

**STUDY OF  
HARVINGTON (EVESHAM)**

**REPORT**

**by**

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**The Report has been prepared in the  
Planning Department, in consultation  
with officers of other Departments  
and Authorities.**

**NOVEMBER, 1970**

## STUDIES OF WORCESTERSHIRE VILLAGES

F o r e w o r d   b y

Alderman J. H. Vernon, M.A.  
Chairman of the County Planning Committee

A new Planning Act received the Royal Assent on 25 October, 1968. Many alterations to the law and practice of Town and Country Planning have been made, particularly in connection with the preparation of Development Plans by Local Planning Authorities. As a result new techniques are being used; new procedures are being adopted; the form of plans are new. Public participation is a feature of this new system.

Major planning schemes will be submitted for the approval of the Minister of Housing and Local Government but others of more local concern, such as village plans, will generally be settled by the County Council. In addition to the new Planning Act, County Councils have also been called upon to implement the provisions of the Civic Amenities Act, 1967 and the Countryside Act, 1968. Much of this new legislation is concerned with problems of both development and conservation in rural areas and the outcome of it may profoundly influence the conditions in which we live.

The present series of village studies is an important part of this new phase of County planning. Reports on the studies are being published to draw attention to existing features, problems and trends of village development and if possible put forward courses of action for the consideration of the authorities concerned. Publication of the reports also gives other organisations and interested persons an opportunity to express their views. Having taken into account the representations made as a result of consultation and publicity, it will then be for the County Council to define policy and settle proposals.

HARVINGTON  
(Evesham)

INTRODUCTION

The preparation of a report on the village of Harvington has involved studies of its character, its relationship to nearby towns, services and facilities, communications and growth potential. This has been done as part of a sub-regional study of a number of villages in the Evesham area.

BACKGROUND

Harvington is in the Vale of Evesham, about three miles north of the town and for the most part is situated between the A.435 Birmingham to Cheltenham Road, and the A.439 Stratford to Evesham Trunk Road. The village is surrounded by productive market gardens, smallholdings and orchards and is typical of the settlements to be found in south-east Worcestershire.

As a result of the County Council's decision in 1967 to make provision for substantial expansion of Evesham from 13,000 to 21,000 by 1986, there should be less need to allocate land for further housing in nearby villages. But urban development, however well planned, will not entirely divert the pressure or satisfy the demand for housing in the countryside, and so some local outlets will still be necessary.

In 1968 the County Council classified its villages according to their character and growth potential. Harvington was classified as a village where some estate development would not be considered inappropriate. It is the purpose of this report to examine whether or not this is still valid and, if so, to suggest where and when such development might be located.

LAYOUT

Harvington stands above the flood plain of the River Avon in undulating country which is generally devoid of woodland. Since the war the village's compact form has been extended northwards to link with the smaller settlement of Harvington Cross, and now stretches for over three-quarters of a mile. The main village street is part of an older route between Offenham Cross and The Lenches, fording the river south of the village. The road between the school and the Coach and Horses Public House was built to relieve the congestion at the junction of the Village Street and Main Street, near the Rectory.

The older part of Harvington has considerable charm and in recognition of this a Conservation Area has been designated, under the Civic Amenities Act 1967, which embraces

the village's twelve "listed" buildings of special architectural or historic merit. The area contains the best of the village's buildings, and the best of its landscape, trees, attractive courts, footpaths and lanes.

Since the war, a holiday caravan site for 106 caravans has been established below the village on the river plain. By reason of its distance and setting it is inoffensive, and does not affect the village, or surrounding area, but this should not be extended.

### POPULATION

Following a drop of 13% between 1921 and 1931, the parish population has grown steadily since, and by December 1968 it was estimated to be 1,100 persons. Well over 95% of this population live in the village, a high proportion even for south-east Worcestershire.

When the dwellings, which are either under construction or approved but yet to be built, are occupied, the village population could be in excess of 1,120 persons, and a further allowance for natural growth could increase this to over 1,250 persons by 1981, without further permissions being granted.

