

An aerial photograph showing a central village area with buildings and roads, surrounded by a patchwork of green and brown agricultural fields. The text 'Shaping Welford' is overlaid in white on the left side of the image.

Shaping Welford

WELFORD

NEIGHBOURHOOD DEVELOPMENT PLAN 2011— 2029

MADE VERSION SEPTEMBER 2017

Cover photo courtesy Parish Online

Process of the Neighbourhood Plan

The Localism Act 2011 provides new powers to put the future of the small communities back into local hands. The Act aims:

‘to facilitate the devolution of decision -making powers from central government control to individuals and communities’

One of the new powers was for parish councils to prepare neighbourhood plans.

Welford Parish Council decided to use the neighbourhood planning power and initial work to start producing our own neighbourhood plan commenced using national and council gathered statistics, the results of a questionnaire and public forums to help inform potential policies.

It became clear from the questionnaire results that there were two areas of concern that affect the village. One area helped to identify the main objectives for the future development of the parish and the planning policies in the neighbourhood plan; the second area produced an action list of other non-planning actions to be pursued by the Parish Council and other agencies.

The neighbourhood plan must meet a set of basic conditions. An independent examiner will be appointed to decide if these conditions have been met. If they are he or she will recommend the plan proceeds to referendum. It will be then over to the people of Welford to decide if the plan is made part of the development plan by voting in that referendum. The Parish Council initiated the need for a neighbourhood plan in early 2014. Alan Curtis started the process and applied for designation of the parish as a neighbourhood area from Daventry District Council and grant funding from Locality. In February, the Parish Council also agreed to use the approved consultant, Kirkwells as recommended by Daventry District Council to support the process.

A small steering group composed of, Dr Paul Brown, Alan Curtis WPC and Yvonne Dean WPC started to take the process forward meeting with Alan Perks WHPC (chair of West Haddon Neighbourhood Plan) and a public meeting was planned for 7pm Thursday 2 April in the Village Hall. Refreshments and snacks were provided and the process was explained by Dr. Paul Brown and the experience given by Alan Perks. Discussion focused on the development at Newlands Road and also the inability of the West Haddon plan to stop some considerable development on the edge of their village. Considerable scepticism was expressed but there were a few volunteers for the steering group and the project moved forward with fairly regular meetings every two weeks to develop a questionnaire. After looking at those from other villages, it was decided to have a questionnaire that was colourful, user friendly and gave opportunities for individual comments to help form policies.

There were many drafts of the Questionnaire with the final one of 47 questions in blocks of key concern that would form the major sections of the Plan. It was designed by Helen Dyson and it was agreed to have a prize draw of £100 as an incentive to fill it in. Posters were put up in the village, and the Questionnaire advance notice signaled in *The Bugle* (delivered to every household) as well as an article in the Harborough Mail. Out of 455 delivered the eventual return rate was 42% with 189 received back. Reminder notices were delivered to areas that showed a poor response with personal visits but with little effect. The highest response rate was from the 'core' of the village with the weakest response from Salford Close, The Leys and Christopher Court, Newlands Rd and Northampton Rd, Woodford Glebe and the outlying farms. However, the return rate was thought adequate enough to provide a basis for the main policies and the comments were useful in pointing to ideas for action. The return rate is compatible with that used by Daventry District Council for their housing needs survey.

Questionnaire results were reported back through an open day and exhibition at the village hall and summarised in talks to an early evening audience that same day and also summarised in *The Bugle* newsletter (also available on the village website). As drafts of the neighbourhood plan were completed they were made available for inspection in the village Hall, Post Office, The Elizabethan and Wharf public houses. It was also put on the village website prior to the main consultation leaflets going to every house as well as copies being sent to all relevant interested bodies. We had four major revision of the plan with Kirkwells. The most detailed comments from Daventry, Natural England and individuals in the village informed important changes to the document, most notably the undertaking of a biodiversity plan for the village. Daventry have also completed their own assessment of our plan together with the Strategic Environmental Assessment (SEA) and Habitat Regulations Assessment (HRA) screening as part of the process and the plan has now been submitted to Daventry District Council for a further formal period of consultation.

Dr Paul Brown, Chairman of the NP Steering Committee
Yvonne Dean, Co-Chair of the NP Steering Committee

Members of the NP Steering Committee

Dr Paul Brown - Co chair Landscape and Environment and overview

Alan Curtis – WPC, Housing and Development

Yvonne Dean - Co chair WPC, Introduction and Business

Helen Dyson - Business and graphics

Terry Journeaux - Education and Business

Deni Lane- Archaeological record

Liam Morris - Transport and Traffic

Christine O'Reilly - Recreation, Resources

Val Jackson - general help and input to committee and contact point

Thanks to Bill Wright who did more analysis and input on the questionnaire results

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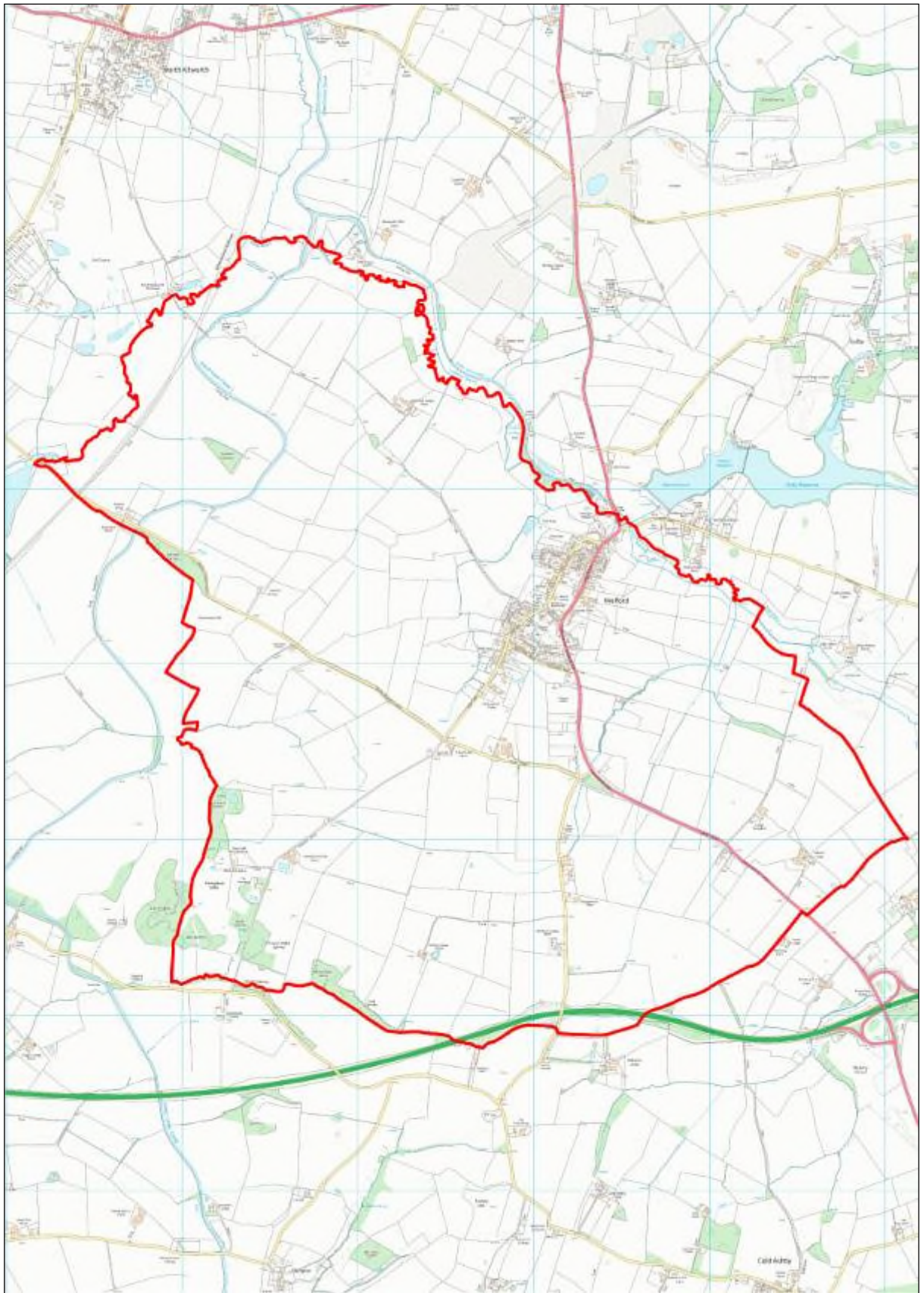
1.0 Introduction and Background

1.1 The Localism Act 2011 which aims to facilitate the devolution of decision-making powers from central government control to individuals and communities, gives parish councils and other relevant bodies new powers to prepare statutory neighbourhood plans to help guide development in their local areas. This gives local communities the opportunity to shape future development as planning applications are determined in accordance with national planning policy and the local planning framework. Before a neighbourhood plan can be made part of the development plan it must secure a majority “yes” vote at a referendum. Everyone in Welford parish who is eligible and registered to vote will, therefore, be able to have their say. Once made a neighbourhood plan forms part of the Development Plan for Daventry District.

1.2 A Neighbourhood Plan can identify and protect village assets within the village, which can include key buildings or amenities and green spaces or other environmental features. The Plan can also strengthen and control the growth of business and address transport and traffic issues.

1.3 Early in 2014, Welford Parish Council, as a qualifying body, decided to seek designation as a Neighbourhood Planning Area for the whole parish (see Map 1). The Neighbourhood Area was designated on 28th May 2015.

Map 1: Welford Neighbourhood Plan Area (OS licence number 100057238)



Basic Conditions

1.4 Although neighbourhood planning gives more power to local communities to guide what goes on in their area, there are limitations. Neighbourhood plans must:

- have appropriate regard to national planning policy and guidance; and
- be in “general conformity” with the strategic planning policy set out in Daventry district’s development plan
- demonstrate they contribute to sustainable development
- be compatible with EU obligations and human rights requirements
- demonstrate it is not likely to have a significant effect on a European site (as defined in the Conservation of Habitats and Species Regulations 2012) (either alone or in combination with other plans or projects).

1.5 In accordance with the Neighbourhood Planning (General) regulations 2012 the plan does not deal with minerals and waste matters.

National Planning Policy and Guidance

1.6 National planning policy is set out in the National Planning Policy Framework (NPPF) and this means that the Welford Neighbourhood Plan must:

- ✓ contribute towards the achievement of sustainable development
- ✓ support the strategic development needs, including those for housing and economic development, set out in Daventry’s development plan. At the moment, this comprises the ‘saved’ policies of the Daventry District Local Plan and those in the Joint Core Strategy for West Northamptonshire
- ✓ neighbourhood development plans should not promote less development than that set out in these strategic policies
- ✓ the neighbourhood plan should plan positively to support, shape and direct local development

1.7 In preparing the Welford Neighbourhood Plan, full account has also been taken of government guidance set out in the National Planning Policy Guidance (NPPG). The Basic Conditions Statement that accompanies this Submission Draft Plan sets out in more detail how the plan has had appropriate regard to NPPF and NPPG.

Daventry District Planning Policy

1.8 The Welford Neighbourhood Development Plan must be in “general conformity” with strategic planning policies Daventry District Council’s Development Plan. This is currently comprised of the ‘saved’ policies of the Daventry District Local Plan and policies in the adopted West Northamptonshire Joint Core Strategy (WNJCS). Of particular relevance to this neighbourhood plan is Policy R1 of the WNJCS this sets out the spatial strategy for the rural area (see paragraph below).

WHAT POLICY R1 SAYS ABOUT THE LEVEL OF HOUSING AND THE SETTLEMENT HIERARCHY IN WEST NORTHAMPTONSHIRE

1.9 Within the rural areas of West Northamptonshire there is an identified need for 2,360 dwellings within Daventry District and 2,360 dwellings within South Northamptonshire to be provided between 2011 and 2029 beyond the towns of Daventry, Towcester and Brackley. Within the rural areas the distribution of the rural housing requirement will be the subject of the part 2 local plans that are being prepared by Daventry District and South Northamptonshire Councils according to the local need of each village and their role within the hierarchy.

Development within the rural areas will be guided by a rural settlement hierarchy that will comprise the following categories:

- primary service villages;
- secondary service villages;
- other villages; and
- small settlements/ hamlets.

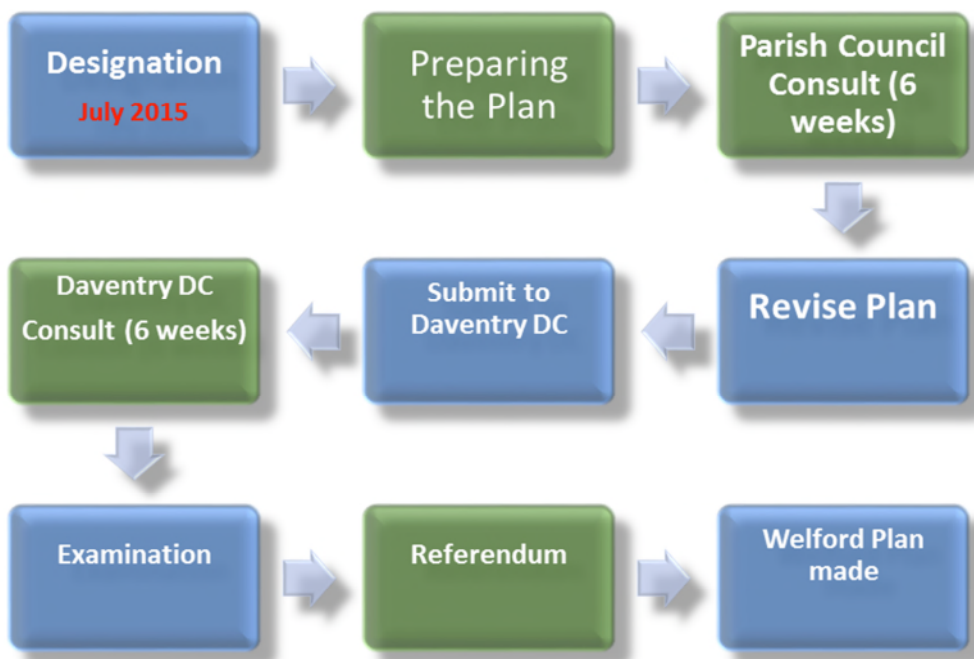
Engaging the Community

1.10 All neighbourhood plans must be prepared following the process set out by government and shown in Figure 1. Central to this process is community engagement which should:

- ensure that key community issues are identified; and
- ensure that the neighbourhood plan has been prepared by taking into account the views of those with an interest in the area

The key engagement steps are highlighted in green.

Figure 1: The Neighbourhood Planning Process



1.11 This procedure involves two minimum six-week periods of formal consultation on the emerging neighbourhood plan. After the second formal consultation, the Welford Neighbourhood Plan was subject to independent examination. The examiner looked to see if the plan met the “basic conditions” of the Town and Country Planning Act, and made recommendations for revisions to the plan, which have been incorporated into this final version of the plan. The plan is subject to a local referendum to determine whether there is local support for it to be made part of the statutory development plan for the area.

