



Disclaimer to accompany the ARROW CONSERVATION AREA REVIEW

This 1996 Roger Evans Associates report is the result of an independent survey and analysis of the buildings and landscape form of Arrow.

It identifies the architectural, historical and environmental qualities of the settlement and gives recommendations for the continuing preservation and enhancement of the Conservation Area. It was undertaken for and behalf of Stratford-on-Avon District Council. The report was used to inform boundary alterations to the conservation area that were approved by the District Council's Planning Committee on 18/03/1998.

The Committee also resolved that the contents of the report should form the basis of a fully published document, available for purchase from the District Council. Whilst the formal publication was never produced for purchase the contents of the draft report has been accepted as material consideration to inform planning decisions and appeals.

ARROW
Conservation Area Review
Draft Report - December 1996
for Stratford on Avon District Council

ROGER EVANS ASSOCIATES

General Introduction

Standard text as other SDC Conservation Area reports

1.1 Definition

1.2 Designation

1.3 Pressures

1.4 Response

1.5 Further Advice

1.5 Building Character and Materials

Box framed building
(4 Evesham Road)

Within Arrow village buildings are either brick or black-and-white timber-framed, with plain tiled roofs. Bricks and tiles are generally warm shades of brown, and some cottages are built on a plinth of grey stone. The only significant exception is the old Toll House on the corner of the Worcester Road, which is rendered, with a shallow slated, lead-hipped roof. Painted Wedgwood blue and white, it is such a strong and notable landmark that its different character is valid.

There is a consistency of building form along the Evesham Road frontage, too. Typically wall elevations are one-and-a-half storeys, to the sill level of first floor windows, which are formed as gabled dormers in steep roofs. This pattern is followed even in the larger scale 19th century buildings of the old schoolhouse and Walnut Cottage.

Windows are generous in width, typically on ground floors triple casements patterns in wood or metal, with multiple panes (most commonly six). Upper windows are smaller, more commonly double casements to the same glazing pattern. On Evesham Road the pattern is remarkably consistent, and only varies at the old Toll House and old school.

Again, the new development in Park View fails to take any cue from its older neighbours. House types are to standard over-square designs, with little variety. A dull red brick is used, which fits in, in tone, but it has an artificially rusticated 'biscuity' finish. Ground and roof finishes are of similar tones to the brickwork, again providing a lack of visual variety and interest even though the quality of the materials is good.

Brickwork (Worcester Road)

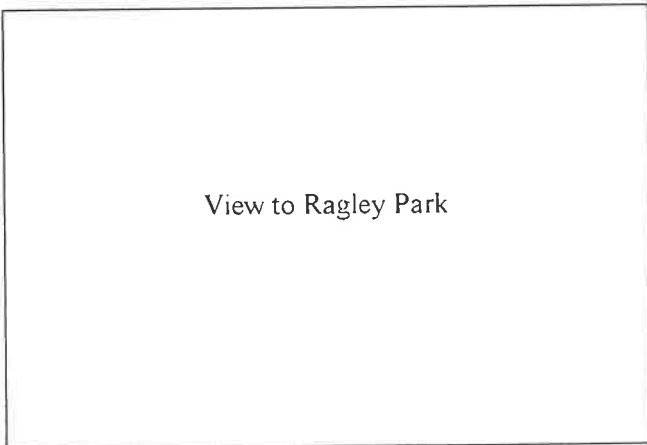
1. Introduction

1.1 Location

Arrow village is a tight cluster of buildings within a much more extensive parish whose population is about 220. It includes all of Ragley Park, and other small groups, notably around St. James's (formerly Holy Trinity) Church and Arrow Mill (now a hotel). It is located at the junction of the Stratford-Worcester (A422) and Alcester-Evesham (A435) routes close to the River Arrow, which forms the eastern parish boundary. The town of Alcester itself is very close, just 2-3 km to the north. The parish meets the Worcestershire-Warwickshire border in the west.

1.2 Topography

Arrow is situated on the edge of the broad flood plain of the River Arrow. To the south-west the land rises from the village level of about 40m A.O.D. to 100m or so behind Ragley Park. East of the river the land rises to similar levels. Ragley Hall has been designed to exploit this setting to the full, sited on the rising ground commanding views over the Arrow valley to the ridge of the east side. Approaching from Stratford, over the ridge, Ragley Hall is seen spectacularly from several km distance, panning out of sight as the road descends and re-appearing only when almost at the front of the house within the grounds.



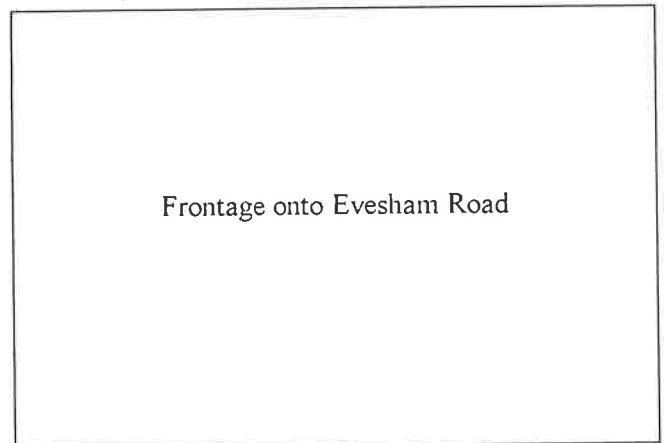
Within the village itself, houses cling to the western edge of the river plain. Although not appreciably higher, the church and rectory lie quite separately 200m to the east, close to the river. The river is a major natural feature, and is up to 50m wide between the church and Arrow Mill. It does not, however, have any visual impact within the village.

1.3 Special Land Classifications

Ragley Hall is designated by English Heritage as a Registered Garden of Historic Interest (grade II *) - refer to Appendix C for the detail of the listing.

