

A
HEALTHCHECK
FOR
SHIPSTON ON STOUR

Healthcheck Report. **Section:** **Environment**
Worksheet: **Character and Vitality of the Town**

EN1 C1 **What are the main landmarks or distinctive buildings in the town?**

Answer: The town of Shipston on Stour lies in the extreme south of Warwickshire, where the land begins to rise from the Avon Valley into the limestone escarpments of the Cotswolds edge. The immediate area of Shipston is fairly hilly and the town is quite closely surrounded by hills up to 50m higher than the town at the bridge. Although the Stour valley itself is relatively flat, it is constrained by the surrounding topography and river channel.

The clear distinction between the early town and the more recent developments is a significant feature of the town. The earlier historic core presents a very tight-knit urban development, characterised by visually-enclosed spaces.

In addition to the parish Church of St. Edmunds (added to by a relatively famous architect in 1855), a good example of Victorian church architecture, the Ellen Badger Hospital is worthy of note. Largely financed by Richard Badger, a successful local wine merchant, in memory of his wife, it was opened in 1896. Enlarged considerably in later years it has survived attempts at closure, and further extensions have been made including a new outpatients department.

The old Cauldwell Brewery - presently the main offices of the Pettifer Building Group - has fortunately survived as one of Shipston's Victorian industrial buildings. Apart from losing its tall chimney, a landmark for many years, it retains much of its original character.

The old Union Workhouse has also escaped demolition. Now a listed building - presently the offices of Renault Agricultural

UK - it was completed in 1836, and is a fine example of its type. The chapel has also survived, and now serves as the Roman Catholic Church for Shipston.

Between Sheep St and Telegraph St are a number of pedestrian alleyways that are an important characteristic of the town. The generally emerge on the main street via narrow, unmarked doorways that are a particularly interesting feature.

St Edmunds Church,
The George Hotel.
Old Council House
Plantation(group of horse chestnuts)
River, Bridge
Old brewery
Old School

Reference: *Information from local historian
Shipston on Stour Conservation Area Analysis - SDC (October 1992)
Stour Power Questionnaire*

EN1 C2 What are the focal points in the town?

Answer: The High Street plus Market Place are obvious focal point during the day. The car parks such as those of Telegraph Street and West Street are also popular. In addition, the Townsend Hall attracts large crowds when events are held. The open air music festival also attracts large numbers of people into the town centre (in June).

Should be riverside also
Church
Old Brewery

Reference: *Stour power questionnaire and other observations*

EN1 C3 Is there an historic core to the town?

Answer: The Conservation Area covers the historic core of the town and there is concentration of Listed Buildings within this area. The conservation area was originally designated in 1969 and was reviewed in 1992 on behalf of SDC by Michael Reardon Associates (see Local Plan Inset Map). Despite significant development within the last 20 years, Shipston is still a relatively compact town, partly as a result of the topography and influence of the River Stour. The clear distinction between the early town and more recent development is a significant feature of the town. The earlier core presents a very tight knit urban development, characterised by visually enclosed spaces. This rapid transition from this enclosure to the open countryside is a significant element of the character of the town in the past and is still retained as you cross the river to the East.

The major influence in the development of Shipston on Stour as a town was its designation in 1268 as the site of the planned new town by the Prior of Worcester. The form of this new town comprised Sheep Street, High Steet and Market Street. A large L-shaped market place had been created and the town was granted a market charter. A chapel of ease was built on the edge of the town, which only subsequently became the parish church, hence its location away from the town centre.

Over the centuries the market place has been reduced by infill development, some of which remains as the two island blocks between Market Place and Sheep St. Other developments took place along the surrounding roads at West St, Sheep St and Church St eventually linking the two previous settlements at the mill and around the Black Horse Inn.

Reference: *Local Plan Review - Revised Deposit Draft 2003 (Shipston on Stour Inset Map)
Shipston on Stour Conservation Area Analysis - Michael Reardon Assocs*

EN1 C4 Are there any individual and/or groups of buildings which display design, detailing or materials which give the town a distinctive character?

Answer: Examples of good design displayed in new buildings within the town centre include former builders yard - a terraced development off Telegraph Street . A range of houses and cottages designed and developed by a local architect and builders was erected a few years ago at the west end of the street. An excellent effort has been made to use reclaimed bricks and masonry to blend in with the existing architecture in the street. The Old Council House, Rectory Court also shows good detailing. Both buildings received design awards. A similar project in Church Street (Spinners Bridge) and another at the rear of the old rectory in West Street, also using reclaimed materials are also worthy of note. The old rectory itself, a fine 18th century building - in later years it housed the Shipston Rural District Council offices - has also been refurbished and converted into high quality flats.

The position of the town on the edge of several geological areas is reflected in the variety of building materials. The good building stone of the Cotswolds and the Banbury regions are some distance to the south. The natural stone beneath the town is rather friable lias limestone whilst to the north, this overlain by clays. All of these building materials are reflected within the town and no single characteristic predominates.

Notable streets include Sheep St, Market Place and Telegraph St.

Town centre
Not really -many historic building with different character
Stour power questionnaire

Sheep Street and High Street have already been mentioned under areas of historic importance.

Sadly the only half timbered buildings that remain are the Horseshoe Inn and the Tandoori Cottage Restaurant. The range of buildings including the Black Horse Inn on Station Road is worthy of note being the only thatched buildings in the town. This Inn is reputed to be the oldest of Shipston's public houses, its first licence having been granted in 1540.

Reference: *Shipston on Stour Conservation Area Analysis – SDC (October 1993)*
Stour Power Questionnaire
Information from local historian
Shipston on Stour Local History Society

EN1 C5 Are there any unattractive areas in the town?

Answer:

Pettipher's Garage, Church Street

C20 industrial type building in use for vehicle repairs. Forecourt with canopy use for fuel sales. The site is partly within the floodplain and provision of access from Telegraph St would be likely to need third party land. Redevelopment would improve contribution of this key site to the character of the Conservation Area. It has good access to services and facilities. When taken in isolation, it has limited potential but if redevelopment were part of larger scheme incorporating adjoining modern flats, would increase scope for innovative well-designed scheme that could enhance the Conservation Area.

Redevelopment of this site would probably lead to the loss of the one garage in the town. Where would residents buy petrol? where would the current employees find alternative work within easy reach of the town of Shipston?

Tilemans Factory, Tilemans Lane

Significant site on the western edge of town occupied by derelict factory buildings, that are long gantry form and very conspicuous. It has substantial ground works and about half of site is covered by scrub. Site has been subject to a planning appeal and is now designated for redevelopment within the Local Plan Review for housing.

Car Park, rear gardens and public open space at The Coach House Hairdressers & Tandoori Restaurant, New St/West St. The edge of the area is subject to flooding and requires site assembly and would result in loss of car parking and open space. However its redevelopment could enhance an under-used site in a key central location within the Conservation Area. It has good access to services and facilities but is limited by size and nature of site. There is an opportunity for redevelopment but site is too small for an allocation in the forthcoming Local Plan Review.

Civic Pride Audit

WCC Bridges- Current Score =8 Historic bridge with no provision or scope for separate footpath. Painted road surface path can only be seen in daylight. Possible technical support, etc required from WCC bridges group.

A number of replies stated there are unattractive areas in Shipston. Tilemans Lane. Mud bank on river, back entrance to Somerfields, back of White Bear pub, Several building plots around and in town which detracts from towns appeal. In one or two areas there are gardens that require clearance of rubbish but this seems to be lack of interest in the town by the owners.

Alleyway next to Bradleys

River is a bit messy - mentioned numerous times

Tilemans lane has been mentioned numerous times

The north side

The rugby club

The public toilets having silver metal spikes to stop children climbing on them.

The alley by the travel agent where many shops are empty

Car park off telegraph street

Dead trees at the river -bounding bridge car park

Approach from Oxford road

Shipston is in comparison a well laid out and presented town, however there is a lack in local facilities.

Riverside could be attractive & a tourist attraction

Farm building on right when coming from Oxford

Some of the 1950/60's buildings

Shipston has been tidied up considerable over the past 30 years the old beecham buildings works have now been demolished and cleared but it is quite disgraceful that developers have been granted permission to use the site for housing instead of industry-against the wishes of the townspeople Shipston desperately needs more industry to prevent it from becoming a dormitory town. There are however a few buildings in need of decorating and repair e.g. 56 church St is an eyesore as in cottage in Watery Lane next to Black horse Inn.

Most of the entry road from north & south.

Fish & Chip Shops (all along)

Not really

Yes centre of the village

Parking area used as car repair area in front of Fox & Goose pub

Many said No

Quite good

Certain areas of middle street - resurfacing -Armscote

Some

Many said Yes

Outskirts seems ordinary -Centre is very attractive

Alongside stour river bank

Back of Holdsworth windows

None that I would call slums

A few

No

The alleyways

The alleys and the riverbank

Many answered Yes

Shipston Rugby club

Rugby club and telegraph Street Car park

Yes photographic evidence is displayed

Sports club building

Farm buildings opposite housing estate on London Road
Power station in Green Lane
Farmland in London Road
Tilemans lane, barn at end of London Rd
Telegraph St, footpath next to Manor House
Footpath next door to Manor House at present closed
Sheep St alleyways
Farm on London Rd
Nothing too bad just small details
Townsend Hall
All of it
Berry Avenue
Parts of Church St and areas off Darlingscote Road
Yes alleyways should be kept in good order i.e. paintwork and paving
Lots of empty shop premises (not very nice to see)
Derelict farm building on London Rd as you arrive from the Oxford direction
Several. Alley between Darlingscote Rd and Tilemans Lane. Bridge & River area.
Outside the Co Op is often spoiled by litter and spilled drinks, also near the fish & chip shop one finds remains of meals and wrapping.
Outside Co Op
Rugby Club
Scaffolding & building work in telegraph Street
Too many- most roads into the town all the upvc windows etc, many buildings need attention
Tilemans Lane
Queens Ave, Sadlers Ave
Area surrounding house backs from Mill St , New St, Weed filled paving blocks
Not really

Reference: *Urban Land Capacity Study 2002 - Stratford on Avon District Council*
Stour Power Questionnaire
Civic Pride Audit

EN1 C6 **Are there any distinctive features which define the limits of the town, such as historic city walls, a river or a**

Answer: The River Stour is an obvious physical boundary to the East and the bridge clearly defines the entry to the town from the Brailes direction. The limits of the town are less distinct in other directions. To the south off the London Road, the cemetery acts as the buffer to new housing development that has been built on the edge of the town.

Reference: *Shipston on Stour Conservation Area Analysis - Michael Reardon Associates (October 1992)*

Healthcheck Report.

Section: Environment
Worksheet: Character and Vitality of the Town

EN1 C7 Are the buildings, streets and furniture in the town centre in good condition?

Answer:

Civic Pride Working Group Audit
Paint condition to all street furniture - Current Score = 6 Generally just fair to lamp columns.
There maybe scope to facilitate a Streetscape Painting exercise to bring the appearance of street furniture up to a very good appearance in conjunction with the County Highways Team and the Town Council.

Litter Bins - Current Score = 7
General litter – Current Score =7
BT, Other boxes, etc. – Current Score =7

Stour Power questionnaire
Restoration of the George will help (mentioned a few times) - empty properties in main square.
Reasonable.
Two supermarkets are ugly
The scout hut is not in good shape
Satisfactory
a number of replies said yes
Could be more benches
Some buildings need sprucing up
Many said yes
Mike Ashleys building in Cooks alley is in need of repair
Verge outside Armscote house in Blackwell road full of bits of cement etc
from Transco, Notice board could do with a repair
Some pavements need attention
Fair
Benches need work
Satisfactory
Lloyds Bank, Vaughan + Falcon - Good
Reasonable but fascias need cleaning
Yes occasional vandalism but quickly repaired
Features, Staddle stones and chains need attention-otherwise good
Not pavements
Mostly
Some buildings are in need of maintenance
Bridge needs to be widened- dangerous or pedestrian bridge
Mainly, though its a shame about the old house next to Sheldons
Many said Reasonable
Seem to be
Most of them are but again there are a few that spoil it
Some are
They are OK
Alright until vandalised
Mostly
Many answered Yes
Many answered No
Furniture No
Not really some are vandalised
Variable
Not always lamp post at top of Worcester Place-exposed wires
Nice but not outstanding
Streets aren't
Footpaths not
Alright not perfect
The street surface could be improved
Not all some need tidying up, quick lick of paint
Furniture well worn, streets tidy- generally good
Average
Part
Some are but many are not poor pavements
Yes they appear to be in good condition
except for the pubs/hotel front elevations
New Co Op bench needed

Reference: *Stour Power Questionnaire*
Civic Pridge Working Group Audit

EN1 C8 Are the 'main gateways' to the town centre attractive and well maintained (including train and bus stations)?

Answer:

On approaching Shipston-on-Stour from the east, there is an abrupt transition from countryside to town. The majority of the buildings are concealed by trees along the river, which together with the open fields on either side of the bridge form a pleasing frontispiece to the town. However this entrance to the town from the medieval bridge does not do justice to the town as the river banks are in a poor state, areas becoming overgrown and the boundary walls are in a poor state. On the south side of the road, the old mill occupies a prime setting, bridging the mill leet set amongst the riverside willows, but is currently empty and now dominated by a large area of car parking space between the mill and the road.

The only gateway is bus stop -surrounded by 3 trees due to be cut down. The approach from Stratford is pleasing and quite attractive especially in the months when Shipston in Bloom is in operation. The entry from the Oxford direction is also pleasant with its row of lime trees. However it has been somewhat spoilt by the aesthetically unattractive new housing estate (Hawthorn Way etc) Maybe some tree planting along the side of Shoulderway Lane and the west side of London Road would rectify this eyesore.

The approach from Banbury is satisfactory, the household waste depot being masked by hedges but the mill bridge is narrow and dangerous for pedestrians. A footbridge is needed alongside to alleviate this problem. Entry from the Campden direction is pleasantly rural.

The new Norgren factory has been blended in well with the area, but further down the hill the view of the modern housing estates is uninspiring. Again roadside tree planting might help.

Building work Stratford Road.

Bus Parking for on/off and parking for visitors needed. There is no bus shelter in church street (main bus stop) this location also produces large congestion when the bus stops. A dedicated bus stop for all routes would be ideal (mentioned many times)

From Brailes Road - could be a lot better by removing dead trees at riverbank and grassing & picnic area at bridge car park. Not from Brailes

Bus Stop is messy and not covered (mentioned a number of times)

Hedges & verges not maintained.

River Stour and curtilage neglected

Partial

Many said yes

The Road over the bridge is seldom swept. The dry portion of the river bed

badly in need of clean up an old mattress has been lying there for months,

Car parking at the repair garage opposite Horsefair creates a serious hazard.

Blackwell Road Armscote where previous works have not been put in order, verges in Ilmington road need edging to stop continual erosion from large vehicles.

Many said No

No there is no proper bus shelter provided

They could do with avenues of trees

Don't have any bus stops not very pretty

Bus shelters are not provided

I wouldn't call the bus stop attractive

Road in from Banbury needs sprucing up

Mixed

No bus station. Nearest train station Moreton 4 miles - no transport

Yes in several

No we need a proper bus stop

Bus times information is not properly displayed

White gates like Oxford shire would be good

Fairly

They are fairly attractive and welcoming

Alright

Reference: *Shipston on Stour Conservation Area Analysis – SDC (October 1992)*
Stour Power Questionnaire

Healthcheck Report.

Section: Environment
Worksheet: Character and Vitality of the Town

EN1 C9 Are the main pedestrian routes between car parks and the town centre attractive, well maintained and safe to use during the day and at night?

Answer: The alleyways between High St/Sheep St shopping areas and the Telegraph St car parks need improvement. Both are in need of resurfacing and although 'Ashley's' alley is well illuminated the car park beyond is very poorly lit and not encouraging for pedestrians especially women to use at night. This is a matter that should be rectified ASAP.

The route from the Mill St car park is not unattractive but the path on the east side of Mill St is on a blind bend and dangerously narrow for pedestrians.

Difficult from riverside park across main road.

No - route from bridge car park goes along very narrow footways also bridge car park has very poor planting at pedestrian access - damaged shrubs from CCTV installation and geotextile membrane showing in topsoil. Also obstruction at corner west St & high St by surveillance camera pole.

OK during the day not sure about night time.

Mainly yes except zebra crossing had many near misses especially on Saturdays.

Many answered yes

The alley way by the travel house is good

Yes although paths are fairly narrow

As a resident I rarely use the car parks but have noted that getting to the High Street from the bridge car park by the shortest route involves

crossing the main through roads at least twice on bad visibility spots .

Dark alleyway leads to telegraph St car park

Poor lighting in Telegraph St car park and no lighting in dog alley

Yes except Telegraph St both car park & street need new lighting

Except Mill St have to cross main road

Well maintained but not attractive

A lot answered Yes

The verges act as paths in Armscote are being eroded

Alleyway to paying car park needs leveling

A lot answered No

Not really

No- Telegraph Street car park - Town centre via a small dark alleyway

Ok in the day

No graffiti and dark

yes mainly

Lighting non existent in some alleyways

Alleyways could be lit much better & better maintained between telegraph

car park & town

As far as I know

Kerb stones need dropping for wheel chair users otherwise satisfactory

During night usually don't come out as don't know who may be about in town

In the main

Alleyways poor or unlit one is blocked by building contractors

The route between the bridge car park and the town centre is not very good

for pedestrians especially outside the Red cross shop

reasonable

Yes but I'd be wary at night

Not particularly

Safe but not attractive

Yes but not as safe at night

No some aren't safe to get to

Some are

Yes could be better

Yes apart from traffic

No idea - no car

Yes but need ramps on pavements for prams/wheelchairs

Not safe, pavements dreadful children should not be allowed to skateboard

down Telegraph St, I nearly got knocked down coming out of my house

The crossing over Church St is wrongly located, the pavements are in a

very bad state of repair, especially difficult for people with walking

problems, the streets need sweeping, skate boarding on the pavements is a problem.

Not the bell car park

Many answered No

Many answered Yes

The pedestrian crossing by the library is dangerous

Crossing by library too close to corner

Badly need repair also mayo road by hospital

Yes for visual image don't feel safe after dark
More lighting at night required
Footpath by small telegraph Street car park not too good
The route from the bridge car park is not good
Alleyways from Telegraph St are a bit unwelcome especially after dark
Some areas need improving
Not attractive
OK during day may be "dark alleys" in evening/night
Fair surfaces not always in good condition
Telegraph Street could do with light on south side
I have no experience of them not being safe
Good free parking
Telegraph Street car park unsafe after dark
Safe yes attractive no
The surface is uneven in some small areas
no- poor maintenance of footpath by Bishops menswear shop
More lighting up Hanson Ave
No-there is frequent floral vandalism , never see a policeman unless in an
emergency- a vandalism regular patrol would be a great asset
OK but people wont use them at night

Reference: *Stour Power Questionnaire*

EN1 S1 Are there any townscape or heritage initiatives currently underway in the town?

Answer: According to the District Council and Town Council, there are no initiatives underway at present. Partners are awaiting the outcome of the Healthcheck process before any regeneration schemes are proposed. The District Council has a dedicated funding officer who will assist in making applications for funding and a review of the options has been carried out.

However, during June 2003, as a result of the Healthcheck process, a Civic Pride Working Group has been established to widen newly developed "Best Practice" approaches of delivering and managing public realm maintenance through a more coordinated approach of public and private organisations. The processes were outlined at a Warwickshire Market Town Forum held on the 5th April.

The initiative for the meeting was to extend the success of pilot work in Coleshill as an example of Civic Pride in Warwickshire Towns, developed by Andrew Savage and Neil Clark from WCC over the past 18 months.

The image of all Market Towns is vital to sustain economic, social and environmental vitality. "First impressions are often lasting impression" is vital to encourage visitors to return to a town as give local a sense of local pride along with "Best Value" service delivery.

The past 20 years has seen decline in available maintenance funding. In the short term, identification of means of cost savings through coordinated work and pooling resources to deliver higher standards is to be explored. In the short- medium term the profile and success of bidding for maintenance monies must be addressed to effectively deliver "Pride in our Streetscapes".

First impressions of Shipston are "satisfactory - good", however a number improvements are possible to compliment the character of this historic town.

Reference: *Interview with SDC Conservation Officer and Shipston Town Clerk
Civic Pride Working Group*

EN1 S2 Is the town centre dominated by shops or are there a range of other uses which take place such as housing and employment?

Answer: Shipston on Stour is a traditional market town and provides a pleasant shopping environment for local residents. The shopping centre is concentrated in the High Street, Market place and the east end of Sheep Street. The main convenience shopping is provided by Co-op and Somerfield (previously Gateway) in the High Street. This continues to be supported by more traditional shopping provision of smaller, independent convenience stores. The majority of shop units are occupied by independent retailers which is typical of towns of this nature. Shipston provides a traditional form of shopping which is welcomed by residents and visitors.

