



Long Itchington



Parish Plan 2009

“There are as many opinions as there are people; each has his own correct way.”

Terence, circa 190 - 159 BC

About the newly acquired field, Village Opinion 2004....

“Should be used to encourage sport and recreation for the village....and a small BBQ/picnic area provided.”

“Total waste of money buying more land”

And from Village Opinion 2001....

“Long Itchington was a real village with a good community spirit....sadly it is no longer the case.”

“Best place I ever lived.”

□□□

“Information re bus routes and timetable is needed.”

“At 77 years old, one does not want to waste what time is left in bus shelters.”

It is not always a simple matter to gauge the mood and wishes of the community as a whole!Ed

FOOTNOTE: This Parish Plan was formally adopted by Stratford District Council on 8th December 2009, and by the Long Itchington Parish Council on 6th January 2010.

Long Itchington

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Abbreviations and Acronyms used in the text

ALIVE	A Long Itchington Venture for the Environment
APM	Annual Parish Meeting
L.I.F.E.	Long Itchington and surrounding villages For the Earth
LILAC	Long Itchington Leisure And Community project
LIPC	Long Itchington Parish Council
NHW	Neighbourhood Watch
SDC	Stratford on Avon District Council
VDS	Village Design Statement
WCC	Warwickshire County Council

Parish Plan 2009

Long Itchington Parish Plan

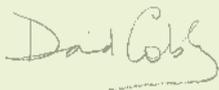
THANKS and ACKNOWLEDGEMENTS

I would like to thank the Countryside Agency for the grant towards the production of our Parish Plan, the Warwickshire Rural Community Council and the Stratford on Avon District Council for assistance and advice, and also my colleagues on the Long Itchington Parish Council for help and encouragement.

Also I would like to acknowledge the effort and help given in producing the Village Design Statement, the Village Opinion surveys, organising and attending meetings, analysing results, submitting comments and copy, and for being outstandingly patient, by the working parties and by so many village residents and organisations. Thank you all.

The 13 larger photographs on the front and rear covers of the Plan are those selected for the very successful 2009 Long Itchington calendar. Thank you Calendar Group artists, and also L.I.F.E. for the use of two pictures on page 15, and residents for the second photo on page 7, and the middle photo on page 14. Also I am indebted to Ordnance Survey, our Village Design Statement and Google Earth for help with pictures on pages 3 and 4. The remainder of the 54 illustrations are from my own records.

The Parish Plan has been rather longer in production than had been hoped but it is, I suggest, no less valuable for that. Without it great things have been achieved over the last 10 years. With it the parish of Long Itchington will, hopefully, be preserved for many years to come as the parish we all want it to be.



David Cobley
Chair LIPC and Parish Plan Editor



Foreword

A great deal of progress has been made by the village since the ALIVE Group (A Long Itchington Venture for the Environment) consulted with residents in 1998 in order to produce the Village Design Statement (VDS), which was then followed by village surveys in 2001 and 2004.

Among other things, play facilities for both younger and older children have been installed at Green End, 30mph speed limits and other traffic calming measures have been introduced, a field has been acquired which offers great possibilities for sport and recreation, road lighting and general village maintenance have all been improved, stronger links have been forged with local Police, the pond - focal point of the village - has been refurbished, social housing has been provided at Galanos, flood prevention work has accelerated, and in March 2008 the Parish Council was awarded Quality status.

However, much remains to be done to satisfy the ever changing needs of the parish and - even - to guarantee the survival of our rural community.

These needs were recognised in the 2000 Rural White Paper - "Our countryside: the future" and the Parish Plan was suggested as a way to build on the experience gained in producing Village Design Statements and Parish Appraisals, and to enable communities to have a greater say in their future.

The Plan is based on information received from the vast majority of our residents over a 10-year period using surveys, workshops and meetings like those shown below.



What is a Parish Plan?

The Parish Plan is a statement and vision of what local features and characteristics the community wishes to preserve, and how it wishes to develop to the benefit of as many as possible, over the next five to ten years.

The Plan will help the Parish Council to be proactive in evaluating what would be best for their community and in taking the necessary action to achieve agreed goals. Also, the Plan will be used by local authorities as Supplementary Planning Guidance in matters of land use, housing, safety, development and design etc. It is a living document and a constant reminder which successive parish councils will want to update on a regular basis, perhaps biennially.

As with the VDS, the Parish Plan is "an expression of what we want our villages to be like".

It is also a declaration of intent to make the Parish how we would all like it to be.

*Constructive criticisms and comments on the Parish Plan are always welcome.
Please address them to The Parish Clerk, at the Community Centre, or to any
Long Itchington Parish Councillor.*

Introduction

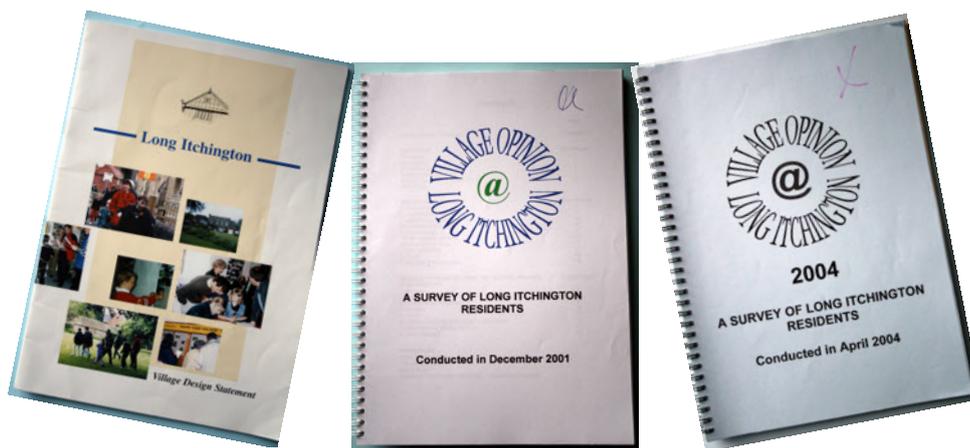
Over the last 10 years or so the Long Itchington Parish Council (LIPC) and working parties from within the parish have produced the following important documents:-

- ❑ The 1999 Village Design Statement which was adopted by Stratford District Council (SDC) in 2000 as supplementary planning guidance. Over 200 villagers took part in a series of interactive workshops, the last of which produced over 600 photographs – a snapshot in time of those aspects thought to be distinctive and characteristic, illustrating both good and bad practice.
- ❑ The 2001 Village Opinion, a general parish appraisal, which was adopted by SDC in 2002. The working party produced and distributed the questionnaire, and then collected and analysed the 1471 responses - many from children - from 83% of parish households.
- ❑ The 2004 Village Opinion was a parish appraisal seeking input from residents on three important matters – refurbishment of the pond, how best to use the newly acquired field, and housing needs. There were 1,032 responders from 472 households, a response rate of 58%.

In addition an up-to-date estimate of housing needs was obtained from a survey in May 2007 by the Warwickshire Rural Community Council which resulted in returns from 226 households, a 27% response.

Feedback on a range of village matters has also come from Annual Parish Meetings 2000 to 2009. Results from recent years are summarised in Appendix A.

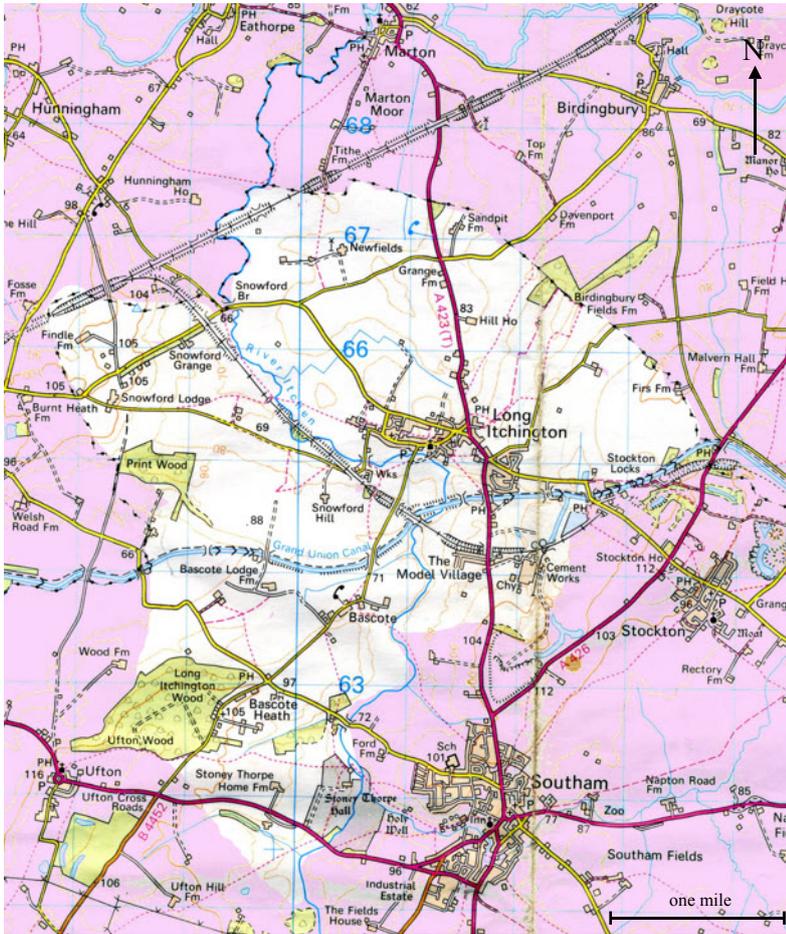
Prior to the 2004 appraisal the LIPC applied for, and were awarded by the Countryside Agency, a grant to enable all the results of these documents and meetings to be updated and presented as the first Long Itchington Parish Plan – an interpretation of the hopes, needs and aspirations of the community and its Parish Council, for the foreseeable future.



