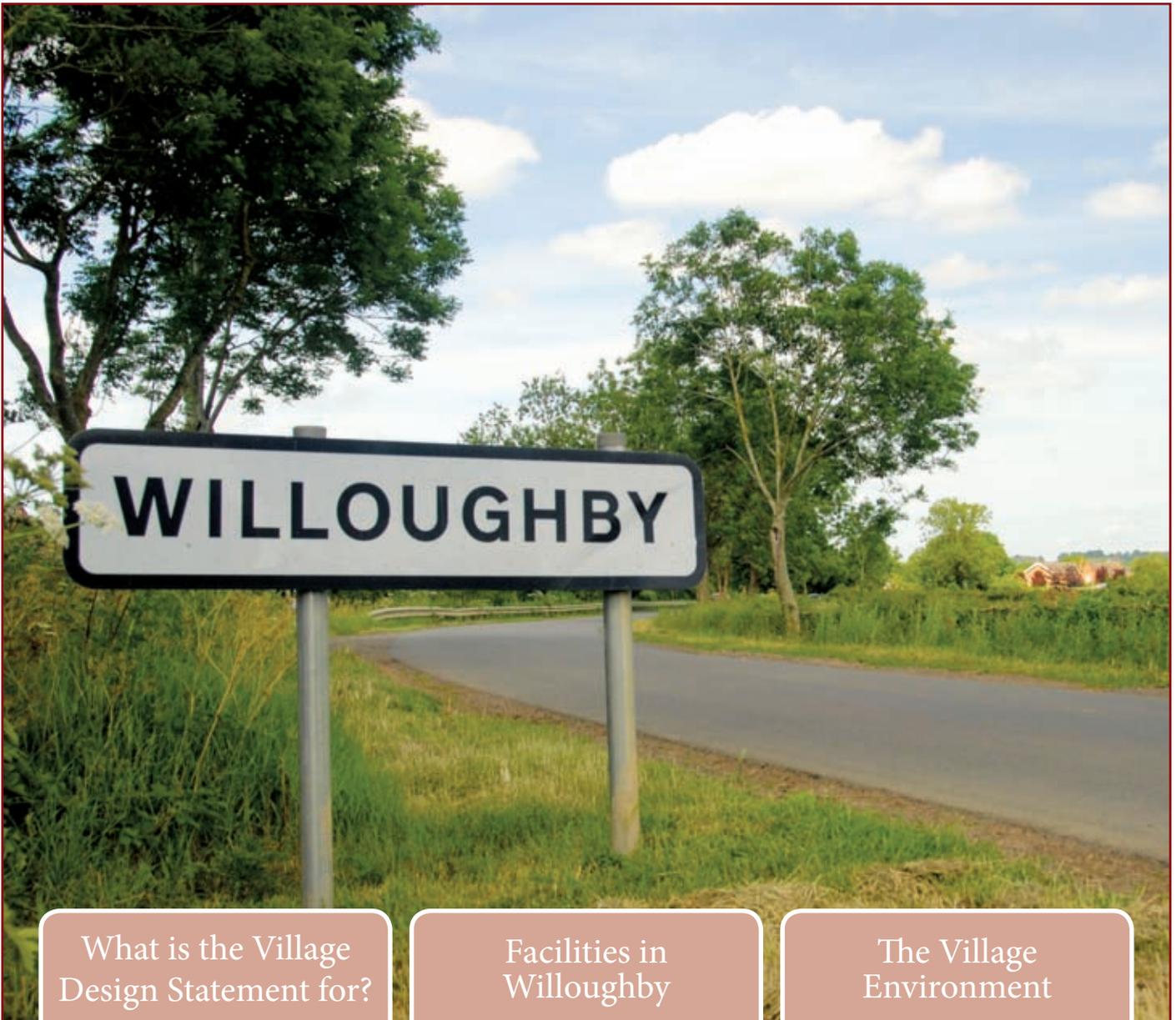


WILLOUGHBY VILLAGE DESIGN STATEMENT

PLANNING FOR OUR FUTURE



What is the Village Design Statement for?



Facilities in Willoughby



The Village Environment



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The Village Design Statement is an important document that will influence future planning in Willoughby and the surrounding area, so that we can preserve our unique village environment for future generations.

The number of residents who completed the Willoughby Design Statement Questionnaire was extremely gratifying and the results from this questionnaire have been used to develop the Village Design Statement document.

We hope the Village Design Statement helps the village to thrive and Willoughby continues to be the pleasant attractive village we all know and love being a part of.



A BRIEF HISTORY OF WILLOUGHBY

Willoughby sits on land once part of the seabed millions of years ago. During the Ice Age water was trapped to form a vast lake, known as Lake Harrison. Ice sheets gouged out the valley, breached the Lake's banks, and left the mounds and ridges that we see today. Underground there are pockets of gravel and sand from the ancient seabed and layers of clay have created aquifers, some holding mineral/chemical infused water.

The oldest known record referring to the Parish is the Domesday Book completed in 1086, which details five small manors. In 2012 a geophysical survey revealed evidence of a Romano-British settlement adjacent to Onley evidencing earlier occupation.

Domesday and later records spell the village's name in various ways ranging from Wilbi, Wylbi, to Wylughby. The origin is thought to be Willow Farm ('bi' being Norse for farm), perhaps the result of Viking raiders settling here.

In 1100 Henry I granted land in Willoughby to Wygan Algason, a Gascon, who had supported him. Eventually Wygan's family died out leaving its estate in Willoughby to the Hospital of St. John without the East Gate, Oxford.

The Hospital became the principal land owner in the parish. In 1248 King Henry III granted a charter for a weekly market and annual two day fair at Whitsun. 1285 saw a successful approach to the King's justices for recognition as Lord of the Manor. In 1458 the Hospital's estate was transferred to Magdalen College, Oxford. The College also had the right to nominate the parish priest (often fellows of the College). The College developed its estate until it was sold to tenants in the 1950s.

In 1437 John and Margaret Hayward established a charity for the village with land in the village and surrounding areas. The charity rented out its land for farming and allotments. Today the remaining assets are vested in two village charities.

Until 1760 agriculture was conducted on the open field system. The resulting distinct ridge and furrow profile is still evident in many fields - that remaining is a nationally important heritage asset. Enclosure took place in 1760 establishing a field pattern very similar to that today - some of the smaller fields have been merged into larger ones.

After enclosure the majority of the land was given over to pasture. There were at least two mills, one a windmill and the other water mill on the Leam.



A BRIEF HISTORY OF WILLOUGHBY Continued...

The discovery of sulphureted water in a new well in the 19th century led to two Spas in the parish, one was sited where Willoughby House is today and the other adjacent to the Four Crosses. The owner of the Four Crosses had the water tested, which was found by the Royal Institution to be similar to Harrogate's. Sadly neither enterprise was a success.

The A45 follows a long established route from London to Holyhead providing Willoughby with good communications. Ogilby's 1675 map of the route describes the section to Dunchurch as 'bad way' because it was difficult for horse drawn coaches – tarmacadam didn't arrive until 1911.



The Oxford canal was opened in 1790 hence the wharf and inn where Longdown Lane crosses. The last major development was the arrival of the Great Central Railway in 1898 many families in the village had members working on the railway which closed in 1956.

In the 18th and 19th century the village was a busy place with, at one point, four inns, school, wheelwright/carpenter, smithy, post office, baker, butcher, and grocers. The farms employed a good number of residents.

As the 20th century progressed employment and services were found elsewhere resulting in few living and working in the village today.



There are few old buildings remaining in the village as most would have been timber framed cob cottages that have been lost or condemned over time. The Church and Vale House in Lower Street are the oldest survivors.

The site of a moated farmstead, dated to the 1400s, in Moor Lane is designated an ancient monument by English Heritage.

WILLOUGHBY TODAY

The village contains a mixture of housing, some of historical value, such as Vale House, located on Lower Street, a Grade 11 listed house which was built in the late 16th century and some very modern houses built on the site of an old orchard and now known as White Barn Close. The bungalows in Brooks close were built in the 1960's, the houses in Magdalen Road were built in the 1980's and originally the development was designated for starter homes. The agricultural barns near the church were converted to modern living in the 1990's. The houses in White Barn Close were built in 2007.

Pye Court, originally Py's Croft, a court associated with the market, issuing licences and punishing those guilty of misdemeanour or nuisance, is now a cluster of houses adjacent to the Willoughby Cricket Club.

St. Nicholas parish church, parts of which date back to the early 16th century, is located at the end of Brooks Close.

There are two farms located in the village and several old farmhouses now converted to domestic dwellings.

The old methodist Chapel is now a domestic dwelling as is the Old School House, the Old Post Office and the Bakehouse; all of these building are located on Main Street. There was also a chapel on Lower Street but this was incorporated with the neighbouring property.

Facilities

The Village Hall is well used by local clubs and societies as well as being the hub of social activity. The Rose Inn is a popular and thriving Gastro Pub, recently renovated and restored - a beautiful listed building in the heart of the village. The cafe, located on the A45, is also a popular spot for villagers and passing trade. A Beauty Salon / Hairdressers is located on Lower Street. A Car Wash facility is located next to the cafe on the A45.

Willoughby has a large pond, located along Lower Street, home to numerous ducks and moorhens and a pocket nature reserve in Haywoods Lodge, which can be accessed from the A45. The Playing Field / Playground is located behind The Rose Inn just off Main Street and the Amenity Garden is located between the pub and the Bakehouse. There are allotments to the rear of the pond.

Footpaths criss-cross the village and surrounding countryside - a haven of flora and fauna.



Background to the compilation of the Village Design Statement

The Willoughby Village Design Statement reflects the views of the residents as highlighted in the Village Design Questionnaire carried out in 2014.

Once approved and adopted, Rugby Borough Council will refer to the Willoughby Village Design Statement when making planning decisions that may affect our community.

Willoughby is classed as a Local Needs Settlement. This means that new housing and employment development will only be permitted to meet identified needs of the local community within the existing village boundary.



What is the Willoughby Village Design Statement for?

The Willoughby Village Design statement outlines the vision of how Willoughby residents wish to see the parish develop. It identifies the features and characteristics of the community that people value and wish to see preserved. Questionnaires have been used to form the basis of the Village Design Statement.

Whose ideas does it contain?

The Parish Council, using guidelines developed by local councils, devised a questionnaire, which was issued to all households in the village in 2014. The information from the questionnaires has been used to form the basis of the Village Design Statement.

What should you use the Village Design Statement for?

We hope you will use the Village Design Statement as a reference document as it contains the views of Willoughby residents. It give us a glimpse of what the future may hold for our community. It also links to the Willoughby Parish Plan and the on--going action plans developed by the Parish Council to reflect the opinions and needs of villagers.

About Willoughby

There are 192 properties currently in Willoughby parish with 317 electors over the age of 18. It is a small rural parish to the south--east of Rugby located between Dunchurch and Daventry in the Leam Valley. The A45 runs through the east of the village as does the Grand Union canal. The majority of housing straddles Main Street and Lower Street. The village is surrounded by farmland, much of which is ancient ridge and furrow.

Results

The following sections contain information drawn from the responses to the Village Design Questionnaire. They show the results of what you told us, what you like about the village and surrounding areas, and how you see the village developing.

The following areas will be covered:

- 1 - GENERAL SITUATION
- 2 - BUILDING FORM, STYLE AND LAYOUT
- 3 - THE ENVIRONMENT
- 4 - THE SURROUNDING LANDSCAPE

Each area will provide an overview of the results, and graphs to illustrate the results for each question.

