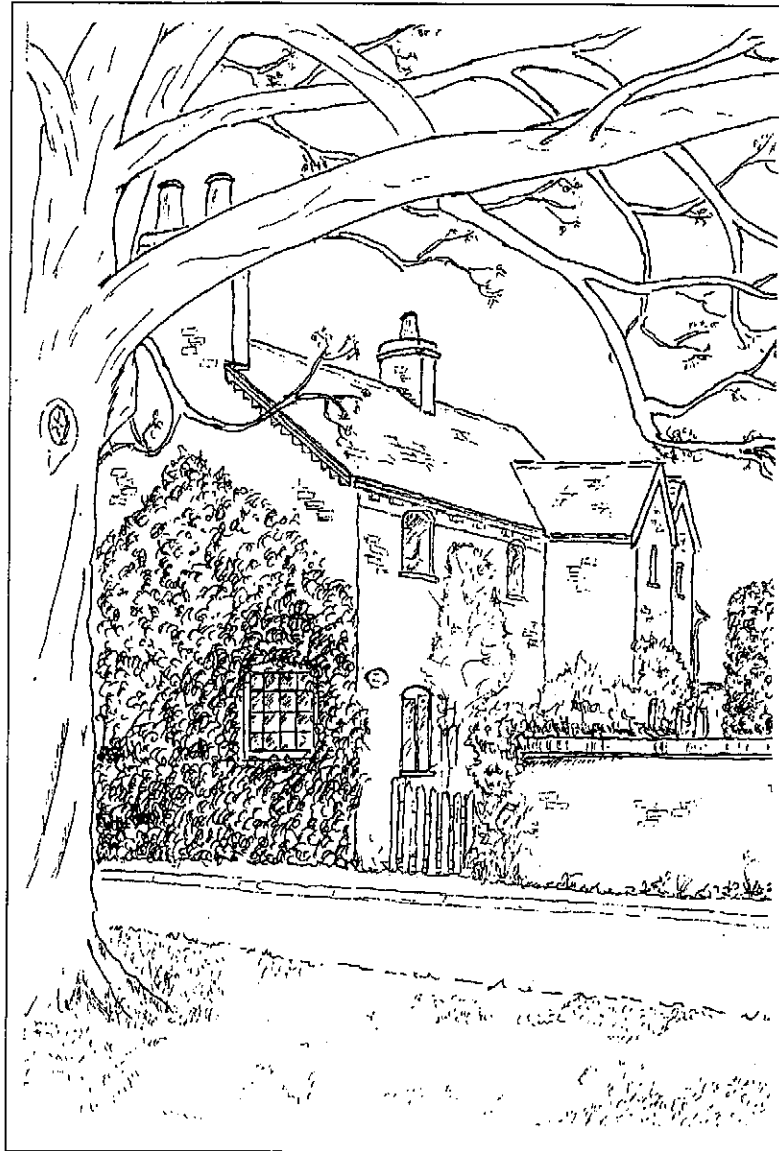


---

# CLAVERDON VILLAGE DESIGN STATEMENT



<b>Contents</b>	<b>Page</b>
Introduction	2
Claverdon's History	2
Settlement Pattern	3
Landscape Setting of the Village	4
Buildings Form and Layout	8
Highways and Streetscapes	9
Design and the Rural Economy	10
Managing Change and maintaining local character	11

---

## Introduction

### What is the Village Design Statement?

This Village Design Statement (VDS) will endeavour to describe Claverdon and its environs as they are today, highlighting the individual and collective characteristics that make the village distinctive. The VDS has been compiled by local residents in conjunction with help and advice from Officers of the Stratford-on-Avon District Council. It has been approved by the people of Claverdon through a process of public consultation. It is intended that our VDS will form a reference for those who bring change to the village, or a building within it. It will enable controlled and appropriately designed development to take place to retain the character of the village.

In future the VDS should be consulted by any person considering development, both large and small, within the village, not just bricks and mortar, but also gardens, hedges and trees, which help to maintain local character. The VDS is addressed to:

- developers, their architects and designers in order to explain what the village would like to see in new and altered buildings
- residents and businesses, providing guidance for keeping alterations and extensions in sympathy with the character of the village
- the local planning authority in guiding and making decisions about changes which relate to the character and design of the village

### How does the Design Statement work?

The VDS has been adopted by Stratford-on-Avon District Council as Supplementary Planning Guidance, and its recommendations will be taken into account when planning applications are assessed. In this way it will

support the Local Plan, the Arden Landscape Policy, the Green Belt and the Conservation Areas as they affect Claverdon, and assist the work of the Parish Council.