2.0 Welford in Context as a Village

History

2.1 Welford is one of about 4,250 villages in the UK,¹ originally the main places to live. In around 1700, about 80% of the country's population worked on the land, now it is down to about 3%. Villages were located in key places with easy river crossing points with fords (as in Welford) or had a long history of occupation because of the richness of land in valleys. Locally, many villages in the area have a long history going back thousands of years with Neolithic settlements along the rich soil of river valleys, such as the Welland or the Avon. In Welford, evidence has been found of settlement during the Iron Age with a roundhouse and pottery discovered on the Newlands Road near the junction with the Northampton Road.

2.2 Welford village was prominent as a coaching stop during the 17th and 18th centuries, lying equidistant between Leicester and Northampton on the main road to London. Some of the houses on the High Street are old coaching inns and are named appropriately. Welford once had seven pubs, numerous ale houses, coaching inns, blacksmiths, saddlers, shoemakers, tailors, a milliner, bakers, butchers, drapers, wheelwrights, chandlers, coal merchants and many more different tradesmen.

2.3 Mostly self-sufficient, villages changed with the Industrial Revolution and their populations declined with the great migration from the countryside to the towns and cities for work and a better life. The life and viability of villages fluctuated as transport and communications improved. Villages lost passing trade through these better connections and the agricultural activity finally declined and local populations were decimated in the Great War. They became seen, characteristically, as pockets of a traditional England, over romanticised by the Victorians then the Arts and Crafts movement. Villages have become more viable as places to live as independent transport has improved often becoming dormitory places for other towns.

2.4 Villages are often very mixed communities with long-term inhabitants in the minority, but in Welford, about 53% of the inhabitants have now lived in the village for over 25 years as people moved onto new estates and stayed in the village with their families. In 2000 this figure was 32%. This may have contributed to an ageing of Welford's population with about one quarter of the inhabitants now aged over 60.

2.5 Villages are under increased pressure in terms of their quiet lifestyle with the current large-scale industrialisation of the countryside. Farms have had to diversify their activities as traditional farming falls into decline with increasing global competition. Locally, some farm buildings have become let-out as workshops and offices to supplement farming income. Power

¹ Facts from Statistical digest of rural England 2012 based on 2001-2010 census returns.

generation has become a significant industry with land leased out for wind turbines or in the case of Pebble Hall Farm, at Theddingworth, a major waste re-cycling facility.

Welford in the Landscape

2.6 Welford Parish has at its heart an historic village with a wealth of built heritage assets, and this is surrounded by attractive undulating agricultural landscape, which retains many ancient features relating to its medieval and post-enclosure development. Evidence has been found for earlier occupation of an Iron Age roundhouse with pottery on the Newlands Road near the junction with the Northampton Road. The landscape forms part of the Naseby Plateau, a broad gently rolling clay plateau that allows extensive views from its elevated areas, of which Welford is one. Within the village these views are seen both from gardens and from gaps and courtyards between dwellings. Originally Welford could only be reached by crossing fords, explaining how the local geology is alluvial in character with ancient river beds cutting deep into the plateau (see Figure 3). This explains the local deep pits for gravel in the village in West End and the Spinney at the beginning of the High St. Just out of the village are sand pits and by the river these were used for the characteristic sand gravel and clay for cob walling in the village. The local bedrock of sandstone and ironstone was used for stone walling and the bases of cob walls, see Figure 2.

2.7 In the County the Northamptonshire Environmental Characterisation Process has been updating the Landscape Character Assessment, the Historic Landscape Character Assessment and the Biodiversity Character Assessment.

2.8 Close to the village the landform and vegetation creates an intimate landscape where a sense of enclosure prevails. Small-scale pastoral fields of calcareous grassland, grazed largely by sheep, particularly characterise the eastern edge of the village. They contain significant, nationally important, areas of medieval ridge and furrow 'furlongs' together with a network of old hedges, which date from the parliamentary enclosure of 1778. These hedges are well maintained and are often of hawthorn interspersed with scattered mature ash and oak trees, and they both define fields and emphasise the undulating landform. Part of the land slopes gently down to the course of the juvenile River Avon (which rises in nearby Naseby and forms part of the parish boundary.) The extension of domestic gardens into established fields can detract from the historic field patterns around the edges of the village.

2.9 The western side of the village is bordered by an area of abandoned ancient settlement. Opposite the village hall a footpath leads into a field containing medieval settlement remains. This part of the village was probably deserted by the 14th century. The main feature is a hollow-way, parallel to West Street, indicating that the village was once made up of three parallel streets, West St being the main one. At the northern end of

this feature is a manorial fishpond. Beyond this is the Welford arm of the Grand Union Canal, which forms part of the parish boundary.

Figure 2. Bedrock Geology

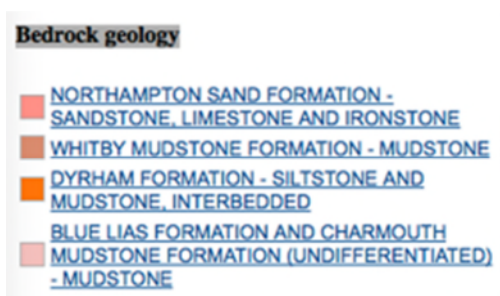
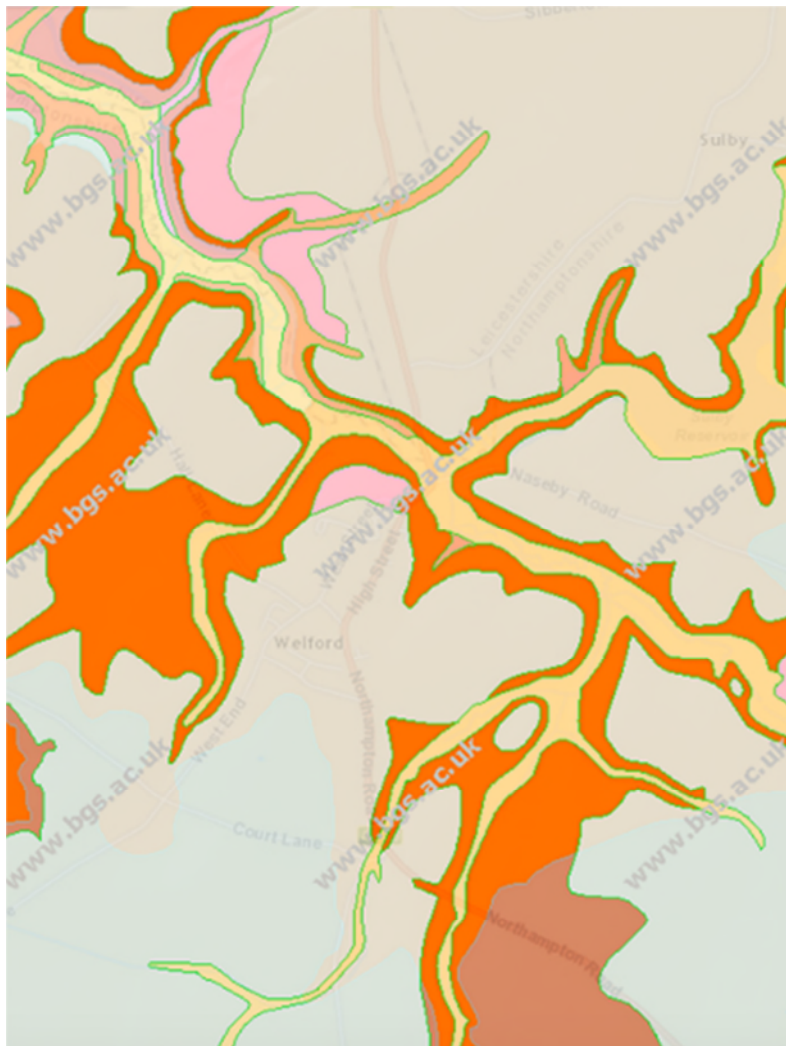
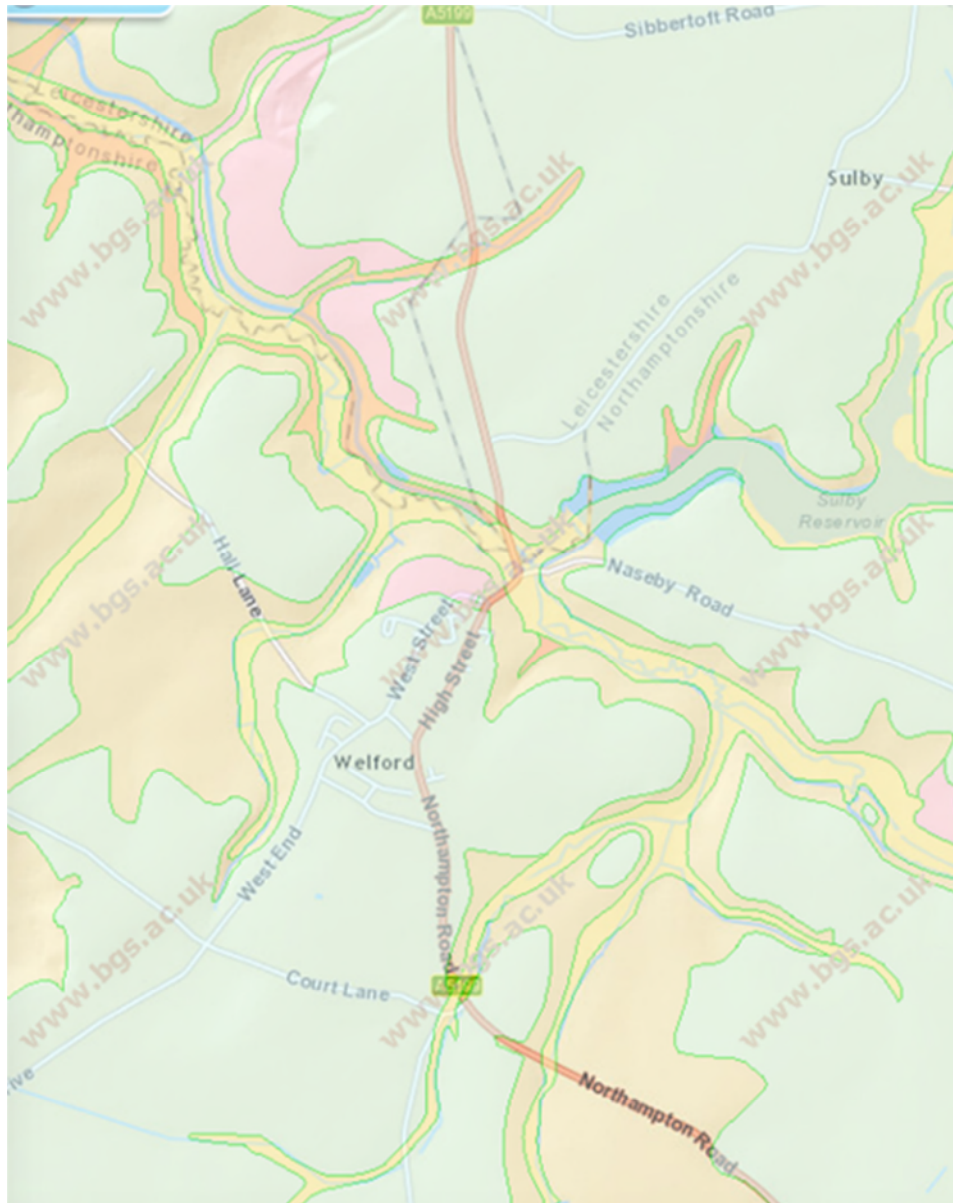


Figure 3. Superficial Deposits



Superficial deposits

- ALLUVIUM - CLAY, SILT, SAND AND GRAVEL
- GLACIOFLUVIAL DEPOSITS, MID PLEISTOCENE - SAND AND GRAVEL
- TILL, MID PLEISTOCENE - DIAMICTON
- ALLUVIAL FAN DEPOSITS - SAND AND GRAVEL
- RIVER TERRACE DEPOSITS, 1 - SAND AND GRAVEL
- RIVER TERRACE DEPOSITS, 2 - SAND AND GRAVEL

2.10 To the southwest lie the Hemplow Hills, a wooded parkland remnant, which supports important biodiversity, and this together with the approach along Hemplow Drive, provides a valuable wildlife corridor. The hills rise to 181m, some 30m higher than the village church.

2.11 The village lies at the intersection of two long distance footpaths – the Jurassic Way (which runs NE–SW) and Shakespeare’s Avon Way (which runs E-W). The position and value of these footpaths could be better promoted.

2.12 Beyond the village is a rural landscape of scattered farmsteads and dwellings, often located at the end of straight tracks, which run at right angles to the main arterial routes. Both pastoral and arable farming create an attractive patchwork rural landscape.

Village Form and Layout

2.13 The street plan of the village is dominated by the parallel linear forms of High Street and West Street, which converge and meet at their northern ends. To the south they are extended by Northampton Road and West End respectively, and joined by Newlands Road. The rectangular nucleus of the village (formed by West Street and High Street) is bounded by Church Lane at the southern end. To this dominant structure has been added a number of post-war cul-de-sacs (Westfield Crescent, Salford Close and Avon Fields), whilst another three such cul-de-sacs, The Leys, Wakefield Drive and Woodford Glebe, have been appended to Newlands Road, West End and Northampton Road respectively. With the exception of Salford Close all these cul-de-sacs were built on green field edge of village sites. The recent planning approvals for 54 houses in Newlands Road follows this trend (see planning applications DA/2013/0696 and DA/2014/0824).

2.14 Most houses are built of brick, often rendered or part-rendered. There are also examples of cob (clay and straw) construction, such as Marlow Cottage and Engine Cottage, as well as the cob barns behind Nos 20-26 High Street, which add to the local historic character. The red brick, rendering, and thatch and slate roofs of many buildings contribute to the character of the village, particularly the older parts. Terraces such as those found in High Street, West Street and West End provide further components of the village character. Some dwellings have been created from former coaching inns and alehouses, which often owed their presence to the village’s position on the Northampton turnpike, mid-way between Leicester and Northampton. Some residents take care in the maintenance and painting of the rendering on their houses, providing an example for others.

2.15 Another source of residential conversions has been former agricultural buildings, sometimes built around farmyards, which include historic vernacular styles such as those seen in Abbey View (Home Farm barns) and elsewhere off the High Street and West End. Such historic farm buildings represent a valued historic resource, helping to define the character, local distinctiveness and amenity, and provide important evidence of traditional building construction materials and methods, patterns of land use and agricultural development, as well as contributing to our understanding of the wider social and economic aspects of village and rural life. Successful conversion schemes together with sympathetic subsequent management

retain and maintain such distinctive features. Such sympathetic management cannot be easily achieved if the buildings are not listed and permitted development rights exist; the use of an Article 4 Direction (Town and Country Planning Order 1995), such as that in place at Abbey View, can be used to remove permitted development rights and help protect the character of the site.

