

2005-2006

The Broadway Parish Plan

Produced and edited by
**the Volunteer Organisers of the
2005-6 Broadway Parish Plan**
based upon feedback
from the community



The Broadway Tower

A sight that has become synonymous with the village of Broadway, the Tower overlooks the High Street and the whole of the community.

Residents and visitors alike frequent the many trails leading to this landmark, which has been home to such historic figures as William Morris and his family.

The Broadway Tower is one more reason this village is such a special place.

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Broadway is recognised as one of England's loveliest villages, its appeal reflecting a unique combination of buildings and setting, located as it is in the Cotswold Area of Outstanding Natural Beauty.

With a population of over 3,500, it is well provided with local services including churches, post office, doctors' surgery, dentist, primary schools, pre-school facilities, sports clubs, hotels and restaurants, as well as many shops catering to the needs of villagers and tourists.

No village, however beautiful, can stand still. The residents must protect the outstandingly beautiful place that is Broadway, its buildings and its landscape - an irreplaceable heritage - but we must also ensure that Broadway continues to be a thriving and sustainable community.

This Parish Plan attempts to address these issues and provides guidance for the governance and continuing development of the village community within its historic context.

Change is inevitable, and in order to retain its unique identity and way of life, Broadway must be prepared to change, too. This plan provides our local authorities, and the wider stakeholders who support them, guidelines within which they may perform their vital role of managing this change. It was developed through a direct survey of Broadway's residents, and in cooperation with the organisations which continue to keep Broadway a beautiful place to visit and a thriving environment in which to work and live.

A community is entitled to a safe, secure and fulfilling way of life. It should provide opportunities for all age groups. Community activities should be encouraged and supported. The people who live in Broadway should have the opportunity to become more aware of its history, its importance and its vulnerability both to unsympathetic development and to economic decline.

Broadway must retain its uniqueness, its economy must evolve and it must maintain its standards of education. That way, it will continue to be a wonderful place in which to live, work and visit. This plan will help to ensure all of that happens.

Sincerely,

**The Volunteer Organisers of the
2005-6 Broadway Parish Plan**

The History of Broadway

Broadway is an ancient village, with a history that goes back at least 2,000 years, archaeological remains suggesting early settlements in the Iron Age or early Roman times. Today's village originally centred on the 12th century St Eadburgha's Church on the Snowhill Road, but later moved to its present location a little to the north.

The heart of the present day village reflects the mediaeval town planned by the Abbots of Pershore. This had houses and cultivated strips of land along the east-west road that formed a major route between South Wales and London, creating a pattern of buildings and open spaces that is still recognizable today. Two of the earliest surviving buildings, Abbot's Grange and Prior's Manse (14th century), reflect the influence on Broadway of its monastic founders.



Later buildings, from the 15th and 16th centuries, indicate the increasing wealth of local landowners and farmers, while those of the 17th century demonstrate Broadway's importance as a staging post on the Worcester-London turnpike road, when more than 30 inns catered for the travellers and their coaches. The street frontages of 18th century Broadway would be easily recognisable today, despite the many changes that have taken place more recently.

The village was once an important stop on the Worcester to London coaching route – a two or three days' ride.

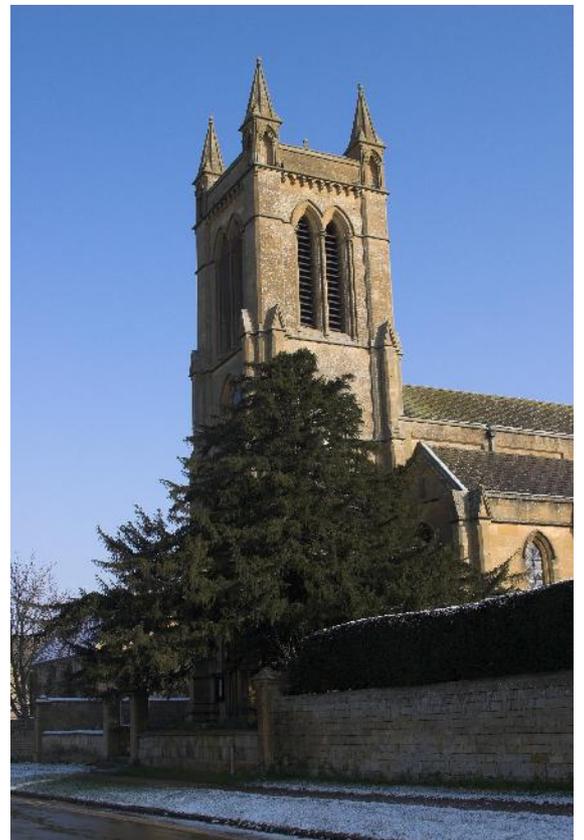
From the late 16th century, Broadway became a critical stop for changing horses before the 650 foot / 200m ride up Fish Hill. With the advent of the railway, though, Broadway's role as a rest stop for travellers came to an end and it might have fallen into relative obscurity.



The Russell House, High Street

However, in the 19th century Broadway attracted many artists associated with the Arts and Crafts movement and a number of houses show the design influences of this movement.

Broadway has long been a substantial community. The Domesday book records some 220 people in 50 households.



St. Michael's Anglican Church

By the 13th century the population was between four and six hundred persons, and this grew to almost 1,700 between 1770 and 1840.

