



Masterplan

for St Mary's Lands, Warwick

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for St Mary's Lands, Warwick

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plincke.

Foreword

It gives me great pleasure to introduce the Masterplan for St Mary's Lands.

This document sets out why St Mary's Lands is significant and to whom. It will explain how the ecology, heritage, and community values of this important green space can be sustained and enhanced alongside the new uses, alterations, repairs and management regimes that have been identified by the St Mary's Lands Working Group as being essential to protecting and enhancing the space.

The green spaces of Warwick help define the Town and District and it is important that we are not complacent about our cherished parks, gardens and Common Land but continue to improve them, in order that they respond to the emerging needs, aspirations and demands of Warwick and its residents in the years to come. For the first time, a clear vision has been matched to a comprehensive set of proposals for St Mary's Lands. This document aims to both capture the work undertaken in compiling this vision and set out a framework in which any future decisions must take into consideration through the planning process.

Thanks are extended to all those involved in the production of this Masterplan.

Special thanks are extended to all the members of the Working Group for their dedication and willing contribution to this plan.

Councillor Noel Butler

Executive Member for Business
Warwick District Council

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Executive Summary

Executive Summary

This masterplan represents a balanced response to the opportunities and threats posed at St Mary's Lands. It recognises that there may be a need to invest in developments that support the wider economy, such as a hotel and expansion of the caravan park, but where any such need exists, it cannot be to the detriment of the greenspace. Any such development must respond to the sense of place and the multi-purpose sporting, recreational and leisure use of this important public open space. The need to plan for the replacement of obsolete facilities, such as the Golf Centre, Corp of Drums, Warwick Racing Football Club, and facilities at the Racecourse affords the opportunity to significantly address the poor quality and often ad-hoc decisions of the past with an approach that is more in keeping with the Conservation Area. Common ground has been found on these issues across the range of interests represented by the St Mary's Lands Working Party and this document captures this broad consensus.

Policy CT7 within the Local Plan - Publication Draft outlines the requirement for the preparation of a masterplan for the St Mary's Lands. The masterplan if agreed by Council will form part of the Council's planning policy framework used for determining planning and related applications as well as providing a framework for investment decisions by the Council and its partners.

St Mary's Lands comprises some 57 acres (23.21 ha) of open space located on the western edge of Warwick. The walking distance to the town centre is approximately 5-minutes. The site is located within the Warwick Conservation Area and includes the historic Warwick Common and Lammas Fields. Though St Mary's Lands are wholly owned by Warwick District Council, parts of the site are leased to other organisations, including the Racecourse, Golf Centre and caravan park site. Although Common Rights were extinguished under the Warwick Corporation Act in 1948 there is a strong public perception that these remain and within the community there are concerns that the open space will be eroded by development or loss of access due to the commercialisation of the open space.

This 2017 Masterplan is the result of partnership working between the St Mary's Lands Working Party and Warwick District Council in association with Warwick Town Council and Warwickshire County Council. The purpose of the Working Party is threefold:

1. To develop a replacement to the 2004 masterplan, taking into the consideration the changes that have taken place since the original plan was produced
2. Set out a clear understanding of the purpose of St Mary's Lands so that decisions and investment can be made in an informed way, rather than on an ad-hoc or short-term basis
3. Provide non-statutory planning guidance to assist with determining future planning applications.

The Masterplan captures the work completed to date and presents it in a succinct, non-technical way, to guide the future development of this important green space. The proposals put forward for consultation by the Working Party included 4-key themes, recognizing that:

Protecting St Mary's Lands for People and Nature: will require careful future management and maintenance to balance the needs for community use and events, whilst also protecting biodiversity that may ultimately need to restrict access to prosper. The need to protect the 'greenness' of the space is important – the loss of greenspace to future development is perceived to be a persistent threat and a clear set of policies on acceptable development is required

Improving Access and Enjoyment for All: current signage, wayfinding and footpaths are in various conditions, from good to extremely poor. Few footpath routes are accessible to disabled users with physical barriers, lack of resting points and path surfaces all restricting access. There is also a conflict over the leased areas of the space, where public access is restricted. The strategic location of the site, means that a system of cycle routes could greatly increase connectivity between Warwick Parkway station and the town centre

Supporting the Local Economy: the Working Party recognises the need to protect the value of free-to-use recreational facilities alongside support for a range of business organisations that contribute to the local economy. These organisations offer a range of other services to residents and visitors, and should not be seen as mutually exclusive of each other. The objective is to find an appropriate balance between public facilities and the financial contributions that the leaseholders make to the economy, both directly and indirectly, whilst ensuring that the synergy between all parties is maximised

Investing for the Future: The second State of the UK Public Parks report (Heritage Lottery Fund: 2016) shows that there is a growing deficit between the rising use of parks and the declining resources that are available to manage them. The report findings show that while parks are highly valued by the public and usage is increasing, park maintenance budgets and staffing levels are being cut. A clear vision for St Mary's Lands is crucial to assist with setting objectives that will ensure that future investment is both targeted and maximised. The Working Party have prepared this document in acknowledgement of the financial constraints but with a clear strategy for targeting investment to the areas that are most in need of improvement. The masterplan is matched to a delivery timetable and a realistic assessment of funding over the coming years.

These four themes formed the basis of the extensive community consultation that has refined this final masterplan and helped to crystallise the vision for St Mary's Lands.

Our vision is a future for St Mary's Lands where the natural and cultural heritage is protected and enhanced – where a vibrant range of community uses, economic regeneration and environmental enhancement thrive together in this inspiring natural setting.

Objectives

The objectives of the Masterplan are:

- To manage, enhance and promote the landscape character of St Mary's Lands, including increasing its biodiversity.
- To manage, enhance and promote St Mary's Land as a green space distinctly different to the more formal parks and open spaces in Warwick, ensuring access is maintained and enhanced to a large area of more natural open space within walking distance of the town centre.
- To promote St Mary's Lands as a visitor destination, where any such increase in visitor numbers are compatible with preserving and protecting the site's landscape quality, biodiversity and sense of place.
- To support the many organisations that contribute to the broader community needs or local economy, where such support does not lead to a loss of landscape quality, biodiversity or sense of place.

This Masterplan is not against change, indeed it recognizes that change is often an essential ingredient in sustaining a relevance to the community the open space serves. However, there is strong presumption against the loss of green space, which should only be acceptable under the most compelling reasons.



1.0 Introduction

Location

St Mary's Lands is located to the west of Warwick town centre, defining the edge of the urban area. The site is located at Grid ref. SP275648, measuring approximately 78 ha in extent.

The site is bounded by the Chiltern Main Line (Birmingham to London rail link) to the north; Saltisford Brook immediately to the east and beyond it the Packmores estate and the town centre; Hampton Road and Chase Meadows to the south; and Gog Brook to the west with agricultural land beyond.

The surrounding land use is a mixture of town centre residential dwellings to the east, north and south with open agricultural land to the west. There are two brooks passing the site; one along the eastern boundary and one along the western boundary. The site is an important amenity and wildlife resource for Warwick being the largest public open space near the town centre.



Landscape Character

St Mary's Lands encapsulates Warwick Racecourse and Lammas Field. The site also includes Jubilee Wood & reservoir, Warwick Golf Centre, Hill Close Gardens, Warwick Caravan Club, Racing Club Warwick Football Club and Warwick Corp of Drums. Stream corridors run alongside the site's east and west boundaries.

Warwick Racecourse

The racecourse broadly runs the perimeter of St Mary's Lands, encircling the managed parkland area that forms the golf course and the more informal central open space of Lammas Field. The course is a left handed oval track that is approximately 2 miles (2800m) in length. The racecourse is essentially flat with some undulations over the jumps course. It is a flat track approximately 12 m wide along most of the back straight, although it widens up to 17 m in places. The racecourse buildings and associated facilities comprise a grandstand with adjacent administrative buildings and car parking located to the southeast of the site.

Lammas Field

The 'common' to the centre of St Mary's Lands comprises an area of semi-improved grassland measuring approximately 26 ha in extent. This area of grassland provides one of the most extensive areas of semi-improved grasslands in Warwick District. There is a small area of mixed plantation at the top of the hill in the north eastern corner of the common. To the south of the central area is a naturally re-colonising grassland with a permanent pond that provides for flood alleviation. The grassland and pond is fenced by post and rail to discourage public access.

Jubilee Wood and Reservoir

Located to the north boundary of the site, this area is approximately 8.5 ha in extent. It consists of a young plantation planted by Forestry Commission Grant. Trees were planted on a 9m grid with mixed native species. The trees are approximately 25 years old. Evidence of ridge

and furrow can be seen. Several footpaths cross the area, and there is potential for improved pedestrian and cycle links to the nearby Warwick Parkway rail station. The reservoir and its immediate surroundings total approximately 0.5 ha in extent. It is currently fenced by high metal fencing, and used for private fishing only. The water margin is dominated by *Glyceria* species. There is very limited emergent vegetation. Banks are steep and covered with grasses and scrub.

Hill Close Gardens

A group of 16 Victorian detached pleasure gardens are sited along the east boundary of St Mary's Lands, approximately 9ha in extent. The gardens occupy a gently sloping hillside overlooking the racecourse. The gardens were restored in 2007 and a heritage centre constructed to promote their Listed status. Planting to the west of Hill Close Gardens comprises a range of semi-mature and young trees, originally planted for screening purposes. Trees now vary in condition and some are now spindly, lacking growing space.

Warwick Golf Centre

The golf course covers an area approximately 16.5 ha in extent. The golf course is located to the north of the site, inside the racecourse track. Current management includes frequent mowing of tees, greens, fairways and roughs. The course is described as a 'parkland' type including sand traps, strategically placed trees, uphill holes and a number of severely sloping greens.

Warwick Caravan Club

A small 1 ha managed site consisting of close mown grass and tarmac standing, to the east of the site within the grounds of the racecourse track. Ancillary buildings include a toilet block with laundry facilities.

Racing Club Warwick Football Club/

Warwick Corp of Drums

The buildings and external areas associated with the football club and the Corp of Drums cover an area approximately 2 ha in extent. The football club consists of a pitch, stand and new changing rooms. The Corp of Drums have a large hard surfaced practice area outside of their buildings.

Gog Brook and Saltisford Brook

The streams flow from north to south draining to the River Avon. The banks of Gog Brook to the west of the site are generally steep with the eastern bank dominated by dense trees and shrub. The western boundary to Gog Brook is open in places adjacent to agricultural land. Whilst Saltisford Brook to the east is shorter in length, its banks also comprise mature trees and shrubs and includes a flood alleviation area before being culverted under Friars Street/ Hampton Road.

The landform of St Mary's Lands is variable with several remnants of ridge and furrow particularly within the Northern Enclosure. The topography varies from a high point in the north and east of 65.8m AOD to 49.7m AOD at the southern end rising and falling across the common and falling towards the adjacent brooks to the east and west. The small hill, or low knoll to the north east of Lammas Field rises to just over 60m AOD. The underlying geology of the site consists of non-calcareous Keuper Marl and associated clays.

Brief History

St Mary's Lands is a historic site, dating back 800 years. It was once the Commonable Lands of St Mary's parish, with certain houses having grazing rights. The town common was made up of Lammas Fields and St Mary's Lands. The land was originally owned by the Church prior to the dissolution when Warwick was an important monastic centre.

Origins of grazing rights being granted to the townspeople of Warwick can be traced back to between 1242 - 1253. Changes from pasture to arable were recorded in 15th and 16th centuries. Aerial photographs of 1927 and later clearly shows the ridge and furrow, indicating that the site had originally been part of the open fields of Warwick.

The autumn crocus (*Crocus nudiflorus*), introduced into England as a substitute to saffron (*C. sativus*), can be found on the Common. There are often monastic associations with the places in which it is growing. In Warwick, the crocus can also be found in Priory Park. On the Common, the place where the crocus now survives may have belonged to the College of St Mary, but would have been tenanted. Production was undertaken by several of the ordinary townspeople, as is revealed by the payment of tithes on the crop in 1466 and 1473 (though not before or after).

The right of foot access to the Commons by the townspeople was long accepted as giving a right to recreation there. There is a shortage of detailed evidence for the use of the common (apart from the racing) before the nineteenth century, from which time the local newspaper reports give a good picture of the activities for which the common was used. The common was a venue for organised town events, such as May Fairs which were popular in the middle years of the century. The royal show was held on the site in 1859. In the twentieth century, particularly before the completion of St Nicholas Park, the common was the normal venue for town carnivals.

Informal horse racing began on the site as early as 1707. The racecourse was based on the town Common, part of which was then owned by Warwick Castle and the other section by the public. The first grandstand was built in 1809 (Listed Grade II).

Golf was first played on the St Mary's Lands at Warwick in 1866 when the Warwickshire County Golf Club was founded. In 1927 Warwick Golf Club was formed and golf was played until 1939 when the army took over. The club was reformed in 1949 but support was lacking and it ceased to operate in the 1950s. In 1969 Warwick Golf Centre was granted lease to open a driving range and a par 3 golf course on St Mary's Lands. Warwick Golf Club was formed again in 1971.

Although the area used to be common land in the legal sense, this is no longer the case. In 1948 common rights were extinguished by the Warwick Corporation Act, and the land passed to the Local Authority.

The small hill to the north east of Lammas Field is of local historical importance as it was here or close by that the vanished medieval hamlet of Levenhull was situated. This knoll is now crowned by a small plantation.

More in depth history of the site can be found at:

<http://www.british-history.ac.uk/vch/warks/vol8>

<http://www.bbc.co.uk/history/domesday/dblock/GB-424000-264000/page/12>



Current Uses

St Mary's Lands was formerly common land and many local people still refer to it as such. It is an important recreational and sporting amenity. Whilst Warwick District Council is the owner of the land, large parts of the site are leased to numerous stakeholders. St Mary's Lands is made up of several distinct parts, each supporting differing uses, ranging from community and sporting interests, to commercial ventures. North to south, these consist of:

Jubilee Wood & Reservoir

A young native woodland planted in 1991, re-named in 2012 in honour of the Queen's 60th year on the throne. The area includes way-marked footpaths and woodland clearings planted with wild flowers. Popular with dog walkers and bird watchers.

Warwick Golf Centre

A public nine-hole golf course and floodlit driving range.

Hill Close Gardens

A collection of 16 restored, hedged Victorian pleasure gardens sited along the east boundary of St Mary's Lands. A Trust was formed in 2000 to restore the gardens, with the site being open to the public since 2007.

Warwick District Council Car Parks

The District Council operate four pay and display car parks within St Mary's Lands. On race days, the car parks are closed to the public.

Lammas Field/ Warwick Common

The area at the centre of St Mary's Lands is public open space consisting of several different grassland types, meadows and a wooded spinney, crossed by informal footpaths and bridleways. A small area to the west is currently used by Warwick Model Flyers. The area is popular with dog walkers and bird watchers. The land has been designated as a Local Wildlife Site.

Warwick Caravan Club

A grass and tarmac enclosure within the grounds of the Racecourse for caravans and motor-homes.

Warwick Racecourse

A National Hunt horse racing course supporting a programme of 17 meetings throughout the year, many of which are televised.

Warwick Corp of Drums

Warwick Corp of Drums are based in the Westend Centre located to the south of the site. They offer musical training and performance opportunities to members, including a Marching Band and Community Band. The site is shared with CAMRider Warwick Motorcycle Training.

Racing Club Warwick Football Club

Racing Club Warwick Football Club (RCWFC) compete in the Midland League Division One. In addition to the First team, the club supports U8 through to U16 teams an academy section for children aged 4 to 7. In addition to the RCWFC grounds, a further two pitches are used for Sunday League football. RCWFC have recently added new changing rooms to their grounds. The club house is also used as a community hall and is shared with other users; including a crèche and day nursery.



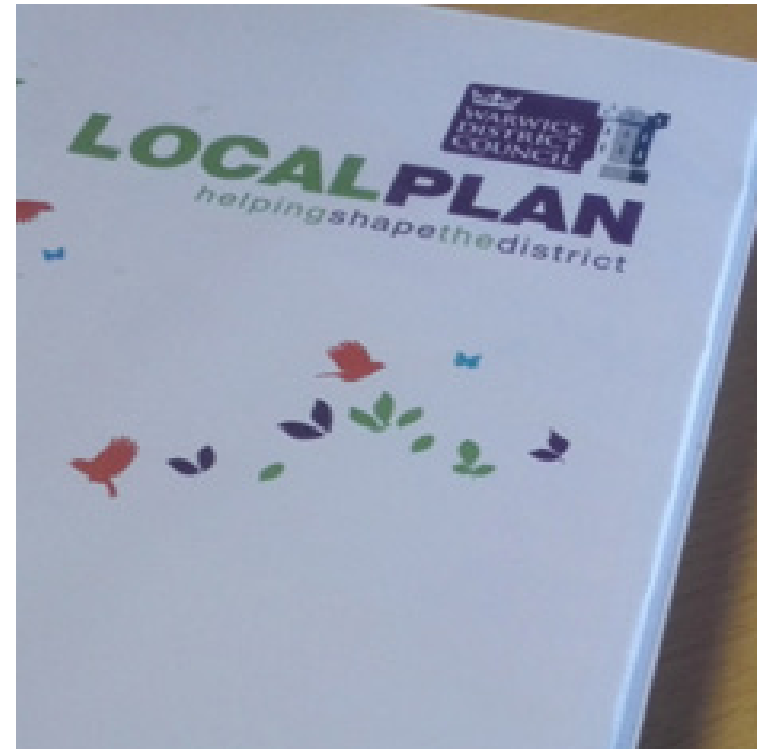
Planning Context

The Warwick District Local Plan 2011 - 2029, CT7 – extract below, defines that any development strategy for St Mary's Lands will need to be sensitive to the heritage assets, the setting of the town, the ongoing enjoyment of the area for recreational purposes and the need to maintain local habitats and biodiversity.

CT7 Warwick Racecourse/ St Mary's Lands

Development at St Mary's Lands, including Warwick Racecourse will be permitted where it is brought forward in line with an approved Masterplan setting out the development principles and broad areas for development, indicating the type of uses proposed. The Masterplan will provide the framework within which planning applications will be determined and will:

1. Identify the physical and economic context;
2. identify the development principles to underpin future development proposals;
3. identify the significance of heritage assets within the vicinity, setting out how these will be sustained and enhanced (including listed buildings, listed parks and gardens, conservation areas and historic landscapes);
4. identify the location of developments, demonstrating how proposals will relate to the heritage assets and how they will enhance the positive contribution the asset makes to sustainable communities and to the character and distinctiveness of the area; and
5. identify how the proposals support the vitality and viability of the local economy



Overview of Consultation

Warwick District Council Executive Committee Members gave approval in April 2016 to consult the general public on the wide range of proposals that had been developed by the St Mary's Lands Working Party. It was agreed that an update on the outcomes of the consultation would be brought back to Members for their further consideration before agreeing to the next steps.

Consultation on the proposals was undertaken; Appendix A provides a summary of the outcomes and recommendations for the next stages of development.

The consultation process has been multi-layered. Specific consultation with key stakeholders, including presentations to the Warwick Town Council, Warwick Society and the Friends of St Mary's Lands has also taken place.

The various formats included:

- Press briefing pack and presentation at Racing Club Warwick to media outlets to encourage awareness of the consultation events and the scheme
- A stakeholder presentation and consultation 'pre-view' event held at the Hill Close Gardens Visitor Centre
- On-line questionnaire and downloadable information pack
- Weekend exhibitions staffed by Working Party members, Council officers and the consultants at the Shire Hall and Market Square with questionnaires and comment sheets
- Unstaffed week-long exhibition at the Shire Hall
- Targeted presentations to the Friends of St. Mary's Lands, Warwick Society, and Warwick Town Council.
- The District Council's website contained an easy to access questionnaire that was duplicated in hard copy at the exhibitions.

A total of 198-completed questionnaires were received. Though a small sample, the outcomes provide a clear snap shot of public attitudes towards St Mary's Lands.

This has provided the Working Party with a very high level of confidence in taking the proposals forward, the outcomes of the consultation established that:

- The economic justification for any hotel development must be provided prior to considering a planning application for development at this site
- The protection against any further loss of green space was a primary concern of many who were consulted
- That whilst the masterplan proposals were generally well supported, there were many points of detail that would require on-going consultation, in particular a more focussed approach with key stakeholders who may have most influence on any particular area of the plan.

In order to develop the project an outline delivery plan has been prepared that identifies how the individual elements of the masterplan might be developed and delivered. The delivery plan includes an assessment of the time-scales and funding required, and identifies key project stakeholders for further consultation.





2.0 The Masterplan Document

Need for a Masterplan

The Council has determined that a spatial masterplan should be developed for St Mary's Lands; it is an essential community amenity, requiring the necessary investment to enable its attractions and operations to prosper. The Local Plan - Publication Draft has a specific proposed policy for St Mary's Lands as follows:

"3.142 The Council will therefore work with the operators of the Racecourse and other stakeholders (including Historic England) to bring forward a Masterplan for the area which;

- ensures the ongoing vitality and viability of St Mary's Lands, including the Racecourse;
- protects and enhances the significance of the Listed Building and Conservation Area and their setting;
- retains the land for public recreation;
- protects and enhances biodiversity within the Racecourse as well as links to the open countryside and other areas; and
- restricts uses to those associated with visitor accommodation, recreation, leisure and horse racing"

This requirement picks up the non-Local Plan overall strategy for St Mary's Lands adopted in 1998 and the regeneration masterplan agreed in 2004, which have both been reviewed as part of this work.

Purpose of the Plan

The masterplan has sought to clarify the role of St Mary's Lands as a publicly accessible open space and one that supports a range of businesses that make an indirect contribution to the local economy and a direct contribution to the Council. Even within Warwick, a significant number of respondents to the consultation perceive St Mary's Lands to be 'the racecourse' and not a free to use public open space. The purpose of St Mary's Lands is little promoted and understood, whilst a lack of access to play facilities and toilets marginalises it further to a local and niche group of users. The importance of the historical, cultural, and environmental significance of the site is little understood, resulting in a low public profile and undervalued asset.

There is considerable potential, through the masterplan, to better present St Mary's Lands as both an asset for the whole town and as a key destination within Warwick's wider offer to visitors from further afield. By lifting the site's profile, an upward spiral of investment can be encouraged that will assist in sustaining the open space into the future. Having a clear understanding of how the site sits in relation to the town's other parks and green spaces is also important in planning for its future, and guiding future maintenance and management regimes. For this reason, a clear vision statement for St Mary's Lands has been developed alongside the spatial masterplan.

The masterplan defines a set of agreed proposals, that have been developed by the Working Party and subject to wider consultation. These form the basis of the 10-year delivery plan. The masterplan also has a function as supplemental planning guidance for the site. If it were only to deal with the proposals contained in the delivery plan, this would be too restrictive and inhibit change that might be beneficial in the future. The masterplan has a second role to play in helping to guide what development would or would not be acceptable in the future at the

site. As such it represents a defined set of needs as known at the time and provides the framework to protect and enhance the space in the future when other needs become known.

Longevity of the Masterplan

This masterplan replaces the non-Local Plan overall strategy for St Mary's Lands (1998) and the regeneration masterplan (2004). The relative timeframe of these two previous studies is indicative of the usefulness of a masterplanning document as projecting for periods of longer than 15 – 20 years may not be able to take into consideration other wider contextual changes in both development and community needs and preferences. However, a shorter timeframe than this also runs the risk that the masterplan can be 'updated' as and when the needs require, as opposed to setting out a long-term set of objectives that would be diluted if reviewed too often. Thus the longevity of this masterplan has not been fixed to a point in time, but a 15 – 20 year period would seem appropriate.

The delivery plan is a separate document for realising on the ground the complex set of proposals contained within the masterplan. This has consistently been described as a 10-year strategy, which is a realistic timeframe to achieve all the outcomes of the masterplan.

Adoption & Review Process

Ultimately the masterplan will be adopted by the Council to aid Planning and Development Control in making determinations regarding applications associated with St Mary's Lands. In the interim, it will be reviewed and commented upon by the Working party members and forwarded to the Executive Committee for further comment and scrutiny.



3.0 Developing The Masterplan

Who has Contributed?

The masterplan has been developed through a consultation process led by a re-constituted Working Party. The members of the Working Party are:

- Corp of Drums – John Morton
- Friends of St Mary's Lands – Nigel Hamilton
- Hill Close Gardens – Jane Sault
- Jockey Club – Andre Klein
- Warwick District Council – Cllr Noel Butler
- Warwick District Council – Chris Elliott
- Warwick District Council – Cllr John-Paul Bromley
- Warwick District Council – Cllr Robert Margrave
- Warwick Golf Centre – Phil Sharp
- Warwick Racing Football Club – Gary Vella
- Warwick Society - Antony Butcher
- Warwick Town Council – Cllr Dorothy Da Cruz
- Warwick Town / District Council – Moira-Ann Grainger
- Warwick Town Council – Cllr Stephen Cross
- Warwickshire County Council – Cllr John Holland.

Additionally, specific Warwick District Council Officers have been invited to attend the Working Party meetings to provide a service level input and various meetings and discussions have taken place with Officers throughout the development process. In addition, the WDC Executive Committee has been involved and have given their support to the process.

The Working Party has been chaired by Nigel Hamilton and assisted by consultants, Plincke, who have helped to facilitate the inputs of the individual Working Party members.

A highly inclusive and collaborative way of working has been achieved in the development work needed to bring the initial Masterplan to a point where the wider public response could be assessed. The outcome of the wider public consultation was then taken into consideration

by the Working Party before this final Masterplan's recommendations were completed.

The ultimate responsibility for preparing the Masterplan rests with Warwick District Council. However, significant liaison has taken place with both Warwick Town Council and Warwickshire County Council. The three-council approach has helped to achieve a close integration and understanding of shared strategic objectives both at St Mary's Lands and with related issues in the town, such as sustainable travel.

Role of the St Mary's Lands Working Party

The Working Party is not in itself an approvals body; key approvals are made by Members of Warwick District Council's Executive Committee based upon reports provided by the Chief Executive as the Lead Officer for the project. However, the Working Party has functioned as a non-statutory decision-making body, representing a variety of interests, including the local community via the elected Councillors. The decisions taken have influenced the content of the Chief Executive's Reports to the Executive Committee, ensuring that the items for approval have the Working Party's support. This process ensures that the development and decision making process is highly representative of local needs, whilst scrutiny and approval comes from a District perspective.

In turn, the Executive and Portfolio Holders decide Council priorities and resource allocation and ensure that Council decisions are carried through. In this case they have decided that St Mary's Lands is a key project for the Council and have agreed to release financial resources to deliver the masterplan.

Consultation Process

The masterplan has been prepared through a three-stage process of (i) review the site and its context; (ii) understand the issues from a broad range of stakeholder perspectives; and, (iii) build a consensus on the priorities for the future. The third stage has focused on broader project aims rather than the individual concerns of the Working Party members. This has enabled the Working Party to build consensus around the spatial masterplan proposals and a 10-year strategy for guiding the site based on the four agreed themes:

- Protect St Mary's Lands for People and Nature
- Improve Access and Enjoyment for All
- Support the Local Economy
- Invest for the Future

The public consultation process has been an important aspect in widening this consensus by understanding what level of public support exists. This third, consensus stage has sought to establish the 'legitimacy' of the Working Party's proposals. The outcomes of the consultation process are contained in Appendix A.