1 - GENERAL SITUATION

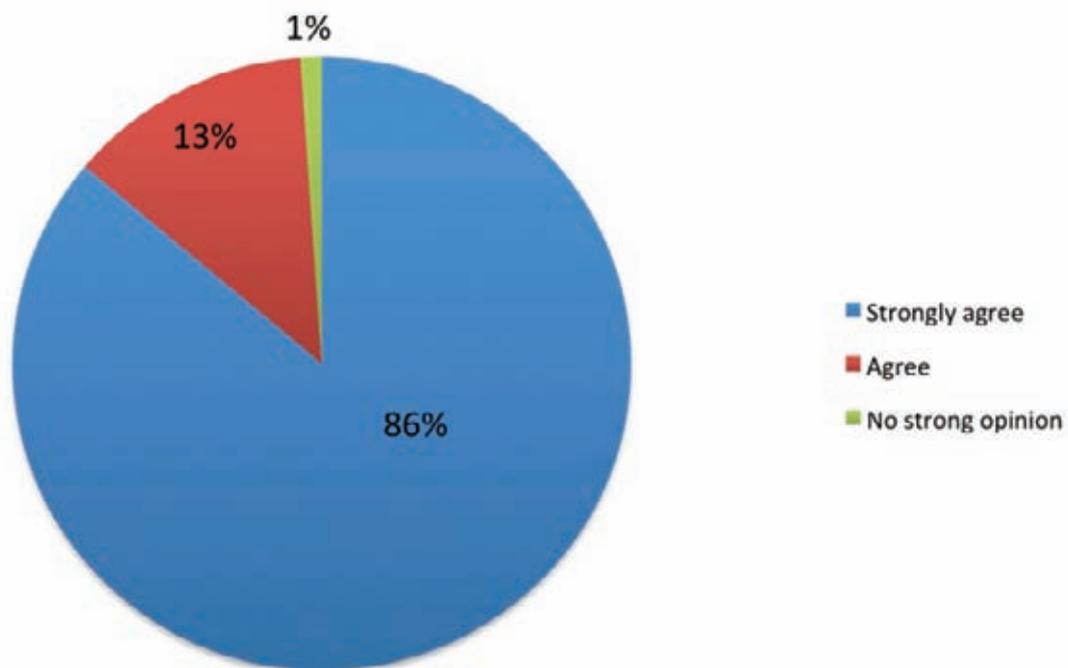
What you told us

98% of villagers agreed that that it was important to retain the green area around Willoughby to keep it as a separate entity. 95% of villagers also felt there was a strong sense of community within the village.

Willoughby residents had many favourite features of the village they considered most important to them, including the village itself, the Pond, the Church, the Cricket Club, the Playing Field, the countryside, the Village Hall, the sense of peace and tranquility and community spirit.

Please see the Appendix for maps of Willoughby.

It is very important that the village should retain a green area around it to keep it a separate entity.



2 - BUILDING FORM, STYLE AND LAYOUT

The areas, which have specific character, are the cottages in Lower Street together with the older properties such as Vale House and Barrowfield. Also, the older properties in Main Street, including the Bakehouse, White House Farm, and Brookside Cottages, together with the properties around the Village sign triangle. There is also the old chapel in Main Street, which is now a house.

Bath Farm in Moor Lane and the Old Vicarage and Ivy Farm in Lower Street, together with Manor Farm adjacent to the Church are also fine examples of older properties. There is a wonderful old cedar tree adjacent to Manor Farm and some protected walnut trees in the garden of the Rose Inn and White House Farm.

The bungalows in Brooks Close should keep their character with loft extensions only being permitted to the rear of the properties and not spoiling the standard roof line to the front. The area around the Rose Inn, the Village Hall and the Amenity Garden with the old red telephone box are also worthy of the character they provide to the village.

What you told us

St Nicholas Church, The Rose Inn, Manor Farm, Vale House, the Lower Street cottages, The Chapel, the School House, the Forge, the pond and the old Post office were mentioned as building of visual or historical importance to the majority of respondents to the questionnaire.



2 - BUILDING FORM, STYLE AND LAYOUT Continued...

88% of people felt there were buildings in Willoughby worth preserving in their present state and 94% thought that unrestricted alterations to existing building should not be allowed.

97% thought that extensions to existing buildings should be sympathetic in scale, height and design and infill housing, utilising land between existing houses should follow the same guidelines.

95% thought development of all types should complement existing/adjacent properties and 72% of respondents' thought that the character of Willoughby derives from its present form, with 30% feeling further development would be desirable.

Very few respondents (16%) thought there should be more building of modern cutting edge design in the village.

88% thought that Willoughby should retain its current mix of smaller houses and bungalows as well as larger properties while 71% feeling the current mix of housing size and style was adequate.

Design guidelines in relation to buildings

There are strict planning controls on Listed Buildings and buildings, trees and structures within the Conservation area. Breaches in these controls can lead to enforcement, and the Planning office should be contacted before changes are carried out.

A wide range of building materials have been used in the Village and any new buildings should reflect this.

Windows should be appropriate to the type and size of the house and alterations to existing older properties should maintain the size and pattern of the existing.

Most houses are set parallel to the road and gable ends facing the road are uncommon. Any change in this would alter the general vista of the Village. Dormer roofs should be pitched and not flat and should be functional and unobtrusive.

New buildings should be designed to fit in with the existing housing and not detract from it. Any new housing should incorporate sufficient off road parking and not increase the existing on--road parking, which creates problems.

Older buildings should be retained and altered or extended in a similar style to that existing and to not detract from the existing rural character.

Any new developments should reflect the existing variation of local architecture, maintain the local housing density and include gardens. New extensions should not dominate the existing structure and should maintain the existing roof pitches and external character.

2 - BUILDING FORM, STYLE AND LAYOUT Continued...

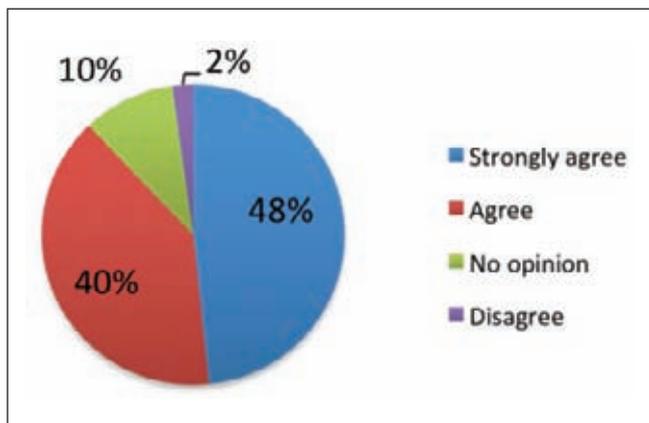
The pressure to build as many properties on one site as possible should be resisted, as any new layout should complement the existing village character.

Turbines and Masts would be highly visible from all approaches to Willoughby and would mar the rural aspect of village and surrounding countryside. Many of the properties in Willoughby are low-level bungalows and mobile phone masts would dominate the street view.

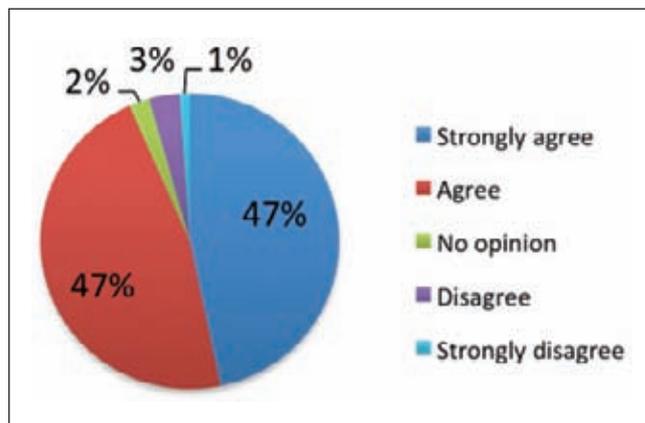


2 - BUILDING FORM, STYLE AND LAYOUT Continued...

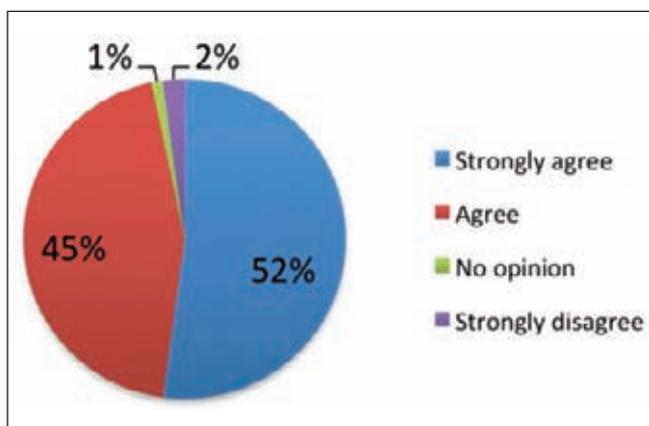
There are buildings in Willoughby worth preserving in their current state



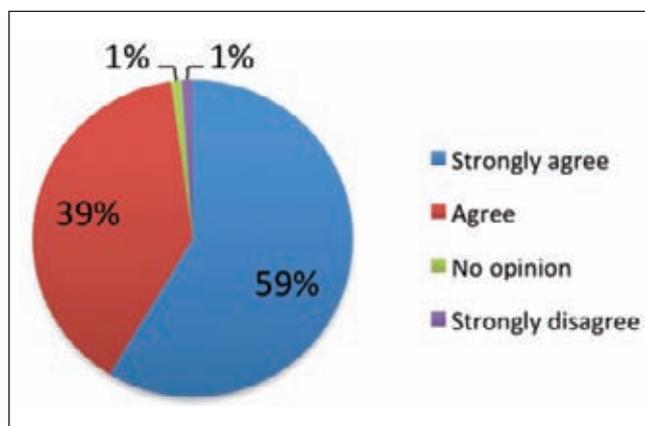
Unrestricted alterations to buildings should not be permitted



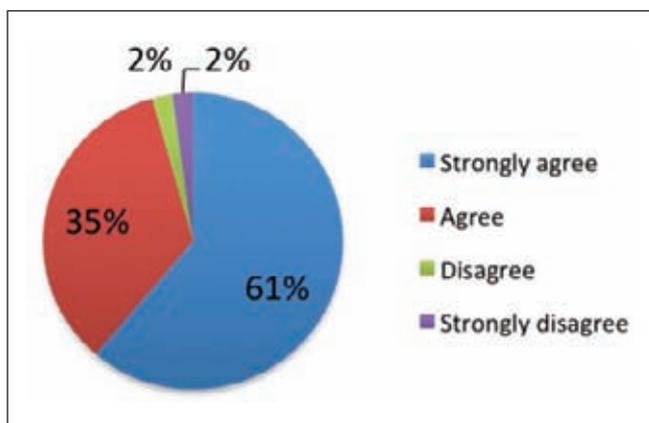
Extensions to existing buildings should be sympathetic in scale, height, design and materials



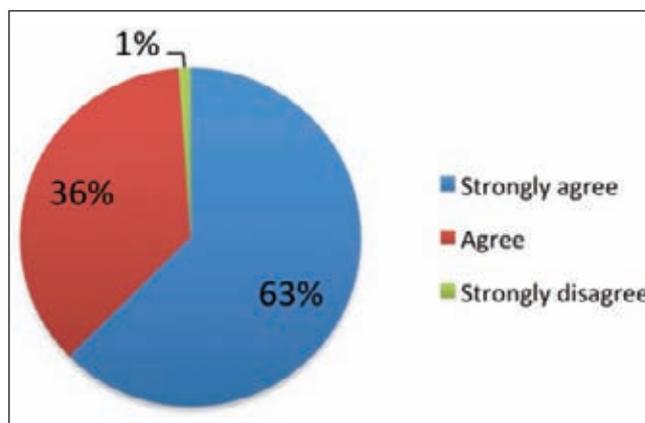
New housing should be sympathetic in scale, height, design and materials



