WILMCOTE NEIGHBOURHOOD PLANNING GROUP

SECTOR SEARCH REPORT FOR COMMERCIAL, INDUSTRIAL & RETAIL

30th AUGUST 2014

LEADER:- RICHARD HOSKIN assisted by KEN GUY

1. THE STARTING POINT

When approval for the Neighbourhood Plan came through it excluded any reference to the needs of this Sector but it was still felt relevant by the Planning Group that some research into the Sector was important to the overall Plan. The main reasons being for general information purposes and because certain businesses in the area held land which might be available for possible future development.

1. INITIAL RESEARCH COLLECTION

We decided the first thing to do was to try and identify all businesses in the area and this we undertook by mainly using the following media:-

* The village magazine – “The Vine”
* Local Press
* Google Maps
* Google Search Engines
* Our own “Local Knowledge”
* Knowledge from within the Planning Group

There are of course other businesses which operate within our area such as Utility Companies, Network Rail and The Canal and River Trust but these were excluded from our research as their activities are covered by other Sectors within the overall Planning Group.

1. RESEARCH RESULTS

Our research identified over 40 businesses in the area and these were listed into 5 Sectors and a list of names was finally updated on 4th May 2014 (See Appendix “A”). It can be seen from this list that a business definition was used in the identification process and that some business names were included not because they traded in the area but because it was felt they might hold land which could be used for development.

1. THE NEXT STAGE

It was decide that the main land owners and principle businesses in the village (ie) The Mary Arden Inn, The Mason’s Arms, The Village Stores being the village’s Retail Sector should be interviewed to see what the future holds for them. The Mary Arden House and Farm (a multiple business outlet) would also be interviewed and copies of the relevant reports will be included later in this report. Due to our holiday commitments we are indebted to our chair Alan Griffiths for his considerable help with the interview process. It also helped that he knew several people involved on a personal basis.

In addition to the above we had in the very early days of our Planning Group developed a questionnaire for use with local businesses (See Appendix “B”) but once it became clear this Sector’s relevance to the overall Plan was minimal we decide to maintain it for record purposes only as there are certain parts of it which might prove helpful to others at some future date (eg) A Village Directory for all businesses online and paper based (there is an elderly population within the village and the internet is often not their first point of reference).

1. THE MEETING REPORTS

The businesses we interviewed and the dates are detailed below and copies can be found later in this report:-

1. The Village Stores - 28/5/2014
2. Edward Brain and Sons – 12/6/2014
3. Masons Arms/Enterprise Inns – 12/6/2014
4. Mary Arden Inn/Greene King – 12/6/2014
5. Shakespeare Trust - 25/6/2014
6. Bishopton Hill Farm - 1/7/2014
7. Moor Farm Stud/King/Murphy - 11/7/2014
8. Moor Farm Stud/King/Murphy (2) – 23/8/2014
9. PLANNING OBSERVATIONS FROM THE REPORTS

The three interesting reports from a planning perspective are the ones relating to The Masons Arms where there is possible spare capacity for a barn conversion subject to planning permission - land owned by Bishopton Hill Farm from the industrial units in Featherbed Lane up to the Birmingham Road and again it is accepted that there would be many planning issues to overcome – thirdly Moor Farm Stud who have been proactive in land appraisal. Originally they had put some land on the market at the far end of Aston Cantlow Road but this has now been taken off. At the second meeting on 23/8/2014 they indicated that they would be willing to sell some land for development in fields next to Glebe Farm and Stone Pitts – there are strings attached to their requirements to sell apart from any planning issues but as the report says this is now an area which should probably be included in a list of sites under consideration for development.

1. THE REPORTS

Appendix A and B

The reports in 5 above

N.B.

These reports have been copied into this Sector Report from the originals in order to simplify the overall document.