Other stakeholders have been involved in the individual proposals and the parallel exercise of updating the St Mary's Land Management and Maintenance Plan. These further parties include, among others:



- Cycle route: Warwickshire County Council Principal Transport Planner & Sustrans
- Entrance improvements: Warwickshire County Council Transport and Highways Engineers, residents of Bread and Meat Close
- Signage, fencing and footpaths: Racecourse grounds maintenance team, FoSML, model flyers, Warwick Society
- Ecology and biodiversity: Warwickshire Wildlife Trust, Midlands Bird Club, Warwickshire County Council Ecologist

- Saltisford Brook car parking: residents of Bread and Meat Close

Land Ownership & Leases

Whilst Warwick District Council is the owner of the land, large parts of St Mary's Lands are leased to stakeholders. Notable lease boundaries are illustrated on the plan opposite.

The use of St Mary's Lands is in part governed by an Act of Parliament that imposes additional constraints upon the site, such as entering into long leases.

- Legend:**
-  Warwick Racecourse
 -  Warwick Golf Centre
 -  Corp of Drums
 -  Racing Club Warwick Football Club





4.0 Constraints & Opportunities

Overview of the Physical Context

St Mary's Lands provides an important recreation, leisure and entertainment facility. Given its role in the local economy and community, the ongoing vitality and viability of the combined site uses require continued management. St Mary's Lands lies within the Warwick Conservation Area, the racecourse main stand is a Grade II Listed Building and the site includes an area rich in biodiversity, that is designated as a Local Wildlife Site.

Most of the site's developed facilities are located to the east and south of the site, with only the racecourse track itself, the golf course and several wildlife habitats extending to the west and north. Whilst a few of the on-site facilities have an on-street presence, facilities such as the Golf Centre, Hill Close Gardens and the Caravan Club are set deeper within the space and have less direct exposure to the public.

As the site falls wholly within Warwick's Conservation Area, the opportunity for signage and branding to advertise the sites facilities is constrained. Current signage is an ad-hoc collection of different styles and sizes.

There is a good network of paths and roads that connect the site with the nearby town centre. Main vehicular and pedestrian access is from the eastern and southern boundaries. There are four car parks on the site, evenly spaced along the boundary.

The site is comprised of several different ecological habitats; a plantation woodland and small balancing reservoir to the north; Warwick Golf Centre to the centre; and Lammas Field, a designated Local Wildlife Site (LWS) to the south. Most of the LWS consists of neutral semi-improved grassland. The golf course and the LWS are encircled by the racecourse track. Beyond the racecourse the land is urban or suburban on three sides but to the west there is a still a network of small to medium grass and arable fields.

There is not an obvious main entrance to St Mary's Lands that would facilitate successful promotion of all the individual stakeholders and all the different parts of the site. The main racecourse entrance, located to the south-east of the site at the junction of Friars Street and Hampton Street is currently inward looking and primarily concentrates on promoting the racecourse. Enhancement of the public realm around this entrance will improve the visual amenity of the site and connectivity to the wider town, whilst providing opportunity to promote all of the St Mary's Lands facilities and stakeholders on an equal footing.

Enhancement of the further three access points to the east and south of the site (Vittle Drive, Linen Street and Hampton Road) would help define St Mary's Lands as a single site, whilst improving pedestrian and cycle circulation, and wayfinding across the site.

Legend

1. Key Entrance
2. Town Edge
3. Hill Close Gardens
4. Heritage Centre
5. Potential Hub Facility
6. Support Services
7. Sport & Active Recreation
8. Biodiversity Zone (Restricted Access)
9. Managed Habitat
10. Wetland Habitat
11. Grandstand Cluster - opportunity for minor intervention
12. Open Site - opportunity for larger scale intervention
13. Area for Streetscape Improvement
14. Smaller Scale Residential Properties

Key Views

- a. Hill Close
- b. Grandstand
- c. Friars Street
- d. Lammas Hill to the town centre



Ecology and Green Space

St Mary's Lands is an important amenity and wildlife resource for Warwick being the largest public open space near the town centre. The site consists of 57 acres (23.21 ha) of semi improved grassland, with evidence of ridge and furrow, several small ponds, and a wooded spinney. Warwick racecourse encircles the site, with a 25-year old broad leaf woodland defining the northern edge beyond the boundary of the racecourse. Gog Brook runs along the western boundary and Saltisford Brook to the eastern boundary.

The Racetrack habitat is maintained as fertile grassland, and re-seeded as required with hard-wearing sward. Several patches of autumn crocus (*Crocus nudiflorus*) are present. The racecourse tenant reports ongoing problems with dogs running loose onto the racetrack, specifically to the north-east corner of the site. The tenants have commenced the installation of fencing in this location with 1.5m native hedge on the car park side to screen the fence. The racecourse tenants have also addressed desire lines across the racetrack replacing compacted and eroded sections with fibre-sand.

The Northern Enclosure habitat is that of a plantation woodland consisting mainly of deciduous trees planted on a ridge and furrow. Some trees have been coppiced in recent years. The ongoing management of the woodland involves the re-cutting of the woodland rides, that began 10 years ago. The woodland would also benefit from variable selective felling, further thinning and general management. The erection of interpretation signage to explain rules of access and wildlife would be beneficial. The Reservoir within the northern enclosure is a standing water habitat with high bunds to exclude general public access. The bunds restrict the view of water from adjacent paths. Proposals exist to seed the bunds using native meadow and tussock grass mix. Improved habitat and facilities for bird watching could be added with relative ease whilst retaining controlled access through licences.

The Golf Course is a formal parkland habitat comprising closely mown grass with roughs and ditches. The spraying-off of vegetation and use of pesticides has been reduced in recent years. Some ditch vegetation has established; further widening and deepening of the ditches would enhance wildlife and amenity interest. The golf centre tenant has commenced dialogue to extend the driving range by removal of the scrubby trees to the north bank. Replacement planting should be considered.

Lammas Field/ Warwick Common, located to the centre of St Mary's Lands consists of two parcels of semi-improved grassland, a wooded copse to the hill to the north east corner, and a storm water attenuation area to the south comprising damp grassland and small pond. The two parcels of grassland are cut in alternate years, with increased frequency to the model aeroplane landing strip. Further over-seeding of the grassland with wild-flower will increase the biodiversity of this area of the site. The damp grassland is cut in strips on a five-year rotation. Dense growth of reeds, rushes and sedges have been noted, with good bird life reported. Increased enclosure to a wider part of this area, supported by interpretative signage, may increase flora and fauna further.

The Gog Brook habitat consists of dense vegetation and mature trees. All watercourses are considered to be of ecological importance. A large number of trees along Gog Brook are reaching maturity and surveys are recommended to inspect the health of the trees and identify works required. Owl boxes have been erected in recent years.

An updated ecology survey will be undertaken as part of the Management and Maintenance Plan (MMP) review to inform a biodiversity strategy for the site.



Sport and Recreation

Golf

Warwick Golf Centre consists of a 2862yd nine-hole par 34 golf course and floodlit driving range. It is open to both the general public and to members. It is one of six golf courses within a five-mile radius of Warwick town centre. Facilities at the club include club and trolley hire, changing rooms, a pro-shop and putting area.

Whilst the centre receives mainly positive reviews, some consider that re-modelling the driving range and providing fewer bays will allow the centre to update its provision to modern standards, appealing to a greater number of users. Similarly, further development of the club house building and provision of a dedicated car park located closer to the centre would make the facility more attractive to the public.

Football

There are three existing grass football pitches located on St Mary's Lands. One pitch is located within the leased enclosure of Racing Club Warwick Football Club (RCWFC), with a further two located to the southern end of the centre of the racecourse.

The enclosed pitch is for the exclusive use of RCWFC, and is overlooked by a supporters' stand and is lit using column mounted floodlighting to the pitch corners. Matches are played mainly at the weekends, but there are also weekday fixtures. RCWFC have aspirations to increase their youth teams. Creation of an all-weather surfaced MUGA and play area adjacent to the club would encourage a pathway to sport. Recreation of the play area would replace the facility originally lost when the flood alleviation works were carried out to the south of the site in 2005 and would strengthen ties with the nearby Forbes estate.

The two football pitches within the racecourse are available for rent on an annual basis by local football teams

for fixtures on both Saturdays and Sundays. Both pitches are poorly drained and mown infrequently during the football season. Improving the drainage via soak-aways will support increased use, generate additional revenue and in turn off-set maintenance costs and improve local access to sport. There is further opportunity to drain the pitches into a bio-swale which could be linked to improving habitats and increasing biodiversity on the site.

Model Aircraft Flying

St Mary's Lands is one of two sites where the public are permitted to fly model aircraft within the District. Warwick District Council have set out several rules that they expect model flyers to follow to ensure the safety of others without unduly disturbing other site users or nearby residents.

Whilst the Model Aircraft Club has a long-standing history within Warwickshire, concerns have been expressed that flying may have a detrimental impact upon ground nesting birds as the shadow of the model planes might resemble birds of prey. Clearer demarcation of the flying zone and landing strip through a combination of physical markers and site signage would ensure all site users are aware of agreed boundaries.

Walking & Recreation

The racecourse perimeter is just under two miles and is popular with walkers. The track laid to the inside is accessible for all. There are a number of public rights of way across St Mary's Lands including several marked footpaths that are popular with joggers and dog walkers. The small hill in the middle of the site is popular with kite flyers.

Fishing

Licences for fishing on the Warwick Racecourse Reservoir are available for members of the Warwick and District Angling Association (WDAA).

Birdwatching

Local birdwatching groups have recently recorded that the reservoir attracts Grey Wagtail and many species of Warblers who feast on the flies along the western edge. Little Grebe has been identified as attempting to nest the site, but due to the constantly changing water levels in the reservoir this species has not adapted. The visual and wildlife quality of the reservoir should be improved whilst at the same time maintaining restricted access and safety. Access should be through a membership entrance only with the possibility of controlled access. Increasing and varying the existing habitats on site, such as retention pools to assist drainage would likely increase the number of bird species present on site. Sightings of breeding Skylark have recently been recorded.



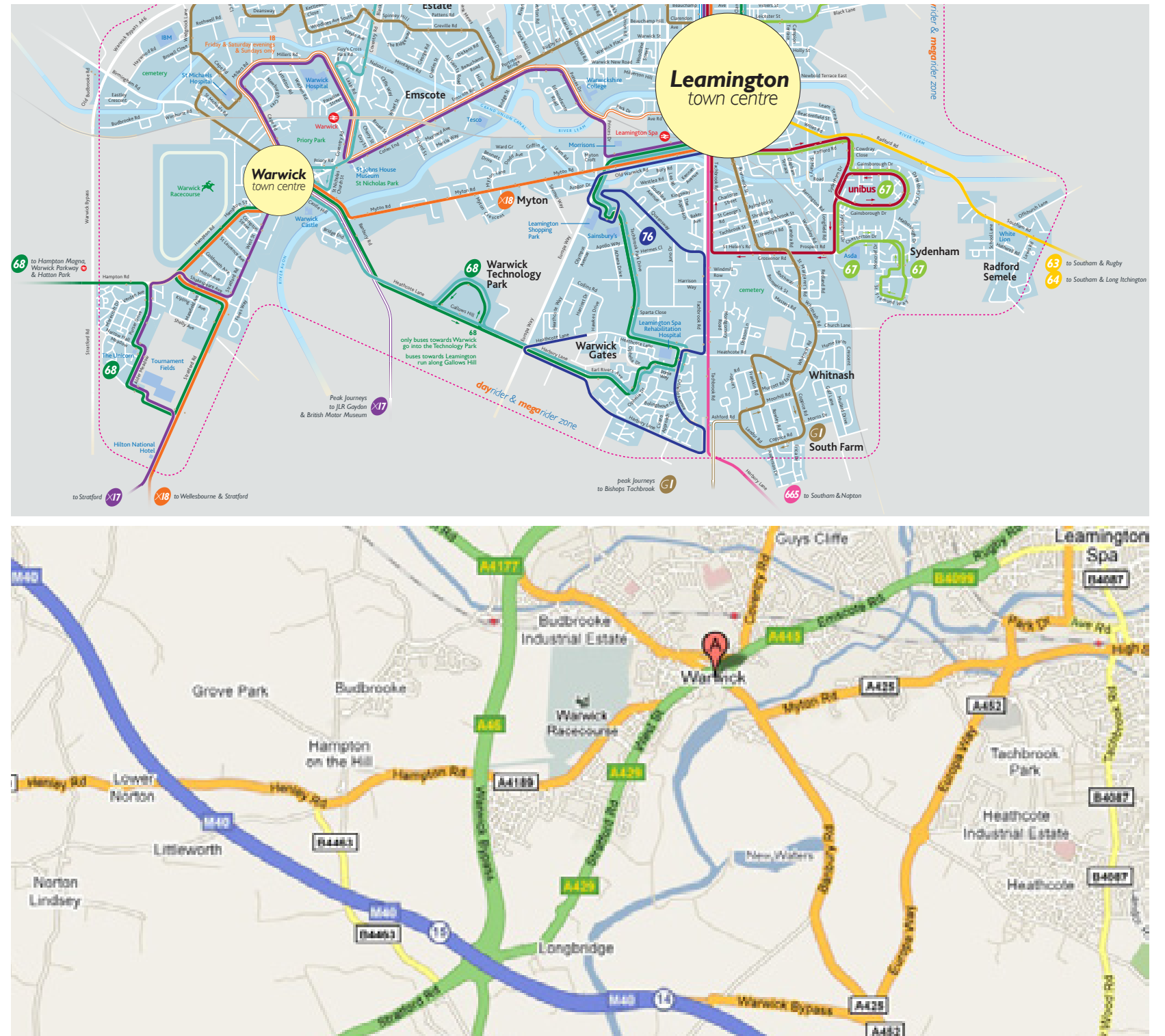
Access and Transport Links

St Mary's Lands is located to the west of Warwick town centre. It is easily accessible by car via either Stratford Road (A429) or the Birmingham Road (A425), which are both direct routes from the Warwick Bypass (A46) and the M40. The site (Warwick Racecourse) is signposted from the A46.

Warwick rail station is approximately a twenty-minute walk from St Mary's Lands. The town centre is well signposted from the rail station, with a small number of Warwick Racecourse signposts commencing from the town. Signage for the wider facilities at St Mary's Lands either do not exist or are poorly located.

Warwick Parkway rail station is located geographically closer to the site, though as principally a commuter station offering out of town parking, it has less well defined pedestrian and cycle connections. However, it is possible to traverse between the site and the station via the industrial estate and Saltisford Canal. This route could be further enhanced with new signage.

There are several bus routes to the site perimeter, most notably Hampton Road and Birmingham Road, that offer frequent timetabled services between Stratford and Leamington. A bus service to Warwick Parkway rail station also runs from Hampton Road. Connecting services provide routes to Southam, Rugby and Coventry.



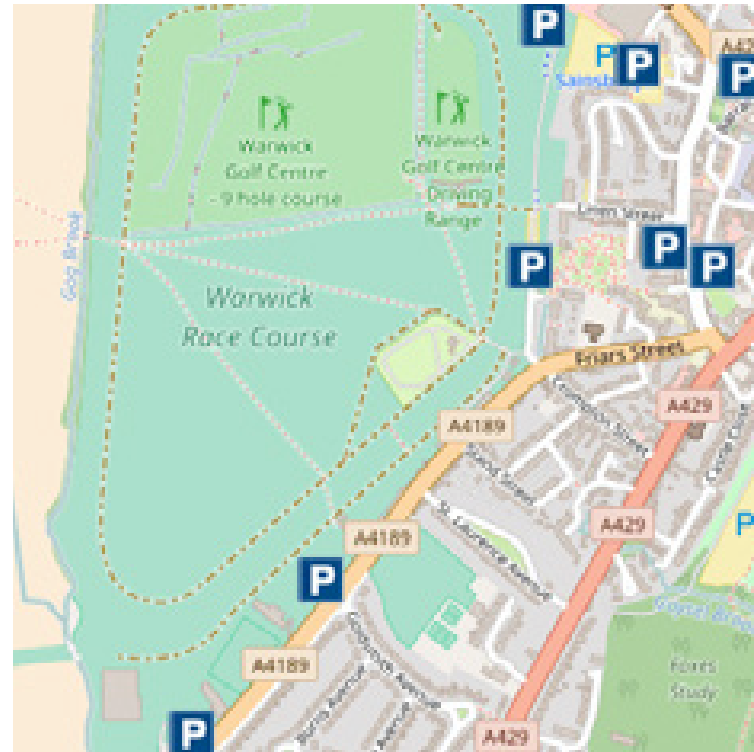
Parking

There are currently four official pay and display car parks within the boundary of St Mary's Land, providing a total of some 350 demarcated spaces. The car parks are all located on the east boundary, spread broadly equidistant apart.

St Mary's Area 1 and Area 2 Car Parks are located to the south of the site adjacent to Racing Club Warwick Football Club. Area 2 is closer to the racecourse buildings. Area 3 is located to the north of the main racecourse entrance, near Hill Close Gardens and Warwick Golf Centre. Car Park 4 is the most northerly, located at the north-east corner of the site. All four of the car parks are closed to the general public during Race Days. In addition to the designated car parks located within the site boundary, further pay and display on-street parking is possible on Hampton Street.

Expansion of the on-site car parks, specifically Car Park Area 2, would support greater use of the site and address increased demand following improvements of the sports facilities and addition of further commercial ventures, such as a hotel, on the site. Expansion of Car Park 2 may also improve town centre circulation during race days.

Rationalisation and the minor re-design of Car Park Area 3, required to support improved cycle and pedestrian connectivity across the site, would provide a net gain of 20 spaces in this location.



Legibility and Wayfinding

Existing site signage, either directional or interpretative, is limited. Signage that does exist appears ad-hoc, poorly arranged and located, and does not form part of a coordinated wayfinding and information strategy.

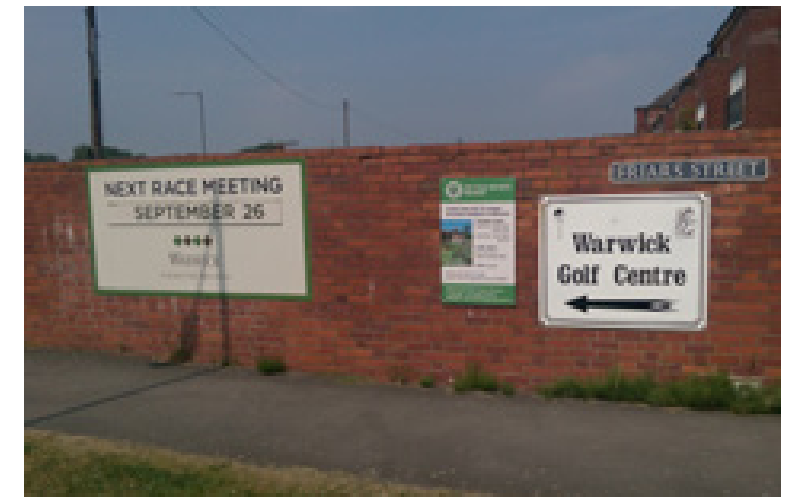
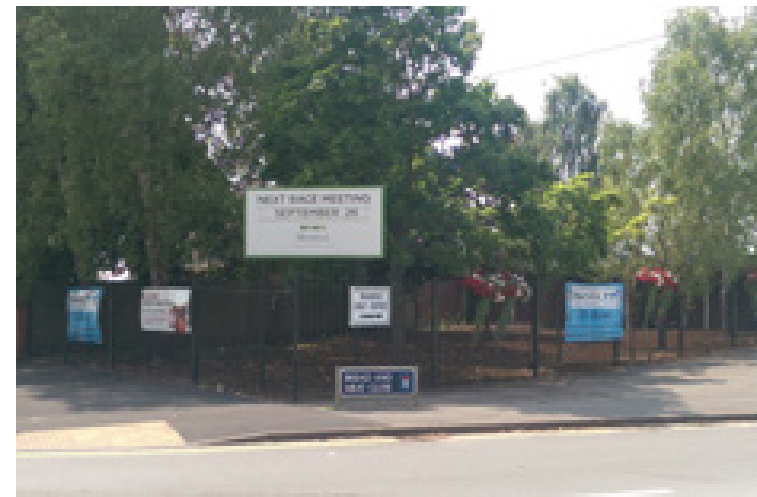
Existing site interpretation boards promoting and explaining the importance of the Local Wildlife Site are more recent and are positioned relative to the habitat they are describing. These could easily be accommodated in a wider site wayfinding strategy.

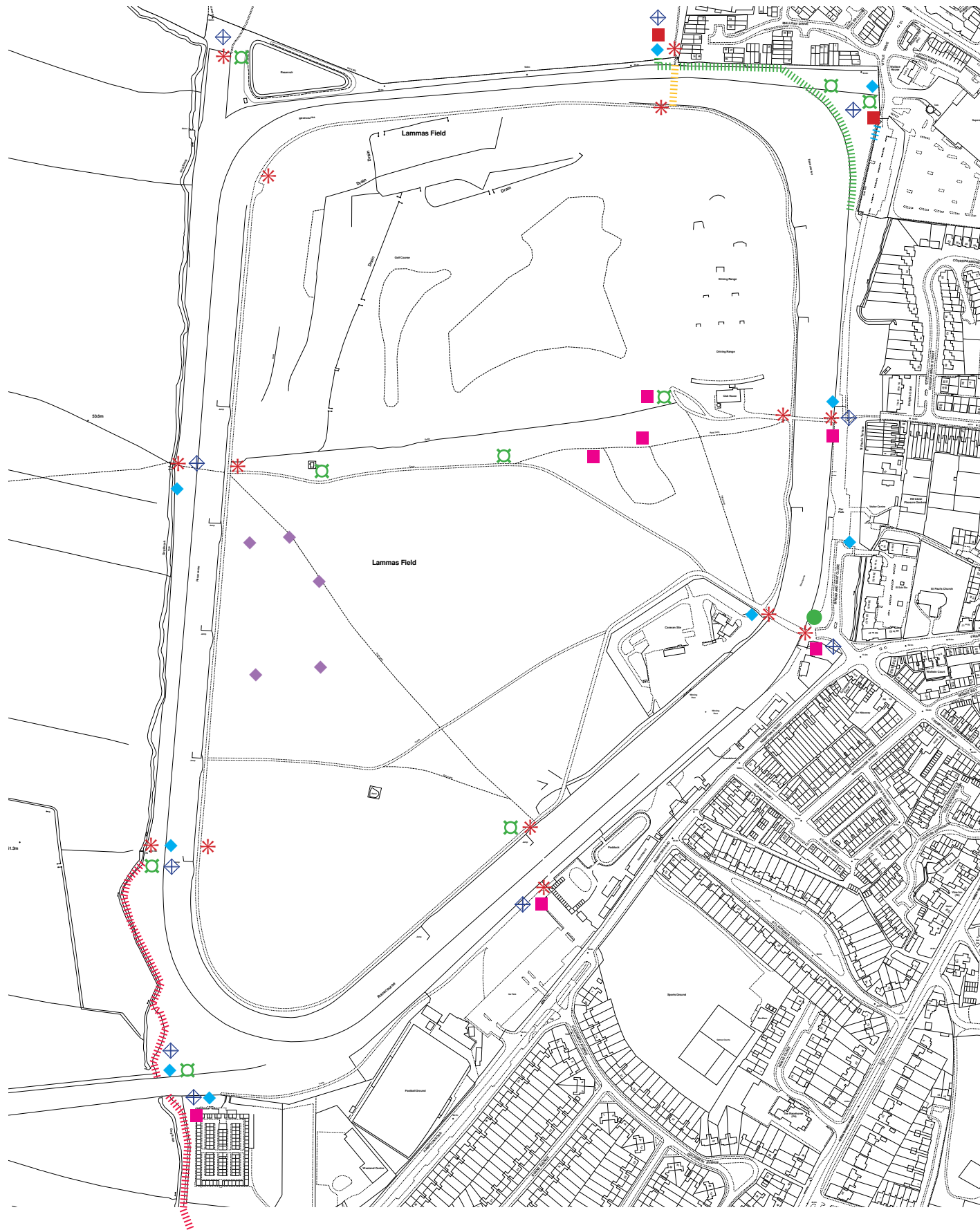
As the site falls wholly within Warwick's Conservation Area, the opportunity for signage and branding to advertise the sites facilities is restricted and further dialogue and approval with planning would be necessary.

A coordinated branding and signage strategy, including placement of new directional signage accompanied with interpretative signage at key site entrances would improve wayfinding across the site and legibility on arrival, whether this is by foot, car or public transport.

Further opportunity exists to coordinate new site furniture, such as benches and litter bins, alongside any new site signage. An initial strategy is illustrated on the plan opposite.

The addition of wider signage outside of the site boundary, improving connections from the town centre and the local rail stations, could be added to the strategy in the future.





Legend:

- ||||| New Timber Post & Rail Fence With Wire Mesh & Native Hedge (Offset 3.0M From Running Rail)
- ||||| Removal Of Existing Post & Rail Fence
- ||||| Footpath Improvement To Gog Brook
- ✱ Formal Access Point
- Site Entrance Signage
- ✱ Finger Post
- Interpretation Board
- Bench Position
- ◆ Dog Waste Bin & Bag Dispenser
- ||||| New Fibresand Crossing
- ◆ Model Flying Club Boundary Markers - Detail Tba

Walking and Cycling

Pedestrian access between the site and the town centre is very good. There are several existing and well-used pedestrian routes and entrance points to the site's east and southern boundaries, providing key circulation to/ from west Warwick. In addition to being used by local school children, the wider public also use site to access Sainsburys from the Forbes Estate. A pedestrian bridge also crosses the rail line to the north-west corner of the site providing access from St Mary's Lands to the Budbrooke industrial estate.

A number of Public Rights of Way cross St Mary's Lands. The majority traverse east to west, with several others providing connections north to south (WB9, WB9a, WB10, WB11, WB12, WB13, WB13a and WB14).

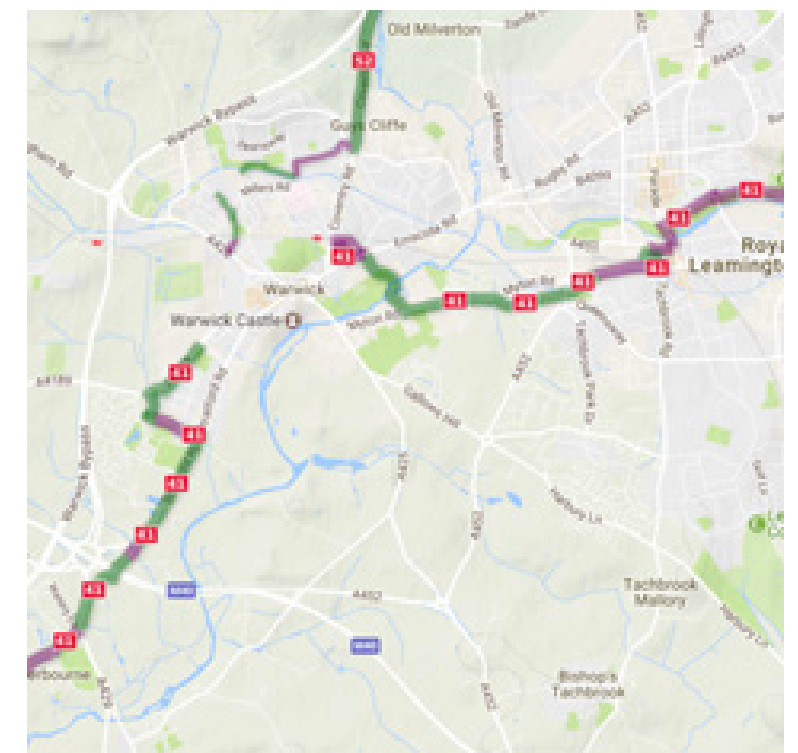
National Cycle Route 41 ('The Lias Line') is a long-distance route that when completed will connect Bristol, Gloucester, Stratford upon Avon and Rugby. The existing route follows the Stratford Road (A429) approaching Warwick from the west, prior to joining Hampton Street (A4189) and running along the south boundary of the site adjacent to the Football Club and Racecourse. The demarcated route terminates short of the racecourse grandstand where the adopted highway narrows and insufficient space exists for a safe, shared route. Route 41 commences again on the east side of the town centre.