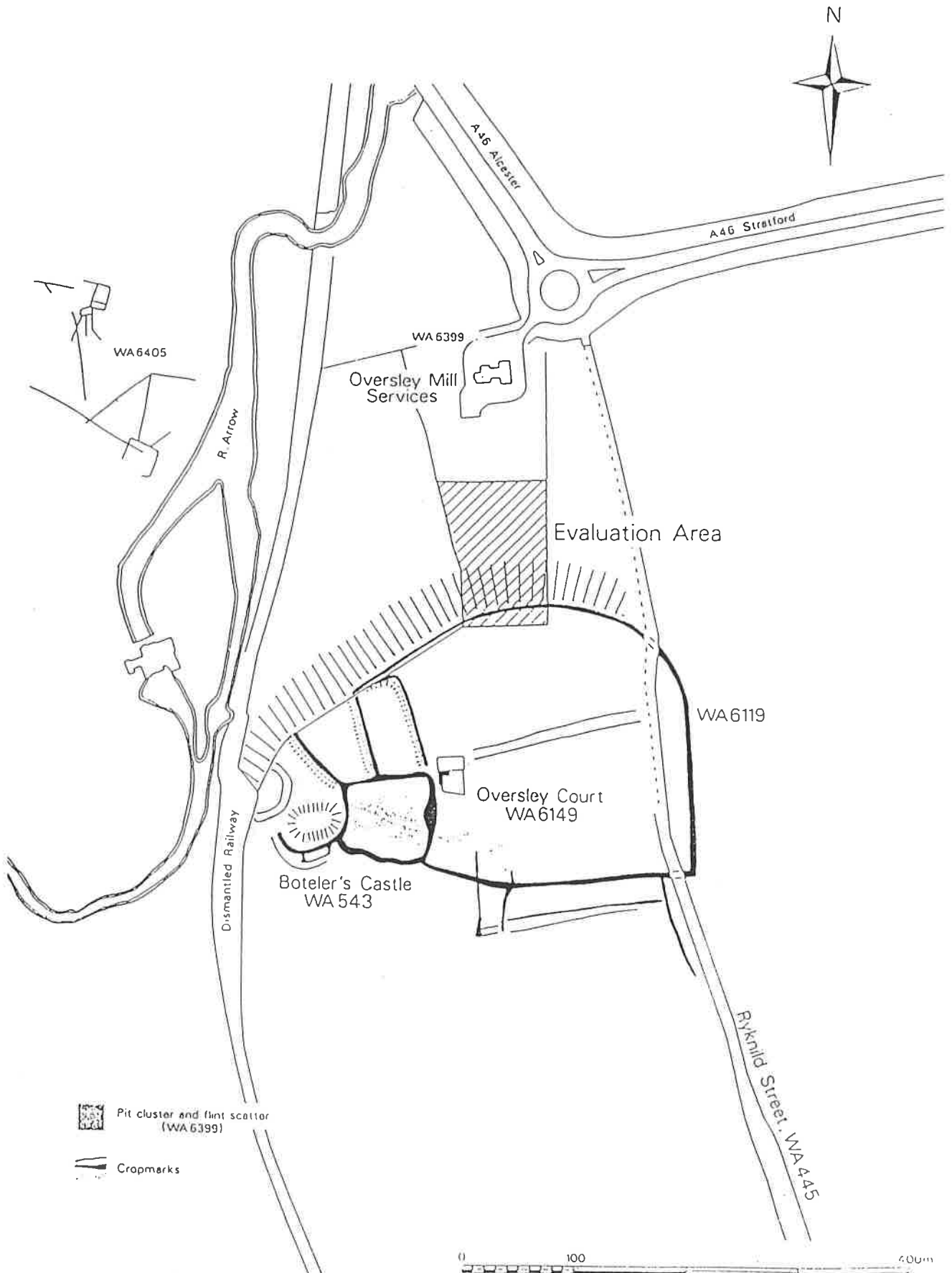
1.4 Morphology

Arrow has grown up primarily because of its position on routes between towns in the region. A consequence has been the linear pattern of development along Evesham Road. Because of restrictions either of ownership (the Ragley Estate has always been a powerful influence in Arrow - see Section 2) or of site suitability in the flood plain, the east side of Evesham Road has remained undeveloped.



The Worcester Road joins Evesham Road at right angles, but historically little was developed along it, leaving Arrow village as essentially one single-fronted street. Long narrow plots, typically 30 - 40m deep by 6 - 10m wide, extended back from the roadside, creating a more or less continuous frontage along Evesham Road north of Worcester Road. Secondary activities and outhouses were accommodated at the backs of plots. From this development pattern, the close leading to Arrow Grange has, in modern times become converted to a private mews of small houses.

The only significant new development in Arrow is Park View, a close of eight new 'executive' houses. Their detached plans, square plots and radial arrangement all contribute fundamentally to their apparent foreignness in the village. They form neither a clear frontage, like Evesham Road, nor a controlled mews like Arrow Grange.



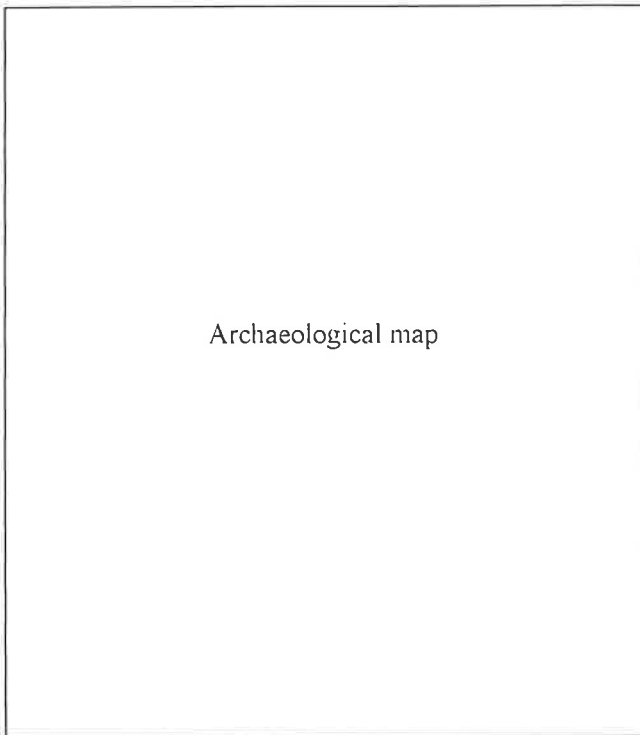
-  Pit cluster and flint scatter (WA 6399)
-  Cropmarks

0 100 400m

ARCHAEOLOGICAL INSERT.

History and Development of the Settlement

The Roman road of Ryknild Street runs along the east side of the river Arrow, and there is archaeological evidence of earlier settlement next to the river at Oversley Court opposite Arrow Mill. Evaluation has revealed the defensive ditch of an Iron Age hillfort, which was re-used during the mediaeval period as part of the outer bailey of Boteler's Castle (see map below). Crop marks south of Arrow Grange indicate other development on the west side of the river.



Archaeological map

Ragley is known to have belonged to Evesham Abbey from 711 AD, granted by the King of Mercia. Following the Domesday Survey it was held by the Bishop of Bayeux, when there was mention of a mill. It is listed in the Domesday Book as Arue. Shortly after the Conquest it was granted to Roger Marnion, going later to the Camvill family.

The village has grown up at the junction of the main roads between Alcester, Worcester and Wixford, with the added resource of the River Arrow, Arrow Mill, south of the village, and Oversley Mill to the north, have both been important in the history of the parish. (Oversley was transferred to Alcester Parish in 1909). The roads, too, have had their economic significance: in 1381 Arrow was famous for highwaymen! They received the protection of the Burdett family and the Abbot of Alcester because they were of noble birth. Today the old Toll House on the corner of the Worcester Road is a reminder of the importance of the highways in Arrow's history.

The other main economic resource historically in Arrow has been the woodland of Ragley Park. Ragley can be traced back to the 6th century, although the Domesday Survey does not mention it by name, referring only to a wood, 'one mile long and two furlongs broad'. The Burdett family inherited the estate by marriage in the reign of Edward II, and in 1333 Robert Burdett imparked the woodland into the manor. In 1581 forestry in Arrow yielded £146/6/- and rent of £173/19/8d.

Throughout its history, Ragley Hall has had ownership of most of the village. This has surely been a factor in controlling its growth, so that key developments like the church and the mill are widely spaced and remain separate from the village housing. The Church of St James (formerly Holy Trinity) was built in the 13th century probably by Sir Gerard de Camvill, and heavily restored in 1865: it too had links with the Abbot of Alcester.

The Rous family acquired Ragley from the Burdetts, again by marriage and, in the reign of Richard II, John Rous built the first documented house, 'a stately gatehouse of stone... and embattled it like a castle'. In the late 16th century Sir John Conway of Arrow purchased it, and his family built the present house and have owned it ever since. The main body of the house dates to 1680, designed by Robert Hooke, and the dominating portico was added in 1780, designed by James Wyatt.

In the village, many of the cottages date from the 17th century. There are some notable nineteenth century additions too, such as the Toll House (rebuilt 1810) and the school, which is now the Ragley estate office. Otherwise there has been very little further development. The most significant is a recent close of large modern detached houses at Park View on the Worcester Road. Buildings attached to Arrow Grange have also been developed and converted to a court of small houses.

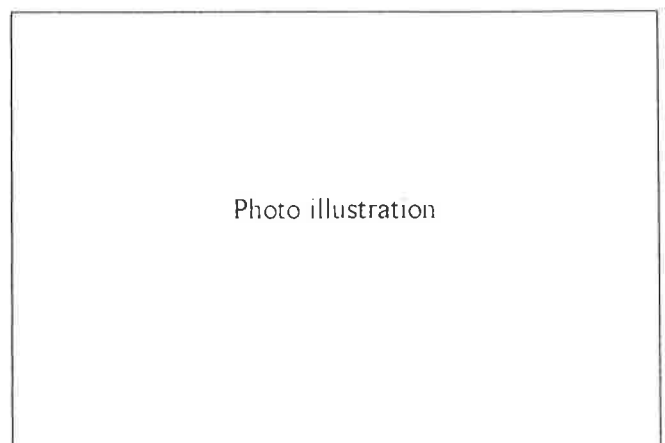


Photo illustration

Character Areas

The existing Conservation Area is very large, but much of it is open landscape in the river plain that is important to the setting of the village. Ragley Park is a further 280 hectares of landscape which is significant both to the setting of Arrow and its historical development: it is outside the area first designated as the Conservation Area. The area around the church makes an obvious character area quite separate from the tight grouping of the village itself. Here the Evesham Road frontage provides the definitive image of Arrow, while the area behind it on the west side of the village is of a different quality.

The following notes provide more detailed descriptions of these character areas.

3.1 River Valley




View over fields

The flood plain of the River Arrow is an open swathe that divides the church area from the village. Apart from Arrow Mill, it contains no buildings. On the southern approach to the village from Evesham it is flanked by the high stone wall of Ragley Park and the two gate houses which stand either side of the main gate. There are long views across fields to the church and the dense cover of tall trees that surround it.