The image of Broadway that has attracted admirers from the 19th century to the present day centres on the sweep of the lower High Street with its line of historic buildings in mellow Cotswold stone, bordered by extensive greens. South of the High Street, gardens, open spaces and fields provide views of the escarpment and the landmark of Broadway Tower. Other historic and scenic areas include the Upper High Street (where the line of historic buildings continues and the open views are more extensive), the Snowhill Road (leading to the original settlement around St Eadburgha's), and Springfield Lane.

"This milestone was defaced under defence regulations in 1939, restored by public subscription to commemorate the coronation of Queen Elizabeth II, June 2nd 1953"



In 1969 much of historic Broadway was designated a Conservation Area. This, together with the listed status of many of its buildings, has provided considerable, though not complete, protection against unsympathetic changes and development.



The 20th century saw an expansion of the village which included the building of estates on the north side of the conservation area, infilling of modern housing in Springfield Lane, Evesham and Cheltenham Roads and, most recently, the large housing development on the former Gordon Russell factory site.

The building of the by-pass in 1997 took through traffic and noisy, heavy vehicles away from the village centre. Part of the land south of the High Street has been used to create a recreation area providing facilities for activities such as football and skate boarding.

The growth of Broadway and the constant influx of visitors have created a heavy demand for parking, now supplied by three major car parks and parking bays along the High Street. Traffic and parking remain a constant source of concern to the village.

Parish Plans grew out of the “Rural White Paper” (titled “Our Countryside: The future – A Fair Deal for Rural England”) published by the Government in 2000. The concept was developed by the countryside agency within the “Vital Villages” scheme, offering a range of grants and advice to help rural communities take action for themselves on issues like transport and community activities.

The vision was for Parish Plans to link in with the work of district, borough, unitary and county councils and Local Strategic Partnerships – informing both Community Strategies and Local Development Frameworks.

The scheme was launched as a three-year pilot, with the ultimate intention, if they were successful, of mainstreaming parish planning throughout the country. The target of 1,000 plans was met and a decision was made to continue the Parish Plan initiative.

During 2003, a review of government rural policy was conducted; the Modernising Rural Delivery study (MRD) was chaired by Lord Haskins, with the aim of achieving better rural delivery following the creation of the Department for Environment, Food and Rural Affairs (DEFRA). An important recommendation of the study was to make a distinction between rural policy and rural delivery, and to devolve delivery to regions or more locally. Although the decisions have not been made as to how the rural delivery functions will be undertaken in the future, the Countryside Agency is working towards achieving this aim by preparing to transfer its rural delivery programmes to the Regional Development Agencies and Government Offices.

Methodology

An ‘open ended’ format questionnaire was used for the Broadway Parish Plan survey. It posed the following key questions:

- *What should we stop doing as a community?*
- *What should we start doing as a community?*
- *What should we carry on doing?*

Other demographic questions were asked but were optional for people to complete. Around about 80% of respondents provided details of their age, residence status and locality.

Two copies of the questionnaire were sent to every postal address in Broadway, together with postage paid reply envelopes. As well, additional questionnaires were made available at shops and key sites within the village.



Presentation

The initial data was then presented during an Open Day held at the Lifford Hall on Saturday 9th July 2005 illustrating results through demographic pie charts and various comments from the completed questionnaires. Members of the Parish Plan Steering Group engaged members of the village in discussion about the plan, explaining its purpose and remit and sharing with them aspects of the data.

Whilst general comments were shared, no formal inputs were taken at this forum. The Open Day was attended by approximately 300 people – the large majority (approximately 75%) of whom were adults. An information sheet was given out during the day and attendees were asked if they would be willing to volunteer to be involved in further work.

30 people agreed to become involved at this stage.

An initial draft of the parish plan was then developed, using the raw data from the questionnaire. All interested parties, organisations and volunteers who had registered an interest at the Open Day were invited to a further meeting to discuss the draft plan, consider what action might be taken, prioritise these actions and help to develop an action plan.

The Published Plan

Following several rewrites to ensure both clarity and consistency with village intent, a final copy of The Plan was constructed. This, accompanied by a large volume of backup material was presented to the Broadway Parish Council, which approved The Plan for publication.

Further graphic elements and photos were added, allowing the final Plan to be produced and distributed to Broadway residents and businesses.

Differences between a Village Design Statement and a Parish Plan?

A Village Design Statement (VDS) is a document describing the qualities and characteristics that local people value in their village and its surroundings. It sets out clear and simple guidance for the design of all development in the village.

A VDS cannot be used to stop new development, but it can be used to influence developers and the local planning authority, and to ensure that new buildings respect and reflect local character. Its main aim is to be adopted as Supplementary Planning Guidance (SPG) by the local planning authority, in this case, Wychavon District Council. In this way, it becomes a material consideration in planning applications.

A Parish Plan is more holistic and comprehensive in scope than a Village Design Statement. It sets out a vision for how a local community wants to develop and identifies the actions needed to achieve it. It can include everything that is relevant to a particular community now and in the future to sustain and improve quality of life for all in the area. It can cover issues ranging from jobs to playgrounds, health care needs to local shops, the protection of hedges and ponds to transport needs and community facilities to open spaces. It can include any social, environmental or economic issues.

It is up to the local community to decide what is important. Parish Plans have the potential to influence a wide range of organisations. This influence is particularly important and is where the Parish Plan comes into its own, inputting, for instance, through the Parish Council into the policies and actions of public bodies such as the local district and county councils.

As with all such documents, both Parish Plans and Village Design Statements should be updated with additional public and stakeholder feedback throughout the life of a community.