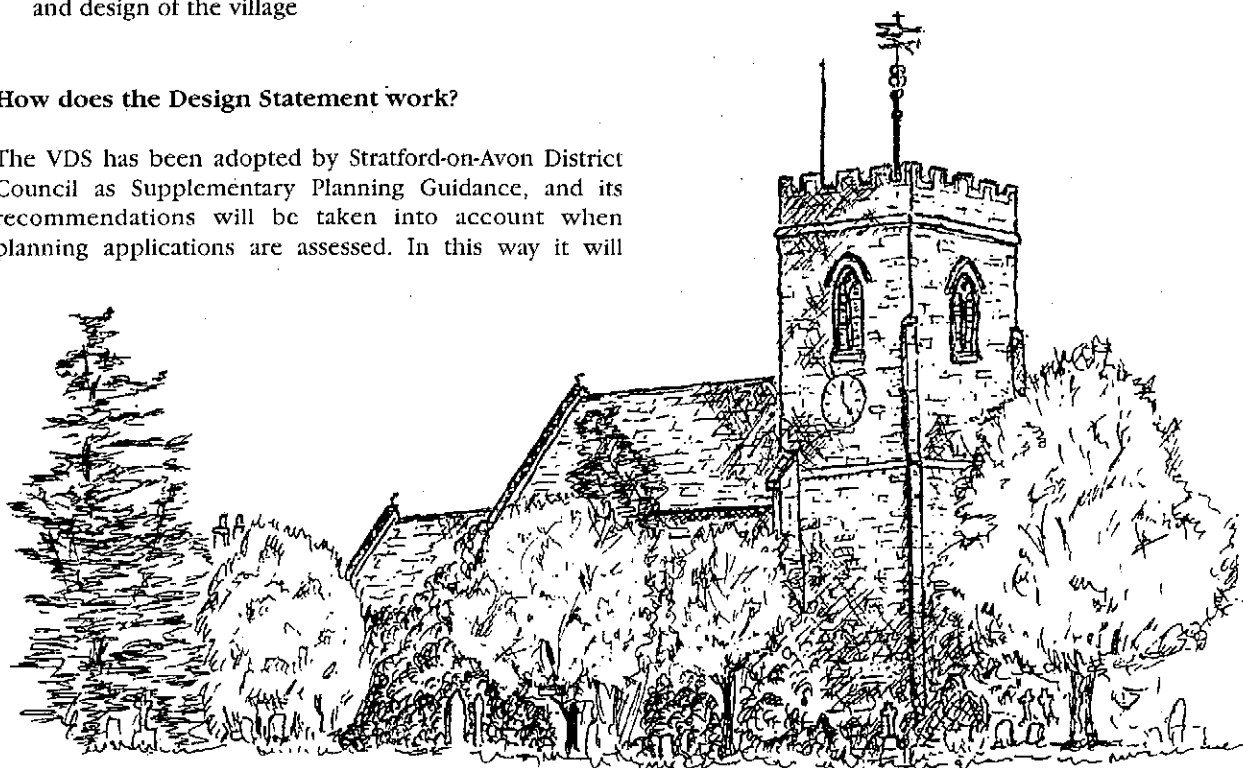
The passage of time will necessarily bring change to the village. The VDS will help to provide guidance for change as seen through the eyes of the residents of Claverdon. The Statement will require regular reviews to ensure that it maintains current opinions.

