

## Salford Priors Parish • Village Design Statement

*"Left to nature the world is lovely,  
it's only man that spoils it."*

*Olive Smith*

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## Introduction

The Parish of Salford Priors is made up of one village and seven hamlets, which have, through the centuries and to the present day, made an important contribution in areas of agricultural industry.

We refer to many aspects of its history in this document, along with descriptions of each area, which illustrate the characteristics and distinctiveness of our Parish.

Many changes and additions have recently taken place in the way of additional housing, and almost certainly, Salford Priors has already satisfied its obligation to provide more houses in the village. This growth has clearly impacted on the existing infrastructure of the parish.

However, we also know that 100% of respondents to two questionnaires, used for the purpose of this document and delivered to every home in the parish, answered that they wish to preserve the rural aspect of their surroundings, and that they enjoy living in a small village.

These opinions should be respected and acknowledged, and for it to be recognised that any more large developments would certainly deprive residents of one of the many reasons they have chosen to remain in or move to Salford Priors.

Our Parish is rich in architectural and industrial history, geological beauty and above all, home to a community committed to the preservation of its heritage, and rural village life.

## Aims & Objectives

The aim of this Design Statement is to guide and influence the design of any proposed development, or proposed changes which may present themselves in the future.

We have set out to consult and involve all Parishioners and community groups, including our schools, to ensure that the views given in this document are of a majority and representative of the feelings of those who live here.

We trust that on this basis, careful consideration will be given to any application for housing or businesses, and that any further changes or developments that will affect this already recently developed village community, will be very seriously contemplated.



*"The freedom of  
our childhood,  
what happy  
days they were."*

## History

The history of Salford Priors can be traced back to Roman times when the ford here enabled traders to cross the Avon with salt from Droitwich, giving the village the name "Saltford". Initially owned by Evesham Abbey, Salford split into Salford Minor which became known as Abbot's Salford and Salford Major which was owned by Lady Godiva. When ownership passed to Kenilworth Priory in 1122, it became known as Salford Priors.

*"Little daisies,  
tall moon  
daisies, crazies,  
buttercups,  
cowslips, clover  
and lovely dark  
violets under the  
hedges."*

When Henry VIII dissolved the monasteries he seized Salford Priors and Abbot's Salford (as well as Dunnington and Cock Bevington) and made them part of his marriage settlement to Katherine Parr.

During the Civil War between the Royalists under King Charles I and the followers of Cromwell, Salford Priors witnessed much fighting. The conflict reached a bloody climax at Worcester in 1651 after which the parish entered a prolonged settled period.

During the 18th century more modern systems of farming took over, including the enclosure of Dunnington Heath. Although the parish remained mainly agricultural, there were attempts to introduce new industries including coal mining and growing of osiers for basket weaving.

At the dawn of the Victorian era about 870 people lived in the parish and it was an important staging post for passing stagecoach trade on the route from Evesham to Birmingham, Coventry and Leicester. Many stopped at the old Queen's Head public house at Iron Cross.

Perkins Foundation School in Salford Priors and Dunnington School were both built at this time and school attendance became compulsory around 1879.

Peace was shattered by the Great War of 1914-18 in which 26 men from Salford Priors lost their lives. After the war the first new government-funded houses were built at the bottom of School Road between 1928 and 1932.