Making of a Survey

The open format was adopted to give the maximum choice to the respondents on how they saw the priorities of the village, rather than imposing categories. "Open ended questions are best used when researchers know little about the public's opinions. The responses to open ended questions reveal the entire range of beliefs people hold on the topic" (taken from "How to evaluate public opinion polls," EdSource, Dec 1996).

The image displays two versions of a survey form. The top version is the original form titled "Your Village... Your Say!". The bottom version is a completed form with handwritten responses. The completed form includes sections for "What should we STOP doing...", "What should we START doing...", and "What should we CARRY ON doing...". It also features a demographic section with checkboxes for age, gender, and other factors, and a return address for the survey results.

More written comments addressed this area than any other, representing just over a fifth of responses.

They varied greatly, but seemed to narrow into four key subjects: improving the atmosphere of the community; advertising the events of local organisations; understanding the role of village trusts and the Broadway Parish Council; and expanding the use of the Lifford Hall.

There seemed to be general confusion about the current state of each of these areas.

Statements such as, "Broadway is beautiful, but it's not a community" and a desire to "keep (its) unique village atmosphere" are certainly representative of the feedback.

Regarding village events, comments such as, "a lack of communication about events taking place" and that Broadway "need(s) a better and well sited notice board" again showed opportunities for improvement. Other comments described the difficulty in scheduling and advertising events across groups within the village.

There were some positive comments about the Broadway Parish Council, but it was clear from other respondents that they misunderstood the nature and scope of its duties. Several suggestions were clearly outside its remit, and others refer to actions already successfully taken.

The same can be said for some of the feedback about the Lifford Hall. Its trustees and other supporters are all volunteers from the community. Given that more help is always needed, better use of central points of communication, such as the village website and its newly founded newsletter will be key.

Issues

- *No consistent mechanism for event advertisement and planning*
- *A lack of clarity about the role, remit and operation of the Parish Council, as well as how it links in with Wychavon District and Worcestershire County councils*

Issues (continued)

- *Consideration for how best to arrange and advertise events at the Lifford Hall, as well as how residents can support its hardworking volunteers*



Ideas from local children for the Broadway Parish Plan

Successes

While many comments and suggestions focused on shortcomings in publicity about activities and in the cohesion of disparate groups within the village, as well as misunderstanding about how to engage facilities such as the Lifford Hall, one event succeeded beyond expectation!

On July 9th 2005, the Broadway Parish Plan Committee held a presentation day at the Lifford Hall. From the Cricket Club to the Broadway Wine Society, a wide array of organisations gathered to promote their activities, increase their membership and listen to the committee present the initial feedback that has become the backbone for this Plan.

The desire for better and more frequent communication has spawned a village newsletter, already piloted and hoping to begin regular publication by mid 2006

Broadway can confidently boast of a broad array of amenities and services available to its residents and visitors.

While there is less demand for a greater number of services, a strong one exists for expanded versions of those currently on offer.

Policing

Virtually all who mentioned this subject called for a greater amount of policing in the village. There was also desire to staff the current police station, as well as the deployment of community wardens. The comments, "Start a pressure group to get more community wardens or police on beat," and, "We need a manned police station," were typical.

Public Transportation

The second most popular subject in this area, this feedback primarily focused on a requirement for more effective links from Broadway to Cheltenham and Moreton in Marsh.

There were a small number of requests for better intra-Broadway transportation and there was one request for hourly bus service to Worcester and / or Redditch for hospitals.

Medical Services

Broadway offers its residents and visitors both a surgery and dental practice.

Feedback was largely complimentary with the rest being suggestions, rather than complaints.



Specifically, there were requests to extend the current doctors' surgery, as well as its parking facilities. There were also requests for NHS dental services in the village (which is planned for 2006).

Other Amenities

Feedback regarding the Library was largely complimentary, with suggestions aimed at longer opening hours on weekday evenings and weekends.

There was a call for more benches and seating along the High Street and to improve the public toilet facilities in the village. Particularly, there was high praise for the standard of these facilities in the car park behind the Arcade.

Issues

- *Despite a rise in crime, a police presence seems to be lacking*
- *There is limited public transportation from Broadway to connecting train links*
- *There is a desire for NHS dental services within the village*

Successes

Medical and Dental facilities in Broadway are of a very high calibre.

Barn Close Surgery is open Monday - Friday from 8:30 a.m. to 6 p.m., featuring four physicians and services in English, French, German and Italian. In addition to traditional services, it also offers ante natal, family planning, and mother & baby clinics.

The Broadway Centre for Advanced Dentistry offers basic dental work, as well as cosmetic treatments, implants and gum care.

Broadway's faith community is diverse, yet closely linked. Churches of four denominations and other religious groups operate independently, as well as uniting for several events under the banner of "Churches Together in Broadway."



Church of England

The Church of England has the benefit of two lovely buildings in Broadway – the parish church of St Michael and All Angels, a 19th century building on Church Street, and the 12th century St Eadburgha's (pictured above), along the Snowhill Road. Both are extensively used – the latter for Evensong at 6.30pm on summer Sundays and for many weddings, funerals and concerts; and St Michael's for weekly worship, concerts and meetings.

There are about 250 people on the electoral roll of the parish church and about 60-80 attend Sunday services.

The congregations of both St Michael's and St Eadburgha's are friendly and welcoming when people come to church, and also try to be useful and proactive in the wider village community.

Roman Catholic Church

St Saviour's Roman Catholic Church, Leamington Road, Broadway, dates back to 1850 and is part of the Archdiocese of Birmingham. Previously it was administered by the Passionist and Benedictine Orders.