The town centre comprises a small commercial centre, occupied by financial services, a filling station/vehicle repair centre and a number of other municipal buildings found in a small market town including fire station, police station and the town council offices at Clark House. The central core of the town is tightly bounded by a residential area, comprising some

Reference: *Environment Topic Group
Stratford on Avon Retail Study - Colliers CRE 2003
Local Plan Review - Revised Deposit Draft (Inset Map)*

Healthcheck Report.

Section:

Environment

Worksheet:

Character and Vitality of the Town

EN1 S3 Are there areas in the town which are over-cluttered with signs, street furniture, advertising hoardings etc?

Answer: Around the area of the gyratory system there is an excessive number of individual posts and signs which would benefit from rationalisation, particularly around the junction of New Street, High Street and West Street where the narrow pavements are now rather cluttered.

There are far too many speed limit warnings and signs and a cluttered appearance approaching the town from Long Compton.

Yes- Road islands, church Street, Mill St, New St

Reference: *Discussion Forum Comments*
Stour Power questionnaire

EN1 S4 Are there important groups of trees which are either covered by TPOs or are important to the character of the town?

Answer: There are very few TPO designations within Shipston on Stour. The Lime trees on the London Road are an important feature of the town.

People value the horse chestnut trees at the Plantation, but these are in poor condition and prevent a proper bus stop being developed to improve safety and convenience.

Reference: *Discussion Forum Comment*
SDC GIS Information illustrated on maps

EN2 C1 What is the local countryside's distinctive character?

Answer: The majority of the rural hinterland area lies within two main character areas defined within the Stratford on Avon District known as the Stour Valley and Cotswold Fringe areas.

Cotswold Fringe

The scarp slope and vale run at right angles to the lines of the Rivers Stour, Dene and Itchen. These areas are denoted by semi-improved grassland, scrub and wood on steep valley sides, small areas of permanent pasture, often with small areas of preserved ridge and furrow and wide roadside verges typically bounded by a thick hedge and ditch. Small compact villages sited at foot of scarp slope with many dry walls and main building materials: hornton stone and brick.

The fringe downlands form varied rolling landform of rounded or flat topped hills such as Meon Hill, Ilmington Downs and Brailes Hill with rich red soils supporting productive arable farmland with some woodland on higher ground. Building materials are as above but includes Cotswold stone.

Feldon

Part of this area is characterised by the clay vale as a broad flat valley with occasional small rounded hills adjoining the scarp foot and slope above. It is typified by medium to large geometrical field pattern, small areas of permanent pasture often with well preserved ridge and furrow and wide roadside verges typically bounded by a thick hedge and ditch, plus numerous hedgerow elm stumps. There are relatively few straight roads with few, small compact villages sited by streams along with scattered farmsteads and dwellings. The main materials are Blue Lias Limestone, Hornstone stone and brick.

Gentle rolling countryside with attractive villages. The surrounding area is agricultural land arable and pasture generally bordered by hedges or fences but no large areas of woodland. There are at least thirty farms within a 2 mile radius of the town centre plus the small settlements of Darlingscott, Blackwell, Tredington, Honington, Barcheston, Willington, Tidmington, and Burmington, These are now devoid of shops or post offices most of the inhabitants using Ships ton as a convenient shopping centre.

Green Edge of Cotswolds with untouched town centre

Pleasant diversity of gentle small hills and valleys

Rolling working countryside

Open views uncluttered by development

farmland and hills

rolling countryside

formed fields, lush grass

Undulating hills with the river Stour running close to the edge of the town. We still have some small fields which cattle and sheep graze. On the larger fields many farmers have now planted wide margins of grasses trees and shrubs to help the wildlife

Rolling hills with good population of trees

There is nothing particularly distinctive about the countryside it is just a representation of a traditional English country landscape.

Low rolling hills

Furthest north of Cotswolds, landmark hills

Open farmland

North Cotswold hills, rolling countryside

Rural farming base with money & poverty sprinkled in

Rolling green hillsides with fields hedgerows and wooded area.

Rolling hills & large fields-No woods of any size

Variety of landscape, fields, crops, trees hills, hedges, small villages

Pretty

Green

It is all farmland- no open areas or woodland(except whichford) The National Trust need to have some of it so we can all enjoy it.

Agricultural

Gently hilly with trees

Rolling green hills

Rolling hills and agriculture

Creation

Rolling, traditional English

Pleasant countryside

Farmland, edge of the Cotswold picturesque

Stour valley

Loosing "Market Town" distinction

Very attractive, peaceful and the home of rural communities as well as pleasant for visitors.

Walks down by river somewhere to walk dog etc as I have to go to Stratford along the bridge way.

Rolling hills

Open -Natural - Rolling

Varied undulating and dotted with hedges and trees

Beautiful countryside and views

Farming

Beautiful countryside & views

Rural landscape

Undulating

Healthcheck Report.

Section: Environment
Worksheet: The Countryside

Old fashioned rural
Green and undulating
Rolling hills and Cotswold villages
Tranquil, quiet, pretty.
All the hills and fields.
All the hills.
Empty fields.
Sheep & cows
Hills and fields
Cheerful polite scenic countryside
Lots of empty fields
Its hills
Lots of hills
farmed land mixture of open & small fields with hedgerows.
Rural -Cotswold area
Natural & delightful
Leafy
Beauty
Good rolling countryside
Rural
Unkempt
Messy
The beautiful hills
Friendly -very pretty countryside
Farmland surrounded by attractive hills
Rolling hills plenty of trees on edge of Cotswold's
Messy
Rolling rural with some beautiful villages
Lovely rural area, well maintained & picturesque
Unspoiled typical English scenery
Green rural
Leafy Warwickshire
Hills
Green fields and rolling meadows
It stinks
Grass & weed
Pubs
Pastures rolling hills leafy proper wheatfields
Typical English countryside- good example
Smelly
Rural & largely unspoilt
Big open spaces
Rolling & wooded landscape
Beauty & wildlife
Fields
Trees
Gentle rolling farmland
Shakespeare's Warwickshire of four hundred years ago has been carefully
maintained
Well maintained/farms
Its in a valley

Reference: Pleasant farmland adjacent to the Cotswold's *Stratford on Avon Design Guide District 2001*
Stour Power Questionnaire

EN2 C2 Is the landscape of high quality?

Answer: A significant part of the rural hinterland lies within the Cotswolds Area of Outstanding Natural Beauty. This is a national designation which primarily seeks to conserve and enhance the natural beauty including protection of flora, fauna and geological as well as landscape features. The District Local Plan Review 1996-2011 illustrates the extent of the AONB within its main inset map. Areas such as Upper and Lower Brailes, Cherington and Stourton, Whichford and Long Compton plus Barton on the Heath are covered by its designation. There are also a number of ancient woodlands that have been designated by English Nature. These are concentrated around Whichford Woods, Long Compton Woods, Barton Hill and Wheelbarrow Castle. They also include Wolford Wood, Old Covert Gravels Coppice and wood in Upper Brailes.

A small part of the rural hinterland to the west of Shipston on Stour are defined as an Area of Special Landscape Area, namely Darlingscott, Blackwell, and west of A3400 around Newbold on Stour covering the Cotswolds Scarp Slopes and focuses on the scenic beauty of the landscape. This landscape designation, like the AONB implies protection through local planning policies and encourages measures to maintain or enhance landscape quality, whilst others relate to protection of services, facilities and employment important to local communities.

Stour Power Questionnaire comments:

None finer
Yes Very High
Yes in Parts
Many answered yes
Kind of
My opinion is that the softness of this side of the Cotswolds gives it a special feel.
No
No pattern evident
Not particularly but its pretty
Many answered Yes
Fairly
It has been degraded by industrial farming, there should be more woods, the river needs more environmental protection.
Yes except where hedges & trees have been removed to make huge crop fields.
Pleasantly rural -many trees
Natural, mainly in character.
Not stunning but gentle & attractive
Until development spoils landscape
Reasonable
Not particularly but its typical rural England and should be protected.
Yes very high quality apart from all the litter
No too hilly

Reference: *AONB designation and Ancient Woodlands - Local Plan Revised Deposit Draft Proposals Map 1996-2011 Discussion Forum Comments and Stour Power Questionnaire*

EN2 C3 Is the countryside important for agriculture?

Answer: Agriculture is the principal activity which determines the appearance of the landscape and still provides significant employment both directly and indirectly. The land classification map is available from DEFRA and the District Council Offices. There are only a few areas of high quality agricultural land within the area. The visual amenity of land within the area is generally high denoted by the designation as an Area of Outstanding Natural Beauty.

The farm land in the rural hinterland is of mixed use comprising arable, pasture and some dairy enterprises. There still are working farms within the Parish Boundaries. In accordance with national trends, farming is undergoing significant changes and there is pressure on farmers to diversify into non-agricultural enterprises. The Rural Forum has been established as a partnership to help rural businesses and communities to adapt to changing conditions.

Reference: *DEFRA Maps (SDC)
Rural Forum (GROWS PROJECT)
Discussion Forum Comments*

EN2 C4 Is the countryside important for nature conservation?

Answer: There are 6 S.S.I.s within the area:
Cherington - Drybank Meadow
Great Wolford - Wolford Woods & Old Covert
Little Compton - Cross Hands Quarry
Stretton on Fosse - Stretton on Fosse Pit
Tredington - Midsummer Meadow
Whichford - Whichford Wood

The Whichford Wood SSSI is actually only the part of the wood in the valley bottom. We have suffered in the past from the rather extreme theories of English Nature which included a wish to see the Macmillan way footpath moved away from the wood boundary and to keep the public out of the wood but are now finding the management much easier.

There are no Local Nature Reserves within the area. There are a number of main Ancient Woodlands that have been recorded in the District. These are all listed in Appendix 4 of the Stratford on Avon District Local Plan Review Deposit Draft.

Reference: *Source: English Nature*
Stratford on Avon District Local Plan 1996-2011 Inset Map
Discussion Forum Comments

EN2 C5 Are there areas of historic importance?

Answer: There are 13 Conservation Areas within the catchment area that have been defined by the District Council and these area kept under review, covering the town of Shipston and a number of villages within the rural hinterland:

Barton-on-the-Heath
Brailes (Lower)
Cherington & Stourton (as a result of a recent review)
Great Wolford
Honington
Ilmington
Little Compton
Long Compton
Shipston on Stour
Stretton-on-Fosse
Tredington
Whichford

SAMS
Brailes - Castle Hill Motte
Great Wolford - Moated Site
Honington - Honington Bridge
Ilmington - Rectangular Earthworks on Nebsworth
Long Compton - The Rollright Stones & Stone Circle plus Iron age settlement
Stretton-on-Fosse - Romano-British Settlement
Sutton under Brailes - Moated Site
Whichford - Moated site

Parks & Gardens:
Honington - Honington Hall

Reference: *Stratford on Avon District Local Plan Review 1996-2011 (Jan 2003)*

EN2 S1 Is the countryside being actively managed?

Answer: Most land is in private ownership so it is mainly managed by farmers and landowners on a piecemeal basis. Some farmers have signed up to Countryside Stewardship Schemes and as such operate higher standards of environmental care of their land with limited stocking densities, maintenance of hedgerows and stone walls and natural conservation management in association with FWAG and the landowner. This scheme sometimes provides some public access across the land.

There are also a few SSSIs where land is managed jointly by the landowner and English Nature to protect rare habitats and species.

The areas of the rural hinterland covered by the AONB will subject to the draft management plan. This Plan will have statutory weight in influencing a wide range of decisions that affect the AONB and will operate alongside other statutory plans such as the Local Plan Review, Structure Plan, community strategies and transport plans. This emphasis on positive action will then be taken forward in more detail in annual Action Plans that will set out programmes of action with specific

Reference: *Cotswold AONB Draft Management Plan (June 2003)*

EN2 S2 Do Community Groups participate in the management of the local countryside?

Answer: There does not appear to be much evidence of this as most land within the rural areas is in private ownership. There is an AONB Partnership covering the Cotswolds area and a draft management plan has recently been produced for consultation. This Plan is required under the Countryside and Rights of Way Act 2000 and sets out the management policies of the 17 local authorities within which the AONB is located. A number of different forms of consultation have been conducted to help prepare the document, carrying out a series of workshops run at venues across the AONB in December 2002. A further series of 4 Topic Working Groups were held in January and February but these were mainly for practitioners in different

Reference: *Cotswold AONB Partnership Draft Management Plan (June 2003)*

EN2 S3 Are there plans for major change on the urban edge?

Answer: Shipston on Stour has experienced significant outward expansion in recent years, both from commercial and residential development. The relocation of the industrial premises Norgren Martonair on the B4035 altered the western approaches to the town, particularly in view of the additional lighting required for the premises.

To the north of the town off Tilemans Lane, a significant area of former industrial land has now been granted planning permission for residential development and this will alter the view of the northern outskirts of town. A comprehensive landscaping scheme is to accompany this scheme.

To the South, land off the A3400 Oxford Road has been recently developed for housing. Cemetery Lane now acts as the development boundary. A strong hedgerow boundary is still in place off Cemetery Lane. The approach to Shipston from the South has been altered by Highway changes to incorporate crossing points and a turning lane into the new estate as well as street lighting.

To the East of the A3400, the town remains relatively unaltered and the Local Authority have designated land beyond the development boundary as an Area of Restraint from development.

Reference: *Local Knowledge*
Local Plan Review 1996-2011 Revised Deposit Draft

Healthcheck Report.

Section: Environment

Worksheet: Links Between Town & Country

EN3 C1 Are there natural or man-made features such as rivers, canals, roads or railway corridors that link the town and

Answer: The River Stour acts as a natural feature that links the town and country and also acts as a boundary to development as it provides a floodplain area. This is reflected in Local Plan policies determining future development opportunities for the town.

The A3400 is a trunk road that effectively bisects the town and provides North-South access which has influenced the

Reference: *Environment Topic Group*

EN3 C2 Are there distinctive design elements found in both the town and the surrounding countryside?

Answer: It is likely that the earliest form of building construction was timber framing, drawing on the large areas of oak forest within the Avon Valley. The most readily available material is blue and white lias which is relatively weak and a number of buildings in Church St are constructed with this stone plus a stronger stone for quoins and dressed details from the North Cotswold or Hornton Quarry. For some of the more important buildings such as the Manor House and The Old Rectory in Sheep Street, finer limestones have been used for principal facades. The formation of a local brickworks in 19th century has influenced development of terraces with a variety of colours, some enlivened with stone detailing.

Similar building patterns can be established within villages such as Brailles and Cherington, obviously influenced by the close proximity to Cotswold limestone escarpment and the availability of local stone.

Reference: *Stratford on Avon District Design Guide (2001)*
Shipston on Stour Conservation Area Analysis – SDC (October 1993)1992
Individual Village Design Guides

EN3 C3

Are there any memorable views either from the town to the countryside or from the countryside of the town?

Answer:

Very attractive from a number of hills around. A good distant view of Shipston and the surrounding district can be seen from Fant Hill Brailes and a closer view from the Barcheston - Honington Road. Another view from Hanson Hill on the west side of town has been somewhat spoiled by modern housing development in the Oldbutts Rd and Hanson Ave area.

As the town sits in a hollow there are only restricted views of the surrounding countryside. From the higher ground on the western side i.e. the

upper part of Darlingscote Rd there are views across the vale to Brailes Hill and the Edge Hill escarpment

Yes from all 4 entrances to the town

Brailes Hill - many times mentioned

Only from Tysoe direction

From Fosse way at Portabella crossroads towards Shipston

There was many but due to more houses being built that has diminished

Top of Ilmington Hill

Not that we know of

There are views from all around the countryside of the town as it is set in a valley

Towards Campden Hills

From Tilemans lane towards Brailes hill.

Coming down Campden road and seeing the town nestling in "The Hollow"

Coming down Darlingscote Rd with the view over the town to Barcheston and Brailes Hill.

Brailes Hill, we are in valley-lovely

The view towards Barcheston church and Brailes Hill is lovely and the view of the rooftops from London House is striking.

As Armscote is in a dip the views all around the village are lovely-except for overhead cables.

Yes from those hills to town

To Brailes Hill

Many answered Yes

Many answered No

Hanson Hill (Top of Hanson track)

Yes all around the town

Brailes and Ilmington Hill from town

on exit from Brailes towards Shipston (country town); view of Ilmington

Hill from road out to Fosse past Norgren.

Town to countryside

Brailes hill , Norgren factory -eyesore

Brailes Hill

Clump on Brailes Hill and vice versa

The view from Brailes Hill etc

Memorable views -overstatement but classic English

Best side across country to Banbury

Generally conforms to Shakespeare country

From the surrounding hills across Shipston in the valley e.g. From Brailes & Campden

Only from Brailes Hill

View of Brailes hill from many parts of town

Numerous

Views from local hill tops

From town looking out to Brailes

Not especially

Many said Brailes Hill

No not as such

Many answered Yes

Delightful

Brailes Hill

The views of the hills etc

Brailes hill but we are not allowed to go to the top (No public footpath)

Yes from Fant Hill

Lovely views from Shipston High School looking down over town

Top of Campden Rd look down to Shipston

Yes from the hills around

London Road farm, near red house or shoulder way lane

The norgren

Cant think of any

Yes back road to honington looking over town

View of town from norgren across valley with shipston nestling in the valley

Brailes hill from the town and the view from the other direction of town

As you approach from the hill down from Brailes

Nice rolling fields

Brailes Rd looking down on shipston

Shipston is in a dip so not really until you get out of the town around

the bridge could be nice but it isn't.
I see an outline of distant trees on the skyline from my home
Top of the hanson track looking down on town

Stour Power questionnaire

Reference: *Stour Power Questionnaire*

EN3 C4 **Are historic commercial links between the town and country still apparent?**

Answer: The survival of the Market Square, the Old Mill and the line of former farm buildings forming Shipston Mill Agricultural Supplies denotes the town's clear association with agriculture and the importance of the town as a sheep market. There is still the evidence of old drovers routes leading into the town from several directions.

Reference: *Shipston on Stour Conservation Area Analysis - SDC (October 1992)*

EN3 C5 **Does the character of the surrounding countryside become less distinct the closer it gets to the town edge?**

Answer: To the East of the town, the River Stour gives an abrupt definition to the town's edge due to the impact of the floodplain, and is characterised by deeply rural scenes across the Stour Bridge.

In the other directions, it is less distinct as development has been less constrained, comprising modern residential development to the south, contained by the town cemetery.

To the West, off the Campden Road the development of the Norgren Martonair site just outside the town limits has built up this side of the town and this has been reinforced by the development of Tilemans Lane Industrial Estate to the North-West

Reference: *Environment Topic Group*

EN3 C6 How does the town sit in the landscape?

Answer:

Nestles into the valley of the river
Its in a valley
New estates have no trees
Houses creeping above hill line will not blend in
Shipston blends well into the environment and has pleasant views from outside of the town however recent development particularly Tilemans lane are highly visible
Pretty well
Well
Nicely
Fine now but please no more housing estates
Neatly very rural and tranquil
The middle - countryside all around us
Within a valley
No longer in a valley but rising development upon hills no programme of tree planting
Shipston sits in a sheltered position in the valley of the River Stour, which borders the east side of the town. The ground rises on the west side to form the low Hanson and Whaddon Hills with summits of 120 metres above sea level. The tredington hills to the north west are a continuation of this higher land rising to 114m. On the east side of town the land is fairly flat rising gently towards Brailes Hill and the Edge Hill escarpment. Brailes Hill some 2 and a half miles away is very conspicuous with its well known clump of beech trees (Highwall Spinney) adorning the summit at 232 metres Three miles to the west lie the picturesque Ilmington Hills the summit at Nebsworth at 242 metres being the highest point in Warwickshire.
Beautifully
Nestled in a valley
In the centre of a bowl surrounded by countryside and hills
Unobtrusively
Nestling on side of hill
In a Valley or dip, because it is high all around
Well
Tucked into the hillside
A small settlement lying on one side of the stour
Beautifully as of now
Not very visible
Next to river with small surrounding hills
Getting too big
he town sits nicely in the valley - but there should be a shop on all new houses as the town is big enough already.
In a river valley
Nestled in a valley
Nicely in a valley
Being in a hollow there are views of hills between houses.
Intersected by A3400 influences the landscape. Passing motorists making pleasing comments.
In a hollow
New estate on Tilemans Lane no provision of corner shop, no provision for pre-school child care, will put pressure on supermarkets
Right in it
It sits happily but will only continue to do so if development is properly controlled
Valley
Well - partially hidden
It is right in the middle of the valley surrounded by fields
Low
On the ground
In a dip tucked away
In the middle of nowhere
Neatly
Flatly
Valley
In a hollow
It squats prettily
Admirably
Hill
Well apart from the rain
The increasing new builds have changed the character of the town -sign of progress
It blends in well
In a river valley
Wrongly/out of place
Beautifully
As if it belongs there
Too much development has spoiled the town
In a basin of hills
In the middle

Healthcheck Report.