Arrow Mill is now a hotel complex. Its brick front remains with stone dressings, facing onto a narrow stone bridge across the mill-race. It has some pleasant early barns in a range on the west side, but otherwise has been extended and altered for its current use with unattractive modern structures.

The northern approach, from a new roundabout on the A46, offers more limited views. Open fields rise gently towards the Old Rectory, where again the dense surrounding trees form the main view focus.

3.2 Ragley Park



View over park

Ragley Park adjoins the southern edge of the village. It has limited any expansion of Arrow in this direction, but otherwise has no physical influence on its form and appearance. Within Ragley Park, there are eight listed buildings and structures, which are sited in isolation from one another. The mansion itself is grade I listed and the stables and principal entrance lodges are II* : their layout must be considered in relation to Capability Brown's landscape rather than to any kind of building or site morphology. Section 4.2 considers the landscape in more detail.

3.3 Church Area

Arrow church is the focus of a loose group of buildings which include a substantial old rectory, bound together by very tall, mature, dense tree planting. It is approached via a wide stony track across the fields in the river plain, and although distant from the village, it is very visible from most areas and is a significant landmark.

South of the churchyard, Arrow Court is a collection of working buildings which house the estate management and maintenance functions of Ragley Park. The area is completely screened by tall trees, which extend to the church and surround the



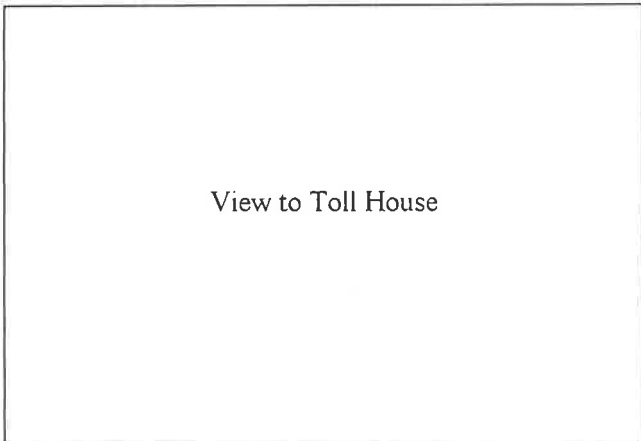
View to Church

garden of 'The Old Rectory' and 'The Coach House' just to the north.

The immediate area of the church is entered through a gate on a lane branching from the approach track. A strong atmosphere of intimacy and privacy prevails, created as much by the gate as by the size and closeness of the overhanging trees. The fact that a public footpath passes through the lane is not well advertised. Within the churchyard itself, the same mood exists and a strong sense of enclosure is created by the lych gate at the entrance, and the tall trees which mark its boundaries.

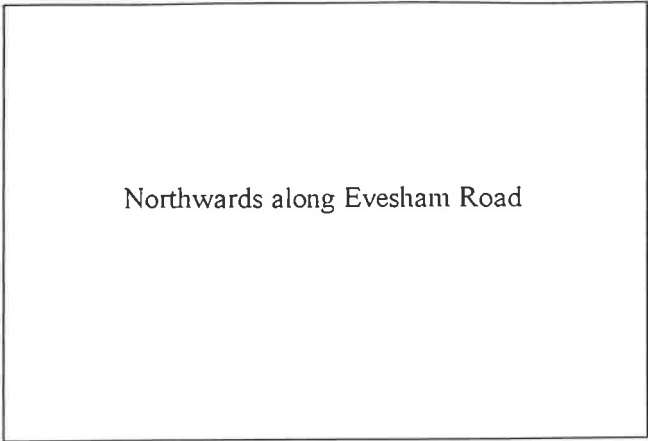
3.4 Evesham Road

To the many motorists who pass on journeys to Worcester, Evesham and Stratford, the line of buildings along Evesham Road *is* Arrow. Their visual strength lies in their position on the outside of a gently curving bend, the continuity of their scale, and the distinctive visual stop provided by the old Toll House (No 17 Evesham Road) on the corner of the Worcester Road.



The approach to Arrow from the north is marked initially by No 1 Evesham Road, a stone cottage converted from a former pumping station. The original design was intentionally unobtrusive, and it is hard to tell that it was ever anything other than a house. From this point there is a fine view of the elevation of the cottages on the Evesham Road as they curve and rise gently uphill towards the Toll House. The procession of large brick chimneys along the roof ridges is very distinctive.

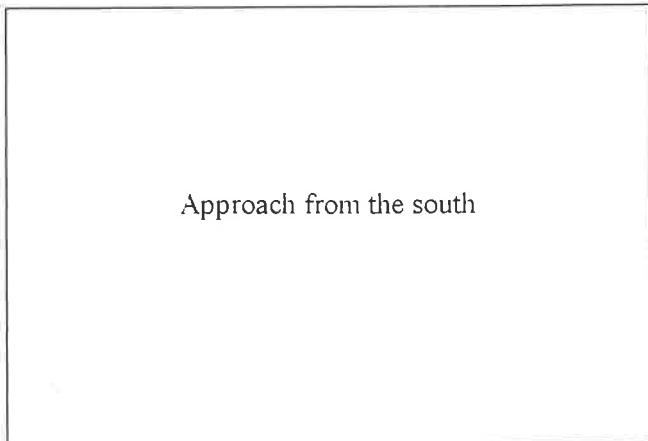
Opposite the original pump-station is a modern one in an ugly wire-fenced compound - it is poorly screened and very visible from the village. The field boundary is also very tatty at this point (partly barbed wire), and opposite no 4 Evesham Road there is a particularly intrusive electricity transformer raised up on poles, linking to the cottages by overhead wires.

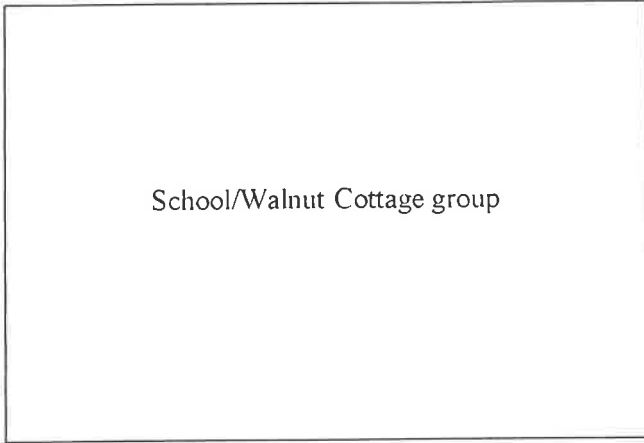


At least these detrimental features are on the inside curve of Evesham Road, although they compromise the undeveloped nature of the fields opposite the cottages. Aspects of the consistency of appearance of the cottages have already been mentioned - their even 1½ storey eaves lines, their distinctive chimneys and dormers, and the limited but contrasting range of materials. Small variations on these themes give added interest, such as the close studding of no. 4 Evesham Road in an otherwise open box-framed range of cottages.

At the corner of Worcester Road the old Toll House is the focal point of the village. It celebrates its position with a striking colour scheme and some early gothick-revival features, such as a Tudor-arched door casing, window- and door- hood mouldings, and elaborate glazing bars in the window casements. Its importance on the approach downhill from the Worcester Road is possibly a little diminished following the development of Park View (see 3.5). This point in the village is further emphasised by the red phone box on the opposite street corner and the post box built into the wall of no. 14 - it is a pity that road signs and other street clutter intrude on the scene.

The old school (now used as offices) and Walnut Cottage lie to the south of the old Toll House and are both distinctive buildings. The old school is a very attractive Victorian building of red brick with





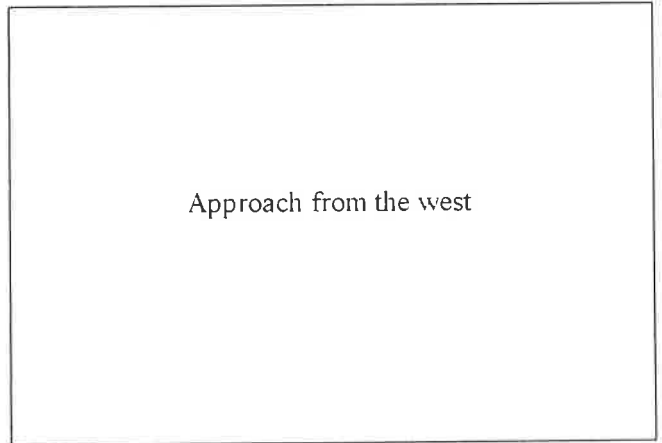
stone dressings, splendid chimneys and a fine roof with large triangular dormers. Its external areas are not very well managed however - the forecourt is dominated by parked cars and the area at the rear is used for rubbish storage. Walnut Cottage stands forward right on the footway, marking the southern entrance to the village.