Its congregation of 200-300 comes from Broadway and the surrounding area. It has Sunday Mass at 8am and 10 am (including a Children's Liturgy) and a Vigil Mass on Saturday at 6.30pm. There are weekday masses at 10 am, except on Thursdays, with Vigil Masses for feast days.

The parish participates in Churches Together and in the running of the adjacent school, St. Mary's Roman Catholic, which has over 70 pupils.

Methodist Church

The Methodist Church has about 35 members and regular worshippers.

The church building, on the High Street, is 193 years old and has convenient wheelchair access, as well as a useful hall with recently refurbished kitchen, which is in frequent use for church functions and community needs.

The services on Sundays are at 10.30am and 6.30pm. The minister is based in Evesham and is assisted in taking services by lay preachers from the Stratford and Evesham Methodist Circuit of churches. Services are sometimes held jointly with the United Reformed Church.

An active Ladies' Fellowship meets every other week. Morning coffee is served on Fridays, usually followed by a light lunch. This often attracts passing visitors to the village, giving opportunity for friendly contact and fellowship - many return, when next in Broadway.

United Reformed Church

The United Reformed Church has about 100 members and friends.

Standing at the junction of the Leamington Road and the High Street, the Church is over 150 years old and, recently, extensive work has been carried out to install special toilet facilities and easy access to all the premises for disabled people. It has a hall which is in frequent use for a Playgroup, a Youth group, the Evergreens and various other local activity groups. Several social events take place each year, including Quiz Suppers.

The main service is on Sundays at 10.30 am. and is followed by coffee in the Hall. Services are sometimes held jointly with the Methodist Church and members are committed to ecumenical activities and to supporting mission and the Fair Trade movement.

The URC already supports many community activities but would be pleased to have their premises used for more of them and would value suggestions.

A relaxation of the parking restrictions in front of the church, to enable access for older and less able members and friends and also tradesmen working in church would be helpful.

Churches Together in Broadway

The group organises joint ecumenical events open to all which have included Torchlight Christmas Carol Procession, a Good Friday 'Walk of Witness', and Bible Studies throughout the year, as well as supporting the Women's World Day of Prayer.

The village contains two local schools for 5-11 year olds, the Broadway First School and St. Mary's Catholic Primary School, as well as active playgroups for 2 ½ -5 year olds. All perform to a high standard and represent an excellent choice for parents and expectant parents.

During the 2001 OFSTED inspections, both schools received praise in the key areas of educational behaviours and the perceptions of students and parents.

Broadway First School



Constructed in 1914, the school uses a combination of technology and traditional teaching methods to provide its educational foundation.

The building itself can complicate the installation of new technology, according to school head, Mike Appleby. The further use of Information and Communication Technology (ICT) is a major area of focus for school.

It also supports the National Healthy School Programme, a whole-school approach to health improvement and education jointly sponsored by the Department of Health and the Department for Education and Skills.

St. Mary's Catholic Primary School

Built by the Passionist Fathers in 1851, the school enjoys links with neighbouring St. Saviour's Church, fostering a strong school ethos.

Head teacher Jacqui Le Maitre said the school takes great pride in its Christian values of self-discipline, honesty, and courtesy and respect for each individual.



She also talked about the school's goal of more sports and arts activities, and noted that better storage and facilities will be main areas for development for the coming few years to achieve that goal.

Playgroup

Several playgroups serve the local community. Staff are fully qualified and OFSTED registered.

The Playgroups offer excellent, affordable, quality education and care to all children between 2 ½ - 5 years, 5 days a week 9:00 – 14:45 during term time. Children enjoy a range of quality, educational play based activities corresponding to government Early Years curriculum guidance.

The groups aim to support parents, provide access to education, training and skills, and to improve our rented buildings for the community, according to coordinator Jude Simms.

Successes

Broadway features an excellent educational foundation for its children and parents.

It features play-based educational childcare for 2½- to 5-year-old children with a fully trained and registered staff.

It also is home to two highly regarded primary schools. Each is unique, but both offer a great foundation for the village's students.

Broadway offers a wide array of Sport and Leisure activities for its residents and visitors.

Respondents' commentary focused on facilities for young people, sports areas, general play areas, village clubs & societies and general recreation. Much of the feedback was positive, but not without suggestions for improvement and expansion.

The overriding theme centres on three basic concepts. First, augmented recreation facilities foster a more active and cohesive community across all ages. Second, additional facilities for children and young people would make Broadway more attractive to families, which are the backbone of every thriving village. Third, easily accessible and well maintained leisure facilities further enhance the potential of Broadway tourism.

Youth Facilities

Representing a third of respondents' interest, much of it showed appreciation for the fine work of many in this area (particularly, that of the Youth Centre).

The targets for expansion were facilities and activities aimed at teenagers. Comments such as, "Provide more recreational facilities for teenagers," and, "(more) activities for teens," illustrate the point.

Feedback from a latter forum held by local councillor Liz Eyre highlighted real positives within the village, including praise for schools, early years provisions, and after-school programs.



Broadway is just one of many beautiful and historic sites along the Costwold Way

Titled "Children and Young People's Plan – Local Members' Community Open Forum," respondents also noted that key areas for improvement included mental health services for teenagers, additional road safety around school areas, concern over bullying and the state of the youth club building, itself. A project addressing the last item has already begun.

As well, feedback in other areas suggest that more activities for young people would have a positive impact on petty crime and vandalism throughout the village.