Section:

Environment

Worksheet:

Links Between Town & Country

Not well too many social problems in shipston
Like a hole
Still
Mostly sits well with one or two industrial blots
Expansion threatens to spoil the situation
Very well I enjoy it from many angles
Nicely (shame its a frost pocket)
Sits low in the landscape
It has evolved and grown
Flat
Fine
Unobtrusively

Stour Power Questionnaire Health

Reference: *Stour Power Questionnaire*

EN3 S1 **Are there any long distance or locally important footpaths, cycle paths or bridleways linking town and country?**

Answer: The Macmillan way long distance footpath skirts Whichford and Long Compton. There is also the Centenary way.

One of the main Sustrans routes runs through Shipston on Stour. There are leaflets to promote this cycle route that links up with villages within the rural hinterland. This route could be further promoted to attract visitors within the locality and bolster the local rural economy through supporting local pubs, cafes and visitor attractions such as the town museum.

Reference: *Discussion Forum Comments*
Economic Development & Tourism Officer

EC1 C1 Are local unemployment rates high?

Answer: Across Warwickshire, unemployment levels fell below 2%, comparable with the South East. However during the early months of 2003 there have been increases in claimant counts across the UK according to ONS figures. Within the District, unemployment levels have stood at around 1% over the last 2 years (2000-2001) and at January 2003 stood at 1.1% - the lowest in the County.

Unemployment rates at local authority ward level have varied across the District between highs of 2.5% and lows of 0.2%. During March 2003 there were a total of 53 unemployed within the Shipston area which comprises an unemployment rate of 0.5%. This is very low when compared to the regional total of 3.1% and national total at 2.8%. From this information it is not possible to detect any general pockets of unemployment within the locality. However there have been recent

Reference: *ONS Information (Warwickshire County Council)*

EC1 C2 Has unemployment fallen or risen in recent years?

Answer: Unemployment rates have generally fallen in recent years, however during the last year, new trends are starting to show a slight increase in unemployment that reflects national trends and the decline of some manufacturing sectors. It is reported that there may be significant job losses in Norgren Martonair, an important employer within Shipston.

Reference: *Unemployment rates from 1998-2004 provided by Warwickshire County Council*

EC1 C3 What are the labour market participation rates?

Answer: Warwickshire = 79%
West Midlands=73% (male 84.4%) (female 73%)
UK = 74% (male 83.9%) (female 72.9%)
Stratford District = 89%

Stratford District has markedly higher economic activity rates relative to the national and regional picture.

Employment and self-employment levels are high, while unemployment is low. The percentage of retired people is above average at 15.3%.

Part-time activity rates stand at 12.84% and full-time at 41.92% for the district that are higher than the national average. However the District had a lower full time rate than the County as a whole(44.07%).

Reference: *Economic Activity Rates 2000
Census 2001*

EC1 C4 What are average household earnings?

Answer: The Shipston on Stour area has average household earnings of £21,976 per annum that falls below the West Midlands average of £23,200 and the United Kingdom at £26,200. This compares with the District average of £27,800 which is considerably higher and probably masked by earnings within the more prosperous areas such as Stratford upon Avon. It is significant that 58% of households within the District earn less than £25,000 and 20% earn less than £10,000 per annum. There are considerable disparities across the Region with Solihull, Bromsgrove and Stratford upon Avon enjoying the highest income levels in the West Midlands.

Relative levels of prosperity indicate that as many as 65.34% of households within the Shipston area fall below the average household earnings level of £21,976 and well below the regional average of £23,200 and the national average of £26,200.

Reference: *Warwickshire County Council, paycheck household income data CACI Ltd 2000*

EC1 C5 What proportion of the unemployed have been unemployed for over 6 months or one year and what sectors of the population are most represented by age/gender?

Answer: Unemployed > 6 months:15
Male: 10
Female: 5
Under 24
24 +
Unemployed > 12 months:15
Male: 2
Female: 2
Under 24
24 + 14

Reference: *Economic Development data, Warks CC*

EC1 C6 What proportion of residents in employment commute elsewhere to work?

Answer: Analysis of 2001 Census data has not yet been completed. Using travel to work data following the 1991 Census, it is possible to conclude that approximately:

37% commute elsewhere to work
39% of the economically active population work within the area
and of those working within the area, 26.8% work from home

It is anticipated that these figures will not have changed significantly, although the number working from home may have increased, reflecting market trends

Overall the above figures suggest that the area offers a significant employment role.

Reference: *Rural Services Survey, Warks CC*

EC1 C7 Is the local economy particularly dependent on specific industry sectors?

Answer: Analysis of the 2001 Census data is not yet available, but the previous Census shows patterns as follows.

2 sectors dominate employment in the area:

- 1) Distribution, hotels and restaurants employ a high proportion of employees in the area, particularly significant in Tredington at 52.2% and Shipston at 29%, compared with the national average of 24.3%
- 2) Banking, finance and insurance are also significant with 55.2% of employees in Compton, 32.9% in Brailes and 22% in Tredington, compared with the national average of 19.6%

In Shipston, two other sectors are notable: manufacturing which employs 25.8%, and public administration, education & health at 20%. This is far less significant in outlying areas. The construction industry is significant in Brailes providing employment for 37.5% of its working population.

Reference: *Economic Development data, Warks CC*

EC1 C8 Is the local economy dependent on a small number of large employers?

Answer: There are a handful of companies that employ a large workforce within the locality. These include Norgren Martonair, Pettifers Industries and Renault Motors. Major job losses in these sectors would have a significant impact upon the area.

Reference: *Discussion Forum Comment*

EC1 C9 Is the number of jobs available locally increasing or decreasing?

Answer: In September 1988 there were 1600 employee jobs in Shipston town. Jobs at IMI Norgren are under threat, and Aquapipes has closed. Many residents have to drive outside the local area to their work.

Reference: *Discussion Forum Comments*

EC1 C10 What are the rates of business start ups and failures?

Answer: It has not been possible to retrieve this information.

Reference: *Business Link Offices*

EC1 S1 What opportunities are there for new employment from the expansion of existing local firms?

Answer: Accelerate: Consultancy and capital grant funding aimed at those businesses in the automotive supply chain network. Consultancy funding is on a 50/50 basis e.g. company contributes 50% and Accelerate funding contributes 50%. Capital grants are funded at 20% of capital purchase to a maximum of £20,000. Companies will need to have a strategic action plan and benchmark before funding is agreed.

Diversification: Consultancy and capital grant funding aimed at companies that wish to diversify from one market to another. Consultancy is funded on a 50/50 basis and capital grants available up to a maximum of £5,000.00. Companies will need a strategic action plan and benchmark before funding is agreed.

Mustard: Consultancy for high growth companies between the ages of 0-18 months (strand 1) or 18-36 months (strand 2). Strand 1 companies must demonstrate they can achieve a turnover of £200,000 in their first year and £1m within three years. Strand two companies must already have achieved £200,000 turnover in their first year and demonstrate they can achieve £1m within three years.

Strand 1 companies can get a maximum of £3,500 of consultancy grant for a commitment fee of £500.00 + vat.
Strand 2 companies can get a maximum of £7,500 of consultancy grant for a commitment fee of £950.00 + vat.

Consultancy Support Scheme: Consultancy funding on a 50/50 basis for SMEs and any sectors.

Business Appraisal Scheme: Half day diagnostic visit on specialist areas e.g. Health and Safety, Information Technology that will result in an action plan report for the company to implement.

Business Support Scheme: Business Counseling scheme aimed at essentially micro businesses. Advice ranges from marketing to in-depth business planning and financial advice.

Seminars/Training: Delivered on a range of business topics for managers and employees.

Personal Business Advisers (PBA) Mentoring: PBAs work with companies at a more in-depth strategic level. Mentoring is one of the services of the PBAs (also includes Accelerate, Diversification etc), and includes the adviser working with the business over an agreed period of time to help them implement change or generally help them to run their business.

Investors in People (IIP): Workforce Development advisers work with companies to help them achieve the Investors in People standard. Companies make a commitment to work towards the standard.

IIP Workshops: A series of workshops aimed at companies working towards the IIP standard to help them implement IIP within their own organisation.

Training Plans: Grant Funding from consultants to help companies develop a training plan. Training plan is usually linked to the IIP standard.

ESF SME Workskills: Aimed at companies with less than 50 employees to encourage them to train/upskill their staff. Companies and individuals must have a training plan/individual training plan and is geared towards getting companies to commit to IIP.

Workforce Development (WFD) Implementation/Management Development Grants: Consultancy funding (usually but not exclusively on a 60/40 basis to help companies implement a key part of the IIP process or management development funding to improve a companies management and workforce.

It feels like the most pressing need to sustain & enhance the town is the influx on new small modern enterprises that will bring the vigor the income the jobs and the balance that the town needs. (Stour Power Questionnaire)

Reference: *Coventry & Warwickshire Chamber*

EC1 S2 What opportunities are there to facilitate the expansion of existing local firms?

Answer: South Warwickshire Business Partnership are currently finalising a bid for £100,000 in grants for business support. It will offer individual grants of up to £1,000 for small businesses that have been operating for more than 18 months to expand their trading base through research or direct marketing intervention.

See also EC1 S1

Reference: *Stratford on Avon District Council Economic Development & Tourism Unit*

EC1 S3 What economic development/inward investment grants are available?

Answer: Enterprise Link: Service aimed at helping people to start-up in business successfully, plan their business before starting up and to help them to stay in business over the early stages of business development. The three main services operating are a half day overview to give people a flavor of what running a business is about. A three day course to help people to plan their business before starting and to develop a business plan. A counseling service to guide people (usually after the three day course) until they've started in business and is to help new started businesses in their early months.

Farm Business Advisory Service: DEFRA funded scheme aimed exclusively at farms. Farms receive an initial diagnostic visit and action plan report. Many action plans have helped farms to diversify into other industries i.e. Bed & Breakfast or just focused farms to be more efficient / change of crops etc.

There is also an appointed officer to handle enquiries on the Rural Enterprise Scheme for the Warwickshire area who is based at Stoneleigh, Warwickshire who can help assist farmers with diversification applications .

See also EC1 S1

Reference: *Coventry & Warwickshire Partnership*

EC2 C1 How much of the local shopping provision is in the town centre, out-of-town centre or in the villages?

Answer: In summary the following provision is available in Shipston on Stour:

5 general stores
2 newsagents
1 shop
4 banks
1 Giro bank
1 Full time post office
3 garages (one with fuel sales)
There are no out of town retail facilities.

Within the rural areas of the hinterland:

9 general stores
1 newsagents
6 post offices
15 pubs & 1 hotel
3 garages (no fuel sales)
milk delivery for every parish in area & some limited fresh fish/frozen food delivery

All the shopping provision for Shipston is in the town centre and any out-of-town retail development has so far been resisted by the Local Planning Authority despite a number of proposals in the past. The rural areas appears to have a limited range of village stores and local delivery rounds.

Reference: *WRCC Shops & Other Services List*
GIS Mapping Service (SDC)

EC2 C2 What type of shops and services are there in the town centre?

Answer: Most services/shops and supplies are available. There is a supermarket, delicatessons, hardware store, antique shops, shoe shop, newsagents, a few specialist supply shops i.e. needlecraft, delicatessen and toy shop plus banking and building society branches.

There are no shops for teenagers or young people apart from school uniform - need more reasonably priced fashion shops also need a video shop.

Reference: *Discussion Forum Comments*
Retailers List is available from WRCC

EC2 C3 Has retail floor space in the town centre been lost in the last five years?

Answer: The number of convenience outlets has fallen, from 24 units in 1998 to 9 in 2003. Comparison goods provision has remained fairly constant at around 25 units. There has been an increase in retail service goods provision, many of which have taken previously vacant units. This is indicative of the growth in the retail service sector. Granville Court and The Shambles shopping arcade have become increasingly well occupied since 1997 and contribute well to the diversity within the centre. There has been a slight reduction in the total number of shop units which indicates that some may have reverted to alternative uses such as residential.

There is currently no out of town retail development. In 2001 a planning appeal for a superstore tested the need for such an outlet. A proposal for an edge of centre food store of 1,985sqm (21,367sqft) was refused by the Planning Inspectorate. The Inspector concluded that there was insufficient retail capacity or need in the catchment area to support a store of this scale and there would be unacceptable impact on town centre convenience trade.

A recent retail consultants draft report by Colliers CRE commissioned by the District Council concurs with this view on the basis that a food store on the edge of the centre would significantly reduce trade for the Co-op and Somerfield stores which currently anchor the town centre and the more traditional convenience retailers that benefit from spin off trade. It is considered that this may result in increased vacancy or replacement with comparison or service uses which will significantly reduce diversity in the centre and reduce opportunities for linked trips. It is considered that there is not sufficient capacity to support a store of this size and that there is adequate food store provision with a 15 minute drive time catchment. On this basis, Colliers remain of the view that there is no need to make an allocation for a food store in the local plan and that any further proposals should be considered carefully in terms of the impact on town centre vitality and viability.

Reference: *Economy Topic Group*
Draft Retail Report - Colliers CRE Report (2003)

EC2 C4 Are there a variety of markets operating in the town and the surrounding countryside?

Answer: There is no provision or livestock market. There are a number of local producers who could potentially supply local produce for a local market.

Reference: *Discussion Forum Comments*

EC2 C5 What is the frequency of the general market and what are the numbers of traders and stalls?

Answer: There is no general market in Shipston.

Reference: *Discussion Forum Comments*

EC2 C6 How many shops are vacant in the town centre and how many have been vacant for more than two years?

Answer: Using the Warwickshire Partnership's Listing of Premises, there appear to be very few advertised premises within the town centre. At the time of research (March 2003), there was only one retail/professional services unit available for letting.

The number of vacant units has fallen significantly from 9% in 1997 to 3% in 2003. This is reflective of the buoyant retail market in recent years and confirms an improvement in retail health. The number of convenience outlets has fallen slightly, comparison goods provision has remained fairly constant. There has been an increase in retail service goods provision, many of which have taken previously vacant units. This is indicative of the growth in the retail service sector.

Granville Court and The Shambles shopping arcade have become increasingly well occupied since 1997 and contribute well to the diversity within the centre. There has been a slight reduction in the total number of shop units which indicates that some may have reverted to alternative uses such as residential.

During June 2003 there were 5 vacant shop units within the town centre.

Reference: *Warwickshire Investment Partnership - List of Premises 21/03/03*
Draft Retail Survey - Colliers CRE Report (2003) (see Table 9: Shipston on Stour Use Composition)
Discussion Forum Comments

EC2 C7 How many new shops in the centre have opened in the last three years, or have had major refits?

Answer: Granville Court and The Shambles shopping arcade have become increasingly well occupied since it was developed and contribute well to the diversity within the centre. There has been a slight reduction in the total number of shop units which indicates that some may have reverted to alternative uses such as residential. Around 6 new units have opened in recent

Reference: *Discussion Forum Comments*
Draft Retail Survey - Colliers CRE Report (2003)

EC2 C8 Are rents for retail premises stable or increasing?

Answer: Generally Stable.

Reference: *Discussion Forum Comments*

EC2 S1 Is the town centre promoted as a shopping destination in any brochures or other publicity material?

Answer: "The Advertiser" containing advertisements for local businesses is distributed free in the area. The Shipston "Forum" contains an increasing numbers of adverts and is distributed free in the town. A Victorian evening has been held in December for the last few years. Otherwise it is promoted only as occasional features i.e. in the Herald or the 'Focus'.

There is probably more direct marketing of Shipston that could be carried out to promote the town as a unique shopping area, with traditional high street shops and local services plus attractive tea shops and restaurants. This could be achieved through leaflets at the Tourist Information Centres in Stratford and other Warwickshire towns, publicity through the town's

Reference: *Discussion Forum Comments*

EC2 S2 Is there commercial demand for additional retail floor space?

Answer: The number of vacant units has fallen significantly from 9% in 1997 to 3% in 2003. This is reflective of the buoyant retail market in recent years and confirms an improvement in retail health. The number of convenience outlets has fallen slightly, comparison goods provision has remained fairly constant. There has been an increase in retail service goods provision many of which have taken previously vacant units. This is indicative of the growth in the retail service sector. There is strong independent retailer presence within the area and generally the town centre could attract further small outlets offering specialist goods to bolster the range of shops.

Reference: *Draft Retail Report - Colliers CRE Report (2003)*

EC2 S3 How many shops are charity shops?

Answer: There are a total of three within the town (June 2003).

Reference: *Discussion Forum Comments*

EC2 S4 Is the local provision and/or livestock market vulnerable to closure?

Answer: There is no local provision or livestock market. The last one closed some years ago. It is reported that a recent 'bid' to relocate Stratford Market in Shipston failed.

Reference: *Discussion Forum Comments*

EC3 C1 Do the vocational training courses on offer reflect the needs of local residents and employers?

Answer: A Strategic Area Review is in progress and will be completed in 2005. The Review assesses courses offered by the various providers, such as FEs & other colleges, and aims to identify whether appropriate provision is available.

In the meantime, vocational courses are available at:

Warwickshire College, Moreton Morrell, and Stratford upon Avon Colleges

South Warwickshire Training - provides work based training opportunities

Stratford Enterprise Centre - NVQ training for individuals and tailor made training for companies

A PIE REDI is open to businesses and individuals funded through the PIE (Promoting Inclusion & Enterprise) Partnership and led by Warwickshire College. The scheme addresses today's demands for lifelong training, particularly for rural businesses in changing economic circumstances. It offers wide-ranging training programmes within key subject areas including Diversification, Rural Retailing, Tourism, IT, Organic Farming, Countryside Management and Business Management

Through the ICT@Work project (including research work carried out by Warwick University) it was identified that there is a requirement for ICT training for SME's. "Just in Time" training, appropriate to the needs for the businesses, is one of the main training requirements which is currently not being met locally. Through the CAW Skills project, the Minerva Mill Innovation Centre will be piloting online EC.DL for SME employees in South Warwickshire.

Training 4 Trainers, Stratford, provide business management training

The Stratford Area Review has just been completed and will identify any training gaps in students aged 14 – 19. It is forecast that the Review will identify gaps in business finance skills, construction and technology. Obtaining placements for students is difficult in Shipston due to the absence of large businesses and the limited opportunities offered by SMEs. The Education Business Partnership is strong in Warwickshire.

There are gaps in the provision of vocational training provision with Shipston on Stour and the surrounding villages and most people would have to attend courses held at Stratford College or Warwick.

Reference: *SDC Household Survey 2002 (March 2003)*

Sue Hawthorn, Schools Team Area Education Officer

EC3 C2 Are school leavers well qualified?

Answer: Using Shipston High School as an example (11 - 16 age group), 37% of pupils achieved 5 or more GCSE/GNVQs at Grades A*-C

(compared with England and Warwickshire average @ 51.6%). The percentage has improved by 18% compared with 2001 and is showing an upward trend. Taken in isolation the League Table results for Shipston may appear disappointing, however this is misleading as they have introduced a SWIFT programme enabling a wide range (up to 68) of different qualifications to be obtained which are not eligible for inclusion in League Table results. This includes early AS levels, City & Guilds qualifications and NVQs equivalent to A level standards.

Shipston is a "net importer" of students, with attendees from Gloucestershire and 30% attending from Alcester.

Alternative schools in the area are:

Chipping Campden School, less than 8 miles from Shipston, (where 69% of pupils achieved 5 or more GCSEs Grades A*-C)

Stratford High School and Stratford Grammar School
Kineton School

The progression route for + 16 year olds is to:

Chipping Campden School

Stratford High School and Grammar School

Warwickshire College at Moreton Morrell

Redditch and Solihull

It is planned to open a Rural Craft Centre in Shipston to offer further opportunities outside the curriculum and also to develop

Reference: *Sue Hawthorn, Schools Team Area Education Officer; DFES Schools Performance website and www.ofsted.gov.uk*

Healthcheck Report.

Section: Economy
Worksheet: Training & Education

EC3 C3 Is there access to good quality schools in the area?

Answer: The following Primary Schools are within 6 miles of Shipston:

The Compton District Primary School, Long Compton, Shipston-on-Stour, CV36 5LA

Tysoe CofE Primary School, Tysoe, Warwick, CV35 0SH

Mickleton Primary School, Mickleton, Chipping Campden, GL55 6SD

Quinton Primary School, Lower Quinton, Stratford-upon-Avon, CV37 8SA

St David's School, East Street, Moreton-in-Marsh, GL56 0LQ

St Catharine's Catholic Primary School, Lower High Street, Chipping Campden, GL55 6DZ

Sibford Gower Endowed Primary School, Sibford Gower, Banbury, OX15 5RW

Blockley CofE Primary School, Park Road, Blockley, Moreton-in-Marsh, GL56 9BY

Newbold and Tredington C of E Primary School, Manor Farm Road, Tredington, Shipston-on-Stour, CV36 4NZ

Brailes CofE Primary School, Lower Brailes, Banbury, OX15 5AP

Ilmington CofE Primary School, Back Street, Ilmington, Shipston-on-Stour, CV36 4LJ

There is also an excellent primary school (Shipston Primary) on Station Road in Shipston which has places available.

