



RUGBY BOROUGH COUNCIL
LOCAL CENTRES STUDY
SEPTEMBER 2024

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1. INTRODUCTION

STUDY RATIONALE

- 1.1. This document reports on a study of potential local centres within Rugby Borough which was conducted by the Council's Development Strategy team between May and September 2024. The study was undertaken with the aim of contributing towards the evidence base that will inform the creation of a new local plan.
- 1.2. The primary purposes of the study are to:
 - a) Identify and recommend boundaries for all potential local centres within the Borough;
 - b) Record the features and assess the vitality of each potential local centre;
 - c) Identify opportunities for development within the potential local centres; and,
 - d) Recommend a designation for each potential local centre within the Council's settlement hierarchy.
- 1.3. This study shall complement a separate study of the supply and demand for retail and town centre uses within the Borough which has been commissioned to be completed by Nexus Planning on the Council's behalf and is due to be delivered by Q4 2024.
- 1.4. Although prior studies of retail and town centre uses have been undertaken for the Borough, no dedicated assessments of local centres have previously been carried out, and so this study represents the first of its kind for Rugby Borough Council.

REPORT STRUCTURE

- 1.5. Following this introduction (section one), the report provides an overview of the planning policy context for the study (section two), with particular attention paid to the National Planning Policy Framework (NPPF) and its accompany Planning Policy Guidance (PPG). A summary of relevant local policy is also provided.
- 1.6. After providing the policy context, the report then moves on to outlining the methodology (section three) and key findings (section four) of the study. The findings, which cover the distribution, size, composition and general health of the potential centres, are based on an analysis of the centres as a whole. More detailed findings regarding each individual centre can be found in the health check proformas and maps which are appended to the report.
- 1.7. The report closes with recommendations stemming from the study, with the key focus being the possible designation of the assessed centres within the Council's retail hierarchy, a glossary of key terms, and appendices which support the analysis contained in the main body of the report.

2. POLICY CONTEXT

NATIONAL POLICY

- 2.1. Chapter 7 of the National Planning Policy Framework (last updated in December 2023)¹ titled ‘Ensuring the vitality of town centres’ specifies that planning policies should
- “define a network and hierarchy of town centres”,
 - “define the extent of town centres and primary shopping areas”,
 - “make clear the range of uses permitted in such locations”, and
 - “allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead”.
- 2.2. The glossary of the NPPF defines town centres as “area[s] defined on the local authority’s policies map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area”. It then goes on to specify that “references to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance” and further clarifies that “unless they are identified as centres in the development plan, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres.”
- 2.3. No clearly delineated definitions are given for different types of centres by the NPPF, and even though certain examples are specified (city, town, district, local) the framework does not require that the hierarchy of town centres that a local authority establishes must be limited to exclusively these types. As such, there is remit for councils to establish their own definitions for a range of centres and place these within a hierarchy that suits their local circumstances.

LOCAL POLICY AND PRIOR STUDIES

- 2.4. The spatial vision for Rugby outlined in the current local plan (adopted in 2019)² specifies that “local neighbourhoods will each have local services, community facilities and usable public spaces”. The first spatial objective of the plan is to “protect and enhance existing local services and create new neighbourhoods that contain services that meet the day to day needs of the new communities” and “enable appropriate amounts of development in Main Rural Settlements to bolster their role as local service centres”.
- 2.5. However, while the plan provides a settlement hierarchy that serves as a guide for where new housing and employment should be located (policy GP2), no hierarchy is provided specifically for retail provision, and the plan does not seek to define or designate any local centres. The plan’s approach to retail provision (chapter 7 and policies TC1, TC2 and TC3) is almost exclusively focused on Rugby Town Centre.

¹ National Planning Policy Framework, available online: <https://www.gov.uk/government/publications/national-planning-policy-framework--2> [Accessed on 02/08/2024]

² Rugby Borough Council Local Plan 2011-2031, available online: <https://www.rugby.gov.uk/w/local-plan-2011-31-adoption> [Accessed on 02/08/2024]

- 2.6. The policy within the current plan that bears the most relevance to the topic of local centres is policy HS3, which is focused on guarding against the unnecessary loss of valued facilities and services, particularly where this would reduce the community's ability to meet its day-to-day needs. This policy is reproduced in full below.

Policy HS3: Protection and Provision of Local Shops, Community Facilities and Services

Proposals that would result in a significant or total loss of a site and/or premises currently or last used for a local shop, post office, public house, community or cultural facility or other service that contributes towards the sustainability of a local settlement or the urban area will not be permitted except where the applicant demonstrates that:

- Alternative provision of equivalent or better quality, that is accessible to that local community, is available within the settlement or will be provided and made available prior to commencement of redevelopment; or
- There is no reasonable prospect of retention of the existing use as it is unviable as demonstrated by a viability assessment and all reasonable efforts to secure suitable alternative business or community re-use been made for a minimum of 12 months or a period agreed by the Local Planning Authority prior to application submission.

Provision of new community facilities and services will be supported provided that:

- It is readily accessible by a choice of means of transport, including by foot and cycle;
- The nature and the scale of the development would be commensurate with its function to provide facilities for the local resident population. The nature and scale of service provision will reflect and relate to the size and function of the individual settlement; and
- The development would not adversely affect the vitality and viability of the Town Centre or any planned town centre development.

- 2.7. No dedicated studies of local centres have previously been conducted for the Borough. However, while its focus was heavily centred on Rugby Town Centre, the retail and main town centre uses study³ that formed a key piece of evidence for the current local plan does contain a limited assessment of local centres, as to be found in chapter six (pp. 47-56). The potential local centres which were assessed are:

- Bilton
- Binley Woods
- Brownsover
- Central Park Drive (Coton Park)
- Clifton Upon Dunsmore
- Dunchurch
- Hillmorton
- Long Lawford
- Ryton on Dunsmore

³ Rugby Retail and Main Town Centre Uses Study: Final Report (2015) Carter Jonas. Available online: <https://www.rugby.gov.uk/w/retail-and-town-centre-uses-study> [Accessed on 02/08/2024]

- Stretton on Dunsmore
- Wolston
- Wolvey

- 2.8. The chapter concludes that “none of these [local centres] are particularly significant in size, although some larger settlements are served by several smaller parades and larger convenience stores. Regarding the Rugby settlement hierarchy, some of the larger local centres including those with relatively significant convenience provision to be designated as local centres [sic]. This includes Hillmorton and Bilton, which benefit from a number of convenience outlets and attract a higher market share of convenience expenditure compared to other local centres. This indicates the importance of these centres in serving the day to needs of their local population.”
- 2.9. Two further notable observations regarding local centres to be found elsewhere in the study report are as follows:
- 2.10. The capacity assessment contained in chapter eight identifies “a small quantum of forecast convenience and comparison retail floorspace for smaller centres” and it is recommended that “this forecast floorspace should be directed to rural settlements where local retail provision is lacking or centres where there is likely to be increased pressure for services from planned housing growth. These include Cawston and Bilton where there is likely to be demand for local retail offer from surrounding planned housing allocation sites” (p. 65).
- 2.11. The section regarding the primary shopping area includes a recommendation that “Clifton Road is excluded from the PSA on the basis that the existing parade of retail and commercial units appears to be functioning independently from the rest of the town centre. There could be scope in the future to identify this area as a local centre given that it supports a good mix of retail and service uses that cater to the local community and community facilities (e.g. nearby schools).” (p. 108)

3. METHODOLOGY

STAGES OF THE STUDY

3.1. The following stages were followed for this study:

- a) Potential local centres were nominated by respondents to the Rugby Borough Local Plan [issues and options consultation](#) which took place between November 2023 and February 2024. Additional sites were then selected by the Officer undertaking the study based on a review of OS maps and aerial photography of the Borough.
- b) All of the potential local centres were visited between May and September of 2024. During each visit a record was taken of all of the units within the potential centre, comprising the name of the occupant, address, functional category, use class and supplementary notes.
- c) A health check proforma was also completed during each site visit, with observations covering six criteria: uses, vacancies, pedestrian flows, accessibility, perception of safety, and environmental quality.
- d) Additional data regarding the catchment area population and developmental constraints of each centre was gathered from the Council's GIS data and incorporated into the health check proformas, along with photographs taken during the site visits, after which conclusions were authored for each centre and incorporated into the health check proformas.
- e) Analysis of the gathered data comprising basic statistical assessments and qualitative reviews of the written comments, as well as the compiling of the findings and recommendations, was then carried out between July and September of 2024.