Play Areas

Several comments centred on the need for maintaining and improving those facilities which already exist. Of particular interest were the swings, slides and other amenities in the area near the fire station. It is the starting point for many traditional Cotswolds walks. Because of this, the greenery and turf can have a difficult time recovering, leading to muddy tracks in and around the play area.



In addition to rambling and riding, Broadway is also home to recreation fields and a skating park

Sports Facilities

Also a popular section, there was a strong appetite for expansion. Several comments around the desire for tennis courts and a flat football pitch on the recreation ground were submitted.

As with many sections throughout this plan, there is confusion about what facilities currently exist and how one would engage their use.

Some even suggested constructing things which already exist, further illustrating the need for better communication throughout the village.

General Recreation

It seems to be the belief of the community (as well as most major authorities on the subject) that maintaining an active level of recreation in all age groups contributes to both physical and mental health, and reduces the risk of illness and obesity.

Commentary focused on a desire for more activities, including (taken from several responses), “bingo,” “dancing,” “more fitness clubs,” “more skate ramps,” and other popular activities.

Clubs And Societies

About half of respondents said that the number and type of organisations operating within Broadway were excellent. As one might expect, the other half wanted more.

There were calls for people to support clubs currently on offer, which links in with the need for better village wide information of events and facilities.

Successes

Broadway offers an array of activities for young people.

The Club and Youth Centre is an affiliate of the Worcester Council of Voluntary Youth services.

With events run solely by volunteers, the Criminal Records Bureau (CRB) checked committee offers weekly meetings, and hopes for expansion to a drop-in centre for teenagers.

Broadway is also home to Brownies (girls 7-10 who meet at St. Mary’s RC School), Guides (girls 10-14 who meet at the Broadway First School), and Pilots (6-9s who meet at the United Reformed Church), as well as many other organizations.

Some respondents requested the creation of clubs which already exist, emphasizing the need for better promotion.

Finally, respondents complimented the number of adult classes offered in the village, and requests for more and wider coursework.

Tourism

The vast majority of feedback covering the state of tourism in Broadway was complimentary. Most of the suggestions focused on expansion, rather than alteration.

Some respondents asked that more be done to promote the Hunt with, “better tourist info availability.” The North Cotswold Hunt has been described as “one of the most notable of the smaller Hunts,” with history dating back to 1772.

Also, there was demand for a new “heritage centre.” More on the Heritage Centre is listed under the “Housing and Development,” section.

The Lygon Arms is the oldest operating hotel in the area and may have housed such guests as Oliver Cromwell and Charles II, though presumably not at the same time



Issues

- *There is general confusion over which organisations exist, what they do and how to engage them*
- *There are many requests for better communications, particularly for events, to be offered both in print and web formats*
- *There is great concern over the condition of existing facilities, including those targeting sport and young people*
- *There are many requests for further promotion of existing events, including those catering to visitors*

A strong economy is one of the unique aspects of Broadway, compared with other Cotswolds villages. This has allowed it to maintain its charm and heritage, in addition to an enviable number of village amenities. It has also meant that a high percentage of its dwellings are occupied year-round, unlike many of its “holiday home” neighbours.



The Broadway Farmers' Market takes place the first Thursday of each month

Broadway's business landscape is wide, encompassing: tourism (with attractive events, as well as shops selling gifts and consumables); the pub and restaurant trade; village shops catering for residents; and the service industry. Businesses which operate within Broadway include both shop-based operations (either self-owned or rented) and home operations. There is, of course, another important business category of Broadway – those who live here but work outside the village.

Many villages have found that, as the latter category expands, the basic amenities begin to dwindle. This, in turn, impacts the tourist trade, and so begins an accelerating transition from a “living village” to a “sleeper community” with fewer full-time residents.

Increasing rents and the continued business downturn experienced in 2004 and 2005 have resulted in many shops closing down. This has left a number of High Street shop fronts empty and, according to the Broadway Traders' Association, has invited an increase in local criminal activity.

There has been much speculation about the impact parking has had on local business. A whole section of this Plan has been dedicated to it.

Survey feedback varied greatly, reflecting the richness of diversity in this community. Specific comments included: “Start encouraging new businesses in empty shops,” “Stop penalising businesses,” and “Start encouraging local people into business.” These sentiments represented nearly 80% of the feedback.

A smaller section included comments such as: “Do not need more and more tourist shops”; “Improve planning control to get better balance of shops for locals”; “Too many antique and art shops - not enough facility shops” - reflecting some antipathy to the local tourism which is currently considered the backbone of Broadway's economy.

Traders suggest that this may be due to too few basic amenities, rather than too many tourist orientated shops. Some feedback specifically considered the pub and restaurant trade, with: “More eating places, moderately priced and more varied food.”



The Lygon Arms is among the most famous hotels in England

At the same time, there were many positive comments offered, including: “The horse and carts are great as are the 'pink ladies' selling ice cream,” and suggestions to expand current efforts, such as: “Allow 'al fresco' dining” (which several restaurants and pubs now offer), “Increase size of Farmers' Market,” and “Expand late Christmas shopping to Christmas market and invite people from Europe.”

One common theme throughout the feedback indicates a need for a strong business environment in Broadway, although there are different opinions as to how this should be achieved.