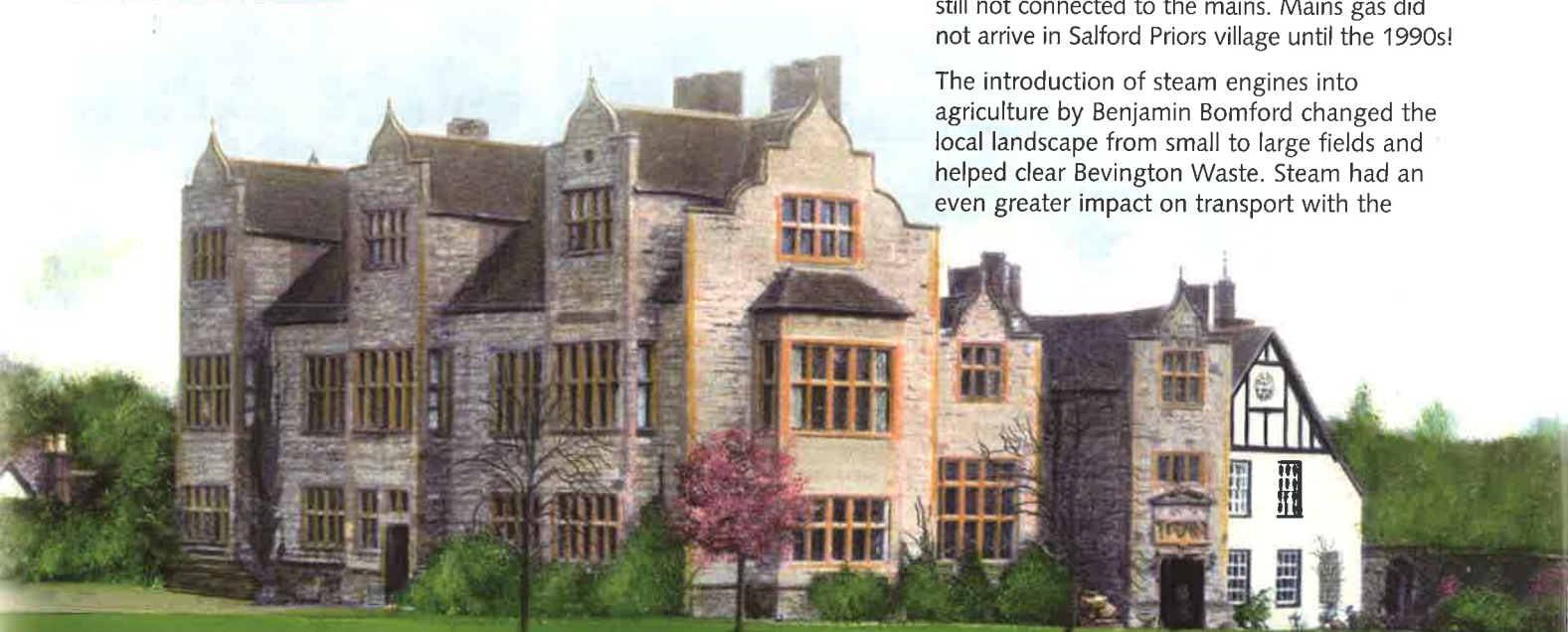


During the second World War, the Women's Land Army were based at Park Hall and many of the women stayed on to marry local men when the war was over. The Memorial Hall on School Road was opened on 6th April 1957 in memory of the men from the village who had been killed.



More new homes were built in 1948 and mains sewerage was introduced to Salford Priors village and Dunnington in the mid 1960s. Cock Bevington, Iron Cross, Rushford and Pitchill are still not connected to the mains. Mains gas did not arrive in Salford Priors village until the 1990s!

The introduction of steam engines into agriculture by Benjamin Bomford changed the local landscape from small to large fields and helped clear Bevington Waste. Steam had an even greater impact on transport with the



SALFORD HALL. ABBOTS SALFORD.

arrival of the railway, which served Salford Priors for nearly a century, providing not only a passenger service to Stratford, Evesham and Birmingham but also a means of transporting the fruit and vegetable crops. The line was closed when Dr. Beeching decimated the railway network in 1963 but the old station building can still be seen in Station Road and the derelict signal box is visible adjacent to the bypass.

The rapid increase in car ownership during the late twentieth century had a major impact on village roads. The A46T Bath to Lincoln trunk road bypass was opened on 17th August 1995 and has relieved the village of the heavy through traffic.

Many of the older and notable houses in the parish have been converted into apartments, commercial premises, or residential care homes and have lost their connection to the land. Agriculture now employs fewer people and many residents are now employed outside the parish.

Salford Priors is a thriving parish with two schools, three public houses, a church, a chapel, a village hall and a post office and stores.

### Location

Salford Priors and its surrounding hamlets of Dunnington, Abbot's Salford, Pitchill, Rushford, Iron Cross and the Bevingtons is an attractive working parish in open countryside located almost equally between Evesham, Stratford-upon-Avon and Alcester and with Bidford-on-Avon as our nearest neighbour.

Both the former B439 Evesham to Stratford-upon-Avon road and the B4088 Evesham to Alcester road run through the parish and Salford Priors can be approached from both directions from these roads.

The River Arrow flows through the parish joining the Avon just outside the parish and the Malvern and Cotswold Hills can be seen to the southeast and the west respectively.



The A46T Bath to Lincoln Trunk Road skirts the parish and is referred to in this statement variously as the A46T, the new trunk road, and the bypass.

### Population

Many families have lived in the parish for several generations, but a majority of residents have moved into the community within the last 25-30 years.

The Parish has 1154 residents comprising 565 households. There is a good mix of age groups with 250 children under the age of 18 years and a substantial proportion of elderly and retired people.

This wide spread of ages stretches the village's resources and amenities in providing for the needs of everyone but provides a good social mix.

### Our Local Economy

Just as it always has been, the parish of Salford Priors is largely agricultural, with established arable and fruit and vegetable farms now supplying major supermarket chains. Cleaning and packing of this produce also currently takes place in the parish.

Industry in the village has traditionally been confined to producing arable farming equipment but more recently information technology and horticultural nurseries have become established.

There is a sand and gravel quarry at Marsh Farm in Dunnington where aggregate has been extracted for the last 10 years.

*"This set me thinking of some of the children and young people who played in the big Vineyard."*



## Parish setting in the Landscape

Character and Open Spaces

Character and Design in Stratford-upon-Avon District

A Country Design Summary

Details found in the Countryside Design Summary (Stratford-on-Avon District Council 1998), further expand on issues relevant to design that is viewed by the District Council as necessary in order to maintain and enhance the quality and character of the Stratford-upon-Avon area.

*"Aren't the daffodils round this parish lovely: and of course the crocuses making such a welcome as you enter the various parts of the parish."*

The district is divided into five main character areas, with Salford Priors belonging to the Arden and Stour Valleys. This area, in turn, comprises four subsections, with Salford Priors lying within the Avon and Arrow Terraces, an area of broad flat gravel terraces where the Arrow and Avon rivers meet. The Avon and Arrow Terraces span a large geometric field pattern, providing a variance of small and large arable plots, growing a variety of crops. These plots are scattered with greenhouses and other horticultural buildings and the wooded nature of the area is much in evidence.