3.5 West side

The western side of Arrow Village has evolved on the backlands of the Evesham Road frontage. Arrow Grange is an old timber-framed building of typical box-frame pattern, with white rendered infill panels. Outbuildings behind 7 and 8 Evesham Road are renovated and new structures designed into an intimate courtyard housing scheme. The character and scale of the space is appropriate to its mews location, reflecting stabling and low barns in its scale.

Access to Arrow Grange and parts of the mews development is from an unmade road behind 14 Evesham Road. This is a particularly unprepossessing approach, marred by back fences, car-ports and parking areas behind the Evesham Road cottages. This particularly affects the setting of no. 17 Worcester Road, an attractive timber-framed, brick infilled cottage, which has a prominent position on the western approach into Arrow. Figure X shows how this building closes the street scene to create a 'gateway' to the village.

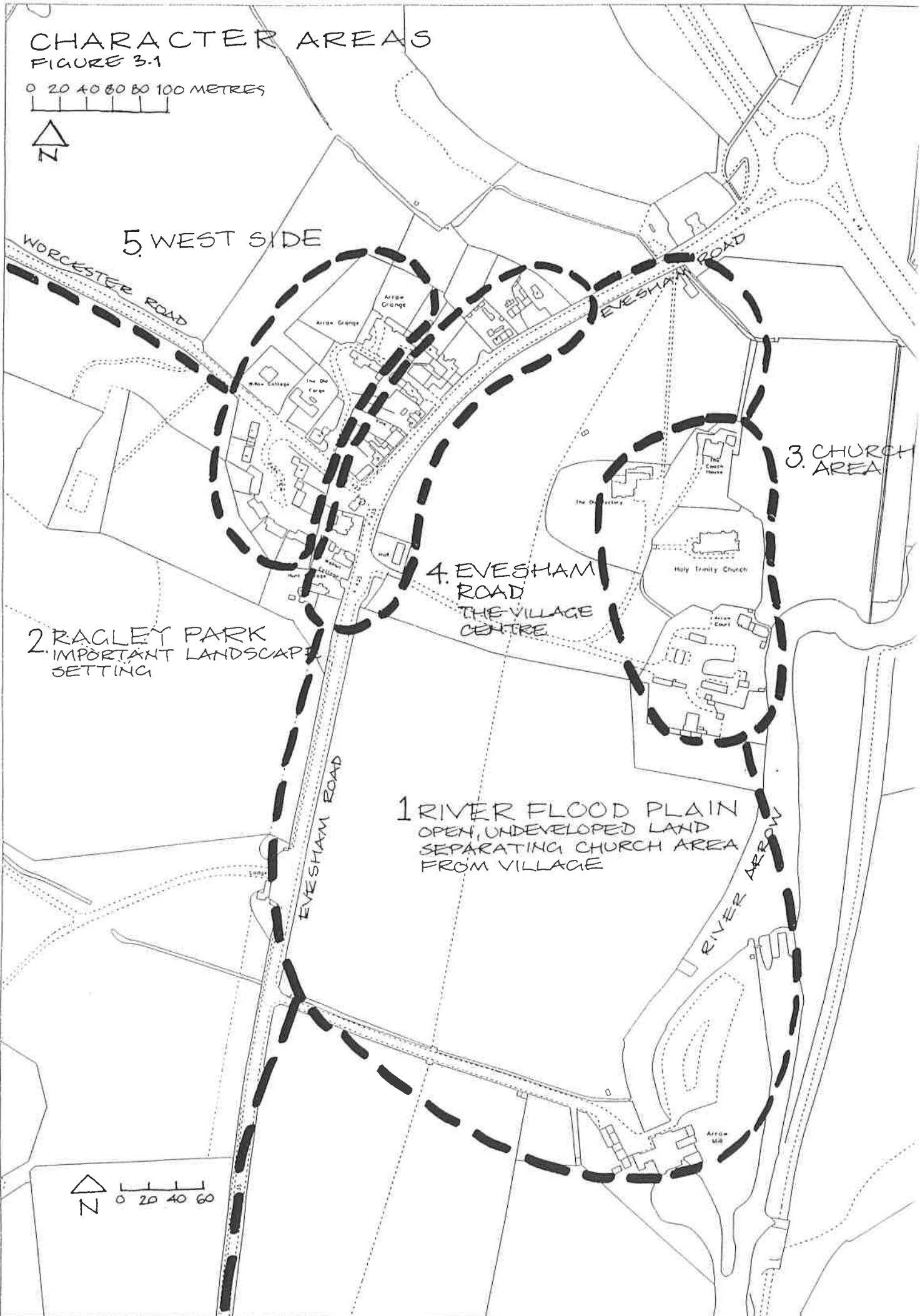
South of Worcester Road, the new close of Park View stands in marked contrast to the rest of the village. Section 1.4 on the morphology of the village highlights the difference between the planning of this area and the mews of Arrow Grange. New 1.8m boundary walls begin to put back some sense of enclosure to Worcester Road, but the open planning still dominates. Maturing planting will mitigate the visual impact, and new woodland trees behind the development will ensure that the existing backdrop of tall trees that soften the even roof lines will remain.



CHARACTER AREAS

FIGURE 3.1

0 20 40 60 80 100 METRES



5. WEST SIDE

WORCESTER ROAD

EVESHAM ROAD

3. CHURCH AREA

2. RAGLEY PARK
IMPORTANT LANDSCAPE
SETTING

4. EVESHAM ROAD
THE VILLAGE
CENTRE

1. RIVER FLOOD PLAIN
OPEN, UNDEVELOPED LAND
SEPARATING CHURCH AREA
FROM VILLAGE

EVESHAM ROAD

RIVER ARROW

0 20 40 60



4 Landscape

General view from southern approach

The majority of the Conservation Area at Arrow is open landscape, and adjacent to the village Ragley Park is a very extensive landscape garden which is registered by English Heritage as a garden of historic interest.

The following notes describe the main landscape features of the character areas described in the preceding section, 3, of this review.

4.1 River valley

Most of the area between the river and the village is covered by two large fields, either side of the track to the church. The northerly field is pasture, which rises gently to the church, while the southerly field is a broad, flat arable area. The track itself is relatively featureless, bounded by a bare fence and ditch on the arable side, and by a simple wire and post fence on the other.

View over fields

The arable field extends southwards to the lane to Arrow Mill, which is enclosed both sides by hedges which once contained elm trees. They are now dominated by elm suckers and hawthorn, with other species including ash and rowan. Consideration should be given to replacing the lost elms with other large trees, in order to reinstate what must have been an impressive drive.

The southern approach along Evesham Road is relatively open, with broad views across the field over a low hawthorn field hedge. The walls and lodges of Ragley Hall provide visual containment on the left side, and behind the wall is a young plantation, north and south of the lodges. The trees are about 10 years old with occasional older individuals, dominated by larch and red oak. The planting is too open to provide an effective screen, and these two dominant species are out of character with the area, although they include other species such as sycamore, cherry and sweet and horse-chestnut.