STUDY LIMITATIONS

- 3.2. One of the key limitations to this study is that it only provides a view of the potential centres at a single point in time. While some aspects observed and recorded are likely to remain consistent over relatively long periods, others, such as pedestrian and road traffic flows, are likely to vary considerably within the course of a day.
- 3.3. The second key limitation to this study is that it does not include a robust assessment of how these centres are being used, as may be gained through alternative methods such as a survey or an extended period of observation. The forthcoming retail and main town uses study which shall complement this local centres study may provide relevant information which can offset this limitation.
- 3.4. The third key limitation to this study is that it does not include a measure of floorspace. Instead a simple count of units is taken. Accordingly, two centres with the same number of convenience units (for example) could differ substantially in their actual provision of this shopping service given the possible variation in floorspace.
- 3.5. The final key limitation of the study is that it does not seek to ascertain the views held by residents, proprietors or visitors to the centres which are assessed. As such, most of the qualitative observations are solely the perspective of the Officer who conducted the site visits.

4. FINDINGS

CENTRE LOCATIONS

- 4.1. A total of 26 potential local centres were assessed, 21 of which were put forward in responses to the issues and options consultation and a further three of which were identified by the Officer undertaking the study. Two locations put forward in the consultation were split into two separate sites (I.E. four in total), with New Bilton becoming 'New Bilton Inner' and 'New Bilton Outer', and Clifton Road becoming 'Clifton Road Inner' and 'Clifton Road Outer'.
- 4.2. As seen in figure one below, 21 of the potential local centres are within the settlement boundary for Rugby town, four are within the boundaries of Main Rural Settlements, and one is within a Rural Village. No potential local centres have been identified and assessed in the northern and southern thirds of the Borough which reflects the actual distribution of settlements; Rugby Town and all but one of the Main Rural Settlements (Wolvey) are located within a band that runs across the central third of the Borough from east to west.

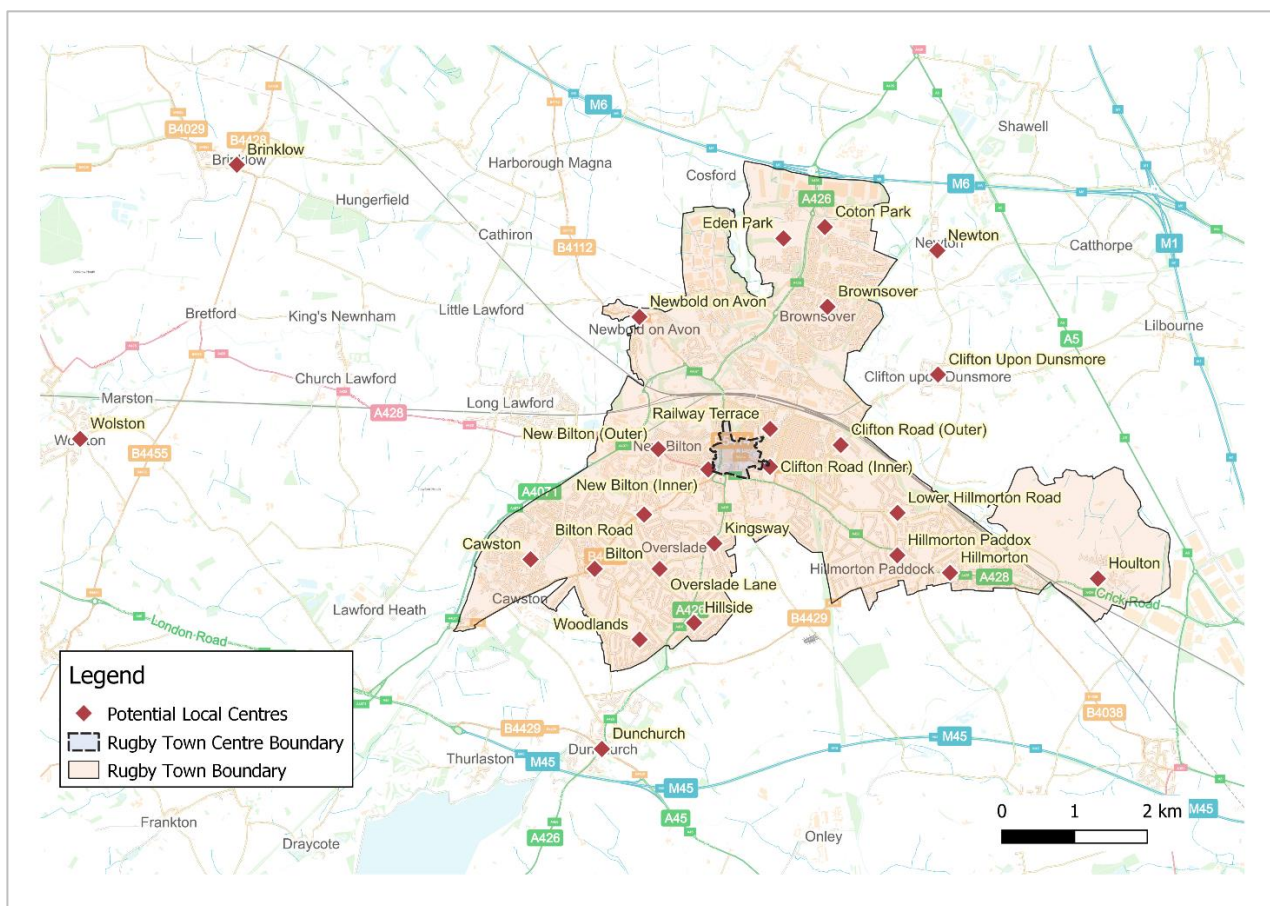


Figure 1: The locations of the Local Centre Candidates in Rugby Borough.

- 4.3. As seen in figure two below, practically every part of Rugby town lies within a 1km range of one of the potential local centres assessed as part of this study. The only residential areas that do not are the southwestern extremities of Cawston, and the northwestern vicinity of Houlton.