Feedback suggests that the following are the key issues to be addressed:

Issues

- *There is a desire for a greater number and variety of businesses focused on the needs of residents, while some that do struggle to remain open*
- *Some respondents believe the number of tourist related store fronts is excessive and prevents more resident related services from being available*



The annual late night shopping evening attracts many to the village



Formerly the local school, this towering building is now home to H.W. Keil Antiques

Issues (continued)

- *Existing traders say that high rental and operating costs, coupled with planning regulations and parking problems, have made Broadway an unattractive place to start or maintain a retail business*
- *Little or no assistance is available to support home-based workers or businesses*



Successes

Despite the downturn, Broadway can boast many economic accomplishments, both recent and long term:

Some long-standing businesses have begun to expand

Restaurants are responding to the demand for more outdoor café-style dining

Additional resident focused amenities (associated with the new Gordon Russell Development) are due to be completed in 2006

Trades supporting both tourists and residents, such as the mobile ice cream vendors and horse-drawn carriages, remain highly successful

The issue of parking in Broadway was among the greatest concerns of all respondents, both surveyed and interviewed. The nature of responses suggests that the village has an opportunity for significant improvement in this area.

The depth of feeling may have been affected by the timing of the survey, which coincided with Wychavon District's decision to use wardens (instead of police) to assign tickets, clamp cars and levy fines on streets and within public car parks. It also coincided with Wychavon's decision to increase the cost of residents' parking permits by 50% for a third consecutive year.

Much of the feedback reflected a concern for both the volume and speed of traffic throughout the village, particularly where Station Road becomes High Street, and in Leamington Road.



Wardens

Over 70% of the parking and traffic feedback focused on the new "Parking Wardens," and the vast majority of it was negative. Comments varied from "Stop traffic wardens - deterring visitors," to "Do we really need two wardens?" with some involving even greater levels of emotion.

At the same time, just under a third of survey feedback was positive. In the past, lack of affordable parking for shop staff has caused some to park directly in front of shops throughout the day. Dottie Friedli, Secretary of the Broadway Traders' Association, said stopping that has been a benefit for all traders. "It means more people can visit the shops. Before that, some people were parking in parking bays outside the shops all day."

According to the Evesham Journal, in the first two weeks of deploying the new wardens, over five hundred £60 fines were issued.

Time Limits

A lesser, but still popular, area of feedback concerned the duration of parking allowed within the village, particularly on the High Street near retailers, with only one in 10 responses being positive.

There was frequent discussion about the current 30 minute limit, that it was too short for the elderly to draw pension payments from the local Post Office.

With little exception, feedback strongly supported longer parking limits for regulated street parking. Further feedback varied as to how public and privately owned parking facilities should change.

Other Feedback

Beyond the above, parking in public car parks for residents, given that the cost of resident permits have increased 35-50% each year, is considered cost prohibitive.

There is concern about the use of verges for parking (both temporary and long term) throughout the village. This includes loading and deliveries on the High Street, side-street parking in housing estates and general parking of residential vehicles.

Again, this was an area of primarily negative responses which varied from "Do something about car parking in Sandcroft Ave and Sheldon Ave," to "(create) residents' parking permits".



Finally, some respondents wish to eliminate parking completely in some of the following areas:

- *On pavements / blocking driveways*
- *On verges by delivery vehicles*
- *Cars driving on pavement*
- *In private spaces at village end of Morris Road*
- *On footpath along Station Road*
- *Outside Lloyds Bank at the entry to Kennel Lane*
- *On grass verges for loading*



Issues

- *The enforcement regime currently in place may not be appropriate or helpful to Broadway's residents, visitors and general economy*
- *The 30 minute time limit for free street parking throughout Broadway is inadequate for its residents and visitors*
- *No affordable mechanism for resident or trading staff parking is available in Broadway*
- *The state of verge stopping / parking throughout Broadway needs to be reviewed, particularly in the case of special interest groups (such as OAPs, the disabled, parents / guardians, and users of churches)*

Successes

While much of the actual management / enforcement has now moved to wardens hired by the Wychavon District Council, the Broadway Parish Council keeps an active interest in this issue.

Responding to the initial feedback given to it by the Parish Plan Committee as well as from other organisations, it has negotiated with Wychavon an increase of the current free parking limit up from 30 minutes.

New parking signs are to be deployed throughout affected areas of Broadway in 2005-2006.



Those responsible for planning decisions in any community face an eternal challenge of balancing the different, and sometimes conflicting, interests of all affected parties.

Changes in the twentieth and twenty first centuries serve as reminders of the potential for this sort of conflict. While many priorities exist, Broadway's are primarily divided between the need for conservation and the need for the community to change and adapt.

It is strongly suggested that building the A44 bypass has decreased the likelihood of traffic related injury on the High Street. At the same time, many traders attribute much of the ongoing economic decline to that decision. In short, planning decisions are never easy.

Feedback in this area was severely split. Regarding residential properties, some were very concerned about the limited amount of low cost housing, specifically that which might be appropriate for young families. Others were incensed at renovations currently under way that they consider to be out of character with Broadway's image.

This feedback is interesting when compared with the current state of residential housing in the village. Just over half of dwellings are owner-occupied, which is a lower rate than Broadway's surrounding area, its district, its region and that of England and Wales.



Conversely, the percentage of those owned properties without mortgages is higher than most other areas (excepting that of nearby Wickhamford, which is much higher than the norm).

In other words, fewer residents in Broadway own their houses than in other places, but those that do are likely to own them outright. This may support comments which seek permission to build more affordable housing, as well as to refurbish with fewer restrictions.

The same sort of divide was evident in commercial development. Again, many responded that some recent refurbishments were not in keeping with the appropriate "High Street" image, although this feedback often crossed into the content of shops, as much as architecture and fittings. Others, particularly traders themselves, said that planning/building restrictions combined with a litany of complaints from non-trading organisations made commercial life in Broadway a constant struggle.