### EMPLOYMENT

According to the most recent statistics (1961) 54% of the parish population were employed, and of these over one-third travelled out of the Evesham Rural District to work, probably to Evesham. Of the 400 workers living in the parish in 1961, less than a half worked in service trades, a third in agriculture, and a quarter in manufacturing industries.

Since 1961 the population living in private houses has risen by at least 200 persons. The number of commuters has also grown and this trend is likely to continue.

### HOUSING

The houses in the village are a mixture of differing styles and materials. Housing estates have been built recently in Harvington at Blakenhurst (named after the old hundred), Brook Dale, Myott Fields, and Orchard Close. The Evesham Rural District Council own 98 of the 350 dwellings in the parish.

At November 1969 there were a further 28 dwellings under construction, the completion of which will make a total of 378 dwellings in the village. Since 1948, 85 acres in and around the village have been the subject of planning

applications for housing development, but only 30 acres were approved. If all applications for housing development had been approved, and the dwellings built and occupied, the village population might have been double its present size.

### ROAD TRAFFIC

This is a major problem, as the village is a bottleneck on the A.439 Trunk Road, and also straddles the A.435. There is little traffic through the village between these roads. When the A.439 by-pass south of the village is built in the near future, the main local traffic problem will be that of the A.435. There are no proposals to improve or realign this road, and consequently further major development to the west of A.435 should be discouraged.

The proposed new by-pass, taking the A.439 Trunk Road around the village, will be of great benefit to the recently approved Conservation Area.

### SERVICES AND FACILITIES

Despite its size there is no recognisable centre in Harvington. Daily shopping needs are provided by the village's general store and two new shops on the Orchard estate. The village's weekly needs are met by Evesham, where several stores provide delivery services to the surrounding area.

The primary school is a Victorian building standing on a relatively small but central site. There is no physical obstruction to its expansion into the countryside behind. The school's present intake is ten pupils per year, but this is steadily increasing. The nearest secondary school is at Evesham, where also the first stage of a College of Further Education has been built.

In Harvington there are two public houses, a local village hall, and four petrol filling stations. Although there is no local clinic, monthly transport facilities are provided to and from the Evesham clinic.

The village's recent growth may create a demand for a pre-school playgroup, local public playing fields, a social club for the elderly, and possibly a resident nurse.

According to a survey carried out by the local Women's Institute in 1961, villagers looked to Evesham for shopping and entertainment, and to Evesham, Cheltenham, Redditch or Alcester for employment outside the village itself.

## PUBLIC UTILITIES

The village is served with water and electricity, but not gas. The East Worcestershire Waterworks Company see no technical difficulty in supplying up to an additional 130 houses, though a strengthening of the distribution system in the area will be required. No difficulties are anticipated in increasing electricity supplies, but the provision of a gas supply must depend on economic considerations.

The sewage works is overloaded, but a new scheme is proposed which will serve not only Harvington, but nearby Lenchwick and Norton. Further development must await the completion of the new works, which is expected to be in 1973.

The village lies on a low spur between two minor valleys, but it is the Harvington Brook which takes the majority of the surface water. Before any development takes place, cleaning out or possibly improvement of approximately one mile of the brook course to its confluence with the River Avon will be required.

## SUMMARY

The present settlement has evolved from the coalescence of the original village and the nearby smaller settlement of Harvington Cross. Although the village now straddles a Trunk Road and a Class I road, creating traffic hazards and conflict, it is fortunate that it has not also grown along these main communication routes.

Further development either north-west of the A.435 or south of the A.439 Trunk Road should be severely restricted, in the former case to the completion of the Local Authority housing and the replacement of the temporary hostel, because of the increased traffic problems which will ensue.

## PROBLEMS AND COURSES OF ACTION

1. The early provision of a by-pass, along with improvements to the village's water supplies and sewerage facilities, will create an opportunity for further housing in the village. This may be offset by considerations relating to the Conservation Area. Rapid development in Harvington could also neutralise the Local Planning Authority's policy of concentrating most of the sub-region's future housing in the Four Pools area of Evesham. Nevertheless, providing a satisfactory balance can be achieved between local and external factors, Harvington could grow further without detriment.