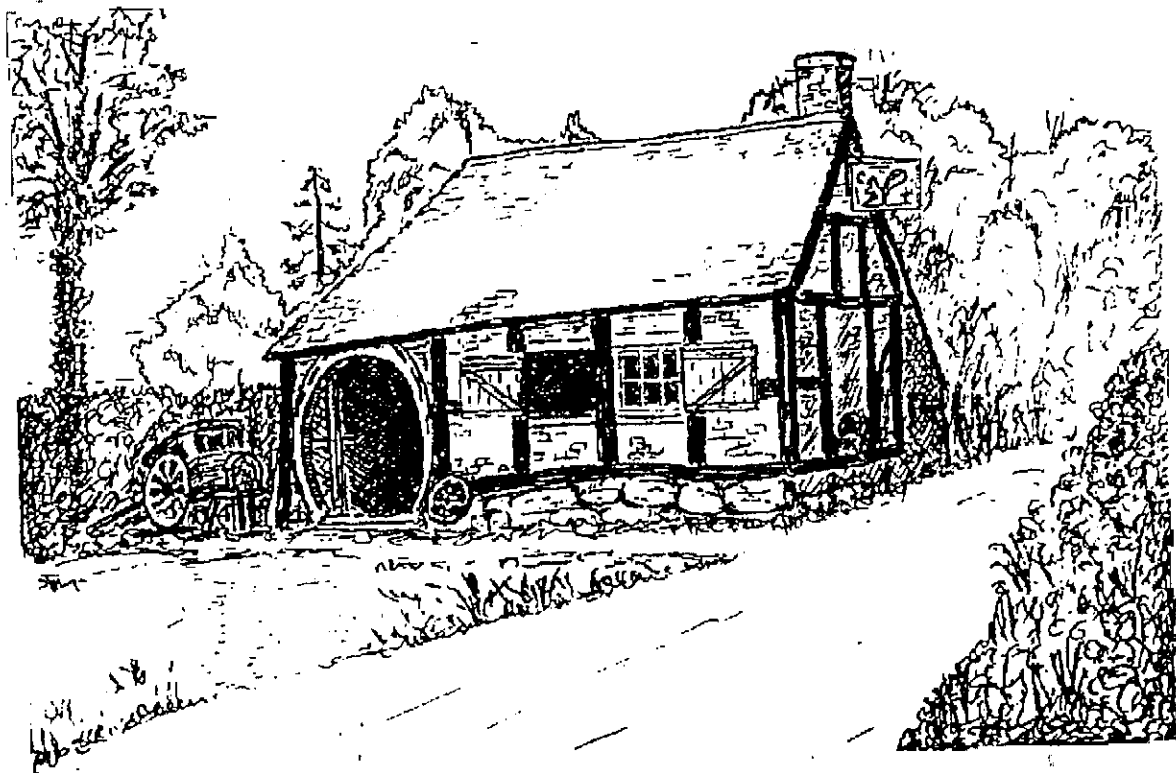
Guidelines are not intended to be exhaustive, but are included to assist any person considering design change to integrate into the village.

## Claverdon's History

Claverdon is set on a ridge 439 feet above sea level. The old village centre was clustered around the Church, with a second focal point developed around the village green, formerly the village pound, where the main road from Warwick to Henley-in-Arden is crossed by the minor road from Langley to Shrewley.

At the time of the Domesday Survey in 1086 it was recorded as Clavendone, a name of Saxon origin. However, a much earlier settlement existed within the parish at Barnmoor off Kington Lane, where the remains of the defensive earthworks of a small Iron Age hillfort survive. The manor of Claverdon belonged to the Earls of Warwick, with occasional reversions to the Crown, from 1090 to 1568.





Land in the south of the parish was turned into a park and used as hunting grounds. It was disparked in 1560 but the name survives in Park Farm.

The Galton family, the last resident lords of the manor, first purchased land in the village in 1824 and built up a substantial estate. The last Squire was Edward Wheler-Galton who died in 1935. His heir sold most of the farmland and estate houses in 1949, heralding a great change in the character of the village.

### Settlement Pattern

Claverdon is a hilltop settlement, predominantly residential in nature. It is surrounded by undulating countryside containing many mature trees. The parish is fortunate in having Yarningale Common, one of the last remaining examples of its type in the country, within its boundaries. Claverdon is distinguished by its diversity, culminating in the "regular" development of the 1960s and 70s.

Besides the central housing concentration, the fringes of Claverdon Parish consist of scattered housing such as Kington Lane, Gannaway, around Lye Green, etc. When approaching Claverdon the gradual integration of housing to its concentration at the centre is a valued characteristic. Increasing the density of housing on the approaches to the village centre would substantially detract from this character.