Reference: *Sue Hawthorn, Schools Team Area Education Officer; DFES Schools Performance website and www.ofsted.gov.uk Discussion Forum Comments*

EC3 C4 Are there sufficient pre-school places in nurseries and playgroups?

Answer: The following Pre-Schools are within 5 miles of Shipston

Shipston Pre-school, Shipston Primary School, Station Road, Shipston On Stour, CV36 4BT

Greenfields Nursery School, Rugby Road, Mayo Road, Shipston-on-Stour, CV36 4BH

Ladybird Nursery School, 1 Churchill Close, Ettington, Halford, CV36 5BY

Whitley Nursery School, Church Farm, Church Lane, Newbold On Stour, CV37 8TN

Newts Pre-school, Newbold & Tredington C/e Primary School, Moss Lane, Newbold-on-Stour, CV37 8TU

Ready Teddy Go, The Old School, School Lane, Lower Brailes, Banbury, OX15 5HP

Warwickshire County Council is currently examining those schools which do not have after school club on site or who are not currently served by a provider. There may be New Opportunities Funding for a local school or other provider to set up school holiday provision. Further research in this area is required.

Places are available at Shipston pre-school and at the Greenfields Montessori School, suggesting that there are sufficient places to meet demand in Shipston itself.

Reference: *Early Years Development Team*

EC3 S1 How many internet learning and access points are there within the town or villages (no of internet points per head of population) Information should be available from the library). Identify whether these are sufficient to meet local needs?

Answer: 2 internet access points at Shipston Library, which is proving insufficient. 2 additional points are planned in 2003

Reference: *Shipston Library*

Healthcheck Report.

Section: Economy
Worksheet: Training & Education

EC3 S2 Is there adequate provision of non-vocational courses locally?

Answer: Schools and colleges provide a wide range of courses in the area. In addition funding has recently approved to upgrade e-learning in Warwickshire schools. It is hoped to develop a community learning facility with a suite of training rooms, possibly linked to the swimming pool building, although this is just at wish list stage at the moment. PIE funding maybe available for a project such as this.

There are colleges offering further education and part time courses at Warwickshire College and Stratford on Avon College. These offer a range of courses and at Warwickshire College there is also a learning support centre and a college nursery. The campuses are at Moreton Morrell and Leamington Spa.

Reference: Sue Hawthorn, Schools Team Area Education Officer
Stratford & Warwickshire Colleges

EC3 S3 Are there a high number of school exclusions?

Answer: Shipston High School - Unauthorised absence 0.1%

Permanent exclusions are rare at Shipston High School

Reference: Carol Wheeler, Warks Education Authority

EC4 C1 How much new commercial or industrial floor space has been built or let in the last three years?

Answer: Fosseyway Tool Hire built a new 4000sq ft unit on Tilemans Park (behind Tilemans Lane units). Tilemans Park (the company) has outline for further units in the same area, and planning approved in detail for 7000sq ft.

Blackwell Business Park provides in the region of 100,000ft2 of light industrial floor space and another 10,000ft2 is to be provided in the near future. The Park had no vacant space as at June 2003. This represents an interesting form of rural building diversification, located within a former dairy unit on the outskirts of Blackwell village. It accommodates light industrial uses such as offices, manufacturing and trade suppliers .

Reference: *Discussion Forum Comments*
Tilemans Park Limited
Local Knowledge & information provided by M Hutchings.

EC4 C2 How much good quality office or industrial floor space is vacant or on the market?

Answer: The vacant property search for Shipston reveals very low advertised premises.

Additional industrial space has been allocated in the Local Plan Review to compensate for the loss of land at Tilemans Lane for housing following the outcome of a planning appeal. Rainbow Business Park adjoins the existing Shipston Industrial Estate and will form a greenfield site. It is proposed that the sites will be made available on a freehold basis to companies wishing to construct their own unit and also to developers interested in providing rented business space. A main spine road to serve the plots will form the overall development.

The total site area is 6.85 acres and about 2 acres are remaining with plots available from 0.5 acre with outline planning approval for B1, B2 and B8 uses.

There is very little else available within the town or surrounding parishes. A small amount of office is available and a large amount of industrial vacant space but it is not marketed.

Reference: *Warwickshire Investment Partnership*

EC4 C3 Are there sufficient premises at affordable rents for new small businesses?

Answer: There is little available for start up businesses. Research by the business Group for Stour Power has revealed a significant shortage of serviced accommodation for this sector. Although rent levels are reasonable in this area, there is nothing available within the town and many people are forced to continue working from home or are located in unsuitable premises. The South Warwickshire Property Register is available to advertise premises but rarely has details of suitable premises for

Reference: *Discussion Forum Comments*
Economy Topic Group

EC4 C4 Has there been an increase or decrease in the rents of industrial and commercial property in recent years?

Answer: Rents have remained fairly stable.

Reference:

EC4 C5 Have vacancy levels for commercial properties increased or decreased in recent years?

Answer: To some extent, supply appears to meet demands, however there is a shortage of office space generally in the town. The availability of industrial property is quite limited in range within Tilemans Lane.

Reference: *Secombes Property Agents*

EC4 C6 Are there any planned expansions of existing commercial and industrial firms?

Answer: None identified in the near future. However restructuring is taking place at Norgren IMI.

Reference:

EC4 S1 Are there economic development and funding initiatives in place to assist incoming firms and the expansion of

Answer: South Warks, including Shipston on Stour has never been included within any of the UK or EU regeneration areas (e.g. Objective 2, 5A etc). However, EU Objective 3 type projects and funding are now accessible to the whole of Warks and organisations such as WCC and Warks Chamber/Business Link are active in submitting County-wide bids. South Warks has been successful in attracting SR136 funding through ADM for the PIE project that includes a business needs sector.

Funding is currently directed to training for farmers and rural businesses through the REDI project in conjunction with Warwickshire College and to the development of start up fund for new rural businesses in the area.

Reference: *Business Link (Coventry)*

EC5 C1 What are the main tourist or visitor attractions including festivals and events in the town or nearby?

Answer: Honington Hall is one of the most significant attractions within the area, attracting 765 visitors in 1999.

A National Trust Property found at Hidcote Bartrim, 8 miles south of Stratford-upon-Avon. Internationally renowned, this memorable garden is, in reality, a series of smaller gardens, each with its own special atmosphere. Hidcote is famous for rare shrubs, trees, herbaceous borders and "old" roses. Open: 29 Mar-2 Nov, daily except Thur and Fri, 10.30am-6pm (last admission 5pm). From 1 Oct - last. Like many attractions, this is on the edge of the rural hinterland area but attracts large numbers of people. The other numerous historic attractions are within the nearby towns of Stratford upon Avon, with its Shakespearean connection and Chipping Camden, a typically Cotswold market town.

Shipston itself has a town museum that is of interest to all kinds of visitors.

There are few permanent attractions that draw people into the town of Shipston, however it is on a through route to the North Cotswolds and potentially could attract visitors passing through.

In terms of festivals and events, there is the Fantastic Celtic Festival in the Spring that has been run for about 5 years now. This is an excellent weekend festival. It may need to relocate due to lack of a sufficiently large building in the town. There is also a summer music festival that takes place in June each year.

Within the rural areas, there are a number of summer events and shows including Brailes Show held in August each year.

Reference: *Shakespeare Country Visitor Attractions 2002/2003*
A Sustainable District-Wide Tourism Strategy for Stratford upon Avon - HETB 1998
Discussion Forum Comments

EC5 C2 How important is tourism related employment to the local economy?

Answer: Analysis of the 2001 Census data is not yet available, but the previous Census shows that distribution, hotels and restaurants employ a high proportion of employees in the area, particularly significant in Tredington at 52.2% and Shipston at 29%, compared with the national average of 24.3%.

Tourism supports jobs in five key business sectors. According to the now dated Heart of England Survey for the District, 10% are in the retail sector, 35% are in catering, 37% are in accommodation, 17% in entertainment and 1% in transport services. Undoubtedly, the majority of facilities are concentrated around Stratford upon Avon and this is particularly noticeable by the level and range of retail, catering and entertainment facilities it supports. This needs further research as the current data on tourism is non-specific to Shipston and fairly outdated. The survey focuses heavily on Stratford upon Avon with little reference to the outlying market towns within the District.

Reference: *Census Economic Development data, Warks CC*
Heart of England Tourism Survey 1998

Healthcheck Report.

Section: Economy
Worksheet: Tourism & Visitor Services

EC5 C3 What is the range of tourist accommodation available in the area e.g. number of hotel beds by grade, bed and breakfast, youth hostels, caravan and, camping site pitches?

Answer:

Hotels:

The Red Lion Hotel, Shipston-on-Stour - 4 diamonds, 5 rooms
White Bear Hotel, Shipston-on-Stour - 2 diamonds, 10 rooms
Manor House Hotel & Restaurant, Long Compton - 4 diamonds, 5 rooms

B&B and Guesthouses

Ashby House Bed and Breakfast, Long Compton
Folly Farm Cottage, Ilmington
Butlers Road Farm, Long Compton
Tallet Barn Bed and Breakfast, Long Compton

Pubs & Inns

Halford Bridge Inn, Halford - 3 diamonds, 9 rooms
Howard Arms, Ilmington - 5 diamonds, award winning, 3 rooms

Caravan & Camping - 5 sites in Stratford offer the nearest accommodation:

Riverside Caravan Park, Tiddington Road
40 Motor caravan pitches and 50 tent pitches

Rayford Caravan Park, Tiddington Road (no tents)
18 Static caravans

The Racecourse, Luddington Road
500 Motorhome/caravan/tent pitches

Dodwell Park, Evesham Road
60 Caravan and tent pitches

Avon Caravan Park, Warwick Road (no tents)
50 Caravan pitches

Hostels

The nearest YHA hostels are located in Stratford and Stow on the Wold

Reference: *Heart of England Tourist Board website*
South Warwickshire Tourism

EC5 C4 How many visitors come to the town or area and how long do they stay?

Answer: The majority are day visitors (56%) of TIC users and live within the locality.

The vast majority (69%) of those visitors who made an overnight stay chose to stay in South Warwickshire, mainly Stratford and Warwick but some stay within the area at serviced accommodation. This needs further research as the current data on tourism is non-specific to Shipston and fairly outdated. The survey focuses heavily on Stratford upon Avon with little reference to the outlying market towns within the District.

Reference: *South Warwickshire Tourist Information Centre User Survey 2002*

EC5 C5 How seasonal is the visitor activity?

Answer: According to the South Warks TIC User Survey, 43% of visitors indicated their trip to South Warwickshire was for holiday/leisure break. However the area appears to have all-year round tourism, as many visitors are there for the day or overnight for non-tourism purposes such as business related activities, visiting friend and relatives, shopping etc.

This needs further research as the current data on tourism is non-specific to Shipston. The survey focuses heavily on Stratford upon Avon with little reference to the outlying market towns within the District.

Reference: *South Warwickshire Tourist Information Centre User Survey 2002*

EC5 C6 Is there a Tourist Information Centre in the town and how well used is it?

Answer: There are no facilities other than a limited amount of information that is available within the library during opening hours only. The town museum displays some literature as well. Facilities are very limited for visitors other than a town map and some literature displayed in the town car parks.

The nearest Tourist Information Centre is the Heart of England Tourist Board in Stratford. Their website provides a good range of information.

Reference: *Heart of England Tourist Board website*
South Warwickshire Tourism

EC5 S1 How much do visitors spend?

Answer: In Stratford District the average visitor spend is £110 approximately, based on the following:

£25 - B&B accommodation
£35 - theatre
£40 - dinner / meals out
£10 - gifts

In Shipston, which tends to attract day / weekend visitors, the average spend is £5 - £15

Reference: *Heart of England Tourism Survey 1998*

EC5 S2 Identify how important tourism spending is to the local economy.?

Answer: Currently only a small percentage. This needs further research as the current data on tourism is non-specific to Shipston and fairly outdated. The survey focuses heavily on Stratford upon Avon with little reference to the outlying market towns

Reference: *Discussion Forum Comments*
Heart of England Tourism Survey 1998

EC5 S3 Identify the pattern of visitors?

Answer: This needs further research as the current data on tourism is non-specific to Shipston and fairly outdated. The survey focuses heavily on Stratford upon Avon with little reference to the outlying market towns within the District.

Reference: *Heart of England Tourism Survey 1998*

EC5 S4 Does the range of visitor facilities match expectations and needs?

Answer: There are no real visitor facilities which?
Don't know
What visitor facilities? Not even a visitor leaflet
No the toilets in telegraph St are inadequate and don't present a prosperous look for the town, plus town maps in the car parks would be of benefit to visitors.
Good from my point of view
Many answered yes and satisfactory
No- because it is too small a town to match say Stratford
Wouldn't think it attracts that many tourists
Partial but not fully - accommodation poor
Public houses very variable over past few years
Not enough emphasis on river - should be river walk - open up bank at bridge car park by cutting down dead trees, What about pedestrian bridge?
Don't know
We are not on the tourist map
A village hall or shop would be lovely in Armscote
No knowledge
Many answered Yes
No there aren't any
Very few visitor facilities
I don't visit often
We don't get visitors
Many answered No
Not really
Depends on visitor expectations - could be improved, not many attractions, Bowling alley required (nearest one Leamington)
Probably
An area that could/should be developed to give Shipston an identity - a USP (Unique selling point).
For short visit -yes
Limited attractions
Yes -except for public transport
Do we need more seats near car parks a developed walking sitting area- near river or improved short walk finger posted as a shipston short walk.
No we find that visitors rarely stop here as the trips usually go as far as Moreton or just drive straight through to Stratford.
Good facilities need Scout hut improved because dance classes need to be moved.
No the access to the loo for the disabled is too complicated
Not much in Shipston
Of locals yes visitors seem to think Shipston is a large town and should have more facilities.
OK could be better
Are there any?
Not really
I think so
No guide book
many answered NO
Yes I think it does but more parking & toilets needed
Absolutely not there are opportunities to improve
No information centre apart from library at limited times
No. Need a brilliant central pub and tea shops, pedestrianise streets in centre more antique & craft shops, need signed walks(circular) - riverside walk too
There aren't any visitor facilities
Yes more local information in leaflet form?
Don't know I'm not a visitor
Mostly
Yes good for size of town
Need more
Not sufficiently signed from stratford road, no one would know where the town is
Town square not well sign posted - a "You are here" with car parks toilets etc & attraction marked might be helpful.
No a really attractive riverside park would bring many tourists & families, people flock to water if its attractive.
Probably not but I don't think expectations are high
Visitors expect & deserve more
Tourist information notice board required
No need more facilities-leisure centre/cinema
While we have no desire for beef burger eating houses it is quite embarrassing to have to tell visitors there is simply no where to buy a cup of tea any day at 5pm

Stour Power questionnaire

This needs further research as the current data on tourism is non-specific to Shipston and fairly outdated. The survey focuses heavily on Stratford upon Avon with little reference to the outlying market towns within the District.

Reference: *Stour Power questionnaire*

EC5 S5 Identify the need to improve or expand facilities. Is there a visitor guide or town trail?

Answer: There is a new Town Guide produced in 2002 by Shipston on Stour Town Council which provides a brief history of the town, community information, maps and information about the church and sports club. It caters for the needs of residents rather than acting as a guide for new visitors to the town. It does not act as a town trail and it would be useful if there was literature about the wealth of architecturally and historically interesting buildings in the town.

Need tourist office, guides, a town trail, More Catteries (Stour Power Questionnaire)

Reference: *Town Guide 2002 - Shipston Town Council*
Stour Power Questionnaire

EC5 S6 Does the town enter "Britain in Bloom" competition or the surrounding villages "Best Kept Village"?

Answer: Shipston has a VERY KEEN interest in Britain in Bloom

Some villages also participate in this initiative.

Reference: *Discussion Forum Comments*

EC5 S7 Identify any attempts that have been made to improve the profile of the town through nationwide competitions?

Answer: None other than the Britain in Bloom Competition.

Reference: *Local Information*

EC5 S8 Are there any specialist tourism enterprises, such as language schools, conference centres?

Answer: None that we are aware of

Reference: *Discussion Forum Comments*

EC5 S9 Identify any additional draws to the town from facilities not usually associated with tourists?

Answer: The Clock Shop within the town centre has been identified.
Swimming Pool, Museum, lovely shopping environment.

Reference: *Economy Topic Group*

EC5 S10 Is there adequate signing to visitor attractions and the town centres?

Answer:

Many answered No
Many answered Yes
Hardly any signs at all, Pathetic would describe the present signs
There could be maps showing the surrounding area pointing out local walks and points of interest
No visitor attractions and no signing as we know of
Not really
No signs to attract you into town centre
OK
I have been asked many times for directions from tourists/visitors to the town
There are no visitor attractions though Mike Ashleys museum is fascinating.
The main attraction in Armscote was the Quaker meeting house (1640) sadly this was sold by the Quakers last year to a developer, this was the only area for meetings/garden in the village. This property is currently having planning applications considered.
Not always
Not sure
Probably not how about a special tourist notice board with map, places of interest, sketchy history of town, ideas etc.
We don't get visitors
What visitors attraction
There is a town guide book easily available to visitors.
New signing underway - will clarify
No there is nothing to indicate the river apart from the obvious bridge, but since it is not possible to enjoy the river at the moment this is probably just as well.
Reasonable.
Many answered no
Many answered yes
No I often have to queue in the library while visitors often foreigners are asking the way to toilets, where they can get information on old burials etc. They never have found the town council office.
Most said No
Yes
No 2 museums but they are rarely open
More signs to local museums
We don't really have attractions
What attractions
No most people go through & don't realise shipston has a centre
Could have a short history display
Probably a bit poor
Working at Hatties I often have to give directions

Stour Power Questionnaire

Reference: *Stour Power Questionnaire*

EC6 C1 Do the banks, financial institutions and other business support services offer a full range of business advice and

Answer: Yes - Barclays no longer open on Saturdays in Stratford. Shipston Branches are sub- divisions from Stratford, in practice anyway. Business users have to arrange finance out of the town, in my experience, but mortgages and investments are available in Shipston, with 2 High Steet Banks, 1 Building Society.

Increasingly, business support is moving away from local centres and becoming more remote geographically. However, new technology in the banking environment has introduced on-line access to account information and transactions and remote

Reference: *Stour Power Questionnaire & Discussion Forum Comments*

EC6 C2 Does the town have a town centre manager, town centre forum or similar organisation?

Answer: Not currently, however an initiative through South Warwickshire Partnership is looking to secure a town centre manager/project manager who will be able to follow up some of the projects identified in Stour Power's Action Plan.

The County Council has a Regeneration Team which seeks to instigate and develop projects that address social, economic revitalisation of market towns. There is a Town Centre Liaison Officer who is responsible for the strategic management and regeneration of town centres across the whole of the County. A Civic Pride Initiative is to be established shortly between the County and the Partnership that will examine town centre management issues and highway/street furniture maintenance. A programme of improvements will then be put into place.

The Economic Development & Tourism Team at SDC hold important information on town centre issues and employ a Market Towns Manager for all the towns in South Warwickshire.

Reference: *Information from WCC and SDC*

EC6 C3 Is there a presence of the following organisations in the town: Small Business Service, Business Links, Chambers of Trade or Commerce, Learning and Skills Council, TEC, Enterprise Agency?

Answer: The Coventry & Warwickshire Chamber is based in Coventry however it does have an area office manned through Business Link in Stratford upon Avon. The area generally has a low membership due to its perceived remoteness from Coventry and poor links with rural businesses.

The Learning Skills Council is based at Coventry and offers training support to businesses and has carried out recent research on business advice services and training requirements.

The Economic Development Team area is based at Stratford on Avon District Council, however it is planned that they will merge with Warwick District Council and Business Link to provide another strand of the South Warwickshire Partnership. It is likely that this new team will be established at Winton House in Stratford upon Avon. This group will benefit from shared resources within the team.

Reference: *Research with LSC and Coventry & Warwickshire Chamber of Commerce*

EC6 C4 What business support or initiatives have proved successful?

Answer: The Chamber of Commerce employs an Account Manager for South Warwickshire, based in Coventry. The Account Manager visits Shipston 2 to 3 times / month to meet clients. One obstacle is that most enquiries are addressed to their office in Stratford, Coventry being perceived as too far removed. However, all enquiries are forwarded to Coventry for follow up and action.

There are several training and consultancy schemes available to businesses throughout the county, including the following :

Enterprise Link - for businesses starting up
SME Workskills courses - a training plan must be in place and the company working towards IIP
Seminars / Training - on a range of topics for management and employees
Diversification - funded on a 50 / 50 basis, with capital grants available up to £5K
Mustard - consultancy for new or recently established high growth companies

Many enquiries relate to requests for financial support, but unfortunately there is very limited potential due to the perception that S Warks is an affluent area. Business consultancy and training courses probably have the highest take-up, with take-up on other schemes being somewhat limited by investment / cost implications.

In 2004 2 new schemes are to be introduced across the county:
Essential skills - a pilot scheme to teach basic English and Maths in working hours
E-business Consultancy - site visits made by a specialist adviser

See also EC6 S4.

