

Keyworth

Village Design Statement

2011



1 Purpose

Village Design Statements are intended to influence the operation of the statutory planning system. They provide the context for new development, based on local character and sense of place. They include ‘*Guidelines*’ to ensure that planned development is in harmony with its setting and makes a positive contribution to the local environment. Village Design Statements help to manage changes which, however small individually, can eventually affect the appearance and character of specific localities, roads, streets and groups of buildings.

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3 Introduction

The idea for a Village Design Statement for Keyworth initially emerged from the Keyworth Village Plan ^[1] and the concept was subsequently carried forward by the Housing and Planning Forum under the auspices of the Village Plan Development Group.

The objectives of the Keyworth Village Design Statement are to:

- Describe the distinctive character of Keyworth and surrounding countryside
- Describe and recommend the design principles which are appropriate based on existing local development, the distinctive character of the village and the desires and feelings of Keyworth residents
- Conserve and enhance the existing character of Keyworth by minimizing the adverse environmental and social effects of new development
- Work together with Rushcliffe Borough Council in the context of Local Plan policy
- Increase public awareness of the effects of changes, however small.

This statement is addressed to:

- Rushcliffe Borough Council
- Rushcliffe Local Strategic Partnership
- Keyworth Parish Council
- Other statutory bodies and public authorities concerned with development
- Planners, developers and builders
- Local community groups and businesses
- House owners and occupiers

3.1 Role as part of the planning system

The *Guidelines* reproduced in paragraphs 5.6, 7.4 and 8.3 should be regarded as forming the basis of Keyworth's local planning policy. The remaining text is provided for information to help in understanding the background to the *Guidelines* and placing them in context.

The Keyworth Village Design Statement will be lodged with Rushcliffe Borough Council to enable its *Guidelines* to be taken into account when planning applications are assessed.

Compliance with the *Guidelines* in this Village Design Statement does not in itself guarantee planning permission as each case is judged on its merits.

[1] See the Keyworth Village Plan at:
www.keyworthvillageplan.com/plan

3.2 Consultations

The Village Design Statement with its associated *Guidelines* is based on an analysis of responses from residents to a series of consultations:

- In May 2008 a questionnaire was sent to all residents of the Parish of Keyworth in conjunction with the development of the Keyworth Village Plan. The response to the questionnaire was statistically highly significant with over 50% returned
- Open discussions at a well-attended Public Meeting in Keyworth on the 26th February 2009
- At the Keyworth Village Show of the 11th July 2009 20 pictures showing views of Keyworth were displayed and the public were invited to say whether they liked or disliked each and make comments
- At the Keyworth Village Show of the 10th July 2010 21 pictures showing views of Keyworth were displayed and the public were invited to say whether they agreed or disagreed with our proposed statements or suggest alternatives.

3.3 Format and scope

This Village Design Statement describes Keyworth as it is today and highlights the qualities valued by residents. It also indicates and provides the evidence for the community's "vision of what is important, how new development can best be fitted in, the design and quality standards it should meet, how to preserve valued local features and to map out the facilities and services which the community needs to safeguard for the future." (Our Countryside: the future [Cm 4909]. HMSO: November 2000).

Village design issues are at the heart of the Village Design Statement. Other topics have been included to provide background information. Although some of these are not necessarily required in a Village Design Statement they have been included to assist planners and developers in understanding the clearly expressed views of Keyworth residents. **The high level of response to the Village Plan questionnaire validates the conclusions as representing the views of the village.**

4 Historic, Geographical and Geological Context

Keyworth is a large village and parish about 7 miles south-east of Nottingham with a population of roughly 7000. The village is at least a 1000 years old and is named in Domesday (1086). It originated as a hilltop settlement around the present Square and Parish Church, on a spur of the South Nottinghamshire Wolds. Its first extension, probably in the Middle Ages, was southwards along what is now Main Street, but there was little further expansion until the 19th century.