The Broadway Trust, a heritage and historical organisation, stated that the village benefits from its visitors and it must maintain those features that attract visitors. It also benefits from the activities of its traders and entrepreneurs, and these should be supported, but their activities should complement, not compromise, the unique attractions of the village.

Gordon Russell, among Broadway's most prominent residents, once said, "To me it was a poor age that could make no contribution of its own... I had no qualifications beyond a burning belief that my own age might recover its self-respect."

Patterns of work, transport and housing are shifting, as is the village's population.

Solutions to these issues may range from minor adjustments, making life immediately more pleasant, to long term, more fundamental changes that will significantly alter day-to-day living.

Again, a Broadway Village Design Statement will likely be an opportunity to document such actions within the landscape of the overall Area of Outstanding Natural Beauty Conservation Board strategy.

While residents prioritise Broadway and its historic importance differently, all recognise the need to conserve the village for the enjoyment of future generations. As a consultative body to those making planning decisions, it is the Parish Council's role to determine which changes are for the benefit of individual residents and which serve to harm the village's heritage and future.



Issues

- *The appeal of Broadway's traditional architecture and walking areas to visitors, particularly on High Street between Springfield Lane and the Leamington Road roundabout, is widely recognised*
- *Restrictions on development and refurbishment can preserve the character of a village, but also can limit the socio-economic make-up of its residents*
- *Those restrictions (specifically the "Broadway Conservation Area") are due to expand into a greater number of residential buildings*
- *Feedback from residents and traders seems to indicate that too much restriction is already in place, while feedback from organisations and trusts seems to indicate that too little restriction is already in place*



Successes

The newly built housing development where Sir Gordon Russell's company once stood has been an exciting, and sometimes contentious, event in Broadway's history.

All agree, however, that the Gordon Russell Heritage Centre will be a welcome addition to the community.

The Centre promises to enable those with an interest in design to study the development of a small workshop dedicated to handwork, that evolved to a large scale manufacturing company, all the time committed to the highest standards of quality and design.

It will feature a permanent display of company furniture, its prestigious office, photographs, images, records and related artefacts, as well as a village information centre.

The Centre is supported by many in the village, including the Broadway Trust.

Much like Community Affairs, this section garnered a significant amount of feedback. Many comments are actually extensions of other areas.

Walking and Driving

Many respondents were concerned with Broadway's roads, pavements and verges. A specific issue was the state and method of repair used on pavements and verges.

While tarmac is often used for temporary repairs to walkways, respondents were strongly opposed to their permanent use, preferring traditional materials, such as stone and paving slabs.

Some respondents commented that the road kerbs were too severe for mobility vehicles. Many were also worried about the unevenness of walking areas, particularly where repairs have been made.

The Feel of Broadway

Under this heading, much of the commentary was positive, noting that additional effort will be required to maintain Broadway's image into the future.

These comments represent many of the responses:

- *Broadway "is already one of the best - let's make it the best"*
- *"Keep Broadway looking very attractive"*
- *"Promote (the) best kept village competition"*
- *"Carry on conservation and enhancement of Broadway's unique appeal"*



Cleanliness

Responses in this area were split, with about a third being resolutely positive.

Overall, much of the commentary focused on the importance of litter control, which was generally described as keeping the village a "clean and tidy place."

However, there were specific areas noted that respondents believed need improvement, such as "clean up litter on approaches to Broadway - an eyesore," and "The litter around the Co-op (village store) and parking on pavements is (atrocious)."



Greenery

Moving from the most popular response areas to the lesser ones, feedback also becomes more diverse.

On the subject of trees and plantings, comment ranged from the need to leave the natural growth between drystone walls to stopping tree felling in certain areas, such as near the disused railway line (pictured left).

There were suggestions about more hanging baskets, encouraging Broadway to enter competitions, such as 'Britain in Bloom' and 'Best Kept Village', and improving the village welcome signs through the use of flower beds.

Pets

Nearly 85 respondents specifically stated that dog owners need to take greater responsibility for cleaning up after their animals.

Others suggested areas where additional dog waste bins might be useful.

Other Areas

The need for additional lighting was raised by some respondents, particularly street and path lighting on the entrances to the village green.

There were many positive comments around the traditional, yet understated, light display installed for the Christmas season.

There were calls to increase the recycling collection, as well as improve (or reduce) the signage for the village. Comments also suggested a need to maintain derelict buildings.

Finally, there was a general desire for more benches and public sitting areas.

Issues

- *Permanent repairs using non-traditional materials cheapen the look of the village*

Successes

An event that unites the whole of the village is its Christmas celebration and late night shopping evening.

Founded in 2003, the event features street musicians and choirs who provide entertainment, and shops' staff stay late into the evening.

Largely supported by the Broadway Traders' Associations, the same group responsible for the seasonal lights in trees throughout the village, this annual event is greatly anticipated by both residents and visitors.



Issues (continued)

- *Concentrations of litter in several areas are a blight to affected communities and spoil an otherwise clean and beautiful area*
- *A limited number of unrestrained dogs and their owners damage the reputation of the vast majority of dog walkers in and around Broadway*



Broadway is very fortunate to have a superb landscape, historic churches and a rich historical heritage. It also has many shops, a post office, a fantastic village hall, a library and a multitude of recreational and rambling areas. The residents need to make sure that such assets are protected.

Many actions are proposed in this Plan. Not all of them will happen overnight, and some may never happen. Undoubtedly, some will get changed along the way.