Reference: *Emma Rynberk, Account Manager S Warks, Chamber of Commerce*
Paul Dumbleton, Contracts Team Leader, Chamber of Commerce

Healthcheck Report.

Section: Economy
Worksheet: Business Support

EC6 C5 Are there regular events which have the potential to draw the business community together, e.g. trade fairs?

Answer: A business forum was established in the District and has been well attended by members of the business community covering issues such as the Local Plan Review that could have an important impact on the future of the market towns, particularly with regard to issues such as the redevelopment of part of the High Street proposals.

South Warwickshire Business Partnership represents business support agencies in the area and arranges business seminars/forums to keep businesses informed. There was a meeting recently in Henley in Arden with the Chief Executive of Advantage West Midlands where the issue of broad band access was raised. The Businessline Newsletter goes out to most businesses within South Warwickshire on a quarterly basis and advertises local networking and training events.

Many answered No

Unaware of this

I don't know of any

Shipston always makes an effort with community projects and traditional day celebrations

Yes

Would not know

Victorian Evening held at Christmas by retailers?

Many asked No

No idea

Not sure

Not aware of any

Do not know

Cattle market required

Yes - Proms, School fetes, Lions & Rotary

More local clubs & societies rather than trade fairs

Not aware of any

Some

Village fetes - village events

Yes but not regularly

a few

Town too small for such things

Yes there are fetes and entertainment in the town square

Many said No

Yes if they were better advertised

Not to my knowledge

Shipston should revert to being a market town, take a leaf out of moretons book and allow market traders to operate for one day fortnightly in the high Street, maybe the local traders will not be pleased but in the long run all will benefit.

occasional events not enough

Stour Power Questionnaire

Reference: *Economic Development Team-SDC
Stour Power Questionnaire*

EC6 C6 What is the current and likely future demand for broadband (>2Mbs) communication services?

Answer: This needs further research. The demand appears to be high from informal consultations with the business community and local residents. The library now has a broadband link up.

My self and friends would like broadband but I understand that a minimum of 5000 people need to register before it will connect this service
Don't Know
We all need it - business and personal
A great deal
High
For those that need it- intense lack of it is a real business negative, expansion to my own business will be limited this year by this
In great demand
Medium
Poor
Understand threshold to be 400 subscribers through BT, on 01608 exchange, which makes it achievable if people register.
High a few people work form home in Armscote
There is a growing demand
Don't know
Huge
No idea
As more people become connected to the internet faster connections are preferable and many people will require ADSL services.
Very good
Very important to have
Needed
High
Don't know
High future demand
High
Future likelihood high
High essential for home & business
We need for business, schools, medical facilities as well as general public
Minimal
Great demand
Everyone seems to be rating for everyone else more publicity necessary
High
Fairly high
No idea
It will expand also needed for surrounding villages particularly Blackwell.
From what we hear from friends a great need & soon
Very unlikely
Good
Very unlikely not enough votes
Not sure
Quite a large demand but no signs of us getting it
No future
Stour power questionnaire

Reference: *Stour Power Questionnaire*

EC6 C7 What is the current and likely future status of the supply of broadband technology (>2 Mbs) communication

Answer: There is generally a lack of research in this area.

Reference: *Economy Topic Group*

EC6 S1 Is there a Business Directory or web site for the town, or any arrangements for networking local suppliers?

Answer: The Town Council maintains a town website with details of local organisations. The site has had over 8000 visits. There is also a new town centre guide that has been produced by the Town Council.

Please note the Shipston website is now newly listed on the following two websites:

The British Towns Network - <http://www.british-towns.net/>

UK towns and Villages -

<http://www.ukvillages.co.uk/ukvillages.nsf/b?openagent&Ref=ukvillages.F50DC63D8497C5A8802568F9003130E5&s=villagehomepage>

There is also a link up at <http://www.kellysearch.com/town-83380.html> which lists a number of businesses within the town.

There is a business directory compiled by Stratford on Avon District Council that offers background information about the District and gives key contacts and company listings. The SDC/WCC websites also have business links to advisory groups such as Business Link.

Reference: *Discussion Forum Comments*
Information from SDC

EC6 S2 Are there adequate business meeting and conference facilities locally?

Answer: Unaware

Many answered No

Ettington Chase, Chipping Campden

Don't know

At local hotels but not in Shipston - Ettington, Stratford and Warwick

I have organised meetings in the George, which had rooms, and Townsend Hall. These are probably adequate facilities for the size of businesses in the town (Discussion Forum Comments).

There are generally poor facilities within the locality and generally businesses would have to travel to Stratford or Warwick for these kind of facilities. More are working from home so networking facilities and meeting places in rural areas are becoming more sought after.

Reference: *Stour Power Questionnaire & Discussion Forum Comments*

EC6 S3 What results have there been from any existing town centre management work?

Answer: Information can be sought from other town Partnerships such as Advantage Alcester that have been through the Healthcheck process and are reviewing their action plans. Alcester has been dedicated as a Beacon Town by the Countryside Agency and has a detailed programme of enhancement work and improvements. There may be opportunities for sharing best practice between towns, producing joint funding bids where appropriate and sharing research conducted through

Reference: *Research with Business & Tourism Team at Stratford on Avon District*

EC6 S4 How well used are the agencies such as Small Business Service, Business Link, Chamber of Commerce, LSC, TEC, Enterprise Agency?

Answer: The Chamber of Commerce reports 53 "engagements" for the year ended March 03; but has already made 33 engagements in the first 3 weeks of May 03.

South Warks Business Partnership holds events to which all businesses (4,500) in South Warwickshire are invited. Guest speakers are invited (for example the Chief Exec of Advantage West Midlands addressed a meeting in May 03) and this also provides a valuable networking opportunity.

The Partnership's Newsletter "Business Line" is sent to all businesses on a quarterly basis. Free marketing is offered to new businesses in the Newsletter. It is also a forum for sharing views, highlighting issues affecting business and local information such as planning proposals.

Reference: *Emma Rynberk, Account Manager S Warks, Chamber of Commerce*
Sue Rapp, S Warks Business Partnership

EC6 S5 Is there a published strategy relating to the use of IT?

Answer: A recently completed review of training needs in South Warwickshire highlighted a gap in technology skills. Warwickshire County Council has obtained substantial funding for state of the art e-learning in Warwickshire Schools. This could result in additional Internet access being provided.

Currently, there are 2 public internet points in Shipston Library, with a further 2 access points to be installed shortly.

There is a shortage of information on this.

Reference: *Stratford Local Authority District HOUSEHOLD SURVEY 2002*

Healthcheck Report.

Section: Social & Community
Worksheet: Population

SC1 C1 What proportion of the total population live in the town as compared to the hinterland?

Answer: According to DLTR mid census 1998 data estimates, approximately 10,600 live within the locality. This can be broken down to show that 4,100 live within Shipston (38.7%) compared with around 6500 within the rural areas.

Reference: *Population Estimates - Mid Census Data (Warwickshire County Council)*

SC1 C2 What proportion of the population is of retirement age i.e. over 65/60?

Answer: Around 27.4% of the population within the locality are of retirement age which is very high when compared with the national average of 18.19%. Again this uses mid-census data but the figures are likely to increase due to the trends for elderly people looking to move into the area and also to reflect the aging structure of the national population.

All four town estate agents have said there is a significant trend for people of retirement age to buy properties in the Cotswold's to retire to, from areas like Birmingham and Solihull, and also from Berkshire. This also applies to Shipston in particular and some of the outlying villages, (mainly those with facilities).

Reference: *Shipston town estate agents.*
Mid Census Population Estimates (1998)

SC1 C3 What proportion of the population is under 16?

Answer: The resident population of the locality represents some 17.0% of persons under 16 years old compared with an average of 20.85% for West Midlands and 20.32% as the national average. The low proportion of persons could have an impact upon the social balance of the community but is typical when compared with other rural areas such as Alcester and parts of South

Reference: *Census Material 1998 (mid census estimates)*

SC1 C4 What proportion of the population have professional and managerial jobs?

Answer: Within the locality, around 5.71% of the workforce are in professional jobs. This compares with an average of 7.81% for the region and 8.67% for the UK.

Around 28.97% of the workforce are in managerial positions compared with 14.96 for the region and 15.9% for the UK.

There are a large number of micro-businesses in Shipston (i.e. one to five people).

Reference: *1991 Census Data (Warwickshire County Council)*
Discussions with local business people.

SC1 C5 What proportion of the population have semi-skilled manual and unskilled jobs?

Answer: Within the locality, around 8.86% of the workforce are semi-skilled or manual employees compared with 15.45% for the region and 13.61% for the UK.

Within the locality, around 5.2% of the workforce are unskilled compared with 4.18% for the region and 4.53% for the UK.

Norgren, the large Shipston manufacturer making people redundant over the last couple of years, there are good number of semi-skilled manual workers still looking for replacement work. There are a number of ex-Norgren employees who have now been out of

Reference: *1991 Census Data (Warwickshire County Council)*
Discussions with local people and ex-Norgren employees.

SC1 C6 What proportion of total households are single parent households?

Answer: Around 1.8% of the population within the locality are single parents compared with the regional average at 1.43% and 1.52% within the UK.

Reference: *1991 Census Data (Warwickshire County Council)*

SC1 C7 What proportion of total households are elderly people living alone?

Answer: There is a significant number of elderly people living on their own in Shipston in some areas.

Reference: *Based on local knowledge.*

SC1 C8 Has the population of the town and hinterland grown or declined in the last ten years?

Answer: 1981 - 8,762
1991 - 9434
1998 Est - 10,600 (mid census estimates)

This shows steady growth over this period and probably reflects the housing development that has taken place in Shipston in recent years as the population has grown here alone by about 1,000 persons in the last ten years. Unfortunately the 2001 Census information was not available at the time of research.

The new building development is bringing more people to Shipston, but this is not balanced out by an increase in employment opportunities in the region.

Reference: *Census Data (Warwickshire County Council)*
Discussions with local businesses

SC2 C1 Does the housing needs survey give an accurate picture of housing needs for both town and hinterland?

Answer: The district housing need survey carried out in 1999 and updated in 2002 was undertaken by consultants Fordham Research. The methods have been fine tuned to accord with DETR good practice guide on local housing needs assessments. The survey method was a combined personal interview postal survey using a sampling technique. The survey information has limitations and it is difficult to disaggregate the information down to a small area due to the sampling methods used. The only real ways of assessing local need at a parish level is by carrying out a parish level survey and using questionnaires to all residents within the area. Brailes Parish Council has carried out a survey of this type in recent years.

Reference: *Stratford on Avon District Housing Authority*
Local Knowledge

SC2 C2 What types of houses/flats are currently available?

Answer: All four local Shipston estate agents have been contacted. Housing stock in Shipston ranges from the bottom end of about £70k to £80k for a one-bedroom flat, up to a maximum in Shipston of about £500k for a four to five bedroom house.

The hinterland prices in the villages will go much higher for attractive estates with land, which could fetch up to about £2m at the top end.

South Warwickshire Housing Association is the main social housing provider in the area. The majority of housing stock available is 2/3bed houses and some bungalows for the over 60's. There is a marked shortage of smaller one bed property, probably because SDC's letting policy is to only fund 2beds plus. There is an ongoing debate with the District Council regarding who is eligible to occupy this property and many single persons feel as though they are excluded by the current letting policy. The amount of new build property is very limited since 1996 (i.e. after LSVT). A total of 15 new build properties are recorded by SWHA. In addition, the Right to Buy policy still continues for certain tenant. A total of 21 rented properties, comprising 6 in Shipston and 15 within the rural areas have been lost from 1st April 2000 until 31 March 2003.

Reference: *SWHA Housing Stock information
Information from local estate agents*

SC2 C3 How much and what types of new housing is being planned in your area?

Answer: Within the current local plan review, there is no new housing provision allocated for Shipston on Stour. Despite an urban capacity study that identified a number of small brown field sites, there are no new sites identified. However this does not prevent small sites for redevelopment and infill coming forward in the future. The general thrust of strategic planning policy in the next ten years is to concentrate the majority of new development in the larger towns of Warwickshire such as Stratford upon Avon which support a wide range of shops, facilities and employment opportunities. In all other settlements the emphasis is on meeting the local needs of communities. Shipston on Stour is dedicated as a main rural centre within the District Local Plan. The thrust of the current Local Plan Review is to help support local services and employment opportunities within these key rural centres.

During the late 1990's Shipston experienced a substantial level of housing growth upon the southern periphery of the town off London Road and there are a number of other sites within the town which are still to be completed. A planning inquiry was held into a former industrial site off Tilemans Lane for residential development of approximately 119 dwellings on 3.01ha. The appeal was granted in 2001, together with a community centre and extension to the existing industrial allocation. This is a major commitment for Shipston and as the inspector agreed in his decision letter, is greater than that required to meet the needs of Shipston on Stour and its rural hinterland. However at the time of the decision, it was felt that it was consistent with Government advice utilising previously developed land within the urban area of a town with a good level of services and employment opportunities. The site is on the periphery of the town and is not easily connected with the town centre for pedestrian or cycle access. As a result there is a legal agreement to secure public funding for improving public transport facilities and a contribution to a community centre within the town of Shipston. 24% of the site will be provided as affordable housing as set out below.

Affordable housing provision within Shipston planned 2002/2003
Station Rd, Shipston - 14no. 10x2bed3p houses and 4x2bed 3p flats for rent due for completion March 2003
Tilemans Lane, Shipston - 30no. 10x2bed4p, 10x3bed5p houses, 10x4bed 6p houses all for rent phased development 2004/2005.

There is no new affordable housing planned for the rural areas that is in the pipeline. However it is hoped that a rural exception site will be achieved in Brailes after 2005 which should achieve 10 houses for rent. Currently there is a sewerage embargo that is impeding all new development in the Cherington/Stourton area.

Reference: *District Local Plan Review 1996-2011 Revised Deposit Draft
Planning Appeal Decision
Social Housing Enabling Schedule March 2003 (SDC)*

SC2 C4 Is existing local housing in good condition?

Answer: The District Council Stock Condition Survey was last undertaken in 1977 and is currently being reassessed. Initial results should be available towards the end of May 2003

The only other information available is from South Warwickshire Housing Association who now manage most of the social rented stock and have been committed to a planned programme of capital improvements to the properties within their ownership since Large Scale Voluntary Transfer of the Council's housing stock in 1990's.

From visual inspections, most housing externally is in generally reasonable condition, but there are certainly some obvious exceptions, such as a site of rental properties on New Road, which externally appear to be in very poor condition, and in need of replastering and general repair. There are pockets where housing clearly needs some attention, but in the main, most property for rent and sale is in relatively good repair, with the exception of some properties that have been purchased under the right to buy legislation.

Reference: *Visual, and local estate agents
Local Housing Authority*

SC2 C5 Is local housing affordable?

Answer: The District Housing Needs Survey revealed that a total of 62% of District households had annual incomes of less than £25,000 per annum, whilst the median income was £19,500 per annum. House prices within the District are typically 25-30% higher than in other areas where surveys have been undertaken. The survey indicated that 2,589 households were living in unsuitable housing within the District and this was projected to increase by a further 3,747 households in the period up to 2006. It was estimated that around 70.8% of these households would be unable to afford a suitable solution in the private sector housing market. There is also a very high level of concealed households.

More up to date information on house prices within Shipston on Stour is available from the Land Registry. The average price of housing in the Shipston ward during 2001 is set out below:

Detached - £163, 121
Semi-detached - £90,514
Terraced - £86,459
Flat - £70,889
All property types - £118,341

Information from the District Homeless Strategy produced this year indicate that property prices have continued to increase across the district between 2000 and 2002 by 29%. However the average price of the cheapest available properties, that is flats and maisonettes increased by 57%. Research has shown that one of the major building societies would only lend first time buyers up to 97% of the cost of the property. A person with an income of £25,000 could only seek a mortgage of around £81,250. With the cheapest available properties costing on average £119,00, single persons and couples with a household income of less than £25,000 will struggle to buy properties in the District.

This is borne out by local estate agents. Single people would struggle to buy the cheapest one bed flats in the area, which are really only suitable for one person.

There are a lot of young people or couples living with their families, who, because of rising prices will find it difficult to save enough to get on the property ladder.

Many young people are moving out of the area to places like Evesham, as the property prices are up to 15% cheaper.

Rental for housing in the area starts at minimum of £400 per calendar month and could get to £1,500 pcm for a four bed property. With contract minimums of 6 months to a year and deposits and several month's rent in advance, this can be a significant barrier for those looking to rent.

Reference: *District Housing Needs Survey - Richard Fordham Associates 1999 and Update Feb 2002.
Land Registry 2001
Local discussions and discussions with estate agents.*

SC2 C6 Is homelessness a problem in the area?

Answer: Stratford on Avon District has a growing homelessness problem. There are a number of different categories of homelessness identified in the Audit Commission's Homelessness Report and it makes it clear that it can include people living in a range of unsatisfactory situations that do not constitute a proper home or involuntarily sharing accommodation plus those living in overcrowded, unsafe or unhealthy housing or housing that maybe insecure or impermanent.

There are estimated to be 2-10 rough sleepers in the District in any one year. There is no emergency access accommodation in the District and people would have to approach agencies outside the District such as the YMCA, Cyrenians and Young Homeless Project in Leamington.

The extent of hidden homelessness is significant and a survey carried out in 2000 indicates that many single people do not contact the Councils Housing Advice Team as they do not think they will qualify for housing. Some of the key point of the survey indicated the following:

91 single people were homeless or threatened with homelessness between January and March 2000.

65% of the 91 clients were aged 16-26 and the majority were from the District.

At least 36% had been on probation and at least 23% of all clients had been in care.

57% of all clients need support as well as housing.

The majority need housing support and help with training and employment. In the 26-59 yrs age range, help with mental ill health was the most significant type of support required.

Due to the high level of single homelessness, the District is re-examining its lettings policy to become for flexible. There is little single persons accommodation as it is felt not to be sustainable.

The HIP returns figures indicate that households accepted as homeless and in priority need has steadily increased since 1998/99 to an all time high of 133 during 2001/2002. There is heavy use of bed & breakfast establishments as temporary accommodation and there are only 5 temporary chalet bungalows.

Reference: *District Homelessness Strategy 2003-2008 (SDC)*
Housing Investment Programme 2002 Returns (SDC)

SC2 C7 Do local people have priority in accessing affordable housing?

Answer: The District Council has a housing needs register shared with a list of social registered landlords. People in housing need are awarded priority points according to their personal circumstances. Anyone can register themselves on the list irrespective of their origin. For general needs housing, local connection does not necessarily give priority against a person with higher priority points denoting housing need.

Those houses that have been granted planning permission as part of a planning gain arrangement with the District Council or under the rural exceptions policy are subject to planning legal agreements. These effectively given priority to those households who have a local connection by living or working in the parish or adjacent parish or those who have been forced to move away from there because of a lack of affordable housing. Other considerations to ensure they are qualifying persons on the housing needs register will be taken into account when nomination are made.

There appears to be no priority given to people who have registered to get a property, from within the area, so it can be possible for a couple to get close to the top of the list, only to be reprioritised as someone is moved in from outside the area.

Reference: *This is very demoralising for local residents who are committed to working and living in the area. (Local discussions)*
Housing Strategy Statement 2002-2006 (SDC)
Local discussions

Healthcheck Report.

Section: Social & Community
Worksheet: Housing

SC2 C8 Is supported housing available to those who need it through special units eg. for the elderly?

Answer: Supporting people is a Government funded countywide programme to provide housing support for vulnerable people to enable them to keep their homes and live independently in the community. It can include sheltered housing and community alarms for older people, Home improvement Agency to help people stay in their own homes and allow them to stay there, supported housing or floating support for people with learning difficulties and resettlement support for homeless people to help them hold down a tenancy.

The numbers of older people in accommodation with support (sheltered and very sheltered housing) is high compared to other special needs groups. However older people are the largest group and the District has a rapidly ageing population.

In Shipston, Stour Court provides sheltered accommodation and Rainbow Fields has been remodeled to provide very sheltered accommodation and is managed by SWHA. All bungalows owned by SWHA is dedicated to persons over 60 years and have community alarms.

There is insufficient supported accommodation for people with mental ill health. A 4-bed supported housing scheme with floating support for another 6 people is planned for 2003-2004. There is also an urgent need for temporary accommodation and some permanent accommodation with high level support.

There is a need to expand the current support service for people with substance misuse problems and provide more supported tenancies.

There is also insufficient supported accommodation for people with learning difficulties within the District.

There is no refuge for victims for domestic violence even though a scheme was planned in 2003 but it is uncertain whether funding will be available.

Reference: *District Homelessness Strategy 2003-2008 (SDC)*

SC2 S1 Is there a significant level of second home or holiday home ownership locally or in particular areas?

Answer: There are a small number of holiday homes or second home ownerships locally, predominantly in Long Compton

A small number of people living elsewhere are purchasing a home within the area to retire to eventually, and using it for weekends in the meantime.

