct mortar should be used and the joints should match the original as closely as possible
- roof-lights are not be placed at the front of buildings
- conservatories are constructed of materials in keeping with the existing building and be in scale

6.5 Guidelines for External Works and Private Open Spaces

The contributions that the settings of buildings make to the appearance of Broadway 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
- conversion of visible frontages to allow parking should be restricted and gardens should not be replaced by hard standing
- pathways should be of traditional material where possible
- aerials, dishes and other roof furniture (including energy-saving devices) should not be placed at the front of buildings and, if at the rear, should not intrude on views from the escarpment or from paths at the back of buildings
- external lighting should not be intrusive and light pollution minimized by siting, shading and limited night-time use
- existing ironwork should be preserved and enhanced and new gates and railing conform to existing patterns
- shop signs and advertisements should be restricted in number, size and design and should not be permitted to intrude beyond frontages. Illuminated signs should be discouraged.

Broadway already suffers from excessive signage. Temporary signs advertising new developments (e.g. AA signs) should be monitored and time-limited. Estate agents should be asked to consider the aesthetic of the village when erecting signs to promote properties and developments.

6.6 Guidelines for Open Spaces and Recreational Land

These make an important contribution to Broadway and therefore it is important to:

Safeguard:

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

Take action to:

- use materials that prevent excessive wear on grass verges
- control car parking to prevent roadside damage
- encourage replanting in the village with native trees, shrubs and flowers
- reduce contamination by dog litter (a particular problem on local fields)
- manage open spaces in sympathy with village character
- minimize intrusive structures (signs, advertising, lighting)
- develop overall village plan for open spaces
- ensure some open space is accessible to the less able

6.7 Guidelines for Road and Footways

Whilst appreciating the overriding need for pedestrian and road safety it is important to preserve the rural and village aspects of the village by:

- ensuring the highways authority consider Broadway's special character when changing road surface, layout, surroundings or associated signs and lighting, and consulting at an early stage with the Parish Council.
- resisting movement of footways to the kerb edge to reduce management of grass verges
- ensuring that new footways in the village do not damage conservation features, are well maintained and retain the appearance of the existing paths – e.g. be stone slabbed
- avoiding the use of standard concrete kerbs in the conservation areas
- minimizing signage, lighting and road markings, siting them with care and making them appropriate to their location in the village – e.g. road markings to be pale yellow, slim lines
- using appropriately designed lamp standards in the conservation areas
- obliging utility companies requiring access to services beneath the gravels to reinstate to the standard laid down by County Highways
- giving higher priority to the needs of pedestrians
- simplifying and enforcing speed limits and possibly reducing them below 30mph near schools
- avoiding traffic calming measures in the centre of the village

- not allowing on-street residential parking in the conservation areas and discouraging coach parking within the village except at designated areas
- giving consideration to limiting the periods during which deliveries can be made in the High Street and to restricting the number of HGVs driving through the village

These guidelines should be accompanied by a number of new highways initiatives within Broadway. These include changes to improve parking arrangements at Broadway First School, especially as a play school and youth club are situated next door, and buses pick up children there for the Middle and High Schools.

Dispensation should be considered to allow longer parking at the Shear House Car park for St Mary's School, for the second playgroup and youth activities at the URC Church and for those attending Churches, especially as many church going residents are elderly. It would be helpful to have more parking bays available in The Avenues, as housing there is particularly dense. Improved lighting may be required in certain key areas of the village for road and pedestrian safety.

7. LOOKING TO THE FUTURE

7.1 Improving Village Life

Affordable housing

The village sees the need for some additional affordable housing for local people (the elderly, young families, single persons) whilst recognizing that there is already a significant provision. Schemes need to be carefully integrated into the community and be linked to employment opportunities and improved public transport. Mixed affordable and market housing is the most desirable way forward. Section 106 monies arising from developments should be maximized and used for community-wide improvements.

Crime and vandalism

Broadway is fortunate in not suffering unduly from serious crime despite a series of break-ins in local shops and a number of domestic burglaries. However, minor vandalism has been a continuing problem. The installation of CCTV cameras, the incorporation of Secured by Design in new development schemes and the appointment of local police and community officers should help to reduce crime and improve safety. Residents now have the opportunity to express their concerns to the police and local authorities through the recently established PACT meetings.

Employment

A modest increase in local employment could come from the tourist industry, from land-based jobs (including agriculture, conservation and environmental work), from microbusinesses (e.g. IT, electronics or computer-based design), from retailing focussing on local produce and craft and from recreational facilities. Broadway does not need major retail centres, being well-provided for by existing outlets.

Transport

Improved public transport by bus and train would improve the quality of life and allow access to employment while reducing car usage, though this will always be needed in a rural location. Improvements to rail transport along the Cotswold Line, e.g. adding an additional track to the single line stretch, would encourage greater use of the rail network for local and long-distance travel. Greater integration of transport services would allow reliable interconnections between different modes of travel.