Infill housing, utilising land between houses, should be sympathetic in scale, height, design and materials

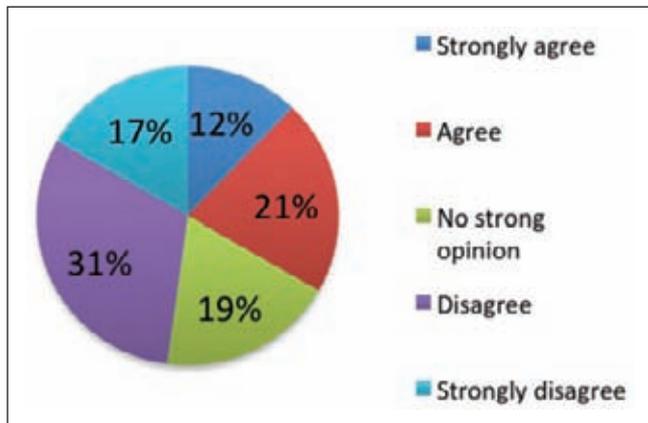


Development of all types should complement existing / adjacent properties

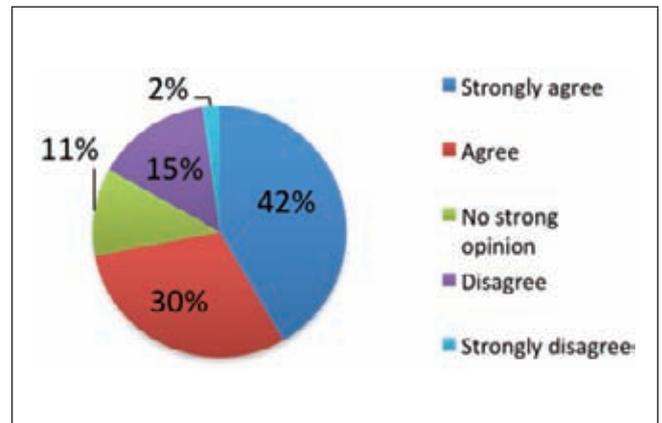


2 - BUILDING FORM, STYLE AND LAYOUT Continued...

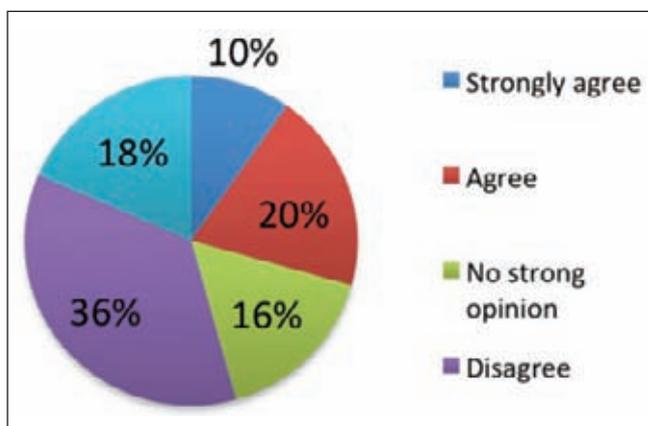
The village would benefit from the development of new housing



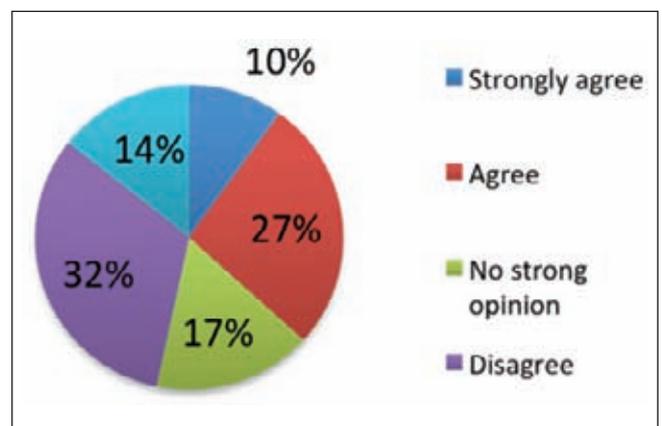
The character of Willoughby derives from its present size



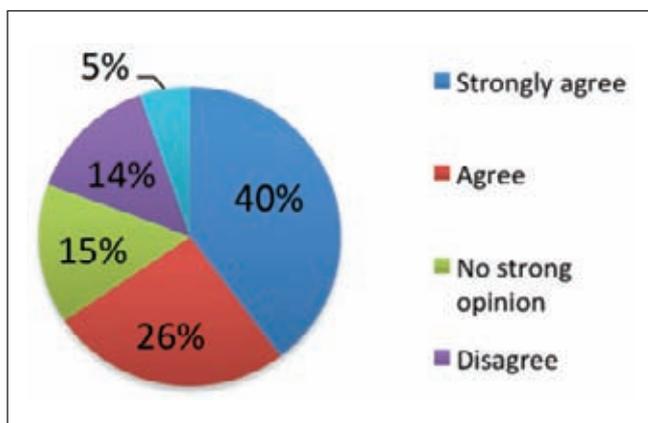
Further development is desirable



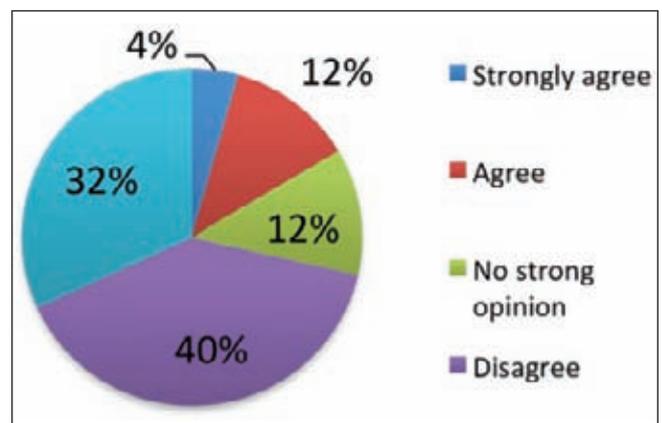
Infill, utilising land between houses, should be encouraged



Building new dwellings in gardens should be restricted to preserve bio-diversity and the open aspects of the village

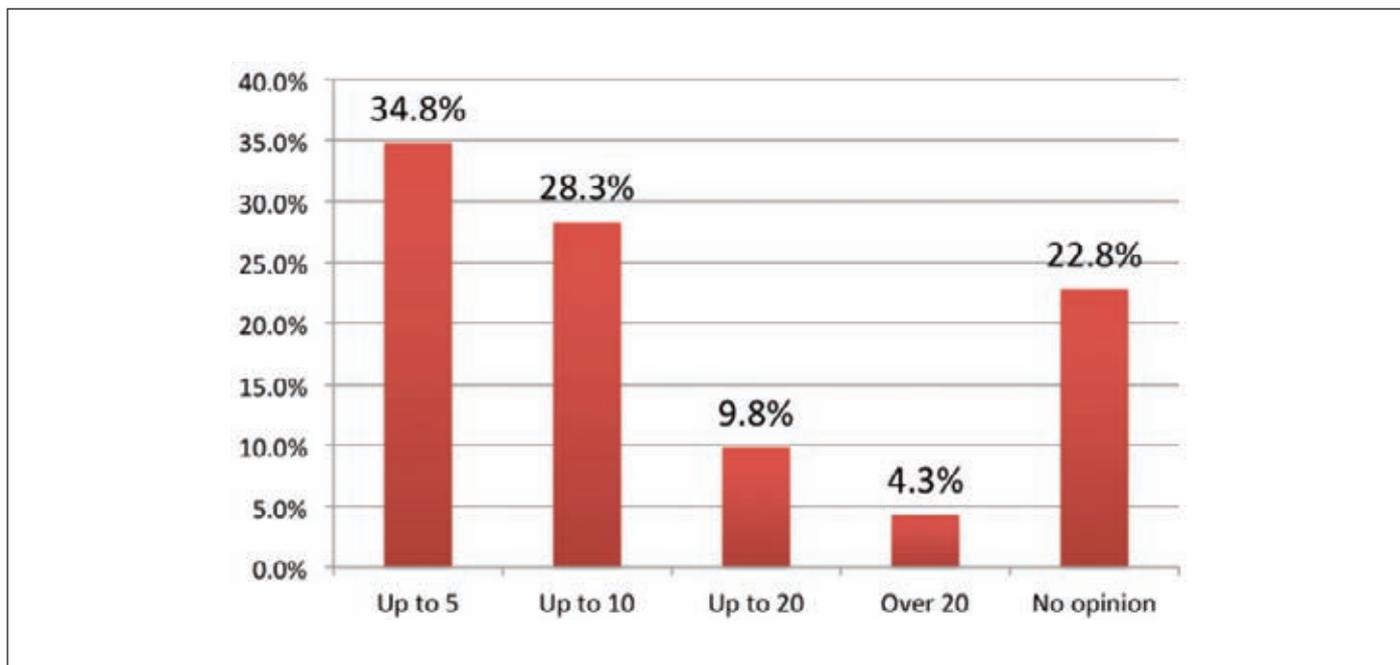


There should be more buildings that are modern / cutting edge in design

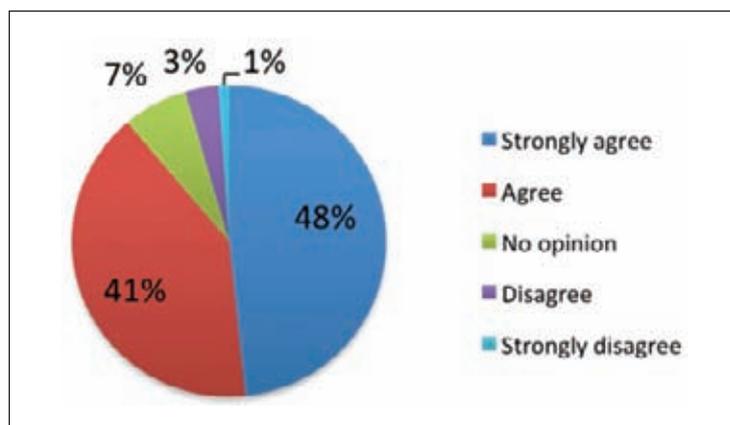


2 - BUILDING FORM, STYLE AND LAYOUT Continued...

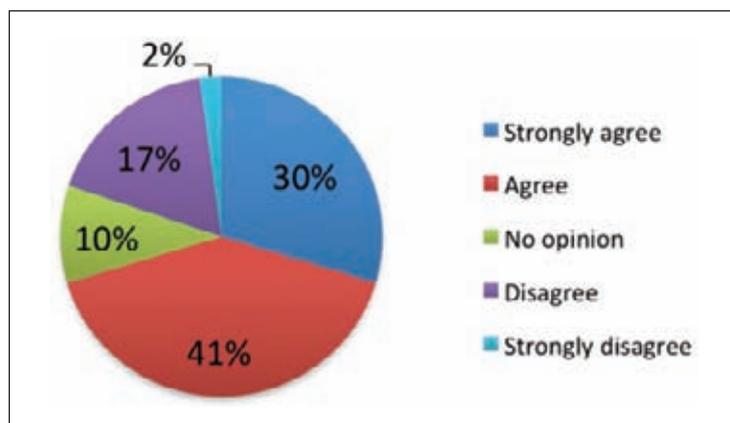
Bearing in mind that we are surrounded by countryside and currently legislation restricts the development of housing, what number of new dwellings / households could the village accommodate over the next 10 years?



Willoughby should retain a mix of smaller houses and bungalows as well as larger family homes



The current mix of housing styles and sizes is adequate



3 - ENVIRONMENT

What you told us

The existing hedges, trees, wild areas and ponds should be protected and enhanced. The new planting of indigenous species in appropriate areas should be encouraged and the opportunity to develop more planted areas should be considered.