The area is made up of small compact villages, mostly on, or near to, the Avon or Arrow with its main traditional building materials being timber frame, Blue Lias limestone and red brick.

## Relief & Approaches

Approaching Salford Priors village from the direction of Bidford-on-Avon over the brow of Marriage Hill, a superb view of the village greets the visitor who can see St. Matthews church and the surrounding houses.



From the direction of Abbot's Salford, the oldest part of the village is found through a series of winding bends, passing a cluster of half timbered and thatched cottages until you reach The Bell, which was rebuilt on the site of the original thatched pub, which burned down.

The roads from the Rushford and Dunnington directions converge at the hamlet of Iron Cross at the west of the village. These roads pass open fields, a row of brick-built cottages and another of the parish's public houses, The Queens Head. The Iron Cross entrance to the village of Salford Priors is particularly pleasing with its open rural aspect, hedges and broad grass verges.



## Recent Additions

Over the last 20 years, there have been 81 new homes built in the village, some using traditional thatching material, such as those in Jack Thomson Croft, with others built in brick.

The site of the old village shop became four terraced houses in 1990. Five homes were built at Ban Brook Copse in 1991 using some traditional materials and in keeping with others properties in the locality. At Jack Thomson Croft seven thatched cottages were built on the land behind existing dwellings which blend in very well with the surrounding half-timbered thatched cottages.



Priors Grange, the most recent addition, is a large development of 44 attractive brick houses, including some affordable properties, which by repeating brick and window detail from the surrounding houses makes a pleasing modern extension of School Avenue.



## Settlement Pattern

Following ancient tradition, the settlement of Salford Priors has evolved around the natural feature of the River Avon. Homes have been built around the oldest buildings, including the Parish Church and gaps have been filled over the centuries. What was once two, or even three, cottages have been converted into larger, single homes and there is a varied mix of architectural styles throughout the village including some large and attractive examples of post war social housing on School Road.



## Design Guidelines • Parish Setting & Character

- The peaceful and rural atmosphere of the parish should be preserved.
- Further development in the oldest area of the village along the Evesham Road/Station Road is restricted due to the protection conferred by a conservation area. Residents of the Parish strongly feel that areas of visual impact within the village e.g. Evesham Road, Park Hall and School Road, and including the churches and village schools, should be preserved in their present open, rural setting.
- These strong feelings also extend to the preservation of notable features of the parish including the red telephone boxes, red post boxes, village hall, shops and pubs.
- The use of traditional building materials in any future building work is essential in maintaining the existing rural ambience of the village and its surrounding hamlets.
- Recycled tarmac is more suitable for rural paths than concrete slabs.
- Upgrading country roads by widening, straightening or kerbing should be avoided. When concrete kerbs are replaced or new kerbs required traditional granite sets are preferable in a village setting.
- Any traffic calming measures should be carefully considered from an aesthetic as well as a safety point of view.
- Street signage should be kept to a minimum in size and number to satisfy safety requirements.
- The design and placement of any other signs and advertisements should be restrained.
- Sewerage and moderate street lighting should be provided to outlying hamlets.
- Urban lighting levels are inappropriate to a rural environment. Lighting should be moderate and not as bright as in towns.
- When lampposts are replaced or new lampposts erected, a more traditional style of lamp sympathetic to a rural setting should be installed.
- Natural materials like wood should be used for benches and flower boxes to blend into the rural background. Planting of naturalised spring bulbs in the verges should be continued.
- Verges, hedgerows, footpaths and trees should be preserved, maintained and increased to encourage wildflowers and wildlife.
- Parking is already a problem where inadequate provision has been made in the past. Any future planning applications should be required to incorporate sufficient parking provision.



## Settlement Boundary

Open Spaces

Vegetation & Hedgerows

Flora & Fauna

Trees

*"We will soon have the blackthorn and hawthorn; spring is really beautiful after the dark days of winter and in the early hours the dawn chorus can be heard."*

The eastern boundary of Salford Priors is on the Bidford side of the A46T and is formed by the River Arrow. The A46T runs along the eastern boundary of the parish and swings round the south of Salford Priors village heading towards Evesham.

The B439 runs west off the roundabout, leading through the oldest part of the village and continuing towards Evesham via Abbot's Salford before crossing the county border with Worcestershire.



From the south, the B4088 from Evesham crosses the parish boundary at Pitchill. The road passes through Rushford and Iron Cross leading to the Dunnington cross-roads and on towards Alcester.

A turn to the north at Dunnington cross-roads skirts the hamlets of Wood and Cock Bevington and Bevington Waste and crosses the parish boundary at Weethley. Dunnington lies in a southerly direction from the cross-roads and is the largest of the hamlets in the parish forming its boundary to the north.



Salford Priors has few accessible open spaces within the parish and lacks a village green although it does have a recreation field close to the main housing estate. The green at Ban Brook Road too provides a welcome open space among the houses at the bottom of the village.

To the rear of Bomford Turner fields being left as pasture are an invaluable area for the village and although private, villagers have enjoyed access since they were purchased by the company many years ago to screen the factory from the village.

The gardens in the parish are also significant open spaces for people and wildlife, particularly birds, attracting at least 30 species of common birds including flocks of tits and goldfinches and offering an exciting glimpse of a sparrowhawk.

