

Methodology for Identifying Local Service Villages

The approach to defining this tier of settlement in the Stratford-on-Avon District Local Plan Review (adopted in July 2006) was relatively basic and followed the provisions of the Warwickshire Structure Plan at the time. This identified the presence of a general store, junior school and a bus service as the criteria to be met for a village to be suitable for small-scale development to meet a local need.

Applying this approach led to 21 settlements being categorised as Local Centre Villages in the District Local Plan Review.

There is some concern that this approach has unduly restricted the number of settlements that have this status in the plan and, on the basis of that status, appropriate for small-scale development to meet a proven local need.

Consequently, a study has been undertaken to consider and justify the basis for extending the range of settlements to be given the status of Local Centre Villages – now referred to as Local Service Villages.

It was decided to make a fresh assessment robust and consistent but not overly complex. As a result, the following three criteria have been applied:

1. Size of the settlement
2. Presence of key facilities
3. Availability of frequent public transport

Each of these is defined below in more detail:

1. Settlement size – those that comprise more than 100 dwellings (or thereabouts) and do not fall within other categories in the hierarchy.
2. Key facilities – these are defined as a general store with or without a post office (note: there are instances where this may be provided as a part of another facility, eg. petrol filling station), primary school, village hall/community centre and public house.
3. Public transport – availability of a frequent public transport service through (or very close to) the village linking to a main town (within or outside the District) and/or a Main Rural Centre (or equivalent outside the District) that provide a wide range of shops and services. Frequent is defined as being at least an hourly service to such a centre throughout the day, including the morning and afternoon peak periods (Mondays to Saturdays).

To satisfy criterion 2, it is necessary for a settlement to have at least three of the four facilities.

To be identified as a Local Service Village, a settlement has to meet at least two of the three criteria.

The table overleaf provides an analysis of the settlements that are of sufficient size to satisfy the first criterion and the extent to which they meet the second and third criterion. Settlements that are smaller than 100 dwellings (and therefore do not satisfy the first criterion) have very limited services and do not, on that basis, satisfy both of the other criteria.

| Settlement | Settlement size | Key facilities | | | | Public Transport | | Meets Criteria |
|---------------------------|------------------|---------------------------|----------------|--------------------------------|--------------|------------------|---------------|----------------|
| | No. of dwellings | General store/post office | Primary school | Village hall/ community centre | Public House | Bus service | Train Service | |
| Alderminster | 150 | | | Y | Y | Y | | Y |
| Alveston | 170 | | | Y | Y | Y | | Y |
| Aston Cantlow | 135 | | | Y | Y | | | |
| Avon Dassett | 95 | Y | | | Y | | | |
| Bearley | 300 | | | Y | Y | Y | Y | Y |
| Binton (and Lower Binton) | 115 | | | Y | | | | |
| Bishops Itchington | 855 | Y | Y | Y | Y | Y | | Y |
| Brailes (Upper and Lower) | 445 | Y | Y | Y | Y | Y | | Y |
| Broom | 210 | | | Y | Y | | | |
| Butlers Marston | 100 | | | | | | | |
| Cherington/Stourton | 170 | | | Y | Y | | | |
| Claverdon | 335 | Y | Y | Y | Y | Y | Y | Y |
| Clifford Chambers | 150 | | | Y | Y | Y | | Y |
| Earlswood and Lakes | 415 | Y | | Y | Y | Y | Y | Y |
| Ettington | 430 | Y | Y | Y | Y | | | Y |
| Farnborough | 115 | | | Y | Y | | | |
| Fenny Compton | 325 | Y | Y | Y | Y | Y | | Y |
| Forshaw Heath | 105 | | | | | | | |
| Gaydon | 160 | Y | | Y | Y | Y | | Y |
| Great Alne | 185 | | Y | Y | | Y | | Y |
| Halford | 145 | | | Y | Y | Y | | Y |
| Hampton Lucy | 140 | | Y | Y | Y | | | Y |
| Harbury | 965 | Y | Y | Y | Y | Y | | Y |
| Ilmington | 325 | Y | Y | Y | Y | Y | | Y |
| Kings Coughton | 105 | | Y | | Y | | | |
| Ladbroke | 115 | | | Y | | | | |
| Lighthorne | 155 | | | Y | Y | | | |
| Lighthorne Heath | 325 | Y | Y | Y | | Y | | Y |
| Little Compton | 120 | | | Y | | | | |
| Little Kington | 115 | | | | | | | |
| Long Compton | 360 | Y | Y | Y | | Y | | Y |
| Long Itchington | 700 | Y | Y | Y | Y | Y | | Y |
| Long Marston | 175 | Y | Y | Y | Y | | | Y |
| Loxley | 105 | | Y | | Y | | | |
| Mappleborough Green | 150 | | Y | Y | Y | | | Y |
| Moreton Morrell | 205 | | Y | Y | Y | | | Y |
| Napton-on-the-Hill | 390 | Y | Y | Y | Y | | | Y |
| Newbold-on-Stour | 225 | Y | Y | Y | Y | Y | | Y |
| Northend | 175 | | | Y | Y | Y | | Y |
| Oxhill | 135 | | | Y | Y | Y | | Y |
| Pillerton Priors | 105 | | | Y | | | | |
| Priors Marston | 220 | Y | Y | Y | Y | | | Y |
| Quinton | 750 | Y | Y | Y | Y | | | Y |
| Radway | 105 | | | Y | Y | | | |
| Ratley | 105 | | | Y | Y | | | |
| Salford Priors | 435 | Y | Y | Y | | Y | | Y |
| Sambourne | 130 | | | | Y | | | |