To ensure a compact village form and orderly growth, a development boundary has been drawn around the village. This boundary is shown in two ways, a firm boundary beyond which development will not be generally permitted, and secondly as a provisional boundary to be reviewed at some later date.

Four sites are shown on the Village Appraisal Map as suitable for housing development up to 1981, amounting to nearly 15 acres. Whilst site A and the northern part of site B can be developed as soon as water sewerage facilities and the brook have been improved, the remainder of site B and site C must await the completion of the by-pass. A comprehensive scheme is essential for site B to ensure adequate vehicular access and effective control of development of this area, which is in various ownerships. Site D is for long-term council housing needs.

Sites A, B and C all lie within the catchment of Harvington Brook. This brook is generally adequate to cater for the surface water of the proposed development and over most of its length all that will be required is removal of obstructions, together with trimming brookside trees, bushes and banks. This must be done before the development is carried out.

Assuming a reasonable density of housing development, in keeping with the adjoining housing development and appropriate to the site and setting, these four areas could accommodate between 120-130 dwellings.

It is estimated that the village population will reach approximately 1,650 persons by 1981.

2. The need to protect the village character will be met by the adoption of an active conservation policy to safeguard and improve the environment. The Conservation Area for Harvington has been defined to:-

- (a) emphasise that the present character and quality of the area deserve special care and attention, particularly in relation to proposals for building development and traffic problems.
- (b) allow the Local Planning Authority to advertise proposals for new development likely to affect the character of the area to any significant extent and to consider representations from the public before reaching any decision.
- (c) encourage positive proposals to maintain and restore buildings and enhance the area.
- (d) indicate where financial resources for conservation should be concentrated.

No new planning controls are proposed to achieve these aims. Each application for development will continue to be considered on its merits, but greater attention will

be paid to siting, design, materials and general compatibility with surroundings. The Local Planning Authority will decide whether or not any building is worthy of retention. Conservation is not total preservation: the opportunity for change and renewal continues to be essential to the life and prosperity of any community.

3. A survey of trees which contribute to the character of the village is recommended to decide whether or not they merit protection. The need for further tree planting, especially in relation to the new by-pass, should also be investigated.
4. Two sites are shown for public playing field purposes on the map, a 5 acre site adjoining the primary school and a 3 acre site opposite the council estate west of Harvington Cross.
5. The site of the primary school has been extended on the map by a further 1.225 acres and should be adequate for future needs.

APPENDIX 1

STATUTORY LIST OF BUILDINGS OF SPECIAL ARCHITECTURAL  
OR HISTORIC INTEREST COMPILED UNDER SECTION 32 OF THE  
TOWN AND COUNTRY PLANNING ACT, 1962

Min. Ref.

11/25	Church of St. James
11/26	Manor Farmhouse
11/26A	Dovecot at Manor Farm

Main Road

11/27	Crooked Walls
11/28	1-4 The Steps
11/29	Malthouse Cottage
11/30	The Limes
11/31	The Bank House
11/32	Firbank
11/33	Barn at Firbank
11/34	Thatchelm
11/35	Thatchways

## APPENDIX 2

### SUGGESTIONS AND ADVICE FOR FUTURE BUILDING

#### General

The proposed by-pass will remove through traffic from the older part of the village, enabling its character to be appreciated. The layout and design of new building should reflect the existing character of the older part of the village, most of which forms the Conservation Area. Where it is necessary to replace any building the original building line should, in most cases, be retained and any infill building should respect the line of adjacent buildings.

New estates could include small communal areas or 'greens' around which 12-15 dwellings, linked by garages and walls, could be grouped in order to give the residents a sense of identity. Open front gardens or a standard low wall or fence should be encouraged. Footpaths should link new development with the existing village.

In order to achieve harmony in appearance most new building should be two-storeys in height and as a general rule roof pitches should be similar to those of adjoining buildings. The range of building materials used should be kept to a minimum and a sympathetically chosen facing brick, e.g. Phorpres 'Cotswold' is suggested for walls. Variety could be introduced with the use of colourwashed or rendered brickwork and roofs could be covered in a good quality dark brown concrete tile, although a plain red/brown clay tile or natural slate would be preferable, particularly within the Conservation Area.