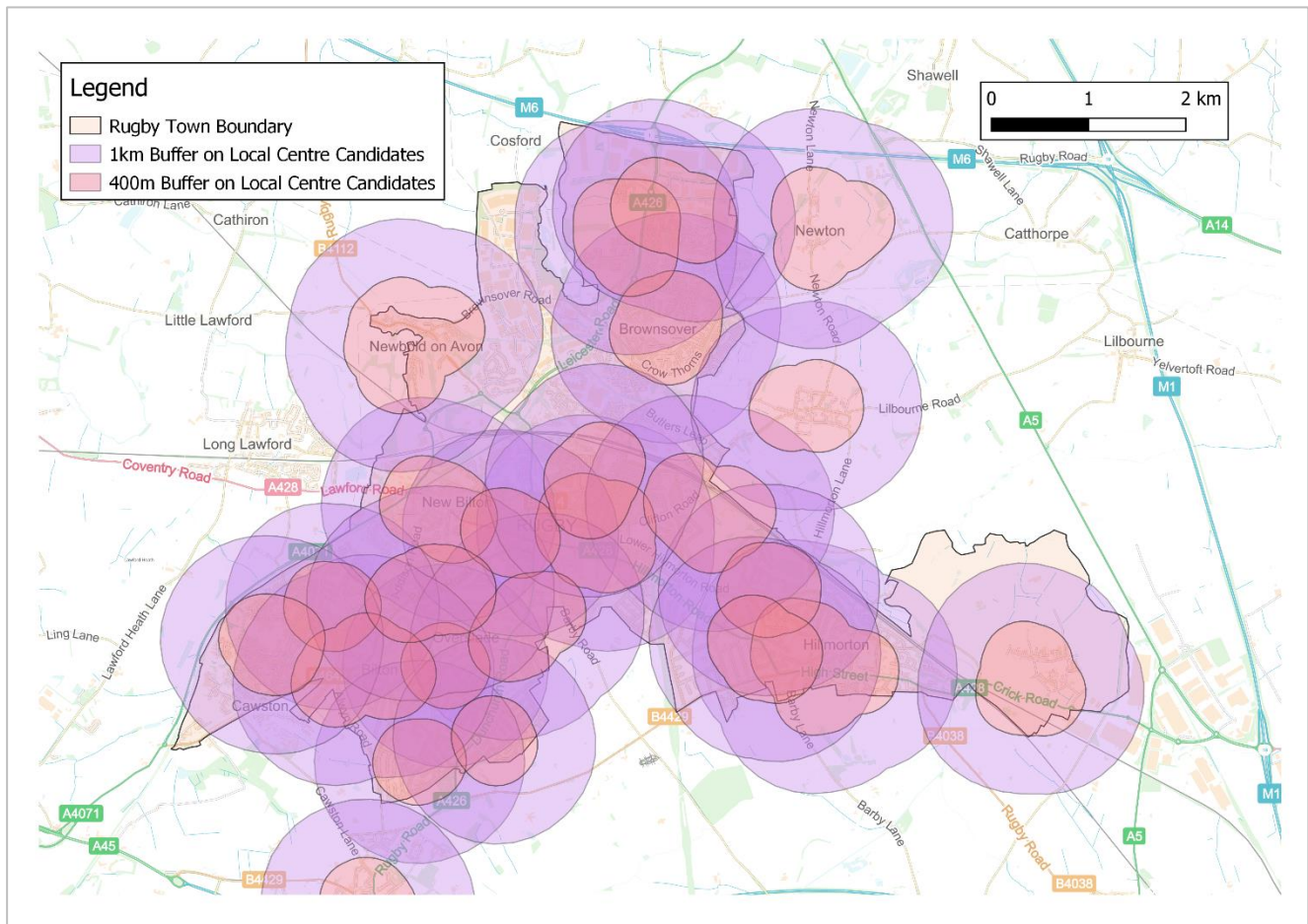


Figure 2: The Local Centre Candidates of Rugby town with 400m and 1km buffers applied.

- 4.4. If we apply a 400m range only, as seen in figure three below, then two more considerable gaps in the map appear: a) the area to the north of the railway line which spans Technology Drive, and b) the section of the town which lies between the proposed Clifton Road Inner and Hillmorton Paddock centres. In the case of the former, it is likely that the Junction One retail park and the small parade of shops on Boughton Road may serve some of the functions of a local centre. However, neither of these were nominated as potential local centres in response to the issues and options consultation, and in any case, neither are considered appropriate candidates by the officer conducting the study.
- 4.5. With regards to the latter gap (on Hillmorton Road), there is a small parade of shops located in the area, anchored by a sizable social club (The Railway Club), which may also serve some of the functions expected of a local centre. However, this concentration of shops and services was not nominated in the issues and options consultation and isn't considered to be substantial enough to be considered a local centre by the officer conducting this study.
- 4.6. Beyond the boundaries of the town, the most substantial concentrations of residents are to be found in the nine designated Main Rural Settlements, only four of which (Brinklow, Clifton Upon Dunsmore, Dunchurch and Wolston) have had potential local centres assessed. Although the remaining five (Binley Woods, Long Lawford, Ryton on Dunsmore, Stretton on Dunsmore and Wolvey) have not, it should be noted that all of the Main Rural Settlements and Rural Villages shall have their services and facilities reviewed as part of a forthcoming updated Rural Sustainability Study.

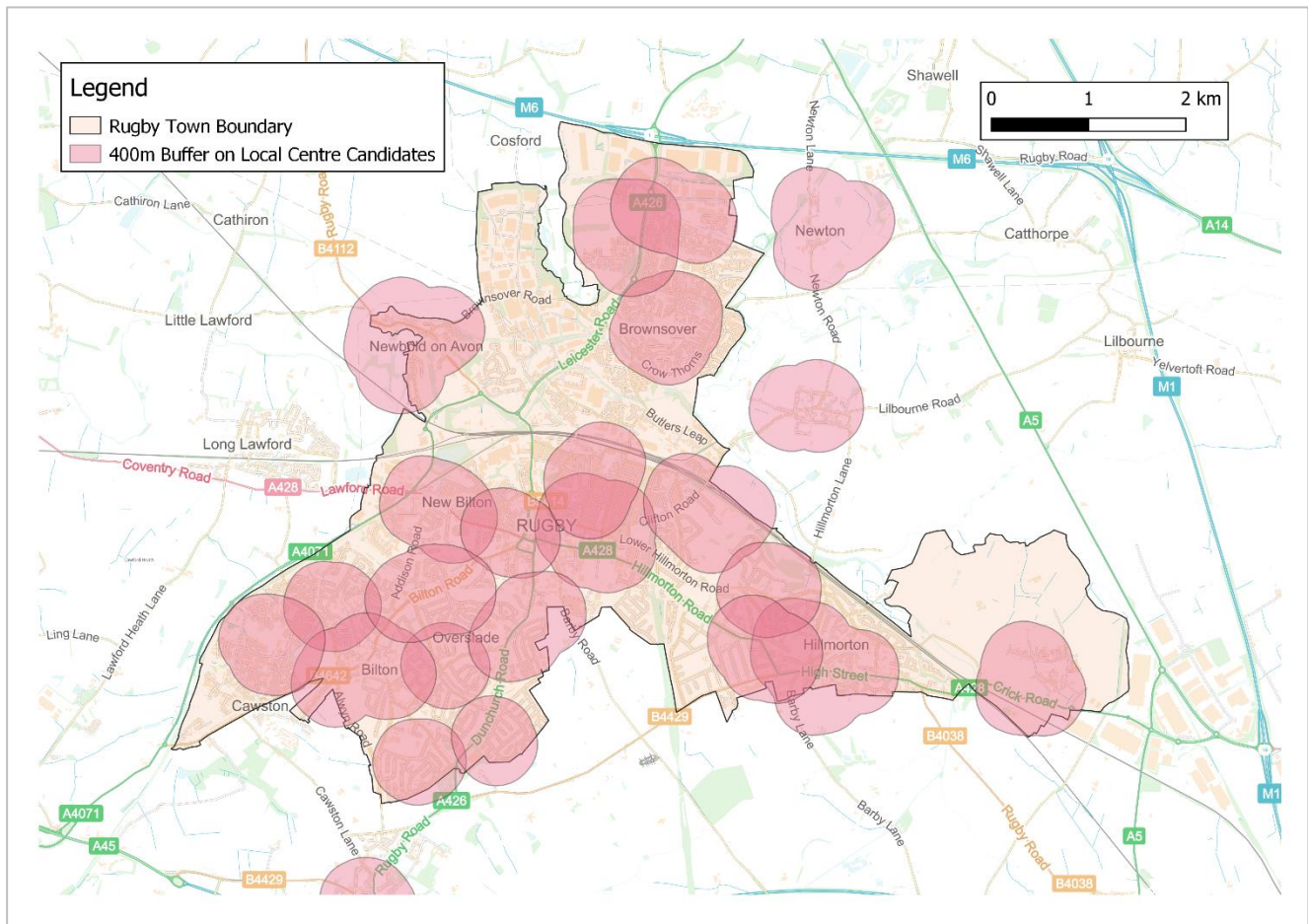


Figure 3: The Local Centre Candidates of Rugby town with 400m buffers applied only.