2.16 The village contains a number of valuable public open spaces, which include the Sports Field, the Playing Field, the Pocket Park and the Allotments, all of which should be retained and protected from development.

Why Live in Welford?

2.17 From our consultations and questionnaire responses many highlighted that the main reason for living in Welford is the countryside setting which villagers are conscious of, all of the time. The setting is thanks to the management of landscape and the farming occupations that surround Welford. Villagers enjoy a settlement that owes everything to this enduring and continued agricultural use of the land. The enjoyment of living in this landscape is enhanced by the constant glimpses of views, between houses and other buildings, through to the countryside and fields which come right up to the village boundary, such as those opposite St Mary's Church or Butcher's Close.

2.18 Other major factors noted are the friendliness of the village with many local activities, which give villagers the opportunity to know each other through overlapping events and organisations. These factors are a product of the village's size, where people either know, or recognise, each other, so "being the right size", or retaining a "human scale" is a useful parameter to help inform future decisions about the growth of the village.

2.19 Naturally, there has been a significant overall increase in the growth of village populations recorded as being almost 6% between 2001 and 2010². This was fuelled by the recession, a drop in the value of countryside properties and the attractiveness of a healthier environment for children, including better educational performance in local schools. Although personal health is better, along with a longer life expectancy in rural communities, there is much a greater incidence of fuel poverty so life can be better in some aspects but not easy or totally comfortable. Although there are proportionally lower levels of poverty in rural communities, a greater amount of income is spent than in urban areas for general expenditure and living costs with independent transport being far higher. Most households have two cars as local bus services are very limited and only to Northampton, not to Daventry, the principal town in the District, nor to Lutterworth or Market Harborough in Leicestershire (which are actually closer) because of county boundaries. People also shop or work in Rugby but the M1 is a significant divide as is the A5 cross-county boundary with Warwickshire.

² Facts from Statistical digest of rural England 2012 based on 2001-2010 census returns.

“On being the right size”³

“The community feel in the village is not something we have ever experienced before even though we both grew up in small villages. This feel is the most important trait of Welford and should be protected above all else. I worry that too much expansion will increase anonymity and risk losing that community feel”.

2.20 Being the “right size” is the most difficult of things to manage and achieve in planning the future development of a village, town or larger area, but achieving this, or in the words of national planning policy helping to “achieve sustainable development” is the purpose of the planning system and this plan. Hamlets generally mean a population of less than 100 people in a community but the size of villages varies enormously. Villages can range from several hundred people to a few thousand. Physical size is important and the critical circle around local amenities with a comfortable walking distance, which given the age of residents, topography and traffic is considered by local people to be about a quarter of a mile (roughly 400 metres).⁴ There are many villages in France and Italy which have retained their original size and we find them attractive as they are often on what we refer to as ‘Human in scale’ or easy to walk from one edge to the other. Welford is also a linear patterned village along two roads, with just the High Street having the amenities of a shop with post office, garage and public house. The school, Church, Chapel, Village Hall and Youth Community centre are on West Street, the original main road. Houses in The Leys or Newlands Rd are a fair walk from the shop or village hall being more than a quarter of a mile and many people jump in their cars to go to these facilities (¼ mile) or even The Wharf Inn (½mile) which is just over the Parish Boundary. The whole village is just over ½ mile long with the village hall and Post Office approximately at the centre.

2.21 At just over 1,000 (1,043 in the 2011 Census) people, Welford is of a comfortable size, but is smaller than the reputed 1,200 inhabitants at its height. Then, of course, the village had more inhabitants in a much smaller footprint. Today, Welford has about 455 dwellings, but 29% are in single occupancy, similar to Daventry District’s overall figure of 25%. This shows a possible resource as people want to stay in the village but downsize.

2.22 Today people are used to greater space in their homes with smaller families and this inevitably calls for extra dwellings and the pushing of village

³ JPS Haldane ‘On being the right size and other essays’ 1985 This comment refers to examples in the animal kingdom-where animals sometimes outgrow their ability to easily survive by getting too big, e.g. a brontosaurus that could only support its own body weight by being in water.

⁴ Institute of Highways and Transport guidance suggests a desirable walking distance to facilities other than town centres and schools is 400 metres.

boundaries. A key indicator of being the 'right size' is of people recognising each other in the community, a comment picked up in the questionnaires.

2.23 Most villagers comment on Welford being friendly, welcoming with a sense of community and hosting many activities. It has a shop and thriving village hall and youth and community centre with activities that draw people in from surrounding villages. The differing activities (over 53 societies) give a broad web where villagers can get to meet and know each other by being involved in several different activities. Welfordians are well known to be supportive of local charities, and money-raising events are usually well attended. As the age profile of the village changes, it has become harder to get active volunteers to run groups and take on village responsibilities-such as being part of the Parish Council.

"I grew up in Welford and have returned here buying my first house. I love the village feel; however, I do get frustrated with traffic issues. I also think the size of the village as it is, is perfect and helps attract people here – a small country village with sufficient facilities".

Village Development

2.24 Most comments in the questionnaire call for a relatively modest number of extra houses to be built in the village. The survey gives a majority view (78%) for supporting just 10-25 extra houses in the village or an increase of just 5.5%. Permission was given recently for 54 houses on the Newlands Road despite formal objections from the Parish Council. This development increases the number of dwellings in the village by about **14%**.

2.25 The neighbourhood plan, working within the strategic planning framework set by the West Northamptonshire Core Strategy and the Daventry District Local Plan, will be used to set out the level of development appropriate in Welford. When asked, the community are keen to see strong control of the number and siting of future housing development. If the express wishes of the community are to be met the neighbourhood plan, when finally made, will, hopefully, be a key tool in managing this development over the coming years.

Housing

2.26 At the time of the 2011 Census, Welford Parish had a population of 1,043, housed in 445 dwellings, of which 20 are outlying houses/farms in the countryside beyond the village. The demographic profile of the population varies little from that of the District as a whole, Table 1 below.

Table 1 - Population profile.

Population Age Structure 2001 and 2011 Census

Age	Welford 2001(%)	Daventry District 2001 (%)	Welford 2011 (%)	Daventry District 2011 (%)
0-17	24.1	23.9	23.5	21.4
18-60	58.7	57.8	51.4	54
61+	17.2	18.3	25.1	24.1

2.27 Between 2001 and 2011, the parish population increased by 2.7% largely in line with housing developments in that period, see Table 2 below.

Table 2 - Population growth 2001-2011

	2001	2011	% Av increase
Welford	1016	1043	+2.7
Daventry	71838	77843	+8.3

2.28 Single person households comprise 29% (25% in the District) of the total whilst 2 person households made up 37% (38% in the District) of the total (Figure 4).

2.29 Of the 445 dwellings, 253 (57%) are detached properties housing 633 persons, 121 are semi-detached housing 276 people and 71 are terraced houses housing 134 people. 78% of the housing stock is owner occupied and 22% is rented compared to 72% and 28% respectively in the District as a whole. Of the 89 rented properties 53 (60%) were from regulated providers and 36 (40%) were privately rented. Despite the construction of 18 rented dwellings at Woodford Glebe, a development undertaken under the exception rules in the mid 90's, rented stock fell between 2001 and 2011 largely due to sales under the 'right to buy' programme.

2.30 The total housing stock is distributed amongst the 8 council tax bands as illustrated in Figure 5 below. It demonstrates a lower than District wide average of properties in the 3 lower tax bands A-C and a higher than average number in the upper bands D-G. Broadly speaking the population and housing profile of the parish mirrors that of the District with the exception of the ratio of rented stock. This is reflected in the higher than average number of properties in the upper council tax bands.

Figure 4 – Welford Household Composition

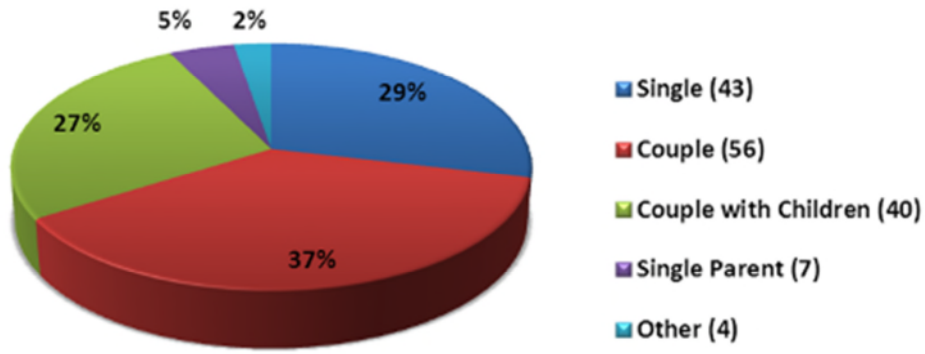
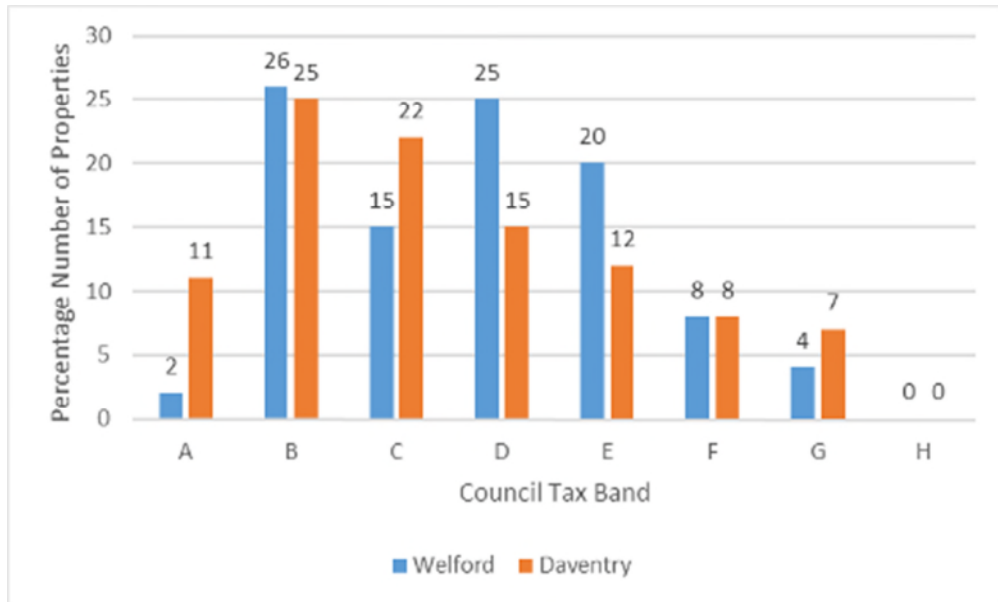


Figure 5 – Council Tax Bands



3.0 Key Issues

3.1 This section of the Plan sets out the key issues affecting Welford. These key issues have been identified in the various consultations that have been undertaken in the lead up to the publication of this Submission Neighbourhood Plan.

Key Issues

Landscape and Built Environment

3.2 Welford Parish has at its heart an historic village core with a wealth of built heritage assets, and this is surrounded by an attractive undulating agricultural landscape, which retains many ancient features relating to its medieval and post-enclosure development. Preserving this individual character and settlement pattern is a key issue for the future planning of the area. Most post-war development has been achieved through infilling and the use of greenfield sites. Sites on the periphery of the village can disrupt the profile and skyline of the village and detract from its intrinsic character. When asked 93% of respondents to the neighbourhood plan survey said protecting views of open countryside from the village were important.

3.3 There are a large number of Grade II listed buildings and structures in the village and it is important that these are properly maintained and that alterations to them are fully controlled so that their contribution to the village environment is optimised. 90% of survey respondents agreed that historic sites and buildings should be well maintained and preserved. 73% of respondents agreed that the village should plan to have conservation areas.

3.4 More generally the appearance of streets could be enhanced by better maintenance of the road surface, kerbs and pavements; by the maintenance, repair and cleaning of all signs and the removal of redundant signs; and by residents taking responsibility for the maintenance, of their dwellings' frontages. Similarly, the footpaths, which inter-connect between West Street and High Street, should be weeded and maintained. Respondents to the questionnaire also supported by a large majority (86%) the identification and protection of corridors for wildlife.

Housing

3.5 The Newlands Road scheme, including 20 affordable homes, will be the largest ever to take place in Welford and would appear to satisfy the modest demands expressed through the Housing Needs Surveys of 2012 and the recent NDP questionnaire. This represents a 14% increase in the housing stock in the plan period to 2029. Successful assimilation of new housing within the village confines is an important issue for the neighbourhood plan to address.

Transport and Traffic

3.6 Transport and traffic are major issues in the village and historically there have been concerns as to the number and weight of vehicles travelling through the narrow High Street, the A5199 formally the A50. It was always an important link being halfway between Northampton and Leicester with a number of old coaching Inns with yards. Some still survive today as private houses with courtyards providing extra dwellings. This gives Welford a unique patterning. Many of the buildings on the High Street are of historical importance and without structural foundations are unable to accommodate the heavy axle loads of increased traffic movements.

3.7 Welford's experience is out of step with Northamptonshire's *Major Roads Strategy* objectives:

5 Fit for.....the Environment – to deliver a transport system that minimises and wherever possible reduces the effect of travel on the built, natural and historic environment.

and:

Fit for the Community: Highway improvements help to discourage traffic from using unsuitable routes which have an adverse effect on local communities.

3.8 The proximity of the A14 is recognised in this same document 'as part of an unsigned Trans European route connecting Britain and Ireland to North Europe' and that 'Traffic on the A14 is considerably above what was forecast when the road was built.'

3.9 The neighbourhood plan survey results reinforce the concerns about the amount of heavy traffic passing through the village:

"The traffic is a major problem, particularly for High Street residents. Lorries travel through on a daily basis, some at speed, the vibrations are enough to rock the foundations." (Source: Q248).

"Please please please whatever else you are able to put in place the biggest issue to resolve is the HGV traffic on the A 5199 - everything else becomes window dressing -if that cannot be sorted out." (Source: Q223).

3.10 From the detailed survey results, 68% of respondents think that public transport is inadequate; 35% of respondents supported cycle routes; 70% think car parking is inadequate; and 87% think speeding is an issue.

3.11 Another key issue identified in the survey was to provide a road crossing: 59% of respondents feel that one is needed. Although previous

county highway surveys say that not enough people cross the road to warrant a crossing, almost everyone has to cross the road to get to the shop and post office at some point. This is because there are approximately 60 dwellings on the east of the High Street and 370 on the west side. It particularly affects children who get off the bus in West Street and cross the road by Butcher's Close to get to the shop on their way home.

3.12 When there are accidents on the A14 or M1 traffic often diverts through Welford causing gridlock. At night, local people on the High Street are constantly distressed by the noise, the lights and vehicles stuck idling and emitting diesel fumes. Additionally, Northamptonshire and Leicestershire County Councils have differing policies regarding road designations and signage to the A14 that needs to be resolved.