Reference: *Local estate agents.
2001 Census & Research Unit, WCC*

SC2 S2 Is there a high level of vacancy or empty houses?

Answer: A dwelling stock assessment in April 2002 reveals there were 902 unfit dwellings within the district, all in the private sector and 1,408 vacant dwellings. There were 63 housing association properties. The number of unfit dwellings has reduced as the state of the private market has forced the refurbishment of this type of property.

The Council's Empty Property Strategy has not been advanced significantly so this will have little impact in the short term.

Reference: *Housing Investment Programme 2002 (SDC)*

SC2 S3 Are there opportunities to bring housing into the town centre, e.g. flats over shops, back into use?

Answer: There maybe limited opportunities for bringing some accommodation within the town centre using the Living Over the Shop idea but this would need further research to see if it was feasible. Most flats over shops in Shipston are already inhabited, and a few are being refurbished privately to use as dwellings. There does not appear to be a huge supply of these types of dwellings to bring into service in Shipston.

Reference: *Discussions with estate agents*

SC2 S4 Will the planned provision of affordable housing meet local demand?

Answer: The update survey gives an estimated requirement of 4,079 additional affordable homes in the District to meet all current and projected need over the period 1999 to 2006. There is a shortfall of 593 affordable homes per year. The area of highest housing need is in the town of Stratford upon Avon.

There are 689 concealed households, that is persons who at present live with a host household (usually parents) but who require their own home. 85% of all concealed households are single adults. 60% of new affordable housing should be for single persons.

The Housing Needs Survey recommends an affordable housing target of 40% on suitable sites, however this is not always possible to achieve as some sites fall below the accepted size threshold in PPG3 or have constraints that make them very expensive to develop (e.g. Brownfield sites).

The Council currently requires 30% for affordable housing on all new market housing sites in the Local Plan. If it continues with this policy it is estimated that a maximum of 1,230 affordable housing units could be built between 2003-2011. This does not include windfall (unexpected) sites.

This figure of 1,230 new affordable homes takes no account of the recent changes in Government funding for affordable housing. It is not known how successful the Council will be in bidding for funds from the proposed West Midlands Regional housing board, or if the Council will be bidding for funds from the proposed West Midlands regional housing board, or if the Council itself will be willing or able to fund some of this housing.

Some housing associations are looking to seek land for development or purchase of existing housing stock, but this is very expensive as they are looking to compete on the open market.

There is a real shortage of affordable housing within the rural areas and the exceptions affordable housing policy is one of the only ways of achieving this in the future. There is anecdotal evidence of where rural housing development is frustrated by the planning system and other constraints such as sewerage embargos within the locality. A classic example of this is in Brailes where an ideal site was identified some time ago but the scheme has been delayed by planning issues and a sewerage embargo that prevents any new development until the Cherington & Stourton sewerage scheme is upgraded/

Reference: *District Homelessness Strategy 2003 (SDC)*
District Housing Enabler information

SC2 S5 Where there is poor quality housing, is this being addressed by improvement/investment programmes?

Answer: There are few unfit properties within the District. The District Council is looking to develop an Affordable Warmth Strategy by working in partnership with internal and external agencies to help reduce the numbers of fuel poor in the District and continue the work of the HECA Strategy for a 15 year period. (Home Energy Conservation Act) This agency provides advice and financial support for those residents who want to improve or repair their home, but targeting the elderly, disabled and other vulnerable or disadvantaged groups in the District. In many cases they can provide adaptations to help people

Reference: *Housing Strategy Statement 2002-2006 (SDC)*

SC3 C1 Do the ambulance, police and fire services meet their own response time targets?

Answer: In 2002 the Fire Brigade met its 20 minute response time target on 98% of occasions

The ambulance service attends 75% of life threatening cases within 8 minutes – which meets the required standards
They attend 95% of non-emergency cases within 19 minutes – which also meets the required standard

In addition, a community paramedics service was trialled in Shipston from Sept 02 – Mar 03. This proved to be a worthwhile investment. Funding is now being sought from the S Warks PCT and is viewed positively. The service provides a trained paramedic with a fully equipped car to work alongside GPs. Treatment can be given at home if the patient is non ambulant; or the patient can be conveyed to / from hospital by the paramedic.

A new Air Ambulance Service is to be introduced in Warwickshire and is in the planning stages at the moment.

The Warwickshire Constabulary Charter requires immediate attendance of incidents in rural areas within 20 minutes. The target is to meet this requirement on 95% of occasions. This target is met and probably exceeded.

24 hour cover is provided from Stratford

Reference: *Acting Inspector, Stratford Police*
Emergency Rescue Team

SC3 C2 Does the number of doctors and dentists meet the appropriate standards?

Answer: There is a shortfall of NHS dentists: 1 practice in Shipston offers NHS treatment for children / teenagers up to the age of 18, and till their 19th birthday if in full time education. Private treatment only is available for adults. In Stratford there are 6 further practices and 1 orthodontist. Of these 1 accepts NHS patients; 1 offers NHS treatment for existing patients, but cannot accept new patients; 2 offer NHS treatment to children only up to the age of 18.

There is one GPs practice in Shipston; 5 more practices are situated just outside the catchment area. Using the formula developed by the West Midlands Strategic Health Authority, Shipston is slightly under resourced for GPs at 6.25 whole time equivalent. 0.6 of a GP would bring provision up to W Midlands targets.

There is significant local concern at the pressure new housing is bringing on these services. It can often be several weeks before appointments are available at the Shipston GP's practice.

There is also concern about the lack of NHS dental treatment in Shipston. Some children have not managed to get NHS treatment in Shipston, which causes transportation issues for disabled parents, or those without access to transport. (Discussion Forum Comments)

Reference: *Population Health Assessment SW PCT March 2002*
Directorate of Public Health, S Warks PCT
Public Health - Dentistry Plus

SC3 C3 Are local mortality rates for heart disease, stroke, cancer, suicide and accidents high?

Answer: Mortality rates are low compared with local and national figures. Accidents resulting in hospital admissions are being examined this year, but nevertheless the figure was low at 10 deaths for the whole of Stratford District last year.

Reference: *Dr Greg Wells, Directorate of Public Health, S Warks PCT;*
Population Health Assessment, S Warks PCT Mar 02

SC3 C4 How easy is it for residents to get access to non-emergency hospital services as a user or visitor?

Answer: Ellen Badger Community Hospital is in Shipston on Stour and provides limited services including a minor injuries unit, daily physiotherapy centre, clinics, day hospital and radiology unit. The Shipston Link bus services the surrounding villages, bringing people into Southam.

For other specialist units, people must travel to Banbury, Warwick or Oxford Hospitals. This can be difficult using public transport, especially from some of the rural areas where bus services are very limited. Voluntary transport is bookable in advance and available in the mornings only, but is an expensive option for those living in remote villages (£36 return from Brailes to Oxford Hospitals). Transport for the elderly wishing to visit or use hospitals from outlying areas is a particular problem.

Reference: *Moirá Birbage, Community Nurse, Ellen Badger Hospital*
Stour Power Questionnaire

Healthcheck Report.

Section: Social & Community
Worksheet: Health & Public Safety

SC3 C5 Are there adequate specialist clinics and out patient clinics available locally e.g. family planning, drugs and drink

Answer: Clinics are held at the Medical Centre in Shipston for family planning

Class A drug abuse is a problem amongst young people, but drug related crime is not considered to be an issue (felt to be due to parents financially supporting their children). Drug support groups are run for heroin related problems in Shipston. Drugs Action Shipston (DASH) liaises between organisations and the police in combating drugs abuse; it also organises events for young people. A specialist clinic is required for users of crack cocaine within the area.

In Stratford there is a Parents Against Drugs support group.

There is an issue with youngsters stealing from Shipston shops to purchase drugs, and a general concern that not enough is being done to help break the cycle. There are telephone advice lines for drinking problems advertised at Badger's Clinic.

Reference: *Moira Birbage, Community Nurse; Stratford Police
DI Stepney, Stratford Police
Shipston on Stour Town Guide 2003-4*

SC3 C6 Is there adequate social and health care services available in the home (e.g. community nurses, health visitors, home helps etc.)?

Answer: 4 Health Visitors, Community Nurses and Social Workers work in specialist teams based at the Ellen Badger Hospital.

The Community Nursing Group has a nurse dedicated to the care of the elderly (over 75 years) who covers most of the rural hinterland area.

There are two projects being developed for the elderly at present:

Age Concern are involved with providing a foot care service for the locality; they also provide a Lunch Club and advice. A series of falls prevention sessions have been organised to cater for the over 75 years age group as part of a trial within the Shipston area which includes risk assessment.

There is also a Walking for Health Scheme in operation, set up by local GPs and a physiotherapist, with short & medium length routes designed for all age groups, organised by volunteers as guided walks. Some people are referred by their GP or maybe self-referrals.

Support groups for carers are insufficient, for example for carers of patients with Alzheimer's or disabilities.

Shipston Home Carers was set up due to the lack of adequate provision of home care services for the elderly. Stour Power discussions.

Reference: *Moira Birbage - Community Nurse for the Elderly, Ellen Badger Hospital
Stour Power discussions.*

SC3 C7 Is there a high incidence of crime?

Answer: The Shipston catchment area has one of the lowest crime rates per population in the whole of the UK and is considered an idyllic rural town in terms of crime levels. 2 recent violent attacks has raised concern. When burglars do strike, they tend to be from outside the area and the theft of agricultural machinery is the most common crime.

Class A drug abuse is a problem amongst young people, but drug related crime is not an issue (felt to be due to parents financially supporting their children).

Recorded average crime levels are consistently lower than the national average. Total recorded crime has remained static for the past two years - however within these figures there has been a reduction in burglary and theft from vehicles - this has been replaced by a corresponding increase in violent crime for south Warwickshire as a whole.

There is a fair amount of theft from the local businesses that goes un-reported due to the police consistently not reacting rapidly to reported instances of theft, even when they are notified during the crime and the culprits are easily identifiable.

There is a feeling from some local businesses that they get no support from the police at all.

Reference: *Stratford Police
Crime and Disorder Audit 2001
Stour Power discussions.*

SC3 C8 Are there any crime prevention measures in place?

Answer: There are CCTV cameras in Shipston, following a successful bid by SDC for funding from the Home Office. Question marks over the effectiveness of the monitoring and positioning of cameras have been raised by some members of the community.

Community policing: 3 officers provide community policing for Shipston. The town comes under the umbrella of Stratford District and reactive policing is provided 24 hours/day from Stratford.

Drug support groups are run for heroin addicts. There is no support for crack cocaine and there is a need. There is no lack of cooperation or willingness to coordinate, but somebody is required to actually take on responsibility and implement the necessary support.

The Neighborhood Watch Scheme is very active in S Warks. Partnership funding put in post a dedicated Coordinator to cover the whole county and based with Stratford Police. The Coordinator works closely with Community Safety Teams and the Neighborhood Watch coordinators, communicating local crimes by email or automated voice messaging.

Community Safety Teams comprise civilian members who work with the police to tackle low level incidents usually relating to antisocial behavior. The aim is to provide a high visibility presence as a deterrent and to help provide reassurance for the public. 2 civilian members currently provide this service in Stratford and it is hoped to obtain funding for at least 6 more.

Elsewhere in the country trials are taking place to give these civilian members authority to award Fixed Penalty fines and detain miscreants for up to 30 minutes.

At a local level, the Safe Shopping Awards have been set up in Stratford upon Avon as a forum of individuals who form part of the Midlands Crime Initiative.

Police Station - use it or lose it, lets have a police presence to redevelop the site and ring fence the revenue stream for a full time police presence. (Stour Power Questionnaire)

Reference: *Acting Inspector Long, Stratford District Police Discussion Forum Comments*

SC3 C9 Do background levels of noise, air quality and water quality meet or exceed national standards?

Answer: Water quality meets national standards.
Traffic is the only background noise and meets national standards.
An air quality review 3 years ago showed that the Shipston area met government objectives. There is no evidence to suggest that this situation has changed since that review.

Reference: *Environmental Health Dept SDC*

SC3 S1 Do the local health clinics, doctors and dentists operate mobile service units?

Answer: A mobile unit is in operation for breast screening – believed to be once/year
No other mobile units are in operation.

Reference: *Shipston Health Centre*

SC3 S2 Identify areas covered by mobile units?

Answer: See SC3 S1

Reference:

SC3 S3 Is the fear of crime significantly worse than actual crime rates?

Answer: Levels of fear of crime - taken from the respondents to the WCC survey, 6.8% concerned all the time about being a victim of crime, 8.2% concerned most of the time, 48.3% concerned some of the time, 34.5 rarely concerned 2.25 never concerned 0.5% don't know.

The greatest concerns seem to have been worried about having their home broken into and something stolen (60%). This is slightly higher than the England and Wales figure of 57%. Having a car stolen came next (50%) and then being physically attacked by strangers (38%).

Generally Shipston has a low crime rate, especially bearing in mind the large amount of drug abuse. Drugs are the biggest problem

No

Crime rate much higher than reported due to lack of policing.

Yes

Not for me but could be for the older community

Don't know

Not sure

Fear takes over

Many answered yes

Many answered no

Apparently bad drug problems in town

Definitely

Yes there are several large isolated houses in the village.

Many answered Yes

Many answered No

I believe there is a considerable amount of crime because of the lack of police

Not in Stretton on Fosse about right I would judge

Yes- especially drug related

Very much so(drug abuse, begging)

Probably

Policing needs to be looked at as crime is getting worse.

Don't know

Fear based on fact

I think it is about average

About equal

A major drug problem for size of town, A blind eye seems to be turned to it, things that let the town down are drug abusers asking for money, especially at cash point machines & from old people, More money should be given to disadvantaged children, too much money is made available for drugs, shipston people want their town back give people the chance that want to help themselves to do it. After all we all have a choice, how many abusers that have been in rehab & come back to shipston have stayed off drugs

Stour Power questionnaire

Reference: *Crime & Disorder Audit - WCC 2001*
Stour Power Questionnaire

Healthcheck Report.

Section: Social & Community
Worksheet: Health & Public Safety

SC3 S4 Is there visible evidence of vandalism, unlit streets, litter or graffiti?

Answer: Yes all the towns play areas have been vandalized by kids who are too old to use them anyway.

Yes (windows)
Regular vandalism due to low level crime/drugs
Little in comparison with cities but yes litter
Yes litter a nuisance rear of telegraph St towards rainbow fields
Some
Litter and graffiti mainly
Many answered Yes
Over the past 2 yrs this has been increasing significantly
In some but few places
Occasionally
Litter
Not at the moment
No very little
Many said Yes
Some
Many answered No
Sometimes
Some - not bad though compared to other towns
Yes - although the 2 men who clean up the town do a great job.
Yes but casual not vicious
There has been in Shipston
In some places
Litter - a little bit, graffiti - maybe, vandalism - yes
Some. Occasional high jinks after parties in townsend hall.
There is very little graffiti but it is starting to creep in
Many answered Yes
Mainly floral
In certain areas Yes
Very little as far as I can see
Yes burnt out cars(sports club, road to Honington etc) broken windows -old deli etc
No not that I can see
Not in the centre - cant comment on other areas
Graffiti No, We have the cleanest town I know of but too much litter is dropped
Yes but in isolate areas
Litter is a serious problem as is vandalism
No more than the norm
Streets could be cleaned more regularly
In parts
No but drug dealing is evident
There is litter everywhere
Normally broken window in shops
Yes but it is dealt with
Yes but less so recently
Some but not as bad as some larger towns
Litter - Yes outside town or at weekend
It is getting worse where are the police
Yes drugs are getting worse
Very much so
Very unsafe for one on their own at night
Sometimes Yes-generally No

Stour Power questionnaire

Reference: Stour Power questionnaire

Healthcheck Report.

Section: Social & Community
Worksheet: Local Government & Community Organisations

SC4 C1 Do local residents have direct access to the District or County Council in the town?

Answer: There are Area Offices within Shipston but these are very limited, located in Telegraph Street and offer limited facilities such as a cash office and information service. The District and County Councils have their own websites for information. Shipston Town Council also has an office which is next to West Street Car Park.

Reference: *Local Knowledge
Discussion Forum*

SC4 C2 Are a large number of local people involved in community activities?

Answer: No as Shipston has a very large amount of people who commute out of town for work and these people don't warm to the town quite like locals.

Not enough

Many said Yes

Don't know

Many said No

Many answered Yes

Don't know

Not enough - Age concern is an example the surrounding villages support

Age Concern- whereas local Shipston people should be doing so.

I believe so

Stretton - small number

Not as many as should be

Not enough younger people to come onto committees etc

Not large (no one interested especially Youth) in taking office in various clubs & societies

Yes - Dash, Medical Centre, High School, Lions etc

Many answered No

I believe so

Many answered Yes

Not enough

I think so

Don't know

I suspect the same few

Unable to say

Probably not only a core as always

Drinking, smoking

Seems to be an active community

Yes but nearly always the same people

No most are newcomers to the town

A large number

I hope to support the development of the Shipston sports club my involvement there has begun. I am researching the potential for a meat cutting plant for a group of S.Warks/Glos/Cotswolds farmers - finance is their main constraint at this stage they want to locate in Shipston.

I will support any community enterprise that wish to develop as a result of this health check

Stour Power questionnaire

Reference: *Stour Power Questionnaire*

SC4 C3 Do local people have an interest in national and local politics?

Answer: I think that younger people should have a chance to get involved in politics. Young people really do not have their opinions heard and

although we are not involved in paying taxes to help provide the funding in a few years we will be paying taxes to help maintain /run the development (ref Stour power questionnaire)

Voter turnout - Local Elections

Great Wolford 56.89%

Long Compton 46.91%

Shipston on Stour 42.98%

Stretton on Fosse & Ditchford 31.56%

District Council elections May 03: Shipston 43 (45.7% in 2002)

County Council elections June 01: Shipston 68.1%

Reference: *Stour Power Questionnaire
District Council Electoral Services Department*

Healthcheck Report.

Section:

Social & Community

Worksheet:

Local Government & Community Organisations

SC4 C4 Is there somebody who can help develop community involvement?

Answer: Community Education is actively promoted in Shipston particularly for Older People's Forums

Support and advise for development of Parish Plans and Village Design Statements is provided by the Policy Heritage & Design Team at the District Council

The Community Plan (October 01) is being revised by the Local Strategic Partnership. Theme Groups, including a Community Sector Group and Voluntary Sector Group, will feed into the review process. A key element of the review is to drill down to neighbourhood level.

Reference: WRCC

SDC: Policy & Public Relations Team; Policy, Heritage & Design Team

SC4 C5 Have community groups been influential in developing policies or strategies?

Answer: Warwickshire Rural Community Council (WRCC) and the District Council, in partnership with the Countryside Agency has promoted the concept of Parish Appraisals and Village Design Statements to help address local issues and adopt local planning policy guidance. The following documents have been prepared by local communities:

Village Design Statements:

Barton on the Heath (2003)
Long Compton (1998)
Little Compton (1998)
Brailes (1998)
Cherington & Stourton (1999)
Halford
Great Wolford

Parish Appraisals/Parish Plans

Great Wolford (1999)
Halford - Parish Appraisal (2001)
Long Compton - Village Appraisal (1999)
Newbold on Stour - Village Appraisal
Preston on Stour - Village Appraisal
Shipston on Stour Town Appraisal (2000)
Stretton on Fosse - Village Appraisal
Tredington & Blackwell - Village Appraisal
Ilmington & Brailes - Parish Plans are under way

Appraisals are reviewed by the District Council and, once adopted, are taken into account when considering issues such as housing development and planning, local education and transport.

WRCC officers also provide support for small communities; Village Halls Committees; attend Parish Council meetings and County Area Committees; have an input into affordable housing schemes, produce "Country Matters" a magazine which helps keep communities informed of their services and rural support schemes and includes articles on projects being undertaken in rural areas.

Yes
No
Traffic Calming
Don't know
Yes but disappointing and sporadic
Not well up to now
Some
Many answered Yes
No Town clerk too controlling
Unknown -would hope so
Stretton - Yes
Especially with village appraisal
Many answered No
Mainly drug committees
Probably
Perhaps marginally
To some extent
Many answered Don't Know
They have tried hard but seem to have little success
Probably
Many answered Yes
Possibly
I believe so
Probably not
Don't know
Probably minor
Depends on what you mean
They try
Stour power
I think so
Trying to be
Yes- not necessarily a good thing
No idea
Many answered No

Stour Power Questionnaire

Reference: *Stratford on Avon District Council Bulletin Board (March 2003)*
Copies of documents are available from SDC Planning Department
Stour Power Questionnaire

SC4 S1 Is the local community well represented on committees?

Answer: No its always the same few
Many said Yes
Unaware
No with my limited view. Perception is of lack of competence
I believe so but only a limited part of the community
Don't know
I think so
Don't know
Probably not- a small representation
Many answered Yes
No but because most refuse to take any part
Reasonably
In several Yes
Some (Not Youth)
Many answered No
We need a more effective town council

Many of the same people are involved in committees.