### Settlement Guidelines

- new development should maintain and reinforce the village's existing hilltop character
- the evolution of the settlement pattern and the spaces between buildings should be taken into account and reflected in the design of new development
- open spaces, landmarks and focal points form part of the settlement's overall character and should be considered in the context of new development, thereby preserving views
- the gradual integration of buildings on the edge of the village to the centre is desirable, and higher density development on the edges of the village should be avoided
- the predominance of singular character dwellings should be maintained



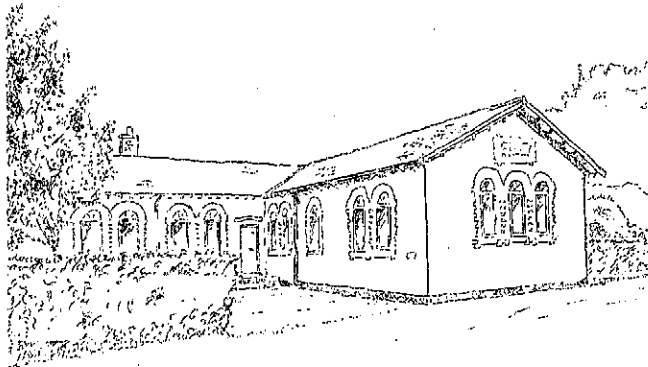
## Landscape Setting of the Village

### Landscape Character

Claverdon is in the old Forest of Arden and the village itself is situated on a low ridge running NE-SW, 100m-125m above sea level. The topography is undulating with numerous small brooks and streams that flow into the River Alne. There are occasional escarpments of Arden Sandstone, but most of the area is underlain by Mercia Mudstone.

The natural vegetation would have been oak-dominated woodland. This was gradually cleared and then dominated by pastoral agriculture. However, there is limited evidence of early arable farming, e.g. the ridge and furrow system to the south of Yarningale Common, and in the meadow opposite the Dorothea Mitchell Hall.

Today the landscape consists of small fields, brooks and well-hedged farms, which although still dominated by grassland, demonstrate an increasing incidence of arable farming in later centuries.



The provisions of the Warwickshire Landscape Guidelines and the Countryside Design Summary being prepared by the District Council should be considered alongside this document.

### Local Wildlife and Ecological Distinctiveness

Within the parish there are a number of wildlife sites. The features of ecological importance are:

- ancient woodland - as well as being important for the trees and shrubs, the ground flora and fauna tend to be more developed than in newer woods
- hedgerows - species rich hedges that tend to be wide and high are a prominent feature. They are often the remains of ancient woodland and as a result carry relict populations of flora and fauna
- heathland - there are some areas of heathland on Yarningale Common that could be relicts of larger areas
- grassland - permanent pasture is still the dominant land use in the parish. Where they have been "improved" agriculturally, their wildlife value is vastly reduced. Pockets of unimproved and ecologically rich grassland do still occur, especially to the north of Yarningale Common

---

### Yarningale Common and other Parish Land

The parish is in the enviable position of owning relatively large tracts of land. One of the most notable is Yarningale Common, but other areas include Lye Green, Village Green, Tattle Bank Wood and the recreation field. Although not owned by the parish, the Parish Council holds an important "watching brief" over Barnmoor. The Glebe field adjacent to the church is also worth noting although it is owned by the Diocese of Coventry.

### Visual Characteristics

The parish is characterised by a rolling topography of small fields, typically irregular, bounded by thick hedgerows and the dispersed settlements are linked by narrow, winding, often sunken, lanes. It is important to maintain the patchwork of small fields and woods, with hedged boundaries and sunken lanes. Hedgerow trees are an important landscape feature.

Claverdon is most fortunate in boasting many open spaces, some of which are enjoyed not only by residents but by visitors from outside the village. The open aspect of the parish of Claverdon as a whole is to be encouraged,

avoiding any suggestions of development encroaching upon these traditional open spaces.

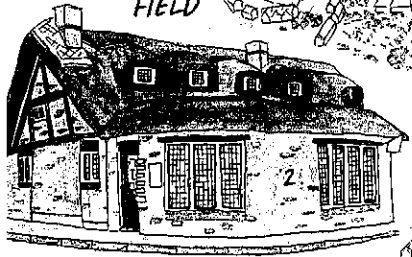
### Landscape Guidelines

- the distant views from Claverdon's hilltop should be preserved as should the present open spaces
- open areas that encourage a variety of wildlife, both animal and vegetable, are seen as a benefit to the village and should not be disturbed
- the village contains a network of ancient footpaths and bridleways, which are well used and should be retained and kept accessible
- the Glebe Field and the Churchyard provide a welcome open space preserving the view of the Church from the West and North, and as such should be retained
- Lye Green, having originated as a marlpit and then filled in, now represents a valuable open space, forming an approach to the village with well spaced out cottage-style housing