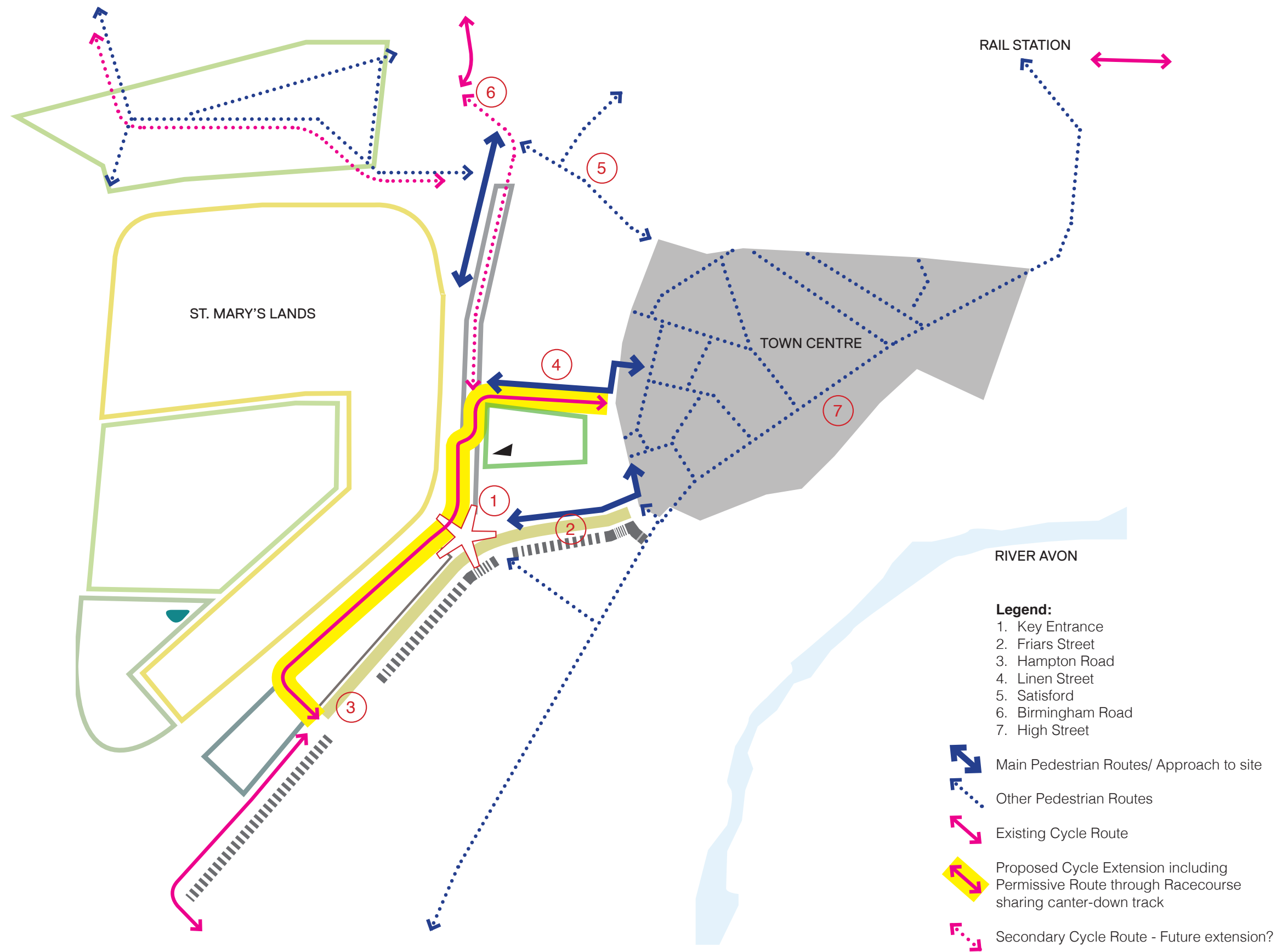
Route 52 starts at Warwick and finishes just west of Loughborough, where it joins National Route 6, via Kenilworth, Coventry, Nuneaton and Coalville. There are some short gaps through Coventry city centre, the suburbs and Kenilworth town centre.

To complete a comprehensive network of cycle routes through the town, provision of a shared surface path from the south of the site (Hampton Road) to the north-east corner (Vittle Drive) will connect into established national cycle routes.

Whilst the east of site is currently well used by pedestrians and cyclists alike, the creation of a new formal shared footpath and cycle path would provide a safer, car-free route across the site. This route would assist in site wayfinding and improve connectivity between the town centre and site facilities located on the site's eastern and southern boundaries. A further extension of this shared route to the north through Jubilee Wood, using the existing bridged connection to cross the rail line, would improve links to Warwick Parkway rail station.

Provision of new shared cycle and pedestrian routes that connects each of the four site entrances (Bread and Meat Close, Linen Street, Hampton Road and Vittle Drive), using a standard palette of materials will help to define St Mary's Lands as a single site. This could be achieved at a relatively low cost using a decorative surface finish applied over existing paths. The opportunity to further enhance pedestrian and cycle access and site routes, linked to a coordinated signage and wayfinding strategy, also exists.





Biodiversity & Local Wildlife Site

St Mary's Lands was designated as a Local Wildlife Site in 2012. Local Wildlife Sites are defined areas identified and selected locally for their nature conservation value. Their selection takes into account the most important, distinctive and threatened species and habitats within Warwickshire. They may contain a diverse range of habitats including flower rich meadows, ancient woodlands, ponds, swamps, fens and mires, providing a home to many native plant and animal species including a number of rare, declining or protected species.

Warwickshire Biological Records Centre describe the site as:

*A large, flat, well drained site with rough semi-improved grassland, scattered trees, relict hedgerows and a further hedgerow bordering a stream along the west side of the site. St Mary's Lands comprises of a large area of neutral semi-improved grassland dominated by a mix of grasses including meadow foxtail *Alopecurus pratensis*, sweet vernal grass *Anthoxanthum odoratum* and yokshire fog *Holcus lanatus*. Diversity and abundance of forbs is improving gradually with more sensitive management. Species include abundant bulbous buttercup *Ranunculus bulbosus* and meadow buttercup *R. acris*, with frequent common knapweed *Centaurea nigra* and ladies bedstraw *Galium verum*. More locally-frequent species include pignut *Conopodium majus*, common cat's ear *Hypochaeris radicata* and goat's beard *Tragopogon pratensis* with occasional yellow rattle *Rhinanthus minor*. There is also an area of rush pasture and wetland, with a small pond and spring towards the southern end. The site supports breeding meadow pipit *Anthus pratensis*.*

St Mary's Lands qualified as a Local Wildlife Site with 13 scientific and 17 community criteria applying. The Local Wildlife Site designation is non-statutory so sites are not directly protected by any national legislation. They are, however, afforded protection through planning policies

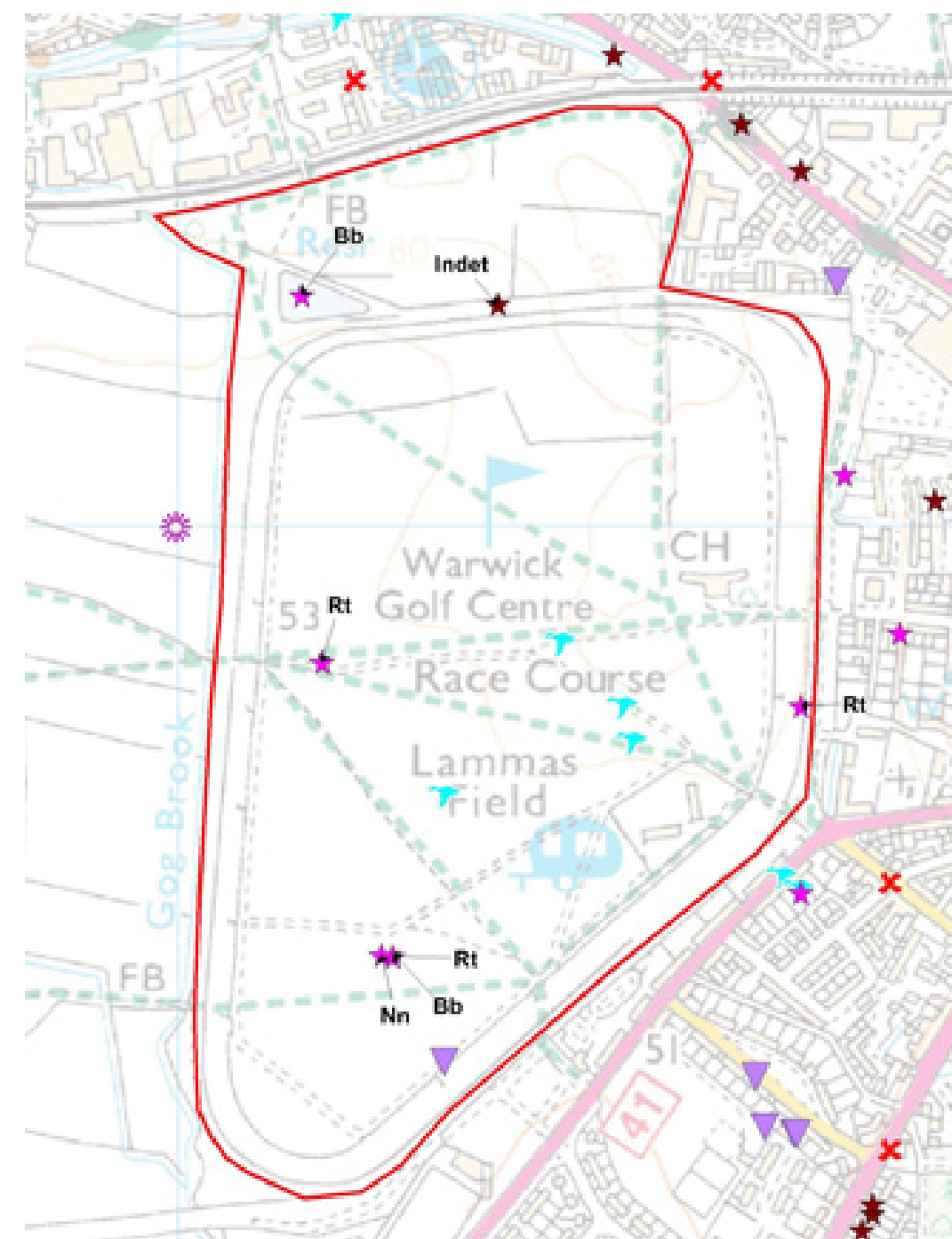
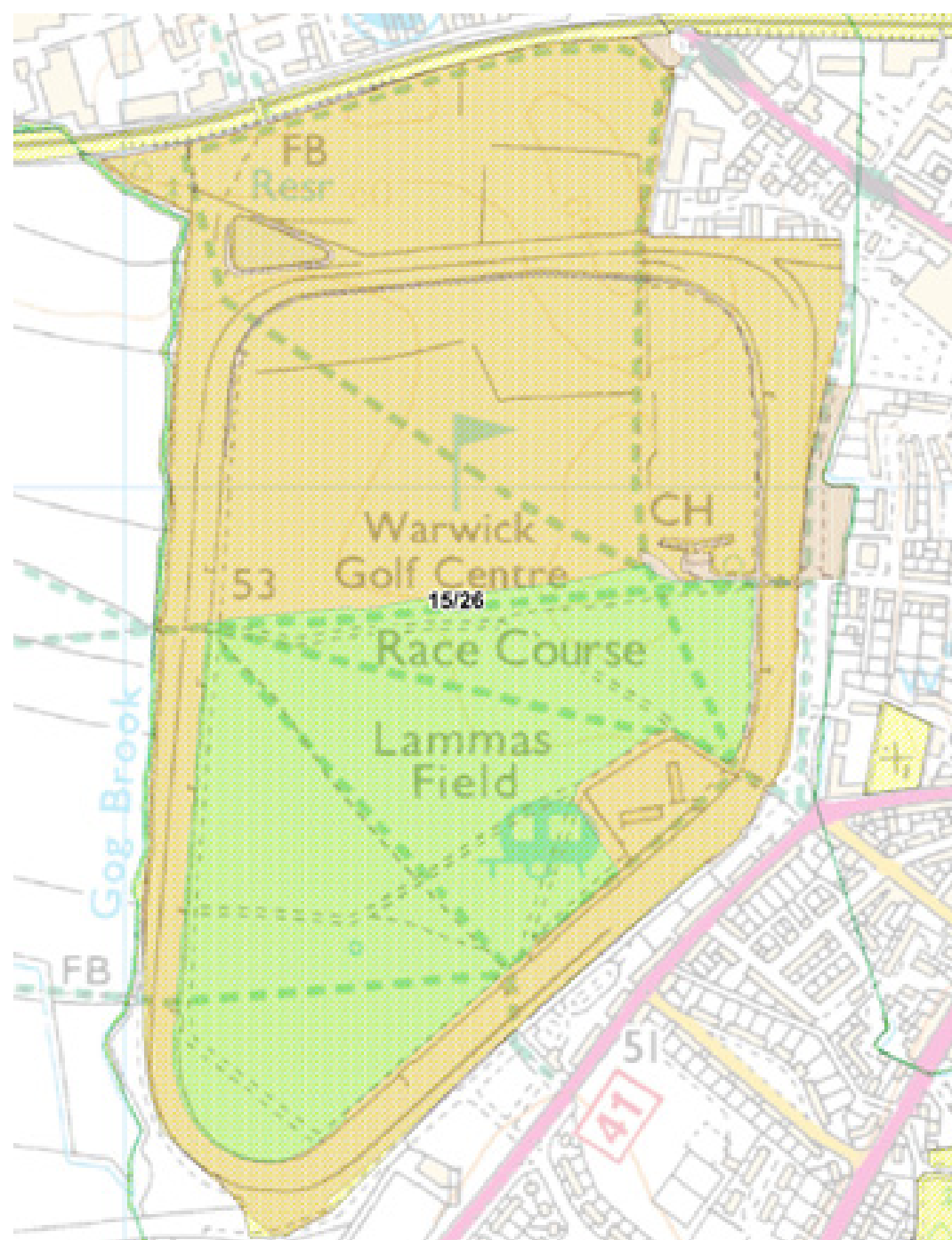
such as Planning Policy Statement 9 (PPS9) which recognises that Local Wildlife Sites have a fundamental role to play in helping to meet overall national biodiversity targets. It also advises Local Authorities on the need to develop local policies to protect sites. In the last five years legislation such as the Natural Environment and Rural Communities Act 2007 and the Environmental Impact Assessment Regulations for uncultivated and semi-natural land (2006) can sometimes provide regulatory protection relevant to Local Wildlife Sites.

Warwick Racecourse uses the reservoir to the north of the site for irrigation. To top the reservoir back up again, an abstraction license allows water from Gog Brook to be used. The addition of floating islands to the reservoir may be beneficial in helping to encourage the return of the Little Grebe bird species. Local ornithology groups have requested a platform with screens to allow members of the public to observe the area and enjoy birdwatching without disturbing the wildlife. This should have minimal conflict with the existing fishing use of the site.

Management of the grassland has been ongoing since 2012, and through over-seeding and managing the cutting of the grass at different times of the year, works have enhanced the site for biodiversity, creating wet grassland and tall herb habitats. The grassland habitat has a varied mix of flowers and grasses including Common Knapweed, Ox-eye Daisy, Lady's Bed Straw, Pignut, Ragged Robin and Autumn Crocus. Management of the site's flora has seen a positive increase in the site's fauna. The site provides homes for a multitude of bird species, the most notable being the Skylark, which are now breeding on the site. In addition, the grassland provides food and shelter for a host of amphibians and insect species, such as bees, grasshoppers, butterflies and moths.

The biodiversity strategy for the site will be reviewed as part of the Management and Maintenance Plan (MMP) update.



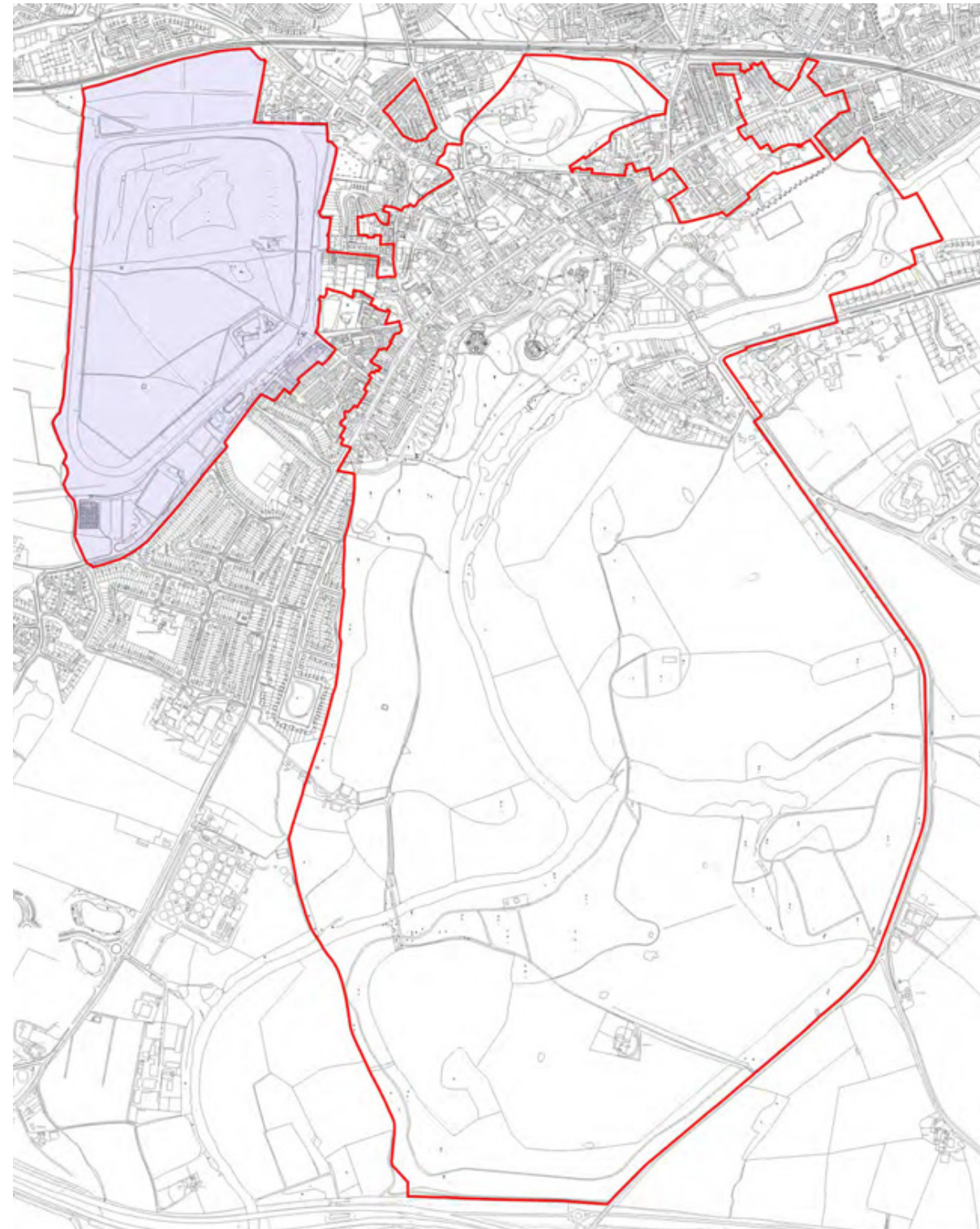


Conservation Area

Conservation areas are designated under Section 69 of the 1990 Planning Act which defines Conservation Areas as “Areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.”

Conservation areas exist to protect the special architectural and historic interest of a place, including the features that make it unique and distinctive. There are extra planning controls in Conservation Areas, covering the external appearance of buildings and works to trees. These controls are intended to protect the architectural and natural features that make the place special.



Warwick Conservation Area was extended in April 2010 to include St Mary's Lands.



Listed Buildings

The following designated assets are either within the site boundary or in close proximity to St Mary's Lands.

- 26 Hampton Street, Grade II Listed Building
- 20 Hampton Street, Grade II Listed Building
- 21, 22 Hampton Street, Grade II Listed Building
- 23 Hampton Street, Grade II Listed Building
- 27 Hampton Street, Grade II Listed Building
- 6 Hampton Street, Grade II Listed Building
- Pavilion at Linen Street, Grade II Listed Building
- Main Grandstand building at Warwick Racecourse, Grade II Listed Building
- Pavilion at Hill Close Gardens, Grade II Listed Building
- Hill Close Gardens, Grade II* registered park and garden
- Church of St Paul, Friars Street, Grade II Listed Building

-  Grade II Listed Building
-  Grade II Registered Garden



Flood Risk

The Environment Agency's (EA) published Flood Map for Planning, which provides a general estimate of the likelihood of flooding across England and Wales, identifies the east of the site as lying within Flood Zone 1. The south of the site is located within Flood Zone 2, with a large extent of the west of the site in Flood Zone 3.

The site provides a passive flood defence role. Flood alleviation basins have been incorporated to the south west (Gog Brook) and east (Saltisford Brook) of the site.

Flood Zone 1 is land assessed as having a less than 1 in 1,000 annual probability of river flooding (<0.1%).


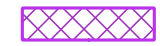


The EA define Flood Zone 2 as an area that may have an annual chance of flooding of between 0.1% and 1% (i.e. between a 1000 to 1 and a 100 to 1).

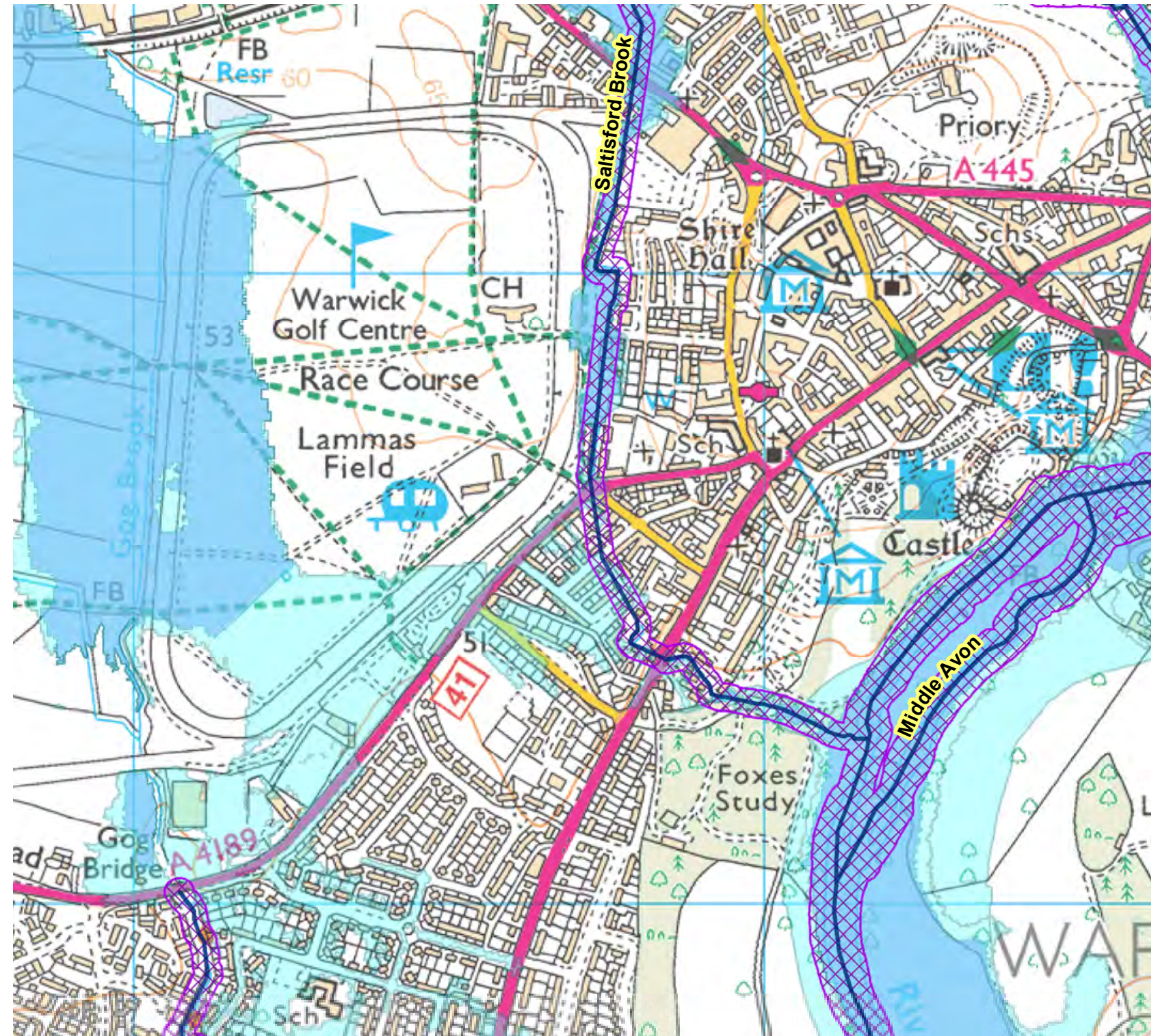
Flood Zone 3 land is assessed as having a 1 in 100 or greater annual probability of river flooding, ignoring the presence and effect of flood defences.

Detailed dialogue with the Environment Agency will be required for any proposals located within either Flood Zone 2 or Flood Zone 3.

In addition, it is noted that the frequency and impact of flooding is likely to increase with climate change.

Legend

-  Main Rivers
-  Bank Top ePlanning Tool
-  Flood Zone 2
-  Flood Zone 3



Landscape and Building Quality

The landscape is largely created by the interaction between the ‘formal’ racecourse which encircles the site, the managed golf course to the north, and the ‘informal’ meadows that make up Lammas Field to the south of the site.

The plantation woodland to the north of the site consists of mainly deciduous trees, and is managed through coppicing and re-cutting of the woodland rides. The character of the woodland with its informal paths, glades and developed canopies provides a contrast with the more open nature of the wider site.

The 9-hole course at Warwick Golf Centre consists of several stands and individual mature trees. The golf course has a formal parkland character, made up of close mown grass edged with long meadows and naturalised ditches.

Lammas Field was designated a Local Wildlife Site (LWS) in 2012. LWS’s represent the most important wildlife sites outside Sites of Special Scientific Interest (SSSI), they are selected against written criteria that have been agreed between Natural England, Warwickshire Museum, Warwickshire Wildlife Trust and the Local Authorities. LWS’s are of regional and local importance and their conservation is considered critical if we are to maintain a landscape rich in wildlife. The LWS provides a patchwork of managed grassland meadows forming a variety of flowering habitats including neutral semi-improved grassland and wet grassland including a pond and marginal swamp species.

Buildings are an integral part of the landscape at St Mary’s Lands. The racecourse main stand is a Grade II Listed Building, with several others of notable and listed quality, immediately on the boundary of the site.