Given the area's farming history and present-day agricultural importance, it's no surprise that the surrounding countryside is mainly arable, with considerable vegetable production.

The village hedgerows, largely hawthorn and bramble, with some elder are cut annually but have not all been well maintained to support wildlife. These remain precious, both visually and for wildlife throughout the year. In spring and summer skylarks and linnets abound and in winter redwings and fieldfares feed in the hedgerows. Pheasants and partridges are frequently seen while small mammals and kestrels revel in the undisturbed verges along the new bypass.



After the GWR branch line was closed in the 1960s the disused trackway became a popular local walk between the villages of Salford Priors and Abbot's Salford. However, following the construction of the bypass this was no longer possible and the land between the trunk road and the trackway became disused and flooded.

As a result of the efforts of the residents' action group, the Highways Agency agreed to allow Salford Priors residents to maintain and preserve this Wetland Area for the benefit of the whole community. Such rare wetlands are extremely valuable for wildlife and so environmental and wildlife agencies are now involved in helping preserve and develop the area which sustains rare plants along with water loving birds like warblers, reed buntings, woodpeckers, moorhens and herons. Badgers, rabbits, hares and foxes frequent the adjacent fields.





During the building of the trunk road, a large pool was created by the land owner on Worcester Meadows; this is now a mecca for geese, swans, herons, wildfowl and cormorants. Their flight path to the gravel pit at Marsh Farm,

Dunnington crosses the parish to the pleasure of Salford Priors' residents. The gravel pit pools support many birds including herons from the Ragley Hall heronry and the pools at Bevington Waste are also important for wildlife, in particular dragonflies and damselflies in addition to the resident kingfishers. There are other exciting rare visitors to the parish including goshawks and red kites.



The fields behind Bomford Turner are rich in wildlife. The trees around the pond protect tawny and little owls and nesting green spotted woodpeckers while the open wet fields attract herons and snipe in the spring and feeding flocks of redwings and fieldfares in the autumn. Buzzards are becoming increasingly common and even specially protected Schedule 1 birds like kingfishers are seen along Ban Brook. Barn owls have been seen quartering the adjoining fields and have nested at the church while the aspen copse harbours deer and its fallen trees are home to woodpeckers and tit flocks.

Our parish has many notable mature and beautiful trees, some with preservation orders attached and some covered by conservation area restrictions. Many others have equal visual and wildlife importance and should be preserved.



Those with current preservation orders are: -

- all the surviving trees in Banbrook Copse
- the two oaks at the entrance to Marsh Farm Drive
- the two horse chestnuts at Dunnington Heath Farm
- the oak in the grounds of Chapel Oak at Iron Cross
- the black walnut in the field belonging to Bomford Turner behind Station Road and Garrard Close
- the yews at Abbot's Salford.

Others particularly worthy of protection are:-

- the mature trees around the church
- the Wellingtonia in the grounds of The Barns
- the Scot's Pines that lead up to Orchard Farms, from the junction at School Road and from the junction at Evesham Road including the pine that forms an arch across the former B439 at the entrance to the village from Abbot's Salford direction.
- the horse chestnut, ancient oak, aspen copse and the mature group of trees around the pond in the field behind Bomford Turner and Garrard Close
- the trees on Banbrook Green, particularly the unusual yew.
- all the surviving mature trees in the grounds of Park Hall.

At Pitchill the avenue of sycamore, oak and horse chestnut leading up to Pitchill House is striking and there are many beautiful trees in the gardens of homes in all the hamlets.

*"You could roam all over the fields, we went blackberry picking all day."*

### Design Guidelines • Open Spaces & Boundaries Fauna flora & Vegetation

- Salford Priors, despite recent additions, remains a rural Warwickshire parish reflecting its position on the edge of the Vale of Evesham. This rural atmosphere is enhanced by the approaches to the village and these must be preserved.
- The retention of features such as county boundary hedges, woodland and open spaces is essential to the rural feel of the parish.
- The retention of trees and hedgerows in the parish is very important to maintain the appearance of the village lanes and replanting should be encouraged in preference to fencing.
- The open rural aspect in Salford Priors is of great value to the residents who prize the existing mature trees and access to the countryside.
- The retention of the valuable habitats at the Wetlands, bordering the bypass, and the fields and trees behind Bomford Turner is very important both for people and wildlife. Both areas are also valuable in forming a screen between the village and the noise, sight and pollution of the bypass.
- The views into and out of the parish and individual villages and hamlets from highways and footpaths, as described and illustrated in this statement, contribute to the overall character of Salford Priors. They are much valued and should be preserved and respected in the design and layout of any planning proposal. No new developments should block or obstruct these views in any way.

## Buildings & Landmarks

### Natural Features

The land rises gently from Salford Priors village at the edge of the Vale of Evesham to Dunnington and the Bevingtons. The land is mainly arable with vegetables dominating the crop, although there are still pockets of grazing by the church and on the surrounding meadows. Many hedgerows have survived and in places significant trees rise over the landscape. Ban Brook and the River Arrow run through the parish joining the River Avon on the floodplain formed by Worcester Meadows to the south of Salford Priors village. The ridges and banks surrounding the Vale to the south and east of the parish are prominent on the skyline.