# ILLUSTRATION OF Claverdon Village Centre 1998.

- 1. VILLAGE GREEN
- 2. VILLAGE STORE
- 3. RECREATION FIELD



- 4. CROWN INN
- 5. OLD FORGE
- 6. DOROTHEA MITCHELL HALL
- 7. RED LION



- 8. VICARAGE
- 9. ST. MICHAEL'S & ALL SAINTS CHURCH
- 10. CHURCH CENTRE



TO ST. GREEN AND YARDINGALE

TO WARWICK

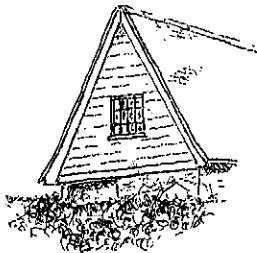
TO LANGLEY



- Yarningale Common - any changes that would create a domination of domestic property over the natural effects of the common should be avoided, and the natural aspects of the common should be retained
- Tattle Bank Wood - recently acquired by the Parish Council should continue to preserve the flora, fauna and wildlife predominant within it
- landscape and environmental issues should be considered in so far as they relate to change of land use
- features of landscape and ecological importance should be physically protected during construction works
- the recreation field should be preserved as an open space for the enjoyment of the community as should the Village Green as a village centre feature

## Buildings Form and Layout

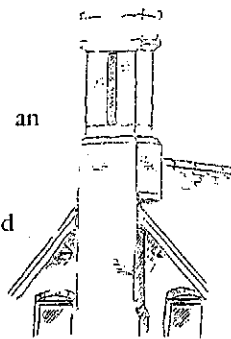
Claverdon's evolution is predominantly due to hilltop development around an important crossroads. Many houses fronted onto the road with relatively small front garden areas. Over time as the roads have widened to accept the increase in traffic, these areas have diminished so that many of the properties now abut the pavement.



The village has developed over centuries and as such there are very many differing styles of architecture. These vary from the brick and timber framed buildings, to traditional thatched cottages, Victorian red brick houses, through to post war bungalows and modern detached houses.

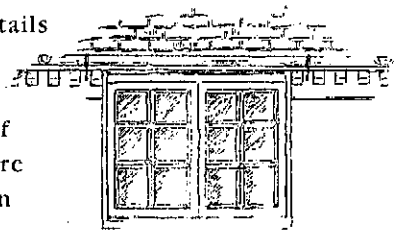


The mixture and diversity of housing styles and designs in the village is considered to be an attractive feature and some of the properties (for example the Stone Tower) are constructed from stone quarried locally. At the turn of this century there was still a brickworks in

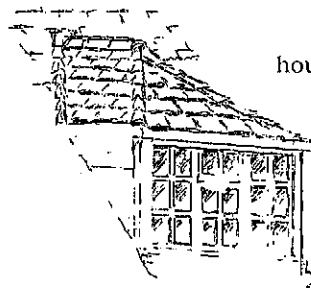


the village and many of the houses built at that period were constructed with these bricks particularly in the Conservation Areas. Once this works closed bricks were sourced from other local brickworks such as Leamington and the Cherry Orchard in Kenilworth. These bricks have a distinctive appearance of red or orange colour and provide a continuity with older properties in the village. There are very few flat roofed buildings in the village. Many have a steep pitch to the roofs generally, at 45 to 50 degrees, and this should be reflected in new development where appropriate.

There are a number of construction details that have been used in the development of houses and are characteristic in Claverdon. These



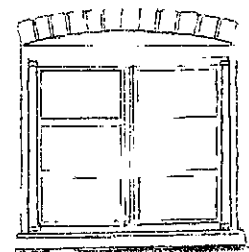
include the use of stepped corbelled brickwork under the roof line on the gable ends of buildings. The lack of a uniform roof line adds to the diverse character and provides a distinctive skyline.



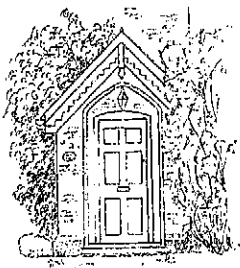
More than half of the houses in Claverdon are post war, although most of these are within the original 'boundary' of the village. Many of these properties were developed as infill development.