- 4.7. A majority of the potential centres are fairly well dispersed, but there are three pairs which have boundaries within particularly close proximity to each other. In these cases the question arises as to whether the centres should be treated separately or combined.
- 4.8. Hillmorton and Hillmorton Paddox are only around 60 metres apart at their nearest points. A strong case could be made for the amalgamation of the two into a single centre based on this proximity, and on the basis of their complementarity – uses such as a community centre, pharmacy, supermarket and Post Office can all be found in one location but not the other. However, what detracts from the case for their amalgamation is the relatively long walking distance (1.2km) between the farthest points of each centre. Available evidence on walking behaviours⁴ suggests it would be unlikely that those residing to the east of Hillmorton would undertake return walking journeys to much of the Paddox centre, and likewise, it seems unlikely that those to the west of Paddox would walk to much of the Hillmorton centre.
- 4.9. The second set of centres that have borders in close proximity (140 metres) are Clifton Road Inner and Railway Terrace. Again, the case for amalgamation based on their proximity and complementarity of uses is quite compelling, but is detracted from somewhat by the 1.1km walking distance between their two farthest apart points.
- 4.10. The third set of centres that have borders in close proximity (140 metres) are Eden Park and Coton Park. However, the possibility for amalgamation here can be discounted due to the

⁴ Planning for Walking (2015) CIHD. Available online: https://www.ciht.org.uk/media/4465/planning_for_walking_-_long_-_april_2015.pdf [Accessed on 01/08/2024]

division of the two by the A426, a busy road with four lanes of traffic travelling at high speed (50mph), which is likely to reduce the likelihood of travel between the two on foot (an effect sometimes referred to as 'community severance').

- 4.11. Both New Bilton Inner and Railway Terrace directly border the designated boundaries of Rugby Town Centre. Although a case could be made for the boundaries of Rugby Town Centre to be expanded to cover these areas due to their proximity, the low proportion of Main Town Centre Uses within each (estimated to be 13% and 18% respectively) makes this prospect seem unreasonable.
- 4.12. Furthermore, the boundary set for the assessment of Clifton Road Inner actually encroaches upon Rugby Town Centre. The area of overlap between the two comprises the row of shops which span the length of Clifton Road between Railway Terrace and Bath Street. Without the inclusion of these retail and leisure units, Clifton Road Inner would be composed almost exclusively of community facilities, and as such, the case for its designation as a local centre would be diminished. Therefore, the option of pulling back the boundary of the Town Centre from its current position to Railway Terrace should be explored.

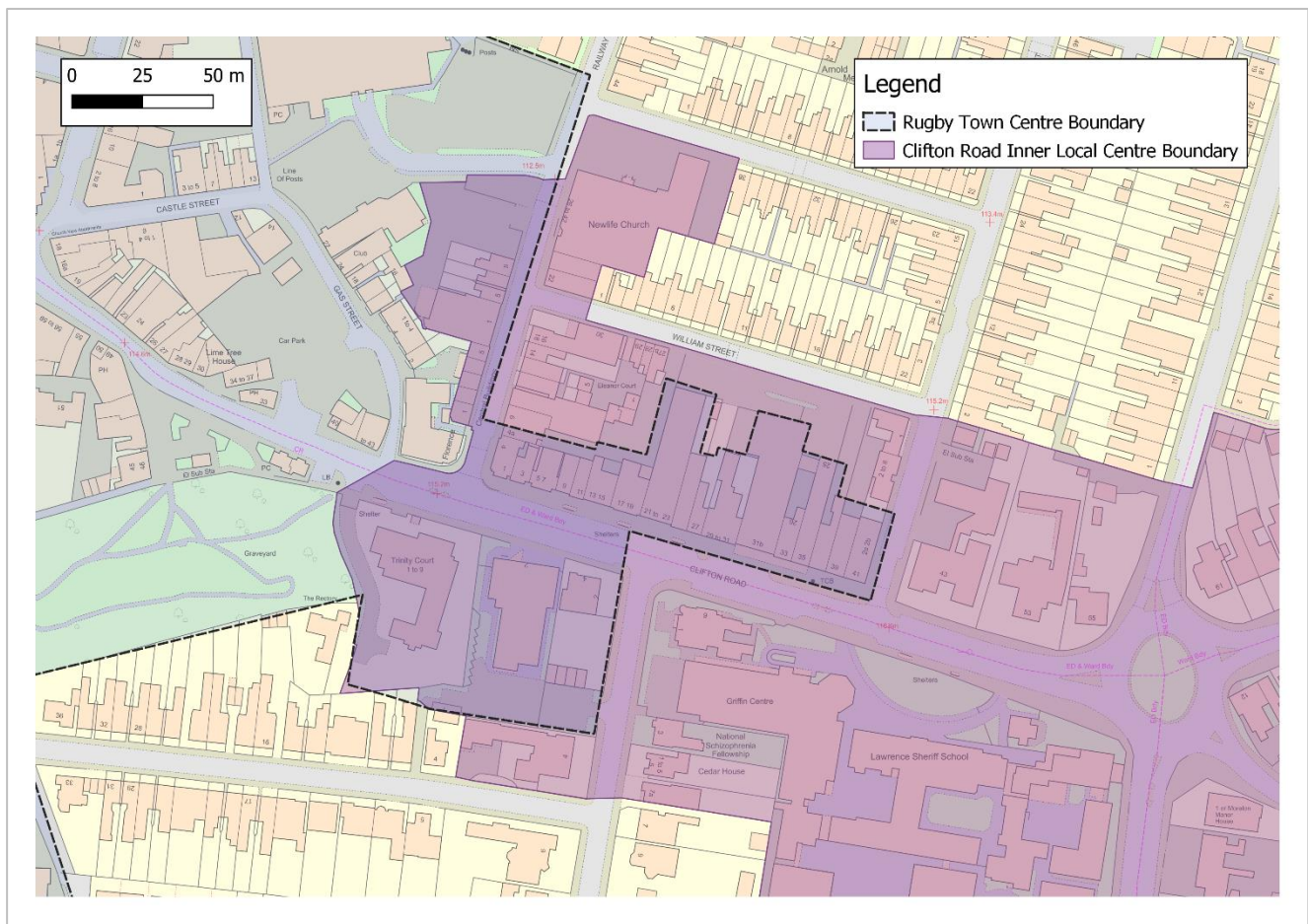


Figure 4: The overlap of the designated Rugby Town Centre boundary and the proposed boundary of the Clifton Road Inner centre.

CENTRE SIZES

4.13. The potential centre with the highest volume of units (excluding residential properties, open space and playing pitches) is Clifton Road Inner with 58 units in total, while the smallest is Eden Park with one. The mean number of units per centre is 17 while the median is 11. Therefore, the distribution of centres according to their volume of units is skewed. 19 centres have a total number of units equal to or below the mean, while only seven centres having a total above the mean: Clifton Road Inner, Bilton, Railway Terrace, Dunchurch, Hillmorton Paddock, Hillmorton, and Brownsover.