*"To Wood  
Bevington and  
the old Manor  
House and  
lovely times at  
Christmas  
singing and  
ringing."*

### Listed Buildings

Many grade II listed buildings are within the parish boundaries, most within the conservation area along the Evesham and Station Roads in Salford Priors.

Both the church of St. Matthew's in Salford Priors and Salford Hall in Abbot's Salford are grade I listed.

Other significant listed buildings in the parish are The Orchards, Salford Lodge at Pitchill, Dunnington Farmhouse, Wood Bevington Manor and Cock Bevington Farm House.



### Public & Commercial Buildings in the Parish

Originally Anglo Saxon, St. Matthew's Church in Salford Priors has a Norman tower, a Victorian roof and stone façade. The naves are 13th century and the sanctuary 15th century. A modern extension, to the south of the church, has recently received listed building consent.



Built in 1860, Salford Priors' school is a prominent building in the centre of the village, standing apart with open fields on two sides and the recreation ground behind. Rendered in white, the oldest part of the building has a high pitched roof and the years have seen modern additions to the structure. Its appearance is complimented by the traditional red telephone box situated on the corner and a grassed area with seating between the school and the road.

The Post Office (1960) and the Memorial Hall (1957) have recently undergone major redevelopment, the latter thanks to a £1/4 million lottery grant and public subscription.

There are three public houses in the parish, The Bell in Salford Priors, The Queen's Head at Iron Cross and The Vineyard at Abbot's Salford (originally the Eyston Arms and latterly the Blossom Valley Inn).

Within the conservation area, The Bell was rebuilt following a fire in the 1950's and is set back from the road and rendered in white with a high pitched roof and black beamed detail.





The Queen's Head, on the main road at Iron Cross, was rebuilt in 1850 and again in the 1980's after a fire. It is also rendered in white and has recent extensions.

With its historical roots in the village since the advent of steam, Bomford Turner, an agricultural engineering company, occupies the main light industrial buildings on the edge of the village. The company has made commendable efforts to screen the 1960's brick built offices and metal clad factory from the village by purchasing several fields and undertaking extensive tree planting which also helps screen the new trunk road.

The company's buildings including the old station house, are situated close to the A46T roundabout on the approach to the village from the trunk road. The view is softened by mature trees and hedges that screen the caravan site opposite and the wide grass verges which were created following the demolition of the old railway bridge.

Situated off School Road, Orchard Farm has grown from a barn in a field to an international vegetable packing station with articulated trucks negotiating the narrow access road in the middle of the village. The size of this operation has had considerable environmental impact on the village due to the increased traffic from heavy goods vehicles which brings noise and pollution to the heart of the village and damages the infrastructure of the village lanes. Such an enterprise would be more suitably situated away from a village location.



Chapel Oak Lodge, situated in Rushford on the B4088, is an attractive manor house, built around 1830 and rendered in white. It is now head office of Misys Plc, an IT software program development company.



Behind the Georgian Pitchill House, now a nursing home, are the modern buildings which house Colin Angel Ltd., cabinet makers and woodwork specialists. Also Georgian is Dunnington Heath Farm, from where Hillers Farm Shop and Garden Centre operates.



The 19th century Dunnington School has extensive modern additions and the Baptist Church dates from the same period.

Salford Hall in Abbot's Salford is an imposing Jacobean mansion with a striking gatehouse. The Hall has had various uses over the years including occupation by nuns during the first world war and is now a noted hotel and conference centre.

*"I walked the old path to Cleeve a couple of weeks ago looking for the old land marks but they are all gone."*



## Housing

Form

Layout & Materials

*"I used to love going down the meadows as a child and seeing all the flowers, if I close my eyes I can see them now."*

As the village has grown over the centuries, so the houses in Salford Priors are an eclectic mix representing building styles and materials from the 16th to the 21st centuries. Most are good examples of their era although a few stand out as incongruous, or inappropriate.

Within the conservation area are an attractive mixture of 16th and 17th century black and white half-timbered cottages, red brick Georgian and Edwardian houses and a few 19th and 20th century houses.



The striking row of Edwardian terraced redbrick houses at Cleeve View have gables, deep window reveals and pitched roofs in stark contrast to the modern terraced houses built opposite.



Thatched black and white 17th century cottages sit tight against the road in front of the church and opposite hidden in the shrubbery is the Georgian Salford House, a converted 18th century barn and Slatters Mill a 19th century cider mill.

School Road leads to the top of the village and has a row of solid red brick houses (1920's) whilst opposite is a 1960's mixture of houses and bungalows, built in brick with red tiled roofs, which surround and branch off from Ban Brook Green.

The houses behind the school, Post Office and the Memorial Hall are a mixture of 1950's to 1970's brick houses, being added to with the previously mentioned recent development of houses. The row of houses forming the frontage to School Road between the school and the shop are 1930's.



At the junction with Tothall Lane, the Edwardian Park Hall has been converted into apartments and houses. In front of the Hall and in the grounds are modern houses built in a similar style, blending sympathetically with the Hall and fitting well into the landscape. Indeed a view of the Hall can now be glimpsed from the road, as it is no longer hidden behind a high wall. School Road leads up to Iron Cross passing the 18th century Salford Farm and the old barley house, surrounded by open fields.