Before 1800 Keyworth was almost entirely an **agricultural village** working the medieval Open Field system. Most of those who were not farmers or farm labourers

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were engaged in ancillary trades such as miller, baker, blacksmith, wheelwright and publican. There were no wealthy residents with large mansions; successive lords of the manor lived in, first Tollerton Hall (the Pendocks), and then Bunny Hall (the Parkyns). Legacies from this period include the 14th century Parish Church, two 17th century barns on Main Street, the Salutation Inn and The Hall on Nottingham Road (formerly the Congregational church).

The 19th century saw the growth of domestic framework knitting in the village, and with it increasing population (from 325 in 1801 to a 19th century peak of nearly 900 in 1881). By 1851 more were working in framework knitting than on the land and Keyworth had become an **industrial village**. The industry was organised by firms in Nottingham, which supplied the raw material (yarn, mostly cotton) and bought the finished products (mainly stockings). Population growth was accompanied by the building of cottages and workshops, infilling along Main Street and overspill along Selby Lane, Blind Lane, Nottingham Road, Wysall Lane and Bunny Lane. Much of the infilling was arranged around 'Yards' just off Main Street, of which Attenborough's Yard (cottages) and The Courtyard (workshops) are the only surviving examples today. Workshops, with their characteristic long windows, are also still standing behind cottages on Wysall Lane and Nottingham Road. Other 19th century buildings include the Parochial Hall (Keyworth's first purpose-built school, erected in 1862), the Old Rectory (1859) and the Methodist Church (1881).

The 1880s marked the beginning of a third phase in Keyworth's development: it began to turn into a **commuter village**, though at first only very slowly. The railway through Plumtree started operations in 1879 and Plumtree station was opened the following year. As framework knitting declined and mechanisation made farming less labour-intensive, Keyworth people faced unemployment. Many left the village altogether; others found work by walking over a mile to the station and taking the train to Nottingham. Some new houses were built nearer the station, mostly north of Debdale Lane and in Plumtree Park, then part of Normanton Parish but, since a 1984 boundary change, now part of Keyworth.

Population did not reach the 1881 level again until after World War I. By then the first motor buses from Nottingham were coming right into the village and commuting became much easier. The net outward migration of population of previous decades then gave way to a net inflow. Between the Wars widely spaced ribbon development occurred in a ring along or just off Selby Lane, Nicker Hill and Nottingham Road, to be near bus routes and to take advantage of newly laid electricity, water and sewage mains.

After World War II Keyworth grew dramatically, mostly in four estates: the Manor Road estate (started 1955, in part to house Cotgrave miners), Wolds Drive (1959), Brookview Drive (1968) and Crossdale Drive (1970), the last becoming part of Keyworth in 1984. Nearly all the Parish north of the old village is now built over while nearly all to the south remains farmland. Other than housing, the most notable recent developments have been the Mary Ward College of Education, originally built in

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1968, but subsequently becoming the headquarters of the British Geological Survey, the Debdale Lane trading estate and the new Health Centre. Together with a range of shops, offices and four schools, these provide significant employment in the village. Nevertheless, Keyworth is still primarily a commuter satellite of Nottingham, though with now a substantial population of retired people.

The older buildings of Keyworth tend to reflect the local geology. There is little good building stone nearby, so that, with one exception, all buildings are made of brick. The exception is the Parish Church which is partly made of local limestone derived from hard bands within Jurassic clays nearby although sandstone for the tower has been brought in from elsewhere. The same limestone has also been used as foundations for some of the older brick buildings, acting as a damp course. Other than the church, nearly all buildings from before World War I are of a distinctive red brick made from local clay of the Triassic, Mercia Mudstone. Thereafter local quarries closed and generally paler bricks were brought in from huge clay operations in Bedfordshire and near Peterborough. The overall effect is to give the pre-20th century village a rural and local character in spite of the fact that all the dozen or so farms that once lined Main Street and The Square have now gone. However, the rest of Keyworth looks suburban and could be almost anywhere in England.