What is Important?

Many topics of interest and concern have been identified following consultations with the community. Housing, road safety, policing, flood prevention and conservation are always important, but these are accompanied by many other priorities discussed in these pages.

Long Itchington



The Long Itchington parish in south-east Warwickshire has around 900 houses and 2400 people, most of whom live on a flood plain in the middle of what was once a flat sea bed.

The village of Long Itchington lies either side of the main A423 trunk road between Coventry, 11 miles to the north, and Banbury, 17 miles to the south. Its nearest large towns are Leamington Spa and Warwick, 6 to 8 miles to the west; Rugby is a little further to the north-east, while Stratford is 18 miles to the south-west.

The Grand Union Canal runs east-west crossing under the A423 to the south.

The conservation area in the central and west end of Long Itchington was designated in July 1969 and extended in June 1997. It includes most of the 19th century village.

The village has been where it now is, or thereabouts, for at least 2000 years. When the Romans came there was already a well-established settlement in the area. Indeed, that is almost certainly why they came.

St Wulfstan was born in Long Itchington around 1008, and became Bishop of Worcester in 1062.

The village was not always in exactly the same place. In the 13th and 14th centuries, the area inhabited at that time was by the river in front of White Hall Farm. In fact, the name Long Itchington literally means ‘farmstead on the river Itchen’.

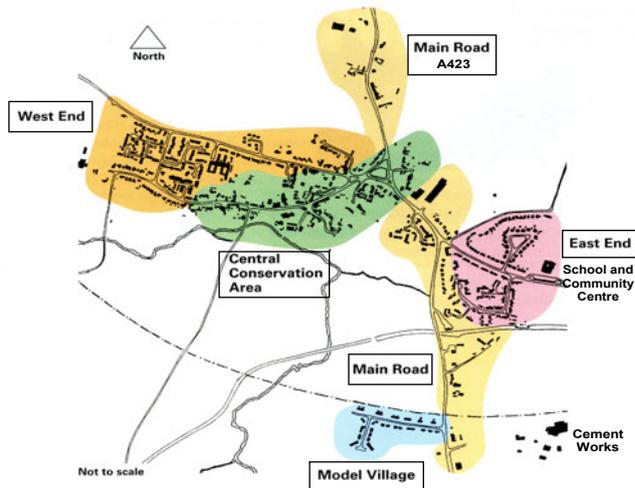
This initial settlement was eventually deserted and it was some time later that the village began to be re-established around the church. The various half-timbered houses date from about the middle of the 16th century. A good example is the Tudor House, then the home of Lady Anne Holbourne, daughter of Robert Dudley, Earl of Leicester, where Elizabeth the First stayed in 1572 and 1575 and was said to have received “glorious entertainment”.



Long Itchington *continued*

In the 17th century the village did not escape the Civil War. A passage from “The Civil War in Stratford upon Avon” by Philip Tennant, talks about an event on 24th April 1642: “...the first sizeable encounter of the war in the Midlands, in cornfields between Long Itchington and Southam ... a full two months before Edgehill. The surrounding fields were strewn with corpses, many of which were hastily thrown into the nearby River Itchen!”

Growth was slow and steady up to the beginning of the 20th century. Some modern materials and styles began to appear between the wars but it was not until shortly after the Second World War that substantial growth really took place.



Five village zones have been identified which together with Bascote, Bascote Heath, some outlying farms, the Cement Works, the Codemasters computer games manufacturer and Dallas Burston Polo Grounds on the old Stoneythorpe Estate just to the west of Southam, constitute the parish of Long Itchington.

The 1999 VDS attempts to identify the nature of, and differences between, the five zones and explores how future development can be integrated between each.

A Village in Two Parts?

Over the years, expansion to the east and west made a significant difference to the look of Long Itchington. The busy main A423 Coventry-Banbury road that now runs right through the middle of the village (see below) results in it being split into separate, distinctive areas. One aim of the Parish Plan is, as far as possible, to minimise the ‘us and them’ feeling which, some say, the A423 tends to emphasize.



— Village Design Statement —

The principles and recommendations of the 1999 Village Design Statement (VDS), which remains on file, are still valid and, not surprisingly, have scarcely changed. Based on this key document and lessons learned over the last ten years, the fundamental principles that must be repeated and carried forward as an integral part of the Parish Plan are:

1. The characteristics of buildings of all types should reflect the scale and form of the village, using indigenous styles, materials and detailing.



2. The open rural character of the village should be retained by preserving all the existing open spaces and creating new ones.



3. Existing trees must be protected and supplemented with new planting of specimen trees in key locations to enhance desirable features. This is particularly relevant to public buildings and spaces.
4. Tree planting and landscape design considerations must be an integral part of any new development proposal. Operational development such as modern industrial buildings should be completely screened.
5. New developments need to be assessed in terms of their impact on the village as a whole and **not** in isolation. Furthermore, the integration of different developments should be strengthened by more extensive use of footpaths and cycle ways, and the location of sufficient open spaces.
6. Adequate car parking must be provided in all developments from the smallest single house upwards. It should be located behind the buildings it serves wherever possible. The ground surfaces should not be large expanses of asphalt, and screening with suitable landscape design schemes is essential.

— Village Design Statement *continued* —

7. Any redevelopment of the Cement Works site must be in accordance with the Stratford on Avon Local Plan Review CTY.19 §7.49 and should be seized as an opportunity to enhance all aspects of village life, including some small-scale industry. However such development must be restricted to the brown field footprint and be protected by buffer zones of open space.



Some progress in preserving our open spaces has already been made with the purchase of additional land in the heart of the village for increased recreational facilities. However, several open spaces held in private hands have been lost as a result of infill and splitting previously extended properties.

The increased number of planning applications for disproportionately large or multiple extensions is also a cause for concern, particularly as the economic pressures to extend rather than move are considerable. Furthermore, it results in fewer properties that are suitable for the first-time buyer. These types of development will be more rigorously evaluated in the future. The perennial need for additional affordable housing is covered elsewhere in the Plan.

The Church Road allotments represent a major open space which must be preserved, in the heart of the West End of the village, and the LIPC will explore the possibility of taking them into community ownership (see FUTURE ACTION? page 11).



The evaluation of, and commenting on, all planning applications relating to the parish, together with making observations and recommendations to the relevant authorities is the responsibility of the LIPC Planning Working Party.

The VDS - A Success?

Has the Village Design Statement made a difference? It is difficult to be wholly objective but on balance the VDS, which still applies, has certainly helped temper some of the more extreme proposals for developments such as the old Galanos site where there was huge pressure to accept a large quantity of 3-storey town houses and an ugly block of flats.

The result was not so much a victory as an uncomfortable compromise.

Housing Needs

Although the issue of social housing should not be seen in isolation, the Village Opinion surveys of 2001 and 2004 and the 2007 Housing Needs survey (see below) confirmed that the principal need was for affordable starter homes for young people.

There was also a visible requirement for single storey accommodation for the elderly and some other types of housing, but young people were the priority.

Historically social housing has been provided at Orchard Way, Russell Close, Dale Close, Leather Street and Leigh Crescent. More recently the 2006 Galanos development helped to meet demand but a survey taken the following year (see below) confirms the ongoing nature of the need.



The 2007 Housing Needs Survey undertaken on our behalf by the Housing Enabler for the Warwickshire Rural Community Council confirmed that the nature of demand within the parish was both extensive and complex.

18 respondents expressed a need for alternative housing, usually 2 or 3-bedroom and split equally in preference between owner-occupier, rented and shared-ownership accommodation.

This requirement was much lower than had been suggested by the 2004 Village Opinion and by Stratford District Council housing department but the Galanos development may account for much of the difference.

The numbers quoted in the survey provoked valuable debate but they confirmed the requirement to maintain cohesion in the community and to take steps to enable access to affordable housing for those who wish to remain in the community in their own households.

The needs are not limited to those who are experiencing difficulty in finding a suitable starting point in accessing the housing ladder. The survey also painted a clear picture of current householders who were actively seeking to move out of family homes into smaller houses following retirement and/or offspring leaving the family home.

The 2007 survey was adopted by the LIPC in October 2007 and a Housing Needs Working Party was set up as a basis for developing a future plan and strategy.

Housing Needs *continued*

The initial assumptions of the LIPC Housing Needs Working Party are:-

1. That local open market house prices, mortgage availability and interest rates will remain at a level that makes access onto the housing ladder difficult for all but the more well off.
2. New developments need to be managed in such a way as to maintain the fabric, nature and character of the village and to resist creeping urbanisation. This Parish Plan and the 1999 VDS will be the guide.
3. Long Itchington is a thriving community in a desirable area, so although demand for affordable housing is variable it will continue into the future.
4. Future developments should provide a positive mix of housing with a policy of 'pepper potting' – that is to say smaller developments that avoid creating communities within communities.
5. They must be on sites that are reasonably close to all local amenities and which have ready access to safe routes to schools, shops and public transport.
6. Tenants of new social housing schemes must have strong local connections.

The LIPC is not a housing authority; that duty remains with Stratford District Council. Yet the LIPC does have significant influence which must be exercised on the one hand if external pressures for developments that challenge the nature of the parish and its villages are to be resisted, and on the other if the needs of local residents are to be satisfied.