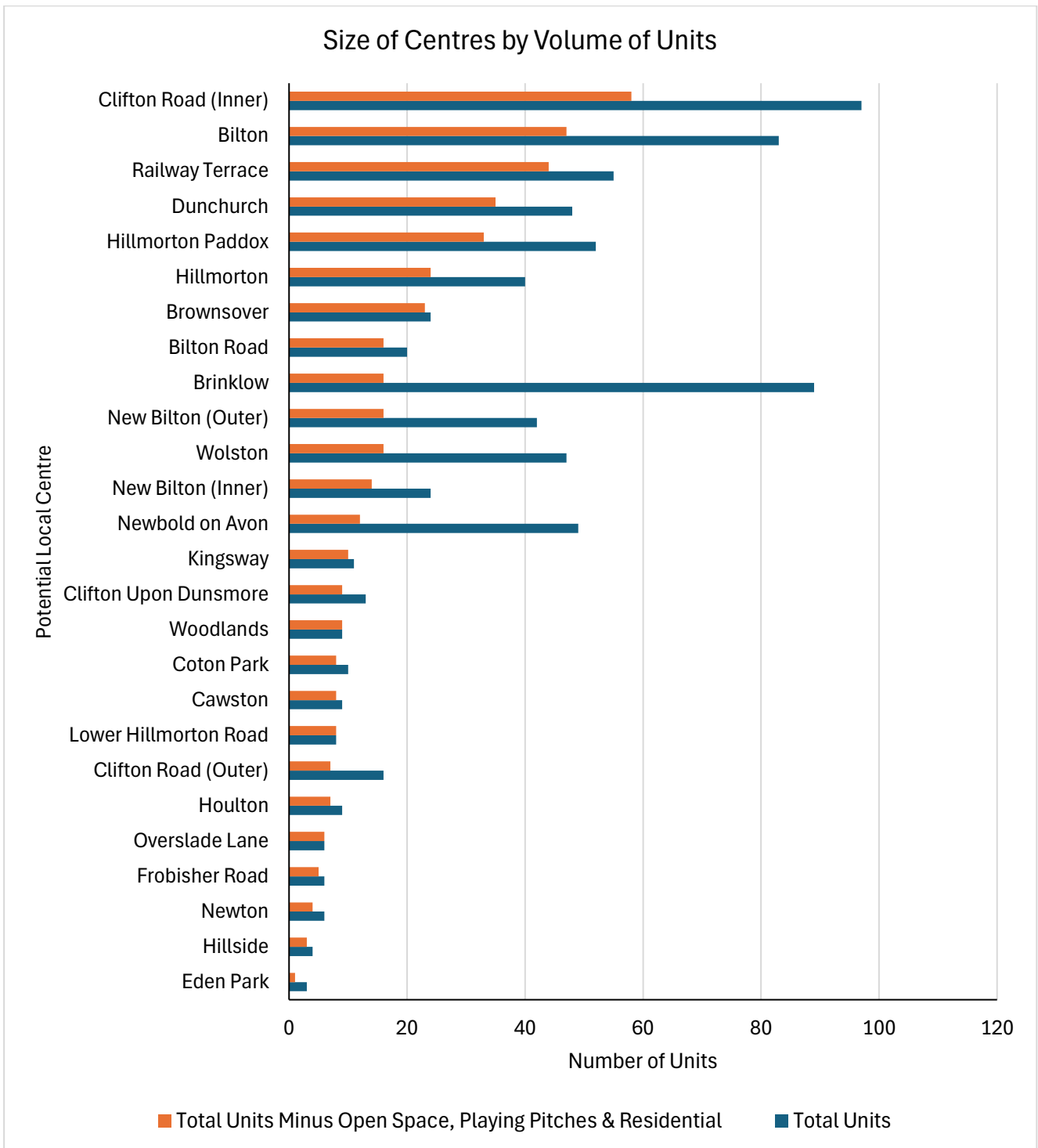


Figure 5: Size of potential local centres by volume of units.

4.14. The potential local centres range in area from 0.379 hectares (Hillside) to 13.479 hectares (Newbold on Avon), with a mean of 5.152 hectares, based on the boundaries provisionally drawn for the purposes of this study. However, little can be ascertained from considering the potential centres on the basis of their area alone. Some of the larger centres (e.g. Clifton Road Inner) are large because they have a high volume of units, whereas others (e.g. Newbold on Avon) are spread out and contain expansive areas of Open Space or high numbers of residential properties interspersed between the retail and leisure units.

4.15. The density of the potential local centres, as approximately gauged through the measure of units per hectare, ranges from 0.161 for Eden Park (the least dense) to 16.055 for Dunchurch (the most dense).

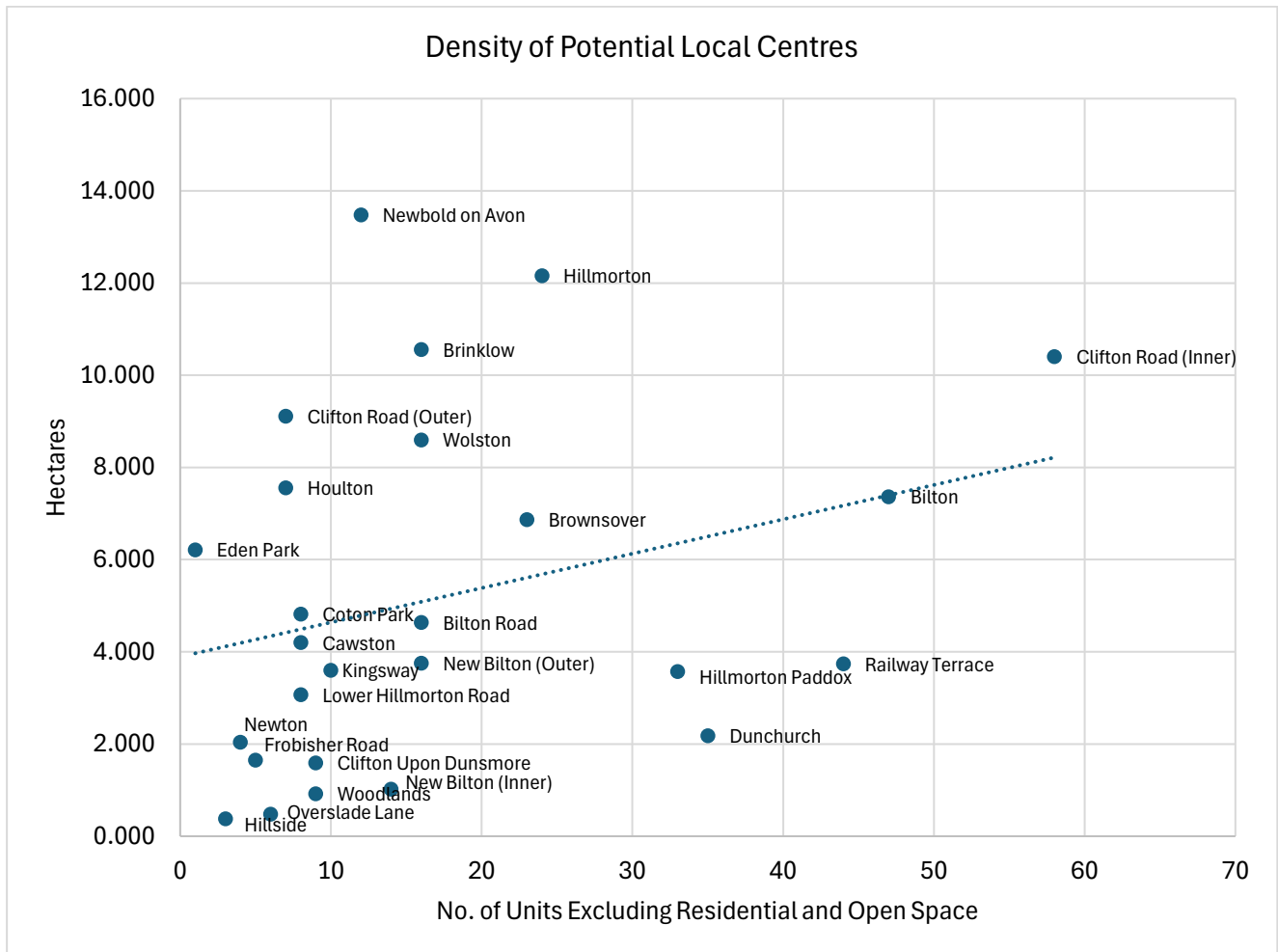


Figure 6: Density of potential local centres based on their hectarage and number of units.

CENTRE WALKING CATCHMENT AREAS

- 4.16. Buffers of 400 metres and one kilometre have been applied to the boundaries of each potential local centre, and the number of residential dwellings within these buffers have been counted using a GIS address search function produced by the Council's Spatial Data Officer. By multiplying the dwelling count by the average dwelling occupancy (2.4 persons) we are thereby able to estimate the population that is within walking distance of each proposed centre.
- 4.17. The NPPF does not currently provide any definitive guidance on acceptable walking distances. 400 metres has been chosen as the lower buffer, representing around 5 minutes walking time for a typical person, or a round trip of 10 minutes. 1km has been chosen as the higher buffer, based on evidence provided by a WYG research paper⁵.
- 4.18. The estimated populations in the catchments areas for each proposed local centre, in descending order of their 400m population estimates, are as shown in the table below.