A typical night time blockage in the village after an accident on the A14 or M1



High Street congestion. As agricultural equipment has increased in size it takes up the whole road-usually having to mount pavements.



Top photo showing congestion in centre of High Street

Bottom photo showing HGV vehicles queuing to get into the High Street from the Northampton Road

3.13 Such has been the concern in the village that Welford Action Group (WAG) was set up 13 years ago, initially to look at how the impact of increased traffic could be reduced. In that time, on behalf of the village, WAG have been able to influence policing, diversion routes, planned works to the National Road Network, and are the first point of contact when Highways England consider works to the western end of the A14. Of late WAG has been the focal point for community liaison during the £200 million investment in J19 Improvements of the M1. The Department of Transport expect that the completion of these works will significantly improve safety at the junction and remove much of the 'knock-on' effect in Welford. The work of WAG continues as, even with the promise of reduced traffic following completion of J19, there is wide acceptance that Welford is not able to keep pace structurally with the increasing size and heavy loads of commercial vehicles and continuing concerns about the impact of incidents diverting traffic from the M1. As a consequence, the village will need to consider proactive action/policies.



Above: Both photos showing vehicles having to mount the pavement to pass- shows need for prioritising traffic flow through lights or arrow signs

3.14 With regard to public transport, a bus route to Northampton serves Welford, which is 15 miles away. As the end of the line, or terminus, Welford has services that are much reduced when the bus leaves Guilsborough. There is no link North to Lutterworth or Harborough, which are geographically nearer at 8 miles' distance, or to Leicester (15 miles) or Rugby (12 miles) where some people work. Although there is a dial up bus service it is not of use for people who need a timetabled reliable service. Consequently, there is total reliance on car transport with most households having to have 2 cars. This is a consequence of Northamptonshire County Council's 'deep rural' classification which is more than 5 miles from the centre of any large town and their policy to supply just 3 buses a day for populations varying between 500 and 2,000. However, it would be useful to have a link bus to a 'hub' that can enable journeys to nearer towns. As the population becomes more elderly this need is more relevant. This is where the county boundaries put Welford at a disadvantage being on the border. As a result, transport links are poor, the village becomes increasingly unsuitable for the young and

elderly and hence makes it a relatively less sustainable location for development.



Congregational Church viewed across playing field in the centre of the village

Recreation and Community Facilities

3.15 Welford has a good variety of community and recreation facilities with most residents considering the facilities to be adequate: 87% of respondents considered recreation community facilities to be adequate; 81% of respondents felt that children's play facilities were adequate. However, there is felt to be an issue in terms of facilities for young people.

3.16 The parish has a number of community facilities: places of worship and other focal points for village activities, such as the Post Office and shop, St Mary's church, the Congregational church, The Elizabethan Public House and the garage with associated workshop and petrol station. All of these facilities scored well in the survey (a score of over 4 on average), with the Post Office and shop being the highest used facilities scoring an average 4.95.

3.17 In addition, the Village hall, Youth and Community Centre and sports field are all well-used for recreation and village events. Overall the Village Hall was used the most, by 85% of respondents, next was the community centre used by 65% and lastly the sports field used by 50%.



Village Primary School

3.18 The village is well served in terms of educational provision with a Primary School, which has 94 children and 4 classes. The school can cater for up to 120 pupils and can cope with the number of children in the village and the expected new villagers in the Newlands Road development⁵. However, the pre-school building (a portacabin) is currently in a poor state of repair and is likely to need replacement in the near future.



The 'Spinney' an old quarry used as a playground by generations of children

Work and Business

⁵ The application at Newlands Road received no objections from the County Council on education grounds and the school can accommodate the additional pupils that will be generated by this development.

3.19 Using the number of 455 Questionnaires delivered to all dwellings, farms and facilities the list of 54 known businesses gives a ratio of approximately 13% of buildings involved in some kind of activity. There is a mixture of services used by local people but some are countrywide or even have European outlets. As the parish is set within a predominantly rural context the farms and outlying workshops and garage add another 16 locations for business giving a ratio of nearer 14.5% of all facilities in the Parish. The outlying farms are Top House Farm, Wyggeston Farm, White Lodge, Oak Lodge, Welford Lodge and Abbots Lodge with Hemploe Lodge Farm housing a Nursery (JJs Kiddycare), stone cutting workshops and 2 other businesses in the courtyard. West Hill Manor Barn has 4 businesses listed. Walts Lodge Farm has a new Montessori School accommodating 25 pupils and employing 6 full-time equivalent staff.

3.20 Welfordians owe much of their admiration of outstanding countryside to the continuing farming tradition to a number of families who have been brought up and lived in Welford. As the farms are scattered and some isolated there is less day to day contact with villagers and sometimes a divide or misunderstanding of modern farming.

“The village has changed from a farming community to a dormitory one. The main industry surrounding the village is still farming. A better understanding of the needs of farming and tolerance of its activities would benefit all, together with the appreciation that farmers care about the environment” John Wilson

3.21 Traditional farming methods are no longer economic and some farmers have had to change from dairy to beef or sheep to survive and let out fields to be managed by others or combine with other farmers in syndicates to share the massively expensive equipment for arable farming. Small farms of several acres have grown to several hundred to gain an economy of scale. As techniques and education changes, work placements tend to go to students from agricultural colleges and there is less use of local people. There is some evidence that farmers have had to diversify into activities such as B & B business.

Tourism

3.22 Although described as ‘not a chocolate box village’ by some villagers. Welford has a wealth of character and history, including connection with some famous individuals.

“How about the inclusion in promotional literature, e.g. Walks from the Wharf or acknowledgement by other means of the locally outstanding naturalist illustrator and children's author Denys Watkins Pitchford (BB of Shrubland House; and internationally known archaeologist /translator Michael Ventris whose grave is in the churchyard.” (Source: Q 156).

(For more information see https://en.wikipedia.org/wiki/Michael_Ventris)

Michael Ventris, fluent in 12 languages, trained as an architect at the Architectural Association and was awarded an OBE for deciphering the Minoan Linear B script. He was rumoured to have had some part in code breaking when stationed in Germany. His French equivalent, Champillon, an earlier equivalent individual famous for deciphering Egyptian scripts, has a whole museum dedicated to him in Figeac in France!

“A large scale map of the wonderful Welford walks displayed somewhere in the village would be useful for villagers and visitors.” Questionnaire response, 2015.

4.0 VISION AND OBJECTIVES

The Vision for Welford

By 2029, Welford will have retained its village form, character and countryside setting. Modest new development will have been imaginative, organic and managed to achieve this and in doing so will have retained and enhanced key assets such as green spaces, heritage and sense of community. The impacts of through traffic will have been minimised.

Objectives

4.1 In order to address the main issues identified through public consultation and set out in the preceding paragraphs, a number of core objectives have been developed in order to achieve the neighbourhood plan's vision for Welford:

Objective 1 – To conserve and enhance the character of the parish

4.2 The vast majority (90%) of those responding to the questionnaire felt the neighbourhood plan should seek to conserve and enhance this distinctive character. The village will have to be firm about controlling the size and proximity of house building and ensure that such development is in compliance with the CPRE's "Countryside Design Guide for Northamptonshire", if the express wishes of the community are to be met.

"We think that it is important to retain its village status and not to expand so that it becomes a small town, thereby losing its Welfordian character." Questionnaire response, 2015.

Objective 2 – To retain and protect the parish's valuable public open spaces

4.3 The village contains a number of valuable public open spaces, which include the sports field, the playing field, the pocket park and the allotments, all of which should be retained and protected from development (99% of questionnaire respondents agreed that public open spaces should be protected).

Objective 3 – To protect and enhance the area’s landscape and biodiversity

4.4 Welford is set within the landscape of the Naseby Plateau, a broad gently rolling clay plateau that allows extensive views from its elevated areas, of which Welford is one. Within the village these views are seen both from gardens and from gaps and courtyards between dwellings.

4.5 Close to the village the landform and vegetation creates an intimate landscape where a sense of enclosure prevails. Part of this land slopes gently down to the course of the juvenile River Avon (which rises in nearby Naseby and forms part of the parish boundary.)

4.6 Beyond the village is a rural landscape of scattered farmsteads and dwellings, often located at the end of straight tracks, which run at right angles to the main arterial routes. Both pastoral and arable farming create an attractive patchwork rural landscape.

Objective 4 – To meet housing needs

4.7 In October – November 2012 Daventry District Council carried out a Housing Needs Survey of Welford Parish. This survey identified a need from 8 households for new housing, the need being split 50% for rented and 50% for open market housing. At the same time the Register of Housing Need compiled and maintained by DDC contained 10 additional households with identified local connections and in need of housing in the Parish. All of these expressed a requirement for rental accommodation.

“We think that it is important to retain its village status and not to expand so that it becomes a small town, thereby losing its Welfordian character.”
Questionnaire response, 2015.

4.8 The West Northamptonshire Joint Core Strategy (JCS) identifies a target of 2,360 houses in Daventry District in the period 2011 to 2029 (see para. 1.7 on page 10, above). The 54 consented houses in Newlands Road and West End are included in this total. This target has currently been reached, giving little reason to allocate more housing to Welford to meet the objectively assessed needs for the rural area. Taken together the results of the village questionnaire, the Daventry District Council Housing Needs Survey, the target proposed in the JCS and the growth already consented within the plan period it is considered reasonable for the neighbourhood plan to provide for a modest housing growth target of about a 25 further new dwellings in the period up to 2029. A number of these new homes may be affordable under the requirements of the JCS policy R1 G. The Parish Council is keen to encourage self-build developments.

Objective 5 – To encourage improvements in road safety, traffic management and public transport

4.9 If there are problems on the busy M1 or A14, traffic often diverts through Welford. The roads through Welford cannot keep pace with the increasing size and heavy loads of commercial vehicles. As a consequence, the village will need to consider proactive action/policies.

"I love the village feel, however I do get frustrated by the traffic issues. I also think the size of the village as it is, is perfect and helps attract people here - a small country village with sufficient facilities." Questionnaire response, 2015.

4.10 Measures for traffic calming including mini roundabouts at either end of the village (Newlands Road and West Street) have been discussed by the parish council with Northamptonshire County Council but have proved fruitless. Traffic lights at either end of the village have also been suggested. Timing would then give a wide safe crossing along the narrowest part of the High Street. To cross the road, it is necessary to dodge continually moving traffic, or wait for a significant amount of time. The risk of a serious accident is increasing especially for older people and young children, particularly as many vehicles are still ignoring the 20 mph speed limit. Welford Parish Council, Daventry District Council, our County Councillor and the Welford Action Group have funded a new flashing speed sign (SID), which shows drivers their actual speed through the village.

4.11 In terms of public transport, only a bus route to Northampton, which is 15 miles away, serves Welford. A new service to a local hub across county boundaries to broaden accessibility is required. Husbands Bosworth could provide these links.

Objective 6 – To protect and enhance recreation, education and other community facilities

4.12 Welford is generally well-served with recreation and community facilities. However, the questionnaire survey revealed a concern about the adequacy of facilities for young people.

4.13 Villagers value their education facilities. For those questionnaire respondents for whom the questions were applicable, 69% felt it was important to send children to the local primary school and 70% felt it was important to send children to the local secondary school. The pre-school and nursery were also valued. For the respondents for whom the question was applicable, 64% valued the pre-school and 51% valued the nursery. Some respondents felt the school was the perfect size while others felt the school needed to expand or be rebuilt. The school and pre-school with the surrounding land, is regarded as a community asset to be protected.

Objective 7 – To support business growth and access to job opportunities

4.14 Welford is classified as predominantly rural although it has fairly close links to the adjacent towns of Market Harborough and Lutterworth. Business in villages is very important to the economy nationally. The contribution to ‘England’s Gross Value Added’ figures from predominantly rural areas is a total of 16%. In contrast, predominantly urban areas contribute 46% with London on its own as contributing 26%. Urban with significantly rural areas is 12%.⁶ This statistic is interesting because London is always valued as the great generator but in fact predominantly rural locations are significant generators of business and close to that of small towns in housing businesses and the self-employed.

Objective 8 - To encourage outdoor recreation and tourism

4.15 The village lies at the intersection of two long distance footpaths – the Jurassic Way (which runs NE – SW) and Shakespeare’s Avon Way (which runs E-W). The position and value of these footpaths could be better promoted. The Grand Union Canal also runs through the parish and is used as a local recreational resource and brings visitors to the area.

“Litter is a problem outside the immediate village boundary. Countryside footpaths are important to us. We are blessed with great walks around Welford.” Questionnaire response 2015

“A large scale map of the wonderful Welford walks displayed somewhere in the village would be useful for villagers and visitors.” Questionnaire response 2015

⁶ Statistical Digest of Rural England Sept 2015 Edition, Department for Environment & Rural Affairs. www.defra.gov.uk

5.0 Policies and Proposals

5.1 This section of the neighbourhood plan sets out the policies and proposals that will be used to achieve the overall vision for Welford. Where appropriate policies and proposals are shown on the Welford Neighbourhood Development Plan Proposals Map (Map 3) These policies and proposals must be in general conformity with national and local planning policies and have therefore been prepared taking into account the National Planning Policy Framework (NPPF), National Planning Practice Guidance (NPPG), the adopted West Northamptonshire Joint Core Strategy and the 'saved' policies of the Daventry District Local Plan. A Planning Policy Assessment has been prepared as a separate document and this sets out in more detail in the relevant national and local planning policy framework that has been used in the preparation of this plan.

5.2 To make the plan clearer and easier to follow the plan's policies are set out under the relevant objective. This objective is then followed by a short introductory background section explaining how the objective is important and why it has been identified. The individual policies are then set out and each of these is followed by a short justification setting out why the policy is needed, supporting evidence and how the policy should be used.

Objective 1 – To preserve the character of the parish

'We are atop the landscape with lovely views, the canal and the reservoir. How lucky we are' Questionnaire response 2015

5.3 This section of the neighbourhood plan sets out the policies and proposals that will be used to preserve the character of Welford.