The visitor centre and café within Hill Close Gardens is

a more recent building. The single storey structure is a modern contemporary design, triangular in plan with a flat roof. The form of the building responds to the historic layout of the gardens, with the facing material making reference to terracotta plant pots.

The Warwick Golf Centre and Caravan Club buildings are more functional in their nature, and appear as ‘ancillary’ structures in the wider landscape. The buildings are generally timber or metal sheet, single or 1.5 storeys in height, and provide support functions for the wider facilities that they serve. A small brick built structure with tiled roof is located to the centre of the Caravan Club site providing toilet and laundry facilities.

The buildings associated with the racecourse including the listed grandstand and the more recent paddock stand are larger, taller structures, equivalent to 3 or 4 storeys. The main racecourse buildings, along with the parade ring transitional stables, are grouped on the site’s east boundary. The racecourse buildings consist of a combination of brick built, concrete and more recent block and metal roofed structures providing viewing terraces overlooking the racecourse, on-site conference, betting and catering facilities. A large semi-permanent marquee to the south of the main stand provides dining facilities for larger groups.

Towards the south of the site, a group of large brick built single storey buildings with pitched roofs provide ancillary structures associated with Racing Club Warwick FC and Warwick Corp of Drums. A more recently constructed brick built and metal decked stable block is located to the south of the site.

Events Management

Events often bring a community together, create opportunities to share experiences and build collective memories. When well planned and well organised, events are an important part of building social cohesion, attracting visitors to an area and can bring economic benefits. However, without careful planning and management, events can cause a significant impact on the quality of life for those living nearby, including parking, traffic and access issues, noise and anti-social behaviour. Events can also prevent other users from enjoying a recreational resource and events can also have a highly detrimental impact upon the quality of the outdoor space through over-use, littering, compaction and erosion.

St Mary’s Lands offers good infrastructure and close-by parking for a range of events and increasing the nature and appeal of these would assist in promoting the space as a destination rather than just a local park. A clear set of management guidelines are required though in order to ensure that events are well-planned and well-managed. The review of the Management and Maintenance Plan will need to clearly set out these guidelines for the type of events, their locations and after care responsibilities for event holders to ensure that the impact of events is minimised and carefully managed.

Key Views and Vistas

Warwick town centre, located to the east of St Mary's Lands, is in an elevated position overlooking the site. The view from Theatre Street, looking down Linen Street (View 1), is from a position some 20.0m higher than the Golf Centre. Whilst the majority of the site is screened by housing, a glimpse of mature trees can be seen from the edge of the town centre.

Removal of the wooded coppice between Hill Close Gardens and the racecourse (View 2) will re-establish historic views from the Pleasure Gardens to Lammas Field/ Warwick Common.

The view from Bowling Green Street, looking towards the site along Friars Street (View 3) is from a similar elevated position, albeit in this instance only 10.0m above the level of the site. The access to the racecourse is seen clearly on this approach, and this view reinforces the proposal to enhance this as the main site entrance.

Views of the wider site, looking north (View 4) and south (View 5) from the racecourse grandstand, are dominated by the Caravan Club site. Warwick Golf Centre (centre) and Hill close Gardens (right) can be seen in View 4. The area designated as a Local Wildlife Site (LWS) is seen to the centre of View 5.

The wooded spinney to the centre of St Mary's Lands is one of the high points on the site, affording views to open countryside to the west (View 6) and the town centre to the east (View 7). The mature wooded coppice to the centre of View 7 prevents a visual connection to the Hill Close Gardens.

View 10 captures a longer view of the site, taken from St Mary's Church. The image shows the racecourse and its associated buildings, with the Local Wildlife Site and Warwick Caravan Club on the right, and open countryside beyond. The 'green' character of the site appears continuous in both south and west directions.



Key

1. Town Centre/ Linen Street towards St Mary's Lands
2. Hill Close Gardens towards St Mary's Lands
3. View towards the racecourse entrance down Friars Street
4. View looking north from racecourse grandstand
5. View looking south from racecourse grandstand
6. View west looking over LWS with arable fields beyond
7. View towards Hill Close Gardens from the 'knoll' with the town centre beyond
8. View north west towards Sainsbury's and the Vittle Drive entrance
9. View south towards racecourse buildings from the 'knoll'
10. View south-west over the racecourse from St Mary's Church







Summary of Constraints and Opportunities

Summary of Constraints

The constraints affecting St Mary's Lands are both positive and negative. For example, its designation as a Conservation Area is a constraint but also useful in identifying the site's importance in the setting of Warwick. Whilst other constraints, such as a funding or skilled resources are harmful to the achievement of the masterplan objectives are negative constraints.

Four key positive constraints have been identified and this masterplan seeks to strengthen these where possible:

- Conservation Area and Listed Buildings serve to identify and protect the site's special qualities and heritage value. These constraints need to be considered in the day to day management of the site and any proposed changes highlighted at the early site planning stages
- The wildlife value of the site needs to be taken into consideration during the day to day management, any development and in the use of the space for events and activities. The potential for increasing the site's biodiversity is considerable, but this may require restrictions and control measures to enhance biodiversity, which could constrain public accessibility and other uses
- Preserving the site's open landscape character and the key views and vistas will constrain some types of development and inform management and maintenance operations, such as tree planting and felling
- The diversity of uses at the site, including the Racecourse, impose constraints upon public access. The benefit of such uses and the organisations that contribute to the overall offer and experience of visiting St Mary's Lands is significantly enhanced by their presence, extending both the audience reach and audience depth of experience. Whilst

imposing constraints, the solution must lay in good management and planning control to ensure that a balance is achieved to sustain the diversity of offer to a wide range of audiences whilst ensuring access to a free-to-use public space.

The negative constraints that this masterplan has considered can be summarised as:

- Conflict over the 'agenda' for St Mary's Lands, especially in relation to loss of green space, increasing events, and the commercialisation of the public space
- Lack of funding to deliver the proposed enhancements
- Lack of skills and knowledge to implement a programme of works to develop biodiversity
- Erosion of wildlife value through unrestricted public access and insensitive management
- Loss of recreational and leisure value, especially free-to-use value, as other activities are increased or the funding to provide these values decrease
- Loss of business and financial sustainability putting further pressures upon the funding to maintain or enhance the site.

Summary of Opportunities

The opportunities exist to ensure that these constraints are addressed and a balance achieved between the competition for uses and resources. In setting out for the first time a clear vision and set of objectives, it is hoped that this masterplan's balanced set of proposals will help to reconcile the opposing interests. In particular:

- A clear understanding of how site zoning can assist with reconciling different usages and levels of access alongside the desire to protect and enhance wildlife interest
- A clear understanding of the need to protect and preserve the green space alongside the additional planning guidance for any future development is intended to reduce conflict and provide a constructive framework for decision making
- By building capacity with other partners and potential funders, additional opportunities can be identified to achieve the plan's objectives. The delivery plan has identified where some of these 'capacity builders' may exist
- The value of partnership working between organisations and thorough and meaningful public consultation is a key opportunity to progress these proposals
- The better promotion, understanding and availability of public advice will help to increase visitor enjoyment and responsible use of the site, whilst interpretation will add depth to the visitor experience
- Positive promotion and well-planned communication will help to build trust and understanding between all parties, ensuring that the site meets the leisure, sporting, and recreational needs of a diverse audience now and in the future.

Long term opportunities exist to ensure that St Mary's Lands contributes positively to the image of Warwick

and Warwick District as an attractive place to live, visit and invest. A successful Racecourse, well-planned and managed events, gardens trail and access to nature are all compelling reasons to ensure the success of this masterplan. The opportunities are immense for this site as is the need to ensure that it remains a resource to green space on the edge of the town for local enjoyment.



5.0 Development Strategy

SWOT Analysis

At the outset of the development process, the key stakeholders were invited to complete a Strength, Weaknesses, Opportunities and Threats (SWOT) analysis of St Mary's Lands. The purpose was to identify whether particular concerns were re-occurring between organisations and to provide a greater depth of the issues to set out the Working Party priorities. The completed SWOT analysis is contained in Appendix 3. The SWOT analysis identified that there were currently more weaknesses than strengths at the site but importantly more opportunities than threats. As weaknesses and strengths represent where St Mary's Lands is at now and opportunities and threats are about the future, it was seen as positive that whilst the site is currently failing to achieve its potential at many levels, with careful planning, it could be substantially improved.

Out of the many inputs received, six re-occurring themes were identified:

- Partnership Working and "Trust" was lacking
- Identity and Purpose: balancing competing agendas was unresolved
- Business Continuity and Contribution Back were concerns
- Access and Signage was considered to be poor
- Planning and Capital Projects: setting the parameters for future change
- Funding the Delivery and After-care was a worry.

The SWOT analysis also identified that often small scale problems were getting in the way of agreement on larger, more pressing issues by creating entrenched positions between stakeholders with different interests and agendas. It was important to separate the items that this Masterplan would concentrate on: principally the capital works elements and spatial, planning strategy whilst the review of Management and Maintenance Plan could more effectively deal with the operational issues. This

distinction has been useful in 'clearing the agenda' for this report and has resulted in a highly focused approach to developing the strategy to address the key issues of the site's future direction, protection, value and purpose.

Strategic Fit

The Masterplan has been developed to support with a range of strategic Council objectives to ensure that there is a strong fit with other initiatives. These include the core Fit for the Future Programme (FFF). The FFF Programme is designed to deliver the Sustainable Community Strategy (SCS) for Warwick District and to that end amongst other things it contains a number of significant projects. St Mary's Lands is one of the Council's key projects in the FFF Programme. Therefore, this Masterplan should be seen as the way forward for implementing one of the Council's key projects.

The FFF Programme has 3 strands and the Masterplan proposals in relation to each of these strands is as set out below:

- **Service:** Maintain or Improve Services – the proposals will allow for the overall area to be enhanced and more specifically enabling the existing facilities and services to continue to be operated and enhanced.
- **People:** Engaged and Empowered Staff – the proposals are helpful in engagement terms as they will involve a range of staff across the Council and in empowerment since these will be helping to deliver schemes of direct benefit to the local community.
- **Money:** Achieve and Maintain a Sustainable Balanced Budget – the proposals may help the Council in addressing its financial revenue situation via making better use of its physical assets.

The Council's approval of a Sustainable Community Strategy (SCS) for Warwick District entails Prosperity as one of its five key themes. Under this theme priorities relevant to St Mary's Lands are:

- Ensuring effective promotion of the district to attract growth
- Making better use of public assets to increase financial rewards

- Incentivising growth of existing businesses and attracting inward investment.

To do this the Council has committed itself, among other things, to:

- Using public land/assets to stimulate growth
- Ensuring a co-ordinated approach to inward investment.

The Masterplan proposals are especially important to this theme given the significant impact it has on Warwick town's local economy by virtue of the numbers of visitors it could attract each year.

The proposals are also relevant to the SCS in respect of its Health and Well Being theme, since many of the organisations' activities encourage people to participate in sporting and cultural activities, especially for younger and older people. Moreover, the SCS seeks to aid those areas of social and economic deprivation in the District to improve them to the level of the District overall. The Forbes Estate is part of one such area of deprivation. This is also likely to aid the Council's Safer Communities work.

Part of St Mary's Lands is also designated as a Local Nature Reserve (LNR) and all of it is part of a Conservation Area. There is also a significant Listed Building (the grandstand) within the site. Hill Close Gardens immediately abut St Mary's Lands and is a popular visitor attraction. The Gardens are Listed Grade II* on the Historic England Register of Parks and Gardens, making the gardens of more than local significance. Consequently, the area is important to the Council's SCS agenda relating to promoting Sustainability.

Local Plan

The Council has also agreed a strategy statement "The future and sustainable prosperity for Warwick District", which amongst other things seeks to:

- Support the growth of the local economy
- Maintain and promote thriving town centres.

The Council has determined that a spatial masterplan should be developed for St Mary's Lands via public consultation as it recognised that it is an essential community amenity that needs to receive the necessary investment to enable its attractions and operations to prosper.

The Local Plan - Publication Draft has a specific proposed policy for St Mary's Lands and this document sets out a response to that specific policy.

Warwick's Green Space Network

Warwick District Council Green Space Team have produced the Green Space Strategy for Warwick District for the period 2012 – 2026. The Green Space Strategy vision is:

By 2026 there will be a well planned and managed network of integrated, accessible and diverse green spaces within Warwick district: creating a sustainable environment for the benefit of people, wildlife and our natural heritage.

The strategy considers six different types of green space – amenity green space, cemeteries and churchyards, children's/ youth areas, green corridors, parks and gardens, and semi-natural areas. The Masterplan links with the Green Space Strategy by embedding the 7-principles set out in the strategy as follows:

- *Provide* – We will seek to provide sufficient accessible green space to meet current and future demand. The Masterplan seeks to protect St Mary's Lands from loss of accessible green space
- *Improve* – we will seek to maintain and raise the quality of all green spaces. The plan has a clearly set out and supported range of improvements with a timetable for delivery
- *Connect* – we will work in partnership to develop and manage a continuous network for people and wildlife. The Working Party is demonstrating the value of partnership working
- *Involve* – we will work in partnership with the community, governing bodies and stakeholders to develop, manage and promote green spaces. The inclusive way in which the Masterplan has been developed has included multiple stakeholder inputs
- *Resource* – we will seek to ensure sufficient resources are available to develop, manage and maintain green spaces. The delivery plan has a set of costed proposals and allocated budgets towards many of these items
- *Sustain* – we will work to ensure that the management

of all green spaces have a positive impact on people, the local economy and the environment. The project has developed an approach that seeks to balance environmental, social and economic sustainability in a mutually beneficial way

- *Conserve* – we will ensure that green space biodiversity, landscape and natural heritage is protected and conserved. The proposals seek to protect, conserve and increase both physical and intellectual access to the site's characteristics.

According to the Mid-2013 estimates, Warwick district experienced a fall in population growth from 2012. However, new estimates show population growth for 2013-2014, with Warwick experiencing the second highest rate for population growth in the county. The demand for quality green open space and facilities for outdoor recreation will likely increase with population growth.

Key Objectives

The key objectives of the Masterplan are:

- ♦ **To manage, enhance and promote the landscape character of St Mary's Lands, including increasing its biodiversity.**

Through a combination of well-managed change, a greater understanding of the asset, targeted investment into key improvements and an appropriately resourced management and maintenance plan, St Mary's Lands has the ability to contribute significantly more to quality of life, social cohesion and economic outcomes than it does it present. These outcomes are not in themselves incompatible with the primary objectives identified in the consultation process of keeping the site green and making it more biodiverse. The aspiration should be to demonstrate the continued improvement of visitor satisfaction levels evidenced in Green Stat outcomes plus a greater awareness of the site and the regular monitoring of biodiversity. The site's current Local Nature Reserve status should include within the management and maintenance plan, reviews of its biodiversity and an action plan to protect and enhance its biodiversity with measured outcomes.

- ♦ **To manage, enhance and promote St Mary's Land as a green space distinctly different to the more formal parks and open spaces in Warwick, ensuring access is maintained and enhanced to a large area of more natural open space within walking distance of the town centre.**

St Mary's Lands is an important open-space that links the town centre of Warwick with open countryside. It has a different characteristic to the town's other more formal parks and gardens and its open, more naturalised characteristics should be protected and, wherever the opportunity arises, enhanced through the careful re-integration of that landscape character where it has been

degraded or lost. The Masterplan objective is to sustain access to free-to-use public open space with a diversity of recreational and leisure interests. Further loss of access should be resisted except in the instance where a restriction in access meets the needs for a well-managed and maintained site, requiring access restrictions in order to protect or enhance vulnerable features. This might include areas that are set aside for increasing the site's biodiversity.

- ♦ **To promote St Mary's Lands as a visitor destination, where any such increase in visitor numbers are compatible with preserving and protecting the site's landscape quality, biodiversity and sense of place. Warwick's Green Space Strategy defines a destination park as:**

'A site with a particularly strong sphere of influence within a sub regional context. Typically includes sites with a well established tourism base or associated with a particular or unique cultural, social or historical event.'

All of the ingredients exist to create a destination park on the edge of Warwick's town centre. Warwick Racecourse as a National Hunt racing course with a programme of 17 meetings throughout the year is already a major draw. The heritage value, with the first racing in Warwick held in 1694, makes the course among the oldest in the country, with racing from its present day location beginning in 1707. The course is leased by the Jockey Club from Warwick District Council and has generally open borders with the Common. The potential to better develop the racecourse and the site as a destination is tied to the hotel development and the ability to create an over-night offer. The caravan park is a well-used site and attracts visitors from across the country. Additionally Hill Close Gardens is a well-publicised visitor attraction and an enhanced presence onto St Mary's Lands is set out as a priority

The Management & Maintenance Plan

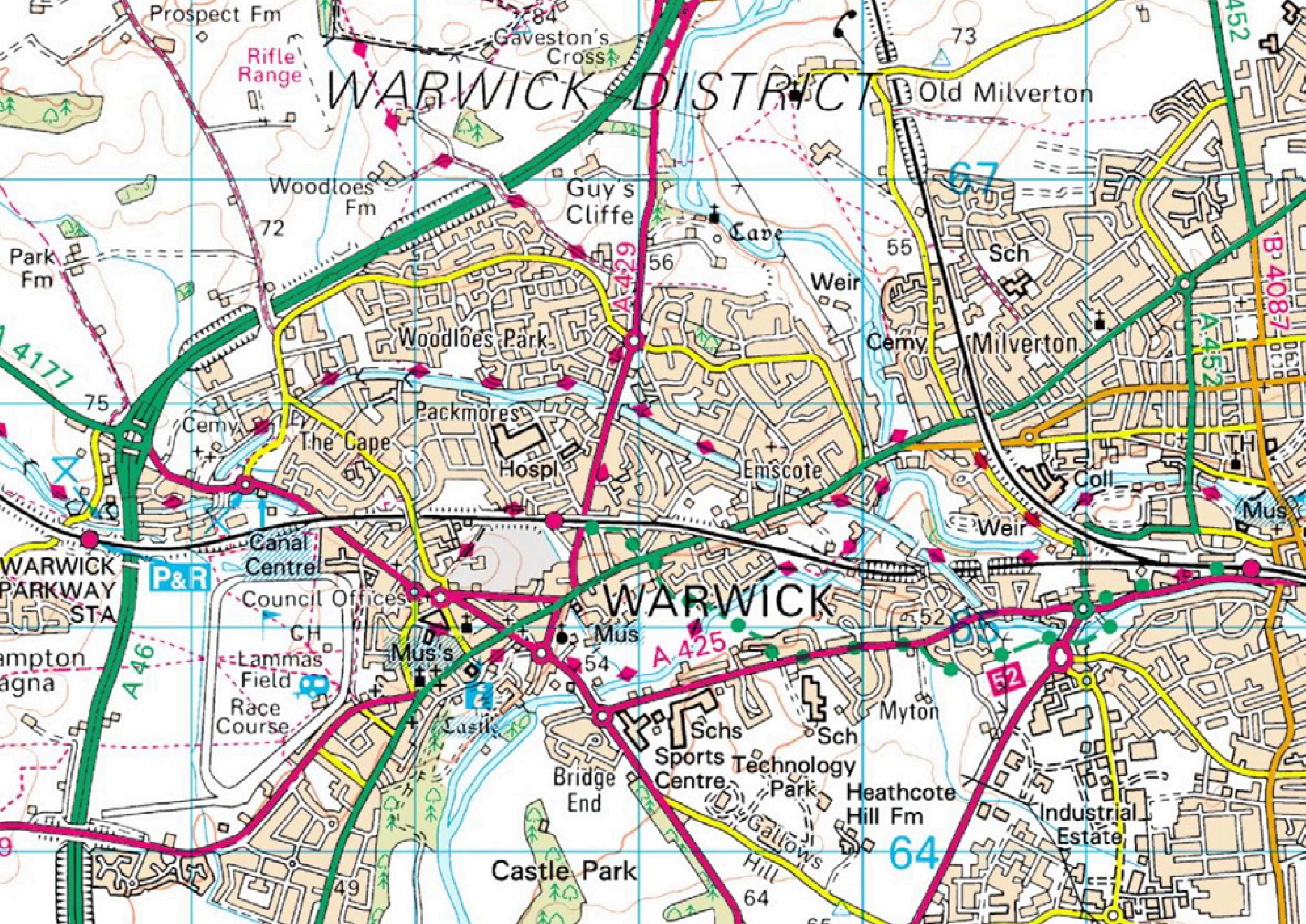
project. Other offers at the site, including the golf driving range and model flying offer recreational opportunities that could be extended to attract a wider audience.

Inhibiting the objective of promoting the site as a destination is the lack of facilities, such as toilets and baby changing, café, play and its general lack of promotion. This combined with the lack of overnight accommodation is hampering the attractiveness of the site as a destination and this Masterplan is actively seeking to address these deficits whilst the Working Party has demonstrated a range of common threads between the operators and interest groups at the site that have hitherto not been explored.

- ♦ **To support the many organisations that contribute to the broader community needs or local economy, where such support does not lead to a loss of landscape quality, biodiversity or sense of place.**

The Masterplan recognises that change and development may be helpful in ensuring that the site's environmental, social, and economic sustainability is achieved. Support for organisations that contribute to the diversity of complementary activities defined in the Draft Local Plan as associated with visitor accommodation, recreation, leisure and horse racing should be encouraged. The replacement of obsolete facilities and re-development of life-expired buildings is encouraged, especially where these bring significant enhancements, such as the replacement turnstile building. There must however, be a clear demonstration that any such development is compatible with all the objectives of this Masterplan.

In parallel to the Masterplanning exercise is the need to review and update the management and maintenance plan (MMP) to ensure compatibility between proposals. This process is on-going and it is likely that a revised MMP will be available by the end of this year. This will also quantify the steps that need to be taken in delivery service terms to fulfil the objectives of the Masterplan.



WARWICK DISTRICT

WARWICK

Rifle Range

Prospect Fm

Gaveston's Cross

Old Milverton

Woodloes Fm

Guy's Cliffe

Cave

Weir

Sch

Woodloes Park

Cemy

Milverton

Packmores

Hospl

Emscote

Coll

Mus

Canal Centre

Council Offices

GH

Lamas Field

Race Course

Mus's

Castle

Mus

Bridge End

Schs
Sports Centre

Technology Park

Heathcote Hill Fm

Industrial Estate

Castle Park

Gallows Hill

P&R

WARWICK PARKWAY STA

Hampton Magna

6.0 Delivery

6.0 Delivery

Summary of Proposals

The masterplan has resulted from a set of agreed proposals, developed by the Working Party and widely consulted on. A brochure summarising the outline proposals formed part of the consultation process and is included at Appendix B. The improvements identified by the Working Party were:

- Improved footpath linkages & way-marking
- Flood alleviation management
- Overflow pitch provision for caravan parking
- Corp of Drums building investment
- Playing field improvements to support increased use
- Racing Club Warwick F.C. improvements
- New play area close to the Forbes Estate
- New Multi Use Games Area (MUGA)
- Proposed hotel development
- New 'Permissive' cycle link
- Increased parking provision to long stay car park
- Re-organisation of Caravan Club site
- Improvements to the St Mary's Lands Entrance
- Increased short stay parking at Saltisford Brook, at Bread and Meat Close access way
- Setting of Hill Close Gardens to be improved
- Golf Club house improvements
- Cycle link improvements
- Enhance existing reservoir and integrate into Jubilee Wood.

Among the proposals are alternative locations to those previously consulted on in 2013 and 2014 for two key aspects of the masterplan. This includes the location for any hotel development and the opportunity to expand the caravan site. The Working Party have acknowledged and support both of these proposals as being complimentary activities to the other leisure and recreational interest supported at St Mary's Lands but had not been unanimous in the location. The revised proposals contained in this masterplan now have the full support of the Working Party members and the agreement to explore further

a hotel development and increased caravan parking provision. That support is predicated on the basis that no loss of green space occurs, which was the key concern in the previous schemes.

Delivery Plan

The consultation proposals have been expanded to encompass 22-separate but inter-related proposals. Each of these have been set out within a delivery plan matrix including:

- Project summary
- Development required to reach delivery
- Key stakeholders and proposed consultation
- Approvals and consents that may be required
- Risks and Funding
- Relationship to project aims.

The Delivery Plan is included as Appendix 3. Alongside the project matrix is an estimated timetable for the delivery of the various proposals and this timetable is being matched to the availability of funding for each element.

Building Capacity

The Delivery Plan recognises the resources of the Council are limited and unable to deliver all the proposals within the plan by itself. The delivery stage will continue to work alongside other partners to build teamwork and capacity to deliver the projects in the most efficient way possible.

Funding

Within the delivery plan matrix, an assessment of outline costs has been provided against each of the proposals. This identifies the District Council contribution and how that contribution might potentially lever funding from other sources. It is proposed that the Council's contribution would be slightly less than half of what is needed to realise the schemes as currently drawn.

Planning & Consents

The delivery plan also identifies the likely consents that may be required for each of the proposals. This includes: Planning, Listed Building / Conservation Area consents, Highway approvals and tree removals within a Conservation Area.

Further Planning input is required to confirm our understanding.

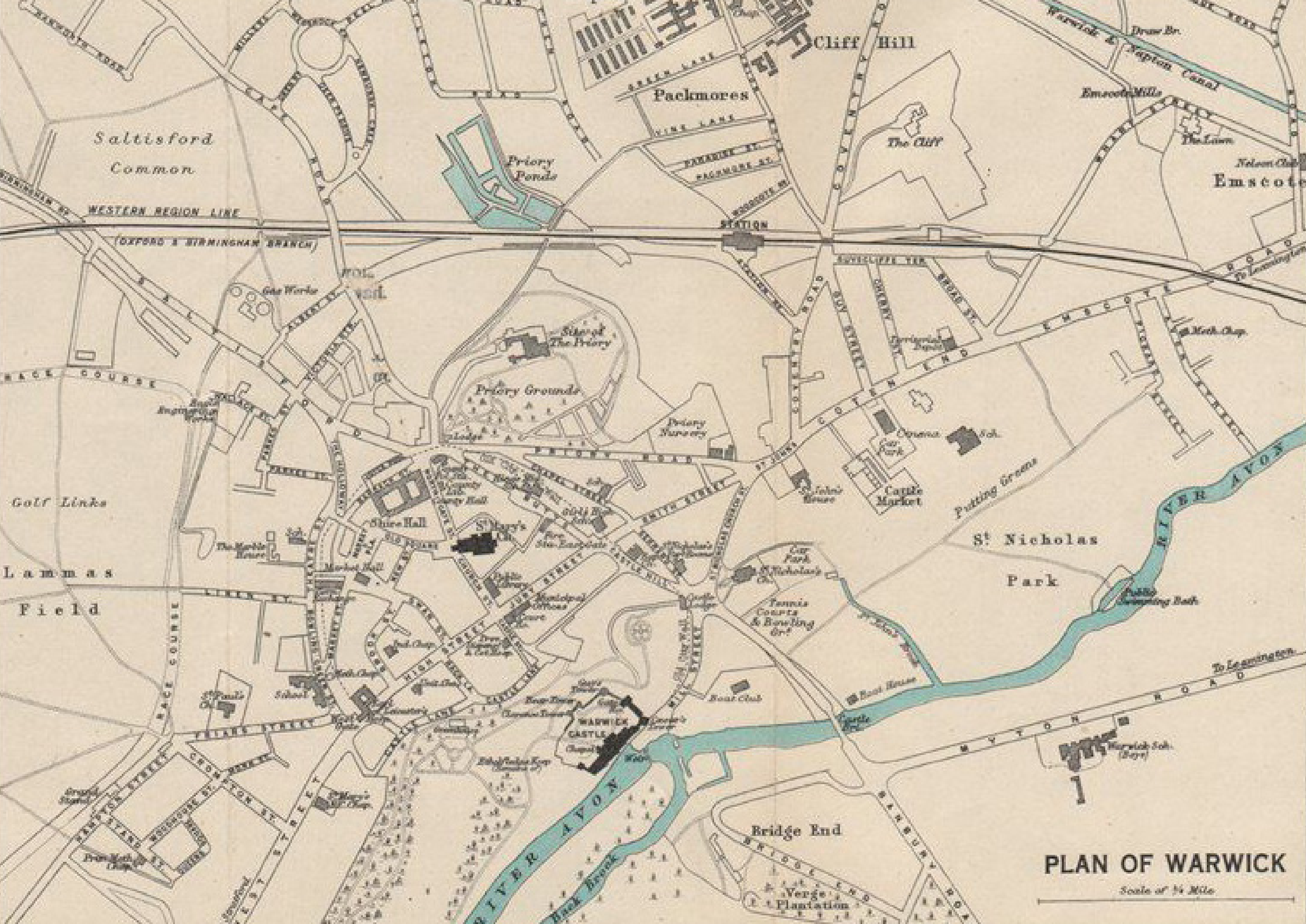
Hotel viability

The two least supported proposals within the public consultation were:

- *The location for a hotel shown on the plans is a good suggestion*
- *There is a need for more hotel rooms in Warwick to support the local economy*

It was a recommendation of the consultation summary report that two studies were undertaken to establish whether there is a) the need for additional bedroom spaces within Warwick and the immediate area and b) if the need was established, whether the Hampton Road site was a commercially viable proposition.