New developments should incorporate as many existing natural features including trees and hedges, as possible, with information to new owners about ways to encourage wildlife (ponds, bird and bat boxes etc). Excessive use of pesticides and herbicides should be discouraged.

The overall linear nature should be preserved with the opportunity for most people to have a view of the surrounding countryside.

The majority of people were happy with the level of street lighting although 44% thought we should consider lighting some parts of the village that currently do not benefit from street lighting.

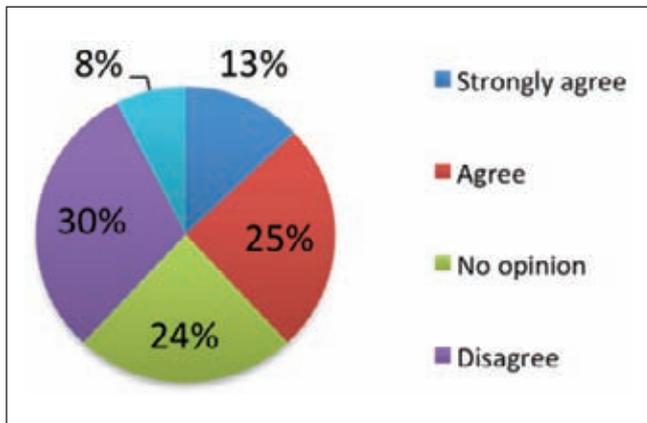
56% were against the erection of mobile phone masts and 72% against the erection of wind turbines although 40% were in favour of solar panels. 33% found light pollution from surrounding facilities intrusive and 36% found that garden / security lighting was intrusive. 56% of residents would like to see CCTV in the village. The majority did not find wheeled bins intrusive.

The consensus of opinion was that our grass verges should be preserved, native hedgerows should be encouraged as should the planting of native trees, front gardens provide a valuable contribution to the character of the village and that existing trees and hedges should be sympathetically maintained and not cut down as they add to the rural nature of the village. Residents also wanted to see street-side property boundaries maintained in keeping with the rural environment.

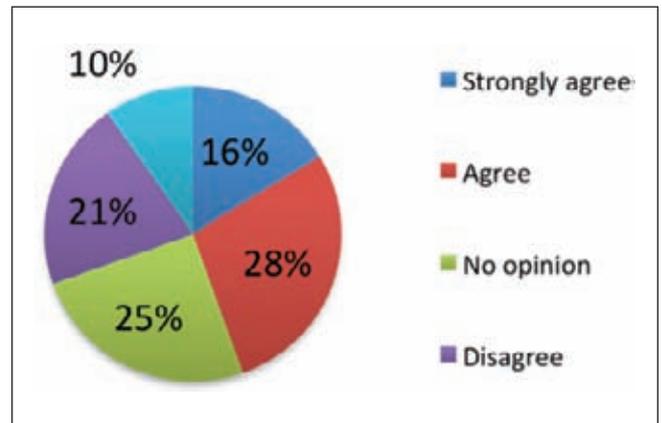


3 - ENVIRONMENT Continued...

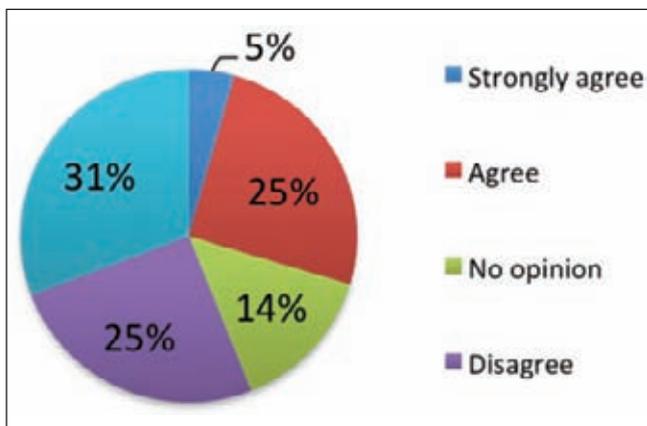
The village should have more street lighting



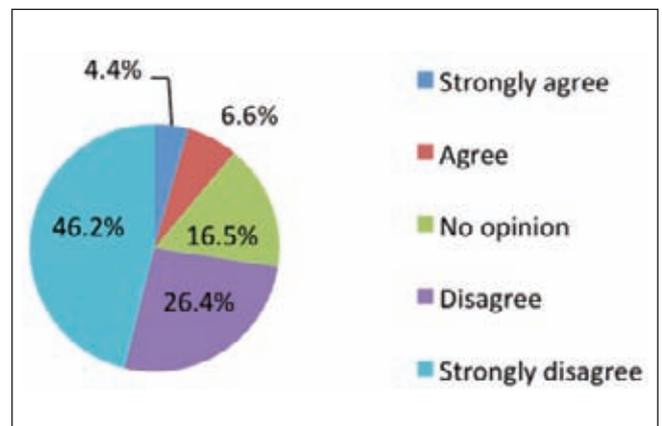
Consideration should be made to lighting some parts of the village which currently do not benefit from the light provided by existing street lighting & houses



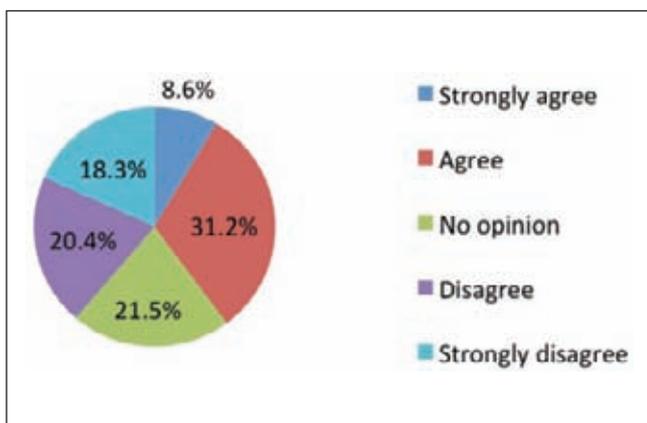
The erection of mobile phone masts should be encouraged



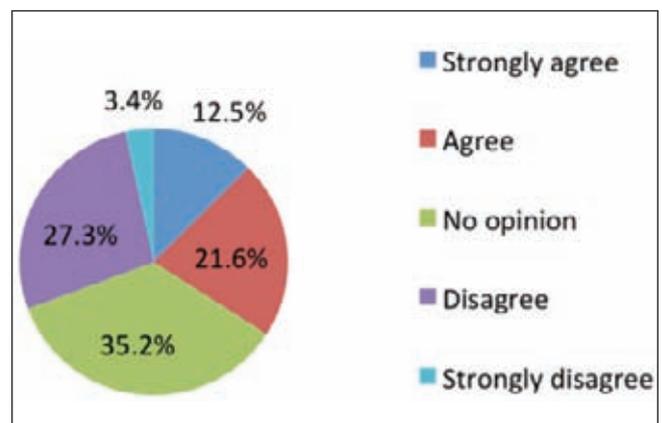
The erection of wind turbines should be encouraged



The erection of solar panels should be encouraged

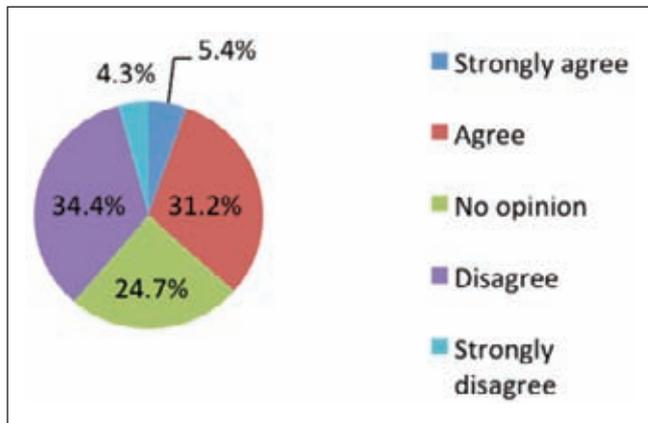


Light pollution from surrounding facilities is intrusive

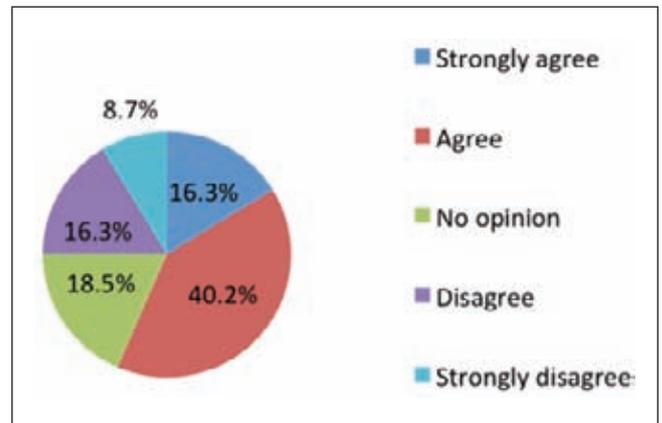


3 - ENVIRONMENT Continued...

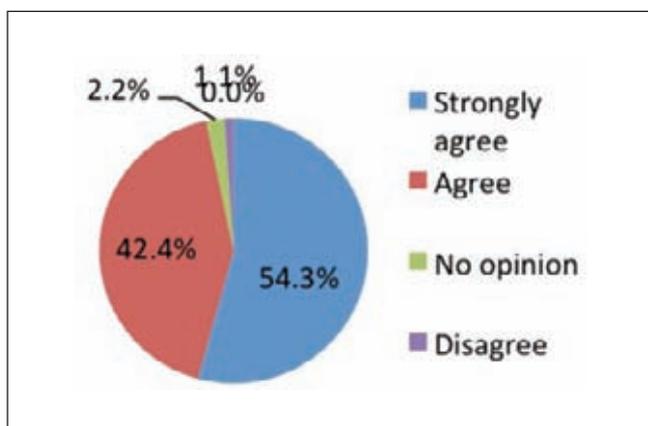
CCTV coverage in parts of the village would enhance security



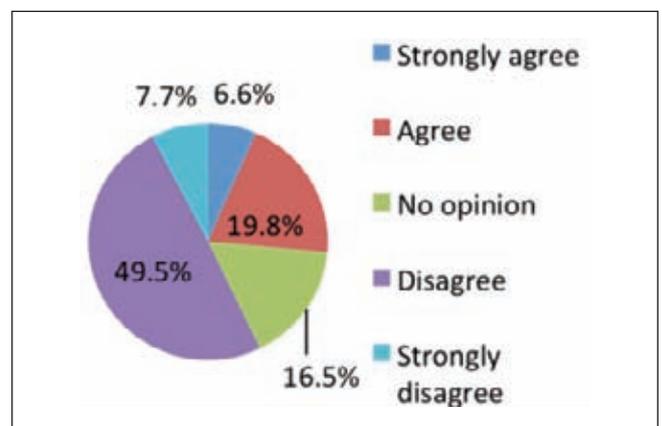
Domestic garden / security lighting can be intrusive