Local Centre	400m Population Estimate	1km Population Estimate
Railway Terrace	7,973	20,959
Clifton Road (Inner)	7,502	23,755
Hillmorton	5,861	11,554
Bilton Road	5,695	20,868
Brownsover	5,666	13,730
New Bilton (Outer)	4,944	14,338
New Bilton (Inner)	4,870	18,043
Bilton	4,219	19,159
Hillmorton Paddock	4,034	12,134
Clifton Road (Outer)	3,893	15,125
Frobisher Road	3,862	12,017
Eden Park	3,566	9,811
Cawston	3,074	10,814
Overslade Lane	3,024	14,227
Lower Hillmorton Road	2,878	10,855
Coton Park	2,741	9,166
Houlton	2,686	4,318
Kingsway	2,585	14,263
Hillside	2,484	9,288
Woodlands	2,453	8,410
Wolston	2,364	3,259
Dunchurch	1,836	2,849
Newbold on Avon	1,615	2,911
Clifton Upon Dunsmore	1,111	2,112
Brinklow	1,046	1,248
Newton	456	2,292
Average (Mean)	3,555	11,058

⁵ How far do people walk? (2015) Wakenshaw and Bunn. Available online: https://rapleys.com/wp-content/uploads/2020/10/CD3.38-WYG_how-far-do-people-walk.pdf [Accessed on 12/09/2024]

4.19. The estimated populations within the catchments of the potential centres varies considerably. As expected, those that are located where there are concentrations of relatively high density housing (such as the outskirts of the town centre, Brownsover and Hillmorton) have the largest 400m population catchments. In contrast, the centres located in rural settlements and on the outskirts of Rugby town, where buffers cover lower-density housing developments and undeveloped land, have lower catchment population estimates.

4.20. By comparing the volume of units with the estimated population catchments, we can see that there is only a very weak correlation between the two. For example, Dunchurch has the fifth lowest estimated 400m population catchment, and the fourth lowest estimated 1km population catchment, yet it has the fourth highest number of units (excluding residential properties and open space). By contrast, Clifton Road (Outer) has the tenth highest estimated 400m population catchments, and the sixth highest estimated 1km population catchment, yet it has the sixth lowest count of units. Both examples are highlighted in the graph below.

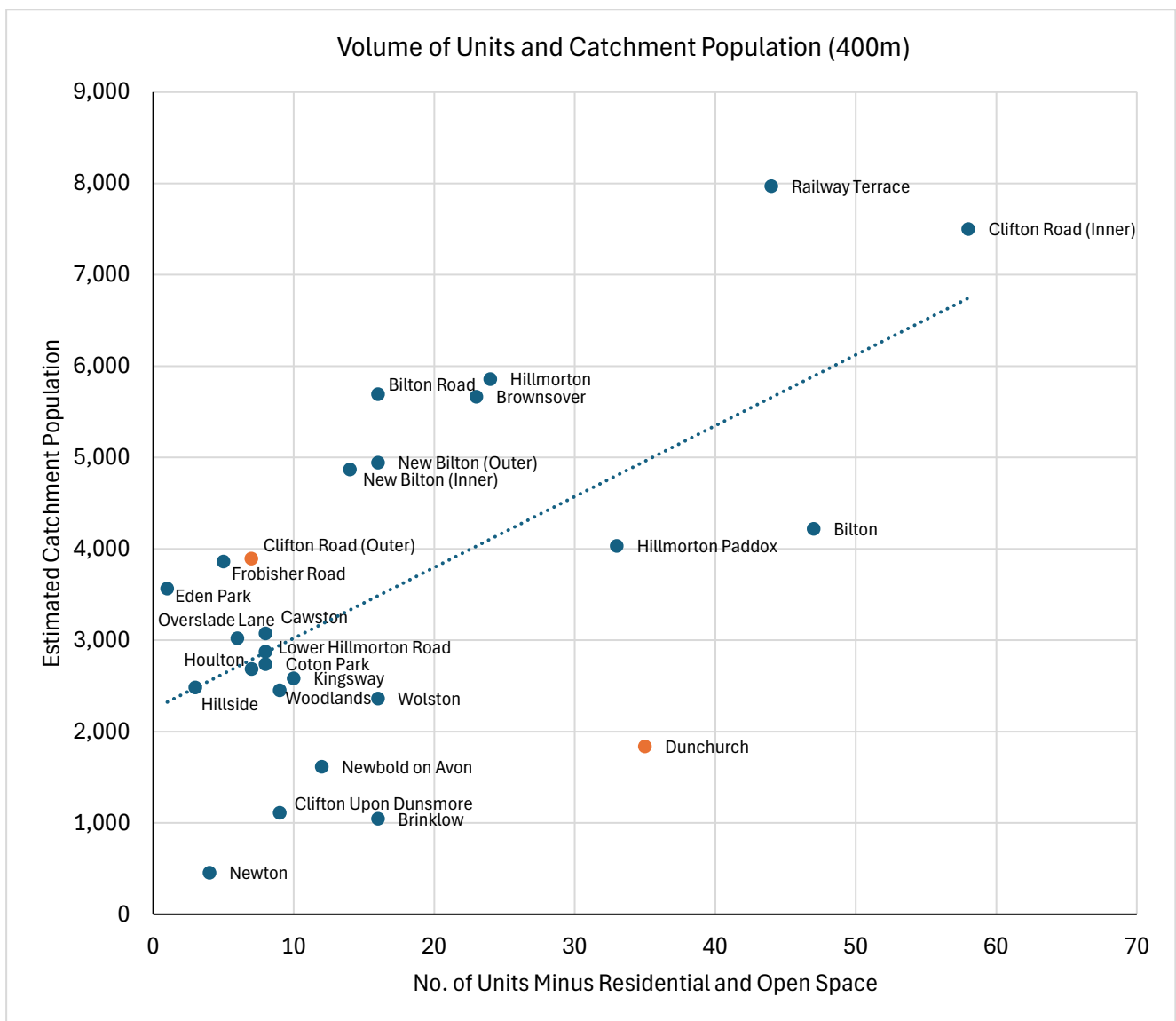


Figure 7: Volume of units and estimated 400m population catchment for each potential centre.

COMPOSITION OF CENTRES

4.21. All units within each potential centre were categorised into broad functional groups as well as use classes. The breakdown for the centres as a combined whole is shown in the tables below. A more detailed breakdown for each individual potential centre be found in Appendix A.

4.22. Barring residential properties, the uses most commonly found within the local centres are community facilities (schools, pubs, doctors surgeries), followed by leisure services (restaurants, takeaways, betting shops), retail services (hairdressers, beauty salons, repair shops), and convenience shops. Relatively few comparison retailers or financial and business service providers are based in the potential local centres, which may tally with expectations given that these are typically considered to be town centre uses.

Functional Category	Count	% of Total Count
Community Facilities	138	17.5%
Comparison	38	4.8%
Convenience	56	7.1%
Financial & Business Services	20	2.5%
Leisure Services	86	10.9%
Open Space	25	3.2%
Playing Pitches & Sports Facilities	7	0.9%
Residential	317	40.2%
Retail Services	80	10.2%
Vacant	21	2.7%

Use Class	Count	% of Total Count
B2	5	0.6%
C1	5	0.6%
C2	13	1.7%
C3	319	40.5%
E	264	33.5%
F1	39	5.0%
F2	30	3.8%
NA	36	4.6%
Sui Generis	77	9.8%

4.23. Bilton and Bilton Road have units present from all functional categories, while Clifton Road (Inner), Dunchurch, New Bilton (Inner), and Railway Terrace have units present from all categories barring those of Open Space and Playing Pitches & Sports Facilities.

4.24. Many of the smaller potential centres, and even some of the larger ones, were found to be lacking in uses which are typically considered to be key for the purposes of a local centre, such as Post Offices, pharmacies, or spaces for the community to gather (e.g. halls, pubs or places of worship). This may be explained by the proximity of and resulting competition from Rugby Town Centre in certain cases, or could simply be reflective of broader national trends (such as the closure of sub-Post Offices⁶ and pubs).