5 General Issues

5.1 Environment

The survey for the Keyworth Village Plan identified that over 90% of respondents agreed, or strongly agreed, that green issues were important to them. Keyworth has a strong village identity arising from being surrounded by an attractive Green Belt rather than an amorphous built-up area. The survey also identified support for energy conservation building techniques.



Solar panels are becoming increasingly common on roofs in the village without causing any problem. The small wind turbine on the edge of the village has not, to our knowledge, caused any adverse comment, although there was some opposition to wind-based renewable energy in the Village Plan survey. While there was support for renewable energy schemes little knowledge of the options available was apparent. Clearly alternative energy sources will need to become increasingly common.

5.2 The community, facilities and amenities

There is a very wide range of facilities and amenities in Keyworth and most residents can obtain the services they need for daily life within walking distance of their homes. They also have easy access to Nottingham by our regular bus service.



Keyworth Health Centre



South Wolds Community School

Two facilities in the village that are very important, but also highly conspicuous, are the South Wolds Community School and the Health Centre. It is perhaps unfortunate that both buildings are seen as examples of inappropriate design for our village. The height of the Health Centre spoils some of the best views of the Church. In addition, the central location of the secondary school close to residential areas leads to traffic and car parking problems.

5.3 Economic development

Keyworth is to a large extent a dormitory village. There is, however, significant employment within the village provided by the British Geological Survey, by the shops and services identified above and by industry around Main Street and on the Debdale Lane Industrial Estate.

The Village Plan survey showed support for further small shops and services. It also identified small majorities opposed to new office or light industrial development, and an overwhelming majority opposed to a new, large supermarket.

5.4 Transport

The Village Plan survey asked 'Which modes of transport do you use frequently to travel within Keyworth (Tick all that apply)'. The responses were:

Foot	84%
Car	74%
Bus	28%
Bicycle	15%
Other	4%

Traffic generated within the village does require short term car parking near local shops and services. Overwhelmingly residents park for less than two hours and feel that the first two hours of parking should remain free.

5.5 Street furniture

Keyworth's new estates generally benefit from having a high proportion of service cables underground and relatively little ugly street furniture.

The survey did show that a majority of residents would use additional public seating if available in and around Keyworth.

5.6 General summary and Guidelines

The phrase - “Urban facilities in a rural environment” – taken from the Village Plan captures the character of Keyworth and highlights what makes the village such a popular place to live.

General Guidelines

GEN1 Where appropriate any proposed development should conserve and enhance the diversity and mix of landscape character types in the village. Modern development, as infill, on a traditional streetscape, should be well designed and empathetic to adjacent properties.

GEN2 To avoid potential flooding, due regard should be paid in areas containing natural issues, sinks and drains. As most of Keyworth has heavy clay soil close to the surface, short term flash flooding may occur locally after heavy rain.

GEN3 Any future development should seek to ensure that the biodiversity of the village is conserved and enhanced.

GEN4 In any new development, mature trees and hedgerows should be retained. If the developer can show that trees need to be felled they should be replaced with suitable native species.

GEN5 Landscaping should form an integral part of new development. Developers should conserve and enhance all landscape features of value.

GEN6 In new developments sufficient open space should be provided to allow for the planting of larger native trees.

GEN7 In any proposed development, where appropriate, grass verges, hedgerows, ditches, ponds and open spaces should be conserved and enhanced in order to improve the habitat for wildlife and maintain the rural setting of the village.

GEN8 Small shop and service development should be encouraged.

GEN9 Any further economic development in the village should be compatible with its existing character.

GEN10 Car parking near the facilities and amenities of Keyworth should be planned and should remain free of any charge for at least the first two hours of use.

GEN11 Cycle tracks within the village should be considered.