On the basis of the 2007 survey and following a preliminary investigation of potential sites the next step, through the local Housing Enabler, will be to seek partnerships with housing associations, Stratford on Avon District Council, land owners and builders with the aim of creating over the next few years a number of small housing developments.

To date three potential sites have been identified and these are currently the subject of very preliminary discussions with principals and relevant authorities.

For the time being possible locations will have to remain undisclosed for reasons of commercial confidentiality but the aim is to hold full consultations with the community before any developments are approved.

The current market and economic conditions may result in delays to the strategy but the will and overall objectives remain.

Can Housing be Affordable?

The LIPC aims to encourage the sensitive development of smaller, sensible and appropriate houses for local people wishing to continue their lives in and around the Parish.

The aim is for a minimum of three developments comprising eight to twelve units each between now and 2013 but success depends on the acquisition of land on convenient sites at a price sufficiently low to ensure that housing can be affordable.

FUTURE ACTION?

- LIPC to continue to investigate the possibility of partnerships to enable housing needs in the Parish to be satisfied.
- Agree location and detail of 1st development.

Leisure & Recreation

The 2001 Village Opinion showed that children up to the age of 10 or 11 were reasonably well catered for by available play facilities in the village due largely no doubt to phase one of Play 2000, the brainchild of an enterprising volunteer group who installed a new childrens' play area at Green End.

However, the rating of facilities for teenagers declined rapidly over the age range 11 to 16. The 2nd phase of Play 2000, completed in the summer of 2002 and also at Green End, was specifically aimed at older children and went some considerable way to cater for them.

The other village play areas are at Short Lane, Leigh Crescent and Model Village (owned by Cemex) all of which are in need of some improvement, particularly the last.

Provision must be made in budgeting to continually finance the routine checking, maintenance and - as necessary - replacement of all existing play equipment.

When the opportunity came in September 2003, the LIPC purchased a 5.7-acre extension to the Green End playing fields (formerly part of Garrets Close) as a potential means of providing increased leisure and recreational facilities, including an overdue new pavilion, for all ages.



OLD PAVILION

Consequently the 2004 Village Opinion survey asked "What additional recreation facilities would you like to see provided?" and, in view of the less than adequate existing arrangements: "What facilities.....should be provided in a new pavilion?"

An encouraging 58% of those answering wanted walking, dog walking, picnicking, cricket, tennis, bowls, a golf practice area - and parking! And for younger people netball, BMX biking, roller-blading and a cyber cafe were suggested. In a new pavilion, changing rooms, toilets, showers, cafe, gym, kitchen and catering were requested.

In October 2004 a Green End Fields Preliminary Study Group (PSG) was formed in order to consider how to implement the 2004 survey results, and in March 2005 the L.I. Cricket Club said it would be prepared to move to Green End provided adequate funding could be found for the necessary facilities.

Following a village competition, the PSG adopted the acronym LILAC (Long Itchington Leisure and Community project) but although many, many meetings have been held, progress has been regrettably slow. *The situation now is that an injection of new blood and enthusiasm is required in order to bring many brilliant ideas to fruition.*

Can LILAC be Gathered?

Much progress was made by earlier LILAC committees. Various field layouts were discussed and drawn up, costings were made, sources of funding identified and trees were planted. Little else has happened and the project now needs re-inventing.

Priorities include land drainage, a dog walking route to prevent fouling of play areas, and a new pavilion with adequate parking to alleviate congestion at Green End.

AGMs have been held and a constitution has been approved. Who will now join the remaining stalwarts to ensure that progress is made? **Any volunteers?**

FUTURE ACTION?

- Revitalise the LILAC Group and develop Green End facilities such as pavilion, parking, picnic area, dog-walk, and more activities for teenagers.
- Refurbish the Short Lane and Leigh Crescent children's play areas.

— The Pond and Open Spaces —

In the 2001 Village Opinion 44% wanted **the Pond** to be preserved at all cost, and another 29% felt the same about the Green and its surrounding areas, and trees.

87% of respondents to Village Opinion 2004 wanted an end to the pond almost drying up in hot summers, and 80% wanted the banks restored. Many requested swans and natural flowering plants and wildlife.

Consequently a Pond Working Group was formed and £48,000 raised to fund their project. The pond was drained, over 400 tons of silt were removed after which a bentonite clay lining was installed to prevent the leaching of water into the ground when the water table is low over the summer months.

In addition, the banks have been rebuilt and planted and a nesting platform created in the water in anticipation of swans returning. Colourful information notices have been erected and a viewing and dipping platform has been constructed for the added enjoyment of all, but especially for the use of children from the local primary school.

The pond was re-opened amid much celebration in May 2007 and it has rapidly settled down to become, once again, the popular focal point in the middle of the village.

Footnote: In the 2007 Village Ventures competition this Pond Project won the Environment section, and was the overall Village Ventures runner-up.



Ongoing financial and maintenance commitments are no more than before and are restricted to periodic cleaning and tidying tasks around the periphery.

Seasonal bulb planting expeditions are to be encouraged; overfeeding of ducks leading inevitably to too many ducks and vermin, is definitely to be discouraged.

FUTURE ACTION?

- Annual tidying and planting.
- Improve floating nesting platform.

— The Pond and Open Spaces *continued* —

Apart from the pond and the previously mentioned play areas, the other principal **open spaces** are the greens around the pond, the fields adjoining the main settlements, the Church Road allotments, cemeteries, the local footpath system, the road verges owned by either the village or by the county, the wildlife reserve at White's Spinney, the Grand Union canal and old railway systems and, of course, the River Itchen.

The allotments, leased at a peppercorn rent, are a very important amenity. It has been suggested that the landlord should be asked to sell the area to the Parish (at an affordable price) or at least guarantee that any lease would be "in perpetuity".

As well as these open spaces the trees that accompany them are an integral part of the scene and should be looked after and preserved.



Of great importance also are the views from various vantage points within the parish, and again when entering or leaving the villages.

The VDS notes the importance of the local footpath system linking the village to open countryside areas, and it lists recommendations for the treatment and preservation of all these open spaces. These VDS guidelines must be heeded when considering and planning all significant future building and landscaping developments.

To quote the VDS, *"The people who live here have chosen to do so because they can see trees and open spaces both within the village and across open agricultural land. Space is a valuable commodity that must be retained for its significant contribution to the nature of the village."*

At some time in the future the cement works site at the south-eastern extremity of the parish will be re-developed. Again quoting the VDS: *"it is imperative that open green areas be preserved between it and the existing village, and around Model village."*

The monitoring, maintenance, protection and approved enhancement of all open spaces is the responsibility of the Open Spaces Working Party of the LIPC.

A Local Space Race?

There is always going to be a competition between developers and the guardians of our fine village views and open areas. Part of the rationale behind the Parish Plan is to ensure that all open spaces regarded as an amenity are preserved.

FUTURE ACTION?

- Ensure all key open spaces are preserved and where possible improved.
- Look into the possibility of buying the Church Road allotments for the community.
- Through the Footpath Group persuade the authorities to repair footpaths where residents' safety is an issue e.g. SM2 in the allotments/graveyard area.

— Road Lighting & Parking —

The LIPC has responsibility for the maintenance of nearly all the **road lighting** within the parish boundary with the exception of the main A423 and smaller private developments. In the last three years there has been a severe increase in the costs of replacing defective components and life-expired lighting columns.

The maintenance programme is to replace three life-expired street lighting columns per year. Odingsel Drive and Sabin Close lights have been deemed to be in most urgent need of replacement because the lighting columns are galvanised steel, which seem to rust badly from the inside. This replacement programme will continue pending recommendations from moves nationally to review light pollution and the cost benefits of certain “local lights” schemes. Electricity supply charges could rise significantly in the future so there is an obvious need to look at energy conservation schemes.

Lighting Up Time?

From the LIPC: “We aim to replace a minimum of three street lighting columns per year for the next five years and in this period undertake a review of lighting needs across the Parish.

But also we need to investigate means by which energy saving and efficient use of electricity supply can be applied whilst meeting local lighting needs”.

The LIPC is acutely aware of the issues of vehicle **parking** within the Parish. Village Opinion 2001 reported an estimated 220 vehicles parked on the street and 50% of people thought parking a hazard. At Annual Parish Meetings since, repeated complaints suggest that the problem has got worse, e.g. APM 2008 (see page 26).

Areas of special attention are in Church Road opposite the Church, Green End near the Buck and Bell pub, Model Village, and around Leigh Crescent and the school in the ‘top end’ of the village.



In recent months a campaign to increase awareness of the village car park just off the pond area has had some positive results.

Whilst in certain situations parked vehicles can be of benefit in slowing traffic, they are more often a nuisance in blocking pavements and vision and in preventing free access to road sweepers and emergency service vehicles should they be called.

There is no easy solution to this but to continue to work in close liaison with the local police and the County Council to encourage responsible parking.

Furthermore, LIPC sees an obvious need to complete a survey to see whether additional off-road parking spaces can be made available in badly affected areas.

FUTURE ACTION?

- Continue programme of inspection and replacement of street lights.
- Review lighting needs and energy conservation policy.
- Investigate pros and cons of providing more residential parking areas.
- Encourage responsible parking and reporting of dangers to the Police.

— Road Safety & Maintenance —

In 2001 78% of respondents to the Village Opinion survey thought traffic speed a problem and 44% remarked on the danger when crossing roads - the A423 in particular. In recent years there has been a marked increase in numbers of heavy goods vehicles.