**APPENDIX “A”**

**WILMCOTE NEIGHBOURHOOD PLAN**

**COMMERCIAL, INDUSTRIAL & RETAIL SECTOR**

**EXISTING BUSINESSES “IDENTIFIED” TO DATE:- 4th May 2014**

NB Subject to Actual Boundary Lines

NB This note has been developed since the beginning of 2014 and amended as Sector Definition/Boundary became clearer and for this reason earlier copies were not retained

Definition of “A Business” – Self Employed or Employ Staff but not including The School, The Church or Club which fall outside of this Sector and into The Amenities Sector

**RETAIL**

1. THE MASON’S ARMS
2. THE MARY ARDEN INN
3. THE VILLAGE STORES

**TOURISM**

1. THE OLD POST HOUSE B&B – UPDATE - No Longer Trading 4/10/2014
2. GABLES COTTAGE B&B – UPDATE - No Longer Trading 4/10/2014
3. WESTCOTE HOUSE B&B – UPDATE - No Longer Trading 4/10/2014
4. LARKRISE COTTAGE B&B
5. HOLLY TREE COTTAGE ACCOMODATION
6. HARPE COTTAGE ACCOMODATION
7. WOODCOTE, PATHWAY & CORNER COTTAGES ACCOMODATION c/o TANGLEWOOD PARK CLOSE
8. PEARTREE COTTAGES ACCOMODATION
9. THE CIDER HOUSE COTTAGE ACCOMODATION
10. MARY ARDEN’S HOUSE
11. SIGHTSEEING BUS TRIPS
12. SHAKESPEARE COTTAGES (Pathlow)

**FARMING**

1. MARY ARDEN FARM (Palmers?)
2. GYPSY HILL FARMS LTD
3. MOOR FARM (ANABEL KING - HORSE TRAINER)
4. PATHLOW FARM
5. BURTON FARM – ARABLE 4 CHURCH ROAD (Business Address rather than trading address)
6. DAVID BRUCE (EGGS) LTD
7. TOURING CARAVAN SITE BEHIND CLUB
8. BISHOPTON HILL FARM (Pathlow)
9. HARDWICK FARM (Pathlow)
10. ARDEN HILL FARM (Pathlow)

**OTHER**

1. WILMCOTE QUARRY (County Council Site of Specific Scientific Interest – Wildlife)
2. THE LAURELS CARE HOME
3. WOODCOTE PARK RESIDENTIAL CARAVANS (Trading/Landlords)
4. EDKINS PARK RESIDENTIAL RETIREMENT CARAVANS (Trading/Landlords)
5. EDKINS PARK TOURING CARAVANS
6. VADA RECORDING STUDIOS
7. THE BIRD GROUP (May own land but no business address in the Parish)
8. JNB GYMNASTICS ACADEMY
9. EDDIE BRAYNE
10. CARMEN MOTOR SERVICES
11. THE PARISH COUNCIL
12. FEATHERBED STABLES RIDING CENTRE – Ponies4Kids

**FROM HOME**

1. C J PAXFORD Plumbing & Heating
2. K G FIELD Electrician
3. SANTE REFLEXOLOGY
4. PLANTS and GARDENS
5. DALTON PLATERING
6. STRATFORD ELECTRICAL SERVICES
7. EMMA WARD BEAUTICIAN
8. TRUDY BOX PIANO TUNER/LESSONS
9. HERBERT W PERIAM LTD CONSULTING ENGINEER 8 CHURCH ROAD
10. HELEN WATTS – Writer
11. COMPUTER TROUBLESHOOTERS SOUTH WARWICKSHIRE LTD (Pathlow)

End of Appendix A

**APPENDIX “B”**

**WILMCOTE NEIGHBOURHOOD PLAN**

**COMMERCIAL, INDUSTRIAL & RETAIL SECTOR**

**BASIC INFORMATION (Probably more than most will want to disclose!)**

1. BUSINESS NAME
2. STATUS (ie Limited Company, Sole Trader etc)
3. NATURE OF BUSINESS
4. MARKET SECTOR
5. BUSINESS ADDRESS
6. TELEPHONE NUMBER
7. E/MAIL ADDRESS
8. TELEPHONE/FAX NUMBERS
9. WEBSITE/FACE BOOK/TWITTER
10. CONTACT NAME AND POSITION
11. DATE BUSINESS ESTABLISHED
12. NUMBER OF EMPLOYEES – (Split Male/Female & Full/Part Time)
13. AGE PROFILE OF EMPLOYEES
14. LOCAL ISSUES WHICH EFFECT YOUR BUSINESS (ie Recruitment, Parking, Transport/Access, Advertising etc)
15. MAIN CATCHMENT AREAS FOR CURRENT STAFF
16. DO YOU HAVE ANY DEVELOPMENT PLANS?
17. IF “YES” ARE THERE LOCAL ISSUES WHICH NEED TO BE UNDERSTOOD TO HELP YOU MOVE FORWARD?
18. DO YOU OWN YOUR PREMISES?
19. IF THE ANSWER TO 18 IS NO WHO IS THE LANDLORD?
20. TALK TO LANDLORDS TO ESTABLISH THEIR POSSIBLE PLANS ETC.