Certain features of existing buildings e.g. porches, dormer and bay windows, could be incorporated in new development but in a modern manner. Large picture windows or multi-paned windows, semi-glazed entrance and garage doors should be avoided.

Extensions and alterations to existing buildings should be designed to enhance the architectural quality of the buildings.

#### Development Sites (Sites A, B, C and D on the Map)

Site A: This is the largest site, enclosed on the eastern boundary by buildings and on part of the western boundary by a belt of trees. It is approached from the council estate road and, in common with the rest of the village, it has an elevated site with open views westwards. Otherwise the site is featureless.

The rear of existing properties should be screened wherever necessary and existing trees should be retained. Further tree planting is desirable.

Site B: This is the most central of the four sites with an open frontage to the south on to Church Street. A continuous row of dwellings along the southern boundary would complement the row of cottages on the opposite side of Church Street. The rear of existing properties can be overlooked from the site and would therefore require adequate screening, although there is an existing belt of trees along part of the western boundary.

Site C: This is a smaller site and is approached by a pleasant tree-lined track from the centre of the village. When this track is widened to form an access road, care should be taken to preserve the curving brick wall on the western side and trees and shrubs wherever possible.

The site is enclosed by trees and buildings except to the south-west where there are open views across the Avon Valley towards Evesham. Existing trees should be retained wherever possible and further tree planting is desirable.

Site D: This allows for the completion of the council estate.

### Enhancement of the Village

Tree planting should be encouraged elsewhere in the village. Care should be taken in the choice of all trees, i.e. the 'flowering cherry' type would be incongruous.

Wherever possible services should be placed underground. Both sites B and C are traversed by electricity power lines which are very conspicuous.

The use of a communal television aerial for each of the new estates should be considered.














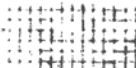

Street furniture and signs should be of good design and carefully sited.

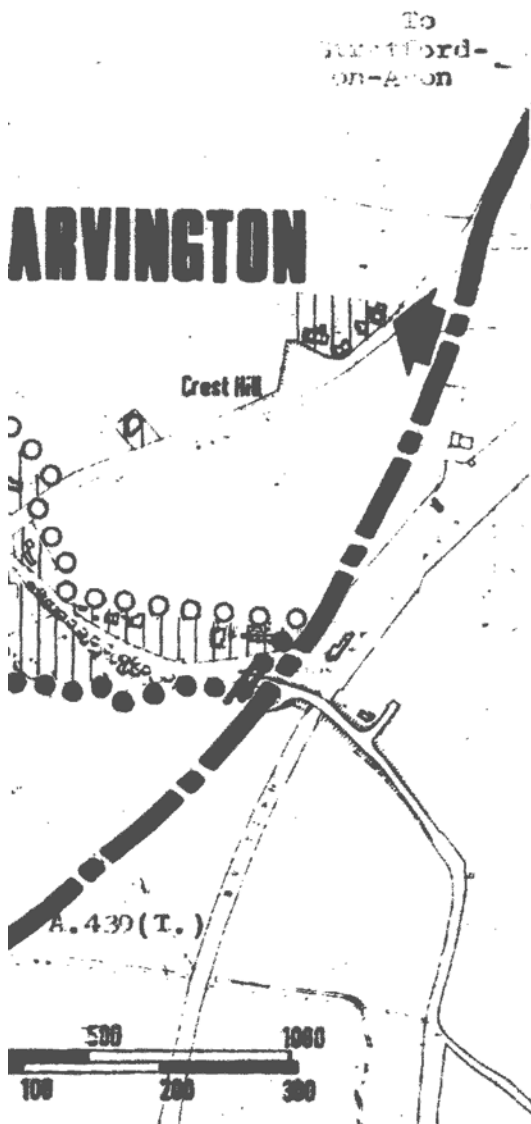
Unnecessary signs and other clutter should be removed wherever possible.

General advice on matters of layout, design, advertisements, landscaping and tree planting can be obtained from the County Planning Officer.