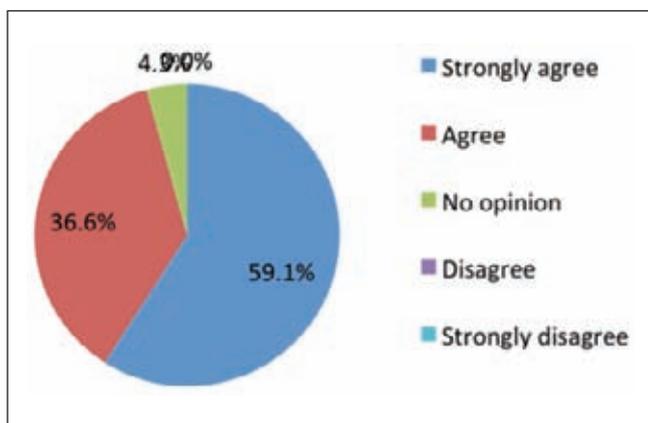
Native hedgerows should be encouraged



Wheeled bins are intrusive

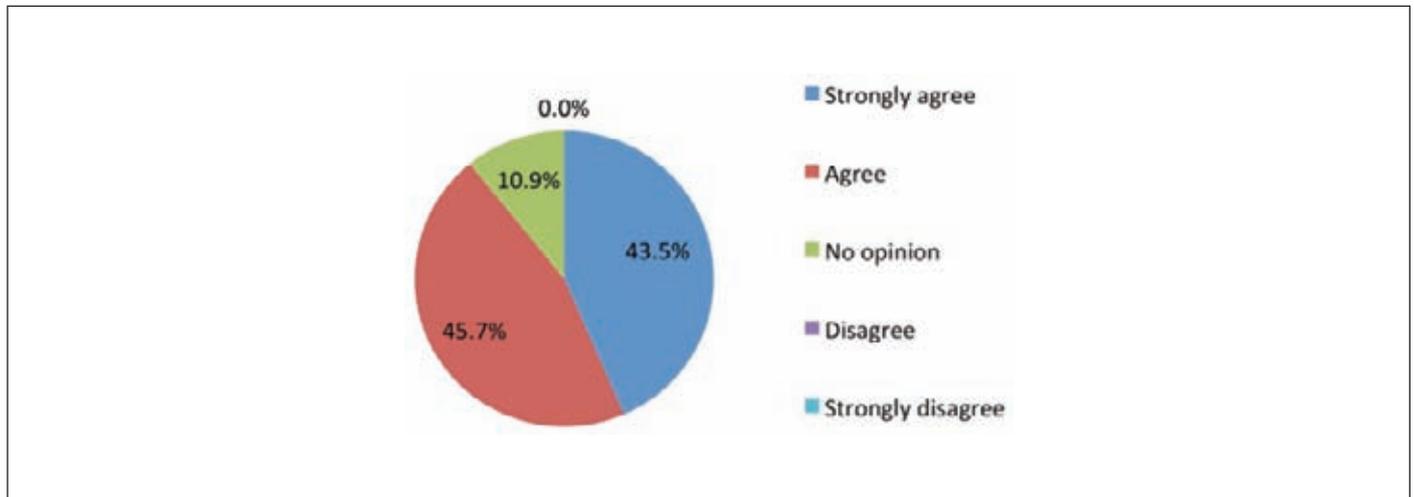


Grass verges should be preserved

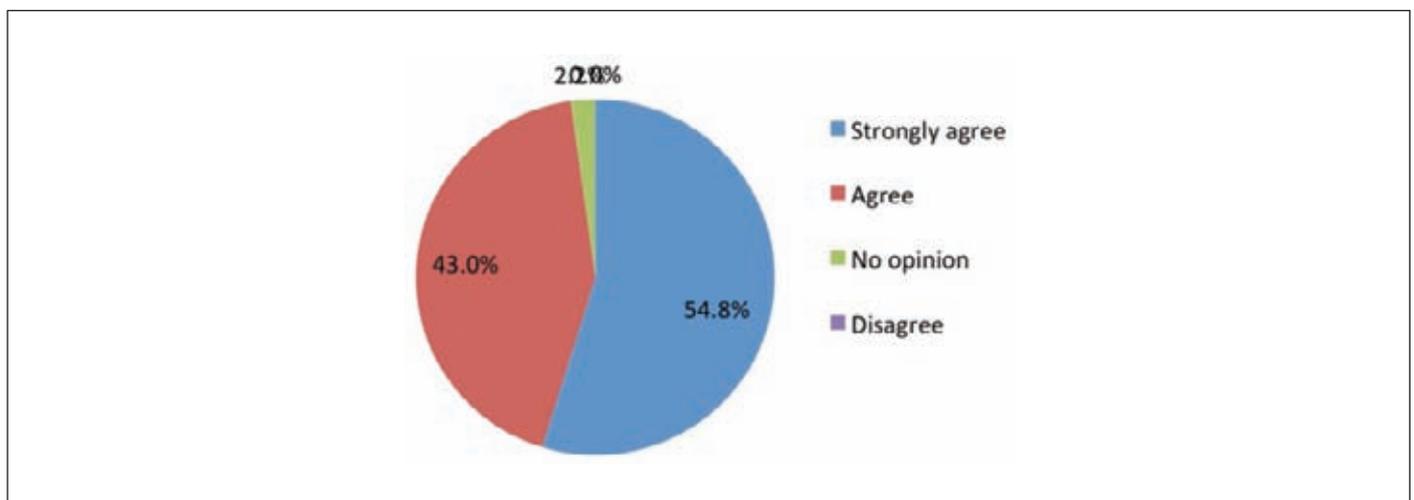


3 - ENVIRONMENT Continued...

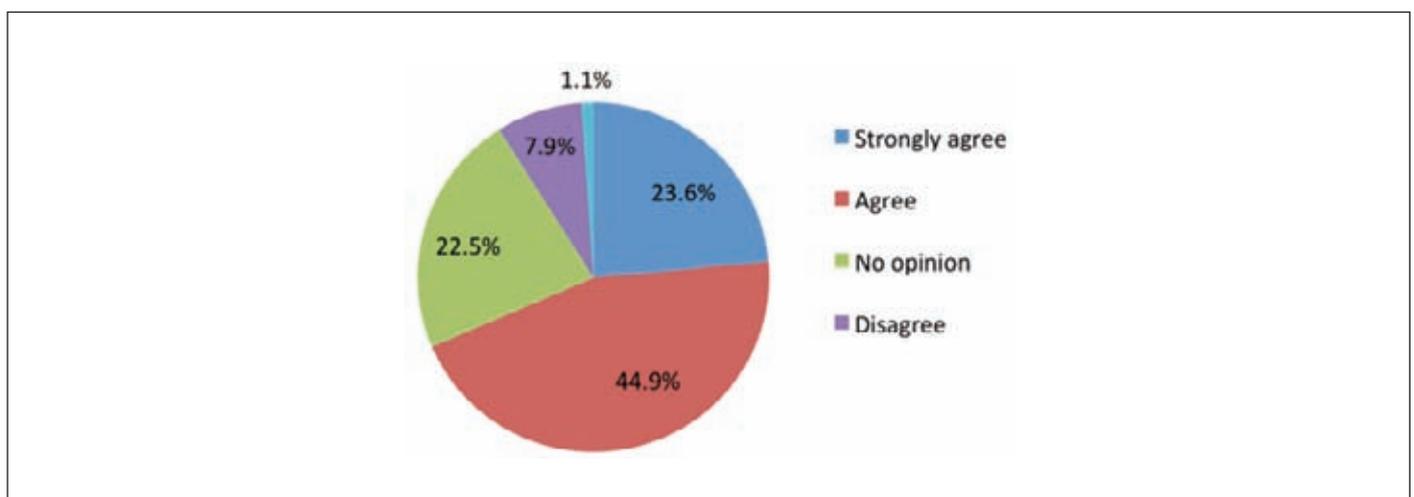
Street-side property boundaries should be maintained in keeping with the rural environment



The planting of native trees should be encouraged

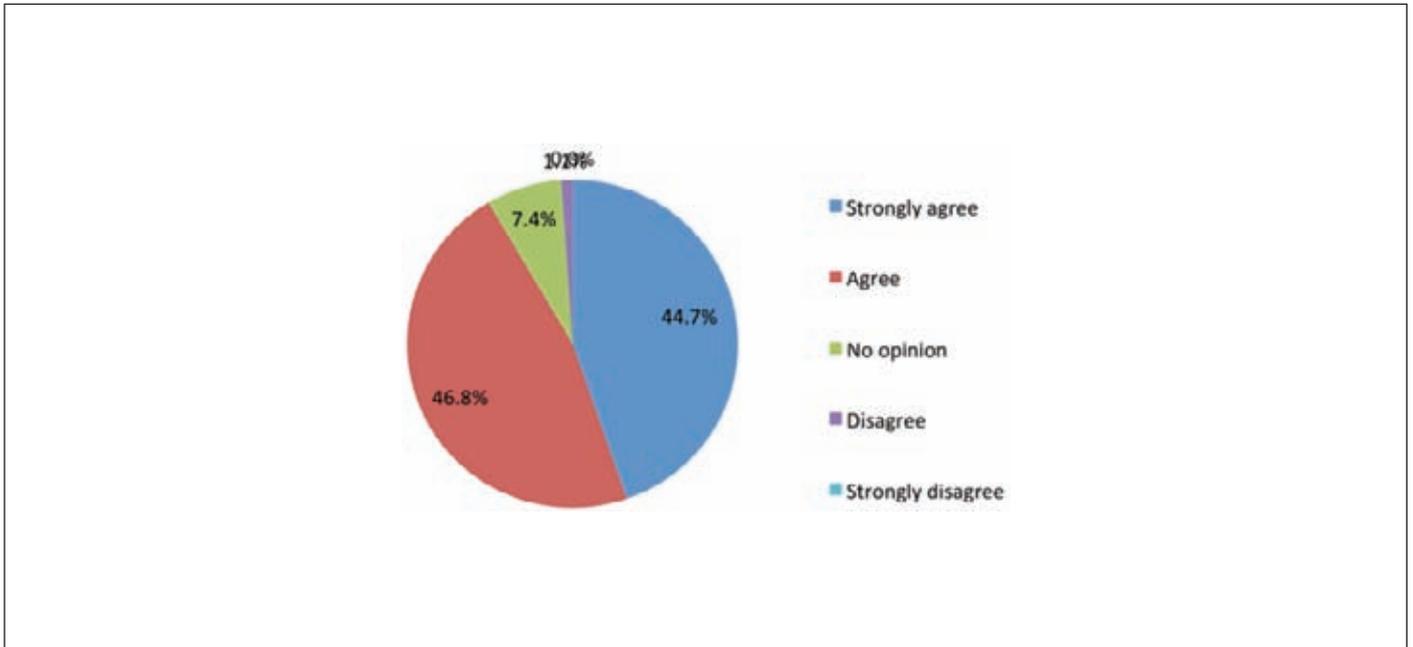


Excessive impermeable paving is environmentally damaging

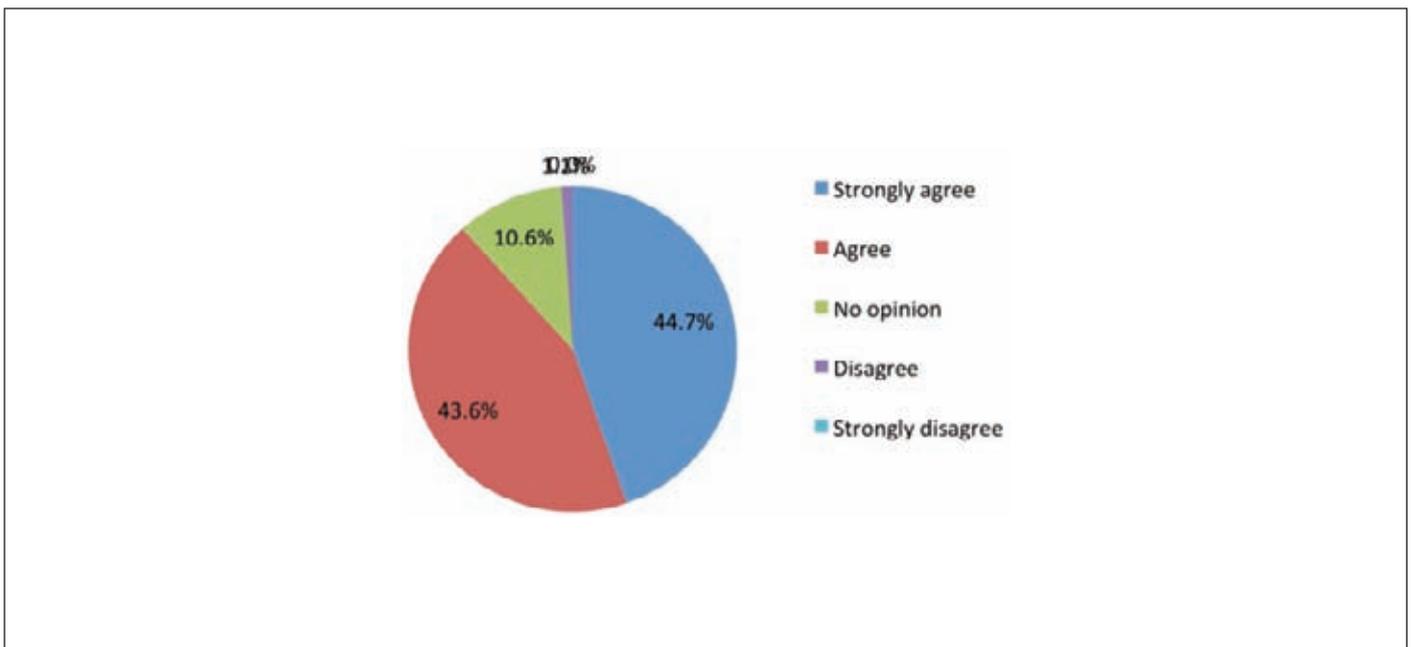


3 - ENVIRONMENT Continued...