Road safety problems are raised at almost every Annual Parish Meeting - see page 26.

Following publication of the 2001 results, the Parish Council had a number of discussions with the County Council's Highways officers and after more consultations with police and residents a 30 mph scheme with extended 40 mph stretches, crossings and interactive speed warning signs was introduced into the village in May/June 2004.

After a settling-in period the new scheme undoubtedly had beneficial effects in that average speeds were reduced. However, critics claim that both 30 mph and 40 mph limits should be extended and it is evident that at least one centre refuge is so poorly positioned that is in fact a hazard being almost always in a traffic-damaged condition!



Today concern is freely expressed over those who have little regard for speed limits, and over the sheer volume of heavy goods vehicles passing through Long Itchington.

It seems obvious that to address these concerns the following steps should be taken:-

- Traffic police should devise a simple, widely available system whereby suitably trained volunteer residents could obtain photographic evidence of speeding which would then be used by the police to deter offenders.
- GPS systems in the cab should be programmed to include more motorways and dual-carriageways and fewer minor roads in recommended routes.
- Following the very well attended village meeting on 15th November 2008 and concern raised at the 2009 APM (page 27) residents should continue to object, on environmental grounds, to the current planning application to manufacture Climafuel at Long Itchington, and road-haul it Rugby.
- Impose a 20 mph limit in Stockton Road, from the School down to the A423, during school hours only.

Warwickshire County Council has now agreed to reduce the speed limit in Bascote to 30 mph. It is expected that this work will be carried out in 2009.

The Long Itchington Raceway —————

Here the traffic may not be as fast or as noisy or as smelly as at Silverstone but too often now it seems like it! The A423 may be a main road with anyone having the right to use it but....

....IT IS TIME THE SAFETY CAR CAME OUT!

And safety should be driven by the authorities who can make our roads more acceptable.

FUTURE ACTION?

- Strive to achieve the above four traffic control measures.
- Ensure Bascote 30mph speed limit is installed.

— Road Safety & Maintenance *continued* —

As far as **road maintenance** is concerned all roads within the village were surface-dressed between May and November 2006, and white-lining followed. The A423 was re-surfaced prior to that, and the Leamington Road into the village has been “re-haunched” and resurfaced.

Repair of pot-holes and raising of sunken drain covers is dependent on reports from the LIPC or the public to County Highways whose response time is usually reasonable. Because of high traffic levels the A423 can deteriorate quite rapidly and response times can be extended. Otherwise the general condition of roads in the parish is quite good.

Pavement surface defects present a health and safety hazard, particularly to older residents of which Long Itchington has many. *County Highways should place a much higher priority on keeping pavements in good repair.*

Long Itchington is on a flood plain, yet drain and gully cleaning and repair is an infrequent and haphazard affair which should be reviewed.



Road safety at specific points within the parish should be improved as follows:-

1. *The crossroads at Bascote is dangerous!*

Many traffic accidents have occurred there at various times of the year. The perimeter wall at Crossroads Cottage has been damaged or demolished four or five times in recent years and the owner has witnessed vehicles coming down the hill from Bascote Heath not stopping in time, and sometimes travelling over the junction at great speed. Clearly the signage must be improved, and a 30mph speed limit through Bascote Heath plus other warning devices such as rumble strips should be installed.



Otherwise there will, undoubtedly, be a more serious, if not fatal, accident.

2. Another safety hazard is where the eastern end of Church Road meets the Leamington Road at the Pond. There have been several traffic accidents at this junction and measures need to be taken to reduce the danger.



3. In Bascote Road, Leamington Road and Church Road heavy farm and haulage traffic has damaged soft verges making them sink well below road level. This has caused tarmac to break away with hazards for unwary drivers. Repair &/or white-lining of road edges is required.

The role of the LIPC will continue to be the eyes and ears of the community and to encourage the responsible authorities to understand our highways maintenance and safety needs. The LIPC will continue to work in close partnership with the County Council to improve matters wherever necessary.

The maintenance of street lighting and the monitoring of highways and traffic is the responsibility of the Highways and Lighting Working Party of the LIPC.

FUTURE ACTION?

- Continue to list all road, pavement and storm drain defects and strive to get them fixed reasonably quickly.
- Endeavour to get the above three safety hazards rectified.

— Cleanliness & Tidiness —

Litter - identified as a perennial problem in Long Itchington from Village Opinion 2001 through to APMs 2007 and 2008 (page 26) - can be controlled by the provision of sufficient bins and with litter picks by council employees or volunteers from the parish.

Litter can be dangerous. Broken drinks bottles, many indicating under-age alcohol use, are found frequently in the Green End fields where young people congregate. These areas are regularly inspected and broken glass removed - but unnecessary accidents can happen.

Plastic bags get blown around looking unsightly when snagged on hedges, and can be a danger to children, farm animals and other wildlife.



In the 2001 Village Opinion 37% of respondents saw **dog mess** as a problem and in the Green/Central and West areas of the village the complaint level rose to around 50%. Particularly affected were footpaths and pavements, Church Road and Stonebridge Lane.

This survey concluded that there were nearly 300 dogs in the parish, and one resident later calculated that they would produce about 15 tons of ordure per annum! If 20% of this is unretrieved by owners it is easy to understand why there is a problem.

At the 2007 and 2008 Annual Parish Meetings dog fouling was either top or second in importance in the lists of parish concerns - see page 26.

The Green End fields have to be checked regularly and offending offerings removed before the fields can be used for football matches and village events.

Short of sampling, having registered the DNA of every dog in the parish, control is limited to regular reminders on notice boards, the Parish Diary and village meetings - and clean-ups. A review of services available from District and County might help.

Also it has been suggested that a dog owners' club or committee of some sort could improve education and cooperation by keeping contact with the sources of the problem, and by increasing the incidence of reporting of offenders.

Field layouts suggested by the LILAC group included a fenced dog walk and play area with bins etc. Perhaps this part of the project should be accelerated.

Apart from fouling footwear of unwary passers-by, dog faeces can carry larvae of the roundworm toxocara and other 'nasties' which if inadvertently ingested can cause a range of unpleasant human diseases. Children can be particularly vulnerable: a carefree roll in the February snow caused at least one load of extra washing due to what lurked underneath the inviting whiteness!

Regular reminders and education are necessary via notice-boards, the Parish Diary, meetings etc. and - hopefully - by parents, guardians and teachers of young people.

FUTURE ACTION?

- Continue to warn, inform and educate those who would leave litter, dog mess and graffiti. Get the Police and Stratford Dog Warden to help where applicable.
- Investigate District and County services, and continue the valiant clean-up!
- Persevere with the idea of forming a dog owners' club or committee.

— Cleanliness and Tidiness *continued* —

Over the past 2 years or so, more **graffiti** have appeared on the walls of toilets, bus shelter at the Pond, Leigh Crescent garage doors, road signs and again the skate-board ramp.

By adding to and consulting their library of ‘tags’ the police have been quite successful in tracing and dealing with miscreants.

Treatment consists of the labour-intensive cleaning of brickwork and other surfaces, and repainting internal walls, sometimes with the participation of offenders.

Long Itchington has not been entered for a Village of the Year type of competition for a number of years but there is a re-awakening of interest within the Parish Council.

The Warwickshire’s Best Village competition now has a revised format with six categories which are community projects, community buildings, communication, environmental projects, business in the community, and history & heritage.

One or more of these classes could present an opening for our volunteer groups to gain recognition for all the unsung hard work that goes on in our village.

Warwickshire’s Calor Village of the Year® event is more involved and all four categories of community, business, sustainability and communication must be entered together with a General section.

These competitions give UK’s smaller communities the opportunity to put their village through its paces and in doing so maybe win a prize in one or more of the various classes.

Also they entail a search for the most vibrant, enterprising and sustainable communities but, as with all similar events, it is the taking part that counts. Entrants reap real benefits from working together as a village, engendering a genuine sense of community spirit.

Our local organiser is the Warwickshire Rural Community Council based at Stoneleigh, and first moves would be to download information from www.ruralwarwickshire.org.uk or the Guidelines and Health Check from calorvillageoftheyear.org.

In doing so all residents would no doubt re-discover the importance and satisfaction associated with a clean and tidy village, and would have to decide whether or not remaining eyesores could be eliminated.

The Unsociable Few

Generally the nuisances of litter, dog mess and graffiti are caused by a small minority of irresponsible residents who are not always juvenile - except in behaviour.

The LIPC would remind this irresponsible group of four things:-

1. As well as being unsightly litter, dog mess and graffiti can be extremely dangerous to the health and safety of all but, especially, young children.
2. Clearing up after offenders is expensive and adds a significant amount annually to the costs incurred by the Parish Council which then have to be passed on to residents.
3. Leaving litter, dog mess or graffiti is an offence and, with the active assistance of the police, local offenders have been successfully prosecuted.
4. The statutory penalty for dog-fouling can be up to £1,000!

Never in our fields has so much unpleasantness been given to so many by so few!

FUTURE ACTION?

- List, survey and improve remaining unsightly areas in parish.
- Encourage more interest in entering Village of the Year competitions.

— The Wider Environment —

L.I.F.E was formed in Long Itchington in 2006 and became “Long Itchington and surrounding villages for the Earth” to reflect the support and membership from neighbouring parishes. It is independent of, but supported by, the LIPC.

L.I.F.E. is a group of about 60 people mainly from Long Itchington who are concerned about climate change, and whose aim is a) to raise awareness locally and b) to show people how, by taking often simple steps, they can reduce their carbon footprint and, in turn, their impact on our environment, thereby helping to tackle global warming.