Background

5.4 Ideas proposed by questionnaire respondents for maintaining and improving the parish's distinctive environment included:

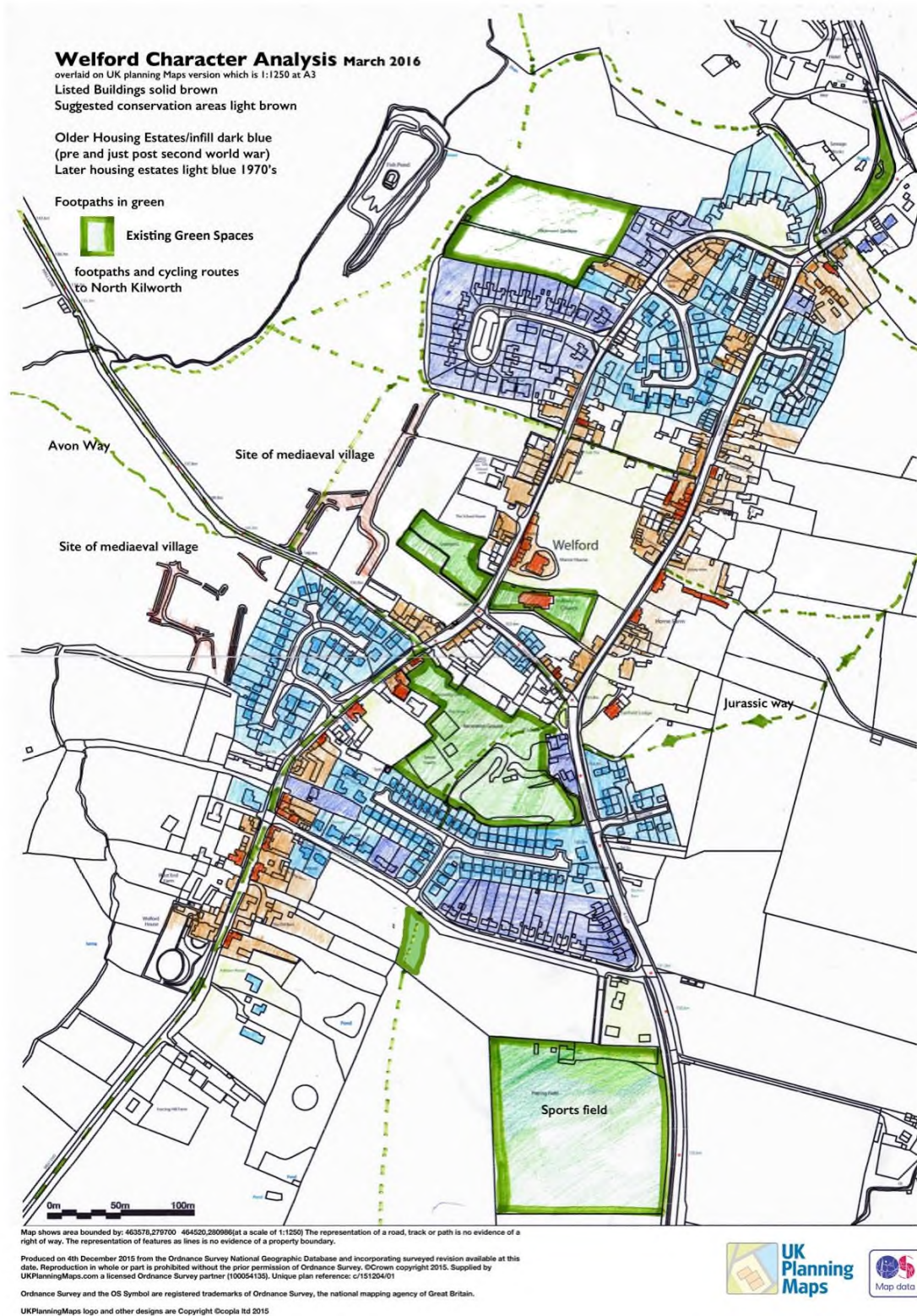
- improvements and upkeep of pavements and paths;
- introduction of flower planters and more trees;
- demolishing the incomplete building on the corner of Northampton Road/Newlands Road (and improving the neglected site);
- reducing litter (including outside village boundary);
- increasing litter bin emptying frequency;
- additional signage for dog fouling bins;
- improving the environment and safety of the Spinney;
- containing development to within the village boundaries;
- preserving views from the village;

- preserving open spaces between dwellings (e.g. opposite the Church and opposite Village Hall);
- protecting fields from garden extensions;
- better maintenance of exterior of dwellings;
- enhancing the village's historic aspects and long distance footpaths (e.g. interpretative sign boards);
- after ploughing to re-instate countryside footpaths; and
- providing a nature reserve for school children.

Key to Map 2 – Character Analysis

Listed building	
Historic Areas/Historic Core	
Pre and Post-World War 2 housing	
Post-1970s housing	
Footpaths	
Existing Green Open spaces	

Map 2 – Character Analysis



Design

Policy W1 – Local Character and Distinctiveness

Welford has a distinctive character and to conserve and enhance this, all new development will be required to take into consideration the following principles:

- (a) New development on the edge of the village confines should retain and enhance the overall profile and skyline of the village;**
- (b) Development of spaces between buildings, which are an important part of the character of the village will be resisted where it is intrusive or incongruous in the street scene;**
- (c) Building(s) form, height, and scale of building(s) should be sympathetic to the character of the village and should not disrupt the visual amenities of the immediate surroundings;**
- (d) Light pollution should be minimised wherever possible and security lighting should be appropriate in colour and intensity, and be unobtrusive and energy efficient;**
- (e) Opportunities should be taken for noise attenuation measures and visual screening in busy transport corridors, especially Northampton Road and High Street;**
- (f) New developments should include landscaping and green buffers by using separated green planted areas to help them integrate with their surroundings. These should use native species and secure net gains in biodiversity;**
- (g) Within the village, in the setting of listed buildings, Article 4 areas, and other areas of heritage interest development proposals should enhance the character of the village, street and setting within which they are to be located;**

Justification

5.5 In order to enhance the character of the area and promote local distinctiveness, Policy W1 should be used to ensure that all proposals incorporate high quality design. It reflects the feedback from the community questionnaire and the promotion of high quality design in national planning policy. The National Planning Policy Framework makes it clear that neighbourhood plans should set out “robust and comprehensive” policies to indicate what is expected in an area (paragraph 57).

5.6 As well as the character analysis undertaken as part of the work on the NDP, this policy has also been developed by taking into account the Northamptonshire Environmental Characterisation Process. This includes a

Landscape Character Assessment, Historic Landscape Character Assessment and Biodiversity Character Assessment. In addition, there is also CPRE's "Countryside Design Guide for Northamptonshire". When drawing up planning proposals applicants should use these key reference documents to help them meet the neighbourhood area policies that set out more detailed policy in this plan.¹

5.7 The Parish Council wish to improve the protection of the traditional character of the village by working with the Council to designate a conservation area and, if appropriate, a direction under Article 4 of Town and Country Planning (General Permitted Development) Order 1995, to reduce permitted development in this area to allow greater control of development.

5.8 This policy has taken account of national planning policy and is in general conformity with existing strategic planning policy:

Daventry District Local Plan 'Saved' Policies

GN1, GN2, HS22, EM13

West Northamptonshire Joint Core Strategy

S10, BN5

National Planning Policy Framework (NPPF)

Section 7 – requiring good design

Section 12 – conserving and enhancing the historic environment

Development in the Open Countryside

Policy W2 – Development Outside the Village Confines

1 Outside the designated confines of Welford village (see Map 3, Policies Map) development that is appropriate to the countryside in accordance with Policies R1 and R2 of the West Northamptonshire Joint Core Strategy must take into account the character and setting of the village, the local landscape. Development shall be sited to preserve the openness of the landscape and relate to existing built environment of landscape features wherever possible. Particular attention will be given to the need to protect the views identified in policy W3 below. Features identified in the Northamptonshire Characterisation process and criteria in policy W5 relating to protection of landscape character will also be relevant to consideration of development outside of the village confines.

2 Development shall be sited to preserve the openness of the landscape and relate to existing built development or landscape features whenever possible. Particular attention will be given to the need to protect the views identified in policy W3 below. Features identified in the Northamptonshire Environmental Characterisation Process and criteria in policy W5 relating to protection of landscape character will also be relevant to consideration of development outside of the village confines.

¹ This was completed in 2003 and provides a comprehensive characterisation of the county by integrating three primary environmental aspects comprising the historic, the biodiversity and the current landscape character, and the delivery of the county's Environmental Character Assessment (ECA).

Justification

5.9 The West Northamptonshire Joint Core Strategy sets out a strategy for rural areas (Policy R1). This highlights the importance of ensuring that new development does not affect open land which is of particular significance to the form and character of villages. Many questionnaire responses noted the importance of Welford's countryside setting to the village's intrinsic character. Policy W2 seeks to ensure that this setting is retained and that the intimate relationship between the village and its landscape is not undermined. Applicants are also directed to the work on the Northamptonshire Environmental Characterisation Process. This policy has taken account of national planning policy and is in general conformity with existing strategic planning policy:

Daventry District Local Plan 'Saved' Policies
GN1, HS22, HS24

West Northamptonshire Joint Core Strategy

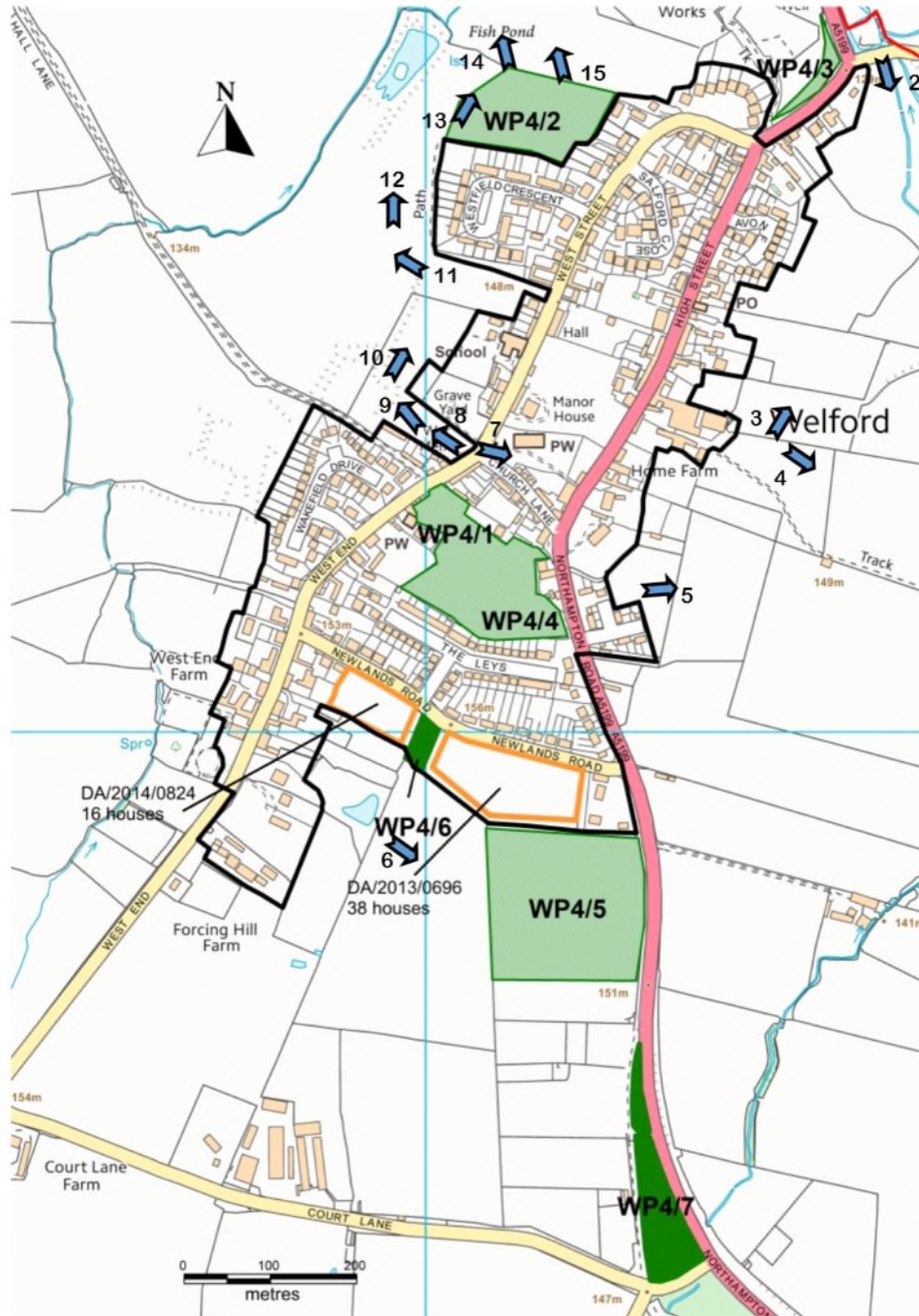
S1, R1, R2, BN5

National Planning Policy Framework (NPPF)







Section 11 – conserving and enhancing the natural environment

Section 12 – conserving and enhancing the historic environment

Map 3: Welford Neighbourhood Development Plan Policies Map (OS Licence Number 100057238)



Policies Map Key

Local green spaces (Policy WP4)	
Housing sites with planning permission	
Views (Policy WP3)	
Additional public open spaces (Policy WP4)	
Village confines (Policy WP2)	
Neighbourhood area Boundary	

Policy W3 – Views

Locally significant views will be afforded particular protection when assessing development under policy W2. Development affecting these views will be required to identify the degree of any impact through a Landscape Visual Impact Assessment and put forward suitable mitigation. Where, after such mitigation, the development would lead to the loss of, or significant adverse impact on, a locally significant view development will not be supported. These special views are identified on Map 3 the Policies Map and are as follows:

- **Across Avon valley towards SSE from bottom of Naseby Road (View 2)**
- **From bottom of Abbey View towards NE (3)**
- **From bottom of Abbey View towards SE (4)**
- **View East across Jurassic Way footpath from the top of the high street (Land to the rear of Woodford Glebe) (5)**
- **From the public footpath South of Newlands Road in second field looking East towards Sports Field (6)**
- **View into field with remains of medieval village on approach from West End footpath opposite end of Butcher's close (7)**
- **Field by cemetery viewed from West End-an important part of the street scene (8)**
- **Other side of the field by the cemetery (9)**
- **Towards NNW from field opposite church (10)**
- **Across earthworks of medieval village towards North West (11)**
- **Towards fishpond from medieval village site (12)**
- **Allotments (13)**
- **View from rear of allotments over to footpath (14)**
- **From northern perimeter of allotments towards canal (north) (15)**

Note: numbers in parentheses refer to the views identified in the character analysis (Map 2), the Policies Map (Map 3) and Appendix 1.

Justification

5.10 The Plan identifies a number of special views which are considered to be particularly important and which residents wish to see preserved in order to maintain the character of Welford. These are shown on Map 3 and in Appendix 1. This policy has taken account of national planning policy and is in general conformity with existing strategic planning policy:

Daventry District Local Plan ‘Saved’ Policies
HS22

West Northamptonshire Joint Core Strategy
BN5

National Planning Policy Framework (NPPF)
Section 7 – requiring good design
Section 12 – conserving and enhancing the historic environment

Objective 2 – To retain and protect the parish’s valuable public open spaces

Background

5.10 Questionnaire responses showed a keen desire from residents to maintain and enhance the environment of the village by ensuring that the current public open spaces are protected. The sports field, the playing field, the pocket park and the allotments are considered to be of particular importance.

Local Green Spaces and Open Spaces

Policy W4 – Protecting Valuable Local Green Spaces and Allocation of New Public Open Spaces

Development in the local green spaces listed below will not be allowed unless it is ancillary to the current use of the land, protects the openness of the site and enhances the character and environmental aspects of the site.