7.2 Energy

Broadway, like other villages, is 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. Equally, existing householders and businesses must reduce energy use by becoming energy-efficient. Water conservation should be encouraged at all times.

Renewable energy can be generated in communities such as Broadway in a variety of ways without damaging the beauty of the landscape or the appearance of traditional buildings. The move to free-up planning controls on domestic turbines, solar photovoltaic panels and solar water heating is to be welcomed as long as strict guidelines are observed, particularly where listed buildings are concerned.

Wind turbines

These are seen as having a particular contribution to make, but they should be compatible with the landscape in scale and positioning, i.e. should not intrude on the skyline or generate noise and vibration nuisance. Turbines can make a significant contribution to average household energy use without the production of greenhouse gases or other pollution, but this must not be at the cost of destroying the village's heritage, damaging historic buildings or being visually intrusive. Careful planning and professional advice is therefore an important requirement and could allow installation in a sympathetic manner.

Solar voltaic panels and solar water heating

These are perhaps the easiest routes to renewable and environmentally friendly energy. Voltaic panels can generate 25% of an average household's annual electricity directly from sunlight and surplus electricity can be sold back to the National Grid. New roofs, e.g. on house extensions, are eminently suitable for such a system. Panels are typically composed of a number of small tiles fitted together to form a unit of varying dimensions. Tiles with the appearance of Welsh slate can be obtained, which would be appropriate for some properties in the village. Panels can also be obtained in cladding materials, suitable for the roofs of agricultural or domestic outbuildings. Where listed buildings and conservation areas are concerned, it would not be acceptable for the solar panels to be visible either on the property or from significant views. However, panels can often be sited without harming the character and appearance of the buildings. Solar panels for heating water using the sun's energy are either evacuated tube collectors or flat plates, usually black in colour. Both are designed for installation on south facing roof slopes. Their installation should be subject to the same planning safeguards as voltaic panels, particularly on listed buildings.

Additional sources of renewable energy could include small-scale hydroelectric systems using local water courses, wood-fired heating (though this may have significant energy and pollution costs) and heat pumps.

7.3 Waste Disposal

Broadway 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 landfills is already minimized by the Council's composting scheme, but this requires transport to Throckmorton; local schemes could aid disposal and reduce the energy costs involved. Care must be exercised in the choice of method for, and the frequency of, collection of refuse, in order to avoid unsightly accumulations of bags or bins. For example, the housing pattern on Broadway's High Street

imposes restrictions on the easy use of refuse bins, and the village's rural location does mean that foxes are a frequent cause of refuse bag destruction.

7.4 Major Development

The Gloucester and Warwick Railway, an important tourist attraction, has extended its line to Broadway and has rebuilt the old station and associated buildings that were located on Station Road. Although the GWR is a heritage organization it will be important to ensure that important features such as the bridge over Station Road are correctly restored, that the rebuilt station building is historically correct and harmonizes with local architectural features, and that car parking for railway users is carefully sited, screened and landscaped. There is the potential for a significant increase in visitor numbers and this must be carefully managed.

The present caravan park (Leedons Park) in Childswickham Road is undergoing a major expansion and will eventually accommodate some 400 permanent caravan homes. This represents an eventual increase of some 10% on Broadway's population and is undoubtedly adding to the pressures already felt in some of the public services. This represents a potential increase of 10% on Broadway's existing population and will undoubtedly add to the pressures already felt in some of the public services.

Since the 1990s the village has faced two major developments, the Russell's development on the land of the Gordon Russell factory and, more recently, the application for a conference facility and extended parking at the Lygon Hotel. Both have been object lessons in Broadway's response to major change. There were several public meetings and considerable public consultation over the former, which did allow residents to be well informed and to give their views prior to planning decisions being taken. In the event it is generally agreed that the development has been a success, not only in terms of its design and construction, but also for the benefits it has brought to the village.

The Lygon application was handled differently, and it was belated pressure from concerned residents' associations that brought about a public meeting at which the hotel owners had the opportunity to explain their plans and attempt to meet the concerns of residents. This particular application raised significant questions about the acceptability of development in a conservation area, about the impact of new building and associated structures on the historic pattern of buildings and open spaces, about noise and inconvenience, and about impact in environmental terms. Against these concerns were the arguments for greater employment opportunities in the village and for the long term financial future of one of Broadway's iconic hotels.

The initial application for the Lygon development was withdrawn, but a modified application has since been approved. It will be important for the village to review its priorities and its reactions to changes of this nature, so that responses to future large-scale developments reflect an informed and balanced viewpoint, based on the kind of information that this Statement has attempted to make available. Change will always occur – the residents of Broadway need to ensure that change is well managed, and is seen to be in the general interest of the village, not only in the short-term, but for future generations who will be fortunate enough to live in this lovely village.

