

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	270	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	