Work to date has included holding Open/Green Days with displays, exhibitors and speakers on related issues. L.I.F.E. members attend various local events with displays and information promoting projects, speaking to and working with local organisations and groups including the Long Itchington Cof E Primary School.

In 2008 key projects focused on the advantages of Insulation in the Home, awareness of recycling both at the kerbside and also at the Stockton recycling Centre.

Speakers at 2008 meetings included representatives from the Warwickshire Energy Efficiency Advice Centre (now Act on Energy), the Warwickshire Climate Change Partnership, and Garden Organic from Ryton.

As a result of the Insulation project, 71 new installations were completed in Long Itchington, and a second phase is being considered for 2009 along with Growing Your Own and National Tree Week projects.

Future work could involve improving the energy efficiency of community buildings, as well as our homes and other buildings, and alternative sources of energy.

L.I.F.E. will continue to examine ways of reducing the carbon footprint of the village and to this end will seek to work closely with and alongside other village organizations, our residents and the LIPC.

Should the Parish Council decide a carbon reduction policy with the help of L.I.F.E?

This question should be part of the next Village Opinion.

Carbon Neutral - Myth or Maybe?

Ashton Hayes, a village of 1000 residents in Cheshire is aiming to become the first carbon neutral village in the U.K. In two years their parish council, backed by a large majority of residents and a team of 30+ enthusiastic volunteers, report that carbon emissions have been cut by 20%, and are convinced that their ultimate aim will be achieved.

The website www.goingcarbonneutral.co.uk is fascinating. Could we do it?

FUTURE ACTION?

- With the help of L.I.F.E. implement all reasonable “green” steps to take now.
- With the help of feedback from the Parish, agree a longer term approach.

Population Groups

Village Opinion 2001 reported that 26% of residents were under the age of 22, and 23% over 59. It also found that 25% of residents were retired and that in 33% of households the residents, either singles or couples, were over 60.

Village Opinion 2004 found that the age profile of responders was fairly similar to 2001 and that 53% of the population were over 50.

Comparison with UK statistics suggests that Long Itchington would seem to have slightly fewer younger people but more older residents than the national average.

Village Opinion 2001 also showed that in the age-group 5 to 10 years, **young people** seemed happy with the way they were provided for, but from 11 to 16 years satisfaction declined rapidly - *which is probably a trend to be expected but very difficult to reverse.*

Strong links exist between the Primary School and the community via events such as the Spring and Autumn Shows, by residents working at the school and with Pre-School and Parent/Toddler Groups. Other key childrens' organisations run by skilled volunteers include Brownies, Guides, Junior Cricket and Football Clubs, Tennis and Youth Clubs.

Whilst life for younger children having close contact with parents and school can be safe and full, for **older children** life can be different. Increased demands by them for more freedom, and on parents to work long hours, inevitably cause reduced involvement with their children who then become less supervised and more liable to turn to their peers for company - and for diversions not always approved by the community.

In Village Opinion 2001, suggestions by older children for new facilities to be provided included some already available in the village such as football and tennis, and some available in Southam such as swimming, bowling and rugby. The 2007 WRCC Housing Needs Survey reported 26 returns asking for more youth activities of which 8 were for a Youth Club which already exists in Long Itchington. ***So is communication a problem?***

In Village Opinion 2004 facilities requested for teenagers again included tennis but also Netball, BMX biking, roller skating/blading, scootering and a cyber cafe. Consideration of these suggestions is perhaps dependent upon a revival of the LILAC group (page 9).

For some the Youth Club, Cricket, Football and Tennis clubs fill a void and since 2002 the phase 2 of Play 2000 provided others with the skate-board half-pipe requested in 2001, and also a games area. *But dissatisfaction still remains, along with evidence that not all teenagers are "sporty", and many think that life in Long Itchington is "boring".*

So what must a caring community do to improve the lives of bored young people including, presumably, the unsociable element responsible for the small but significant amount of nuisance and vandalism in the village?

The Targeted Youth Support initiative from the Division for Young People of the WCC Young People and Families Directorate offers suggestions based on the principles of "something to do, somewhere to go, and someone to listen".

But, inevitably, providing more facilities for young people will require partnerships with extra willing volunteers!

Are You Willing?

Village clubs and activities depend on the availability of willing and capable volunteers so it is not possible to provide every requested facility. The Parish Council will strongly support groups who organise youth activities so that families without their own transport are not penalised and so that children of all ages can develop strong bonds with the community and other age groups within it.

Population Groups *continued*

There are good village organisations such as the Wednesday Club and the W.I. which cater for **older residents**. Village Opinion 2004 found that over half of our residents are over 50 and as this group gets bigger there is the potential for many more older people to become socially isolated.

In the 2007 WRCC Housing Needs Survey 6 returns mentioned the need for older persons' activities, and at the 2008 Annual Parish Meeting care of older residents was in the top 10 of concerns expressed (see page 26).

Many elderly residents do not take part in village activities and groups because they choose not to, but some are housebound or do not have friends to accompany them.

In 2008 residents with representatives on the Parish Council formed a new group to produce a very well-received calendar for the village, the proceeds from the sale of which are ear-marked for activities for the elderly.

Without wishing to patronise older residents LIPC wishes to encourage the broadening of activities within the village specifically for this age group.

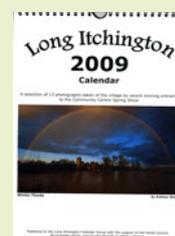
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Village Opinion 2001 reported about 40 households had registered **disabled** residents, and also that 8% of residents were **working from home**. More information on these two groups and their needs should be obtained in the next Village Opinion survey.

Make a Date with the Calendar Group!

What a great idea - the Village Calendar! The 2009 copy sold out after two production runs and is already a collector's item. The whole idea was to make a bit of money to be used in projects involving some of our older residents. And how it succeeded! The next step is to decide how the money might be spent. If you've any ideas - *make a date with the Group*.

So make sure you order next year's in good time!



FUTURE ACTION?

- ❑ With the help of young people, to explore further activities which might be provided for them within the village.
- ❑ To take more proactive steps in tackling youth misbehaviour, by talking with families and by closer liaison with the Police, schools, village groups, and the WCC Targeted Youth Support scheme.
- ❑ To support the work of the The Calendar Group in providing a more diverse range of activities for the elderly.
- ❑ To determine the extent of needs by researching three population groups in more detail i.e. older, registered disabled, and working-from-home residents.

–Crime & Neighbourhood Watch–

Hitherto Long Itchington has been a relatively low crime area with incidents falling mainly into car crime, domestic burglary, bogus callers and nuisance youth categories. *In 2008 fewer incidents were reported than in any other parish in the Southam area.*

A good working relationship with local Community Police, and a Neighbourhood Watch (NHW) scheme help reduce crime levels, but nuisance youths are an increasing problem.

Under a co-ordinator about 30 NHW members undertake to keep an eye on what goes on around their homes and those of their neighbours, especially with respect to suspicious vehicles and callers, and they are also ready to assist elderly residents who live alone.

Good neighbourliness demands that rogue builders and tarmac gangs, or phoney “men from the council” are reported to the police as soon as they are observed.

In recent years, however, much troublesome activity has entered unobserved in the form of cleverly misleading emails and phone calls offering, for example, fire and burglar alarm systems which can be much more expensive than at first perceived. NHW can help greatly in warning and advising the more vulnerable in our society.

A lesser known fact is that some home insurance companies offer reduced premiums if the area has an approved NHW scheme.

Long Itchington is fortunate in having a very helpful Southam Police team who issue a weekly neighbourhood crime bulletin with lots of advice on crime prevention which can then be communicated to the village.

Problems of youth crime were raised by several residents at both the 2008 and 2009 Annual Parish Meetings. Marauding gangs of teenagers, some from outside areas, are causing an increasing amount of wilful damage, offensive graffiti, and harassment of villagers in their homes at all hours. Their behaviour is often fuelled by alcohol and drugs as is evidenced by litter left behind by them. Complaints were voiced that the Police are slow to respond to cries for help, and that little seems to be done to deter such behaviour.

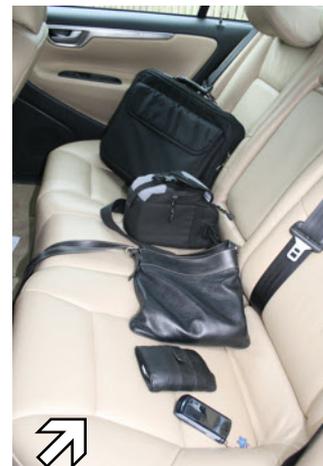
LIPC and other villagers have held several encouraging meetings with the Police in order to find ways of discouraging such behaviour and of protecting victims.

Stop Monkeying Around!

We might agree that in their day the three monkeys might have been wise. But nowadays there is plenty of evil about. If you see or hear anything evil - or become merely suspicious - **SPEAK OUT!** Report all incidents promptly to either the police or your nearest NHW member.

FUTURE ACTION?

- ❑ **Continue meetings with the Police in order to reduce troublesome teenage behaviour.**
- ❑ Support Neighbourhood Watch and help the group to develop further.
- ❑ Remind residents, particularly the elderly, how to protect property, deal with doorstep cold-callers, and whom to contact if they need help.
- ❑ Continue a campaign of warning and education using efficient communication.