At Pitchill and Iron Cross, the red brick houses date from the 18th and 19th century with a converted barn and granary at Rushford. Wood Bevington Hall, part of the Ragley Estate is a fine 17th century building and the redbrick houses and thatched cottages in Wood Bevington are well preserved. The new development at the Victorian Bevington Hall is sympathetic and fits well into the landscape. In the Bevingtons,



timber frame and brick predominates with some Arden sandstone and blue lias limestone in places.

Dunnington, the largest of the hamlets in the parish, has a diverse mixture of mainly 18th and 19th century redbrick houses interspersed with older cottages and some later houses. Dunnington Court and Old Dunnington Farm, also part of Ragley Estate, are largely undeveloped and unspoiled.



Prominent in Abbot's Salford is a Georgian red brick house with Victorian extensions and a converted 17th century barn restored with new oak. The houses behind date from around 1870 and a sympathetically restored row of 19th century cottages and a well-preserved barn are of note.

### Design Guidelines - Buildings & Commercial Premises

- The many listed properties in the parish are, of course, subject to listed building consent and other restrictions apply generally in the conservation areas. Alterations and possible extensions to older houses should be carried out sympathetically, especially in relation to the materials and also details such as windows, doors, porches, chimneys, eaves and roofs.
- Existing and reclaimed materials (such as tiles, slates, bricks, stone) should be reused on older properties.
- New building should be restricted to individual or small groups of houses, since the population has increased by 33% in recent years. The infrastructure of our parish, in particular schools and utilities, should be a major area of investigation for any proposed development.
- Any proposed development should submit a housing needs survey carried out by an independent agency and must attract the full backing of the Parish Council.
- Within the Parish, careful conversion of agricultural buildings to dwellings is preferable to new building. The minimum of change should be accepted in order to maintain the agricultural "feel". Driveways to these conversions should be of gravel or brick, or cobbles may be appropriate in some cases.
- The existing boundaries of the hamlets and village within the parish should be protected so that they retain their separate identities.
- Any new houses should be built in the style and materials of the buildings in their immediate vicinity. e.g. red brick with pitched roof and deep window reveals where the existing houses exhibit these features, white rendered and thatched when surrounded by similar cottages.
- Height of any new planning proposal, especially in the older part of the village, should generally be restricted to one and a half storeys.
- For any proposed development, change of use or conversion within the village or hamlets, the inclusion of an elevation showing the building in context with its



surroundings and a perspective drawing should be required. The features detailed in these guidelines should be clearly shown. The effect of any building or development on the view of or from the village or hamlet should be illustrated to avoid an unsympathetic outcome.



- The light industry already operational in Salford Priors should be restricted to its present location with easy access to the A46T, where heavy transport has no need to pass through the village. Any future extension of activity should be confined to the edge of the new trunk road and the green buffer zone maintained to minimise the visual and noise effect on the village.
- Other industry (including vegetable packing) which necessitates the access of larger trucks and vans does not sit comfortably in the rural environment and is inappropriate for the narrow village lanes in this parish.
- Sensitively designed or conversion of redundant agricultural buildings to create employment should be carefully considered from a location, access and visual perspective so they would not create a risk of noise or pollution.
- The purpose built road to the existing gravel pit at Dunnington has kept the impact of heavy traffic on the parish to the minimum but on environmental grounds additional exploitation of the gravel seam in the Salford Priors area should be subjected to very careful consideration.
- Utilities should be preferably routed underground when renewed or installed to reduce the intrusion of poles and overhead lines.
- Private property security lighting affecting neighbours and road users should, by law, be carefully placed to avoid nuisance.



## Highways

Street character

Street names

Materials

*"What lovely memories, primroses, hot cross buns and playing by the stream."*

The character and names of the streets in Salford Priors reflect their location and village history. The village roads are narrow with tarmac pavements and a few have retained the old granite sets. The main roads are rural in appearance having views of open countryside with newer housing roads branching off. Street lighting sympathetic to a rural environment has been installed in most of the parish. Wooden planters with colourful floral displays enhance the grassed areas and in the spring naturalised daffodils and crocus adorn the verges. Well tended gardens and hanging baskets complete the attractive village character.



The site of the old railway station is in Station Road, the oldest part of the village, with broad green verges on either side, the roadside is planted with maples, hawthorn and daffodils. Station Road runs into Evesham Road, where the houses on Cleeve View have a vista beyond the River Avon to Cleeve Prior.

School Road is one of the main arteries of the village which passes through housing to open arable fields lined with hawthorn hedges before reaching the top end of the village with the school, village stores and post office and the Memorial Hall. The shop forms a centre of activity at the corner of Ridsdale Close, named after a former vicar of the parish. Nearby Perkins Close was named after William Perkins who founded the school in the 17th century and adjoins St. Matthews Close which echoes the name of our church.



The houses built in Ban Brook Road overlook the fields where Ban Brook flows and leads to Garrard Close, named after the Revds Garrard, father and son both vicars in the 19th century the father being responsible for the building of the present school. Sanders Road is a tribute to Eric Sanders who lived in Dunnington Heath Cottage and contributed greatly to the recapping of the church bells in the 1940's. Hedges Close was named after a long serving churchwarden and Cherry Tree Crescent reminds us that there used to be a cherry tree orchard here. Jack Thomson Croft commemorates the more recent Rev Jack Thomson, who was vicar of this parish for many years and eventually retired here, while Park Hall Mews reflect their proximity to the old Park Hall.