Reference: *Stour Power Questionnaire*
Discussion Forum

SC4 S2 Are there any active neighbourhood forums, residents or tenants associations?

Answer: There is an active Neighbourhood Watch Scheme in place.

SWHA has a tenants forum with representatives from the Stour Valley.

Reference:

SC4 S3 Had local people had the experience of being actively involved in community development?

Answer: WRCC provides assistance and support for a range of activities and initiatives such as Parish Plans and Vital Villages. Their journal "Country Matters" is distributed widely. Officers also provide guidance to Village Hall Committees and Parish Councils, and WRCC has recently appointed a Very Small Communities Officer. As a result of their work with rural communities WRCC Officers have an input to affordable housing.

A rural housing enabler for Warwickshire is also to be appointed shortly to work within rural communities (mainly in SDC) to act as an honest broker between the community, the local housing authority and housing associations.

Reference: *Warwickshire Rural Community Council*

SC5 C1 Are local sports and leisure facilities in good condition and in demand?

Answer: The Shipston Swimming Pool is at the High School and in need of refurbishment. The District Council has made a commitment to replace the pool in the near future and there maybe scope to provide other facilities such as a small gym. The site may have the potential to provide other leisure facilities in conjunction with this. The results from the Stour Power Questionnaire will help to inform us of the needs of the community and also the catchment area for the swimming pool.

The Shipston Pool is used by the majority of people who have filled in questionnaires, and they often travel by car for up to 10 minutes to reach the facility, although many people can walk or cycle to the pool. Most feedback on the poll centres on the need to upgrade the facility and bring it into the modern swimming pool era. There is some call for a separate children's and adults pool, plus a number of requests to really go to town and make it a water park, with slides etc. There are a number of comments about the unattractive state of the changing rooms, and multiple requests for leisure facilities to be co-located, e.g. gym or studios that could be used for classes e.g. dance and training, a pool room and access to the internet.

There is a very successful rugby club. The (London Road) sports club has a wide sports provision but is working in conjunction with a business and enterprise advisor to tackle administrative issues.

The Shipston Sports Club facility is used by a number of other sports clubs, which are dependent on being able to continue to use its facilities. Shipston Bowls Club, Football, Tennis and Hockey all use the facility. The bowls club depends on using the facility for teas, and the toilets and for social events, and would be unable to continue at the same location without access to these services.

Reference: The local sports and leisure club needs refurbishment. The Children's Playground at the Rugby Club has been removed due
Principal Leisure Officer - Stratford on District Council
Stour Power Questionnaires
Shipston Bowls Club.

SC5 C2 Is there any unmet demand for specific sports or leisure facilities?

Answer: When the pool is redeveloped to include leisure/fitness facilities, this will fill a major existing gap

The new pool should not be undertaken half hearted we should strive to have the best pool in south Warwickshire Aqua slides etc to ensure that not only local people use it and that people from even Stratford will use it and so ensuring that it is highly profitable, children will get bored with just a bigger pool. The pool development should also include a gym and sports hall for multiple indoor sports use

My son plays tennis for Warwickshire, he is 12 and after school he travels to Birmingham Solihull or Coventry everyday in order to train. He is part of the national futures tennis programme and I would love to know if Shipston can help by providing assistance- may be in the future if Shipston had indoor courts he wouldn't have to travel so far in the winter

What about play areas in shipston for disabled and able bodied children we are a poor town on the whole

Local amenities could be improved or added, the creation of a park and local river walk it seems to me that this should seriously be considered as it would be of immediate benefit to townspeople but could also prove an attraction to visitors. If properly set up & managed it may also be desirable from a wildlife and general environmental point of view.

Reference: *Stour Power Questionnaire*

SC5 C3 Are local open spaces of a high quality?

Answer: The Town Council has a policy of adopting and maintaining open areas.

The District Local Plan has identified a new area of public open space to the east of London Road comprising around 1.1 ha as a deficiency in open space provision has been identified by the Local Planning Authority using the national standards. There is no indication how this space will be managed at this stage.

Reference: *Discussion Forum Comments*
District Local Plan Review 1996-2011

SC5 C4 Are there any parks on the town or its hinterland?

Answer: There are no parks within Shipston for the general public to use. There has been a lot of feedback in the environment section, calling for the area along the Stour riverbank to be turned into a park, with benches, and where people can walk along the river, which they were able to do as recently as 40 years ago.

There are open areas around the Shipston Sports Club, and a small play ground. There is open space around the Shipston Rugby Club pitches. Both areas do not have toilet facilities that are available to the general public.

Reference: *Stour Power Questionnaires and History Society photographs.*

Healthcheck Report.

Section: Social & Community
Worksheet: Sport Leisure & Open Space

SC5 C5 Are there any known threats of loss of open space or closure of facilities due to either development proposals or reduction in budgets?

Answer: There is currently a lot of concern about the Shipston Sports Club, which is having some difficulties. Local users are very concerned to keep this sports club going, as many people benefit from this facility.

Reference: *Discussion Forum Comments*

SC5 C6 Are there adequate opportunities to pursue outdoor sporting activities?

Answer: There is a fairly good range of facilities in the Stour Valley, but virtually everyone who has filled in the Stour Power Questionnaire says they have to go out of the area to pursue some leisure activities e.g. riding, sailing, bike hire, rock climbing, fishing, and outdoor activity centres. Yes although I think that there should be an indoor sports centre
Many said Yes
Many said No
There should be an indoor sports centre at the sports club
When it happens Shipston's new pool should be superior to anything in the area. It should have slides etc to ensure that as many people as possible want to use it
Limited
Don't know
Suggest extensive development of the Sports Club London Road to upgrade the facility and club area, preferably on one level.

Virtually all the completers of the Stour Power Questionnaire use the Shipston Pool.
No we don't now have a woodland/park area for sitting and children playing
Yes -not well advertised
Many answered No
Many answered Yes
Stretton good for small children
Yes but an outdoor swimming pool would be good
Needs more
Yes for tennis rugby football bowls cricket
I would think so from the number of clubs
No Motor car has changed village sports
Not for pensioners - only walking
Could be better
A nature reserve could be established along the river, land that is at present 'set aside' could be turned into woods

Stour Power questionnaire

Reference: *Stour Power Questionnaire*
Discussion Forum

SC5 C7 Do many people have to travel outside the town to take part in certain sports?

Answer: Most said Yes
Not really
I travel to Stratford due to lack of facilities in Shipston
Some said No
Most said Yes
No
We have to go to Chipping Campden to the school or leisure centre in Stratford
Depends on age group
Depends on sport
People travel outside of the area to take part in sailing activities, climbing and riding lessons, including swimming clubs as Shipston Pool is not large enough for competitions or club training.

Stour Power questionnaire

Reference: *Stour Power Questionnaire*

SC5 S1 What proportion of the eligible local population belongs to a sports or leisure club?

Answer: Sports Club has about 300 full members and 300 juniors, plus there is the Rugby club (x members) and other tennis club etc.

Reference: *Discussion Forum Comments*

Healthcheck Report.

Section: Social & Community
Worksheet: Sport Leisure & Open Space

SC5 S2 Are there any residential areas which are over 400m from an area of open space?

Answer: This information will be made available in the near future by the District Council as part of the Local Plan Review Process.

The Town Council provides play equipment in a number of locations in Shipston, but is unable to meet all requests for new equipment.

Reference:

SC5 S3 Does the provision of open space meet the National Playing Fields Association Standard of 2.4ha per 1000

Answer: It does seem as though there is under provision of public open space within Shipston and the District Council are attempting to redress this balance by proposing Ship.A, an area of public open space to the east of London Road in the District Local Plan Revised Deposit Draft. Further information will be made available in the near future by the District Council as part of the Local Plan Review Process.

The Town Council provides play equipment in a number of locations in Shipston, but is unable to meet all requests for new equipment.

Reference: District Local Plan Review 1996-2011 Revised Deposit Draft

SC5 S4 Which villages have village greens and/or recreation grounds?

Answer: Some of this information will be available from Parish Plans that have been prepared by some of the Parish Councils.

Reference: Parish Plans

SC5 S5 Is sufficient space allocated for allotments in the town and settlements in the surrounding countryside?

Answer: There are 2 areas of allotments which typically have a high level of occupancy.

Reference: Discussion Forum Comments

Healthcheck Report.

Section: Social & Community
Worksheet: Culture & Heritage

SC6 C1 Does the town have an adequate range of cultural facilities e.g. theatre, cinema, art gallery, museum or library?

Answer:

No Theatre, cinema only museum and library
Many said No
Not really we need a cinema and the museum & library should be improved and better signposted
Library
No- Stratford is close - Shipston does not need them
Minimal - Cinema needed
Library needs broadband, the museum has no parking, Shipston needs to offer such facilities as a children's soft play area. also a dedicated Town Hall incorporating local clubs etc would be better than the current scattered situation.
Only Library & Museum
Cinema at Chipping Norton used by villages
Small theatre/cinema would be great - no more antique shops please
Definitely not
Would love a cinema
No 2-3 Art galleries , mobile library
None
Yes though the library could be bigger
In relation to its size -yes we do with a theatre like Chipping Norton, advertise other stuff more. We need tourist information office.
None Library only
Many answered No
Library - open at inconvenient times for those who work.
Want cinema
No cinema or proper theatre small library & museum
Need facilities for people to create & participate as well as be an audience
Could be improved
I would welcome weekly cinema, we have a library
Townsend Hall could be brighter
Music is thriving but I cant image that a cinema would. It is a shame that a splinter was allowed to set up a rival museum- what a waste, see the forum page 7 "shipstonians in time of conflict" how appropriate.
We go to either Chipping Norton or Stratford
Library & museum both too small
Cinema is a good idea
Cinema please
Townsend Hall should be sold off and a new community hall built where there can be adequate parking. Unfortunately the town clerk is a stumbling block to new initiatives in Shipston like I'm sure with other villages we need more pro active council members.

Shipston has a museum that is a jewel of its kind, run on a voluntary basis including the premises in which exhibits are shown If not already I hand I believe that serious consideration should be given to how this valuable community resource might be preserved when the group that currently manages the enterprise decides to retire and their expertise and presumably the premises are no longer available.

Stour Power questionnaire

Requests for a cinema have come up repeatedly.

Reference: *Stour Power Questionnaire*
Shipston Parish Appraisal 1999
An Evaluation of a High Street Presence for Joint Shipston Churches Town Survey - PPCR Market Research 2003

SC6 C2 Are there regular events which have the potential to draw the whole community together?

Answer: The music festival held in June is very popular and could be further expanded if public venues for entertainment within the town were improved.

Reference: *Social & Community Topic Group*

SC6 C3 Does the local community have a mechanism to report and comment on local events and issues?

Answer: The Shipston Forum is the main community paper serving the town, published by the Town Council. There are various newsletters produced by individual parishes councils within the rural areas such as the Feldon News within Brailles.

There are a number of local papers including the Stratford Herald, The Echo and the Cotswold Journal that serve this locality.

Reference: *Social & Community Topic Group*
Publicity Officer - SDC

SC6 C4 Do town and rural communities have adequate community venues?

Answer: No Townsend Hall very poor
No especially for the young
In most cases Yes
There is no single venue for clubs and groups
Don't know
Many said Yes
Norgren & Sports club
Needs a quality building for anniversaries/private parties etc
Yes although Townsend Hall could be mode
Armscote has nothing, Tredington only WI hall
Could be improved
Many answered No
Many answered Yes
Probably
Townsend Hall could be used much more
Don't know
There are venues but they need upgrading
Town needs hall in size between school halls & townsend hall
Ugliest building in sheep Townsend-townsend hall
Many answered Don't know
Probably not
Use village hall in Stretton
Better Theatre
Yes
Many answered No
Not always
I think so but I suppose they have trouble getting people on committee
Only societies and clubs
Not completely
OK
Yes villages have their village halls and there are several venues in the town

Stour Power questionnaire

Reference: *Stour Power Questionnaire*

SC6 C5 Does the area have any strong cultural associations such as famous people, events or literary links or any famous products?

Answer: The major influence in the town's development as a town was its designation as the site of a planned new town by the Prior of Worcester. There were two main routes running through the town for herding livestock and it became reknown as a centre for sheep dealing due to its prime position on the edge of the Cotswolds where sheep farming was extensive. The bridge over the Stour is three hundred years old and was celebrated by the citizens of Shipston.

Shipston was the stage for important events during the English Civic Wars of the 17th Century, with the first battle of the wars taking place some 6 miles north east near Edgehill.

Reference: *Local Knowledge*
Shipston on Stour Town Guide 2003

SC6 C6 Are there strong historic associations with the area?

Answer: Shipston was the stage for important events during the English Civic Wars of the 17th Century, with the first battle of the wars taking place some 6 miles north east near Edgehill.

Reference: *Shipston on Stour Town Guide 2003-4*

SC6 S1 What proportion of the local population is involved in an arts-based community group?

Answer: There are around 22 arts groups within the SDC Arts Directory ranging from Ceilidh bands through to painting and jazz clubs. They have a number of venues within the town and villages using pubs, village halls and churches etc. Information on membership is only available by contacting the individual groups listed in the Directory.

Reference: *SDC Arts Directory*

SC6 S2 Do facilities for arts and cultural activities meet the demand of the local arts groups?

Answer: Consultants have recently been invited by the District Council to develop a policy and strategy for public art practice for the whole district. The first stage in this is to carry out a consultation and discussion process in order to make recommendations that are achievable, appropriate and specific to the needs of the Stratford on Avon District Council.

'Public art is concerned principally - but not exclusively - with the visual arts. It includes any art which is located in publicly accessible places (i.e. in supermarkets and schools, as well as in public parks and squares) but not that which is located in dedicated visual arts space such as galleries or sculpture parks. It interprets art widely and includes work that is temporarily as well as permanently sited. Public art differs significantly from art in public places by two essential features: it promotes a sense of identity with the place in which it is located and it is created as a result of an active dialogue between commissioners, artists and publics.'

West Midlands Arts – Public Art Policy & Strategy

Shipston has a number of arts groups, however there appears to be a shortage of areas to display their work and venues such as Townsend Hall would benefit from improvement to invite a wider audience. It is currently under-utilised, especially during the daytime. The quality of the facilities are poor, lacking in comfort and ambiance. It has technical difficulties in the venue (e.g. no internal access from the foyer to backstage during the performance. It has suffered from a loss of a range of users in recent years to other venues. The main users now are the drama group and the badminton clubs. It has poor links with local schools. The Film Club no longer operates from the Townsend Hall.

Un sure

Yes

No Townsend Hall very poor

Don't know

I think local arts/performers should be promoted a lot more

I think so

Many said No

Need facilities for a wider age range

Not sure

Probably not (Stour Power Questionnaire)

Reference: *Art Service Report for Alcester, Shipston and Southam Development Strategies 1999*
Stour Power Questionnaire

SC6 S3 Are churches of all denominations active in the community?

Answer: C of E -yes, Roman Catholic- yes, Methodist -yes, Baptist - No,

Many said Yes

Too many

Christian, Catholic and Methodist are active

Not all religions are present

Don't know except for Anglican

I think so

Baptist , Methodist, Catholic, C of E are those we know of.

Unknown

Mosque?

Represented but maybe not active

Unsure

No

Stour Power Questionnaire

Reference: *Stour Power Questionnaire*
An Evaluation of a High Street Presence for Joint Shipston Churches Town Survey - PPCR Market Research 2003

Healthcheck Report.

Section: Transport & Accessibility
Worksheet: Ease of Travel Outside the Local Area

TA1 C1 What is the distance to a national network of dual carriageway roads from the town and the least and most accessible villages?

Answer: Dual carriageway 10-15 miles, villages -2 miles.

Reference: *Stour Power questionnaire*

TA1 C2 What is the distance and average travel time by car to nearest large town, from the town itself and from the most and least accessible village within the surrounding countryside?

Answer: 15-20 miles

Reference: *Stour Power questionnaire*

TA1 C3 What improvements are planned for the local/regional highway network in your area?

Answer: No major improvements have been identified. Requirements are reviewed annually, and projects identified within capital

Reference: *Traffic Department, Warwickshire County Council*

TA1 C4 How far is the train station from the town centre by foot, bicycle, taxi and bus?

Answer: There is no train station in Shipston.

Reference: *Transport Topic Group*

TA1 C5 Is the main bus station or main concentration of bus termini in the town centre?

Answer: There are 2 principal bus stops: the Square - central and Pettifers Garage in Telegraph Street, an easy walk from the centre. The larger operators avoid the Square due to lack of control of parking.

Reference: *Transport Topic Group*

TA1 C6 Is it convenient to change between train and coach services, i.e. is it easy to walk can or is there a good connecting bus service?

Answer: Moreton in Marsh, the nearest train station is a 30 minute bus journey away. Buses do not easily synchronize with trains, particularly for the return journey - the last bus leaves Moreton at lunchtime

National Coaches do not operate through Shipston.

Reference: *Transport Topic Group*

National Express

Kimran Coaches, Bill Brittan

TA1 C7 What is the frequency of rail services?

Answer: Not applicable. The nearest station is at Moreton in the Marsh. This provides a mainline service to Paddington on a regular

Reference:

TA1 C8 What is the travel time to the nearest large town by bus/coach/train, from the town and from villages with good, adequate and poor public transport links?

Answer: No coaches or trains service the town.

Bus services connect Shipston to the local larger towns as follows:

Stratford - 25 miles (23 miles from Newbold on Stour and Tredington; and less frequently 30 miles from Cherington & Long Compton)

Chipping Norton - 20 miles from Shipston

Moreton in Marsh - 20 miles from Shipston

Reference:

TA1 C9 What is the number of national coach services per day?

Answer: There are no national coach services directly connecting to Shipston. National Express operate from major towns such as Stratford, Banbury and Oxford. In addition, there are several pickups per day from Moreton in Marsh bound for London, but up to 2 changes are necessary.

National Express / Go By Coach has major hubs in Birmingham, Bristol and London which provide connections to 2,000 destinations nationwide.

Reference:

Healthcheck Report.

Section: Transport & Accessibility
Worksheet: Ease of Travel Outside the Local Area

TA1 C10 What improvements are planned for the public transport infrastructure and public transport services in your area?

Answer: There are no known plans to change the services, however much of the bus service is provided by commercial operators who choose their own timetabling and routes. They are required to give the County Council 8 weeks notice, but otherwise the Council has no control.

The rural based bus services are generally initiated by the Council, and the contracts put out to tender. Lack of take up by contractors, who perceive the service as commercially unviable, does cause problems.

The Shipston Link minibus, supported by Warks CC and driven by volunteers, brings people into Shipston from outlying areas on weekday mornings. On Tuesday afternoons it provides a service within Shipston. This is a valuable service, but is an expensive option for those living in remote villages .

Kimlan Coaches operate an excellent service from Shipston to Banbury on Thursdays and Saturdays; and Shipston to Moreton in Marsh (via Honington) on Tuesday mornings. These tie in with market days with morning pick ups and lunch time returns.

At a May 03 gathering of Shipston SCAN (Senior Citizens Action Network), public transport was raised as a problem. Bus services are not considered to be sufficiently frequent or synchronized; more bus stops are needed to avoid a long walk; Shipston Link needs to operate more regularly within the town itself; transport to the main hospitals is difficult and Shipston Link an expensive option (£36 return from Brailes to Oxford Hospitals)

Stratford District Council is purchasing 5 accessible taxis, including 1 for Shipston. Provision of a subsidised taxi service is also being considered.

Reference: SCAN - Girda James, Community Education, Stratford 01926 413 608
Kimlan Coaches - Bill Brittan 01789 269 904
Re accessible taxis - Geoff Turton, SDC 01789 260 823

TA1 S1 Is it as quick and easy to travel to the nearest large town by public transport as it is by car?

Answer: No! Not unless you happen to live within easy reach of the bus stop in Shipston or Tredington and Newbold which are both on the main bus routes to Stratford and Oxford.

Whichford and Little Compton are the least accessible and problematical without a car. Whichford to Stratford travel time by car is 40 mins.

Reference: Transport Topic Group

TA1 S2 Identify the differences in travel times between travelling by car and public transport?

Answer: Bus services to outlying villages therefore the route can take up to 1 hour whereas travelling by car to Stratford is 20 mins

Reference: Stour Power questionnaire

TA1 S3 Are there any proposed improvements in rail, bus services or improvements in the road network that will improve their journeys?

Answer: Road networks: no road improvements have been identified. Rail services will remain unchanged until 27 September 03, but no timetabling information is available beyond that date.

As at May 03 gathering of Shipston SCAN (Senior Citizens Action Network), public transport was raised as a problem. Shipston Link is not adequate to meet senior citizens' needs . A particular shortfall is transport to Banbury, their preferred shopping centre.

Kimlan Coaches operate an excellent service to Banbury on Thursdays, but this is oversubscribed. There is a taxi on standby as back up, but this will only operate if Kimlan provides sufficient notice.

Stratford District Council is purchasing 5 accessible taxis, including 1 for Shipston. Provision of a subsidised taxi service is

Reference: Transport Topic Group
Warwickshire County Council - Traffic Team

TA1 S4 Are there cycle or walking routes between the town and villages?