## Building Guidelines

- encourage use of clay (red or blue are predominant) roof tiles as opposed to concrete
- matching brickwork for extensions should be encouraged wherever possible, and if not at least







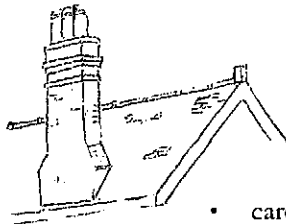
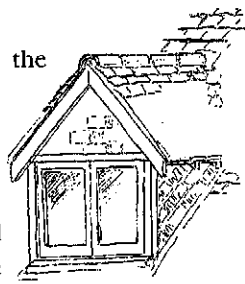
consideration should be given to painting the brickwork white

- use traditional materials whenever possible i.e. red facing brickwork or white painted or rendered with plain clay, red or dark brown roof tiles avoiding the use of upvc cladding bargeboards, windows and doors

- use stained timber windows on conversions of barns or other farm buildings but on new houses install white painted timber windows

- on small developments retain the scale of surrounding buildings

- details of eaves, verges, dormers, external doors, porches, chimneys and windows to be agreed at the planning stage, taking into consideration surrounding buildings



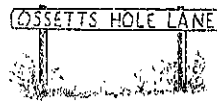
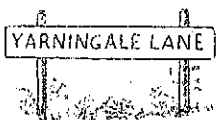
- ask for external landscaping details for boundary walls, fencing, planting, etc.

- carefully consider each building design on its merits, in its setting and in its relation to surrounding buildings

- retain steep pitched roofs, avoiding flat roofs and low pitches, with the scale and height of rooflines being in proportion to existing avoiding gable ends facing road

## Highways and Streetscapes

Claverdon lies alongside, rather than astride, the main east-west Warwick to Henley-in-Arden and Redditch through traffic route - formerly the B4095, recently up-rated (but hardly up-graded) to the A4189. It is crossed near the village centre by minor county roads to Shrewley in the north, Langley to the south. The denser part of the village settlement is to the south side of the A 4189, and indeed until arrival at the Green there are hardly any modern dwellings on the north east side of the main road.



The attractiveness of Claverdon rests largely in the contrasts and variety of its street scenes. It goes from leafy narrow lanes on the edge of the village, to broad and interesting roadways, to plainer suburban type residential roads. Many routes are lined by a fine variety of mature trees and ancient hedgerows. Some parts are enhanced by wide grassed verges which are a notable feature.

A mix of boundary walls, timber fences and post and wire or chain boundary markers vies with open frontages. The opportunities for looking out over the surrounding countryside, even restricted views between buildings affording glimpses of what lies beyond, are welcoming and inspiring and should be retained. Less welcome are dense and tall conifer hedges.



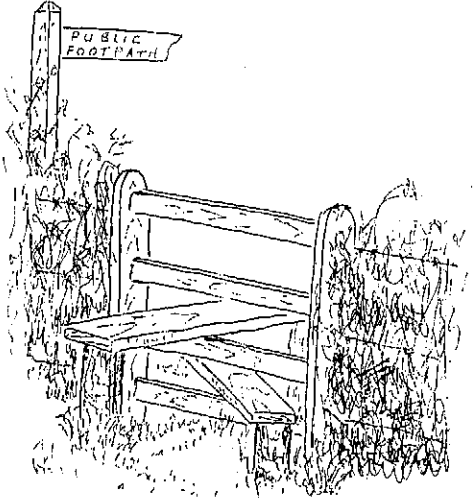
Driveways and pathways add to the attractiveness and character of the streetscene. A variety of surfacing materials - plain tarmac, concrete, brick and block pavements and (of more rural character) various gravels - helps to preserve interest and character.