GIVE THEM THE BOOT! ↗

— Local Facilities & Services —

Facilities, amenities, organisations and services in the parish of Long Itchington include:-

Shops (3)
Post Office
Public Phone Box
Broadband Internet Connection
Pubs and Restaurants (8)
Holy Trinity Church
Congregational Chapel
Bus Services
Community Centre
Primary School
Parish Council
Bimonthly Parish Diary
Notice Boards (6)
Parish Council website
New Community website
Parochial Church Council
□ □ □
Heartstart
Neighbourhood Watch
Long Itchington Educational Foundation
Baby, Child and Teenager Organisations (about 8)
Other Clubs and Societies (about 15)
□ □ □
Community Police
Allotments
Litter Bins
Salt/Grit Bins
Play Areas and Fields
Electricity, water and gas
Mains sewage and storm drainage
Waste and recycling collections
Weekly Mobile Library
Village Handypersons
Footpaths and Bridleways
Annual Carnival
Annual Bonfire Night
Spring and Autumn Shows
Public Seats
The Pond
Open Spaces
Flood Defences

This list which is certainly not exhaustive shows what a wide range we have at our disposal and also how many willing volunteers there must be in Long Itchington.

In the 2007 Housing Needs Survey additional facilities requested included an improved bus service, more and better shops, a doctor's surgery (the Long Itchington Branch Surgery, Thursdays at 8.30am, closed in 2003) and a chemist.

Sadly it is not always possible to provide all the facilities asked for!

FUTURE ACTION?

- Wherever possible, to provide population groups, especially the young and elderly, with facilities not currently available - provided willing volunteers come forward.

Emergency Procedures

In the event of a mass emergency the Parish Council is usually in a good position to take charge and organise help for those affected. The LIPC Emergency Working Party meets from time to time to review risk, procedures and facilities.

In partnership with the Emergency Planning Unit at Warwickshire County Council the Parish Council has developed a Parish Emergency Plan with a booklet containing first steps to evaluate any threat and mobilise resources, and which lists the contact names and numbers of anyone who might have a useful skill or item of equipment which can be called on in an emergency. The plan is updated annually and training sessions are held at the County Council from time to time to keep everyone updated on procedures.

In the past the major threat to a large section of the village has been flooding due to a combination of heavy rain and the overflowing of the River Itchen.

Housing developments have reduced drainage areas which has no doubt exacerbated the problem, and widespread flooding occurred in Church Road and Stonebridge Lane from Maundy Thursday 1998 and 20th July 2007.

These recent events have shown that the raised river bank and flood walls no longer afford sufficient protection against the more frequently occurring extreme weather conditions. A major effort by the LIPC has resulted in a Flood Alleviation Scheme being designed by the Environment Agency. This involves realigning the river east of Bascote Road to make room for the northern river bank to be raised and the improvement of flood walls as far as the Green Man pub. Work should commence in Summer 2009.

Also, the Parish Council obtained a flood grant from Stratford District Council to carry out a survey of the storm drains in Church Road and Bascote Road. This proved that there were faulty connections and extensive damage underground. Severn Trent Water and the Highways Department are looking at the results and repairs are expected. This grant also enabled the Council to purchase a pump which, with several tons of sand and bags, will be kept ready in the vicinity.

As far as personal emergencies are concerned, since March 2001 the village has had **Heartstart**, a fully trained and self-financed team of first responders complete with defibrillator and oxygen equipment. *The increase in administration demanded by the Warwick Ambulance Service has not helped Heartstart recruitment, but it is hoped that these difficulties can be overcome quickly.*

Keeping information and procedures up to date is the responsibility of the Emergency Working Party of the LIPC.

Emergencies Can Happen!

On 21st April 2006 the Emergency Plan was tested when at about 11pm a car crashed into a gas governor outside Model Village causing a severe gas leak.

With the help of the Police, about 20 residents and three pets were evacuated to the Community centre, a valuable resource of shelter, kitchen and communications facilities. Care was provided by Parish and County Council members until the area was declared safe at about 2.20am.

FUTURE ACTION?

- Ensure the Emergency Plan, training and equipment are kept up to date.
- Check condition of all suspect storm drains. Organise repair and jetting.
- Liaise with the Environment Agency on the Flood Alleviation Scheme.

— Efficient Communication —

There are many communication methods between the various sections of the community. The Parish Council currently maintains six Notice Boards around the parish. There is also a large noticeboard at the Community Centre. The Parish Clerk has the responsibility for regularly updating the boards.

The Long Itchington Parish Diary dates from 1988 and is a 4-side A4 pamphlet published by the Parish Council bi-monthly with a volunteer editor. The Clerk and representatives of other local groups provide copy by e-mail and the Clerk liaises with the editor over priorities and suitability for inclusion. The Diary is compiled using MS Word and e-mailed to the printer. Copies are delivered by paid volunteers to every household, together with any inserts such as approved circulars and fliers or the Annual Information Sheet which lists contact details for local and area services, and village organisations.

Parish Council meetings are held monthly (except August) with the Southam police and the County/District Councillor in attendance. Residents often attend to air problems.

Other Public Meetings are organised by the LIPC to inform residents and receive their views on matters of local importance, such as a new housing or industrial development. *The Annual Parish Meeting, also arranged by LIPC is a statutory event of general interest.*

The Parish Council website was introduced in 2008 and is still at an experimental stage. Subjects include details of Councillors and Parish Clerk, minutes of Public, Council and Annual Parish meetings, copies of the Diary, information on the Parish Precept, Footpaths and Housing, and News items. *Regular and prompt updating is still a problem.*

The new Community Website run by an independent group with the approval of the Parish Council, is expected to become live during 2009 with a range of non-Council topics.

As the Pond is the focal point of the village permission is granted by the LIPC allowing certain important events one week of advertising using banners on perimeter railings.

With so many facilities and meeting points the parish Bush Telegraph is alive and well!

Reporters from the Local Press will usually contact a councillor on matters of importance and interest, and a volunteer correspondent writes a weekly column on village events for the Leamington Courier.

Parish “Village Opinion” Surveys are a valuable way to gauge needs and problems, likes and dislikes. *The last was in 2004, so the next is possibly overdue.*

“E” or “Snail”?

These days email has largely superseded the telephone on grounds of convenience, cheapness and, if required, a permanently stored record. However the personal approach by telephone is still often to be preferred. Letters (snail mail) have all but disappeared - “More’s the pity” some say, especially those not yet connected to the internet.

FUTURE ACTION?

- Improve the look and speed of maintenance of the PC website and support effort to get the Community website up and running.
- Consider having a parish email directory to enable quicker and more widespread information exchange, reduction of door to door Diary etc deliveries & wider contact to achieve greater attendance at village events etc.
- Review the format of the Dairy. Also a supplement could be produced which might include correspondence, advertising, competitions, special features, etc.
- Organise the next Village Opinion as soon as the LIPC think it necessary.

— An Effective Parish Council —

Parish Councils are corporate bodies of which there are about 9,000 in England and Wales, and 109 in the Stratford District. They have wide powers and deliver a vast range of services and representation at a community level in response to observed needs. Funding is by means of an annual precept collected by the County Council.

Parish Councils, elected every 4 years, form the first level in the 3-tier system of local government after which come Stratford District and then Warwickshire County Councils.

The Long Itchington Parish Council dates from 1890 and today consists of nine Councillors and the Parish Clerk. Formal meetings are held monthly in the Community Centre on the first Wednesday of every month except August.

The LIPC has seven working parties to report on Planning, Open Spaces, Housing Needs, Highways & Lighting, Finance, Community Centre, and Emergency matters.

Many references in this Plan refer to the need for efficient communications. A new LIPC working party has been proposed which will oversee parish communications, ensure adequate and efficient links for all residents and groups with the Parish Council, and assist groups and new initiatives e.g. The Beer Festival, to achieve aims more rewardingly.

An effective Parish Council will ensure that the parish and its facilities are maintained and improved to an agreed satisfactory state, and that community problem areas are identified and rectified - all within an acceptable budget.

In order to be effective it is likely that the majority of councillors should be **elected** which means they have agreed, and have been given community approval, to take an active part in “running the village”. Councillors should also agree to some training, in whichever role is assumed, to improve knowledge and capability.

Other essentials for an effective Council are a well qualified Clerk and Responsible Financial Officer, good communications between all sections of the parish and smooth transfer of responsibilities between successive councils.

Finally, all successful organisations need a business plan with a statement of intent and Parish Councils are no exception. Long Itchington is a Local Centre Village, its Parish Council has Quality Status, and an up-to-date Parish Plan will help ensure that the community continues to be well served into the future.

Nothing Succeeds Like Succession!

The question of succession will come under discussion in Council whenever long-serving members give notice of retiring or standing down at Parish Council elections.

Good continuity will be achieved if the four PACE factors are available:-

- P**lan - An approved Parish Plan
- A**dvice - available from retired Councillors and other helpers
- C**lerk - A well qualified resident Parish Clerk
- E**xperience - gained and provided by continuing Councillors

The production of this Parish Plan will ensure that the new Council will proceed with PACE.

FUTURE ACTION?

- Formation of a new working party to ensure efficient communications between individuals, groups and new initiatives, and the Parish Council.
- For good continuity in Council following the May 2010 elections ensure all PACE factors are available.

Concluding Remarks

It has already been remarked that the Parish Plan is a statement and vision of what local features and characteristics the community wishes to preserve, and how it wishes to develop to the benefit of as many as possible, over the next five to ten years.