The production of this Masterplan has not taken place until those studies were completed. The conclusion is that an additional hotel would be both viable and is needed. It could help to boost the local economy and raise the profile of both the Racecourse and St Mary's Lands. The studies are appended to this report. On this basis, the hotel location has been included within the Masterplan for further development.



PLAN OF WARWICK
Scale of 1/4 Mile

7.0 Planning Guidance

Acceptable Development

The Warwick District Local Plan 2011 - 2029 defines acceptable development:

3.142a The Masterplan should be kept under review. Should other development proposals for the St Mary's Lands not included in the masterplan be promoted, these will be considered in light of points (a) to (e) in Policy CT7, where relevant and appropriate to the scale and nature of the development proposed and other policies within the Local Plan.

Any future development proposed at St Mary's Lands would need to be assessed against the 5 principles defined against items (a) to (e), listed on Pg 15 of this report.

In addition to the proposals already set out, there may be the need to consider other development that supports existing uses, add new ones or replaces those that are no longer viable or become obsolete. The currently identified list of proposals cannot be seen to be an exhaustive list of what is permissible within this Plan. These proposals have however been informed by an extensive consultation process and as such carry a high degree of legitimacy in taking them forward to the delivery stage. Other development, not currently identified, would be acceptable where it seeks to replace obsolete or life expired facilities or buildings with those of a better quality and increased operational functionality. Where new or additional facilities or buildings are required that are not a replacement, for development to be acceptable, there must be a clear and compelling need and that the following criteria can all be met:

- there is no overall loss of greenspace
- no reduction in public access
- support the uses identified in the Draft Local Plan Policy
- has no negative impacts upon key views

- does not lead to a loss of biodiversity
- protects and enhances the open landscape character
- does not increase the flood risk on the site or on adjacent sites
- protects and enhances the setting of Listed buildings, the Conservation Area, and the setting of Hill Close Gardens as a Grade II* registered garden.

Where these criteria can be achieved, there should be a presumption in favour of development. Good design is critical to the success of new development, and good design is not about style or fashion. Any new development should be evaluated against three important principles that are inherent in good design, regardless of style. These can be summarised as:

- robustness, or durability
- usefulness, or efficiency
- exceptional design

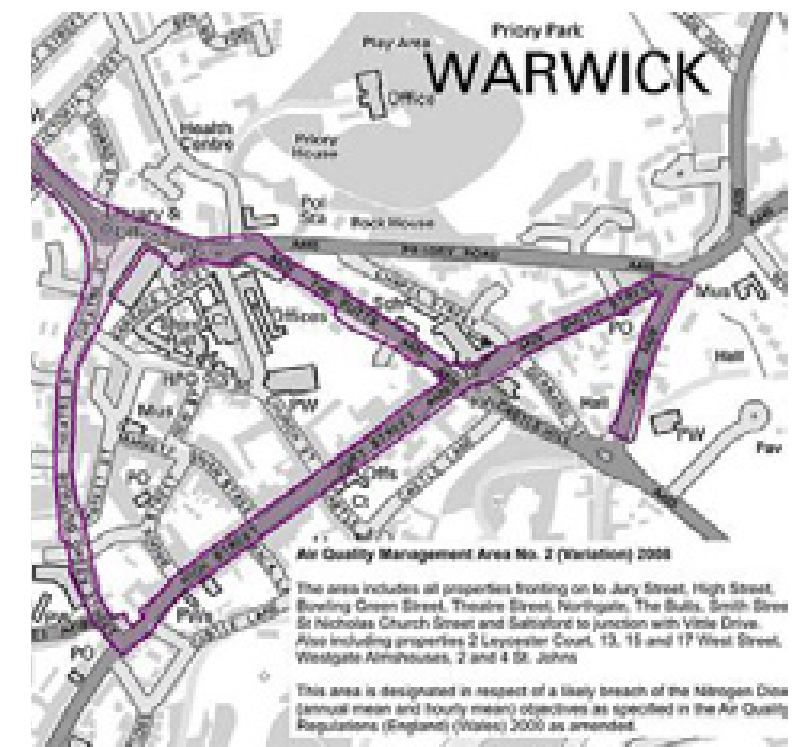
Applying the three principles, buildings and public spaces are well designed if:

- they are useful, built to last and easy to care for
- you can find your way and move around easily, regardless of whether or not you are disabled,
- in a place in which you feel safe
- they relate well to the place where they are built; this might mean fitting in quietly or creating new context and new landmarks, depending on
- they are flexible and their use can change over time
- they are environmentally efficient and will help us all to live and work sustainably
- they engender a sense of pride in a location.

A good example of these principals and approach is the Hill Close Gardens visitor centre, an unashamedly contemporary intervention within the Listed gardens that adds delight and functionality to the experience of visiting.

The multi-award winning building is highly sustainable, with a simple use of space that can be adapted to a range of purposes.

A further consideration is air pollution impact on development. In addition to District wide monitoring, the Council have been monitoring NO² in Hampton Street for more than six years. The monitoring of exhaust fumes and other pollution indicates poor air quality. The impact of green space and additional tree planting may have some beneficial quality.

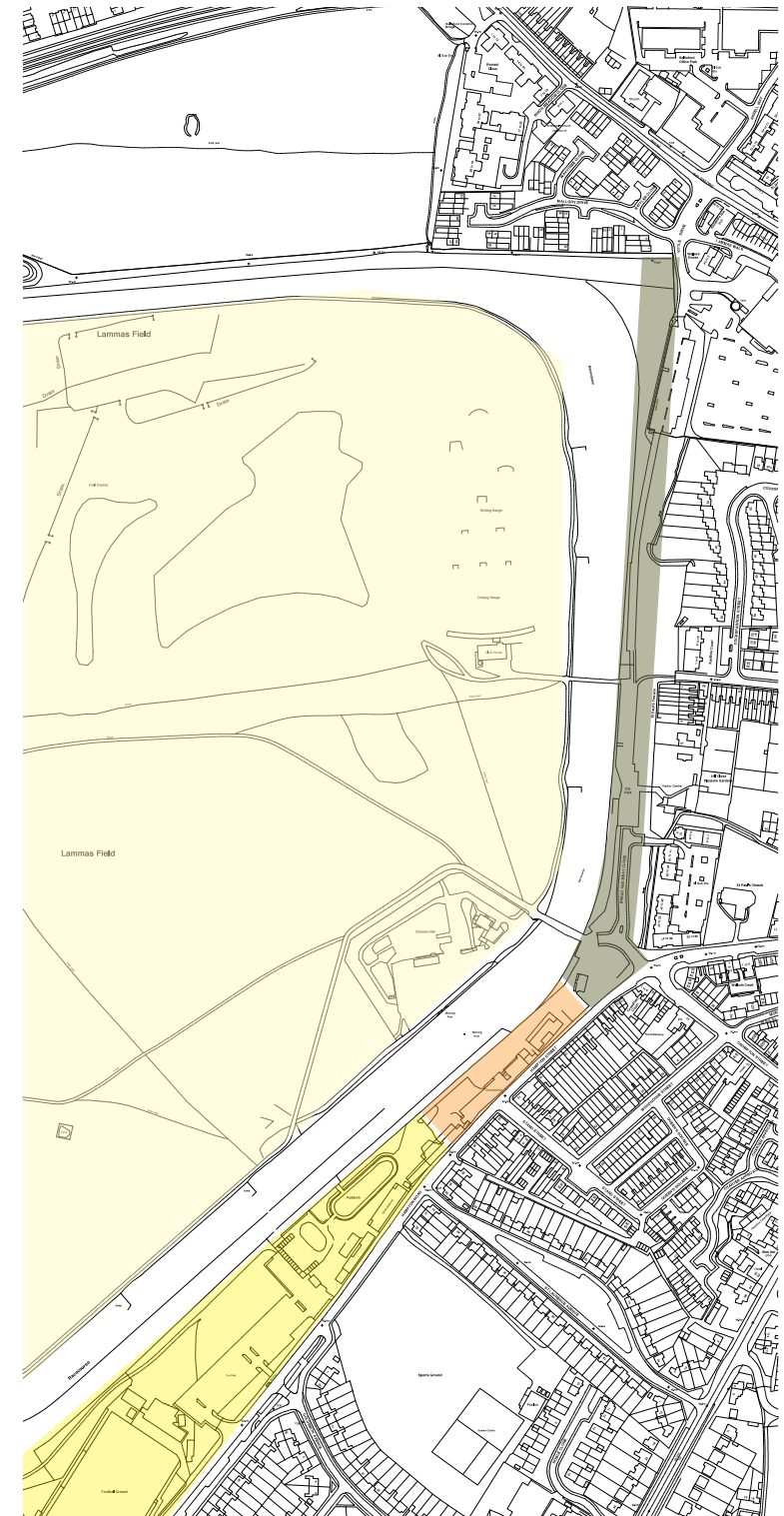


Materials

St Mary's Lands can be broadly described under four main character zones, each of which influences the choice of materials:

- The landscape and car parking strip running adjacent to the Saltisford Brook, forming a transition point between the town centre and the historic landscape of Hill Close Gardens and the more open landscape of the Common. The materials palette within this zone could relate more to the town centre and Hill Close with a semi-formal and semi-urban approach. Materials could include painted metal work, stained timber, and natural stone paving accents
- The open space of the Common, generally bordered by the race track is defined as a more naturalised space characterised by its grassland and gently undulating topography. New building interventions within this central space, such as the replacement to the Golf Centre buildings need to respond to the natural, landscape setting and a low roof line with deep overhangs that create shadow and reduce window reflection would be appropriate. Materials within this zone need to be simple and robust with an emphasis on unstained timber and non-reflective cladding and window glazing
- The Hampton Street entrance and Grand Stand corridor of taller buildings and larger massing. The impact upon the Listed buildings and smaller scale residential terrace of Hampton Street needs careful consideration of material choices. This could vary within the zone, depending upon immediately adjacent buildings. A darker colour brick 'plinth' would respond well to the high walls and terrace of Hampton Street, lighter materials may help to alleviate the canalising effect of the larger building forms above a single storey. Views from the Common may be less effected by the use of darker, more recessive materials.

- The Hampton Road to Gog Brook is less developed with a greater variety of building and landscape elements. The zone is transitional between the two story, red brick and pebble dash sub-urban housing of the Forbes Estate with the open landscape of the Common, a wider range of materials could be used within this location that could help to unify the otherwise more disjoint character.



Massing and Scale

Within zone 1, the town centre transition, any built forms would need to recede below the height of key views from Hill Close Gardens and the town centre and conversely from the Common looking out. It is likely that only a single storey structure of modest scale would be acceptable within this area. Possible future built forms might include public toilets or a refreshments kiosk / small café. These uses would be acceptable but only where the visual impact is fully assessed and mitigated.

Within zone 2, the open landscape character of the Common, any built forms would need to be recessive into the landscape and carefully profiled to minimise skyline impact. It is likely that only a single story with mono-pitch roof would be considered acceptable in this zone. The use of additional screening from bunding and green roofs should also be explored.

Within zone 3, any further canalisation along Hampton Street should be resisted and a variety of roof lines created to break down the scale of any new development within this zone. The planned replacement of obsolete or under-performing buildings as well as those of low architectural quality, such as the care takers bungalow afford the greatest opportunity for re-development. The infilling of interstitial spaces, even with single story buildings between the larger grand stand blocks should be avoided as this prevents any opportunity to open up to the street-scape in the future. Any increase in height above the grand stand, to create a landmark building, for example, should be avoided due to its massing impact upon both the smaller scale Georgian terrace of Hampton Street and key views to and from the Common. Any re-development that achieves a reduction in building heights and less canalisation would be welcomed, especially if combined with street-scape enhancements to Hampton Street, such as pulling the secure line of tall brick walls and railings away from the back edge of the public footpath.

Within Zone 4, building heights and massing need to protect views in and out of the Common and from the Grand Stand towards the race course. Acceptable development heights could extend to 4-storey in this location when combined with lower elements to give relief to the building form. Four storey elements would need to avoid an extension of the canalisation effect of the existing grand stand structures by introducing an appropriate set back from the pavement edge, street-scape enhancements and alignment with the open space of the adjacent cricket ground to minimise impact upon the residential properties. The lack of a clear material reference point within this zone affords some greater flexibility for a carefully considered palette of materials that help to break down the appearance of a larger building structure.



8.0 Conclusion

Concluding Statement

In 2016 the Heritage Lottery Fund published the second State of the UK Public Parks report. The report shows that there is a growing deficit between the rising use of parks and the declining resources that are available to manage them. Based on surveys of park managers, independent park trusts, park friends and user groups, and the general public, the findings show that while parks are highly valued by the public and usage is increasing, park maintenance budgets and staffing levels are being cut.

Without urgent action the continuing downward trend in the condition of many of the most treasured parks and green spaces is set to continue. Whilst new ways of working and generating income are showing potential, more support, shared learning and collaboration is needed to support those that manage public parks. The HLF research calls for collaborative action to deliver new ways of funding and managing public parks to avert a crisis. Warwick District is certainly blessed with over 170-publicly accessible green spaces and a far greater proportion of open space per resident than the national average. But such a situation can result in a complacency that leads to a gradual and incremental loss of both quality and quantity of open space.

This Masterplan is not about the protection of open space – keeping it unchanged for the years ahead; it recognizes that change is essential in tackling the challenges ahead including reduced resources, demographic changes and the impact of climate change. Parks are worth protecting, and good quality parks are the places where we can tackle many of today's greatest challenges, from childhood obesity to our changing climate. Parks provide places for people to play and get fit, to volunteer and to reconnect with nature and the seasons, as well as with each other. In creating many of our greatest public parks, our Victorian ancestors understood they were not a luxury, and today parks are even more essential in our increasingly urban

lives. So this document proposes a balanced response to protecting the essential quality and character of the green space whilst recognizing that when well-planned, change is not only essential but often for the good.

Statement of Commitment

This Masterplan has been produced as the way forward for implementing one of the Council's key projects within the Fit for the Future Programme (FFF). As the FFF Programme is designed to deliver the Sustainable Community Strategy for Warwick District, St Mary's Lands is a Council priority within that strategy. As such the Council is committed to working alongside the key partners in an open and collaborative way to develop the Masterplan recommendations and the specific proposals and associated delivery plan. Not only has the Council allocated significant resources to help get the project to this point, but Members of the Executive Committee have supported and endorsed the scheme whilst also allocating the funding required to take the project forward.

The involvement of the Working Party Members has been critical to the success of bringing this plan forward. The members have ensured that the scheme commands the confidence of the wider community and carries with it a very level of legitimacy.

'Without vision, partnership working, and integrated thinking this project would not be happening. It is a model of how good planning can achieve results.'

- Clive Harridge - former RTPI Vice President, reviewing the St Mary's Lands regeneration project from 2004.

The Working Party is fully committed to the same, integrated thinking, an approach based on partnership working to deliver this updated vision for St Mary's Lands.

Our vision is a future for St Mary's Lands where the natural and cultural heritage is protected and enhanced – where a vibrant range of community uses, economic regeneration and environmental enhancement thrive together in this inspiring natural setting.

Appendices

Appendices

List of Plates

Title:	Warwick Racecourse and southwest Warwick cc-by-sa/2.0 - © Robin Stott - geograph.org.uk/p/2654709
Page 8:	Warwick Racecourse - Hitchman Stone Architects
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Appendix 1

Consultation Summary

DRAFT



Appendix 01 - Consultation Outcomes Report

PLINCKE | SEPT 2016

1 EXECUTIVE SUMMARY

St. Mary's Lands is a significant green space that provides a link between Warwick town centre and open countryside. Its landscape character is valued as a contrast to Warwick's other more formal parks and gardens. St. Mary's Lands is important to wildlife, recognised by its status as a Local Nature Reserve. It is also important for its heritage and cultural values as recognised by its Conservation Area status. Warwick Racecourse grandstand and the Victorian detached pleasure gardens at Hill Close are important listed features for their special historic interest and whose setting is closely linked to the development of Warwick Common. The green space is also important for a variety of recreational and leisure uses from active sports to quiet relaxation and niche interests such as model aeroplane flying. St. Mary's Lands is the venue for large scale events in the town such the annual Mop faire and Bonfire night celebrations that help to build community cohesion. St. Mary's Lands is also important to the local economy, it supports a variety of business and leisure interests to Warwick that contribute to the local visitor economy.

It is no surprise that with such a diversity of interest, conflicts of opinion will arise from time to time.

The conflicting interests in such a multi-faceted space, can include the priorities for funding, rights of access, and the most appropriate uses as well as the general landscape character and appearance of the site. Many such conflicts will arise and are usually resolved through a combination of good communication and common sense. However, when significant developments are proposed that have implications for major change, these can lead to irreconcilable positions being taken between the various interest groups. In such instances an entrenchment of views leads to a stalemate, a breakdown of communication and trust. In the long-term, such a position results in a failure to implement any change, however worthwhile. This has not been the history of St. Mary's Lands from the past. The action group that resisted the development of Hill Close Gardens as a housing site evolved into a highly credible Charitable Trust to deliver the £1.3 million restoration of the Grade II* landscape in close cooperation with the District Council. Or the delivery of the first regeneration masterplan that encompassed significant changes at the site including new housing and the stables relocation.

‘Without vision, partnership working, and integrated thinking this project would not be happening. It is a model of how good planning can achieve results.’

Clive Harridge: the former RTPI Vice President | Reviewing the first St. Mary’s Lands regeneration project.

The St. Mary’s Lands Working Party has been established to enable the range of stakeholders with an interest in the open space to come together to plan a joint vision for its future. One that sets out a 10-year Regeneration Master Plan that contains the framework for safeguarding the green space whilst recognizing that change can be both beneficial and essential to the long-term social, economic and environmental sustainability of St. Mary’s Lands.

The Working Party developed the 10-year strategy over a 6-month period from October 2015 to March 2016. The group reached agreement on a set of proposals by which the strategy might be implemented. These proposals have developed to achieve four key aims:

- ***Protect St. Mary’s Lands for People and Nature***
- ***Improve Access and Enjoyment for All***
- ***Support the Local Economy***
- ***Invest for the Future***

Each of the four aims distills the individual aspirations expressed by the various stakeholders on the Working Party, these have ranged from ensuring that its wildlife value is enhanced and that there is no loss of the green space. Whilst others have expressed the need for change and investment.

In April 2016, the Executive Committee of Warwick District Council approved the recommendations of the Working Party, that the wider public should be consulted upon the proposals before these ideas were developed any further.

This report summarises the means by which the consultation took place, who were consulted, what the outcomes were, and the key recommendations for moving forward.

‘Apparently intractable differences and preconceived positions have been overcome, partly because everyone has been given the opportunity to be heard, and we have all bought into the process.’

Nigel Hamilton, Friends of St. Mary’s Lands | Correspondence in support of the proposals 05.04.16.

In summary, the consultation process has endorsed the Working Party’s recommendations. In the analysis of degrees of +/- support, none of the proposals has received a minus score. This has provided the Working Party with the confidence to draw up a delivery plan for taking the ideas forward to the next stage of development.

Validity of the Outcomes

It is acknowledged that the consultation process could only represent a snap shot in time and capture only the views of a small minority of those affected by the proposals. However, the consistency of the responses received provides a clear indication of which areas require the most review and re-appraisal. It is unlikely that the consultation outcomes would change if greater numbers were consulted. The consistency of the responses is seen to offer a high-level of reassurance that the opinions given are a valid response and broadly representative of the public's views on the proposals. It is clear that support varies across the range of ideas presented and it is also very clear that many people are passionate about St. Mary's Lands and many more would wish to be kept informed of the next steps. Individual elements of the Regeneration Master Plan will require detailed and 'targeted' consultation.

This report should not be taken as the end of the consultation process. It should be used to set the priorities for engaging with the wide range of interests, aspirations, and concerns that have been expressed to date. 'Good consultation' is not a one-off event, but is multi-layered and builds from the early planning to the implementation and aftercare of projects. The process to date sets out a solid foundation to ensure a meaningful process of consultation is achieved to reduce the risks and increase the opportunities in taking this project forward.

The Working Party is grateful to its various members and the Council officers who assisted in the planning and delivery of the consultation events. It is especially grateful to the several hundred people who took the time to participate in the consultation process, with nearly 200 of these providing us with their detailed feedback and comments. This feedback has provided an invaluable insight to assist the Working Party to make the right decisions moving forward.

In spite of the many and varied views and opinions expressed, the single most important message is that St. Mary's Lands is a public open space, available to all and must remain 'green'.

2 PURPOSE OF THE CONSULTATION

Meaningful Consultation

The Working Party members include representatives of amenity and user groups, the business organisations working at the site, Council officers and Councillor representatives of the three tiers of local government. The Councillor representatives in particular are tasked with representing the views of their constituents. The cross-section of interests helps to establish the group's legitimacy to formulate the Regeneration Master Plan for St. Mary's Lands. The representation is broad and their interests diverse. The group agreed that a consultation process needed to reflect that a lot of the ground work in forming the outline proposals had already been completed, with each respective group or member having discussed, where applicable with its own members or organisation the potential range of ideas that were possible. This had also included an assessment of the Strengths, Weaknesses, Opportunities and Threats to the site. Given the work to date, the facilitating consultants recommended that to be meaningful and genuine the consultation should focus on the specific outline proposals, in particular, that its purpose was not to ask for wide ranging and open ended views on what should happen to St. Mary's Lands. Instead the purpose of the public

consultation was to establish whether these preliminary ideas were supported; in other words, it was about sharing information, building awareness and seeking a mandate rather than saying it was a 'blank piece of paper'.

Three specific questions were set out and agreed by the Working Party in a consultation programme:

“Have we missed anything?”

Asking questions to ensure that the proposals of the Working Party meet the needs and aspirations of the wider community, articulated through consultation, rather than the Working Party assuming that they had been fully represented. Whilst the Working Party covers a very broad cross-section of users of St. Mary's Lands, the consultation's purpose was also to gain the views of non-users and how this might affect how the proposals could be adapted to engage with this part of the community.

“Did you know?”

Ensure that information about the development plan, including key projects and timescales are made widely available to build public awareness of the project. The promotion of the project was seen as important to address the public’s criticism that ‘things just happen without us knowing’. Building awareness was seen to be an essential element of building trust and reducing future friction as projects move towards implementation.

“Do you agree?”

The timing of the consultation was specifically set at the completion of the preliminary ideas before these became actual projects. Prior to developing these ideas, an endorsement was considered essential. The consultation acted as a wider sounding board of local opinion to build consensus and test the legitimacy of the proposals.

In addition to the three primary aims of the consultation, it was also intended to achieve the following outcomes:

- build potential synergy with other initiatives, partners and organisations by raising awareness of the range and scope of the masterplan
- reduce future risks by consulting early with a range of statutory consultees and interest groups.

At the April Executive Meeting of Warwick District Council, the recommendation to consult with the wider public on the ideas of the Working Party were approved.

‘A set of proposals have now been developed by the Working Party and they are now at a stage to go out to wider public consultation. This reports sets out those proposals and sets out the proposed means of consultation.’

Executive Committee Report 06.04.16 | Recommendations on the proposed format for consultation.

3 CONSULTATION FORMAT

In order to meet the purposes, set out in Section 02, the format needed to be accessible to a large audience. It also needed to address potential barriers to access. These barriers typically include physical (unable to attend an exhibition), technical (not able access the internet), or social and cultural restrictions (it doesn't affect me, I don't have time). The multi-layered approach adopted targeted a range of audiences with differing levels of information depending upon the levels of interest. The various formats included:

- Press briefing pack and presentation at Racing Club Warwick to media outlets to encourage awareness of the consultation events and the scheme
- A stakeholder presentation and consultation 'pre-view' event held at the Hill Close Gardens Visitor Centre
- On-line questionnaire and downloadable information pack
- Weekend exhibitions staffed by Working Party members, Council officers and the consultants at the Shire Hall and Market Square with questionnaires and comment sheets
- Unstaffed week-long exhibition at the Shire Hall
- Targeted presentations to the Friends of St. Mary's Lands, Warwick Society, and Warwick Town Council.

The District Council's website contained an easy to access questionnaire that was duplicated in hard copy at the exhibitions. The questionnaire comprised 16-questions expanding upon the 4-key project aims of:

1. Protecting St. Mary's Lands for People and Nature
2. Improving Access and Enjoyment for All
3. Supporting the Local Economy
4. Investing in the Future

The questions were selected to understand the levels of endorsement of eight specific proposals:

1. The proposed play area close to Racing Club Warwick
2. The proposed footpath and cycle track improvements
3. Expanding the Caravan Club without loss of green space
4. The location of the hotel
5. Extra car parking spaces
6. Improving the main entrance to St. Mary's Lands
7. Improving the frontage to Hill Close Gardens
8. Investing in the Golf Centre.

Whilst the Regeneration Master Plan contains many more ideas and proposals, these eight were selected on the basis that they could either be delivered early in the programme, were broadly representative of the range of improvements proposed or were deemed to be more controversial and required a specific measure of comment.

The Working Party had discussed a number of potential risks and the content of the consultation materials had been agreed to manage these risks. In particular:

- *It's all been decided already* - use of words such as masterplan, designs or development were avoided as these imply fixity that would undermine the openness of the consultation process. Instead words such as outline ideas or proposals were adopted
- *It's the District Council doing what it wants*
 - the consultation process needed to come from the Working Party, rather than a wholly District Council led initiative. The inclusion of Working Party members throughout the process and not 'branding' the consultation materials too heavily was seen as giving the ideas a neutrality

- *It's just the Racecourse trying to get a hotel through the backdoor* – a risk to the process was that the hotel would overshadow the other elements of the scheme. In particular, if perceived to be a Jockey Club proposal, it could undermine trust in the process. The presentations and materials emphasized that the hotel was not being sponsored by the Jockey Club, but a proposal that had been collectively reached by the whole of the Working Party

- *It's just about commercialisation of the Common* – the consultation needed to emphasize the broad range and scope of the scheme, rather than too narrow a focus on elements with a business or commercial aspect. The hotel in particular could have skewed the outcomes by creating a higher level of dissatisfaction with the scheme than would otherwise be the case. Two questions were included within the questionnaire, at the beginning and at the end, to try to establish the overall level of support by asking:

- 1.3 The outline proposals will enhance my experience of visiting St. Mary's Lands
- 4.4 Overall I support these proposals for the future of St. Mary's Lands.