## Highways and streetscape guidelines

- encouragement should be given to preserve and continue the features which help to maintain this character of variety and interest
- developers should consult this statement and the planning authority at an early stage regarding the treatment of roadways and footways, frontages and accesses
- surface treatments should be predominantly rural in character (e.g. gravel or stone) and hard pavings used sparingly
- low walling, fences and hedges are preferred and more characteristic than open frontages
- tree planting using indigenous species should be encouraged but open enough to permit views through. Leylandii and other vigorous growing conifers should be discouraged and hedges and fences kept to an appropriate height
- discourage street lighting
- road signs and other street side information should be given special consideration and be of the conservation type

- ensure services such as electricity and telephone lines are put underground
- TV aerials and satellite dishes should be unobtrusively sited
- avoid security lighting on private property affecting road users and neighbours



the rural character of the village has changed over time as agricultural land has been replaced by housing and non-working farms. One hundred years ago there were 17 working farms within the parish, only a few remain today. The change of emphasis has brought about economic and social differences, resulting in the largely "dormitory" existence of today. Most working people now travel to the neighbouring towns and cities during the day, returning in the evening.

In line with many other villages, local trade and industry has gradually declined over the past fifty years. In the recent past the Tubeworkers Factory has closed and the land turned to residential use. Such closures, and others like Bryn Arden Retirement Home, have reduced the local prospects, but there are still opportunities for village based employment.

Whilst it is recognised that the majority of the working population is now employed outside the village, there is no evidence to suggest that the prosperity of the village is suffering because of this situation. It is clear that some new light industrial or commercial development could be beneficial. This would stabilise the situation by maintaining the current level of possibilities for local employment. Any such developments would have to be environmentally benign, and not to adversely affect the character of the village, or its inhabitants.

### Design and the Rural Economy

In the past Claverdon's prosperity was based predominantly on agriculture. Since the last war there has been a shift away from land based work and farming and

Claverdon is not considered to be suitable for any large scale industrial development as it would detract from its overall rural character.



The trend in the future could be that more people will actually work from home and this may lead to the requirement for an expansion of local service industries.

With the present environmental considerations, working from home, either full or part time, is likely to be promoted. This is to be encouraged within the village, without creating more commercial or office sites, as it should bring greater prosperity to the village itself.

#### Economy Guidelines

- limited small scale light industrial enterprises to maintain the current level of local employment possibilities could be appropriate
- rather than using greenfield sites for any development, any new enterprises should be located on existing commercial sites
- any conversion of existing buildings for commercial use should be done sympathetically and in a way which reflects the local character of the village, and must provide car-parking within its curtilage
- any commercial developments should not adversely affect the predominantly residential character of the village
- any development should take account of the restricted infrastructure e.g. road access, and parking limitations

- recognising that in the future more people could be working from home the extensions of any properties to facilitate this should also be sympathetic to the style of the surrounding buildings

#### Managing Change and maintaining local character

Anyone proposing to bring change to the village should consult the VDS, which reflects the views of the community. It is important that village community facilities should be retained and encouraged to promote vitality and integration within the village.

New development should take account of the guidelines contained within the VDS. Any new ideas should not obscure any centre of character of the village.

The existing hilltop character of the village should be retained, with new design blending in with the present buildings. Should development of substance come to the village, it should:

- be contained within current village boundaries
- positively contribute to the village identity and distinctiveness
- not detract from the village's essential characteristics
- allow limited extension or alteration to existing buildings
- promote awareness of the ecology and the village environment



---

## Claverdon Village Design Group

Claverdon Village Design Group was formed by local residents under the guidelines of the Countryside Commission.

The Village Design Statement has been endorsed by the people of Claverdon through a process of public workshop and consultations. The final draft of this document was presented to all residents and businesses in the village for their approval in May 1998.

The Village Design Statement is intended to influence decisions affecting design and development in the village.

A reference collection containing photos, maps, plans and other historical documents can be consulted through the Clerk to the Parish Council.

### Acknowledgements:

Claverdon Village Design Statement Core Team  
Countryside Commission  
Andrew Wharton - Projects Officer Stratford-on-Avon  
District Council  
Cyril Ivens - for sketches and illustrations  
Jacqui Bricknell - central illustration  
Shirley Reading - for assistance with historical  
information  
Jeff Howarth - Phillips Design & Print Ltd. Warwick

### Reference Documents

Warwickshire Landscape Guidelines, 1993  
Warwickshire County Council/Countryside  
Commission  
Countryside Design Summary - emerging design  
guidance - Stratford-on-Avon District Council  
Claverdon Conservation Area - Stratford-on-Avon  
District  
Habitat Biodiversity Audit - Claverdon

### *For further information contact*

Claverdon Village Design Group  
c/of Clerk to the Claverdon Parish Council