⁶ Gaps in the Network (2022) Citizens Advice, available online: [https://www.citizensadvice.org.uk/Global/CitizensAdvice/Post%20and%20Telecoms/Gaps%20in%20the%20network%20\(1\).pdf](https://www.citizensadvice.org.uk/Global/CitizensAdvice/Post%20and%20Telecoms/Gaps%20in%20the%20network%20(1).pdf) [Accessed on 02/08/2024]

- 4.25. 33.5% of the units fall within use class E, a broad use class introduced in September 2020 which subsumes the former classes of A1, A2, A3, and B1⁷. The proportion of units in class E rises to 61% if C3 residential units and those without an applicable use class are excluded. A key consequence of this is that a much larger range of changes in function may be able to occur within these potential local centres without the need for planning permission than before the change in legislation.
- 4.26. The overall vacancy rate is relatively low. Sixteen of the assessed centres had no vacancies at all at the time of visiting, and the remaining ten had vacancy rates ranging from 2.1% (Bilton) to 21.4% (New Bilton Inner). The vacancy rates of all but two of the potential centres are below the average for both Great Britain (14% in Q4 2023) and the West Midlands (16.2%)⁸. However, in and of itself, this doesn't necessarily mean that there shouldn't be any concern about the negative impact that vacancies may be having on the vibrancy and vitality of the potential local centres.

HEALTH CHECK OBSERVATIONS

- 4.27. Health check proformas which cover a range of criteria and include conclusionary SWOT (strengths, weaknesses, opportunities, threats) analyses for each individual centre have been completed. These can be found attached to this study report as Appendix D. The following observations, which seek to address common threads or flag up significant points, have been drawn from these health checks.
- 4.28. Most of the potential local centres were found to be lacking in cycle infrastructure. The only centres which have on-road signed cycle routes or traffic-free paths running through their boundaries are Cawston, Bilton Road, Houlton, Kingsway, Lower Hillmorton Road and Railway Terrace. Cycle parking is more widespread, almost exclusively in the form of 'Sheffield' style stands, yet many of the potential local centres were found to be lacking this too⁹. Conversely, bus connections were found to be reasonably good in most of the potential centres, barring Clifton on Dunsmore and Newton.
- 4.29. A factor detracting from both the perception of safety and environmental quality of most of the larger centres is their intersection by busy roads. For example, the Bilton, Bilton Road, Dunchurch, Hillmorton and Hillmorton Paddox centres are all concentrated around A or B roads that act as key routes for traffic travelling through Rugby town. These roads have 30mph speed limits and little in the way of traffic calming measures, thereby detracting from the perception of safety for pedestrians. The separation of units within these centres by such roads also hampers their travelability on foot, and detracts from their environmental quality due to the associated noise and air pollution.
- 4.30. Overall, the environmental quality of the centres was deemed to be good, with frequent positive factors including well-kept frontages, the presence of greenery, and an absence of litter. However, in a handful of cases there are factors which detract significantly from this

⁷ The Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020. Available online: <https://www.legislation.gov.uk/ukxi/2020/757/contents/made> [Accessed on 01/08/2024]

⁸ Local Data Company Vacancy Rate Monitor, available here: <https://www.localdatacompany.com/blog/vacancyratemonitor> [Accessed on 30/07/2024]

⁹ See Warwickshire County Council's 'Rugby Active Travel Map': <https://api.warwickshire.gov.uk/documents/WCCC-1615347118-836> [Accessed on 01/08/2024]

judgement. At Coton Park the amount of litter observed was particularly high, an issue which may stem in part from the lack of adequate bins. In several other cases, such as Frobisher Road, Woodlands and Lower Hillmorton Road, the attractiveness of the centres was reduced by fixtures and grounds in need of maintenance or renovation.

4.31. Most of the potential local centres are hemmed in by residential properties or designated open space and are therefore lacking space for development, except by way of change of use. However, a handful of the centres do contain substantial plots of vacant land which could present opportunities for expansion. Typically these centres are those located within or near to newer residential developments on the outskirts of Rugby Town such as Cawston, Coton Park, Eden Park and Houlton. Such land has often been allocated for potential retail, leisure or community use within masterplans but has yet to be built out.



Figure 8 (left): Vacant land to the east of the row of shops in the potential Cawston local centre.

Figure 9 (right): Vacant land to the north of The Griffin primary school in Eden Park.

4.32. Three centres, Dunchurch, New Bilton (Inner) and Railway Terrace, also have sizeable long-standing vacancies which could present substantial opportunities for development. Further details regarding these possible development opportunities can be found in the appended health checks and maps.



Figure 10 (left): A large vacancy at 135 Railway Terrace, to the north of the residential flats at Lennon Court.

Figure 11 (right): Vacancies at 26-30 Lawford Road in the potential New Bilton Inner local centre.

5. RECOMMENDATIONS

DEFINING A HIERARCHY OF CENTRES

- 5.1. Out of 355 local authority areas in England and Wales, the Borough of Rugby had the 17th highest population growth rate between the 2011 and 2021 censuses, and further significant growth is forecast to take place over the remaining years of the current plan. Therefore, the viability of only retaining a single designated town centre (Rugby Town Centre) in the Borough, without any other centres beneath it in a retail settlement hierarchy, is questionable.
- 5.2. As explained in the policy context section of this report (p.5), the NPPF specifies that local authorities should “define a network and hierarchy of town centres”, but does not provide specific instructions on what these should be, nor what criteria should be used to define them. Nevertheless, the types of centres which are most commonly designated by other local authorities, in descending order, appear to be: city centres, town centres, district centres, and local centres. This same hierarchy is also commonly applied by relevant industry bodies such as the Association of Convenience Stores in their guidance¹⁰.
- 5.3. It is recommended that the Council implement a retail settlement hierarchy with the following tiers:

Centre Name	Centre Definition
Town Centre	The principal centre in the Borough as defined on the local plan map. The town centre is the main shopping and leisure location in the authority area serving the needs of those from across the Borough and beyond.
District Centre	Areas comprising substantial concentrations of units with retail, leisure and community uses that act as secondary locations to the town centre serving large districts of the Borough. They typically include at least one large-format supermarket or superstore which attracts a high volume of visitors, a range of comparison retailers, and community facilities such as a school or community centre.
Local Centre	Areas which include a wide range of units with retail, leisure and community uses that serve the day-to-day needs of a local catchment population which is within walking distance. They typically include a convenience store, Post Office, pharmacy, school, place for community gatherings (community centre, pub, place of worship etc.), and have good public transport connections to the principal Town Centre.

¹⁰ Planning for Diverse Local Centres (2012) Association of Convenience Stores. Available online: <https://cdn.acs.org.uk/public/planning-guide.pdf> [Accessed on 17/09/2024]

DESIGNATING CENTRES

- 5.4. None of the potential centres assessed as part of this study meet the criteria for District Centre designation. However, it should be noted that plans for the Borough's two largest contemporary housing developments, Houlton and South West Rugby, both provide for the construction of District Centres.
- 5.5. It is recommended that Rugby Borough Council designate five local centres: Benn (encompassing Clifton Road Inner and Railway Terrace), Bilton, Brownsover, Dunchurch, and Hillmorton (encompassing Hillmorton and Hillmorton Paddock). These are deemed to have met the necessary criteria as they share the following characteristics:
- 20 or more retail, leisure or community units spanning all or nearly all the functional categories assessed as part of this study
 - The presence of a range of uses that serve essential day-to-day needs such as convenience shops, community centres, pharmacies, and Post Offices
 - An estimated 400m catchment population of over 4,000 persons (excluding Dunchurch)
 - Regular bus connections to Rugby Town Centre and railway station