The full list of questions were:

Warwick District Council in partnership with the St. Mary's Lands Working Party have developed a range of ideas for improving St. Mary's Lands and the local economy. We would like to know your views on these outline proposals by completing the short questionnaire below.

Can you tell us which of these statements you most agree or disagree with by ticking the numbers below:

1 (strongly disagree) and 5 (strongly agree). (need 5 circles after each question with a 1 to 5 in them)

1. Protecting St. Mary's Lands for People and Nature

- 1.1 St. Mary's Lands is important for nature and wildlife
- 1.2 St. Mary's Lands supports a wide range of activities for sport and recreation
- 1.3 The outline proposals will enhance my experience of visiting St. Mary's Lands
- 1.4 More of St. Mary's Lands should be managed to encourage wildlife and nature

2. Improving Access and Enjoyment for All

- 2.1 St. Mary's Lands offers something for all ages
- 2.2 The play area close to Warwick Racing Football Club is a good idea

- 2.3 The existing footpaths are well laid out and well sign posted
- 2.4 The proposed footpaths and cycle track improvements are a good idea

3. Supporting the Local Economy

- 3.1 Expanding the Caravan Club without losing green space is a good thing
- 3.2 There is a need for more hotel rooms in Warwick to support the local economy
- 3.3 The location for a hotel shown on the plans is a good suggestion
- 3.4 The extra car parking spaces are a good idea

4. Investing for the Future

- 4.1 Improving the main entrance will lift the quality of the area
- 4.2 Improving the frontage of Hill Close Gardens will make people / potential visitors more aware of the gardens
- 4.3 Investing in the Golf Centre building, parking and driving range is a good idea
- 4.4 Overall I support these proposals for the future of St. Mary's Lands

5. Do you have any comments you would like to add?

(comment box)

6. About you?

Your postcode?

Your gender?

Your age?

The questions were structured in such a way to establish the degrees of support for three main response trends:

- *There is no need to change – I like it has it is*
- *I support change*
- *I support and endorse the proposals.*

For example, strong support for questions 1.1, 1.2, 1.4, 2.1 and 2.3 would indicate a stronger preference for no need to change – I like it has it is. Whilst strong support for questions 2.2, 2.4, 3.1, 3.2, 3.3, 3.4, 4.1, 4.2, and 4.3 would indicate a stronger desire for change. Strong support for questions 1.3 and 1.4 would indicate a high level of endorsement of the proposals. Whilst this is a relatively simplistic analysis, it does at least provide an indication of the level of support overall rather than to any particular idea or proposal.

No need to change

- 1.1 SML is important for nature & wildlife
- 1.2 SML supports a range of activities for sport & recreation
- 2.1 SML offers something for all ages
- 2.3 The existing footpaths are well laid out & well sign posted

Support Change (10)

- 1.4 More of SML should be managed to encourage wildlife & nature
- 2.2 The play area close to WRFC is a good idea
- 2.4 The proposed footpath & cycletrack improvements are a good idea
- 3.1 Expanding the caravan club without loss of green space is a good idea
- 3.2 There is a need for more hotel rooms in Warwick to support the local economy
- 3.3 The location for a hotel shown on the plans is a good suggestion
- 3.4 The extra car parking spaces are a good idea
- 4.1 Improving the main entrance will lift the quality of the area
- 4.2 Improving the frontage of Hill Close Gardens will make people more aware of the gardens
- 4.3 Investing in the Golf Centre building, parking & driving range is a good idea

Support the proposals:

- 1.3 The outline proposals will enhance my experience of visiting SML
- 4.4 Overall I support these proposals for SML.

4 CONSULTATION OUTCOMES

The outcomes of the 198-completed questionnaires were evaluated on the following basis:

Responses have been given a value weighting:

Ticked response

Strongly agree	+ 4 points
Agree	+ 2 points
Neither agree or disagree	0 points
Disagree	- 2 points
Strongly disagree	- 4 points

Outcomes from the various consultations are illustrated on the following pages. These have been shown as the staffed exhibitions in the first instance and then all paper responses, including those completed at the non-staffed exhibition and those returned by post. These are then followed by the electronic responses gathered from the District Council's website. Finally, both sets of data have been aggregated.

The responses gathered from the staffed exhibitions tend to be more supportive of the proposals than the electronic responses. This may indicate that when the public were able to ask questions about the scheme, they were more satisfied with the content of the proposal.

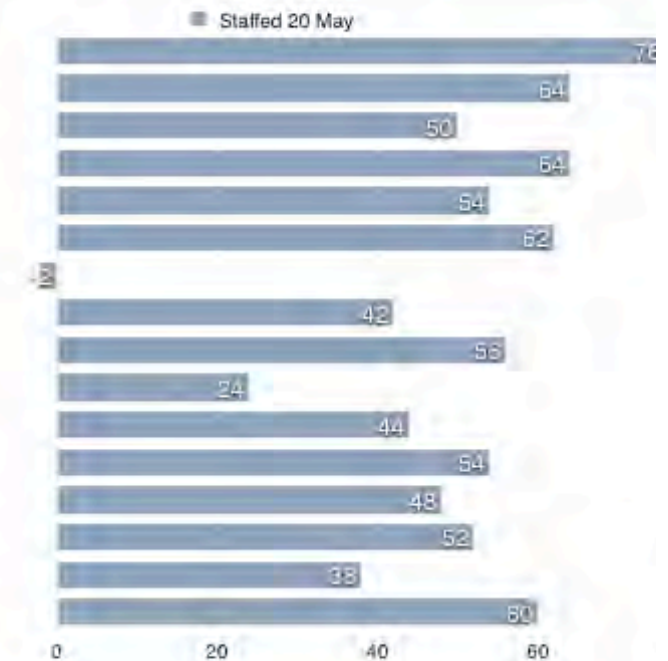
The consultation materials emphasised the partnership nature of the project.

A partnership project between the St. Mary's Lands Working Group and lead by Warwick District Council in association with Warwick Town Council and Warwickshire County Council.

Shire Hall | **Staffed Exhibition Friday 20th May** - based on 19 responses.

- 1.1 SML is important for nature& wildlife
- 1.2 SML supports a range of activities for sport & recreation
- 1.3 The outline proposals will enhance my experience of visiting SML
- 1.4 More of SML should be managed to encourage wildlife & nature
- 2.1 SML offers something for all ages
- 2.2 The play area close to WRFC is a good idea
- 2.3 The existing footpaths are well laid out & well sign posted
- 2.4 The proposed footpath & cycletrack improvements are a good idea
- 3.1 Expanding the caravan club without loss of green space is a good idea
- 3.2 There is a need for more hotel rooms in Warwick to support the local economy
- 3.3 The location for a hotel shown on the plans is a good suggestion
- 3.4 The extra car parking spaces are a good idea
- 4.1 Improving the main entrance will lift the quality of the area
- 4.2 Improving the frontage of Hill Close Gardens will make people more aware of the gardens
- 4.3 Investing in the Golf Centre building, parking & driving range is a good idea
- 4.4 Overall I support these proposals for SML

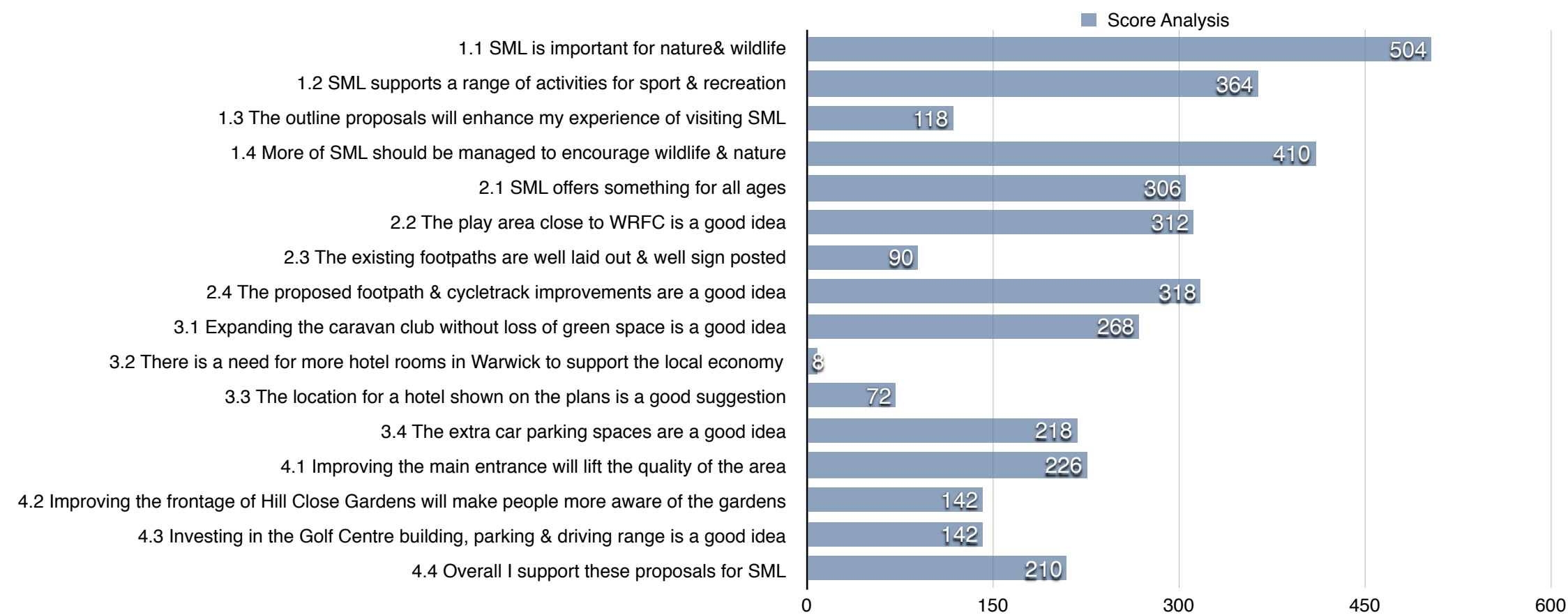
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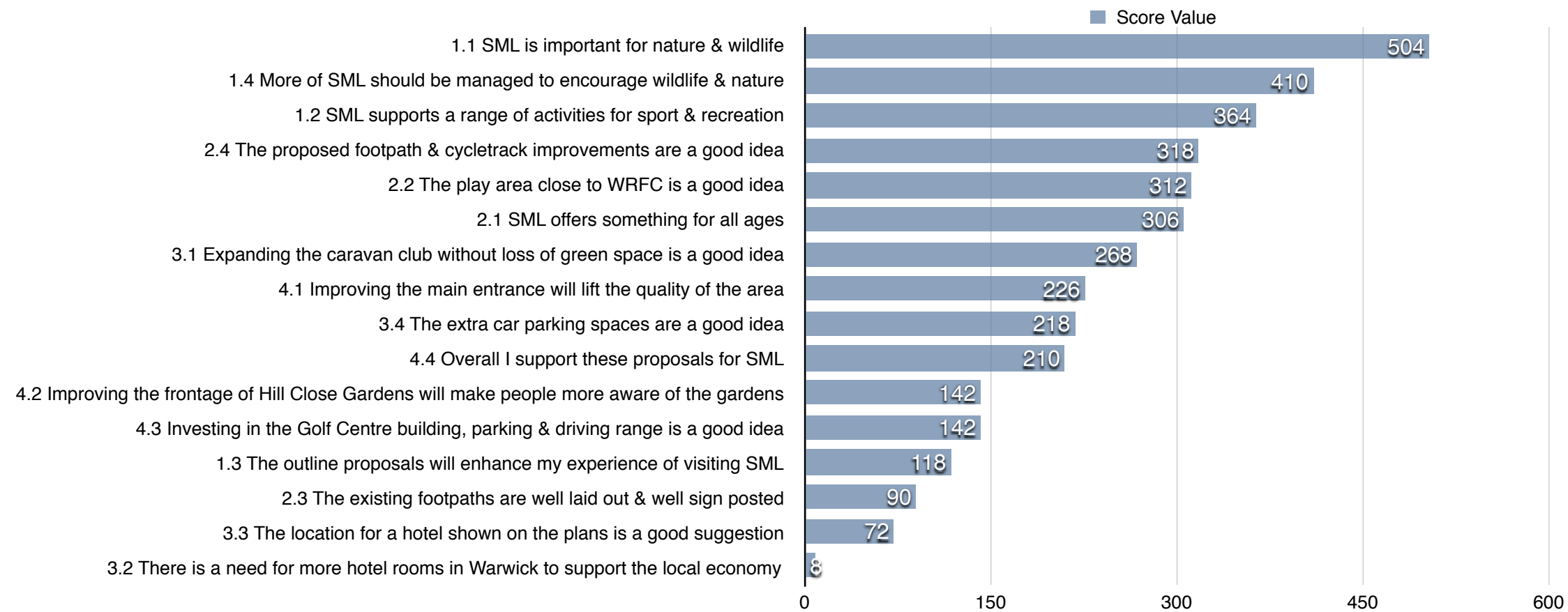
Market Square | Staffed Exhibition Saturday 28th May - based on 85 responses.



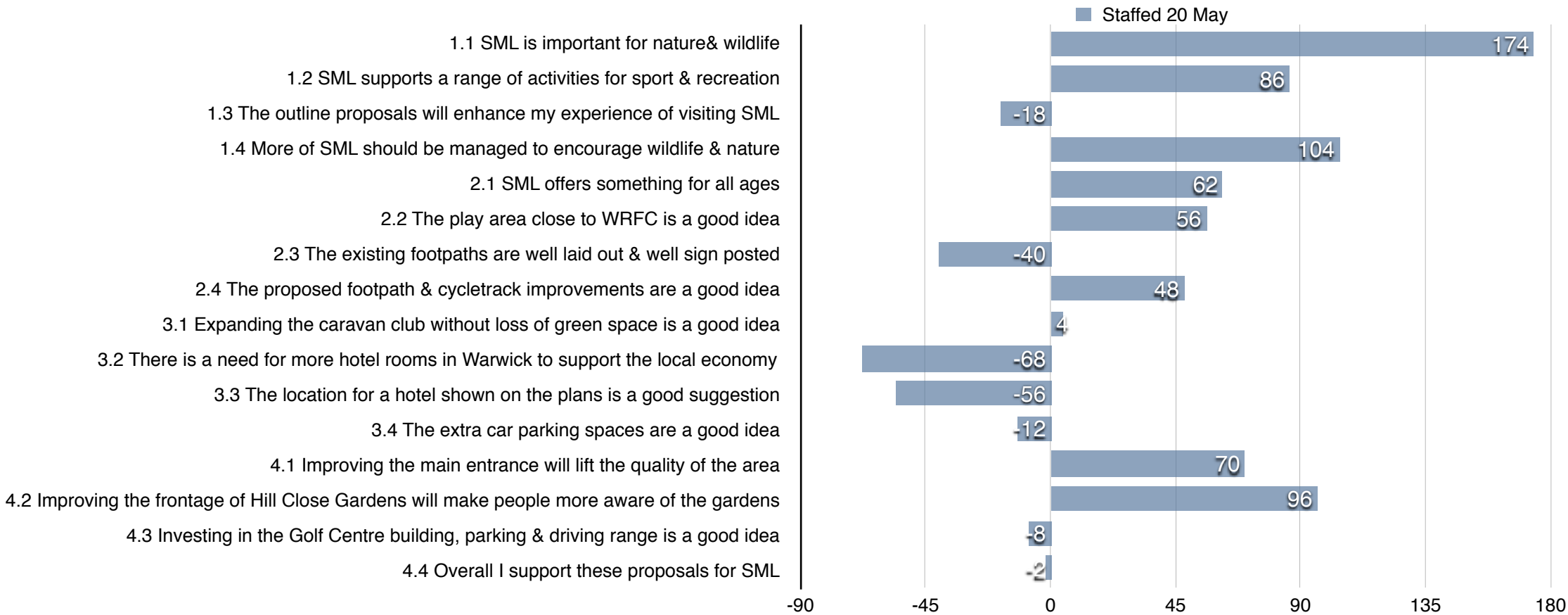
All paper responses based on 139 responses..



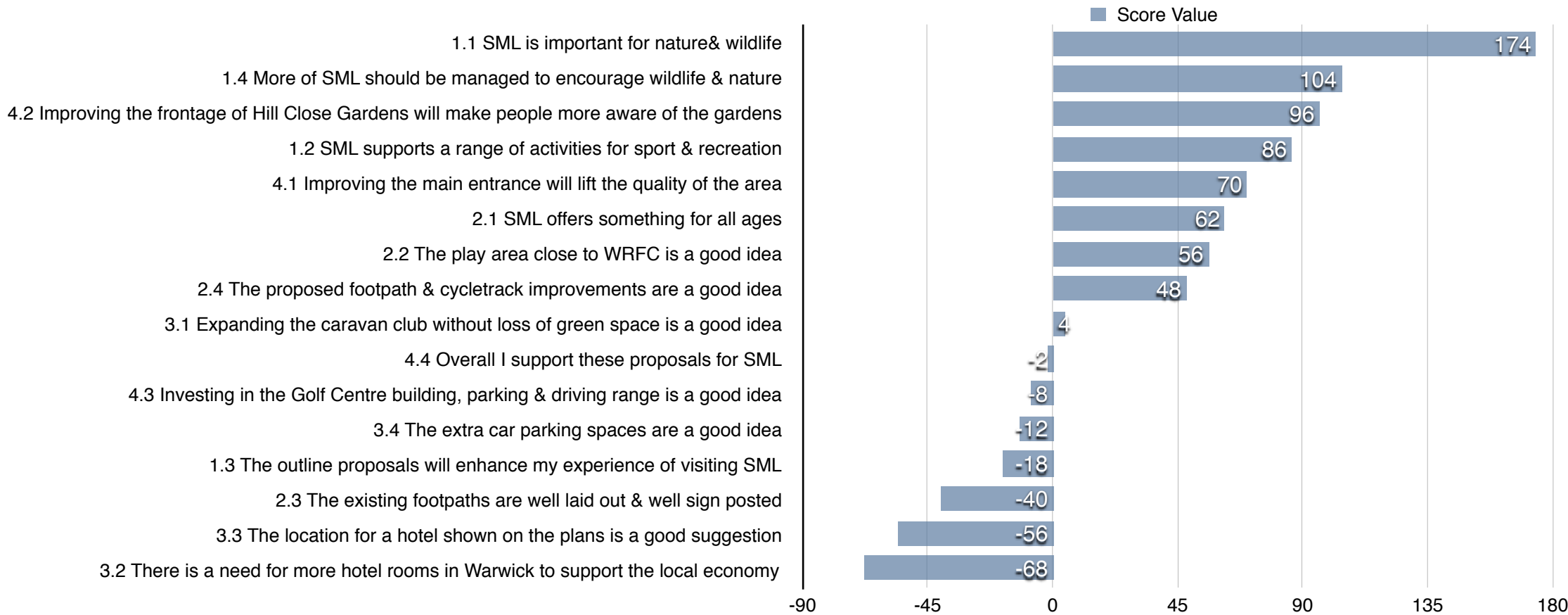
All paper responses based on 139 responses. Assessed in order of support.



Online responses - based on 59 questionnaires.

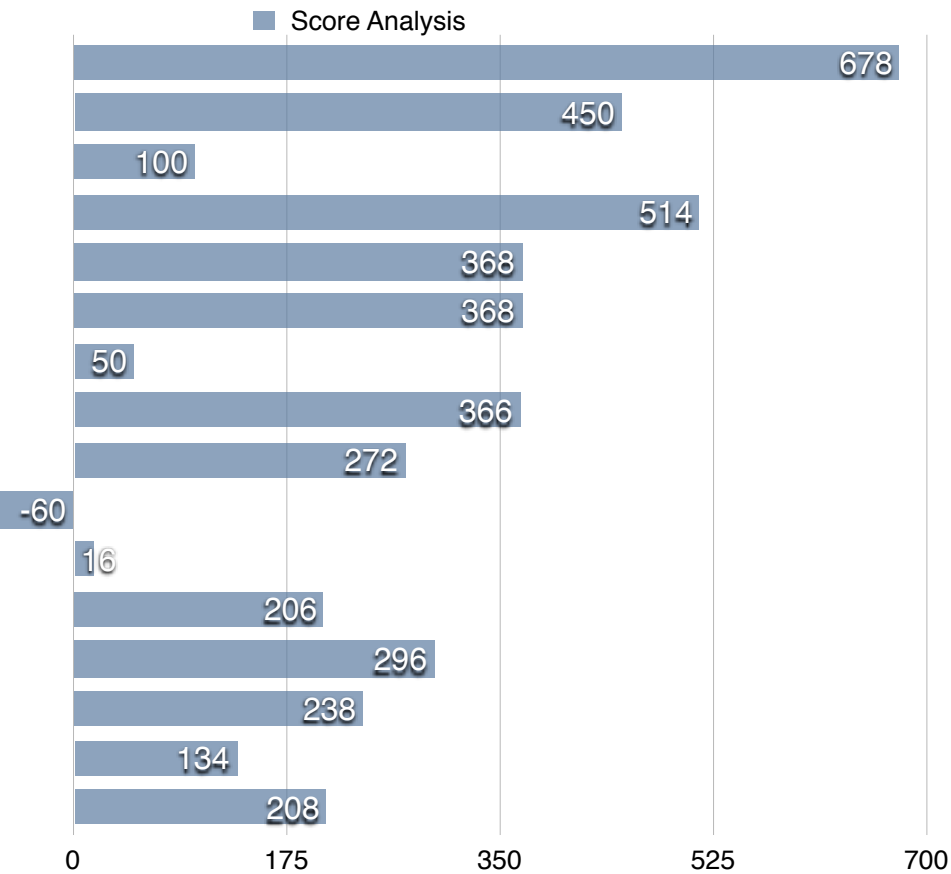


Online Questionnaire - based on 59 questionnaires. Assessed in order of support

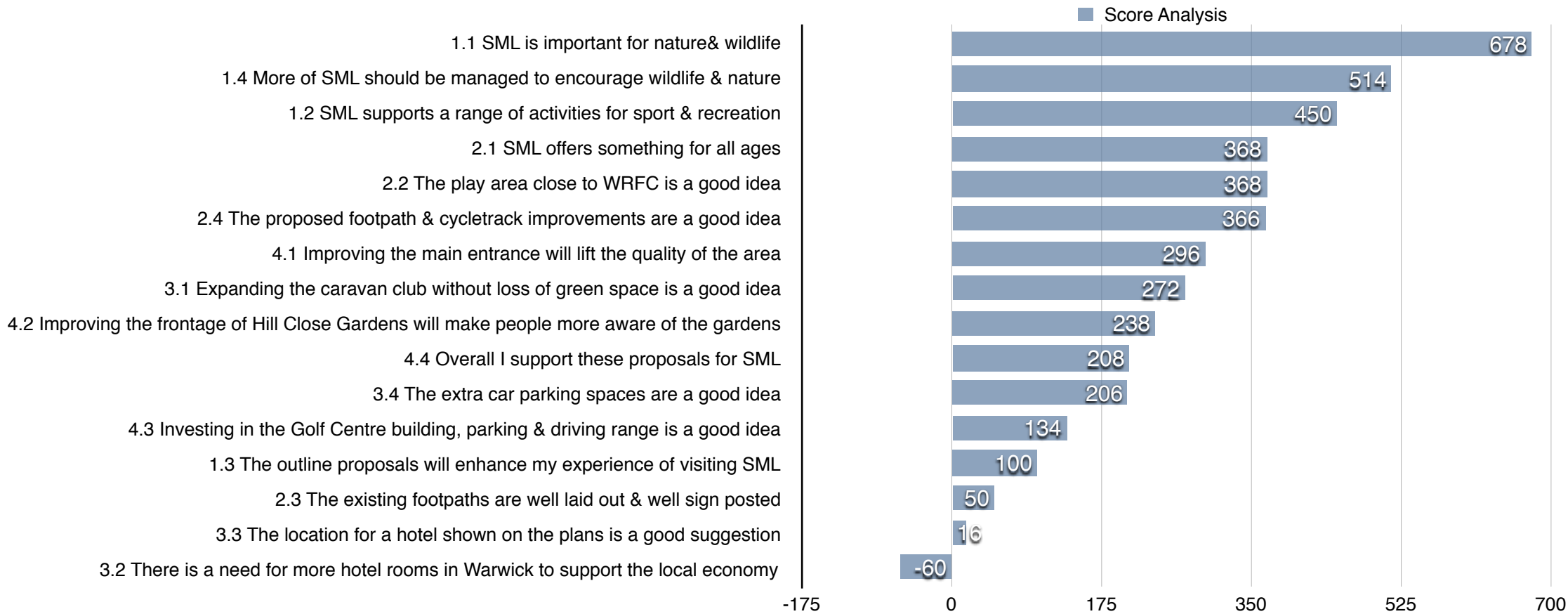


All responses based on 198 responses.

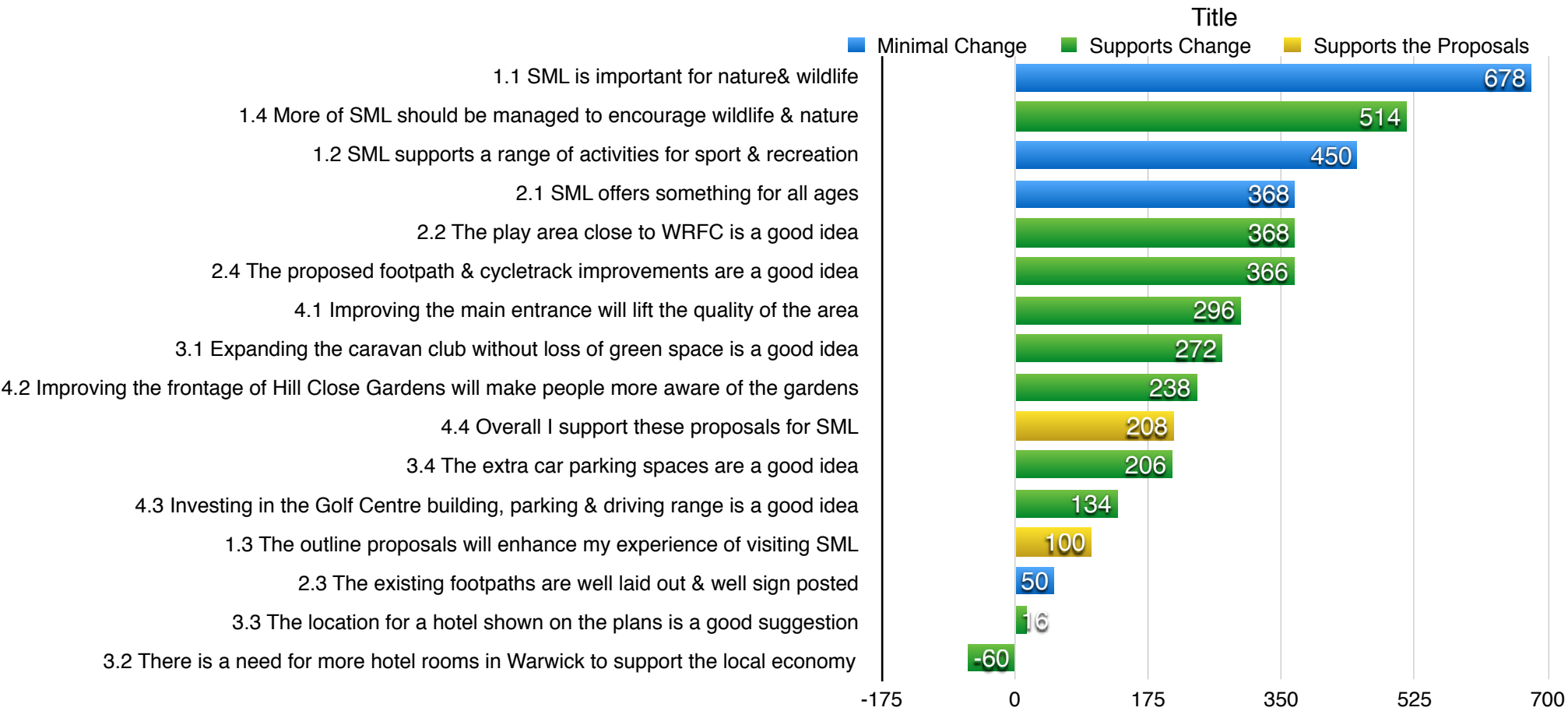
1.1 SML is important for nature& wildlife
1.2 SML supports a range of activities for sport & recreation
1.3 The outline proposals will enhance my experience of visiting SML
1.4 More of SML should be managed to encourage wildlife & nature
2.1 SML offers something for all ages
2.2 The play area close to WRFC is a good idea
2.3 The existing footpaths are well laid out & well sign posted
2.4 The proposed footpath & cycletrack improvements are a good idea
3.1 Expanding the caravan club without loss of green space is a good idea
3.2 There is a need for more hotel rooms in Warwick to support the local economy
3.3 The location for a hotel shown on the plans is a good suggestion
3.4 The extra car parking spaces are a good idea
4.1 Improving the main entrance will lift the quality of the area
4.2 Improving the frontage of Hill Close Gardens will make people more aware of the gardens
4.3 Investing in the Golf Centre building, parking & driving range is a good idea
4.4 Overall I support these proposals for SML



All responses based on 198 responses.