Riverside at Arrow Mill

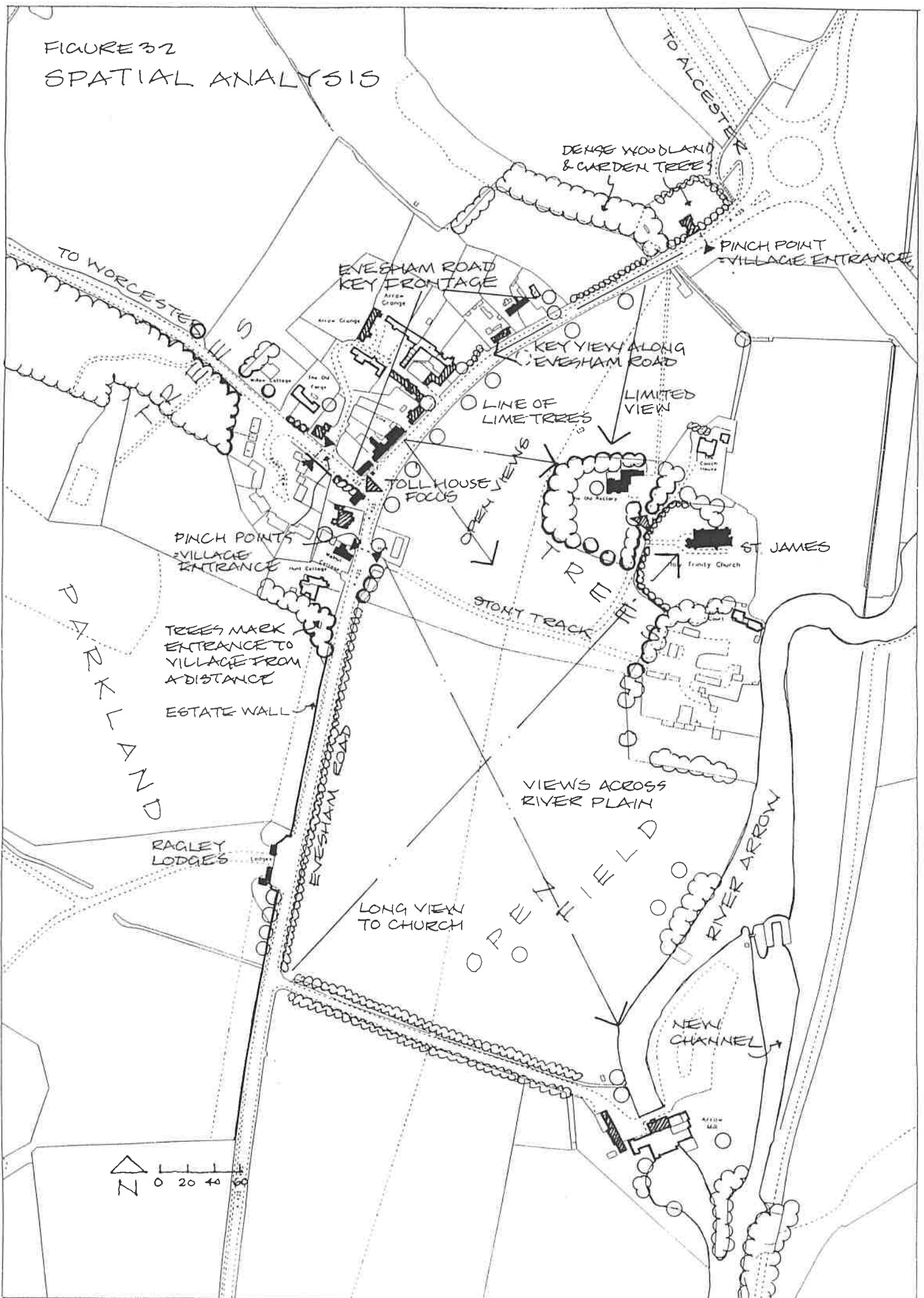
The riverside itself presents a quite different, secluded character. It is the most important element of the setting of Arrow Mill, where willows and reed banks overgrow the water's edge. Weirs create a contrast of still water surfaces and rushing channels, while on the east bank, woodland provides a backdrop dominated by beech, alder and willow. Access to the riverside is limited to the area around the Mill and at Arrow Grange.

4.2 Ragley Park

The landscape of Ragley Park is largely independent of the setting of Arrow village. It meets the village in the north-east corner at "Lord Henry's Clump" behind Park View and at the Arrow Lane Plantation along the Worcester road. Both groups include mature trees which provide a backdrop which is visible within the village. The Park and approaches to the Hall itself are visible from a very long distance on the Stratford Road, and from here the impressive relationship of the Park on its steeply rising hillside to the village on the valley floor is apparent. Thereafter little of the Park is evident until the entrance gates are reached on Evesham Road.

Capability Brown laid out much of the parkland that survives today, but the Park was

FIGURE 32
SPATIAL ANALYSIS



already landscaped including features like the lake, which Brown retained and enlarged, and formal gardens which he removed. His work was changed in the 19th century with the addition of formal gardens and parterres by Tasker, and in the 20th century with its opening for public leisure and recreation. Although significant, Brown's scheme is not one of his finest, and is eclipsed by the architectural eminence of the Hall itself. The description by English Heritage, grading the Park as a II* garden, is included at appendix B.

Figure 4.2 maps the main elements of the Park, which are keyed to the following numbered notes:

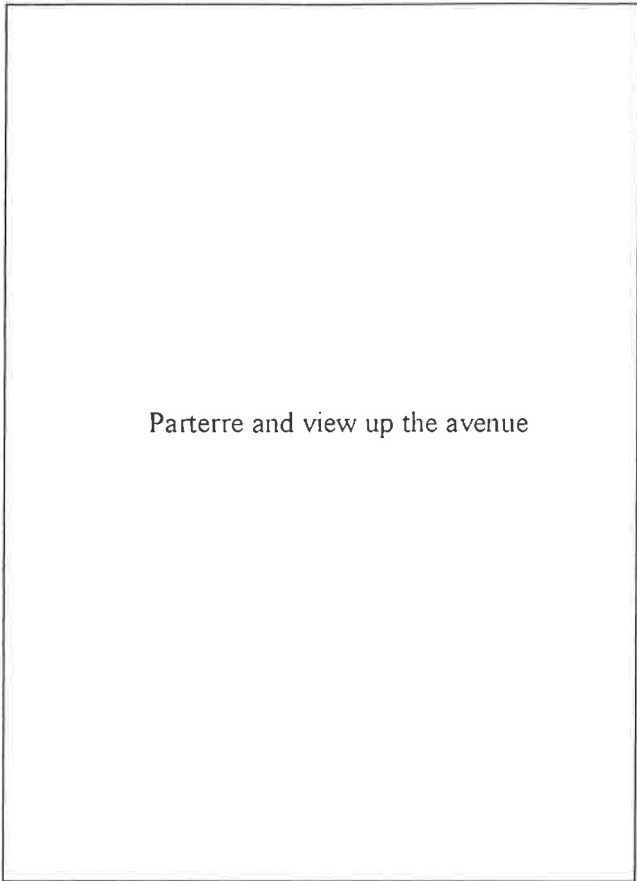
1. **Lord Henry's Clump** is an open grouping of mature trees. Grazed pasture extends under the tree canopy. Some replanting is now required, although there are some good specimens of sycamore, lime, horse chestnut and oak.
2. On the **Main Drive** from the principle entrance lodges is a group of four mature trees. They are fine trees in good condition - two lime, one oak and one plane - which mark the route.
3. **Arrow Lane Plantation** is a shelter belt of mixed conifers and broad-leaves, of various ages.

1. Gates to the walled garden

4. The **Walled Garden** is a well maintained ornamental garden. It includes a wide range of species and ages, including hornbeam, yew, liquidambar, copper beech, apple, other fruit, false acacia, weeping willow, tulip tree, silver birch, purple cherry and poplar. There are also hedges of clipped yew and hornbeam. There are several mature tree along the ditch behind the walled garden including oak, poplar and ash.
5. **Buck Clump**, and ...
6. ... a group extending southwards to **Dumfries Grove**, are groups of mature parkland trees under-planted with conifers. The conifers are approximately 20 years old and planted in

straight rows - inappropriate in this parkland setting.

7. **Fir Clump** and ...
8. ... a **group to the north** are groups of several mature oak and ash trees. There is natural regeneration and under-planting of oak, ash elder and hawthorn.
9. **Mature pines** west of Fir Clump, with grazed understorey, preventing natural regeneration.
10. **Parkland** in front of the house is grazed by sheep. There are many individual trees, dominated by mature oaks. There are also a number of oaks planted 20 years ago or so.
11. **Woodland east of stable block** provides a strong north flank to the entrance view of the Hall. It is mature woodland of mixed native and exotic trees and shrubs. Species include yew, holly, box, lime, laurel, lilac, false acacia, beech, horse chestnut, Portuguese laurel, cherry and sycamore.
12. **Woodland west of stable block** is similar to 11, with woodland walks and some additional species such as sweet chestnut, cedar species, rowan and wellingtonia.
13. **Icehouse Grove** is a coniferous plantation dominated by larch.
14. **Deering Hill** is a newly replanted plantation with some mature trees retained on the edges. There is broadleaf planting in deer shelters.
15. **Park Cottage** is largely screened by mature trees.
16. **Pearsons Wood** is dominated by oak, ash and silver birch, with an understorey of bramble and fern. Its age structure is varied. Other species include hawthorn, blackthorn, Scots pine, Austrian pine, hazel, larch, sycamore and sweet chestnut.
17. **The View** to the west front of the Hall is particularly handsome, both for the house itself and for the best general view of the park. The vista is lined by a double avenue of horse chestnut (the inner line) and copper beech. It is now about 30 years old and suffers from some gaps which should be filled.
18. **Big Grove** is part of a general area of mixed woodland on the south-west side of the Park. Viewed from the house, it is dominated by conifers which create the skyline behind the broadleaf species.