GEN12 A footpath / cycle track from Keyworth to Rushcliffe Country Park should be considered.

GEN13 All new cabling should be underground.

GEN14 Additional public seating should be provided in the village.

GEN15 Neither the Health Centre nor the secondary school should be seen as setting design precedents.

GEN16 New development should contribute to the overall character of the village and individually, by its architectural features, within its neighbourhood.

6 Conservation Area

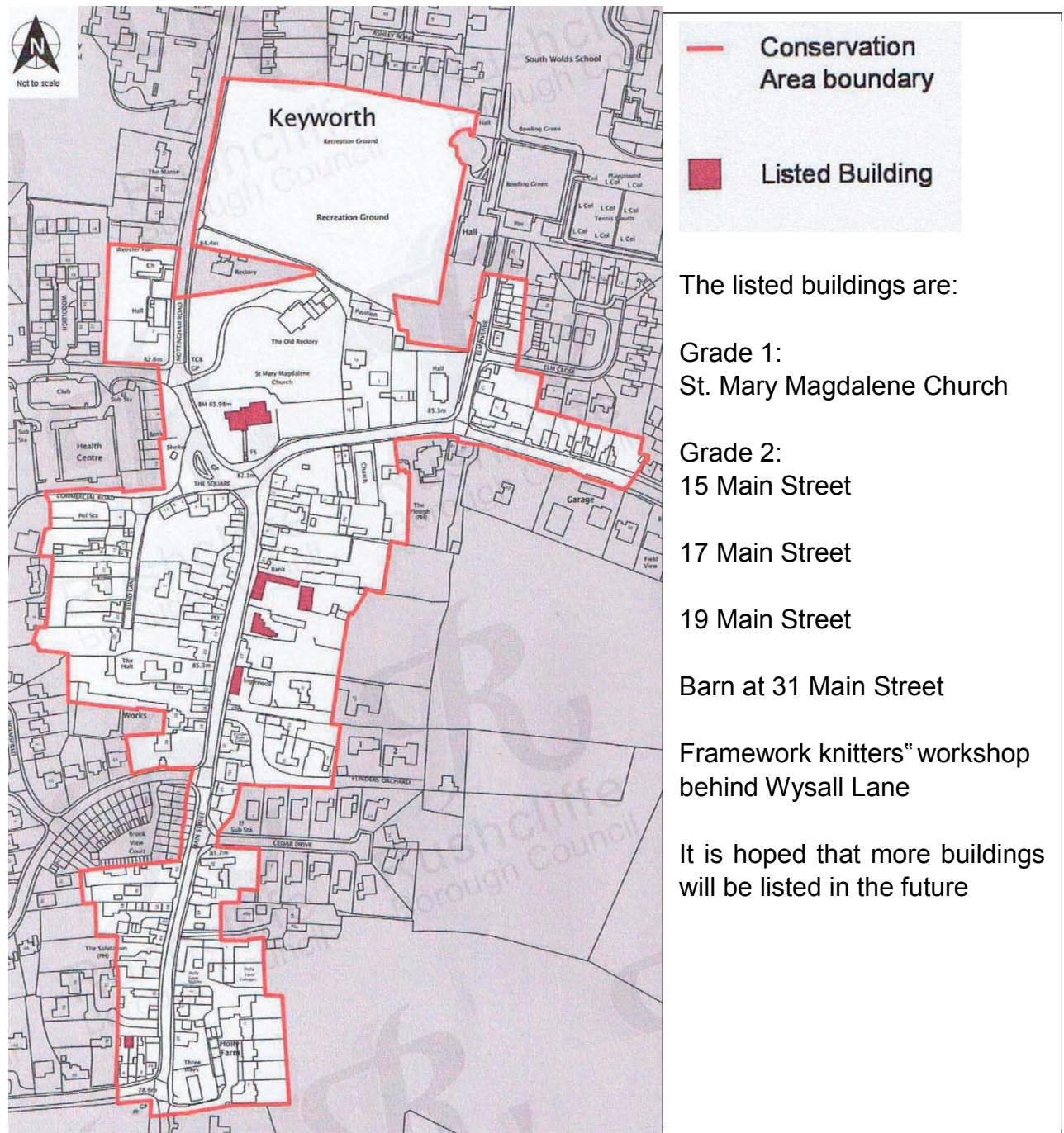
Keyworth grew rapidly between about 1955 and 1975. At that time there was little interest in conserving the older buildings in the village and sadly many were demolished. Opinions have now changed and the historic parts of the village are highly valued. A Conservation Area has been established to ensure that these are preserved for the future. Following consultation with Keyworth residents and local groups, Rushcliffe Borough Council agreed on the 12th October 2010 to extend the existing Conservation Area and adopt an updated management plan ^[2]. We welcome this initiative.