In exceptional cases development, which does not comply with these criteria, may be allowed if very special circumstances as described in paragraphs 87, 88 and 89 of the NPPF can be demonstrated

WP4/2 Allotments

WP4/3 Pocket park

WP4/4 Spinney

Development of these local green spaces will only be supported when it is a suitable leisure or recreation use that would enhance the existing facility.

In addition, two new public open spaces will be created.

WP4/6 Newlands Road

WP4/7 Northampton Road

The following sites provide recreational facilities, and development will not be permitted unless it relates to their recreational use and is sympathetic to the visual and environmental character of the site.

WP4/5 Sports Field

WP4/1 Recreation Ground

Justification

5.11 In villages such as Welford, green spaces like playing fields and allotments, are important for healthy activities, local food growing and village life. The National Planning Policy Framework (NPPF) allows local communities to protect local open spaces as Local Green Spaces. Local Green space designation provides special protection against development for those areas that are of particular importance to the local community. The NPPF indicates that a Local Green Space must be:

- reasonably close to the community it serves;
- demonstrably special to a local community and hold a particular local significance, for example because of its recreational value (including as a playing field), its beauty, historic significance, tranquillity or richness of its wildlife;

- local in character and not an extensive tract of land

The loss of such spaces should only be allowed in very special circumstances

5.12 Following a local green space assessment the local green spaces identified in Table 3 and on Map 3 the Policies Map will be protected in the neighbourhood plan.

Table 3 - Local Green Space Assessment

	Close proximity to the community it serves	Demonstrably special	Local in Character	Not an extensive tract of land
Allotments (WP4/2)	Yes. In walking distance for most villagers	Allotment gardens, well-used by villagers – currently fully subscribed. The site incorporates a nature reserve and sculptures in a seating area. Surrounded by countryside. Is traversed by public footpaths.	Typical allotments with sheds.	1855 sq. m.
Pocket Park (WP4/3)	Yes, In walking distance for most villagers	Gardens and ponds. Well used as through route in walk to the Wharf pub and canal and basin. Gardening activity for group. Nature board	Varied mature planting	1,706 sq. m.
Spinney (WP4/4)	Yes, central next to recreation ground	Adjacent to the recreation ground. Deep old pit mined for sand but now grown over with mature trees, small woodland. Much loved wild play area. The trees are covered by a TPO.	small woodland area in village	2,600 sq. m. with recreation area

5.13 Table 4 identifies two future open spaces. The first is an area of open space to be created as part of the Newlands Road development. This site will be protected as public open space. The second is a piece of land (Table

4 and Policies Map 3) to be gifted to Welford Parish Council. This site occupies a position on the original crossroad entrance to the village. When formally owned by Welford Parish Council this area will become a public open space.

Table 4 - Local Green Space Assessment – Additional Public Open Space

Local green space	Close proximity to the community it serves	Demonstrably special	Local in Character	Not an extensive tract of land
Newlands Rd WP4/6	Yes, on edge of village and used as green footpath. On OS Map	Site of protected footpath and green space agreed between Mears Developers and Welford Parish Council In between two sections of the housing development	Green swathe	Approx. 432sq M or 0.1 acres
Origin South Northampton Rd W(WP4/7)	Yes, on approach to village West of Northampton Rd after South Kilworth Rd Original junction and toll site	Land to be gifted to Welford Parish Council as a natural amenity space (as Pocket Park)	1 Natural mixed woodland 2 open Land bordering hard standing of the layby	6100 sq m approx. or 1.5 acres in total for both pieces

Table 5 Formal recreation open space and facilities

Recreation Ground (WP4/1)	Yes -central	The site houses the Youth and Community Centre set within a large green play area with children's play areas, tennis courts. The space is used for major village events - as well as weekly activities.	Large open green space in centre of village	8,751 sq. m. Bounded by other properties
Sports field WP4/5	Yes, on edge of village	Large area for football, cricket and rounders with its own building used for village events. It is a recreational asset to the village.	Bounded by agricultural land	4,284sq. m.

This policy has taken account of national planning policy and is in general conformity with existing strategic planning policy:

Daventry District Local Plan 'Saved' Policies
HS22

West Northamptonshire Joint Core Strategy
S10, RC2, R1

National Planning Policy Framework (NPPF)
Section 8 – promoting healthy communities

Objective 3 – To protect and enhance the area's landscape and biodiversity

Background

5.14 Welford is set within the West Northamptonshire Uplands as identified in the Northamptonshire's Environmental Character and Green Infrastructure Suite,⁷ This is described as an expansive and elevated landscape of hills and valleys that acts as the major watershed between some of the region's principal river systems. Close to Welford the landform and vegetation creates an intimate landscape where a sense of enclosure prevails.

⁷ <http://www.mnrpenvironmentalcharacter.org.uk/> This is a collection of documents which provide character assessments relating to the Environment, Historical Landscape, Biodiversity and Green Infra structure.

Local Landscape Character and Biodiversity

Policy W5 – Conserving and Enhancing Local Landscape Character and Biodiversity

Development proposals will be required to conserve and enhance local landscape character and biodiversity commensurate with its status including any special designations by:

- a) conserving important historic landscape and archaeological features;**
- b) conserving “ridge and furrow” field systems where their value is proven by an archaeological survey and the scale of the harm undermines their value;**
- c) Ensuring mature and established trees are protected and incorporated into landscaping schemes wherever possible;**
- d) Preserving local habitats and wildlife corridors (such as calcareous grassland, traditional hedgerows, farm tracks, copses, aquatic environments, the canal and river, fish ponds, allotments and the Pocket Park) and incorporation of features that would lead to net gains in biodiversity, including pollinators, invertebrates, bats, birds and mammals. Landscaping schemes should use traditional and locally appropriate species to support and enhance biodiversity. The establishment of new native hedges to support native wildlife is encouraged;**
- e) Resisting the extension of domestic gardens into the open countryside.**

Justification`

5.15 The Northamptonshire Environmental Character and Green Infrastructure Suite highlights the importance of maintaining the patchwork of arable and pastoral land-use that characterises the area, in order to help retain the visual appeal of the landscape (see Appendix 4 for a map of the Parish’s and surrounding green infrastructure). Ridge and furrow and the earthworks of deserted settlements are significant landscape features in these pastoral landscape and opportunities exist to enhance the biodiversity value of these areas. Through Policy W5 the neighbourhood plan seeks to protect the setting of Welford and the character of the surrounding landscape

in accordance with the wishes of residents as expressed through responses to the questionnaire.

5.16 The Bosworth Mill Meadow Site of Special Scientific Interest and other designated Local Wildlife Sites are already protected. The NDP does not seek to duplicate these protections, any development of these sites will, therefore, only be acceptable when it meets the requirements of national and strategic planning policy. Policy W5 has taken account of national planning policy and is in general conformity with existing strategic planning policy. Applicants when preparing proposals should also take account of advice contained in the Biodiversity Supplementary Planning Document for Northamptonshire (August 2015) and the targets in the Northamptonshire Biodiversity Action Plan.

Daventry District Local Plan ‘Saved’ Policies

GN1

West Northamptonshire Joint Core Strategy

BN5, R1

National Planning Policy Framework (NPPF)

Section 11 – conserving and enhancing the natural environment

5.17 Parish Council Actions

- a) Local signs relating to countryside footpaths should be improved to enhance public access and appreciation of their value. Interpretation boards should be erected for footpaths and historic sites.
- b) The parish and district councils should give consideration to the introduction of conservation areas in the village
- c) The appearance of streets and the inter-connecting footpaths should be enhanced by better maintenance and upkeep. All pavements and footpaths require complete re-laying because of deterioration and constant patching. Also, trees should be planted where space allows, e.g. on the High Street adjacent to Avon Fields. Flower planters should be installed at suitable points, e.g. village entry signs
- d) Street lights should be provided at the top of Butcher’s Close and at the entrance to Abbey View
- e) Residents should be encouraged to maintain, paint and weed their dwellings’ frontage
- f) Regulations relating to the maintenance and alterations to listed properties and structures, and those covered by an Article 4 Direction, should be properly enforced
- g) The environment and safety of the spinney should be improved

- h) The derelict site on the corner of Northampton Road/Newlands Road should be cleared and then suitably enhanced
- i) The frequency of litter bin emptying should be increased
- j) More noticeboards should be erected at key points in the village to reduce the current practice of posting flyers on telegraph poles and trees
- k) Add more signage for dog fouling bins
- l) Introduce litter picking within village confines at problem points
- m) A Biodiversity Audit of the parish will be undertaken. This will be used to establish a baseline against which to measure net gains in biodiversity through this plan and other initiatives, The Audit will be conducted by involving the local community and suitable expert guidance.

Objective 4 – To meet housing needs

5.18 The housing needs section of the NDP questionnaire sought to evidence views on whether further housing should be developed in the village and quantify a need if it exists. The majority view (78%) indicated a desire to see Welford grow by no more than 10 – 25 houses with 23% wanting growth constrained to less than 10, beyond that already consented on Newlands Road. The vast majority (70%) considered that new development should include a range of house sizes affordable to local people.

- New building should be restricted to infill development (30%) and or mixed non-estate developments (Q27 Q=questionnaire question number).
- 78% wanted no more than 25 new houses (Q26).
- Only 2% of responders expressed a need for a new house, within the household. This is consistent with the recent Housing Needs Survey and the DDC register. The needs expressed were typically half rented and half market housing. The Newlands Road scheme would appear to satisfy locally expressed demand.
- There was a very strong preference that new housing should satisfy the needs of seniors (88%) and young people (78%) whilst support for new family homes found 55% saying no and 60% saying no to multigenerational housing. (Q29). This presumably translates to a need for smaller homes, which matches the demographic profile of there being 27% households being single person and 37% being two person.
- 63% of responders thought there should be no more social housing whilst 75% thought there should be more low cost housing.
- 78% of responders strongly agreed that there should be respect for the character and form of the existing village and that new building should be within the village boundary (Q22).
- 70% of responders strongly agreed that new development should include a range of house sizes affordable to local people (Q23).
- 80% of responders strongly agreed that green spaces and views to the countryside should be protected (Q24).

- 59% of responders strongly agreed that growth should be organic with appropriate amenities provided (Q25).

5.19 Since the 1960s, development in Welford has been guided by a series of policies, all of which sought to contain development to the existing limits of the village. Until the 1990s, a “village envelope” guided development. Post 1997 the Daventry Local Plan designated Welford as a ‘Restricted Infill Village’ maintaining the policy of restricting development to within the confines of the village. The Parish Council vigorously supported this policy. Map 2, the character analysis, illustrates development between the 1960s and 1990s wholly comprised the infilling of large and small open tracts of land within the structural perimeter of the village. Between those years the village tripled in size with an average annual rate of building of 5 dwellings per year since 1963 (net of demolitions).

5.20 Since 2011 Daventry District Council has granted planning permission for 2 sites on Newlands Road, providing a total of 54 houses, shown on Map 3.

Meeting the Housing Requirement

Policy W6 – New Housing

Housing development shall be restricted to within the confines of the village as indicated on Map 3 in this Plan apart from the circumstances prescribed in Policy R1 in the West Northamptonshire Joint Core Strategy Local Plan.

Justification

5.21 The Daventry District Local Plan identifies Welford as a ‘Restricted Infill Village’ subject to Policy HS22 which indicates that planning permission will normally be granted for residential development in the restricted infill villages provided that:

- It is on a small scale; and
- It is within the existing confines of the village; and
- It does not affect open land which is of particular significance to the form and character of the village; or
- It comprises the renovation or conversion of existing buildings for residential purposes provided that the proposal is in keeping with the character and quality of the village environment.

5.22 The West Northamptonshire Joint Core Strategy sets out housing growth figures based on a hierarchy of settlements (Policy R1). This hierarchy comprises the following categories:

- primary service villages
- secondary service villages
- other villages
- small settlements and hamlets

Policy R1 also sets out seven criteria (A to G) that new residential development in rural areas will be required to meet. Planning applications for new housing development within the village confines will be required to meet these criteria.

5.23 The village confines have been drawn around the main built form of Welford village. The confines boundary includes recent planning approvals for housing and garden areas.

5.24 Although the hierarchy of settlements has yet to be determined through the emerging Daventry Settlements and Countryside Local Plan, it is assumed, for the purposes of the neighbourhood plan, that Welford is likely to be a secondary service village. This is based on the relatively limited range of facilities in the village and the poor public transport.

Daventry District Local Plan ‘Saved’ Policies

HS22, HS24

West Northamptonshire Joint Core Strategy

S3, R1

National Planning Policy Framework (NPPF)

Section 6 – delivering a wide choice of high quality homes

New Housing

5.25 The results of the questionnaire survey show clear support for new housing development to provide a range of housing that respects the character and form of Welford. In particular there is a need to provide accommodation for smaller households.

5.26 Policy R1 in the West Northamptonshire Joint Core Strategy which requires that housing be supplied in a mix that meets the needs of all sectors of the community for open market and affordable housing. In order to determine housing mix of developments detailed housing needs evidence is

required analysing supply and demand for housing. The District Council will have to be satisfied that this evidence is sufficient to justify the control of housing mix in development in determining proposals.

Daventry District Local Plan 'Saved' Policies

HS22

West Northamptonshire Joint Core Strategy

H1, BN5, R1

National Planning Policy Framework (NPPF)

Section 6 – delivering a wide choice of high quality homes

Objective 5 – To encourage improvements in road safety, traffic management and public transport

'We live in some of the most beautiful countryside for miles, only marred by the legacy of A14. If we could sort that out, we would be in paradise' Q 223

Background

5.27 Concern about the amount of heavy traffic on the A5199 through the village is so great that it figures largely even in the questionnaire survey responses for the Landscape and Environment. Many of the respondents also highlighted the need for a crossing as almost everyone in the village has to cross the road to get to the shop and post office. It is particularly necessary for children who get off the bus in West Street and cross the road by Butcher's Close to get to the shop on the way home.

5.28 From the detailed survey results it is clear that a significant number of residents consider that public transport is inadequate. This fits with Northamptonshire's 'deep rural' classification (more than 5 miles from the centre of any large town) where the policy is to supply just 3 buses a day for populations varying between 500 and 2000.

Policy W7 – Traffic Management and Transport Improvements

Planning applications will be assessed to establish the amounts of road traffic movement they will generate. Those proposals generating significant additional movements should offer people

a choice in how they travel by including measures to use or enhance sustainable modes of travel (walking, cycle, public transport etc.). Proposals to improve public transport provision, road safety and traffic management will be fully supported. In addition, the following will also be sought where necessary:

- a) safe and suitable access to sites and safe and secure site layouts;**
- b) mitigation measures within the transport network that effectively limit the significant impact arising from a development (e.g. junction improvements, traffic calming, speed and weight restrictions); and**
- c) priority to pedestrian and cycle movements and high accessibility to public transport.**

Justification

5.29 Welford has poor public transport links and suffers from heavy traffic through the village. Policy W8 will be used to assess new development for their possible traffic impacts and, where necessary, will be used to ensure that such impacts are mitigated and that alternatives to the private car are considered in the design of development proposals.