Answer: See Appendix indicating rights of way within the hinterland

Reference: Transport Topic Group

Healthcheck Report.

Section: Transport & Accessibility
Worksheet: Ease of Access to Services

TA2 C1 Is there good public transport coverage connecting rural settlements to the town?

Answer: Could be improved
Many said No
Not bad
No- by the time you find out when buses run the service changes
Not many but some
No- It is infrequent, does not always stop on request
Quite good
OK
Could be better
Don't know
Not known
Shipston Link during the day but nil afternoon and evening
Hardly any - desperately needed
Yes although there should be more buses more frequently
Bus services are very limited
Many answered Yes
Many answered No
Only a bus
Sort of
If the buses are running on time
Shipston link good, other buses in theory good but the buses often don't turn up especially on a Saturday.
Definitely no
Diabolical
It is very difficult for people to manage without a car
To go further than stratford public transport connections are hopeless.
Spasmodic - never enough to satisfy all member
Nothing on transport in the evenings to get back into town if you have been out all day.
Moderate
Difficult to find out
Many answered No
Very poor although it has improved over last 2 yrs
Moderate transport is available with connecting buses at Stratford
To visit anywhere outside of Shipston is hopeless. Last bus from Moreton 1.15pm -need a later one, cant get back from Leamington Spa centre late bus misses connection to shipston. Last bus from shipston at night would be helpful if extended to 6.30pm

Stour Power questionnaire

Reference: *Stour Power Questionnaire*

Healthcheck Report.

Section: Transport & Accessibility
Worksheet: Ease of Access to Services

TA2 C2 Are bus and train times from outlying villages to the town convenient for travelling to work and children going to

Answer: Transport to schools is generally good, with buses timetabled for the beginning and end of the school day.

Travelling to work: there are no direct train links. Buses from outlying areas are limited and only stop / pick up from one location in Shipston.

Many said No

Yes

Vary

School bus travel is provided separately

Cannot comment

Yes but not for social activities

Don't know

Not known

Only if you want to travel to Stratford

Yes but there should be more times available

Yes but not for weekends or evenings

Don't know

Children going to school yes - maybe

Fine for going to school not for anything else

Not used

Definitely not they seem to be only for shopping

Needs trains

Not always

Only in some cases - nothing to Banbury

Schools alright but shift work impossible - early or late start impossible

Many answered No

If the last bus back from stratford was later there would be fewer bored and disaffected young people.

Going Yes , Back No.

Stour Power questionnaire

Reference: *Stour Power Questionnaire*

TA2 C3 Are there any planned changes to rural public transport services?

Answer: There are no known changes.

Reference:

TA2 C4 Is public transport accessible to the mobility impaired?

Answer: Flexibus 512 is the only accessible public transport provision but this does not operate in the Shipston area. Under the Disability Discrimination Act 1995 it will be a requirement that all commercial operators are accessible by 2015.

Reference: *Rural Transport Partnership*

Healthcheck Report.

Section: Transport & Accessibility
Worksheet: Ease of Access to Services

TA2 C5 Are there special bus/taxi services in places where there are number conventional public transport service catering for people who are mobility impaired?

Answer: In the main, only the Flexibus operating in parts of South Warwickshire can provide this service. Unaware if there are any special taxis or voluntary transport schemes offering disabled provision.

No
Yes
No knowledge
Don't know
I think so
Not that I'm aware of
Don't know
Many answered Yes
Many answered No
A few
I don't know but there should be
As far as I know
Difficult to visit people in hospital or keep hospital appointments if you have no car.
Volunteer bureau very good
Voluntary Drive transport
Don't know although there is a volunteer service for transport to hospital appointments
Not effectively
Stour power questionnaire

Reference: *Rural Transport Partnership Information*
Stour Power Questionnaire

TA2 C6 Is information on public transport easy to obtain?

Answer: All Parishes within the hinterland should be notified by WCC via the parish clerk regarding timetable and proposed changes by the operators. Timetables are available in hard copy from WCC. It seems that not many people are aware of how to access this information. There is a need to consult with local people to find out whether the information is easily obtainable. There is a project ongoing with the Rural Transport Partnership to improve information provision. It is looking at developing village specific user friendly timetables. There maybe an opportunity to use RTP funding towards the information improvements if necessary.

Comments from Stour Power Questionnaire:
Moderate
Many said Yes
Many said No
Reasonably
Don't know
In the Library and on web site
Not really there should be an internet site which gives this information
Many answered Yes
Many answered No
Very difficult especially out of office hours often out of date on bus stop
No always getting people in my shop asking if we have timetables
Definitely not
Don't really know I go by car
Depends where you are
No you have to go down to the bus stop & look
Where?

Reference: *Information from Rural Transport Partnership*
Stour power questionnaire

TA2 S1 How many public services are available on-line and where can they be accessed?

Answer: www.warwickshire.gov.uk has an online search. However this only displays the main transport routes. In addition, National Coaches are on-line and there is a travelline hot line (telephone number) that gives advice on public transport connections.

Reference: *Internet Information*

TA2 S2 Do buses travel into the town centre?

Answer: Yes, to the Square (central) and Pettiphers Garage in Telegraph Street (within easy reach of the centre)

Reference: *Warks County Council, Transport Team*

Healthcheck Report.

Section: Transport & Accessibility
Worksheet: Ease of Access to Services

TA2 S3 How easy is it to get to health, education, cultural and retail services by public transport?

Answer: Comments from Stour Power Questionnaire:
Not
OK
Most people travel to shipston via car
Easy for 1st occasion, follow ups & clinics can be difficult.
Not easy
Poor as buses are so infrequent
Don't know
One per hour from Cherington
Not good for outlying villages
Very (for me living in Town centre)
Local fine but not to Stratford, Oxford - return times
All in town, except cultural and for that you need a car
Only standard
Easy
Unsure
No
Easy
Many said Hard
Not easy
Relatively easy
Medium difficulty
Education & retail fairly easy cultural & health very poor.
Its not from Blackwell
Not easy at all
Poor
They are not fully accessible by public transport
Not if out of Shipston
Not easy at all especially if at night
No connection to Warwick hospital or Oxford no evening connections to colleges or theatre/cinema.
Difficult
OK
Not very
Very difficult without a car
Not easy
Not very easy only by bus to other towns but doctors hospitals here
Quite easy - bus to Stratford every hour
Stour Power Questionnaire

Reference: *Stour Power Questionnaire*

TA2 S5 What time is the last Friday or Saturday night bus service from the town to villages in the surrounding

Answer: The 50 service, Pete's Travel, departs Stratford at 10.45pm, arriving at Shipston at 11.03pm, calling at the following villages:

Alderminster Church 22:51
Newbold on Stour, Memorial 22:55
Tredington, Bus Shelter

Reference: *Bus timetables on-line*

Healthcheck Report.

Section: Transport & Accessibility
Worksheet: Ease of Movement Around the Town

TA3 C1 Are there any seriously congested junctions or parts of the local road network?

Answer: No serious problems have been identified, apart from obstruction caused by the bus when it picks up at Plantation. This holds up traffic and causes visual obstruction.

Reference: *Transport Topic Group
Traffic Group, Warwickshire CC*

TA3 C2 Have there been many road traffic accidents involving pedestrian and cyclists at key locations in the town?

Answer: Accidents resulting in hospital admissions are being examined this year, but nevertheless the figure was low at 10 deaths for the whole of Stratford District last year.

In Shipston town, there have been 3 accidents involving pedestrians since 2000, one serious and 2 slightly injured. In the same period, 4 minor accidents occurred involving cyclists. Causes and locations are varied.

Reference: *Planning, Transport & Economic Strategy Dept, WCC*

TA3 C3 Are there any particular locations, e.g. shopping streets, where there is conflict between pedestrians and cars, buses or heavy vehicles?

Answer: The High Street is very congested for much of the day and there can be conflict with pedestrians. The Town Council has hired a part time traffic warden, but this does not solve the underlying problem.

Yes telegraph Street & sheep Street.

Obstruction is caused by the bus when it picks up at Plantation. This holds up traffic and causes visual obstruction.

Outside Granville court/ library, outside council offices.

Stour Power questionnaire

Reference: *Discussion Forum Comments*

TA3 C4 Where are the short and long-term car parking, coach parking and disabled parking and how well used is it?

Answer: Telegraph Street - P & D 70 bays plus 2 disabled
Mill Street - Free 29 bays plus 1 disabled
West Street - Free 27 bays plus 1 disabled
Bridge - Free -63 bays plus 3 disabled

This gives a total of 189 parking bays

Parking has historically been free but this created a situation where all day parkers prevented access to the most convenient car parks.

Introduction of Pay & Display ticket machines in Telegraph St has generated free spaces, but usage rates are obviously lower except at busy periods.

Reference: *SDC Parking Services
Discussion Forum Comments*

TA3 C5 How well used are the on and off-street car and coach parks?

Answer: The car park at Telegraph Street is extremely well used - 248% up on budget for the first quarter.

There is no coach park.

Free parking is available a short walk (3 mins) from the town centre. This is also well used.

Reference: *SDC - Operational Services*

TA3 C6 How many public buildings and shops have disabled access?

Answer: Very few, something that will need to change with October 2004 quickly approaching. The town should have better facilities for the disabled- access to shops and offices, more dropped kerbs, designated parking.

Reference: *Discussion Forum Comments
(Stour Power Questionnaire)*

TA3 C7 Are the majority of disabled parking places within 250 metres of the main focal points of the town centre e.g. the main shopping area?

Answer: Far too few disabled parking areas, poorly signed and inadequate.

Reference: *Discussion Forum Comments*

Healthcheck Report.

Section: Transport & Accessibility
Worksheet: Ease of Movement Around the Town

TA3 C8 Can buses move freely throughout the town centre?

Answer: There is a bottleneck in the Square due to random parking of cars. This has resulted in commercial operators favoring pick up points in nearby Telegraph Street. The smaller operators still access the Square. Provision of small local buses round the estates may ease the parking problems. There appears to be a problem at the main bus stop in the Square that causes a congestion problem when buses are parked there and is dangerous for pedestrians to negotiate. (Stour Power Questionnaire)

Reference: *Transport Topic Group*

TA3 C9 Are there any traffic management measures in place?

Answer: There is a gyratory system that involves through-traffic negotiating a one-way system around the town centre.

It is proposed to introduce parking permits in Church Street, Old Street, New Street and Telegraph Street to force use of car parks. Consultation is in progress and decisions will be made by the end of 2003.

On Darlingscote Road, approaching Shipston School, flash warning signs have been erected warning drivers to reduce speed.

Reference: *Transport Topic Group
Traffic Team, WCC*

TA3 C10 Are the main shopping streets in the town centre pedestrianised or with pedestrian priority measures?

Answer: No pedestrianisation has taken place within the town centre. This is an area that could be explored within the town square as there is a lot of congestion and pedestrians have to contend with reversing traffic. It would improve facilities for pedestrians but would inevitably involve the loss of car parking spaces within this area, however some spaces for the disabled could remain with a sensitively designed scheme.

Reference: *Transport Topic Group*

TA3 C11 Where are the main foot and cycle paths within the town?

Answer: Please refer to the Appendix that shows the network of footpath and bridleways linking the town with the rural hinterland. This requires an audit of the rights of way network.

There is a main Cycleway Sustrans Route that links up with the town and leaflets to advertise this route have been produced by Stratford on Avon District Council. This could be further improved and used as a promotional tool for the town and rural hinterland villages.

Reference: *Economic Development & Tourism Team - SDC
Transport Topic Group*

TA3 C12 Is it easy to find your way around town?

Answer: The Civic Pride Working Group has carried out an audit of signage and its results are as follows:

Road Signs, Guard Rails, etc- Current Score = 5 Ideally a full inspection, tidy up, wash down or replacement of faded, rusty and damaged signs and poles is required Local items recorded include:-Straighten and move? Town Centre sign not very visible.

"The Plantation" ?? sign in a poor state.

Market Place – need Priority Sign to help the traffic flow and avoid unnecessary aggravation.CCTV Pole @ West Street – dangerous for people with buggies as they have to go out in road.

Developer Signs – excessive number around gyratory route.

Hospital Car Park – requires a sign and there are no signs on road for the people to turn right into car park. Hospital sign in front of car park in front of out patients entrance misleading for drivers. These issues are being considered by Warwickshire County Highways Team.

Signs not clear, few tactile signs, too many temporary signs advertising new housing developments etc.

Not well sign posted internally

Many said Yes

Yes once you've done it once

Yes its small enough

Town maps for tourists

No signage

Yes but only because I've lived here all my life and I know the way

Most answered Yes

If you know the town

No

Not many sign posts

I would think so it is only a small town

More signs would be useful

If you are not familiar with it No

Stour power questionnaire

Reference: *Discussion Forum Comments and Stour Power Questionnaire
Civic Pride Working Group Signage Audit (June 2003)*

TA3 S1 Are pavements in good condition and are there dropped kerbs at crossing points?

Answer: This is a significant issue that needs attention and Stour Power are examining this through the Civic Pride Initiative in liaison with Warwickshire County Council.

Civic Pride Footpath Audit

Footpath Surface Condition – Current Score = 2 (largely reflects poor state of the many alley way footpaths which pose as trip hazards). The Issue of addressing uneven and poor-fair condition of alley ways. Different options need to be evaluated to create a safe and attractive walking-pushchair surface. Funding and partnership ownership to be explored to address long standing problem. Care required in any proposed solutions to avoid bridging dpc's to properties. Possible consideration of cotswold stone chip surface treatment, or similar.

Dog Alley – Sheep Street end needs re-surfacing

Ashley's Alley –main entrance to town centre – a number of reported trip accidents over recent years.

Manor House Alleyway – Still only just passable – eyesaw, should be open, permission only for closure due to removal of wall – needs investigation

Parkers Yard – surface at entrance to covered area, dangerous stop cock

Sheep Street – uneven slabs between Brindley's Alley and Ashley's Alley – source of trips.

Footpath and Kerbs outside Wyntors Shop in bad condition Telegraph Street – dangerous stand pipe covers outside 27 and 29 Telegraph Street.

Footpath between The Driftway and Church Street is too undulating and difficult to negotiate for the less able or those in buggies.

Church Street – poor poor footpath surface outside Horseshoe.

High Street – path very soiled by phone box West Street – between New Street and Church Street in a very poor condition on the right side of Chinese Takeaway and Saddlers.

Stratford Road – poor condition outside number 32 and opposite Watery Lane.

Surface bad outside No.23

Outside Ellen Badgers Crescent Junction – 2 metal boxes in footpath...very uneven surface, considered dangerous in this location.

Certainly not

Many said Yes

Haven't noticed

Yes but litter on pavement

The pavements are uneven, in many places, often see pedestrians tripping on uneven large pavement slabs

Fine

Fair

Yes as far as I can see

Mostly

Some

No

Some pavement areas uneven and potentially dangerous

Not enough dropped curbs -particularly at high St

Many said NO

Many said Yes

Some need leveling

Good condition

Generally yes

Not always

Generally OK

Areas good, Areas poor

Varying heights

Pavements are very poor

Pavements partially dangerous- curbs not bad

Pavements are in good condition

Not all pavements in good condition

Not at all

Unsure

Yes & No -poor in Blackwell

Most of them

Pavements are OK only 1 crossing point

Not good condition

Yes

Most pavements are fair

No- cars parked on pavements in the driftway

Some need attention

Require constant maintenance

Fairly

Could be made safer

Many said Yes

Mostly

When it rains heavily there are too many pavement puddles

Pavements good the dropped curbs are not always in the right place i.e. one

on each side of the road. It feels threatening to do a long diagonal across the road when I have my brother in wheelchair.
Many said No
Average
Pavements sometimes, dropped curbs in many places
Not all pavements are in good condition
Mostly
Variable , some pavements are in reasonable condition some are in need of urgent repair
Good condition, dropped curbs
Some of them
Pavements are poor need for dropped curbs and stronger paths
Generally
Not enough dropped curbs
The roadway on Telegraph street between the car park and No29 is extremely dangerous, a few people have tripped and/or fallen on the increasingly bad surface.

Reference: Stour Power questionnaire *Civic Pride Spread Audit with WCC Discussion Forum Comments & Stour Power Questionnaire*

TA3 S2 Is there a shop mobility scheme?

Answer: There is none available within Shipston.

Reference:

TA3 S3 Do the majority of pedestrian crossings have tactile markings and audible warnings i.e. pelican crossings?

Answer: Just one crossing tactile -yes, audible -no

Reference: *Stour Power Questionnaire*

TA3 S4 Is there secure cycle parking at convenient locations around the town e.g. railways, main shopping areas and bus

Answer: There is poor cycle parking provision within the town. Civic Pride working group for Shipston is examining this issue with the County Highways Partnership.

Reference: *Civic Pride Working Group Transport Topic Group*

TA3 S5 Are the majority of short-term parking places within 400m of the main shopping area?

Answer: Yes, the car park at Telegraph Street is within 400m of the main shopping area.

Reference: *Transport Topic Group*

TA3 S6 Do buses experience delays or unreliability as a result of traffic conditions and/or traffic management measures in the town?

Answer: Poor adherence to parking restrictions in the Square causes access difficulties for large vehicles such as buses. Additional traffic widening should help control this problem.

Reference: *Kimlan Coaches*

TA3 S7 Are there dedicated/segregated cycle routes linking residential areas to the town centre and local schools?

Answer: There are few at present.

Reference: *Transport Topic Group*

Healthcheck Report.

Section:

Transport & Accessibility

Worksheet:

Ease of Movement Around the Town

TA3 S8 How easy is it to walk to/from school?

Answer:

Hazardous
Have to cross main roads
For shipston pupils excellent
Many said Easy
Very easy
Easy -Lots of pavements
Primary easy, Secondary not possible -too far
It is easy to walk to school from where we live except for the potential speeding traffic & people parking in stupid places to drop off their children. Something needs to be done outside Shipston primary school before someone gets badly injured or worse -Killed
From Brailes to Cherington mainly road
Don't know
Very easy
Easy but takes too long to do round trip for adult
You would have to go through the hay meadow estate or the darlingscote road.
I go by bus
Easy
Ilmington 2 miles, Newbold on Stour 11/2 miles
Difficult
Not easy because fast roads to cross(Campden Rd especially)
Both schools are located on busy roads and therefore are dangerous for unaccompanied youths
Not (Shipston school isn't good)
Roads are quite busy
Very easy to Ilmington school
OK
Good
Fairly
Crossing the road is still hazardous
Impossible
Go by car from Blackwell
Unsafe from this village to High school due to large lorries
Very easy although it takes a very long time
Do not walk
Not applicable
Yes
Locally traffic problems
Many said Very easy
Fairly easy
Very
It depends where in the town you live
OK
Reasonably easy
Its OK we walk most days
Its 8 miles I'm not walking that
Moderately
Don't go to school
Not very easy
Live too far away
Quite easy
It is OK to walk
To the local schools ok many children go to schools outside the town
Buses for children

Stour power questionnaire

Reference: *Stour power questionnaire*

Healthcheck Report.

Section: Miscellaneous
Worksheet: Youth Issues

MI1 C1 What facilities are available for youth during the evening, especially weekends?

Answer: There is a swimming pool at Shipston School. Plans are at early discussion stage to create a new pool, and there is some discussion about possibly linking further leisure facilities to this.

In Brailles, a Youth Club (for ages 8-13 years) meets in The Pavilion but there are no specific sporting or social facilities. A café opened for young people was a popular gathering place initially, but later was not sufficiently supported. Provision of a skate boarding park was investigated, but for various reasons, this did not go ahead. Scooters are now popular with the youths and Stratford is a popular social destination.

The nearest cinema is in Stratford.

There is a wide variety of clubs in Shipston, particularly for the sports orientated, including: young cricket, judo, tennis, bowls (who are actively seeking younger members), U17 rugby, badminton and football.

The Out House Youth Club provides a gathering place and has some skate boarding facilities. There is also a Young Farmers Club.

There is a need for additional facilities for young people in Shipston. Ideally a new complex would incorporate the new swimming pool, and provide a meeting place and activities such as pool and access to the internet. Please also refer to

Reference: *Shipston Town Website*
Shipston Town Council

MI1 C2 How well used are these facilities?

Answer: See question MI1 C1. The existing limited facilities require upgrading.

Reference: *SDC*

MI2 C1 Does the level of Cemetery spaces meet demand?

Answer: The Cemetery at Shipston has sufficient space to meet anticipated demand for the next 15 years.

Reference: *Shipston Town Council*

MI2 C2 Are plans in place to expand the number of Cemetery spaces?

Answer: There is adjacent ground available for use when existing space has been utilised.

Reference: *Shipston Town Council*

MI3 C1 Is there a problem filling available employment opportunities?

Answer: There is a high turnover of staff working in the hospitality business due to poor salaries and staff moving out of the area in search of better remuneration. There is also a shortage of skilled labor, employees being attracted to the larger commercial and industrial centres

Reference: *Local Employers comments*

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