Parterre and view up the avenue

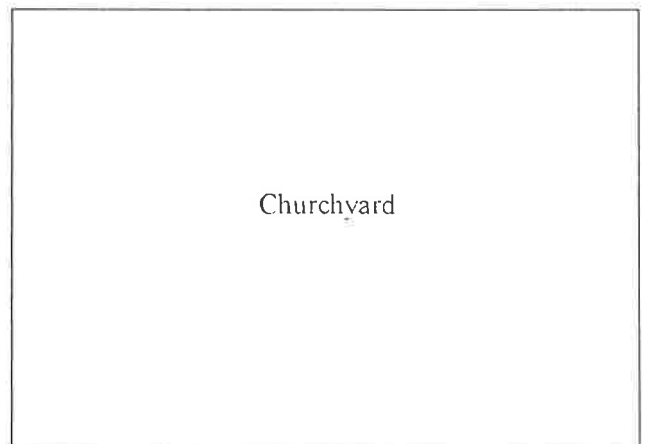
19. A **Parterre** forms the foreground view from the western terraces of the Hall, with the double avenue (17) rising in the middle distance up the hill through Pearsons Wood: the fire break in the wood is arranged to create an exaggerated perspective from this viewpoint. The ornamental gardens consist of herbaceous borders with wall climbers and shrub borders, and a parterre of rose beds. There are large trees around the boundaries including horse chestnut, beech, yew and lime. It has a formal yew hedge.
20. The **Woodland Garden** to the south of the Hall is dominated by mature beech, lime etc., but with a wide range of newly planted trees (some difficult to identify because of their age). Species include laurel, box, cedar, laburnum (including a recently planted arch), sycamore and rowan.
21. A **Circular Parterre** forms a secluded space with seating within the woodland garden, and has a sculptural fountain at the centre of four ¼-circular herbaceous beds. It has a 3 metre high thuja hedge.
22. A **Woodland Clump** extends south-east of the woodland garden (20). It is mainly of native mixed deciduous trees and shrubs of varying ages.

23. **Kingley Clump** is similar to (22) but with no understorey.
24. A **Cedar Avenue** follows the track down to The Lake. The trees are approximately 20 years old Atlantic cedars, with wooden guards. The avenue creates a very different character to the open parkland drive of the main approach road.
25. **Woodland east of The Lake** is mixed deciduous, including sycamore, beech, ash and small leaved lime. Natural regeneration is taking place in the understorey.
26. **Ladies Wood** forms most of the southern boundary of the Park. It is a mixed plantation, but a poplar belt has been planted to form the edge - mixed deciduous planting would be more in keeping with the setting.

4.3 Church area

Tall, mature trees dominate the church area, and link together buildings which would otherwise be a rather disparate group. A belt of ash, beech and oak trees, supplemented by horse-chestnut and other smaller woodland trees, screens Arrow Court and provides a visual stop at the end of the track from Evesham Road. The south-western edge of the churchyard is contained by a clipped yew hedge which leads the eye round to the gate into the lane between the churchyard and the Old Rectory.

On the other side of the gate an atmosphere of privacy and seclusion is created by the dense cover of trees. The churchyard is well maintained with ornamental coniferous borders either side of the main path and a number of mature individual specimens such as yew and Irish yew. It is contained by hedges and trees in Arrow Court, which include yew, beech,



Churchyard

horse-chestnut and large hollies. The eastern boundary includes some unsightly dead elm suckers

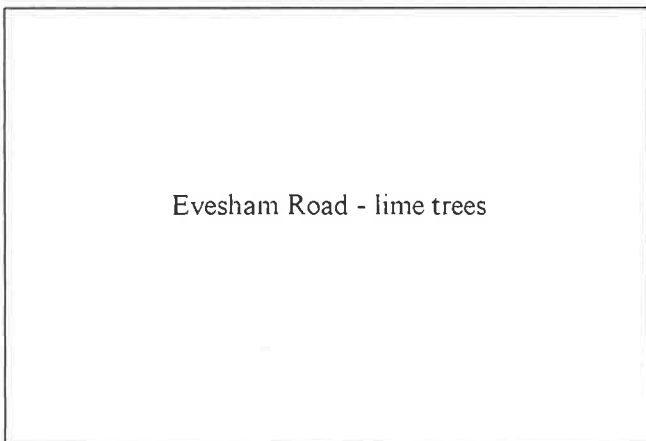
The garden of the Old Rectory is similarly well enclosed by trees of deciduous and coniferous species, with a high proportion of yew. Within the gardens there is an extensive range of other species including laurel, pine, cedar and horse-chestnut.

The Coach House is similarly well covered with a screen of sycamore and yew on the edge of the churchyard, and a large ornamental group at the entrance to the drive, where it closes the view from the gate into the church area. Screening it from the north is a Leylandii hedge, which could prove to be a problem of scale and overshadowing as it grows, out of character with the slower growing yews and other trees of the area.

4.4 Evesham Road

The main landscape feature along Evesham Road is the well spaced line of large common lime trees which provide a visual balance to the key frontage of cottages opposite. They provide both mass, and views between their trunks through to the open space of the river plain and church beyond. One of these trees, opposite no 2 Evesham Road, is dying and is likely to require felling and replacement.

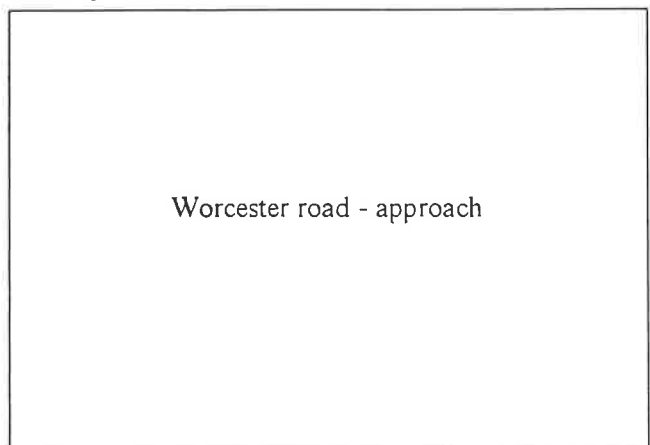
Approaching from the Alcester road in the north, the old pumping station is almost obscured by its overgrown surrounding hawthorn hedge and garden trees which include silver birch, beech, cherry and willow: the hedge also includes blackthorn and ash. South of the garden, woodland planting adds to the overall mass of trees to mark the northern entrance into the village.



At the southern end, the entrance to the village is similarly marked by a woodland group of lime, beech, holly, sycamore and ash, which screen Hunt Cottage. Opposite, ash, holly and yew trees around the village hall have a similar effect.

4.5 West side

The land on the west side of Arrow rises fairly steeply, and woodland planting along the boundary of Ragley Park on the Worcester Road creates a skyline that frames the roofs of houses in the village. Re-planting and new planting behind Park View will ensure the survival of this important feature: consequently the woodland is of various ages, the main species being beech, lime and ash.



Hedgerows along the Worcester road below the woodland are very variable. Willow Cottage, at the top, has a mixed screen hedge, with a line of pollarded willows on its western boundary, and a large weeping willow in the garden screens the house. The new development of Park View has been planted with privet, but it remains a very open layout, planted with ornamental species. Leylandii have been used for quick growing hedges in front of the Old Forge and behind the Toll House: both have become over-tall and dominant in form and colour.

The back access to Arrow Grange behind Evesham road is somewhat neglected in landscape terms. The hedge behind no 14 is overgrown, and other boundaries are unplanted. At Arrow Grange a scheme of ornamental planting, which includes another Leylandii hedge, provides screening to the development, but is insubstantial.

The future of the Conservation Area

5.1 Alterations

The Conservation Area boundary drawn in 1969 embraced all the oldest buildings in the vicinity of Arrow village, and consequently was very extended and incorporated a large area of open land in the middle. It did not include Ragley Park, except for the lodges and the estate walk either side. It is perhaps questionable that the area should have been extended so far south to include Arrow Mill, which is of limited architectural value and does not contribute to the village itself.

However, this review considers the inclusion of Ragley Park because of both its historic interest and its significance in the landscape setting and historical development of Arrow, and in this wider context the inclusion of Arrow Mill and the agricultural land to its north-west is logical. The original designation happens to include the archaeological site south of Arrow Grange, although the much more significant site east of the River Arrow near Oversley Court was not included.