All responses based on 198 responses.



The three most supported statements are:

1.1 SML is important for nature & wildlife

1.4 More of SML should be managed to encourage wildlife & nature

1.2 SML supports a range of activities for sport & recreation.

The three least supported statements are:

2.3 The existing footpaths are well laid out & well sign posted

3.3 The location for a hotel shown on the plans is a good suggestion

3.2 There is a need for more hotel rooms in Warwick to support the local economy.

In addition to the questions, a substantial number of comments were also provided on the comments section. The most re-occurring comments were:

- Protecting the green space
- Prevent development
- Comments regards the suitability of the site for a hotel
- Traffic impact of the hotel
- Impact of the hotel on local business owners
- Access to toilets
- Car parking and the loss of town centre parking
- General access issues: 'it's Common land'

- Concerns over loss of access, fencing
- Historic decisions, in particular development of the golf course
- Both support and concerns in roughly equal measure over model aeroplane flying
- Concerns over safety of parking proposed opposite Bread & Meat Close
- Re-instatement of fishing at the reservoir.

Summary and Recommendations

The analysis is based on some 198 responses gathered from a range of venues and methods. This is a small sample but even so, the outcomes provide a very clear snap shot of public attitudes towards St. Mary's Lands. It was evident that had the hotel not been included at all, the levels of support for the scheme would have been significantly higher. Yet in spite of this, using the scoring analysis, even the proposed hotel location scored a positive figure in the aggregated results. Perhaps most surprising was this lower than expected objection to a proposed hotel.

However, there does remain a degree of mistrust over the more commercial elements of the scheme. In particular the hotel, but also re-development of the golf centre building and parking increases. It is clear that if the wider public are brought along with the proposals, 3-key recommendations need to be adopted:

1. That a hotel viability assessment and bedroom capacity study is commissioned to test the need for a hotel before taking this element of the proposals any further. Such a study would establish either way the justification of such a proposal and help to provide an evidential base for its need. With such an evidential base, the Council will remain open to

criticism that the scheme is being driven from behind the scenes by the Racecourse and/or that it would be a costly 'white elephant'.

2. That there should be a detailed feedback to the public via the Working Party on how it has responded to the outcomes of the consultation to build trust in the process, in particular emphasizing where further, more detailed work is being undertaken

3. That as each element of the scheme progresses, a suitable structure is put in place to consult on the detailed proposals with those elements of the public most effected by the proposals. This has already begun with dialogue opened up with the residents of Bread and Meat Close over the design and location of additional car parking over-looked by the apartment owners.

Appendix 2

SML Delivery Plan

Timeframe

Short-term: within 18-months

Medium-term: 18-months – 3 years

Long-term: greater than 3 years

Each proposal has been given a score rating against the projects 4-key aims.

The proposals that score the highest across all categories are:

01: 10-year Masterplan

05: Main entrance improvements

The proposals most supported from the public consultation would be:

02: Update the management & maintenance plan with an emphasis on biodiversity

07: Footpath and signage improvements

20: Access to public toilets

Ref.	Project	Development Required	Key Stakeholders and Consultation	Approvals and Consents	Risks and Potential Funding	Relationship to the 4 Key Project Aims:	
1.0	Completion of the 10-year Masterplan	<ul style="list-style-type: none"> Complete consultations with statutory stakeholders: (planning, flood risk, highways, conservation, and ecology, including pre-app discussions). Ensure that the masterplan responds to the comments and views expressed at the public consultation Undertake a risk assessment of the business elements Hotel feasibility study to inform the physical masterplan Develop the plan for formal adaption Agree the format for its periodic review. 	<ul style="list-style-type: none"> Users and wider community SML Working Party Warwick District Council County Council Town Council Amenity groups Local business community Sustrans 	<ul style="list-style-type: none"> Non-statutory approval by the Working Party Formal adoption by Warwick District Council. <p>Individual project elements may require specific consent and pre-app discussions are recommended.</p>	<p>Risks:</p> <ul style="list-style-type: none"> Loss of early momentum Hotel feasibility delaying the overall masterplan adoption Conflicting positions between the Working Party and Statutory Consultees Lack of funding to deliver the projects <p>Funding:</p> <ul style="list-style-type: none"> To complete the masterplan, secured: WDC Hotel feasibility to be funded. Estimated at £12,500. 	SML01	High
	<i>Protect St. Mary's Lands for People and Nature (SML01)</i>					SML02	High
	<i>Improve Access and Enjoyment for All (SML02)</i>					SML03	High
	<i>Support the Local Economy (SML03)</i>					SML04	High
	<i>Invest for the Future (SML04)</i>					The masterplan provides the strategy to guide development and decision making for the next 10-years.	
2.0	Update the Management & Maintenance Plan (MMP)	<ul style="list-style-type: none"> Meeting with WDC to agree the process and timetable for updating the MMP Initial site meeting of key stakeholders Update ecological surveys Draft revisions Discuss with WDC and key stakeholders Issue final document Set out the review and monitoring protocols 	<ul style="list-style-type: none"> Warwick District Council FoSML Jockey Club Golf Centre Model Aircraft Flyers Wildlife and amenity groups incl. Warwickshire Wildlife Trust Events and activities (incl. Rotary) 	<ul style="list-style-type: none"> Non-statutory approval by the Working Party / "management group" Formal adoption by Warwick District Council. 	<p>Risks:</p> <ul style="list-style-type: none"> Lack of resources within WDC to commit to the process <p>Funding:</p> <ul style="list-style-type: none"> To complete the MMP, secured: WDC and volunteer commitment Further consultancy advice and small scale environmental projects that might arise: £20K WDC 50% and small grant sources 50%. 	SML01	High
						SML02	High
						SML03	Low
						SML04	Medium
3.0	Cycle Way Connections (Sustrans National Cycle Route no 41):	<ul style="list-style-type: none"> Coordination of precise route and means of demarcation Design development and costing of lighting, signage, and surfacing Commissioning of implementation Management of works on the ground 	<ul style="list-style-type: none"> Jockey Club Warwickshire County Council Sustrans Warwick District Council 	<ul style="list-style-type: none"> Formal consent from Jockey Club to permissive use once the plans are agreed Sustrans License and designation process 	<p>Risks:</p> <ul style="list-style-type: none"> No formal agreement is reached with the Jockey Club Proposals fail the safety audit Funding from County Council / Section 106 not available. <p>Funding:</p> <ul style="list-style-type: none"> WCC / Sustrans 	SML01	Medium
						SML02	High
						SML03	Medium
						SML04	Medium
						National Route 41 of the National Cycle Network is a long distance	

	via the Racecourse to main entrance Phase 2, Saltisford Brook continuation.			<ul style="list-style-type: none"> Traffic Safety Audit Potentially planning consent for phase 2. 		route that when complete will connect Bristol, Gloucester, Stratford-upon-Avon and Rugby via Warwick and Leamington. This is an important connection in the route and provides opportunities to create safer routes to school and an eventual link to Warwick Parkway Station.	
Ref.	Project	Development Required	Key Stakeholders and Consultation	Approvals and Consents	Risks and Potential Funding	Relationship to the 4 Key Project Aims:	
04	Extension to Saltisford Brook Car Park	<ul style="list-style-type: none"> Develop outline design proposals Undertake a traffic safety audit Consultation on the proposals with residents of Bread & Meat Close & stakeholders Finalise proposals Tender and construction 	<ul style="list-style-type: none"> Warwick District Council Residents of Bread & Meat Close Jockey Club Hill Close Gardens Golf Centre Warwickshire County Council Sustrans 	<ul style="list-style-type: none"> Establish whether planning consent is required or permitted development rights apply Traffic Safety Audit 	Risks: <ul style="list-style-type: none"> Planning application process will delay commencement Local residents' objections to the scheme Fails the safety audit Funding not found Funding: <ul style="list-style-type: none"> WDC £110,000 	SML01	Low
						SML02	Medium
						SML03	Medium
						SML04	Medium
						Rationalises the existing hard standings with minimal loss of green space. Replaces spaces lost to create the cycle route with a net overall gain in parking spaces. Assists with the reduction of town centre parking.	
05	Main entrance improvements Including uniform entrance signage, public realm improvements and replacement of unsightly buildings. Phase 1: Turnstile building and public realm Phase 2: Caretaker's house	<ul style="list-style-type: none"> Develop outline design proposals Agree division of design responsibilities between the Jockey Club and Council (public realm works and signage) Commission design services for WDC elements Undertake pre-application planning discussions Finalise the proposals with an integrated public realm and signage strategy Conservation statement and tree replacement strategy Consultation with key stakeholders Planning submission Design development, tender and construction. 	<ul style="list-style-type: none"> Jockey Club Warwick District Council (Conservation & planning) Working Party members Residents of Bread & Meat Close Warwickshire County Council (Highways) 	<ul style="list-style-type: none"> Planning permission and removal of TPO trees Key stakeholder agreement to the design proposals for the public realm and signage elements 	Risks: <ul style="list-style-type: none"> Planning and design aspirations exceeds the budget Funding withdrawn Planning objections Funding: <ul style="list-style-type: none"> Building works: Jockey Club Public realm and signage: part WDC and part Jockey Club Design development of WDC elements (I.E. signage strategy & public realm): £12,000 Implementation, Jockey Club £250,000 and WDC £60,000 	SML01	High
						SML02	High
						SML03	High
						SML04	High
						A key project to improve the setting and access into SML, including enhanced public realm and a coordinated signage strategy. Improvement of key view lines from the town centre and reduction in the visual clutter. Positive enhancement of the Conservation Area.	
06	Improvements to Hill Close Gardens frontage	<ul style="list-style-type: none"> Meeting on site to agree design approach Draw up outline proposals: vegetation clearance, management and hard paving improvements Consultation between WDC and HCG on proposals Initial vegetation clearance Planting and maintenance works 	<ul style="list-style-type: none"> Hill Close Gardens Warwick District Council FoSML 	<ul style="list-style-type: none"> 211 Notice if any larger items of vegetation requires removal 	Risks: <ul style="list-style-type: none"> Agreement between ecology interest and an appropriate context for HCG is unresolvable Funding: <ul style="list-style-type: none"> Design work covered by current commission. Implementation – combination of WDC via maintenance works, HCG volunteers and small grant fund / HLF funding. WDC, £5,000, other funding £5,000. 	SML01	Medium
						SML02	Medium
						SML03	Medium
						SML04	Medium
						Hill Close Gardens is Grade 2* Listed, making it of particular historical importance and of more than local special interest. The setting of the gardens from the main approach is of a poor and inappropriate quality and historic views lines are being lost by recent planting. Enhancement would assist with the promotion of the Gardens.	
07	Footpath and Signage Improvements	<ul style="list-style-type: none"> Develop design proposal for phase 1 	<ul style="list-style-type: none"> Warwick District 	<ul style="list-style-type: none"> May require 	Risks:	SML01	Medium
						SML02	High

	Phase 1: Hampton Road / Gog Brook Phase 2: Wider site area	<ul style="list-style-type: none"> (Gog Brook) and obtain costings Consider how the works might be delivered including community payback Commission the works and implementation Undertake an assessment of other access and secondary signage improvements as part of the MMP review 	<ul style="list-style-type: none"> Council FoSML Jockey Club Golf Centre Existing site users 	signage and/or Conservation Area Consent <ul style="list-style-type: none"> Forestry Commission approval for any works in Jubilee Woods 	<ul style="list-style-type: none"> Extent of phase 2 desirable works far exceeds budgets available Conflict of access 'rights' between various users Funding: <ul style="list-style-type: none"> Phase 1 potentially low cost if undertaken by community payback. £10,000. Other small grant aid Phase 2 circa £200,000 for comprehensive cycle / footpath connections. Consider 'Parks for People' Funding, County Council or other external funding sources. WDC match funding at 10% £20,000. 	<div>SML03Medium</div> <div>SML04High</div> Increasing public access via a network of well-sign posted footpath / cycle tracks including the potential for a route to Warwick Parkway station from the town centre is strongly supported during the consultation and a key aim of the FoSML. Strong links to other initiatives.
Ref.	Project	Development Required	Key Stakeholders and Consultation	Approvals and Consents	Risks and Potential Funding	Relationship to the 4 Key Project Aims:
08	Benches and Bins	<ul style="list-style-type: none"> FoSML consultation project to mark-up preferred locations Undertake a review of site furniture as part of the MMP update 	<ul style="list-style-type: none"> FoSML Warwick District Council 	None envisaged	Risks: <ul style="list-style-type: none"> Low risk Funding: <ul style="list-style-type: none"> Small grants scheme / sponsorship included in item 2 above under small environmental works. 	<div>SML01Medium</div> <div>SML02High</div> <div>SML03Low</div> <div>SML04Medium</div> A much supported aspect of the community consultation and a key objective of the FoSML
09	Hampton Road Attenuation Pond / Flood Mitigation Measures	<ul style="list-style-type: none"> Ecological assessment of the pool Undertake an assessment of condition of all flood mitigation measures and prepare recommendations for on-going management Silt tests for contamination Establish the need and form of any de-silting work Commission the works and implementation. 	<ul style="list-style-type: none"> Warwick District Council Warwickshire County Council Environment Agency 	Dependent on the outcomes of the silt testing whether an Environment Agency license is required.	Risks: <ul style="list-style-type: none"> Hydrocarbon from adjacent road or fertilizers from surrounding field catchment leading to sufficient contamination to be considered harmful to human health to spread silt locally That the ecological value restricts the ability to de-silt the pond Funding: <ul style="list-style-type: none"> Authority for maintaining flood works. Estimated costs £25 – 35,000 	<div>SML01Medium</div> <div>SML02Low</div> <div>SML03Medium</div> <div>SML04Medium</div> An important part of the Hampton Road flood defense works. The attenuation volume is being reduced by gradual silt accumulation. With the frequency and severity of flood events likely to increase, any loss of existing attenuation across the site should be avoided and where possible increased.
10	Reservoir Enhancement, Jubilee Wood	<ul style="list-style-type: none"> Develop options as part of the MMP review Agree preferred option with key stakeholders 	<ul style="list-style-type: none"> Jockey Club Warwick District Council Warwick & District Angling Association Warwickshire Wildlife Trust FoSML 	Potential Environment Agency for fish stocks and health checks. Potentially Forestry Commission consent for any works affecting the woodland.	Risks: <ul style="list-style-type: none"> Health & Safety assessment required in opening up the area to public access Funding: <ul style="list-style-type: none"> A variety of grant sources exist for funding pond improvement works including Countryside Stewardship. 	<div>SML01High</div> <div>SML02High</div> <div>SML03Low</div> <div>SML04Medium</div> Strongly supported at public consultation, has the potential to increase biodiversity and landscape character and addresses an unsightly feature. Increases recreational value.
11	Jubilee Woodland Improvements	<ul style="list-style-type: none"> Develop as part of the MMP review 	<ul style="list-style-type: none"> Warwick District Council FoSML 	Forestry Commission consent for any works proposed.	Risks: <ul style="list-style-type: none"> Low risks around ecological sensitivity Funding:	<div>SML01High</div> <div>SML02Medium</div> <div>SML03Low</div> <div>SML04Medium</div>

			<ul style="list-style-type: none"> Warwickshire Wildlife Trust 		<ul style="list-style-type: none"> Potential small grant aid scheme 	Enhanced management required to ensure that the woodland matures into a biodiverse and attractive environment.	
12	Increase Caravan Club Capacity	<ul style="list-style-type: none"> Evaluate the existing site capacity to establish the potential increase available Review the possibility of a motorhome / overspill caravan park on non-race days adjacent to the stables 	<ul style="list-style-type: none"> Jockey Club Caravan Club Warwick District Council 	Planning consent may be required for the changes to the existing site and overspill use of the stables parking	Risks: <ul style="list-style-type: none"> Planning to be confirmed Funding: <ul style="list-style-type: none"> Jockey / Caravan Club 	SML01	Medium
						SML02	Medium
						SML03	High
						SML04	High
						Inter-relationship between the Caravan Club and other uses of SML with potential to develop greater synergy with activities such as golf and garden visits. The site is at capacity at peak times and limited to a 10-month season.	
Ref.	Project	Development Required	Key Stakeholders and Consultation	Approvals and Consents	Risks and Potential Funding	Relationship to the 4 Key Project Aims:	
13	Re-surfacing of Gravel Long Stay Parking Bays	<ul style="list-style-type: none"> Update design layouts Consult on flood risk / attenuation Investigate park and ride options Integration with the Town Centre Parking Strategy Pricing the work Tender and construction 	<ul style="list-style-type: none"> Warwick District Council Jockey Club RCW 	Possible planning permission required Environment Agency permission for surface water attenuation and discharge may be required.	Risks: <ul style="list-style-type: none"> Ability to secure funding if the hotel does not progress Storm water attenuation may increase costs Funding: <ul style="list-style-type: none"> WDC linked to wider town centre parking strategy 	SML01	Low
						SML02	Low
						SML03	High
						SML04	High
						Would assist with off-setting the loss of town centre parking esp. when combined with the new cycle path connection.	
14	MUGA at Racing Club Warwick (RCW)	<ul style="list-style-type: none"> Confirmation of funding Tendering and construction 	<ul style="list-style-type: none"> RCW 	<ul style="list-style-type: none"> Planning permission and Environment Agency Flood Risk Assessment. 	Risks: <ul style="list-style-type: none"> Funding and planning Funding: <ul style="list-style-type: none"> Football Foundation and other grant sources 	SML01	Medium
						SML02	Medium
						SML03	Low
						SML04	Medium
						Provides much needed all-weather practice area for youth provision within an area of need. Addresses a community need.	
15	RCW Club House refurbishment	<ul style="list-style-type: none"> Site building assessment required to assist with a long-term development plan looking at the options to refurbish, replace, or relocate the club house facilities. Short-term minor works required to keep in operation. 	<ul style="list-style-type: none"> RCW Warwick District Council 	<ul style="list-style-type: none"> Potentially planning permission depending on the option selected. 	Risks: <ul style="list-style-type: none"> Impact upon membership and income in the short – medium term Funding: <ul style="list-style-type: none"> TBC once a preferred option is selected, ranging from £100 – 900,000 	SML01	Low
						SML02	Medium
						SML03	Medium
						SML04	Medium
						Existing building is life-expired. Long-term aspiration to replace poor quality building to enhance the overall appearance of the area and provide fit for purpose facilities that may generate additional income streams.	
16	Play Area adjacent to RCW	<ul style="list-style-type: none"> Develop design brief Seek tenders from playground contractors Appoint and install Review toilet access with RCW 	<ul style="list-style-type: none"> Warwick District Council play team FoSML Local residents RCW 	TBC	Risks: <ul style="list-style-type: none"> Insufficient funding Funding: <ul style="list-style-type: none"> Warwick District Council financial year £60,000 Other funding sources £25,000 	SML01	Medium
						SML02	High
						SML03	Low
						SML04	Medium
						Well supported at public consultation and meets a local deficiency. A priority project for the FoSML.	
17	Corp of Drums Building Refurbishment	<ul style="list-style-type: none"> Confirmation of grant funding Tender and implementation 	<ul style="list-style-type: none"> Corp of Drums Warwick District Council 	Building Control	Risks: <ul style="list-style-type: none"> Failure to attract grant funding Funding: <ul style="list-style-type: none"> Warwick District Council has 	SML01	Low
						SML02	Medium
						SML03	Low
						SML04	Medium

					<ul style="list-style-type: none"> committed match-funding External grant funding 	A long established community facility.	
18	Golf Driving Range Improvements, including car parking	<ul style="list-style-type: none"> Develop a sustainable business strategy Undertake feasibility appraisal for modification of existing structure or complete replacement Develop preferred solution Planning permission Detailed design and tendering Construction 	<ul style="list-style-type: none"> Warwick Golf Centre Warwick District Council Working Party Members 	<ul style="list-style-type: none"> Planning Permission Conservation Area Consent 	Risks: <ul style="list-style-type: none"> Capital funding Planning & Ecology Business continuity and revenue targets being met Funding: <ul style="list-style-type: none"> Warwick Golf Centre 	SML01	Medium
						SML02	Medium
						SML03	Medium
						SML04	Medium
						The driving range is no longer fit for purpose and modification would restrict its capacity due to design limitations. A complete replacement may be required. Limited car parking adjacent to clubhouse is required to encourage evening leisure users.	
Ref.	Project	Development Required	Key Stakeholders and Consultation	Approvals and Consents	Risks and Potential Funding	Relationship to the 4 Key Project Aims:	
19	Golf Centre Club House Replacement	<ul style="list-style-type: none"> Develop a sustainable business strategy Undertake feasibility appraisal for modification of existing structure or complete replacement Develop preferred solution Planning permission Detailed design and tendering Construction 	<ul style="list-style-type: none"> Warwick Golf Centre Warwick District Council Working Party Members Warwick Society 	<ul style="list-style-type: none"> Planning Permission Conservation Area Consent 	Risks: <ul style="list-style-type: none"> Capital funding Planning Business continuity and revenue targets being met Funding: <ul style="list-style-type: none"> Warwick Golf Centre Potential to link to a wider project scope to attract external funding such as 'Parks for People'. 	SML01	Medium
						SML02	High
						SML03	Medium
						SML04	Medium
						The existing Club House has exceeded its viable life expectancy and is in need of substantial renovation. A complete replacement on a potentially smaller footprint may be the better longer term option. A new building has the potential to serve a range of needs at SML and could potentially attract external funding for park improvements. Replacement would enhance the Conservation Area.	
20	Access to Public Toilets	<ul style="list-style-type: none"> Minor building works to the Golf Centre to form disabled toilet and access Signage Discussions with RCW over toilet access from proposed new play area 	<ul style="list-style-type: none"> Warwick District Council Warwick Golf Centre RCW 	TBC	Risks: <ul style="list-style-type: none"> Failure to find a solution will not meet consultation outcomes Funding: <ul style="list-style-type: none"> Warwick District Council £8,000 amendments to racing Club Warwick building to make toilets publicly accessible from the proposed play area. Warwick District Council £18,000 to make publicly accessible toilets available on the Common. 	SML01	Medium
						SML02	High
						SML03	Medium
						SML04	Medium
						Extends the audience base and length of use of SML, making it more attractive as a 'destination' rather than just for very local users. Addresses concerns raised during the consultation.	
21	Improve Drainage to Playing Fields	<ul style="list-style-type: none"> Complete feasibility report into options for pitch drainage Agree attenuation and discharge with the Environment Agency Cost the options and seek potential funding Tender and implement 	<ul style="list-style-type: none"> Warwick District Council RCW Environment Agency 	<ul style="list-style-type: none"> Potentially Environment Agency depending on means of land drainage 	Risks: <ul style="list-style-type: none"> Potential disruption to the racecourse to connect to a means of draining the pitches Limited options available due to high water table Environment Agency objection Funding:	SML01	Low
						SML02	Medium
						SML03	Low
						SML04	Medium
						The playing fields are poorly drained with restricts their recreational use. Improvements would encourage greater uptake	

					<ul style="list-style-type: none">Match funding from WDC of £15,000 towards the estimated £30,000 costs.	and participation in active sports.	
22	Potential Hotel Location	<ul style="list-style-type: none">Commission a hotel room availability and need / capacity surveyCommission a technical viability on the proposed siteUndertake planning and highways discussionsReview outcomes with the Working Party	<ul style="list-style-type: none">Warwick District CouncilJockey ClubWorking Party MembersWarwickshire County CouncilWarwick Town CouncilEnvironment AgencyHampton Road residentsChamber of TradeTourism & Visitor developmentWarwick Society	<ul style="list-style-type: none">Planning Permission and visual impact assessmentFlood Risk assessmentConservation Area ConsentJockey Club consent.	<p>Risks:</p> <ul style="list-style-type: none">Public objection and planningPotential high costs in early feasibility work that may prove abortiveDependency upon the Jockey Club <p>Funding:</p> <ul style="list-style-type: none">Warwick District Council £25,000 viability and technical appraisal including bedroom capacity study.	SML01	Low
						SML02	High
						SML03	High
						SML04	High
						The revised location is seen as generally acceptable through the consultation process but only on the basis that there is a quantified need and sound economic case for a hotel. This has not been established within the minds of the wider community. Whilst the site has potential with good synergy with the adjacent car parking, the area is closely tied to the Jockey Club.	

ReReRevision 01: 07 Sept 2016

- i. WRFC changed to RCW
- ii. RCW club house minor works added to the programme
- iii. Access to public toilets amended to update available access at the Golf Centre
- iv. Note added re-access to toilets at RCW from proposed play area to be discussed

Hill Close entrance works, item changed to add potential paving works and possible HLF funding.

Revision 2: 09 Sept 2016

- i. Reference to pre-app discussions included under 01: masterplan
- ii. Additional costs added for further advice to support WDC in developing the revised MPP (item 02)
- iii. Forestry Commission added as a consultee / consent required for works to Jubilee Wood
- iv. Millennium Wood changed to Jubilee Wood
- v. 09 attenuation pond expanded to cover assessment of other flood mitigation measures.
- vi. Funding and timetable allocated to item 13, re-surfacing of the long stay car park
- vii. Chamber of Commerce amended to Chamber of Trade
- viii. Playing field drainage added.

Revision 03: 07 Oct 2016

- i. List of priority schemes identified
- ii. Minor amendments to funding based on revised Executive report version 07.

Revision 04: 01 November 2016

- i. Amendments to item 13, reference to Town Centre Parking Strategy added.