New Inn Lane in Abbot's Salford was formerly the site of the New Inn and Iron Cross derives from the Hiron family who farmed in the parish in the 1600's.



## Footpaths

Footpaths are part of our heritage having been trodden into existence over the centuries by country people on their way to work, church, pub, farm, or market. They take the walker into the countryside and are the finest way to getting to know it well.



Salford Priors is fortunate in having a well-established network of 24 footpaths, totalling just over 27 km in length and running from Dunnington in the north to Abbot's Salford in the south.

As you wend your way along the paths, our past and our present spreads out before you. You'll see sheep rearing and fruit orchards, arable farming and the large scale production of vegetables as you pass old houses, barns and farmsteads.

In order to ensure the use and maintenance of these numerous paths, the Parish Council joined the Parish Paths Partnership in 2000. Supported by the Countryside Commission and administered by Warwickshire County Council, the scheme forms a partnership between local councils and voluntary bodies, providing them with financial support as well as advice and training in order to upgrade their Public Rights of Way network.

From the summer to the autumn of 2000, our volunteers surveyed all the footpaths in the parish. Warwickshire County Council funded waymarker posts, stiles, gates and other supplies necessary to enable farmers, contractors and volunteers to complete the renovations.



*"At the top end there was a football pitch and the start of the path that led to the Church, but where is it now?"*

Footpaths are one of our greatest recreational resources and our aim for the future is to help local people use them more and to become involved in their management. To encourage this, routes are publicised through a magazine, the SPRAGMAG, which is delivered to every home in the parish.





**What do the children who live here like about their village?**

The woods behind my house with the stream  
 The green in ban brook Road we like climbing trees  
 It's nice and peaceful and friendly  
 It has lovely people and they're so kind. The Village is great!  
 It is nice and friendly with friends  
 Everyone says hello to Me when I walk past them  
 There are lots of places to walk  
 All my mates are here  
 The playarea is just across the road from me so I can go there on my own  
 It is respected  
 You can take your dog for a walk and youre safe on the field  
 It's nice and Quiet and I can also ride my bike and Play

**And what do they dislike?**

The cars drive too fast  
 The new houses by the school because wildlife used to live there and its not fair on them  
 The cars at night make too much noise  
 The park is Dangerous because if you fall off a swing you will bang your head on the concrete  
 There is Nothing I don't like!  
 I dislike about the village is burgles and dog poo  
 People dropping litter  
 There is not a lot to do  
 The new house's being built because the village used to quiet and it has made the village to big  
 Some dog walkers don't clean up after there dog's

**How could we make it better?**

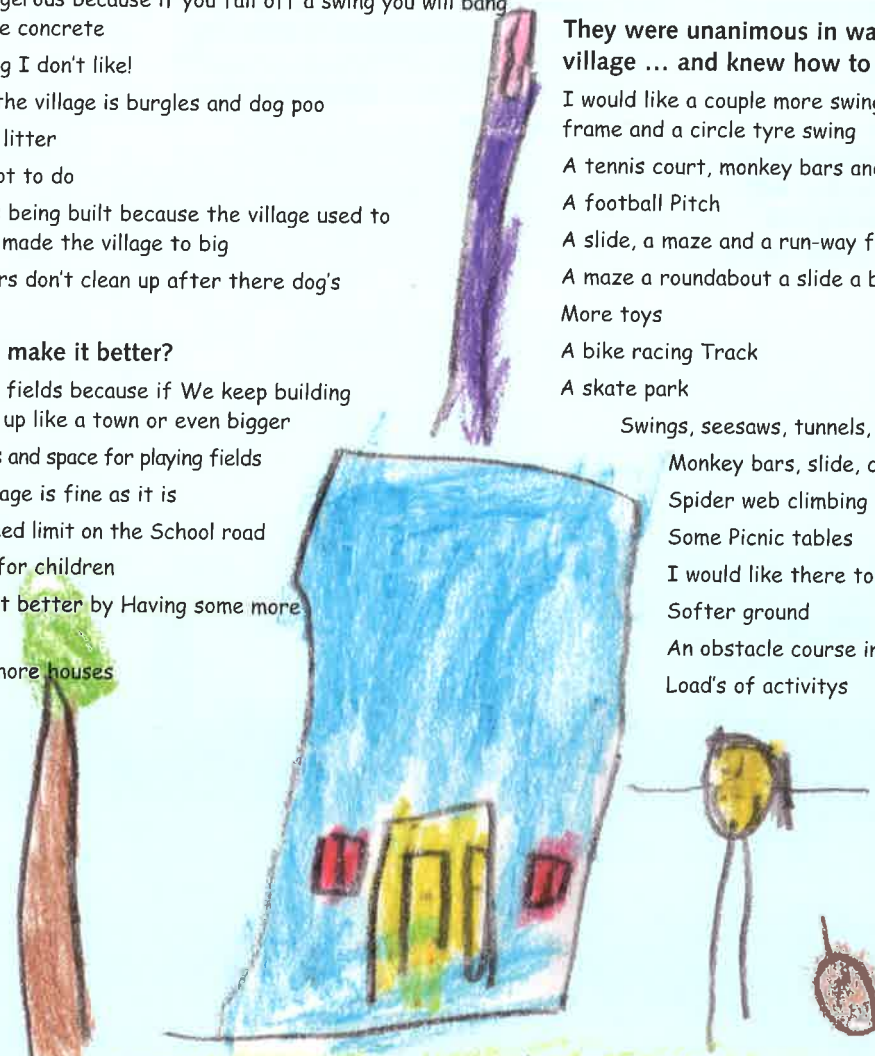
Stop building on fields because if We keep building houses we'll end up like a town or even bigger  
 More clubs, parks and space for playing fields  
 I reckon the village is fine as it is  
 Have a lower speed limit on the School road  
 More activities for children  
 We could make it better by Having some more sweet shop's  
 By not building more houses