The objective of Conservation Area designation should continue to be the preservation of existing good qualities of the village, and management of improvements and enhancement. At Arrow two main measures are proposed: to include Ragley Park as a contiguous part of the Conservation Area, and to amend the other boundaries where they no longer follow identifiable features, in order to make implementation of the provisions of the Conservation Area more practical. Figure 5.1 shows the proposed changes to the Conservation Area. It also shows the boundary of the Ragley Park registered garden included in the Conservation Area: for the full extent of the garden refer to figure 4.1.

Arrow Mill

Ordnance Survey mapping shows that the alignment of the river has been changed significantly by engineering works since 1969. It is proposed to amend the boundary to follow the new line of the east bank. The previous line was also drawn loosely to incorporate outbuildings and the riverbank south of the main building: it is proposed to redraw this line to follow the boundary indicated on the O.S. plan as shown on figure 5.1.

Ragley Park

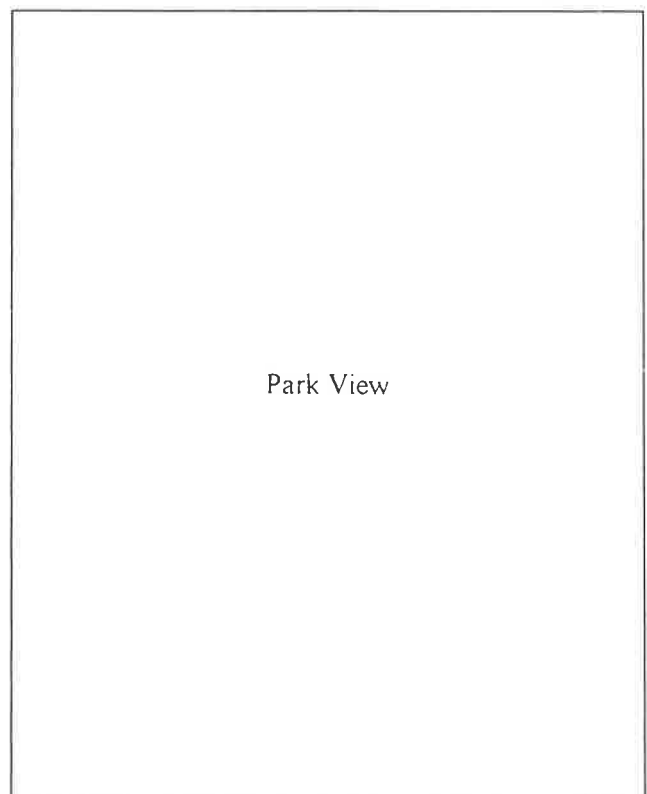
Ragley Park is to be included in the Conservation Area, drawing the boundary to coincide with the designated registered garden. Inclusion of

the park is considered to be necessary because its English Heritage listing does not confer any real protection on it. Ragley has clearly had a strong historical influence over Arrow, and elements such as the Arrow Lane plantation and the Gate Lodges and walls have a direct relationship to the setting of the village.

Designation of a separate Conservation Area for Ragley could be considered. The main building group comprising the Hall and its unique sub-group of the stables and ancillary accommodation could form the nucleus of such a designation, but they are distant from other important parts such as the walled garden and cottage and the gatehouses. All of these elements relate to Capability Brown's landscape, which abuts the existing village area in the north-east. It is therefore logical to combine the park and the village into a single Conservation Area.

West side

A number of changes have occurred to plot boundaries on the western side of the village following development of Park View and in Arrow Grange. It is therefore proposed to extend the Conservation Area to follow identifiable property boundaries behind Arrow Grange, and to cover the gap left between boundaries of the former Conservation Area and the Ragley registered garden.



Park View

FIGURE 4.2

RAGLEY PARK

EXTENT OF ENGLISH
HERITAGE REGISTERED
GARDEN

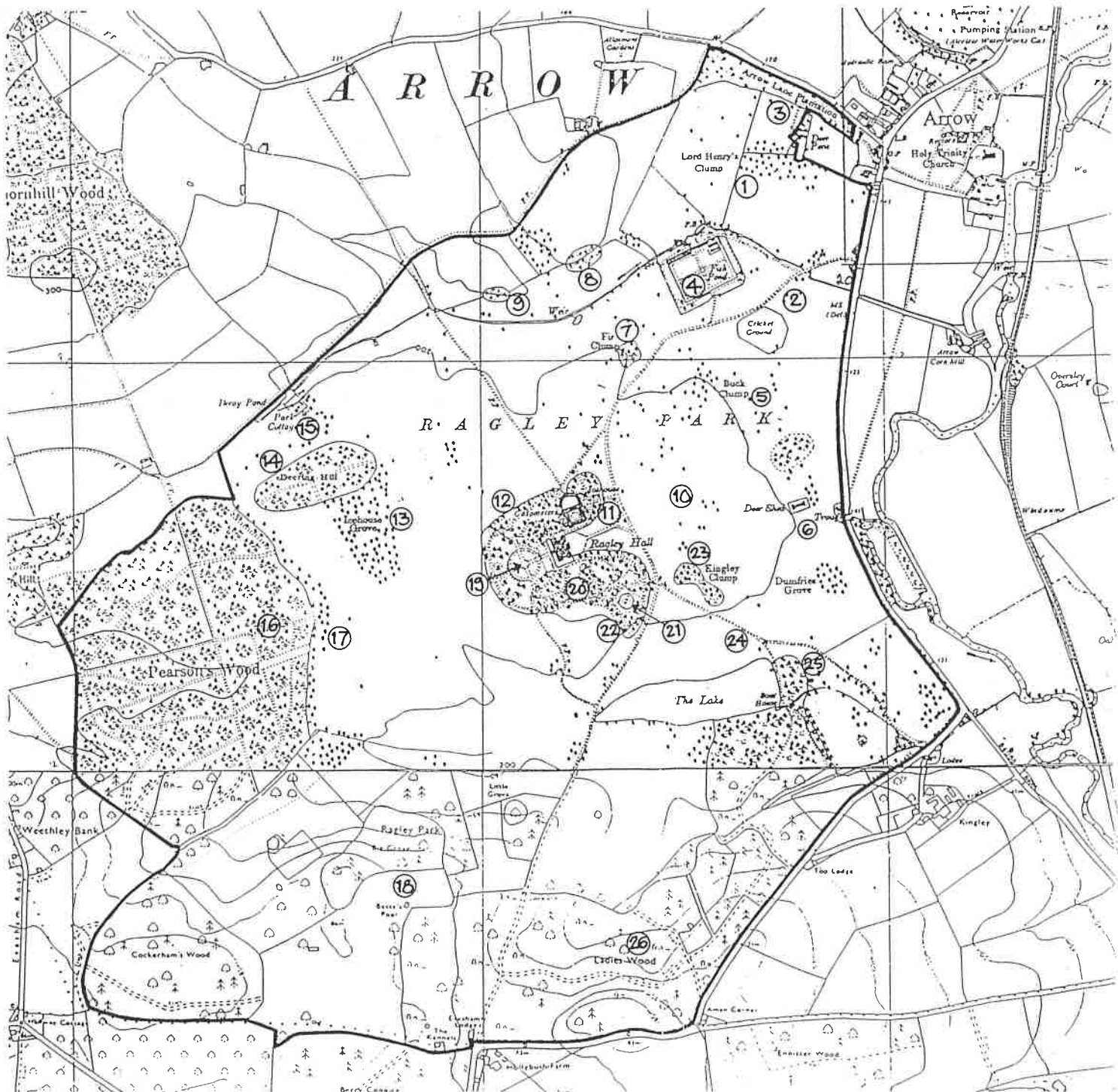
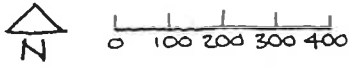
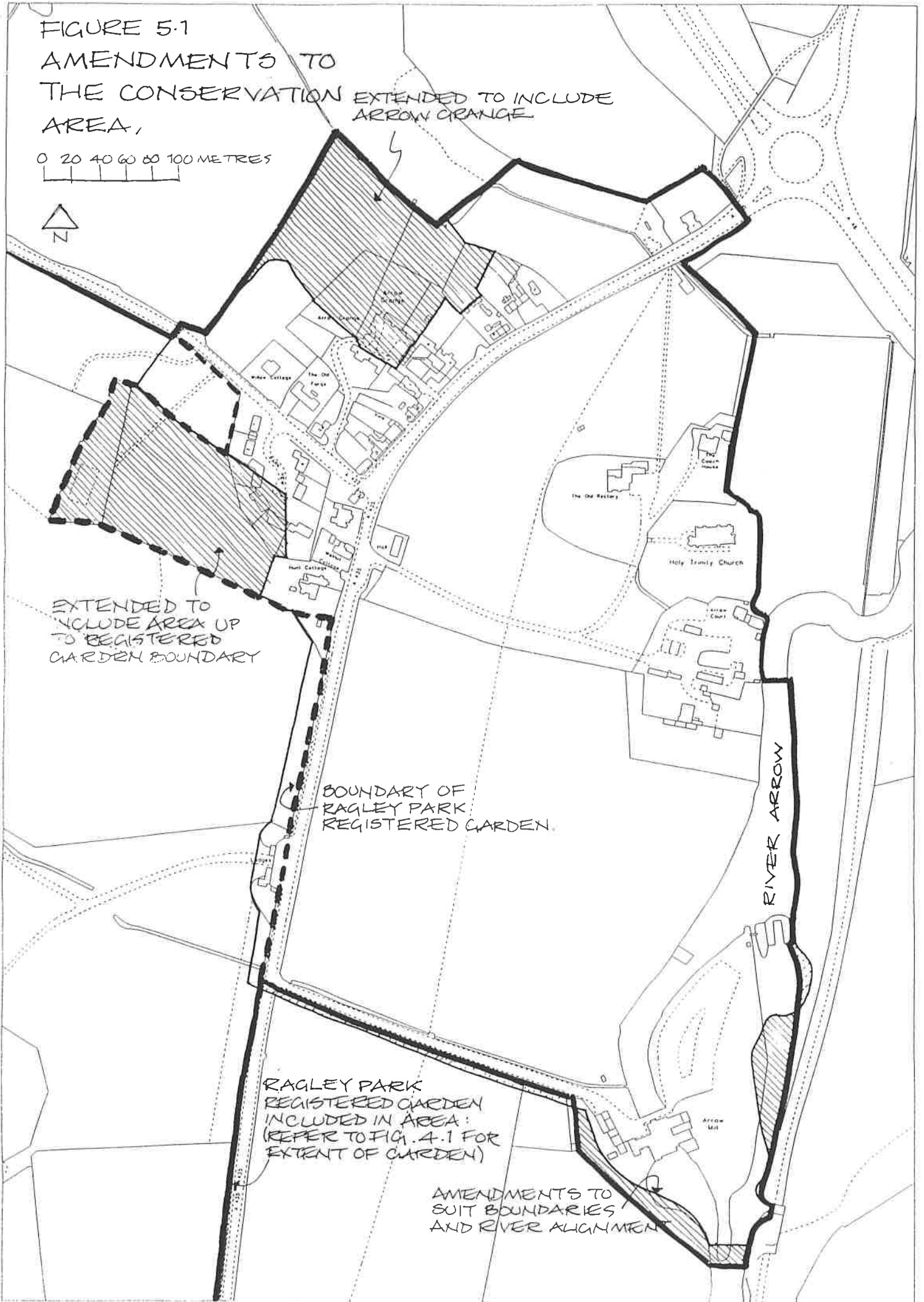