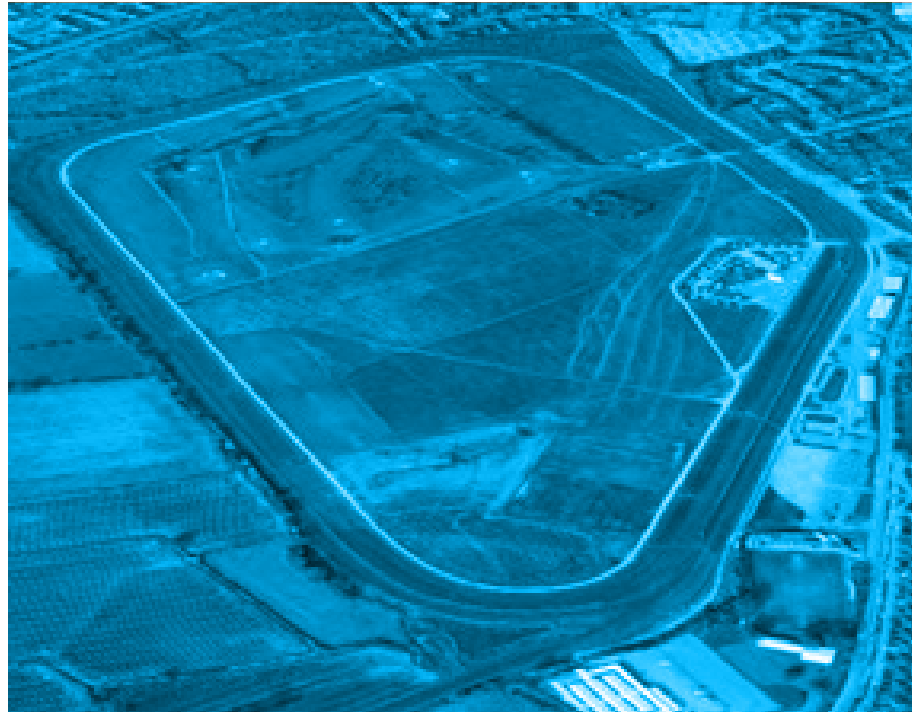
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Appendix 3

Project Brochure

St. Mary's Lands



Outline Proposals

A partnership project between the St. Mary's Lands Working Group and lead by Warwick District Council in association with Warwick Town Council and Warwickshire County Council.

St. Mary's Lands

Thank you for viewing the outline proposals for St. Mary's Lands. These initial ideas have been developed by a group of organisations working in partnership with Warwick District Council and supported by Warwick Town Council and Warwickshire County Council.

We have developed our proposals around 4 key aims:

- ♦ Protecting St. Mary's Lands for People and Nature
- ♦ Improving Access and Enjoyment for All
- ♦ Supporting the Local Economy
- ♦ Investing for the Future

These outline proposals show how we hope to achieve our 4 aims. We want to know if you agree with our ideas?

Please let us know what you think by completing the questionnaire, your feedback will help us turn our outline proposals into reality.

Outline Proposals



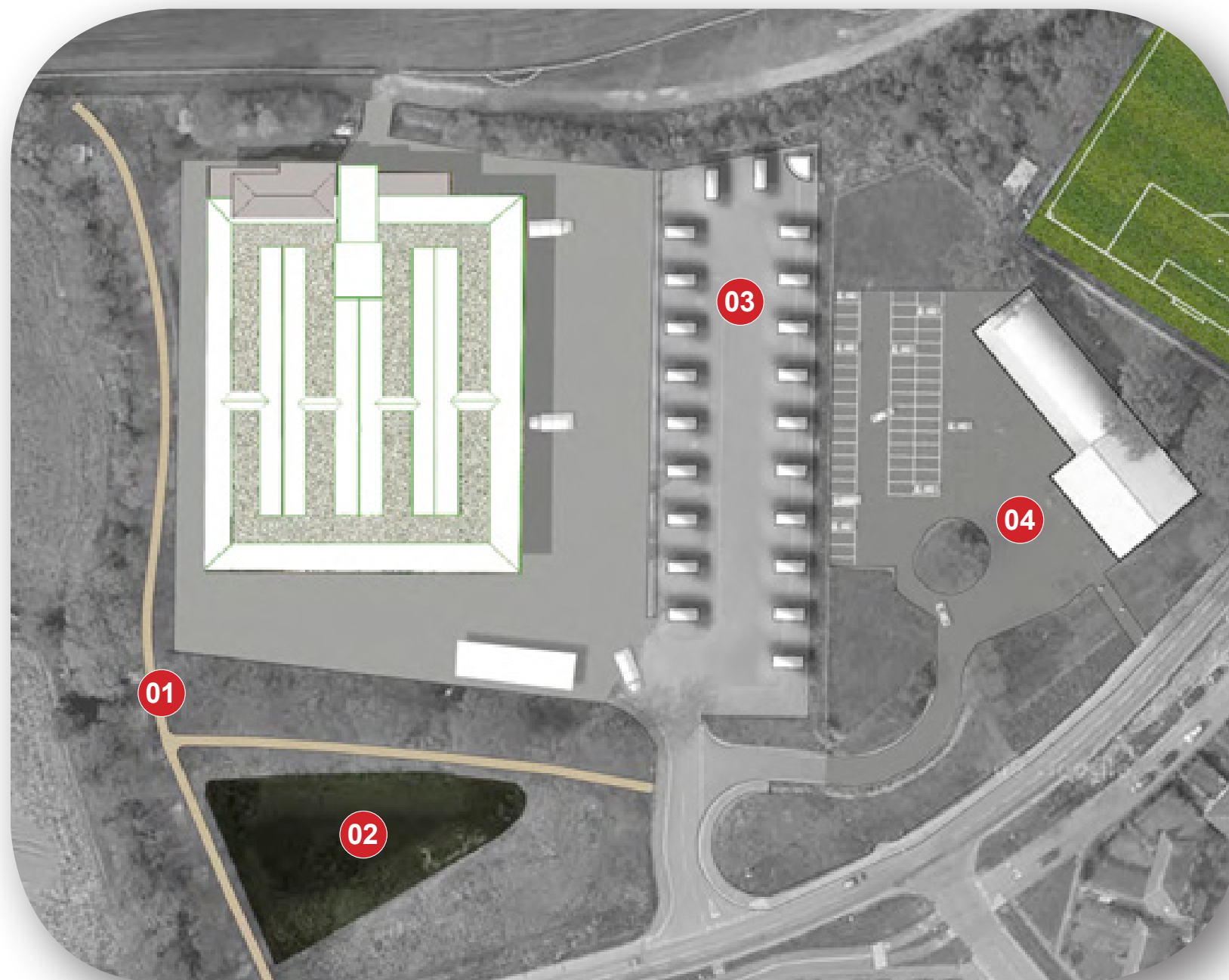
St. Mary's Lands

- 01 Improved footpath linkages & waymarking
- 02 Flood alleviation management
- 03 Overflow pitch provision for Caravan Club
- 04 Corps of Drums building investment
- 05 Playing field improvements to support increased use
- 06 Racing Club Warwick FC & new play area
- 07 Multi Use Games Area (MUGA)
- 08 Proposed hotel development
- 09 New 'Permissive' cycle link
- 10 Increased parking provision (+78) to long stay car park (276 Total spaces)
- 11 Re-organisation of Caravan Club site (62 pitches)
- 12 Comprehensive improvements to the St Mary's Lands Entrance.
- 13 Increased short stay parking (+20)
- 14 Setting of Hill Close Gardens improved
- 15 Golf Club Improvements.
- 16 Cycle link improvements
- 17 Enhance existing reservoir

--- Footpaths

← Cycle routes

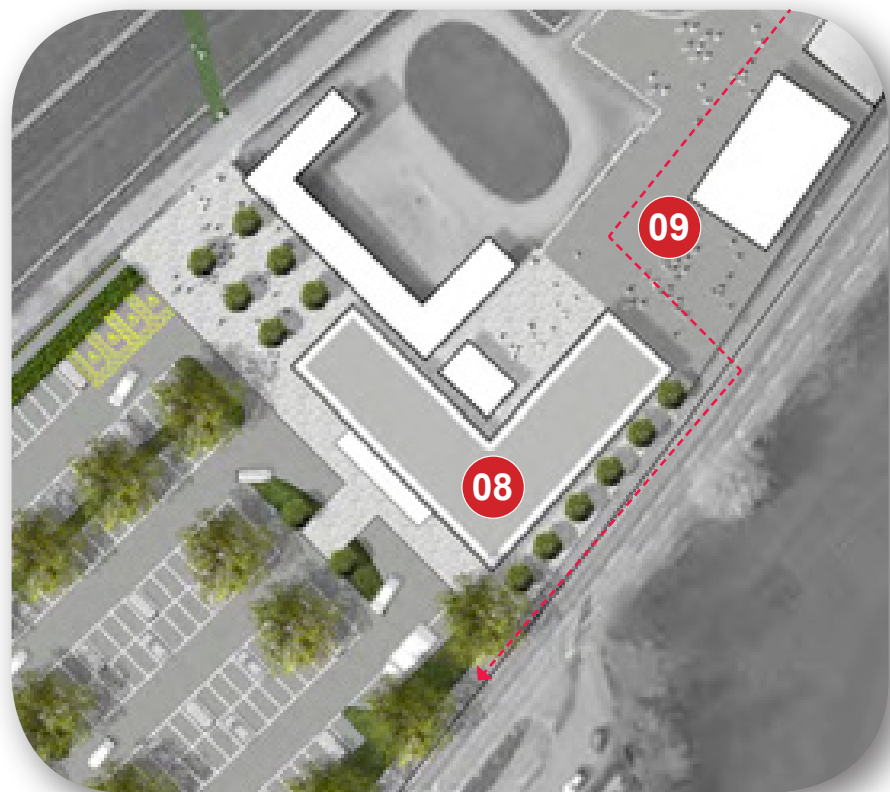
These initial proposals summarise the outcome of the St. Mary's Lands Working Group. The proposals will help guide the long-term future of St. Mary's Lands over the next 10-years.



- 01 Improved footpath linkages and wayfinding**
Improved footpath connections in the southwest corner between Gog Brook and the stables and better way marking of footpaths generally across the site. Reason: to ensure that access is improved from the southwest and footpaths are more clearly designated across the site.
- 02 Flood alleviation management**
Flood Alleviation: ensure that the storm water retention basins are keep free of silt. Reason: to preserve the maximum capacity of the flood alleviation infrastructure.
- 03 Overflow pitch provision for Caravan Club**
Expansion of the Caravan Club: consider the possibility of using the coach park as a location for expansion of the caravan club when not being used on race days. Reason: to provide an opportunity at peak times, such as Bank Holidays, to have increased caravan provision.
- 04 Corps of Drums building investment**
Investment into the building's repair to maintain a fit for purpose facility. Reason: to support building maintenance and upgrades to ensure the organisation meets the needs of its user base and surrounding community.



- 05 Playing field improvements to support increased use**
Playing Field Improvements: improved drainage via soakaways to the two pitches on the Common. Reason: to support increased use and access to sports.
- 06 Racing Club Warwick FC & creation of community Hub**
Community Hub: seek to expand the role of Warwick Racing Football Club as a community hub that incorporates play for children from toddlers to early teens in an accessible and well-supervised location. Reason: to create a much needed play facility accessible to the Forbes Estate and encourage a pathway to sport by linking play and active sports on a shared site.
- 07 Multi Use Games Area (MUGA)**
Multi-use Games Area: provide a junior level all-year round games area for a variety of sports including netball and 5-a-side football. Reason: to expand the sporting opportunities on the site and in particular an all season facility.



08 Proposed hotel development (Option A)

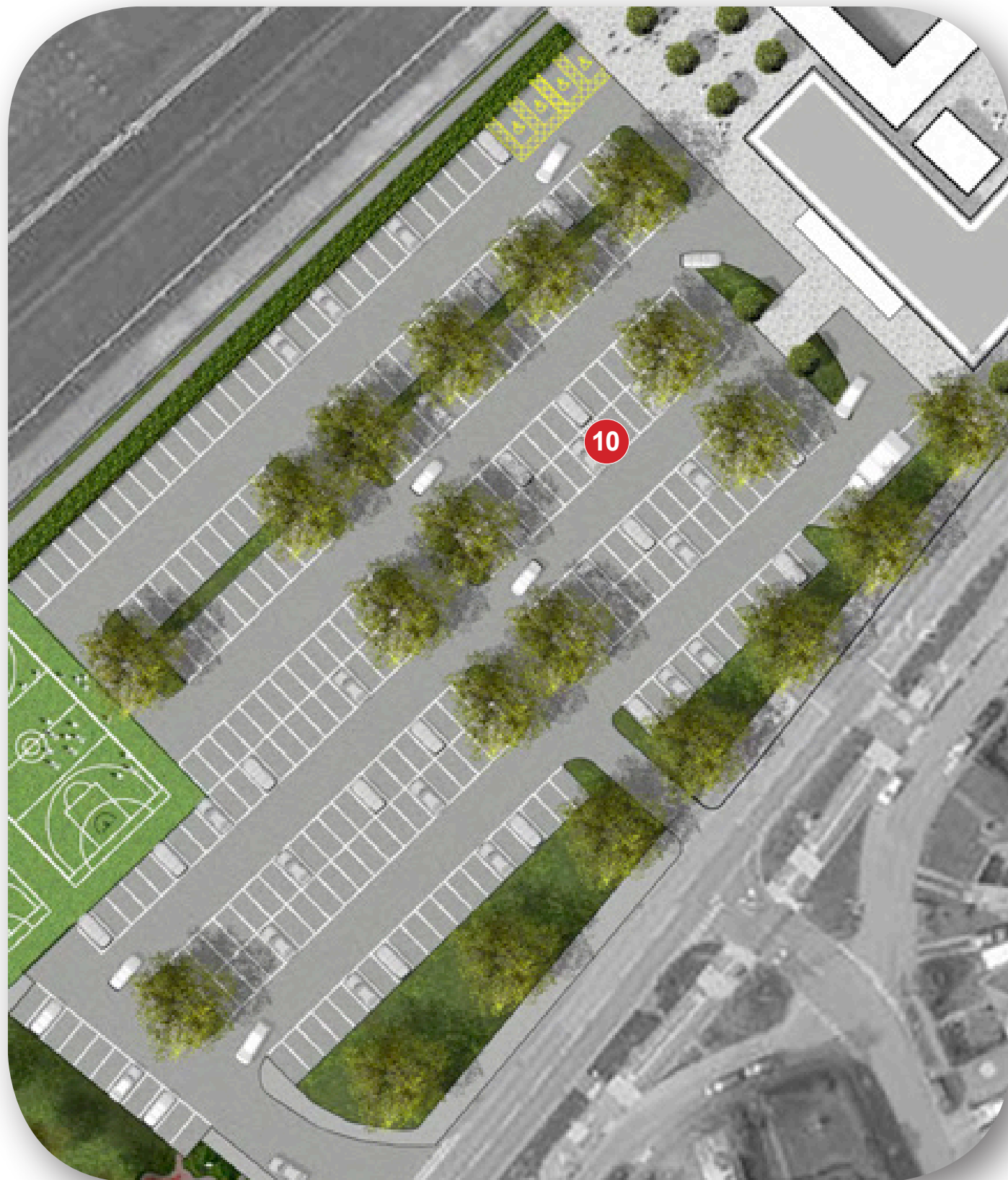
The working party have identified a location for a hotel development that all can support. The proposed location would enjoy views over both the Cricket Ground and the racecourse / Common. It would utilise the long-stay parking and potentially incorporate part of the racecourse facilities. The proposed form is an L shape configuration to mitigate a single long façade and could incorporate a health club and conferencing facilities. Synergy with a conference style hotel and the utilisation of facilities at the racecourse is seen to be high. The proposed location would be a catalyst for upgrading the streetscape of Hampton Road and making improvements to a walking / cycling route via the racecourse to the town centre. Reasons: to support the economic vitality of the town centre. (It must be noted that the hotel demand is primarily a Council objective and is not being proposed by the Jockey Club though they have expressed an interest in joining the Council in reviewing a development proposal.)

08a Proposed hotel development (Option B)

Alternative building footprint sharing a simple rectilinear block form with green roof and glazed central atrium with views to the parade ring and heart of the racecourse complex.

09 New 'Permissive' cycle link

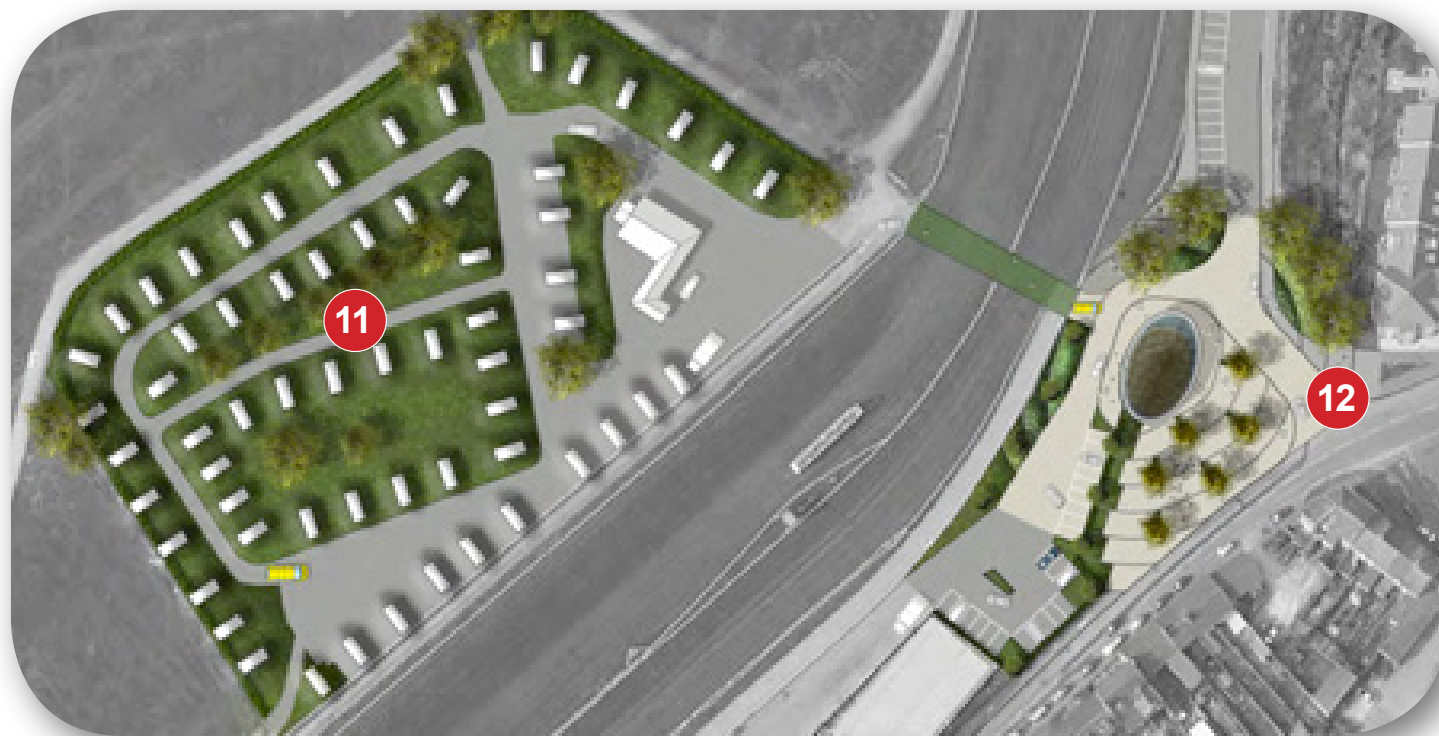
New Cycle Link: a new 'Permissive' cycle path linking up the existing cycle path network and creating a link through the racecourse. Though the route is a not public right of way and the public do not have a legal right to use it, it will complete an important gap in connecting other public rights of way. As permissive paths are not public rights of way, the racecourse may impose conditions on its use, such as times of use and closures on race days. The current outline agreement is that the route would be open on non-race days from 7.30am to 7.30pm. Reason: to link an existing gap in the current cycling network and encourage cycling.



10 Increased parking provision (+78) to long stay car park (276 Total spaces)

Surfacing the Long-Stay Car park will increase capacity of the car park by 78 spaces.

Reason: to support the hotel development and ensure that there is a net increase in properly surfaced parking

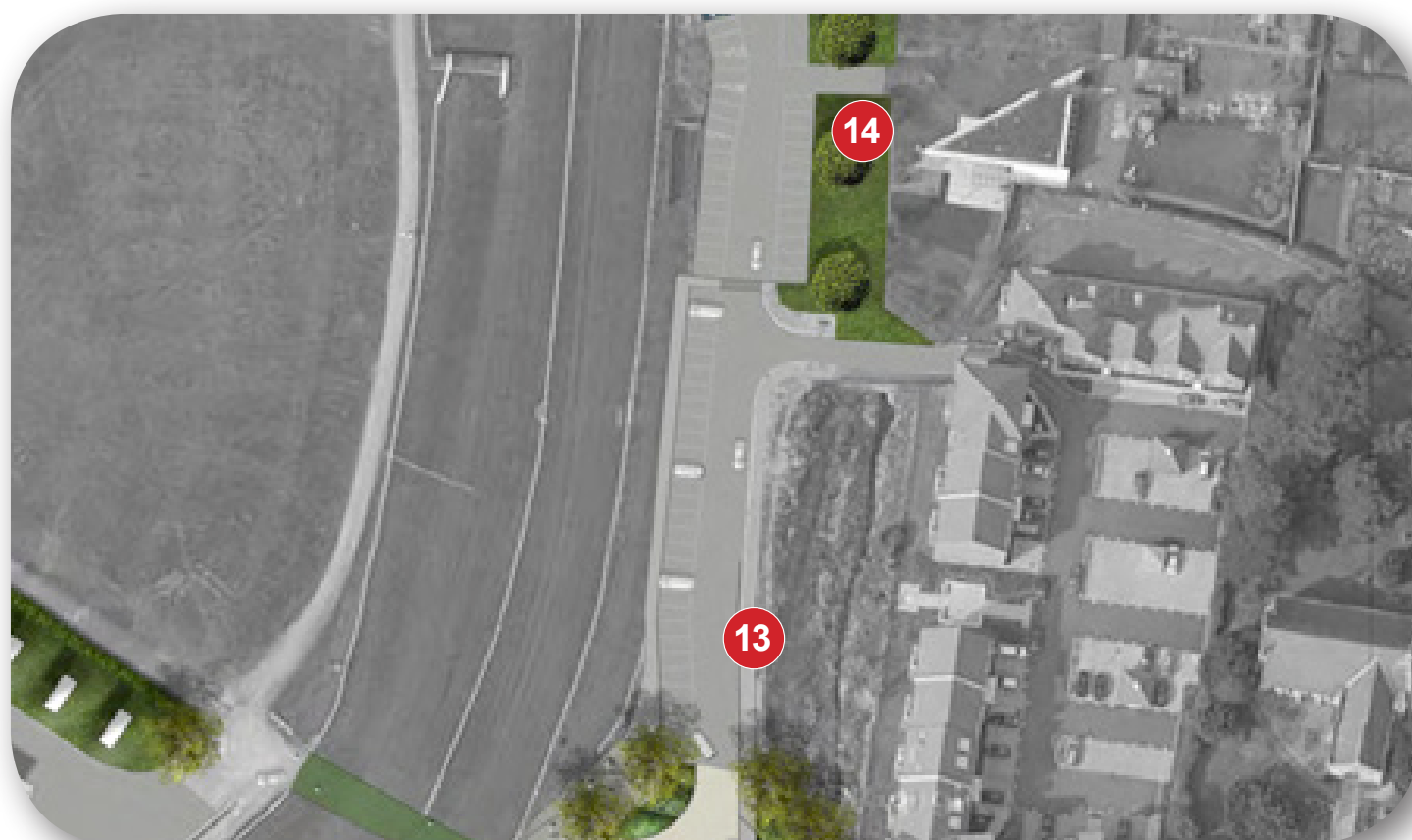


11 Re-organisation of Caravan Club (+7 Pitches)

Rationalisation of existing buildings on the caravan club site would increase capacity of caravan pitches to 62 and improve amenity. Reason: to meet the needs of the club and allow expansion without encroaching outside of its current hedged enclosure.

12 Comprehensive entrance improvements

Proposals include new turnstiles building that could also serve as an information point, a small café and toilets, public realm improvements, signage and tree planting. The relocation of the site manager's accommodation would improve the views and amenity value. Reason: to enhance the quality of the public realm within the Conservation Area and improve the visual amenity and connectivity to the town.



13 Increased short stay parking (+20)

Extend the short-stay car parking provision to provide an additional 30-spaces. Reason: to rationalize the current arrangement of hard surfaces, to compensate for the loss of 10 spaces needed to create the new cycle route (20-spaces net gain). To provide additional parking close to the town centre in preparation for the loss of spaces at Linen Street multi-storey car park.

14 Entrance improvements to Hill Close Gardens

Improve the Frontage to Hill Close Gardens: undertake landscape improvement works to the frontage of Hill Close Gardens more in keeping with the characteristics of the town edge. Reason: to better promote the gardens and create an environment that is sensitive to their Grade II* status (a site of more than special interest).



15 Golf Club improvements

Consider options for improving the golf centre including re-modeling the golf-driving range, a replacement club house building and a small area of car parking directly opposite the facility. Reason: to maintain the range of sports available in the town, to ensure that the facility is fit for purpose and ties in with other potential developments such as the hotel proposal.

16 Enhance cycle link connections

Cycle Link: enhance the footpath and create a cycle route connection via St. Mary's Lands to connect with Warwick Parkway station and the Birmingham Road cycle way improvements. The scheme will require the minor adaptation of the existing footbridge over the railway. Reason: to support sustainable travel options and increase the accessibility between the town centre and Warwick Parkway.



17 Enhance the reservoir

Enhance the reservoir: integrate the reservoir as a potential landscape feature into the Jubilee Woods area. Reason: to increase the biodiversity of the site and enhance the landscape and visual amenity.

* Comprehensive management plan review

Update the existing management plan with recommendations for smaller scale improvements, such as improved seating, information boards, and ongoing management to support increasing biodiversity. The proposals can also address the needs of the model aeroplane flyers for an improved grassed takeoff / landing strip. Reason: to ensure that the management plan is reviewed periodically and updated to meet the needs of users, to ensure that the landscape character is preserved. The management plan review will update the changes in the site since its first production in 2003, including the extension of the Conservation Area and its designation as a Local Nature Reserve.

Conclusions:

In summary the masterplan represents a balanced response to the opportunities and threats posed at St. Mary's Lands. It recognises the need to invest in developments that support the wider economy, such as the hotel and expansion of the caravan club. However these developments must respond to the sense of place and the multi-purpose sporting, recreational and leisure use of the open space. The need to plan for the replacement of obsolete facilities, in particular at the Golf Centre and turnstiles building affords the opportunity to significantly address the poor quality and often ad-hoc decisions of the past with an approach that is more in keeping with the Conservation Area. Common ground has been found on all these issues across the range of interests represented by the Working Party. This high level of consensus provides the Council with the confidence that the scheme is ready and deserving of a wider public consultation process which will keep members of the public informed of the proposed developments.

If you have any questions or would like to be kept informed of future developments in the St.Mary's Lands project, please contact us at:

Warwick District Council, Riverside House, Milverton Hill, Leamington Spa, Warwickshire, CV32 5HZ, marked for the attention of the Chief Executive or alternatively email us at:
info.sml@warwickdc.gov.uk