| | | | | | | | | |
|--------------------------|-----|---|---|---|---|---|---|---|
| Shotteswell | 105 | | | Y | | | | |
| Snitterfield | 430 | Y | Y | Y | Y | | | Y |
| Stockton | 505 | Y | Y | Y | Y | | | Y |
| Stretton-on-Fosse | 180 | | | Y | Y | | | |
| Tanworth-in-Arden | 155 | | Y | Y | Y | | | Y |
| Temple Grafton | 90 | | Y | Y | Y | | | |
| Temple Herdewycke | 295 | | Y | | | | | |
| Tiddington | 645 | Y | Y | Y | Y | Y | | Y |
| Tredington | 225 | | Y | Y | Y | Y | | Y |
| Tysoe (Middle and Upper) | 405 | Y | Y | Y | Y | Y | | Y |
| Ullenhall | 140 | | | Y | Y | | | |
| Warmington | 120 | | | Y | Y | | | |
| Welford-on-Avon | 550 | Y | Y | Y | Y | Y | | Y |
| Whichford | 110 | | | Y | Y | | | |
| Wilmcote | 465 | Y | Y | Y | Y | Y | Y | Y |
| Wood End | 135 | | | | | | Y | |
| Wootton Wawen | 510 | Y | Y | Y | Y | Y | Y | Y |

Based on the above, the following settlements satisfy the criteria that have been used for designating Local Service Villages in the Consultation Core Strategy, as at January 2010:

| | | |
|--------------------|-------------------------|---------------------|
| Alderminster | Alveston | Bearley |
| Bishops Itchington | Brailes (Upper & Lower) | Claverdon |
| Clifford Chambers | Earlswood | Ettington |
| Fenny Compton | Gaydon | Great Alne |
| Halford | Hampton Lucy | Harbury |
| Ilmington | Lighthorne Heath | Long Compton |
| Long Itchington | Long Marston | Mappleborough Green |
| Moreton Morrell | Napton-on-the-Hill | Newbold-on-Stour |
| Northend | Oxhill | Priors Marston |
| Quinton (Lower) | Salford Priors | Snitterfield |
| Stockton | Tanworth-in-Arden | Tiddington |
| Tredington | Tysoe (Upper & Middle) | Welford-on-Avon |
| Wilmcote | Wootton Wawen | |