**OTHER QUESTIONS**

* IS THERE A NEED FOR MORE BUSINESS PREMISES IN WILMCOTE? – (Secure lock ups for the self-employed

eg plumbers, electricians, carpenters, gardeners based from home)

* ANY OTHER TYPE OF PREMISES?
* WHERE MIGHT THEY BE LOCATED? (Ideally and definitely not)
* WHAT TYPE OF BUSINESSES MIGHT THE VILLAGE NEED AND WHY?
* INFRASTRUCTURE (Roads, internet etc)
* FUNDING - ADVERTISING - MARKETING
* IS THERE A NEED FOR AN ONLINE ALL BUSINESS VILLAGE DIRECTORY?
* NEED FOR PAPER BASED BUSINESS DIRECTORY? (nb Perhaps expand The Vine)
* NEW BUSINESS ENCOURAGEMENT (eg Access to Funding)

**NOTES**

1. INTERVIEW ALL BUSINESSES IF POSSIBLE? – Separate questionnaire to follow up with?

NB This note was originally drafted at the start of 2014 and as at today’s date (4th May 2014) is in the same format but now dated for record purposes.

End of Appendix B

**MEETING REPORT 1**

**WILMCOTE NEIGHBOURHOOD PLAN**

NOTES OF MEETING WITH DAVID (Owner) OF **THE VILLAGE STORES**

INTERVIEW BY RICHARD HOSKIN

DATE:- 28Th MAY 2014

1. **Purpose of Meeting**

To establish plans for the future of the village shop

1. **Facts from Meeting**

* Took on shop 16 years ago and gave it 5 years to see how things developed
* Still there as it has given them a lifestyle they enjoy
* Very pro the village and want to see it develop but retain its character
* Very positive people who look to encompass change even if at first they are perhaps apprehensive (ie) loss of Post Office – created more retail space which they have used to their advantage
* They know their market place (a village convenience store) and know their markets in that business varies with the seasons (Tourists and Canal in particular)
* What works for them is a good work life balance
* As for the future David sees the business continuing in its present form as with the bungalow being an integral part of it, there would not have sufficient potential to be attractive to the likes of Tesco Express for the price it could command if sold
* For similar reasons it could never be a community shop
* No concerns were raised by him
* They are trying more canalside advertising and offering new lines like flowers and plants
* Facebook page is proving useful
* Most staff are well known to them and he was surprised that they are rarely asked if they have any job vacancies
* Tel No. 01789 298824

End of Note

**MEETING REPORT 2**

**Wilmcote Neighbourhood Plan**

**Notes of discussion with Edward Brain and Sons. 12th June 2014**

**Discussion with Margret Brain, speaking on behalf of the family Business.**

1. **Purpose of Conversation**
   1. To establish whether they wish over the next 20 years to expand their premises.
   2. Whether they wish to consider change of use of buildings and yard.
   3. If there operations will affect any part of the village and particularly any development that may take place.
2. **Businesses**
   1. They are farmers and provide farm services.
   2. Ground works contractor to the construction industry.
   3. Operate a plant and skip hire company.
3. **Owners**
   1. The company and the farms are run by the family.
4. **Future**
   1. The company has no intention of changing the services it provides from its base Pathlow.
   2. No intention to expand their facilities. They believe the current size will suffice for the next 20 years.

**MEETING REPORT 3**

**Wilmcote Neighbourhood Plan**

**Notes on discussions with Enterprise Inns PLC 25th June 2014**

1. **Purpose of discussions**.
   1. To establish the ownership of the Masons Arms
   2. Ownership of the land and buildings
   3. What they intend to do with the land and the buildings.
   4. Review of their objectives for the next 20 years.
2. **Contacts**.
   1. The asset manager for the Masons Arms is Justine Arkell

Contact details.

Telephone 0121 733 7700

Email [justine.arkell@enterpriseinns.com](mailto:justine.arkell@enterpriseinns.com)

* 1. Rob Willetts Regional Manager responsible for the estate.

Mobile 07990 550133

Email assumed [rob.willetts@enterpriseinns.com](mailto:rob.willetts@enterpriseinns.com)

1. **Proposals**
   1. It was confirmed that the company now own all the land and buildings on the site. It appears there may have been some queries until recently.