Front gardens provide a valuable contribution to the character of the village



Existing trees and hedges should be sympathetically maintained and not cut down as they add to the rural character



4 - SURROUNDING LANDSCAPE

If possible in accordance with safety, streetlights and traffic signs should be kept to a minimum.

Suitable sign posting of footpaths will encourage their use and maintain a connection with the landscape. Businesses should adopt signs that are not intrusive and are appropriate to the style of Willoughby.

Roads, verges and footpaths should be maintained and grass verges should be kept where possible. Pavements should not be added where there are currently non in place. Materials for drives and pavements should be in keeping with the style of Willoughby. The majority of drives are cobbled, block paved or asphalted and pavements are constructed of asphalt.

If possible, existing overhead cables should be put underground and wiring of new services should be buried.

Light pollution at night should be minimised taking safety into account. Any news street lighting should be in keeping with the style of Willoughby and low intensity, low energy timed devises should be used where possible,

What you told us

The majority of respondents (91% -- 100%) believe the country--side around Willoughby should be preserved at all costs, the area around the moat, which is protected by English Heritage, should be preserved, the triangle, the pond and the playing field should be preserved, all the public footpaths and bridleways should be maintained and that the views towards Barby, Braunston and Dunchurch should be preserved.

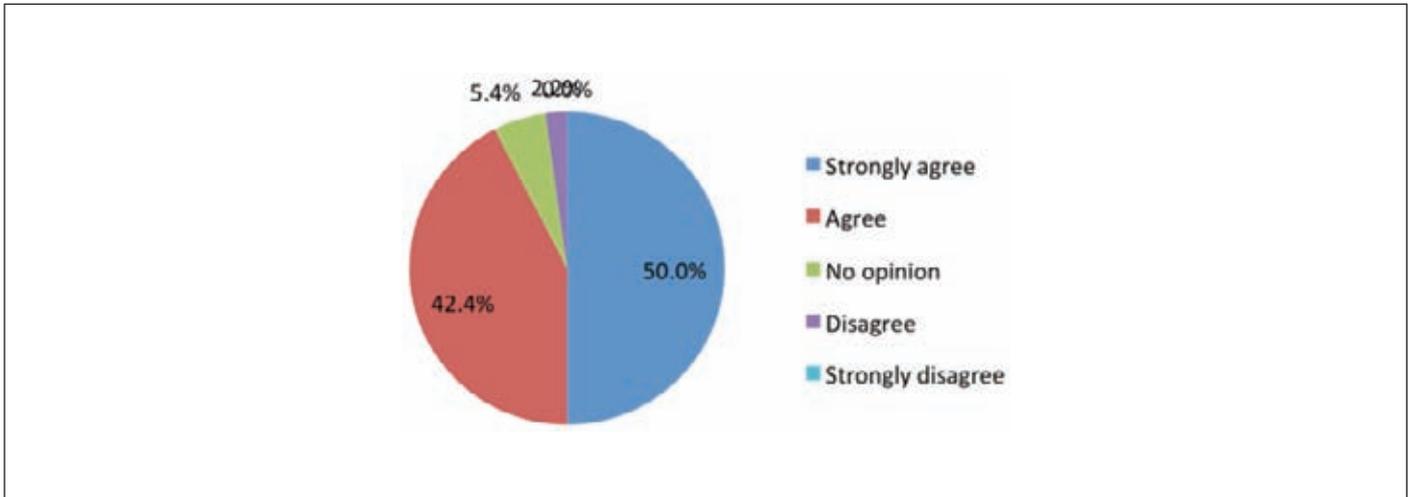
Respondents also agreed that the surrounding agricultural land, providing employment, important local character and views as currently managed with arable crops, copses and hedgerows, should be supported.

Please see the Appendix for maps of Willoughby.

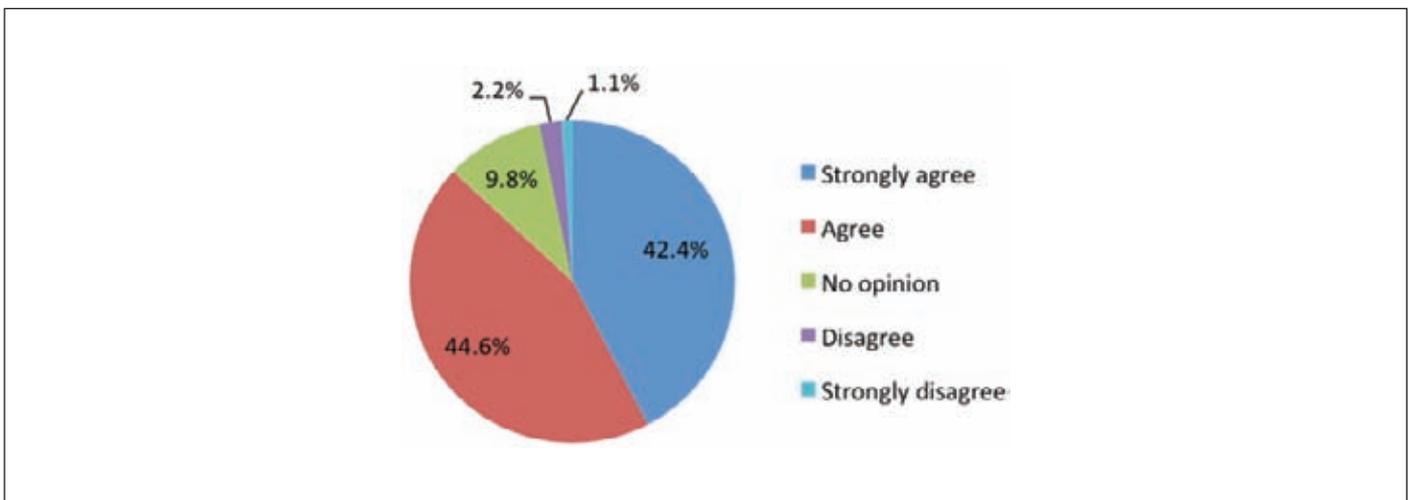


4 - SURROUNDING LANDSCAPE Continued...

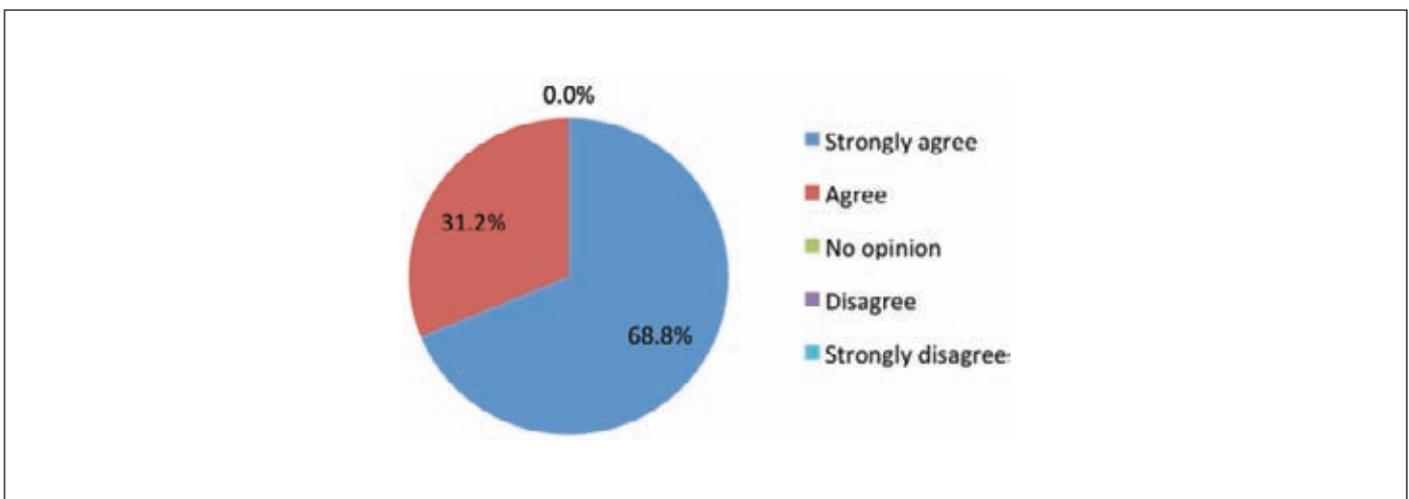
The village triangle and sign should be preserved