Daventry District Local Plan 'Saved' Policies
GN1, GN2

West Northamptonshire Joint Core Strategy
R3

National Planning Policy Framework (NPPF)
Section 4 – Promoting sustainable transport

5.30 **Parish Council Actions**

- a) To influence the appropriate authorities for an amenity weight restriction (AWR) to restrict HGV's passing through the village
- b) To work with the appropriate authorities including Highways England on the use of the road as an emergency diversion route to achieve re-classification of the A5199 at Welford to a B road and introduce traffic calming
- c) To look for an alternative to a village by-pass to ameliorate the traffic issues in Welford as a by-pass would ruin the surrounding countryside and encourage building on agricultural land and open countryside
- d) Seek to make clearer parking bays in the High Street including a disabled bay outside the shop/post office

- e) Lobby Leicestershire County Council to direct traffic on to their Primary Routes and amend signage as such e.g. A5199 Pincet Lane is signed to A14. It should be via J20, M1
- f) To obtain backing at county and national level to instruct satnav operators to downgrade the A5199 route through Welford and adjacent villages
- g) To lobby for the designation of Welford as an historic village, with accompanying brown signage to increase tourism and deter HGVs
- h) To create a safe link to the school from the shop and Post Office via Butchers Close, by installing a wide pedestrian crossing point
- i) Seek enforcement of the 20 mph speed limit and other traffic calming measures
- j) To work with public transport providers to secure improved public transport services to the village. Where appropriate, The Parish Council may use Community Infrastructure Levy that it has at its disposal to address these issues.

Objective 6 – To protect and enhance recreation, education and other community facilities

Background

5.31 The questionnaire survey revealed that most respondents felt that children's play facilities were adequate. Many people come from outside Welford for its range of activities.

5.32 Welford has a sports field, which is owned by the village and currently has 2 junior football teams, a junior cricket team and two rounders' teams using the facilities. It has, in the recent past, had 2 adult, a number of junior and a women's football team. It has also had a cricket team playing regularly. There is a close affiliation with the local hockey team who are unable to use the sports field at the moment, as they have to play on Astroturf. There is also a playing field in the centre of the village, which has an area for basketball, a tennis wall, young children's swings and slides and 2 tennis courts run by the local tennis club.

5.33 There is a youth and community centre and village hall, which are used by the whole community. Welford has a large number of clubs many of which many are long standing. A list of clubs in the village is set out in Appendix 2. The addition of the community centre has enabled many more clubs to be formed. This is one area, which can still be developed with some imagination, which respondents to the questionnaire survey have shown.

5.34 Other community assets include the Post Office and shop, St Mary's Church, the congregational church, the Elizabethan Public House and garage with workshop and petrol station. These are major facilities, covering places

of worship and centres for communal village activities as well as housing the Doctor's surgery. They all scored well in the questionnaire survey, with the Post Office and shop being the highest used.

5.35 There is enthusiasm for more facilities, including the following:

- an astropitch for use as a multi-sport area.
- a bowling green, skate park
- an outdoor table tennis table.
- the reintroduction of a youth club/youth shelter

5.36 The village is well served in terms of educational provision with a primary school, which has 94 children and 4 classes. The school can cater for up to 120 pupils and can cope with the number of children in the village and the expected new villagers in the Newlands Road development. The pre-school has 24 children at present which will increase during the year up to about 30. This also offers breakfast and after-school clubs. There is a nursery on the outskirts of the village which takes children from babies up to 5 and which also offers after school care. The secondary children are bussed to the local secondary school. Young people in further education can catch a bus to the secondary school and to the local further education college. There is also now the Montessori School.

Recreation, Education and Other Community Facilities

Policy W8 – Protecting Existing Community Facilities

The following community facilities will be protected for community use:

- **Welford Youth and Community Centre**
- **Post Office and Village Shop**
- **Allotments**
- **Welford Sports Field**
- **Village Hall**
- **Playing Field**
- **Tennis Courts**

The change of use of existing facilities to other uses will not be permitted unless the following can be demonstrated:

- a) The proposal includes alternative provision, on a site within the locality, of equivalent or enhanced facilities. Such sites should be accessible by walking and cycling and have adequate car parking; or
- b) There is no longer a need for the facility justified by appropriate evidence.

Justification

5.37 Community facilities add value to village life, offer the opportunity for active lifestyles and support wider community engagement. If these facilities are lost, they are often difficult to replace. Consequently, the neighbourhood plan seeks to protect these facilities to ensure adequate provision and support a diverse range of activities.

Daventry District Local Plan ‘Saved’ Policies
RT8

West Northamptonshire Joint Core Strategy
RC2

National Planning Policy Framework (NPPF)
Section 3 – supporting a prosperous rural economy
Section 8 – promoting healthy communities

5.38 Parish Council Actions

- a) Improve information about the village by producing a welcome pack for new residents
- b) Link information about Welford which is available on the internet in order that it is easier for residents to access
- c) To make villagers aware of the 'Village Networks' bus and timetable

Objective 7 – To support business growth and access to job opportunities

Background

5.39 There is some advertising locally through *The Bugle* as well as in the Yellow Pages, and there is a full directory on the Welford village website. Many of the businesses do not know about each other and the knowledge/directory information could be strengthened, as it can be necessary to look in four different places, as well as the noticeboard in the Post Office, for people/services. *The Bugle* is run voluntarily, and is a valuable resource for the village, being regularly delivered to every household, but it would benefit from more support and input.

5.40 The most visible businesses are the 'Springfields' shop which has been enlarged over the last year and which houses the post office as a separate business. It has a very comprehensive range of groceries, frozen food, papers and packaging and stationery material which is complementary for the Post Office, as well as beer, wine, spirits and cigarettes. The garage also has a range of groceries and sweets and snacks as well as petrol, full servicing and referred MOT facilities, which are planned to be in-house in the future. It provides a very valuable resource in the village (much like the AA being regarded as the fourth national emergency service) but although highly regarded it may be underused as a local resource, relying on passing trade for a wider catchment area for the bulk of the business.

5.41 Although outside the Parish Boundary, The Wharf Inn is regarded as a major facility as a pub, restaurant and also B&B. It houses a hairdresser as well and is used by many villagers.

5.42 As some businesses were missed via the questionnaire process interviews have taken place with individuals with key businesses or activities in the village to give some essential background and help form policy.

Local Employment Opportunities

Policy W9 – New Local Employment Growth

Proposals for the following new employment - related uses will be supported where they are of appropriate scale, acceptable in terms of highway safety and do not adversely affect the rural character of the Parish or residential amenity:

- a) The conversion or re-use of existing non-residential buildings for an employment – related use;**
- b) Live/work units;**
- c) Home-working proposals;**
- d) Schemes for diversification of existing rural businesses; and**
- e) A modern day ‘reading room’ that has shared internet facilities**

Policy W10 – Protecting Existing Employment

Development proposals should seek to retain existing business premises. Where proposals would lead to the loss of such business premises these will be supported if suitable alternative provision is provided elsewhere in the parish, or if the premises can be clearly shown to be unsuitable for continued business use.

Justification

5.43 From the questionnaire survey, it is apparent that many people do not think that there is sufficient support for local businesses within the community especially with regard to communications and facilities but there was overwhelming support for encouraging more businesses. Although there was support for offices/workshops within the village, there was little support for shared facilities. This shows a strong conviction for working independently which is a village tradition but there is also an expressed need for shared facilities by 12 individuals which is significant and worth trying to cater for as a demand. There was overwhelming support for the post office and shop which are regarded as ‘lifelines’ and followed by strong support for the garage.

5.44 Support can also be given by using local people for services first before looking outside the village. There is an argument for supporting live/work or work/live buildings which have plans that better reflect and support these activities with overlapping home/office/workshop facilities. Out of the estimated 3 million home workers in England, approximately 1 million are in villages. Future plans could strengthen communication between villages and

business and encourage villagers to support traders already in the village. Any underused facilities within the village could also have a room/s dedicated to business for local meetings/presentations or even a technical hub resource within the village.

5.45 In some cases redevelopment of sites or change of use of buildings to non-employment uses has to be accepted on the basis that they are unsuitable for such use in planning terms, for example, as a result of impact on residents, poor access facilities or negative impact on highway safety. In other cases there may be insufficient demand and the site or property cannot be let or sold. In these cases it will be necessary to demonstrate that the property has been properly marketed for a period of at least 6 months.

Daventry District Local Plan ‘Saved’ Policies

EM11, EM12, EM13

West Northamptonshire Joint Core Strategy

R2

National Planning Policy Framework (NPPF)

Section 3 – supporting a prosperous rural economy

5.46 Parish Council Actions

- To enable a more visible network of business activity in the village through a permanent directory/events and updated social media links through Facebook to the village website and to support and improve The Bugle (the information base to be developed for the village is set out in Appendix 3)
- establish a seasonal ‘Hog Street’ market event (possibly quarterly) for a mix of traders

Objective 8 - To encourage outdoor recreation and tourism

Background

5.47 Although not described as a ‘chocolate box village’, Welford parish has at its heart an historic village and a wealth of built heritage assets, surrounded by attractive countryside with many ancient features. It is well-located to attract visitors for outdoor recreation, being located at the intersection of two long distance footpaths, the Jurassic Way and Shakespeare’s Avon Way.

Outdoor Tourist/Visitor Activity



Policy W11 – Promoting Tourism

To support the development of tourism in the area the following will be supported provided there is no detrimental impact on residential amenities or highway safety:

- a) visitor accommodation in existing buildings;
- b) Appropriate infrastructure to support tourism development, including car parking and public toilets; and
- c) small-scale enhancements (including footpaths, signage, information boards, public art) to existing, or to create new tourist attractions.

Justification

5.48 Policy R2 of the West Northamptonshire Joint Core Strategy encourages proposals that sustain and enhance the rural economy, including small-scale tourism. This includes places of tourist interest and tourist accommodation, including hotels, guest houses, self-catering and farm-based accommodation. Encouraging more tourist and visitor activity in the parish would help sustain local businesses.

5.49 Saved local plan policies EN 19 and EN20 establish criteria relating to the type of buildings which are suitable for conversion and the nature of such conversions.

5.50 A village Heritage Trail will be created. This will include new signage and information boards, particularly at the entry points to the village. Old signage will be replaced and upgraded. The Trail will also be an opportunity to highlight the achievements of some of the village's historical figures, such as Michael Ventris and Denys Watkins Pitchford.

Daventry District Local Plan 'Saved' Policies

TM2

West Northamptonshire Joint Core Strategy

E7, R2

National Planning Policy Framework (NPPF)

Section 1 – building a strong, competitive economy

Section 3 – supporting a prosperous rural economy

5.51 Parish Council Actions

- a) develop a heritage trail with map of the village for visitors that will identify the Church, former coaching inns, listed buildings, ancient field patterns, footpaths and also showcase local businesses. A walks leaflet will be prepared and made available online and at suitable locations in the village. This could adapt previous leaflets issued by the former British Waterways.
- b) Install interpretation boards for historic sites and long distance footpaths

APPENDIX 1 - IMPORTANT VIEWS

The following images illustrate the important public views that Policy W3 will seek to protect and enhance.



2 Across Avon valley towards SSE from bottom of Naseby Road



3 From bottom of Abbey View towards NE



4 From bottom of Abbey View towards SE



5 View East across Jurassic Way footpath from the top of the high street.
(Land to the rear of Woodford Glebe)



6 'From the public footpath South of Newlands Rd in second field looking East towards Sports Field



7 View into field with remains of medieval village on approach from West End footpath opposite end of Butcher's close



8 Field by cemetery viewed from West End-an important part of the street scene



9 Other side of the field by the cemetery



10 Towards NNW from field opposite church



11 Across earthworks of medieval village towards NW



12 Towards fishpond from medieval village site



13 Allotments



14 View from rear of allotments over to footpath



15 From northern perimeter of allotments towards canal (north)

APPENDIX 2 - LIST OF CLUBS IN THE VILLAGE

Youth and community centre: -

Explorers, scouts, cubs, beavers

Guides, brownies

Mums and toddler group

Luncheon club

Pilates

Ladies Choir

Village Hall

Women's Institute

Dancing for fun

Table Tennis

Bowls

Yoga

Monthly films

Gardening club

Bridge club

Knit and natter

Mothers union

Welcome Club

WADS (Welford Amateur Dramatic society)

Water-colourists

ISE Group – Art Embroidery

APPENDIX 3 INFORMATION BASE TO BE DEVELOPED FOR THE VILLAGE

From Yellow pages

Welford Victoria Club
Welford Garage
Oitv advertising agency 31 The Leys 07701 010891
Wilfords of Welford LTD letting agency 28 The Leys 01858 575450
AK Cords rope and Twine 48 The Leys 01858 575421
JLM Tiling services 20 The Leys 07932 600157
Mike Johnson Computer Software Devt 8 The Leys 01858 575920
G D Design Paint and cellulose spraying 17 Newlands Rd 01858575480
Ellevenses 8 High St 575505
Sign right sign makers 47 High St 01788669491
Ads for sale the Engine Room 4 West St Welford 08453100045
Wills Plus Ltd Wills Shaw House 12 Church Lane 01858575211
Adkins and Morris Rugby Ltd Bookkeeping services 571197
Lisa Home hair 21 High Street 575283
Mg Whitehead Builders 9 High Street 575373
Springfields grocers convenience store 29-31 High St 575666
Core Motor Sport Services Ads & Graphics 47 High St 575715
Arts& Flowers 8 West St 575314
Tyre Safe Ltd 31 The Leys 08455390392
Key Skips skip hire Honeysuckle Cottage 9 West End 07860320515
Positive solutions financial advisers Tom McCullagh 22 Newlands 5765121
A&D Formers metal workers 7 Wakefield Drive 571078
Towplanes 12 Wakefield Drive Flags Banners Bunting 12 Wakefield 575927
Paul Sparrow Builder 13 Wakefield Drive 575494
Top House Devts Builders 12 West End 575001
Edenvale Civils Ltd 21 Avon Fields 575440
The Office Fairy 25 Westfield Crescent 575843
High Voltage Systems Electrical Inspection/testing 26b West St 575 141
Straight up Fencing 57 West St 575736
Flying Colours Contracts Ltd 36 West St 575730
Welford Mole Catcher 12 Westfield Crescent 575552
Specialist Solutions Central Ltd 20 West End 575194
www.thatch.org thatching services 16 West End 575782
SM Fuels 13 High St 575801
Post Office 29-31 High St 03456112970
Welford Pre School in school grounds West Street 575 134

From The Welford Bugle

Welding Philip Sparks Ltd 571078
The Elizabethan 575311
Kelvin Broad plumbing 3 Newlands Rd 575683
Home Hairstyling 575472