Rob Willetts will be emailing a map showing the ownership of Enterprise Inns

* 1. They are looking to review the site and what they can do with the surplus land.
  2. Considering developing the listed barn for residential purposes and would consider the surplus for housing if planning permission was granted in the long term.

**MEETING REPORT 4**

**Wilmcote Neighbourhood Plan**

**Notes of discussions with Operators and owners of Mary Ardens Inn 12th June 2014**

1. **Purpose of Discussions**
   1. To identify the contacts of the owners and operators.
   2. Establish whether they intend to change the property.
   3. If a change in use is being considered.
2. **Term Tennant**
   1. Morgan Sinclair Properties Hold the lease

Manager is the Inn is Margret Goode- Operations Manager

Address of Company.

Pear tree Drive

Newton Road

Birmingham

WM B43 6HS

Owner of company Altaf Saltan Nariji

0121 357 1141

1. **Land Lord** 
   1. Greene King Plc
      1. Tel 01284 763222
      2. Surveyor Responsible, recently appointed, Brian Cole Regional Surveyor. Mobile 07974 132786
      3. Email [briancole@greeneking.co.uk](mailto:briancole@greeneking.co.uk)
2. **Future Objectives**
   1. Brian Cole confirmed that to the best of his knowledge there was no intention of extending or altering the property.
   2. He also confirmed that they were not considering any change of use of the property.

End of Note

**MEETING REPORT 5**

**Wilmcote Neighbourhood Plan**

**Notes of meeting with Shakespeare Trust. 25th June 2014**

**Meeting held at 9.30am at Mary Arden’s House**

**Present:** Philippa Rawlinson Head of Operations

Mark Alexander Property Manager

Abi Moore Manager Mary Arden’s

1. **Purpose of Meeting**
   1. To update the Trust on the progress of the Neighbourhood Plan.
   2. To review their objectives for the future and how they may affect the development of the village.
   3. Identify areas of mutual interest.
2. **Review of Land owned.**
   1. The Trust own some 40 plus acres in Wilmcote.
   2. The property and land can be listed as, Listed properties associated with the Mary Arden’s House, Arable Land (farmed to conservation standards), Property Associated with the Listed Properties and Properties owned as investments.
   3. The Trust would not want to see the farm compromised in any way with any housing developments. This would include land being developed adjacent to their site that could detract from the environment being created in the farm (ecology, vision etc.).
   4. With regard to the investment properties acquired in the time of Messrs Fox ,this include the Chapel, the allotments on station road, the end railway terrace house adjacent to the allotments and the terrace house and land adjoining the shop.
3. **Future Expansion**
   1. They will be seeking to expand;

Heritage and Medieval aspects of the centre

Historical and Environmental elements of the Farm

Education facilities

* 1. Looking actively to open the centre 12 months per year. This would be welcomed by the village.
  2. No expansion outside the site envisaged.

1. **Car Parking in the Village**
   1. Car Parking in the village and at Mary Arden’s House was discussed.
      1. The Trust would not want to see any part of the main farm being given over to parking.
      2. It was recognised additional hard standing car parking would be beneficial to the Trust, particularly if they open in the winter.
      3. The village will be addressing car parking generally, particularly associated with the station and users of the canal area.
   2. It was muted that there may be an option to consider additional parking using the allotments as access to parking behind on the open field area. This could be a joint parking area for the Trust and Village. This is one option that could be considered. This was only an observation, no commitment was made by the Trust.
   3. If (b) above occurred, it would open up the field used for grazing and overflow car parking for grazing and functions. The village may also be able to use such a facility. Again no commitment made by the Trust.
2. Other Matters.
   1. All communications to be with Abi Moore in future. 07775 581865
   2. It was suggested that Mary Arden’s use the Village Vine for liaising with the village, 40% of the households receive the Vine. The Vine is issued every month. Contact Sue Marr, [pmarr29@btinternet.com](mailto:pmarr29@btinternet.com)
   3. The Trust noted the importance of Public Toilets. NPG to consider.
   4. AG pointed out that all the main correspondence can be found on the PC web Site.
   5. The trust would like to develop dialogue with the PC, contact is Colin Ray, Chairman [colin@colinray.org.uk](mailto:colin@colinray.org.uk)

**MEETING REPORT 6**

**Wilmcote Neighbourhood Plan**

**Meeting with Tom and David Mahon 1st July 2014**

Representing WNPG was Alan Griffith

1. **Purpose of Meeting**
2. To establish land ownership
3. To identify their intentions for Bishopton Hill Farm Industrial Units
4. Whether they would sell land for Housing and if so where.
5. **Land Ownership**

Their land ownership extends to the whole of the South East corner of the Parish.