It is the responsibility of the Broadway Parish Council to ensure that the actions set out in this Plan are carried forward for the benefit of the whole community.

The focal areas throughout most of this Plan are from the day to day concerns of Broadway residents, as recorded in their responses to the Plan survey and in formal interviews with key village stakeholder organisations.

This process has uncovered the wants and needs of the community, as they relate to the following areas:

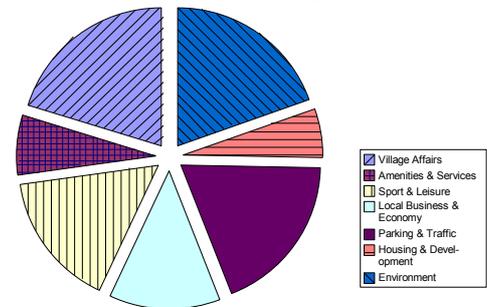
- *Social needs and social cohesion*
- *Protecting the village environs*
- *Creating sustainable economic growth for the village*
- *Making the best use of its natural and historical resources*

It is meant to set forth the community's immediate requirements, while highlighting its strategic direction as a village.



There are also topics, such as renewable sources of energy and a long-term transportation strategy, where the village is still in the midst of considering its response. As one might expect, those areas will require additional investigation, experimentation and consultation to derive Broadway's plan into the future.

Breakdown of Responses



Responses

Nearly 1,500 questionnaires were distributed with 710 returned; an astounding response rate of almost half. This compares with other surveys, both public and private, which consider anything over 15% to be a success.

While all ages were represented, the highest response rate was in the 70+ age range... just under 1/3rd. The smallest number of respondents was from the 17 to 25 band, representing less than 2%.

All residents of the village were encouraged to participate in the survey process.

Clearly, the residents of Broadway are keen to be heard.

Your village. Your say.

The aim of this Parish Plan has been to ask the residents of Broadway for their opinions about what should be done to maintain and improve the village as a place to live, work and visit. They have not been reluctant to make suggestions.

Those have been amalgamated into an Action Plan adopted by the Parish Council. The complete version (with dates, groups involved, etc.) is available on the website www.broadwayvillage.co.uk, the library and the Parish Council office.

This is a summary of the Actions that have been agreed:

Village Affairs

- Continue to develop village website as a comprehensive local communication tool and look at options to increase number and visibility of local communication boards
- Communicate aims and responsibilities of the Parish Council more effectively; consider options to improve openness, transparency and governance of Parish Council (e.g. reviewing the merits of 'Quality Council' status)
- Communicate the actions of the Broadway Parish Council in a more timely manner through the website, while maintaining postings in the public library
- Create a formal "How To" guide for life in Broadway, listing key services, organisations and events, as well as how to become involved with them
- More events on the village green (e.g. an annual carnival, etc), and improved advertising of events in the village (on the Green, in the Lifford Hall, elsewhere)

Amenities & Services

- Monitor the level and type of crime within Broadway
- Continue to work with policing authorities to maintain an appropriate presence
- Consider options to / improve the range and frequency of public transport to & from the village and / or develop local transport options

Churches & Faith Groups

- Ensure that all churches communicate their offerings throughout the community
- Continue to support the multi-denominational "Churches Together in Broadway"

Education

- Explore alternate options for housing the playgroup

Sport & Leisure

- Each organisation should provide a description, its contact details and a list of its events to central repositories of information (such as the village website and / or to the newly formed Broadway Communications Group)

Sport & Leisure (continued)

- To look to develop the recreation ground to provide safe and appropriate facilities for the benefit of the whole community
- Work with the relevant groups to provide adequate youth facilities, especially for teenagers
- Have a "Youth Representative" as a consultative "member" of the Council

Local Business & Economy

- To increase awareness of the shops and services available in the village, create a directory updated regularly (which could be used as part of a welcome pack for new residents to the village)
- Consider impact of empty shops - look at how landlords, and parish council can work together to minimise impact and maintain a unique High Street experience
- Consider the range and mix of shops; use planning influence to expand resident focused services
- Assess mechanisms to reduce the village-specific financial burden to existing businesses

Parking & Traffic

- Look at how to extend range, type and duration of unique village events
- Introduce more flexibility and discretion in enforcement for High Street retailers (e.g. loading and unloading) and special interests groups (e.g. OAPs, the disabled and users of the churches)
- Encourage people into peripheral car parks by better signage, preferential rates, etc.
- Institute a "Loading Card" system for commercial and religious institutions
- Increase the current 30 minute free parking limit in some areas (see Successes box in the "Parking & Traffic" section)
- Revisit current single and double yellow line areas, particularly those designated prior to the building of the A44 bypass
- Contact relevant coach companies to remind them of the stopping and parking rules, and provide better signage for coaches
- Review speed throughout village and consider deployment of speed cameras and traffic calming measures

Housing & Development

- Develop and adopt a Village Design Statement, focusing on long term strategic development of Broadway, that ensures new developments large and small are appropriate and desirable for the village

Environment

- Maintain the pavements properly, replacing broken paving slabs rather than infilling with tarmac
- Reducing litter by encouraging a volunteer litter picker group and providing more litter and dog waste bins
- Make sure that signage in the village is necessary and appropriate
- Investigate how to have the railway bridge over Station Road inspected, cleaned and possibly painted
- Enter Britain in Bloom and Best Kept Village competitions, making the entrances to the village more inviting

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A complete breakdown of demographics and response areas, as well as the most current version of the Action Plan, can be found on the village website at **www.broadwayvillage.org.uk**

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