A good Parish Plan should also be the 3 Rs:-

- ❑ **A Reference** document - a valuable source of background information for all, but especially for newer parish councillors, helpers, and for project and village organisation managers.
- ❑ **A Reminder** of the very wide range of village tasks and projects, needs and aspirations that must continually be considered by the Parish Council and also of what is good and bad in the parish.
- ❑ **A Rationale** - a logical means of deciding a program of work to achieve agreed goals, *the Action Plan*, on the basis of amenity, need, urgency and cost.

All the suggested Future Actions in this Parish Plan are listed in Appendix B together with overall aims and other basic information.

Generally speaking the Action Plan for the year will consist of all ongoing and maintenance items in the Action List together with all high priority items, plus any further work the Council thinks it has the resources to tackle.

As time passes aims will be achieved and new priorities will be agreed. So as a general rule it is recommended that the Long Itchington Parish Council should review the Action Plan annually when budgetting for the coming year, but should be aware that events and new information during the year may cause a further shift in priorities.

To be effective, the Parish Plan must be kept up to date by means of Village Opinion surveys, wide-ranging perhaps every 4 to 5 years, and on particular topics as and when the need arises.

On the basis of this last point, the next Long Itchington Village Opinion survey is possibly overdue and one will be organised as soon as practicable. The resulting data a) will help to fill some of the unknowns in the Action List, and b) may well lead to a review of project priorities.

The Long Itchington Parish Plan is _____

A description of how our community is now

An expression of what we want our villages to be like

A declaration of intent to make the Parish how we would all like it to be.



Appendix A

Annual Parish Meetings

In recent years Long Itchington APMs have played an indispensable part in providing contributions on village opinion, needs and aspirations. Feedback from these meetings has helped LIPC to keep up to date with the wishes of villagers and has provided a major source of information taken into consideration when formulating the Parish Plan.

Whereas once attendance was limited to 12 to 15 including councillors it is now not unusual to have an audience of 70 to 100. The increase has been achieved by improved publicity, by adding interest with displays from village clubs and activities, by presentations from speakers and by encouraging discussion - sometimes lively and forthright - on current matters of concern.

It can be seen from the advertising (see overleaf) placed on all notice boards and in the Long Itchington Diaries published prior to the APMs, that Parish Plan progress has been under discussion with the village since 2006.

LONG ITCHINGTON ANNUAL PARISH MEETING, COMMUNITY CENTRE, 28th APRIL 2007.

PLEASE TELL US MORE!

The Parish Council keeps up to date with the changing needs of the parish by engaging open meetings and surveys, with results recorded in publications such as the following:-

1995	Parish Appraisal by L.I.P.C.
1998/99	Village Origin Statement by ALIVE group and L.I.P.C.
2001	Parish Appraisal - Village Origin 2001 by L.I.P.C.
2004	Parish Survey - Village Origin 2004 (Dated, New F.I.C.C. and Housing Needs) by L.I.P.C.
2007	Housing Needs Survey by W.H.C.C. (in process of completion)
2007	L.I. Parish Plan by L.I.P.C. (to be completed)

TODAY IS AN OPEN MEETING!

SO WOULD YOU PLEASE TELL US WHAT YOU THINK THE MOST IMPORTANT PRESERVATION AND IMPROVEMENT NEEDS ARE FOR THE PARISH OF LONG ITCHINGTON

Please enter 1 or 2 in order of priority in the boxes (as many or as few 1s and 2s as you wish).

Affordable housing for younger people with village connections. How many bedrooms? 1 2 3 4 5 6 7 8 9 10 11 12

Smaller housing for older house owners wanting to downsize. How many bedrooms? 1 2 3 4 5 6 7 8 9 10 11 12

More police coverage in the parish, to do what?

More road improvements, if so what?

More leisure and/or recreational facilities, if so what?

More traffic control measures, if so where?

More village clubs and societies, if so what?

Better road and pavement maintenance, if so what and where?

More control of dog fouling, if so where?

More public seats, if so where?

More notice boards, if so where?

Too much litter, too few litter bins, if so where?

Better communications, i.e. Diaries, website etc. if so what?

Preservation of all public open spaces

Improvements of selected open spaces, if so which?

Better bus services, if so please tell us times and where to from?

Improve or reduce street lighting, if so where?

Better footpath maintenance, stonage and grit, if so where?

Other, please tell us what?

Please continue here as required.

Finally, please tell us how you think we can make our Annual Parish Meeting more useful, enjoyable, etc.

And if you tell us who you are, you will be entered in our draw for £25 of M&S vouchers!

Name and address or phone number

In order to gauge the current mood of the village a general survey (left) was taken at the 2007 APM which resulted in the following Diary report to the village:-

L.I. Diary, May 2007.

The 2007 L. I. ANNUAL PARISH MEETING...

...was held on Saturday a.m. 28th April in the Community Centre.

Over fifty people came to look at the displays from 17 village organisations and, of course, to attend the meeting itself - which was followed by an interesting talk by Amanda Henshaw from the Warwickshire Wildlife Trust.

Afterwards, a mini-survey of Village Opinion produced 30 returns which indicated that the top six concerns of the parish, in priority order, are:-

1. Road safety, with children in mind, particularly in the Leamington and Stockton Roads, reflecting forthright views expressed during the meeting.
2. Dog mess in most, some said "all", pedestrian paths in the parish. (Why on earth cannot people clean up their animals' deposits?)
3. Affordable housing (2-bed) for younger people with village ties.
4. Smaller housing (2-bed) for older house owners wishing to downsize.
5. Too much litter and too few bins, particularly around the Co-op.
6. More police coverage to discourage, particularly, speeding and vandalism. (Despite assurances, the police elected not to attend).

All these matters are constantly under review by your Parish Council who will increase pressure wherever possible to improve the situation.

Again, at the 2008 APM where about 90 people were present, the Diary report to the village read: ".....and a blob chart revealed that the most important concerns expressed by those present, in priority order, are:-

- | | |
|---------------------|----------------------------|
| 1. Dog fouling | 6. Litter |
| 2. Flood prevention | 7. Nuisance youths |
| 3. Road safety | 8. Housing needs |
| 4. Vehicle parking | 9. Care of older residents |
| 5. Bus services | 10. Footpath maintenance |

The Parish Council would like to thank everyone who made the 2008 APM a success."

Appendix A continued

Annual Parish Meetings

At the 2009 APM about 70 villagers attended many of whom took part in a very forthright discussion on youth misbehaviour in, particularly, Leigh Crescent and Southam Road. Other topics raised included:-

- Footpaths – repair of SM2 in conservation area & new path suggested from Buck & Bell to pond.
- Old concrete bag-stands – collection of
- Stockton Road – Include in winter gritting plan
- Street Lighting – More or less in village?
- Where do materials go after recycling?
- Dangerous tree at Leigh Crescent
- Allegation of drug dealing in village
- The proposed Cemex ‘Climafuel’ manufacturing facility
- Why is attendance so low at such an important Village Meeting?

The latest draft Parish Plan attracted much interest, encouraging comment and approval at the April 2009 APM (see photo below).



ANNUAL PARISH MEETING, Saturday 29th April 2006, Community Centre, 10am

Housing
 The Pond
 The Parish Plan
 Village Clubs and Societies
 Talk to your local ‘Bobby’
 Meet your Parish and County Councillors
 LILAC – Long Itchington Leisure And Community Project
 A nice cuppa and a chat?

Please now put this date in your diary andBE THERE - PLEASE! IT'S YOUR VILLAGE!

ANNUAL PARISH MEETING

Saturday 25th April 2009, Community Centre, 10am



Housing
 The Pond
 Footpath News
 Parish Plans for the future
 Talk to your community ‘Bobby’
 Learn about Village Clubs and Societies
 Meet your Parish, District and County Councillors
 Rubbish Collection and Re-cycling
 A cuppa, a biscuit and a chat?
 Reports from L.I.P.C.
 Lively Debate
 And more!



Doors Open 9.00am

IMPORTANT DATE – SO TRY TO BE THERE!

WHY?.....Because IT IS YOUR VILLAGE

Please come and have your say!

**THE APM IS AN OCCASION FOR ALL AGES
TO DISCOVER, INFLUENCE and HELP.**



For further information please ring Sue Jack on (01926) 815216

FUTURE ACTION?

- The importance of the Annual Parish Meeting cannot be overstated but effort is required to further increase numbers attending in order to get even more valuable feedback from the community, on an annual basis.