The Amenity Garden should be preserved

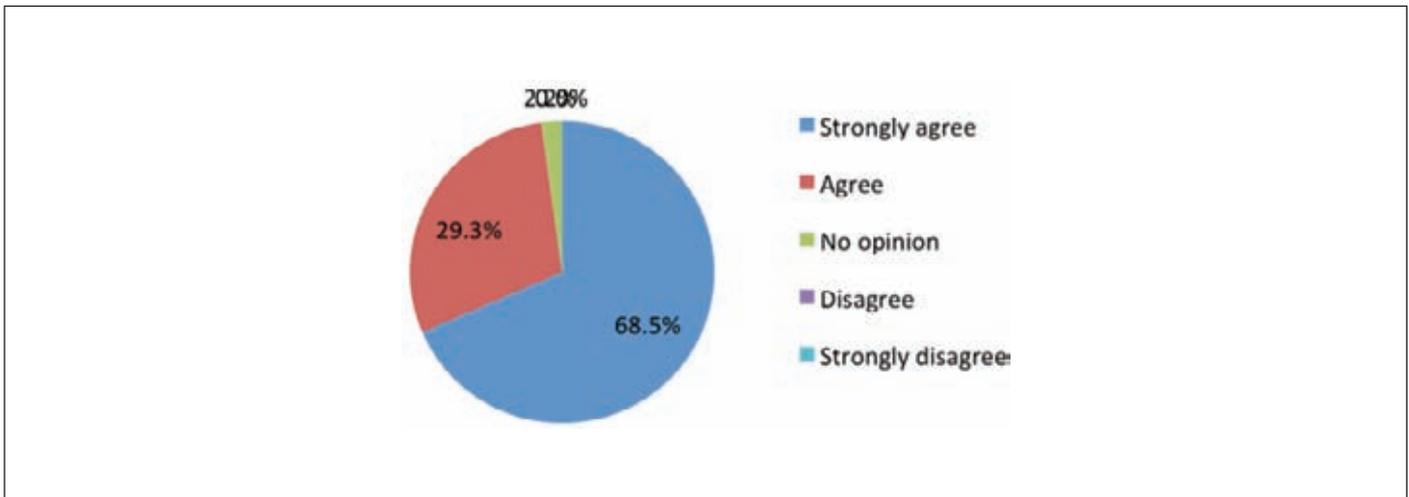


The village pond should be preserved

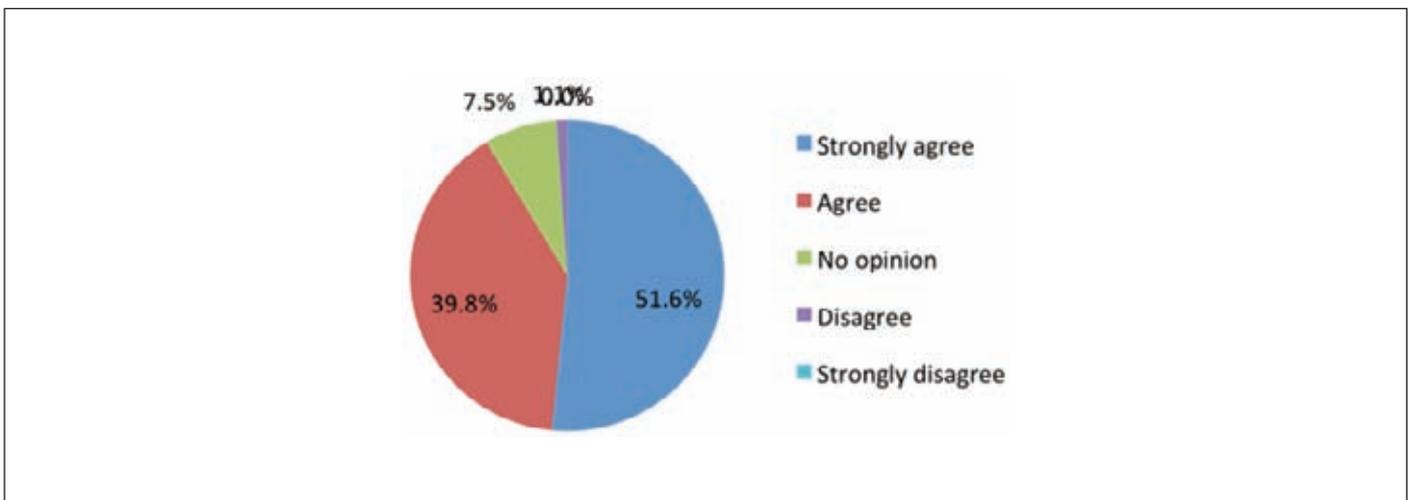


4 - SURROUNDING LANDSCAPE Continued...

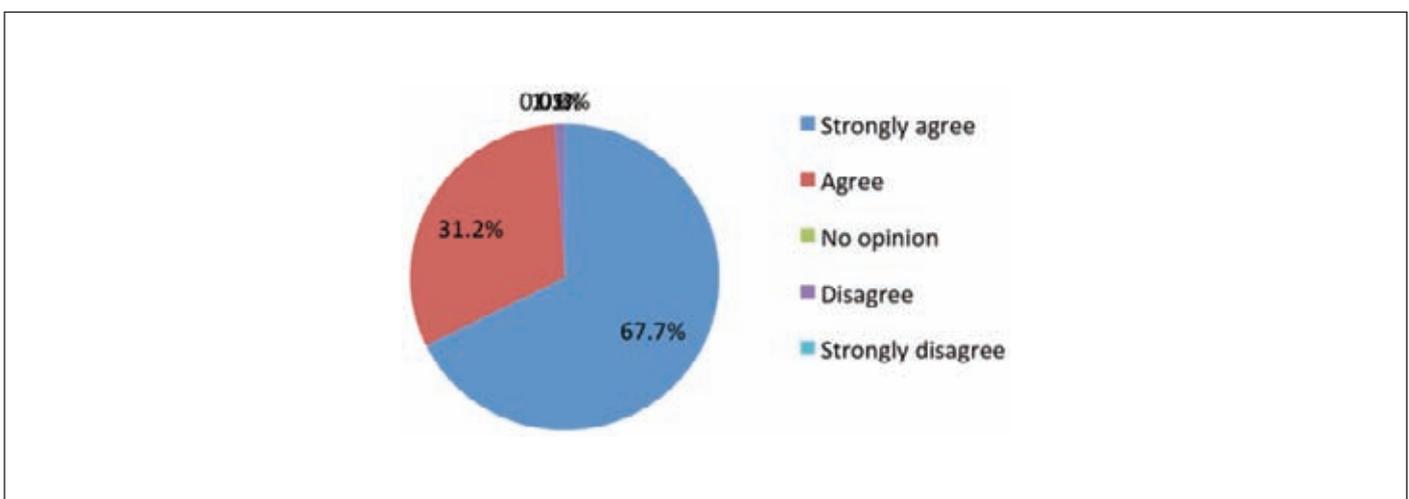
The Playing Field should be preserved



The Allotments, when established, should be preserved

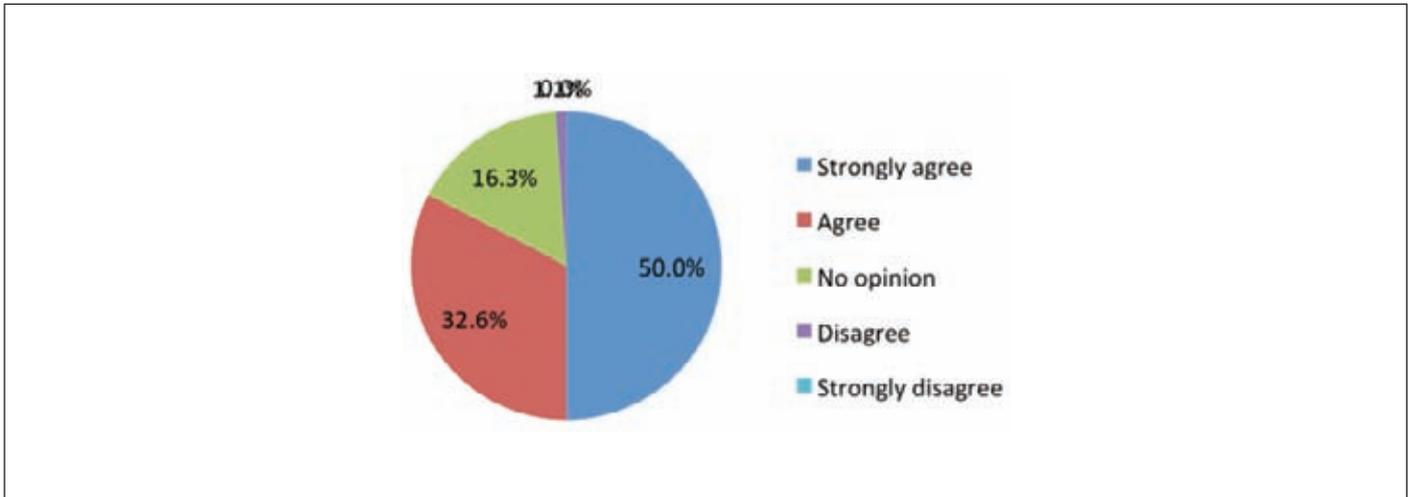


All public footpaths and bridleways should be maintained

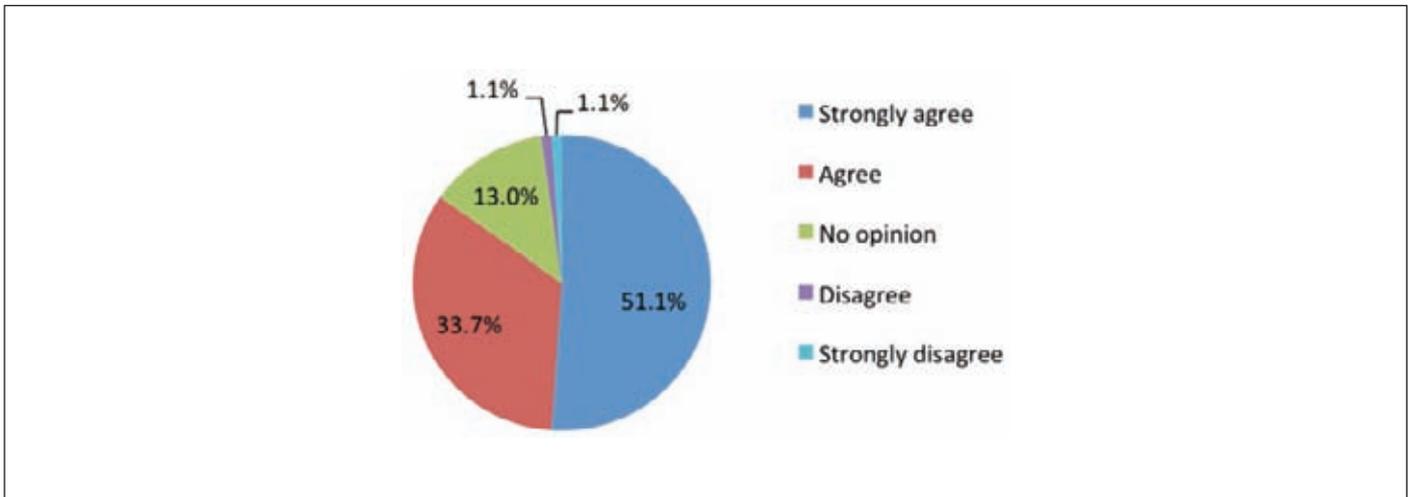


4 - SURROUNDING LANDSCAPE Continued...

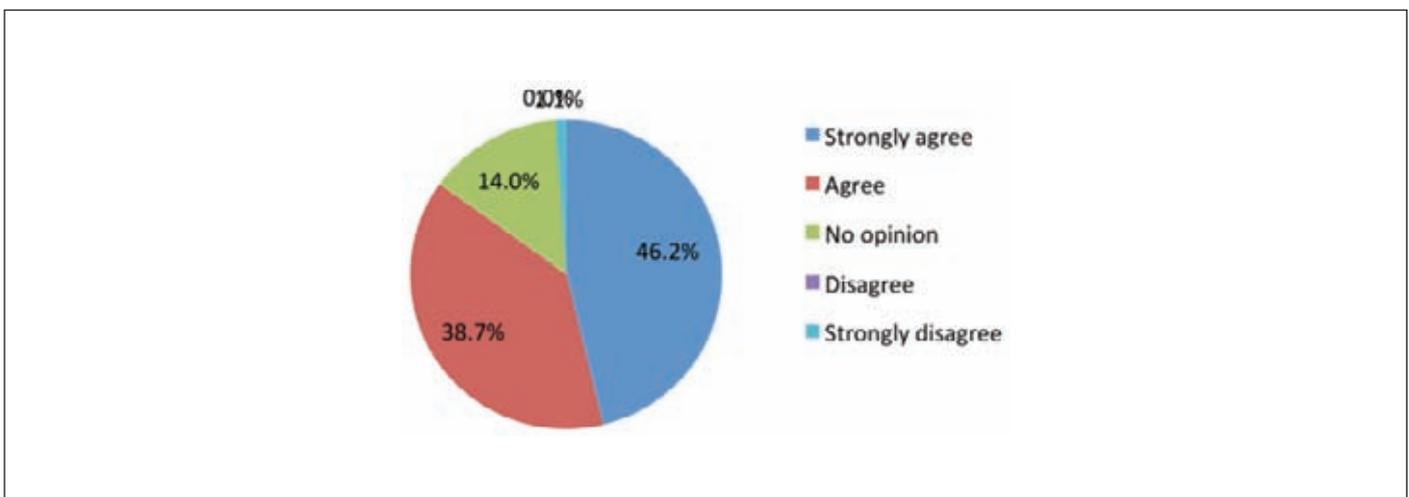
The views towards Barby should be preserved