These pictures of the historic village centre received positive ratings when displayed at the Keyworth Show in July 2009 and 2010. However, there was also criticism of the amount of street furniture, the lamp posts and the many very visible wires. One ongoing issue is, therefore, the removal of such street furniture.

^[2] See Keyworth Conservation Area at:
www.rushcliffe.gov.uk/keyworthconservationarea

6.1 Keyworth Conservation Area today



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Another grade 2 listed framework knitters' workshop lies behind the Sick Club Cottages, no.s 69 to 73, Nottingham Road.

7 Housing

The bulk of Keyworth's residents live on estates built between about 1955 and 1975. They are popular places to live and many of the young couples and families that moved in when the houses were new are still living in the village.

7.1 Demographics

One of the factors that should influence housing priorities is the high average age of the population of Keyworth compared with that for both Rushcliffe and England. The following figures are based on 2001 census data.

Age	England %	Rushcliffe %	Keyworth %
0- 4	6.0	5.6	4.2
5-15	14.2	13.8	13.1
16-24	10.9	9.9	8.4
25-44	29.3	29.0	22.9
45-64	23.7	25.6	30.7
65-74	8.4	8.5	12.2
75 and over	7.5	7.7	8.5

These figures reflect the popularity of Keyworth. Many young couples came to Keyworth in the 1960s and 1970s to occupy new homes. They liked it here and have stayed growing older together and resulting in a very distorted age distribution of the local population. Keyworth's population is now in decline.

7.2 Housing survey results

The Village Plan survey asked residents what types of residential development they would support over the next 10-20 years. The results were as follows:

	Yes %	No %	No opinion %
4+ bedroom houses	14 247	60 1038	26 457
3 bedroom houses	34 596	42 725	24 421
1-2 bedroom houses	51 893	29 507	20 342
Flats	19 337	54 942	27 463
Rented property	33 573	40 696	27 473
Elderly sheltered housing	70 1219	16 281	14 242

7.3 Photo survey results

The public were invited at the Keyworth Shows of July 2009 and July 2010 to identify which Keyworth views they particularly liked or disliked. The most popular views were those with low buildings, moderate housing density, plenty of greenery and negligible street furniture.

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This view was the most popular showing housing at the 2009 Keyworth Show



Although these houses were felt to be reasonably acceptable in design for when they were built it was felt that they would be much improved if there was less concrete and more greenery around them. Greenery, trees, shrubs and lawned areas around houses are considered to be highly desirable. A good example of this is the Brookview estate.

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This picture of the Brookview estate demonstrates the lower housing density considered appropriate. It is proposed that this housing density should be replicated if similar housing is to be built.



At the Keyworth show of 2010 these new houses at the north end of Manor Road achieved high approval ratings. This picture also shows the highest housing density considered appropriate for Keyworth.

7.4 Housing summary and Guidelines

The prime need is, therefore, to attract young families to the village and, in particular, the provision of new homes that young first time buyers can afford. With few school age children there is risk of one of the three village primary schools closing.