# HARVINGTON village appraisal

-  Class I road
-  Proposed by-pass (diagrammatic)
-  Main Village Street
-  Existing Development
-  Primary School
-  Place of Worship
-  Place of Assembly
-  Commercial Use
-  Site with benefit of planning permissions
-  Firm Development Boundary
-  Provisional Development Boundary
-  Proposed Development Site
-  Point of vehicular access
-  Proposed playing fields
-  Road closures



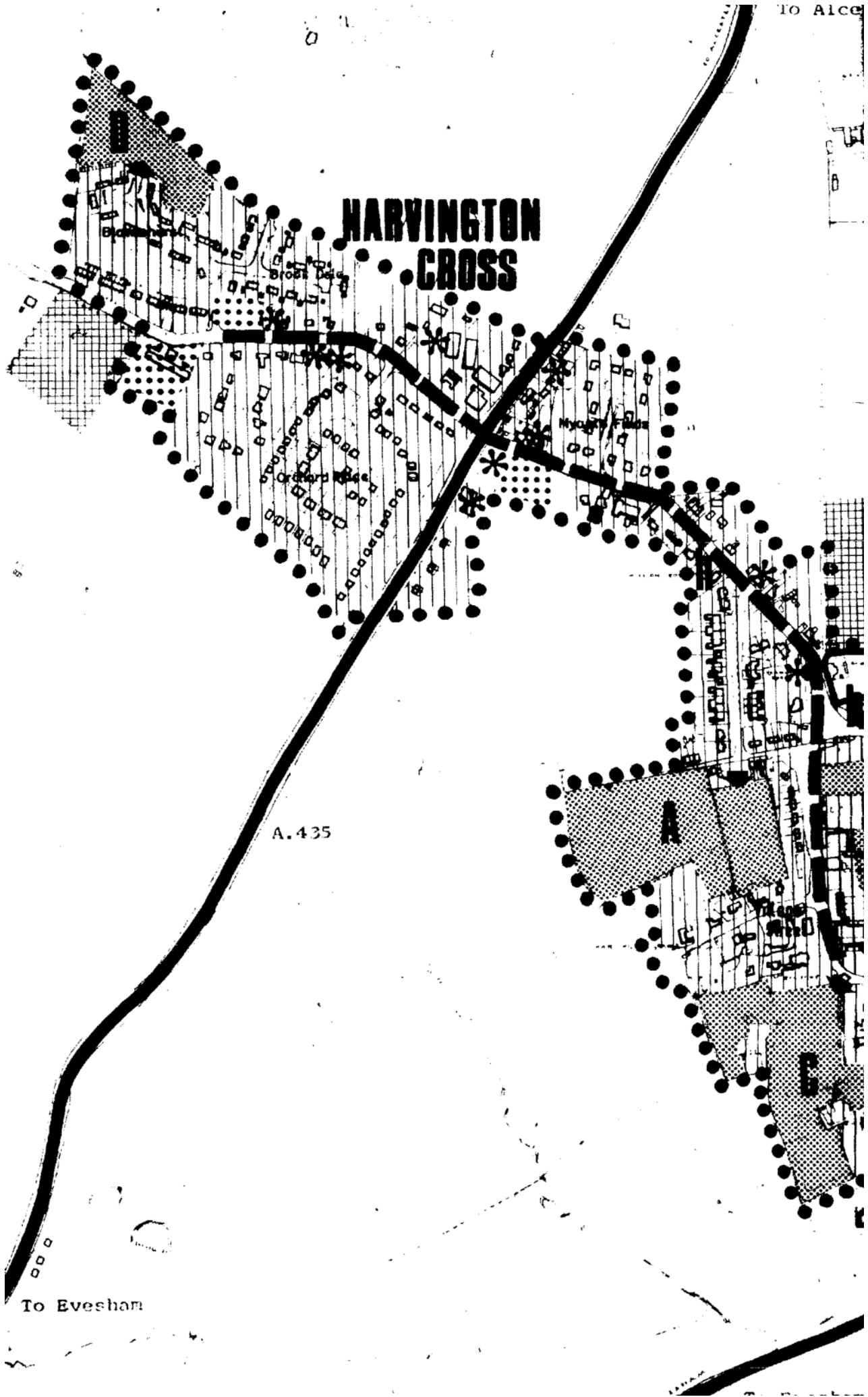
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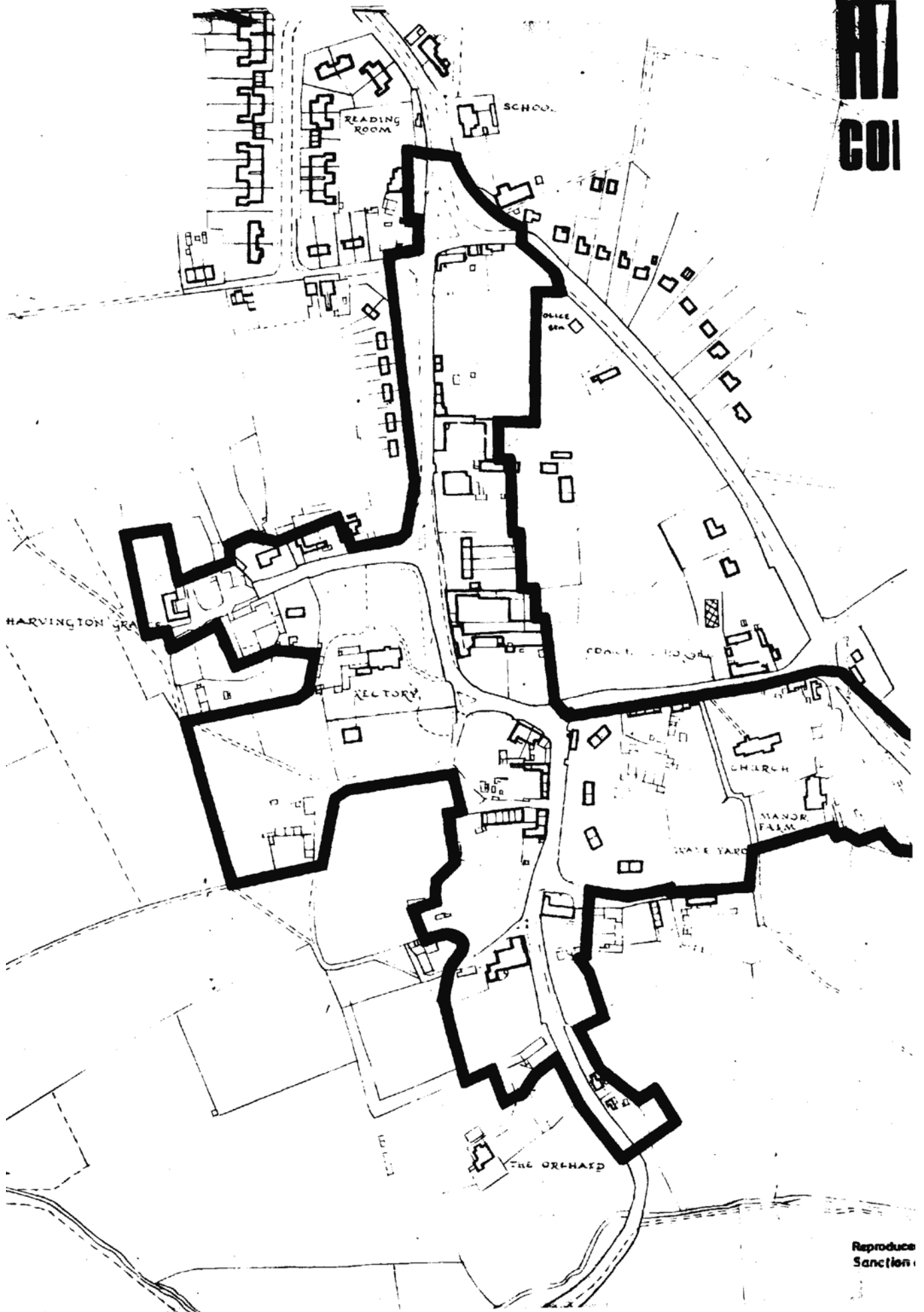
# HARVINGTON CROSS