Appendix B - LONG ITCHINGTON PARISH PLAN ACTION LIST

Project	Ref Page	Aims	Status	ACTIONS	Priority	Partners	Timescale	Leaders	Remarks
A.1 Housing Needs	7, 8	To enable housing needs to be satisfied on a regular basis	1. Current needs assessed 2. Possible sites identified 3. Awaiting mtg with WRCC	1. Investigate possible partners 2. Agree first development	HIGH	WRCC SDC Housing Assocsns	2009 to 2011 then ongoing	LIPC & Hsg Working Party	Need to consult Parish at some stage
B.1 Leisure & Recreation	9	To develop L & R facilities in the Green End fields to a standard requested by residents	Although much prelim work has been done by the LILAC group, progress has stalled	1. Re-vitalise the LILAC group 2. Develop urgently required Green End facilities such as a new pavilion and dog-walk	HIGH	LILAC Grp Funds sources	2009 to 2011 then ongoing	LILAC & LIPC Open Spaces Working Party	Project Leader required urgently
B.2 Play Equipment Maintenance	9	1. To ensure all play equipment is safe and serviceable 2. To replace and/or refurbish all ageing items	1. Play areas are inspected regularly 2. Equipment at Short Lane & Leigh Crescent needs replacing - quotes required	Refurbish Short Lane and Leigh Crescent children's play area	HIGH	Suppliers and installers	2009 then ongoing	LIPC & Open Spaces Working Party	Amenity and Health & Safety issues
B.3 The Pond	10	To maintain the pond in an attractive state	Refurbished and reopened in May'07	1. Annual tidying and planting 2. Improve floating platform	Routine	ALIVE Group	2009 ongoing	LIPC Open Spaces Working Party	Focal point of village
B.4 Open Spaces	11	Preserve and improve in specific areas	Reasonably well maintained	Ensure all key open spaces are preserved and where possible improved	Routine	Landowners Village handipersons	2009 ongoing	LIPC Open Spaces Working Party	List eyesores for improvement
B.5 Allotments	11	To preserve the Church Road allotments for the parish in perpetuity	Valuable amenity, well used, currently leased at pepper-corn rent	1. Examine possibility of buying 2. Progress further if feasible	MEDIUM	Current Landowner PWL B	TBD	TBD	At some stage developers will be targeting this site
B.6 Footpaths	11	To ensure all footpaths and bridle paths are kept open and safe to use	Footpath Group formed and active	Resurface SM2 in the allotments/graveyard area.	HIGH	Footpath Group WCC Footpaths	2009	LIPC Highways and Lighting Working Party?	Health & Safety
C.1 Street Lighting	12	1. To progressively replace old lamp-posts 2. To conserve energy whilst maintaining sufficient street lighting.	1. The annual precept includes replacement cost of 3 lamp-posts 2. Energy costs have increased	1. Continue programme of inspection and replacement of street lights 2. Review lighting needs and energy conservation policy	1. Ongoing 2. MEDIUM	Suppliers WCC Highways	2009 ongoing	LIPC & Lighting Working Party	Experience of neighbouring parishes could be important
C.2 Parking	12	To reduce nuisance and dangers caused by badly parked vehicles	Vehicles are being badly parked on roads and pavements by both residents and visitors	1. Investigate provision of more residential parking spaces 2. Encourage driver cooperation* 3. Report dangerous parking	HIGH?	Police WCC Highways SDC	2009 ongoing	LIPC & Highways Working Party	*Re item 2, investigate a leaflet reminder system?
C.3 Road Safety	13, 14	To improve significantly road safety in the Parish	1. Extra speed control measures were introduced to A423 and Leamington Road in 2004 2. Bascoate 30mph limit scheme now approved	1. Strive to get page 13 control measures adopted 2. Press for approved Bascoate 30mph limit to be installed 3. Strive to get page 14 safety hazards rectified	HIGH	Police WCC Highways	2009 ongoing	LIPC & Highways Working Party	If the Cemex Climafuel plant at L.I. is approved, heavy vehicle numbers will greatly increase

Appendix B - LONG ITCHINGTON PARISH PLAN ACTION LIST contd

Project	Ref Page	Aims	Status	ACTIONS	Priority	Partners	Timescale	Leaders	Remarks
C.4 Road & Pavement Maintenance	14	To keep roads, storm drains and pavements in state of good repair	Backlog of repairs exists	Continue to list all defects, and strive to get fixed quickly	HIGH	WCC Highways	2009 and ongoing	LIPC & Highways Working Party	Poorly maintained pavements are a threat to Health and Safety
D.1 Reduction of Litter Nuisance	15	To keep the Parish reasonably free of litter	A lot of litter is being discarded, some dangerous. No formal system of control	1. Warn, Inform and Educate 2. Enquire re services available to assist clearing up 3. Organise litter picks as and when necessary	HIGH	WCC SDC	2009 and ongoing	LIPC and Open Spaces Working Party	Parents and schools could play a part
D.2 Control of Dog Fouling	15	To significantly reduce the problem	Other than £100 fine notices no formal system of control	1. Warn, Inform and Educate 2. Test feasibility of a Dog Club and Green End dog walk 3. Use District Dog Warden	HIGH	SDC Dog Warden Police	2009 and ongoing	LIPC and Open Spaces Working Party	Responsible dog owners could help to educate others
D.3 Control of Graffiti	15	To cooperate with Police in tracing all offenders	Graffiti is an increasing nuisance. Instances are recorded then cleaned	1. Warn, Inform and Educate 2. Report all instances and get assistance of Police	Ongoing	Police	2009 and ongoing	LIPC and Open Spaces Working Party	The Police have a library of "tags" so send them photos
D.4 Removal of Eyesores	16	To reduce the number of unsightly areas	Some do exist!	1. Survey & improvement of sites 2. Increase awareness by entering Village of Year comps	MEDIUM	Landowners	2009 and ongoing	LIPC and Open Spaces Working Party	Organiser required!
D.5 Reducing Carbon Footprint	17	To significantly reduce the carbon footprint of the parish	1. New SDC waste and recycling scheme from Apr'09 2. LIFE creating much interest in useful measures	1. With help of L.I.F.E. to list all reasonable steps to take now 2. Decide priorities & timescale for a longer term approach	MEDIUM	L.I.F.E. SDC	To be decided	L.I.F.E.	
E.1 Young People	18, 19	To improve communications with, and increase facilities for, teenagers in the parish.	Some excellent facilities do exist for young people in the village but rising instances of misbehaviour suggest more could be done	1. With the help of young people to explore more amenities which might be found for them 2. To be more proactive in tackling youth misbehaviour	HIGH	Police, families, schools, and village groups. WRCC	2009 and ongoing	LIPC	Should there be a Youth Representative on the Parish Council?
E.2 Older Residents	19	To improve communications with and increase facilities for older people in the parish	The Calendar Group is active and has raised fund.	To support the work of the Calendar Group in providing a more diverse range of activities for older residents	HIGH	LIPC and Village Opinion 2009	2009 and ongoing	The Calendar Group	Do older people feel safe in Long Itchington?
E.3 Other Population Groups	19	To improve communications with and to understand the needs of more population groups	More information required on e.g. the disabled, those working from home etc.	To determine the extent of needs by obtaining data on registered disabled, and working from home groups	HIGH	LIPC and Village Opinion 2009	2009	LIPC	More facilities required for those disabled? Mobile phone and broadband?

Appendix B - LONG ITCHINGTON PARISH PLAN ACTION LIST contd

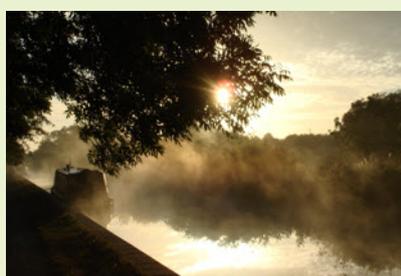
Project	Ref Page	Aims	Status	ACTIONS	Priority	Partners	Timescale	Leaders	Remarks
F.1 Local Crime	20	To assist the Police in reducing crime in the Parish	1. Village Neighbourhood Watch exists 2. Good relationship of LIPC with the Southam Police	<ol style="list-style-type: none"> 1. Continue meetings with Police to reduce troublesome teenage behaviour 2. Support and develop Neighbourhood Watch 3. Remind residents how to protect property, deal with doorstep callers and who to contact if they need help. 4. Continual campaign to warn, inform and Educate 	HIGH	Southam Police Neighbourhood Watch group	Ongoing	LIPC	
F.2 Managing Emergencies	22	To continually update and improve emergency planning, training and handling.	<ol style="list-style-type: none"> 1. The LIPC has an Emergency Working Party 2. Emergency Procedures are established 3. A start on the E.A. Flood Alleviation Scheme is imminent 	<ol style="list-style-type: none"> 1. Ensure the Emergency Plan, training and equipment are kept up-to-date 2. Check condition of all storm drains. Organise repair and jetting 3. Liaise with Environment Agency on Flood Alleviation Scheme 	HIGH	WCC Environment Agency Severn Trent Water Authority	Ongoing	LIPC and Emergency Working Party	
G.1 Local Facilities & Services	21	To preserve, improve and if possible increase the range of parish facilities and services	The Parish has a wide range of facilities, services and amenities - see page 21.	Where possible to provide population groups, especially young and older residents, with facilities not currently available	Ongoing	Willing volunteers	As and when	Willing volunteers	Will obtain data in next Village Opinion
G.2 Efficient Communication	23	To ensure efficient communications between all sections of the Community	Fifteen existing methods of communication are listed on page 23 above. Some can be improved	<ol style="list-style-type: none"> 1. Improve look and maintenance of the Parish Council website and get Community website up and running 2. Parish email directory 3. Review L.I. Diary format 4. Organise next Village Opinion 	Ongoing	L.I. Diary Editor Learn. Courier Correspondent Website Mgr The Community	Ongoing	LIPC	
G.3 An Effective Parish Council	24	To ensure an effective Parish Council up to and beyond the next elections	in May 2010 the L.I.P.C. will be re-elected when at least four of today's Councillors will retire	<ol style="list-style-type: none"> 1. Consider & set up a new Working Party to ensure efficient communications 2. Ensure all PACE factors are in place 	HIGH	Councillors, Clerk and helpers	2009 till May'2010	LIPC	
G.4 Annual Parish Meetings	27	To increase the value of APMs to the community and LIPC	Attendances already increased to 70-100	To further increase numbers attending APMs in order to get more valuable feedback from the community	HIGH	The Community	2010 and on	LIPC	

“ Nothing is more dangerous than an idea, when you have only one idea.”
E.C. Alain (1868 - 1951)

The Long Itchington Parish Plan contains such a wealth of ideas that the only danger, hopefully unlikely, is that some may not become reality.....Ed



Parish Plan
SUMMER 2009



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