There is also a need for elderly sheltered housing. Debdale House has gone and with an ageing population the need for something equivalent is becoming increasingly urgent.

Housing Guidelines

HOU1 The building of new dwellings of four or more bedrooms will be discouraged.

HOU2 The building of flats will be discouraged.

HOU3 The housing density of the existing estates will not normally be increased. The lower limit for housing density will be that of the Brookview estate and the upper limit will be that of the new housing at the north end of Manor Road as appropriate to housing type.

HOU4 The provision of some affordable housing and sheltered housing for the elderly will be encouraged.

HOU5 Developers should provide perspective (isometric) drawings to show how new developments, extensions and conversions would appear in relation to their overall surroundings and to the character and context of adjacent buildings and neighbouring properties.

HOU6 New development should be appropriate in scale, form and siting to the adjacent properties and should not exceed the general existing roof line of the street scene for residential properties.

HOU7 Extensions to existing buildings should be in keeping with and in proportion to the size of the original building.

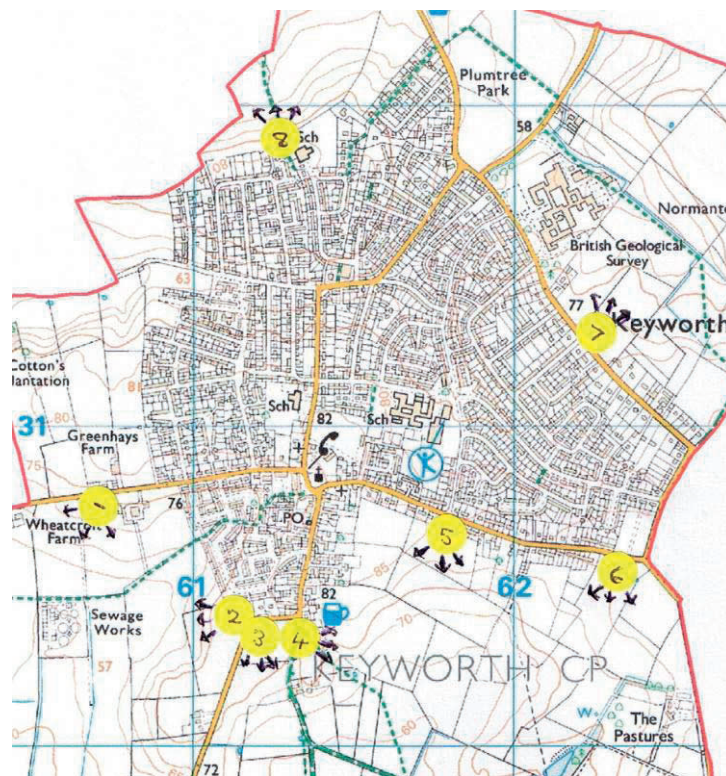
HOU8 The use of painted or pebble dashed brickwork will be discouraged on new brick. It is, however, recognized that such treatments are likely to be appropriate over older brickwork.

HOU9 Consideration will be given in new housing developments to providing adequate space for car parking.

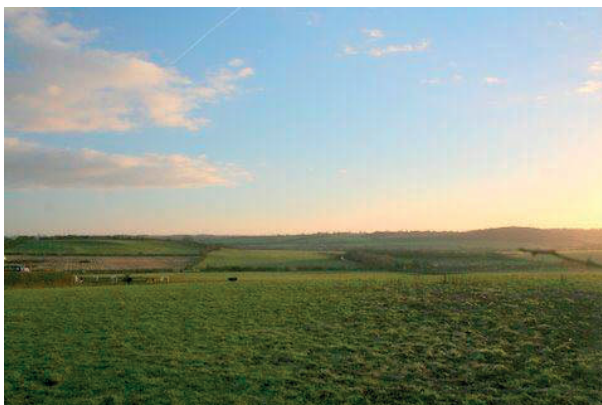
8 Keyworth's Green Belt

Keyworth's favoured hilltop location means that, despite its modest elevation, very attractive and far reaching views in all directions are readily accessible from many places around the village. This means that there are also pleasant vistas towards the village from within the wider landscape. These views are highly valued locally and imbue the village with a real 'sense of place' in its surrounding Wolds countryside. However, they could easily be lost forever. It is, therefore, essential that they are conserved or enhanced when designing future developments.