A. 435

To Evesham

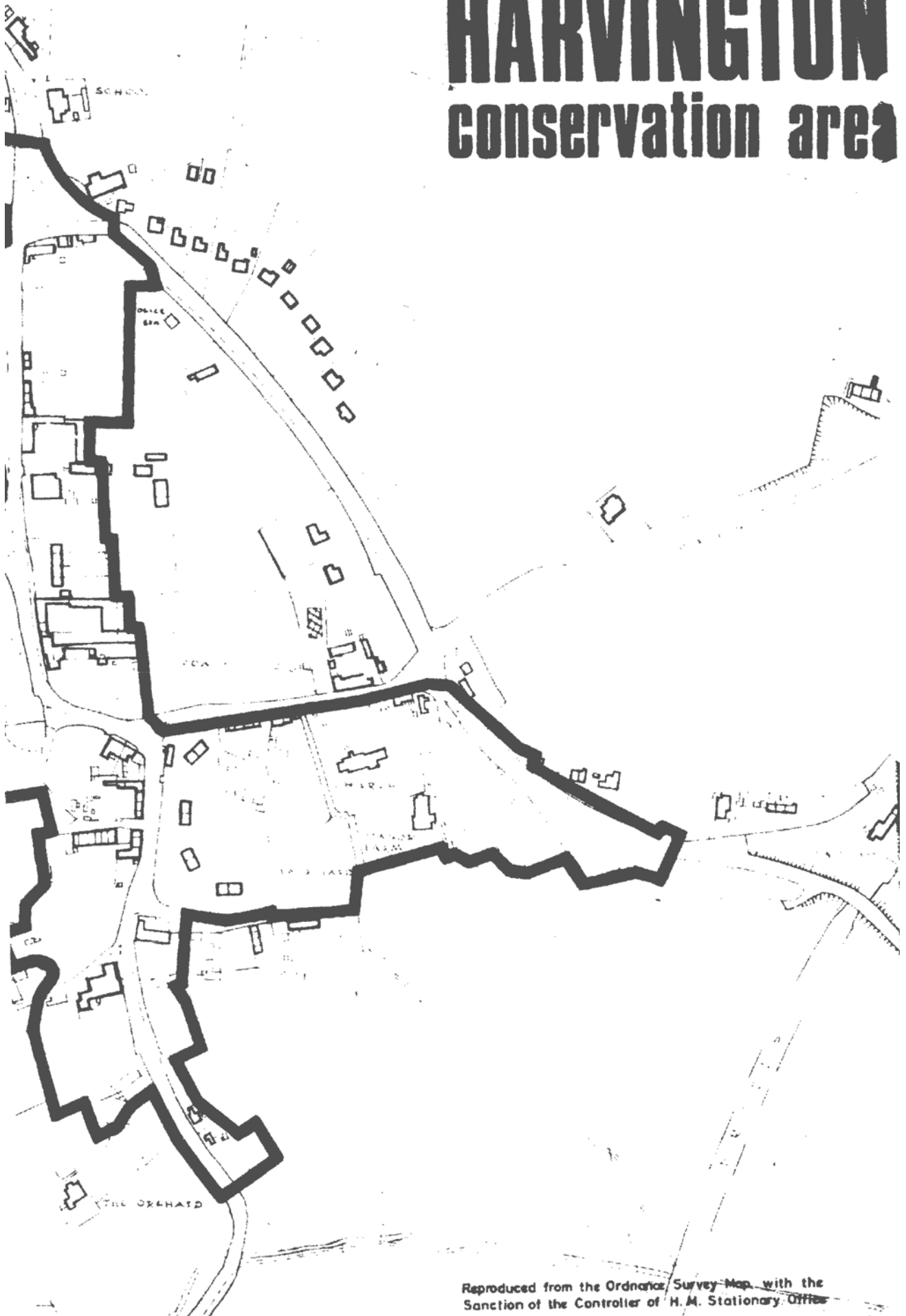


**A7  
COI**



Reproduce  
Sanction

# HARVINGTON conservation area



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