FIGURE 5.1
AMENDMENTS TO
THE CONSERVATION AREA,
EXTENDED TO INCLUDE
ARROW ORANGE

0 20 40 60 80 100 METRES



EXTENDED TO
INCLUDE AREA UP
TO REGISTERED
GARDEN BOUNDARY

BOUNDARY OF
RAGLEY PARK
REGISTERED GARDEN

RAGLEY PARK
REGISTERED GARDEN
INCLUDED IN AREA:
(REFER TO FIG. 4.1 FOR
EXTENT OF GARDEN)

AMENDMENTS TO
SUIT BOUNDARIES
AND RIVER ALIGNMENT

RIVER ARROW

5.2 Improvements

The village presents a neat and orderly appearance, but there are areas where improvements could be beneficial:

1. Planting scheme to screen pumping station building and fence.
2. Replacement of barbed wire fence, or planting of new hedgerow.
3. Replace dying lime tree.
4. Very obtrusive transformer raised on telegraph poles: preferably replace with screened ground level equipment and underground cables.
5. Red telephone box a key feature, but spoiled by adjacent B.T. box and 40 mph sign.
6. Improvement scheme for footways and grass verge, to consolidate edges and provide alternative surface to tarmac.
7. Village Hall - a poor building, but beware any obtrusive new replacement: a site away from the open views towards the church area would be better.
8. Former schoolyard - improved treatment of car parking layout and surface if possible; screen open storage area at rear of yard.
9. Improvement of rear fences and car-ports - encourage well designed permanent garage structures.
10. Strengthen planting on new bank - planted ground cover is thin and weeds are breaking through.
11. Improve footways on one side of Worcester road: currently discontinuous on either side.

Figure 5.2 - Improvements

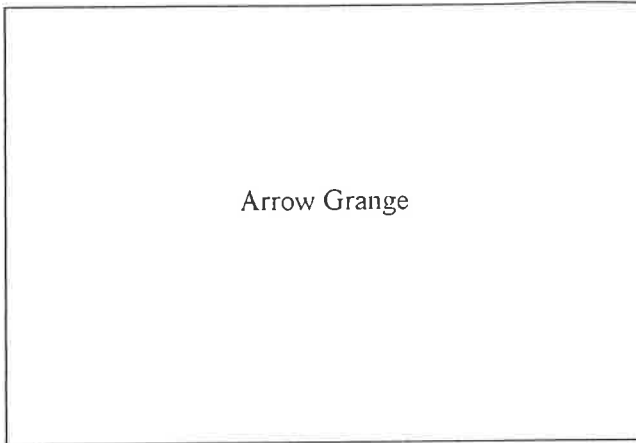
5.3 Control

Being close to the expanding town of Alcester, Arrow must inevitably attract the attention of developers as a potential location for new housing. In the past the influence of the Ragley Estate may have discouraged new building, but the economic climate has changed. Within the Conservation Area gaps are identifiable in paddocks behind Arrow Grange and the frontage of Evesham Road, and there may be pressure for further development, albeit the opportunities are small.

Recent examples of new development in Arrow are at Park View and Arrow Grange, described in 3.5 and elsewhere in this review. In exercising future development control, the impact on "village-scape" should be a major concern, and these two examples demonstrate in opposite ways how new development can impinge on the village. Arrow Grange follows the general morphology of the village as discussed in 1.4, and while its materials and detailing are of a reasonable standard, they are not remarkable - and

FIGURE 52
IMPROVEMENTS





nor need they be, because the character of the development is created by its scale and overall form.

At Park View, materials have been selected consciously and carefully, pains have been taken with landscape design, and the development is generally regarded as "high quality". However, it sits apart from the village, an "executive close", deliberately different, because although it may be nominally in keeping with regards to scale and materials, it does not fit into the overall morphology of the village. In other words, design considerations must go further than control of elevations and materials.

The other key area of concern at Arrow is the maintenance of open vistas eastwards towards the church and the river. The character of the long street elevation of Evesham Road is very special, and while

it can still take some reinforcement where there are gaps, any new work must be rigorously in scale with the existing façades and roof lines. Absolutely no development or redevelopment (referring to the village hall) should be considered on the east side of Evesham Road.

5.4 Conclusion

The Arrow Conservation Area is unusual in being so extensive. It contains the grade I listed building of Ragley Hall, but the village itself has no direct relationship to the mansion at all, and its buildings are modest. There might be a tendency to see conservation in Arrow primarily in terms of the architecture of its great house, but that would miss the point. Arrow's character is shaped greatly by its setting, particularly by the contrast between the strong village frontage and the open land towards the river, and issues related to its overall form and siting are especially important in its conservation.

This Conservation Area Review seeks to provide an analysis of the village's character expressed in its structure and public realm, not just in its individual private buildings. Design which respects these aspects of the village environment, and the materials and scale of the buildings and landscape which are already here, will with guidance make a positive contribution and enhancement to Arrow.



Location : Arrow

Parish : Arrow



Arrow Conservation Area

*This map shows the Amended boundary of
the Conservation Area.*

- Amended Conservation Area Boundary
- - - Former Conservation Area Boundary

Where property boundaries define the limits of the Conservation Area all features forming the boundary (e.g. walls, hedges, trees etc.) are assumed to be wholly within the Conservation Area.

Not to scale

North

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**Approved by Planning Committee
18 March 1998**

1:10000

North

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