Welford village website

Bliss and Beauty 571244
Pet Patrol 575718
Bringford Computer systems 575356
John Bott tree surgery 0771970081
Conks country gardens 575100
JLM tiling 575816
The Handsco (cleaning/gardening) 571091
SM fuels 575801

Others-not advertised but known

Yvonne Dean Architect 24 High Street 01858 571397
Welford Building Contractors Ltd 23A High St. 01858 571001
Therapy Clinic/Reflexology 12 High St 01858 5745410

Running businesses in Leicester

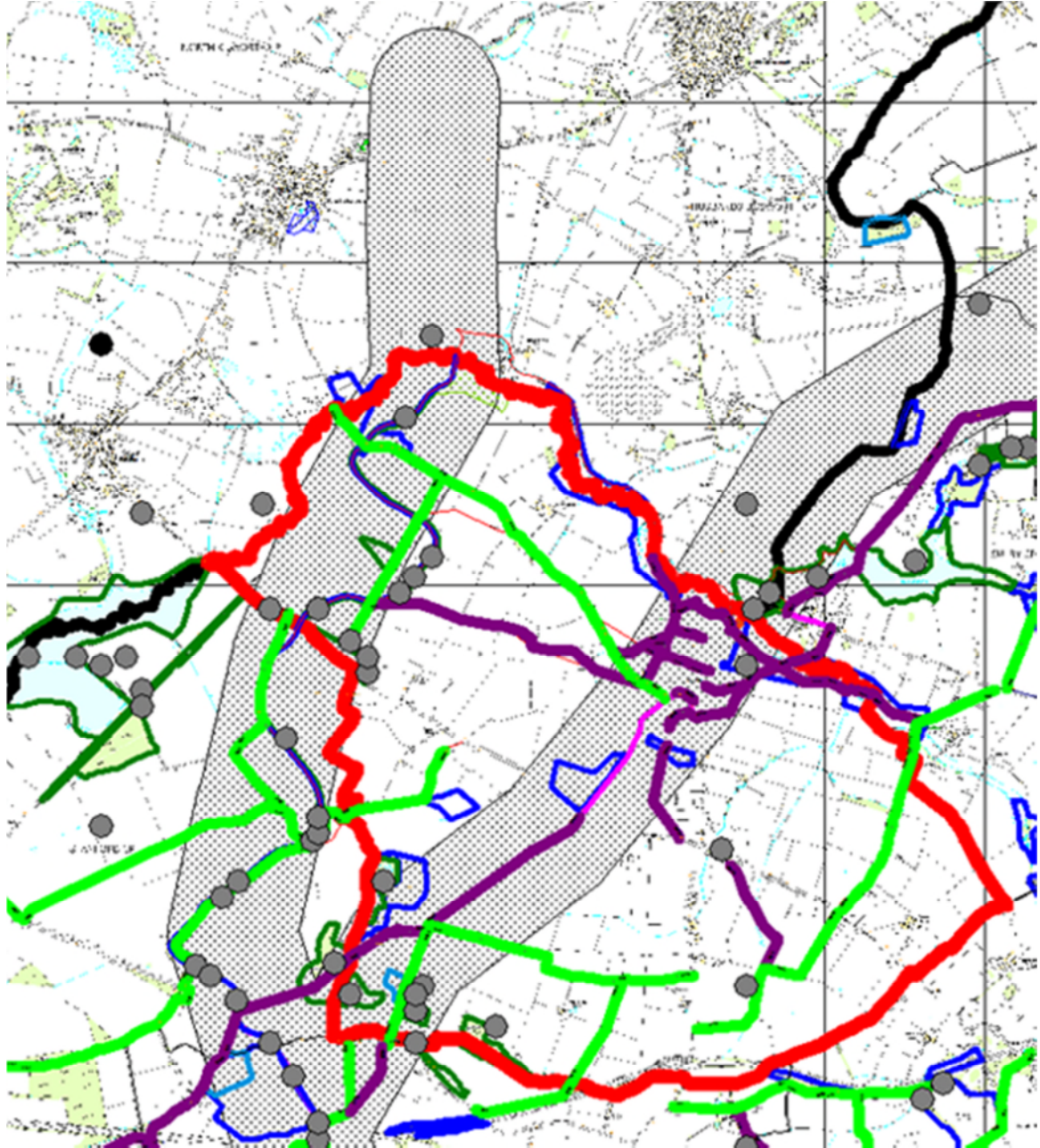
Helen Dyson 'Floraganza'
Liam Morriss and Deb Siviter 'Green& Pleasant' health food shop Queen's Rd

The outlying farms are Watts Lodge Farm (Montessori School), White Lodge, Oak Lodge, Welford Lodge, Walts Lodge- Montessori School and Abbotts Lodge with Hemploe Lodge Farm housing a nursery, stone cutting workshops and 2 other businesses in the courtyard. West Hill Manor Barn has 4 businesses listed. Court Lane Farm has a large pig facility which is a major complex. This is now a major industrial scale facility which has a license to raise over 7,200 pigs in sheds. (Sheep raising is still a main activity with over this number also being raised in the open on the land surrounding Sulby Lodge farm.

APPENDIX 4 GREEN INFRASTRUCTURE NETWORK

(source Northamptonshire Wildlife Trust)

Note: grey-stippled denote Green Infrastructure corridors





Key to Green Infrastructure Network PPlan

APPENDIX 5 SOURCES

Iron Age settlement at Welford Northants, Leicester University Archaeological services <https://www.le.ac.uk/ulas/news/welford.html>

National Character Area Profile, 95 Northamptonshire Uplands, Natural England
<http://publications.naturalengland.org.uk/publication/5007752023769088>

Northamptonshire County Biodiversity Action Plan, Northamptonshire Biodiversity Action Partnership
http://www.northamptonshirebiodiversity.org/default.asp_PageID=6&n=Biodiversity+Action+Plan.html

River Nene Regional Park, Northamptonshire's Environmental Character and Green Infrastructure, West Northamptonshire Uplands
<http://www.rnrpenvironmentalcharacter.org.uk/>

Welford: Portrait of a Northamptonshire Village, published in 2000 by the Welford Village Appraisal Steering Group. (Incorporates the results of a survey undertaken in 1999)

West Northamptonshire Joint Core Strategy,
<http://www.westnorthamptonshirejpu.org/connect.ti/website/view?objectId=5130832#5130832>

GLOSSARY

Affordable housing: Social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices. Affordable housing should include provisions to remain at an affordable price for future eligible households or for the subsidy to be recycled for alternative affordable housing provision.

Social rented housing is owned by local authorities and private registered providers (as defined in section 80 of the Housing and Regeneration Act 2008), for which guideline target rents are determined through the national rent regime. It may also be owned by other persons and provided under equivalent rental arrangements to the above, as agreed with the local authority or with the Homes and Communities Agency.

Affordable rented housing is let by local authorities or private registered providers of social housing to households who are eligible for social rented housing. Affordable Rent is subject to rent controls that require a rent of no more than 80% of the local market rent (including service charges, where applicable).

Intermediate housing is homes for sale and rent provided at a cost above social rent, but below market levels subject to the criteria in the Affordable Housing definition above. These can include shared equity (shared ownership and equity loans), other low cost homes for sale and intermediate rent, but not affordable rented housing.

Homes that do not meet the above definition of affordable housing, such as “low cost market” housing, may not be considered as affordable housing for planning purposes.

Aged or veteran tree: A tree which, because of its great age, size or condition is of exceptional value for wildlife, in the landscape, or culturally.
Air Quality Management Areas: Areas designated by local authorities because they are not likely to achieve national air quality objectives by the relevant deadlines.

Ancient woodland: An area that has been wooded continuously since at least 1600 AD.

Archaeological interest: There will be archaeological interest in a heritage asset if it holds, or potentially may hold, evidence of past human activity worthy of expert investigation at some point. Heritage assets with archaeological interest are the primary source of evidence about the substance and evolution of places, and of the people and cultures that made them.

Article 4 direction: A direction which withdraws automatic planning permission granted by the General Permitted Development Order.

Best and most versatile agricultural land: Land in grades 1, 2 and 3a of the Agricultural Land Classification.

Biodiversity: The variety of animal and plant life in a particular habitat; a high level of which is usually considered to be both important and desirable.

Climate change adaptation: Adjustments to natural or human systems in response to actual or expected climatic factors or their effects, including from changes in rainfall and rising temperatures, which moderate harm or exploit beneficial opportunities.

Climate change mitigation: Action to reduce the impact of human activity on the climate system, primarily through reducing greenhouse gas emissions.

Conservation (for heritage policy): The process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance.

Conservation Area: An area designated under the Conservation Areas Act by the local planning authority due to its special architectural or historic interest.

Community Infrastructure Levy: A levy allowing local authorities to raise funds from owners or developers of land undertaking new building projects in their area.

Designated heritage asset: A World Heritage Site, Scheduled Monument, Listed Building, Protected Wreck Site, Registered Park and Garden, Registered Battlefield or Conservation Area designated under the relevant legislation.

Development plan: This includes adopted Local Plans, neighbourhood plans and the London Plan, and is defined in section 38 of the Planning and Compulsory Purchase Act 2004. (Regional strategies remain part of the development plan until they are abolished by Order using powers taken in the Localism Act. It is the government's clear policy intention to revoke the regional strategies outside of London, subject to the outcome of the environmental assessments that are currently being undertaken.)
Economic development: Development, including those within the B Use Classes, public and community uses and main town centre uses (but excluding housing development).

Ecological networks: These link sites of biodiversity importance.

Ecosystem services: The benefits people obtain from ecosystems such as, food, water, flood and disease control and recreation.

Geodiversity: The range of rocks, minerals, fossils, soils and landforms.

Green infrastructure: A network of multi-functional green space, urban and rural, which is capable of delivering a wide range of environmental and quality of life benefits for local communities.

Heritage asset: A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing).

Historic environment: All aspects of the environment resulting from the interaction between people and places through time, including all surviving physical remains of past human activity, whether visible, buried or submerged, and landscaped and planted or managed flora.

Historic environment record: Information services that seek to provide access to comprehensive and dynamic resources relating to the historic environment of a defined geographic area for public benefit and use.
Inclusive design: Designing the built environment, including buildings and their surrounding spaces, to ensure that they can be accessed and used by everyone.

Joint Core Strategy (JCS): A strategic planning document produced by a group of local planning authorities that forms part of the development plan for an area.

Local planning authority: The public authority whose duty it is to carry out specific planning functions for a particular area. All references to local planning authority apply to the district council.

Local Plan: The plan for the future development of the local area, drawn up by the local planning authority in consultation with the community. In law this is described as the development plan documents adopted under the Planning and Compulsory Purchase Act 2004. Current core strategies or other planning policies, which under the regulations would be considered to be development plan documents, form part of the Local Plan. The term includes old policies which have been saved under the 2004 Act.

Local Wildlife Site (LWS): Local Wildlife Sites are areas which are locally important for the conservation of wildlife. They are identified and selected for the significant habitats and species that they contain.

Neighbourhood plans: A plan prepared by a Parish Council or Neighbourhood Forum for a particular neighbourhood area (made under the Planning and Compulsory Purchase Act 2004).

Older people: People over retirement age, including the active, newly-retired through to the very frail elderly, whose housing needs can encompass accessible, adaptable general needs housing for those looking to downsize from family housing and the full range of retirement and specialised housing for those with support or care needs.

Open space: All open space of public value, including not just land, but also areas of water (such as rivers, canals, lakes and reservoirs) which offer important opportunities for sport and recreation and can act as a visual amenity.

Original building: A building as it existed on 1 July 1948 or, if constructed after 1 July 1948, as it was built originally.

Planning condition: A condition imposed on a grant of planning permission (in accordance with the Town and Country Planning Act 1990) or a condition included in a Local Development Order or Neighbourhood Development Order.

Planning obligation: A legally enforceable obligation entered into under section 106 of the Town and Country Planning Act 1990 to mitigate the impacts of a development proposal.

Playing field: The whole of a site which encompasses at least one playing pitch as defined in the Town and Country Planning (Development Management Procedure) (England) Order 2010.

Pocket park: A pocket park is a small park accessible to the general public that has been created on a small, often irregular piece of land.

Pollution: Anything that affects the quality of land, air, water or soils, which might lead to an adverse impact on human health, the natural environment or general amenity. Pollution can arise from a range of emissions, including smoke, fumes, gases, dust, steam, odour, noise and light.

Previously developed land: Land which is or was occupied by a permanent structure, including the curtilage of the developed land (although it should not be assumed that the whole of the curtilage should be developed) and any associated fixed surface infrastructure. This excludes: land that is or has been occupied by agricultural or forestry buildings; land that has been developed for minerals extraction or waste disposal by landfill purposes where provision for restoration has been made through development control procedures; land in built-up areas such as private residential gardens, parks, recreation grounds and allotments; and land that was previously-developed but where the remains of the permanent structure or fixed surface structure have blended into the landscape in the process of time.

Renewable and low carbon energy: Includes energy for heating and cooling as well as generating electricity. Renewable energy covers those

energy flows that occur naturally and repeatedly in the environment – from the wind, the fall of water, the movement of the oceans, from the sun and also from biomass and deep geothermal heat. Low carbon technologies are those that can help reduce emissions (compared to conventional use of fossil fuels).

Rural exception sites: Small sites used for affordable housing in perpetuity where sites would not normally be used for housing. Rural exception sites seek to address the needs of the local community by accommodating households who are either current residents or have an existing family or employment connection. Small numbers of market homes may be allowed at the local authority's discretion, for example where essential to enable the delivery of affordable units without grant funding.

Setting of a heritage asset: The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.

Significance (for heritage policy): The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.

Site of Special Scientific Interest (SSSI): A Site of Special Scientific Interest is a conservation designation denoting a protected area. SSSIs are the basic building block of site-based nature conservation legislation.

Stepping stones: Pockets of habitat that, while not necessarily connected, facilitate the movement of species across otherwise inhospitable landscapes.

Strategic Environmental Assessment: A procedure (set out in the Environmental Assessment of Plans and Programmes Regulations 2004) which requires the formal environmental assessment of certain plans and programmes which are likely to have significant effects on the environment.

Supplementary planning documents: Documents which add further detail to the policies in the Local Plan. They can be used to provide further guidance for development on specific sites, or on particular issues, such as design.

Supplementary planning documents are capable of being a material consideration in planning decisions but are not part of the development plan.

Sustainable transport modes: Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, low and ultra-low emission vehicles, car sharing and public transport.

Transport assessment: A comprehensive and systematic process that sets out transport issues relating to a proposed development. It identifies what

measures will be required to improve accessibility and safety for all modes of travel, particularly for alternatives to the car such as walking, cycling and public transport and what measures will need to be taken to deal with the anticipated transport impacts of the development.

Transport statement: A simplified version of a transport assessment where it is agreed the transport issues arising out of development proposals are limited and a full transport assessment is not required.