The view down to the village from Longdown Lane and from Woolscott Lane should be preserved

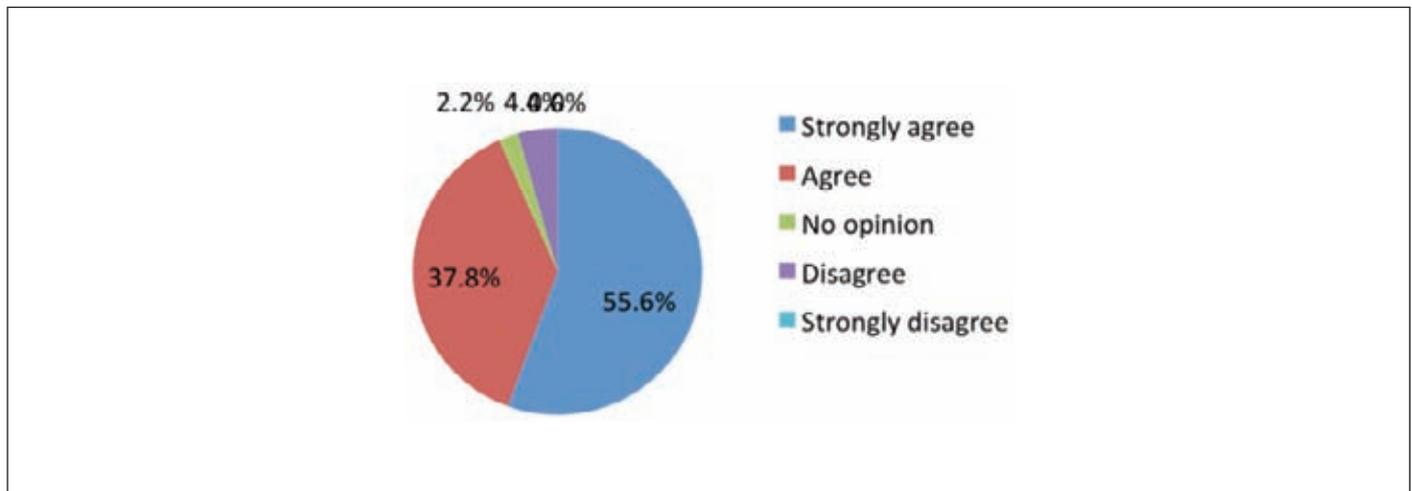


The view from Willoughby to Braunston and Dunchurch should be preserved

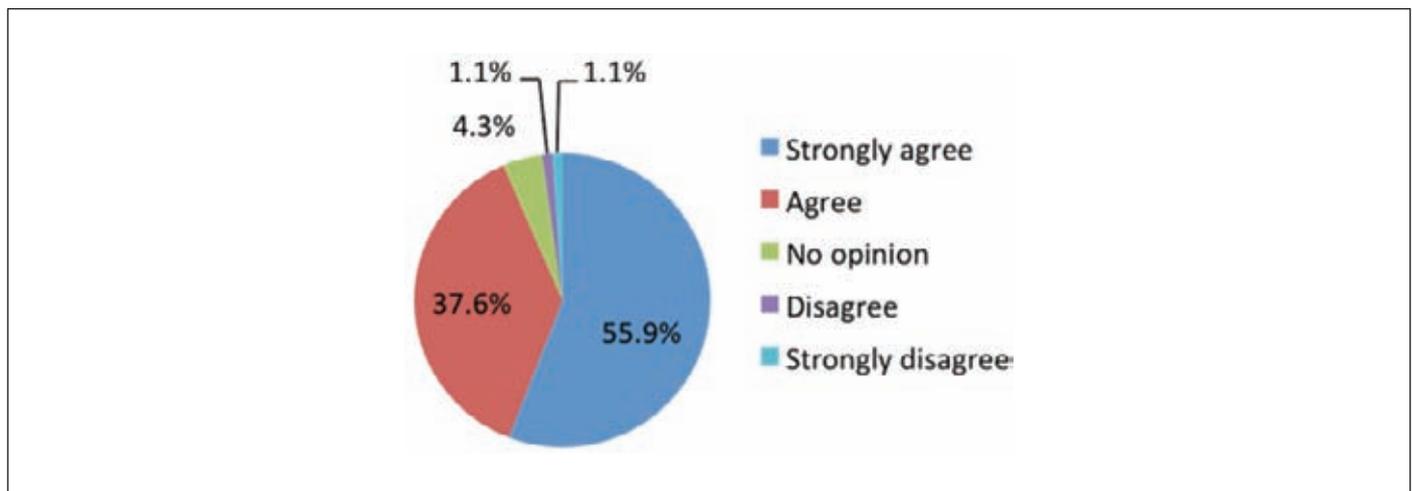


4 - SURROUNDING LANDSCAPE Continued...

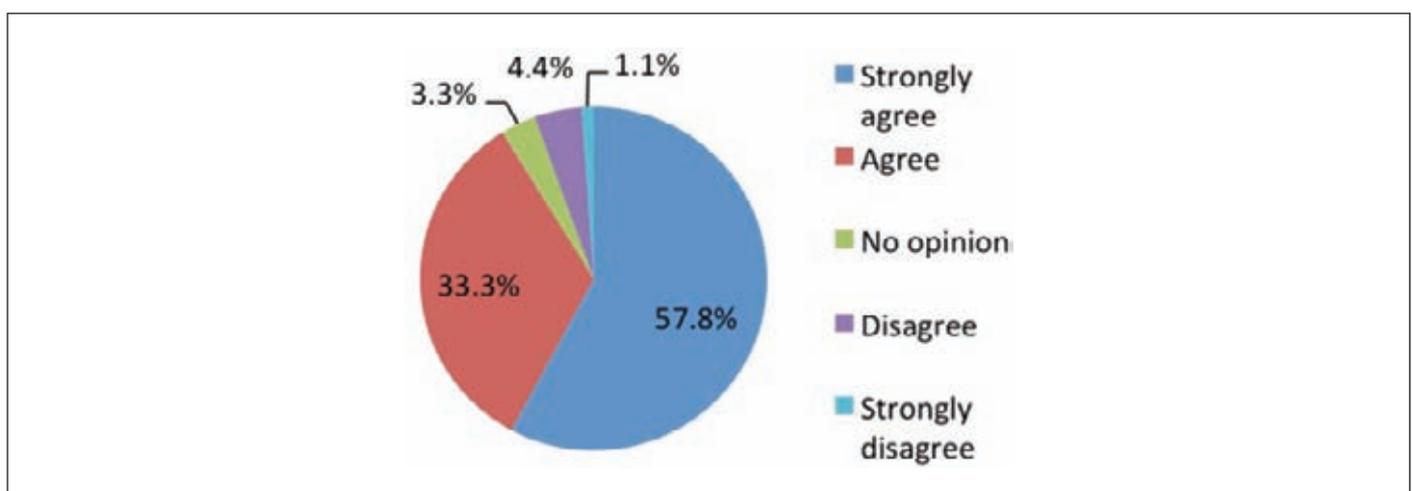
The surrounding agricultural land provides employment, important local character and views with arable crops, copses and hedgerows and should be supported

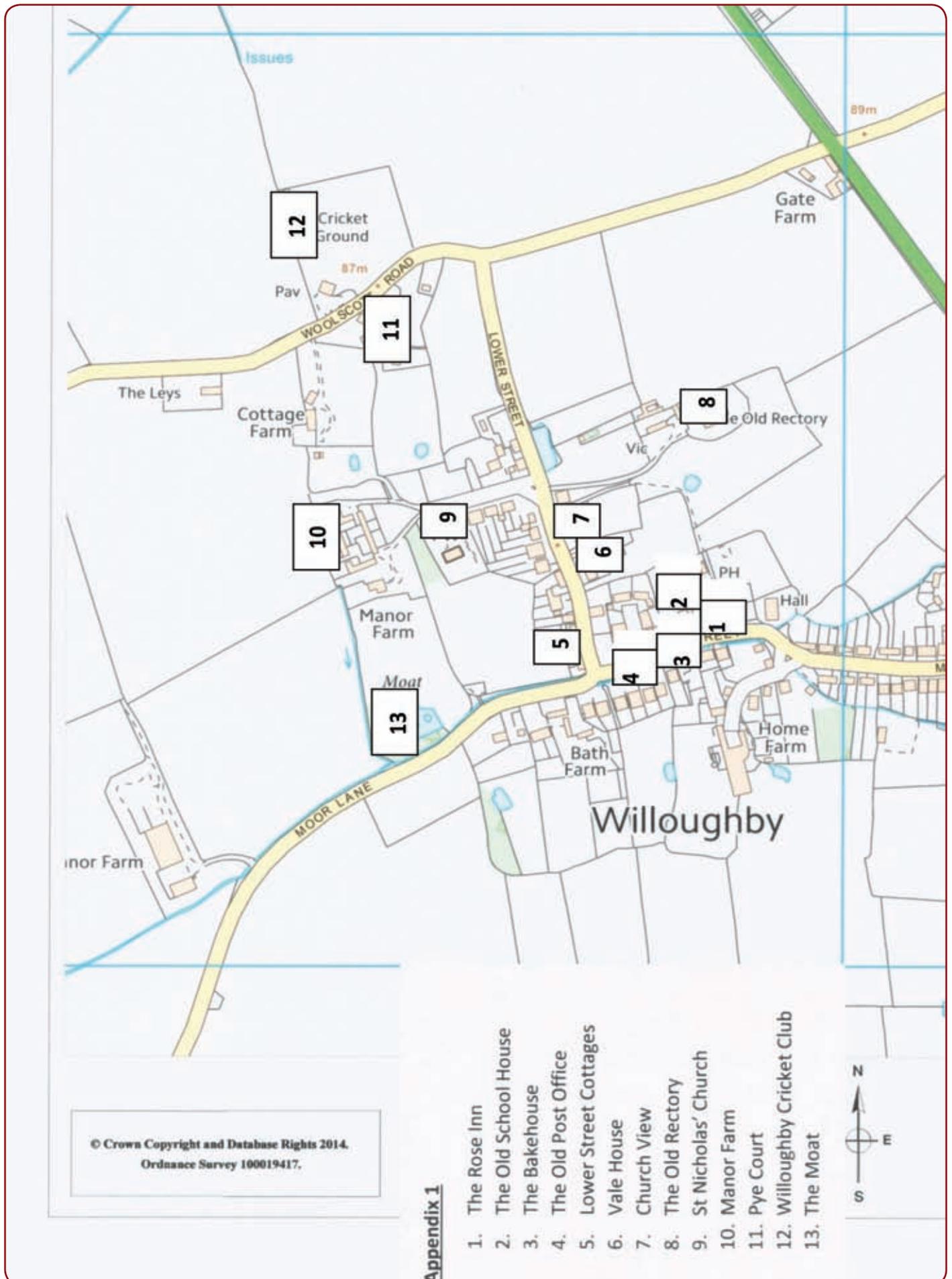


The area around the moat, which is protected by English Heritage, should be preserved



The countryside surrounding Willoughby should be preserved at all costs







RBC	Rugby Borough Council
VDSQ	Village Design Statement Questionnaire
VDS	Village Design Statement
WPC	Willoughby Parish Council

ACKNOWLEDGEMENTS

All the **residents of Willoughby** who took the time to complete the questionnaire and who have contributed ideas, comments and information for the Village Design Statement.

Willoughby Parish Council

Rugby Borough Council for consultation and advice

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Alan Belgrove for the lovely photographs

Laura Mullan for the design of this document