It extends from the railway line to Birmingham Road and up to the full length of Featherbred Lane.

1. **Industrial Units**

The industrial units on Featherbed Lane have been established for some time and houses a varied number of tenants.

They are happy with the current development but would always like to extend the premises to meet current tenants requirements or new.

If the existing tenants wanted more space they would most likely extend back away from the road. In the event new tenants where identified they would most likely wish to expand towards the village.

1. **Housing**

They would be prepared to sell land for housing along Feartherbred Lane between the industrial Units and Birmingham Road.

In addition they would consider selling the corner piece of land by the station for a small development.

All parties recognised that planning outside the main confines of the village may be a problem.

1. **Contact Details**

T.F. Mahon and David Mahon

Bishopton Hill Farm

Pathlow

Telephone Number 293061

**MEETING REPORT 7**

**Commercial , Industrial and Retail Sector**

**Notes of Meeting with Moor Farm Stud 11TH July 2014**

**Present**:

Alan Griffith - NPG

Annabel King and Aiden Murphy - Moor Farm Stud

**Purpose of Meeting:**

1. To establish whether they intend to undertake any development in the next 20 years.
2. The land ownership.
3. Whether they would be prepared to sell land for development, if felt fit for purpose.
4. Any views on development in the Village.

**Actions and Issues**

1. The meeting reviewed the ownership drawings and marked the landownership on a drawing for future reference.
2. The stud has no intention of undertaking any further development. It was recognised that as it is an agricultural activity, planning for barns etc, are dealt with under different planning criteria.
3. The Stud has been owned by the family for many years and therefore they would not want to see any major areas sold off for development.

This particularly related to areas around the farm buildings and between the farm and the village. This area is seen as an important part of the stud and a wonderful entrance to the village.

1. Although they do not want to sell any land, they do have one area of surplus land measuring 6.2 acres at the fare end of Aston Cantlow Road backing onto the houses and onto the wood land in Marsh Road. They have been approach by several individuals to sell this area which has a dedicated access of Aston Cantlow Road.

For this reason they have put it on the market to see what the response is in the market. They are very mindful of what the NPG are doing and want to be kept informed particularly if the Planning Consultant believes it is a suitable site for development.

1. They are concerned about speeding and traffic through the village.

**Contacts**

Contact, Annabel King and Aiden Murphy

P.A. Lesley Oldfield

Ridgeway House, Moor Farm, Wilmcote, CV37 9UR

Tel 01789 205087

**MEETING REPORT 8**

**Meeting with Annabel King and Aiden Murphy Meeting 2**

Saturday 23rd August 2014

**Alan Griffith represented Wilmcote NPG.**

1. Purpose of Meeting.
   1. To advise them on the views of David Holmes to the potential development of a field know as area 2, at the end of the village behind the houses on Aston Cantlow Road and near Marsh Road.
   2. Review their views on any development of land on fields abutting Stone Pits and Glebe Farm.
2. Findings.
   1. The site that was originally on the market at the end of the village has been taken off the market.

It was taken off the market before the meeting. They may turn it over to meadow land, still reviewing.

AG advised that the independent consultant’s view was that it was too far from the centre of the village and may have access issues. It was pointed out that although the current views existed, some members of the NPG still felt development would be acceptable off Marsh Road onto the surrounding land.

* 1. After considering the fields next to Glebe Farm and Stone Pits they now felt that they would be prepared to sell this land for development.

They would not wish to sell the 2 field in totality but would be prepared to sell a few acres.

Issues that were discussed based on this decision;

1. They would want control over the development, type of housing , density etc.

ii. They would like to have a good landscaped barrier between any development and the housing.

iii. They would also be prepared to sell the shrubland/wood area totalling 3.5 acres.

iv. They discussed where the play area could go and we discussed moving it to a central area near the school.

1. Conclusion
   1. The land behind Stone Pits and Glebe Farm had been ruled out before and hence was not reviewed by the Independent Planning Consultant. However it has been established that Peter Brett Associates had sighted the area as acceptable for further development and incorporated in SDC earlier plan. The NPG should therefore add the site to the list under consideration.

**END OF REPORT**