8.1 Notable views out from the village



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View 1. Bunny Lane looking south across the valley of Fairham Brook



View 2. Burial Ground looking west

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View 3. Wysall Lane looking south



View 4. Lings Lane looking east



View 5. Selby Lane looking south



View 6. Further along Selby Lane looking south.



View 7. Looking east from Nicker Hill



View 8. From Hillcrest looking north towards Plumtree

8.2 Notable view towards the village



View from Wolds Lane towards and across Lings Lane

This is the view within the Parish of Keyworth that was voted the most popular at the Keyworth Show of 2009.

8.3 Green Belt summary and Guidelines

When asked in the Village Plan survey whether Keyworth's Green Belt should be strictly maintained and enforced, 90% (1568) replied 'yes' and 6% (109) said 'no', while only 4% (65) did not answer the question. No other question received such a high proportion of residents expressing an opinion.

Green Belt Guidelines

GB1 New development should be designed to conserve and enhance the views of the village within the wider landscape. It should also be designed to conserve and enhance views of the wider countryside from the village.

GB2 The acknowledged notable views shown above should be taken into consideration in future development, with efforts made to conserve or enhance them.

9 Acknowledgements

Many people have been involved in the creation of this Village Design Statement without whose contribution and assistance it could not have been achieved. We would like to thank them all.

In particular we would like to express our thanks to Keyworth Parish Council, Rushcliffe Borough Council and Nottinghamshire County Council; both their professional staff and local elected representatives. We would also like to record our thanks to Carola Jones, the Senior Rural Officer with Rural Community Action, Nottinghamshire. Community led action can only be effective with significant support from professional local government and voluntary sector officers.

Thanks are also due to the large number of Keyworth people who have willingly given their time and thought to the successful development of our Village Design Statement. Also a special thank you to all the members of the Keyworth Village Plan, Housing and Planning Forum who have given their time, patience and creative thought so generously.

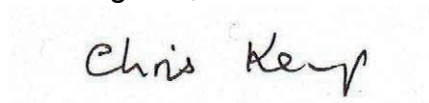
10 Chairman's message

'Keyworth is a great place to live' – this was the overwhelming view of those who completed the Village Plan survey. Around 55% of Keyworth households returned that survey, an exceptional response demonstrating that you care about Keyworth and want it to remain a great place to live.

The first result of that willingness to become involved was the production of the Keyworth Village Plan. Among the objectives we set ourselves in the Village Plan was the production of a Village Design Statement. This is it. We anticipate that it will be used as a practical tool to help influence future planning decisions on design and development within our community.

We now know that Keyworth will be among the first villages in the country to take part in the Government's new neighbourhood planning initiative, after a bid submitted by Rushcliffe Borough Council and Keyworth Parish Council was accepted by the Government. The Neighbourhood Plan will be a statutory document that will provide a blueprint for future growth in the village. That plan for the future of Keyworth will be put to a referendum ensuring that Keyworth residents will all have their say.

Kind regards,



Chris Kemp,
Chairman of the Housing and Planning Forum



The idea for a Village Design Statement initially emerged from the Keyworth Village Plan and the concept was subsequently carried forward by the Housing and Planning Forum under the auspices of the Village Plan Development Group.

Our VDS is a practical tool to help influence decisions on design and development within Keyworth. It is intended to provide a clear statement of the physical character of Keyworth against which planning applications may be assessed. It is not about whether development should take place. The VDS is about how development should be undertaken so as to respect our local identity.