**Their favourite place in the village?**

The Post Office (because you can buy sweets there)  
 The back field because theres Loads of tree to climb and you can make Dens  
 I like The Bell because my Grandad goes there on a Sunday at 12 oclock  
 The green down at Banbrook  
 The walks and nature trails  
 The slabs as there is lots of Room to play  
 My Favourite place is the Queens Head  
 The lake in cock bevington  
 The cub hut we have good Activities and great fun  
 My house  
 The park because there is lots of room to play football and run around  
 The village hall because it is fun at parties  
 The sweet shop  
 My school  
 The church

**They were unanimous in wanting a better play area in the village ... and knew how to improve it!**

I would like a couple more swings, a roundabout, seesaw, climbing frame and a circle tyre swing  
 A tennis court, monkey bars and a go cart course  
 A football Pitch  
 A slide, a maze and a run-way for roller-skates  
 A maze a roundabout a slide a bouncy castle and a swimming pool  
 More toys  
 A bike racing Track  
 A skate park  
 Swings, seesaws, tunnels, slide and roundabouts  
 Monkey bars, slide, climbing frame  
 Spider web climbing frame  
 Some Picnic tables  
 I would like there to be an under groud den  
 Softer ground  
 An obstacle course in the play area  
 Load's of activitys



These quotes are reproduced unabridged and exactly as written by the children of the Parish



## Acknowledgements

*The Salford Priors Village Design Statement Team:*  
Dilys King, (Chairman), Arlene Band, Jill Staples-Grantham and Rosemary Thomson have spent 3 years producing this Design Statement. We are proud of the document and hope all the parishioners of Salford Priors will enjoy reading it.

We would like to acknowledge with thanks the following:

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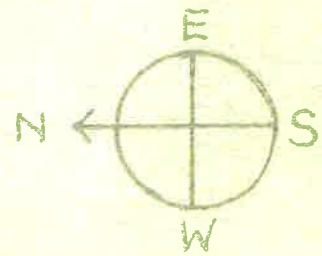
Since the VDS will form an integral part of the overall design and planning policy framework further local planning policy guidances should be consulted, in particular:

- Warwickshire Landscape Guidelines - Warwickshire County Council/Countryside Commission - 1993
- Stratford-on-Avon District Design Guide - Stratford-on-Avon District Council 2001
- Countryside Design Summary - Stratford-on-Avon District Council - 1998
- Stratford-on-Avon District Local Plan Review 1996-2011 - Revised Deposit Draft 2001 - in particular Policy PR1. 'Landscape and settlement character' and Policy Dev.1 'Layout and Design'.

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A46

B439

To Alcester



Dunnington School

Dunnington

Baptist Chapel

Hiller's Farm and Shop

Ban Brook

Bevington Hall

Wood Bevington

Cock Bevington

R. ANON

R. AVON

St. Matthew's Salford Priors

Salford Priors School

Shop Memorial Hall Park Hall

Orchard Farms

Salford Priors

A46

Salford Hall

Abbot's Salford

To Evesham

Iron Cross

Rushford

New Inn Nurseries

Pitchill

B4088

Dunnington is a self-contained hamlet with its own thriving school. Its narrow lanes have a combination of black and white cottages, red brick houses from different periods and a Baptist chapel. Cottage gardens and hedges maintain its rural character in Tothall Lane, which links Dunnington with Salford Priors village.

B4088

**The Bevingtons**

Wood Bevington, Cock Bevington, and Bevington Waste are tiny unspoiled hamlets set among old orchards and farmland nestling on the hillside above Salford Priors.

Iron Cross is a ribbon hamlet with the Queen's Head public house standing out amongst red brick cottages and the extended Burleigh House, which is the head office of Mysis Plc.

Rushford, situated on the B4088 between Pitchill and Iron Cross was a former farmhouse around which has grown a hamlet of red brick cottages. The old petrol station has been preserved and is an interesting local landmark.

Goll's Nurseries and New Inn Lane Nurseries operate from either side of the main road at Pitchill, attracting visitors from far and wide. A tree lined lane leads to Pitchill House, which is now a nursing home set in beautiful gardens, and Colin Angel Ltd, a woodwork company, which operates from new modern buildings behind an imposing Georgian farmhouse.

The beautiful 17th Century Salford Hall stands back from the road at Abbot's Salford with its remarkable gatehouse. Red brick cottages, Georgian houses and a converted barn line the road to Evesham and a narrow lane leads to Abbot's Salford Caravan Park, which sits picturesquely on the banks of the Avon.