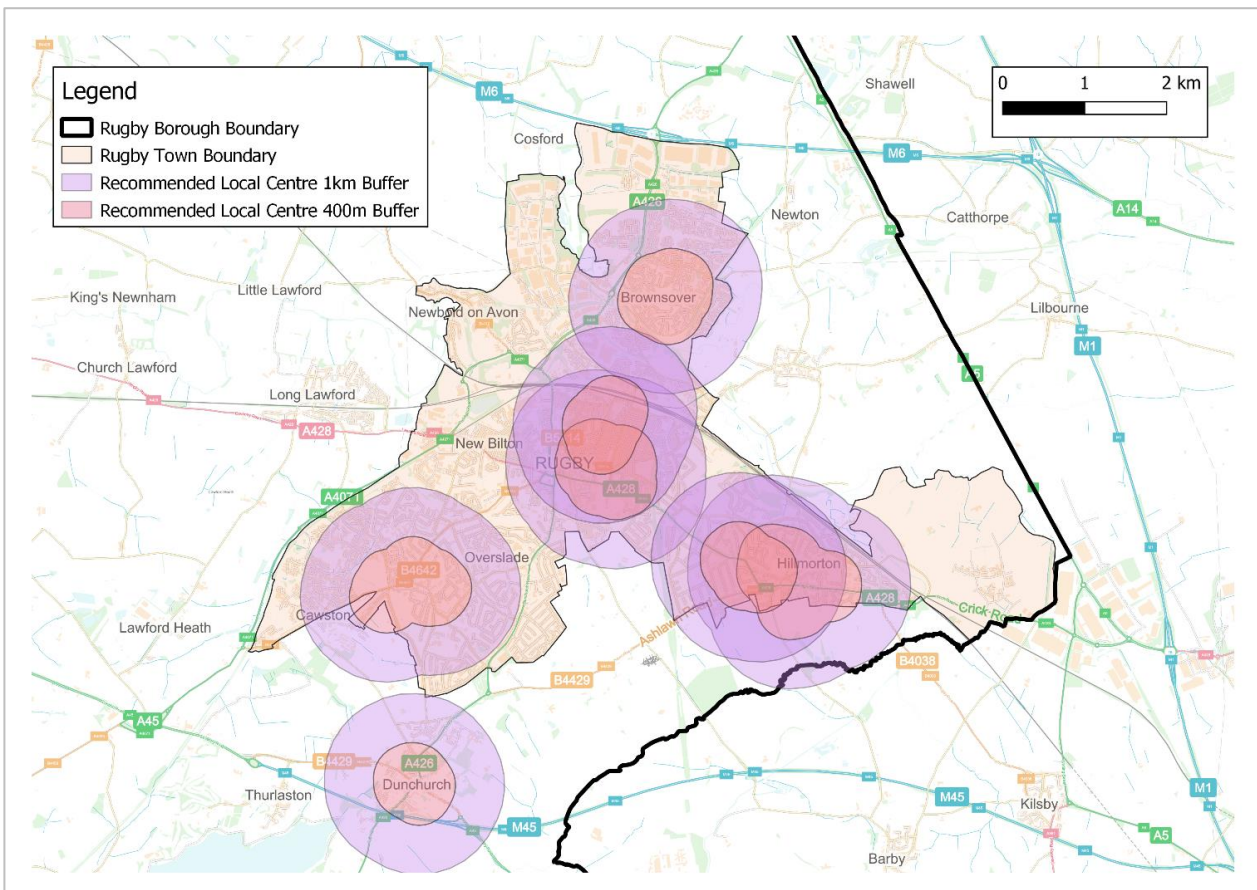


Figure 12: The locations and buffers of the recommended designated local centres.

- 5.6. Although Dunchurch has a much smaller estimated walking catchment population than the other four centres (1,836 at 400m and 2,849 at 1km), it is nevertheless recommended for Local Centre designation based on the strength of its retail, leisure and community use provision.

- 5.7. In addition to the five Local Centres recommended above, the Council should also consider designating Local Centres within areas where large housing development allocations have been made and in which there is expected to be a need for the provision of local retail, leisure and community facilities in the near future. Of particular relevance in this respect are South West Rugby, Houlton and Eden Park.
- 5.8. Finally, there are the remaining potential centres which do not meet the criteria for Town Centre, District Centre or Local Centre designation, and are deemed to be solely of neighbourhood significance. Although the NPPF specifies that such areas should not be accounted for as centres within a town centre settlement hierarchy¹¹, if the Council wishes to afford protection to such areas, then some alternative form of designation may be helpful. Therefore, it is recommended that the Council adopt the designation of ‘Neighbourhood Hubs’ as locations where there are small concentrations of units with retail, leisure and community uses that are of importance to a neighbourhood, but which are not capable of meeting all essential day-to-day needs.
- 5.9. It is recommended that 19 locations (Bilton Road, Brinklow, Cawston, Clifton Road Central, Clifton Road Outer, Clifton Upon Dunsmore, Coton Park, Frobisher Road, Hillmorton Road, Kingsway, Long Lawford, Lower Hillmorton Road, New Bilton Outer, Newbold on Avon, Ryton-on-Dunsmore, Stretton-on-Dunsmore, Wolston, Wolvey, and Woodlands) be designated as Neighbourhood Hubs because they share the following characteristics:
- a) 5 or more retail, leisure or community units
 - b) The presence of a convenience shop
 - c) The presence of a community facility (e.g. a community centre, place of worship or pub)
- 5.10. The recommended designations result in the following town centre hierarchy for Rugby Borough:

Town Centres	Rugby Town Centre
District Centres	Houlton and South West Rugby
Local Centres	Benn, Bilton, Brownsover, Dunchurch, Eden Park, Hillmorton, and Houlton
Neighbourhood Hubs (below the hierarchy)	Bilton Road, Brinklow, Cawston, Clifton Road Central, Clifton Road Outer, Clifton Upon Dunsmore, Coton Park, Frobisher Road, Hillmorton Road, Kingsway, Long Lawford, Lower Hillmorton Road, New Bilton Outer, Newbold on Avon, Ryton-on-Dunsmore, Stretton-on-Dunsmore, Wolston, Wolvey, and Woodlands

¹¹ See the entry for ‘town centre’ in the glossary of the NPPF (2023). Available online: https://assets.publishing.service.gov.uk/media/669a25e9a3c2a28abb50d2b4/NPPF_December_2023.pdf [Accessed on 18/09/2024]

OUTCOMES AND NEXT STEPS

- 5.11. Making these recommended designations should provide further support to plan-making and decision-making at the Council which is intended to “protect and enhance existing local services”, as per the first spatial objective of the current plan.
- 5.12. Furthermore, by following these recommendations, the Council would bring its planning practice into line with NPPF guidance which specifies that planning authorities should define “a network and hierarchy of town centres” and “the extent of town centres and primary shopping areas”.
- 5.13. The need to “make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre” and “allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed” will require further analysis, taking into account both this study and further evidence produced to support the forthcoming local plan.

6. GLOSSARY

Comparison Retail: The provision of items not obtained on a frequent basis such as clothing, D.I.Y materials, electrical goods and furniture.

Convenience Retail : The provision of everyday essential items including food, drinks, newspapers and toiletries.

District Centre: Areas comprising substantial concentrations of units with retail, leisure and community uses that act as secondary locations to the town centre serving large districts of the Borough. They typically include at least one large-format supermarket or superstore which attracts a high volume of visitors, a range of comparison retailers, and community facilities such as a school or community centre.

Financial and Business Services: The provision of services that are financial in nature, such as those provided by banks and building societies, or which are primarily marketed to businesses rather than the general public, such as those provided by recruitment agencies.

Local Centre: Areas which include a wide range of units with retail, leisure and community uses that serve the day-to-day needs of a local catchment population which is within walking distance. They typically include a convenience store, Post Office, pharmacy, school and a place for community gatherings (community centre, pub, place of worship etc.), and have good public transport connections to the principal Town Centre.

Leisure Services: The provision of services with recreational value such as those sold by cafes and restaurants, cinemas and betting shops.

Main Town Centre Uses: Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment and more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).

Neighbourhood Hub: Locations where there are small concentrations of units with retail, leisure and community uses that are of importance to a neighbourhood, but which are not capable of meeting all essential day-to-day needs.

Primary Shopping Area: A defined area where retail development is concentrated.

Retail Services: The provision of services of intangible value, as opposed to products, to the general public. For example, the cutting of hair, cleaning of clothes, or repair of goods.

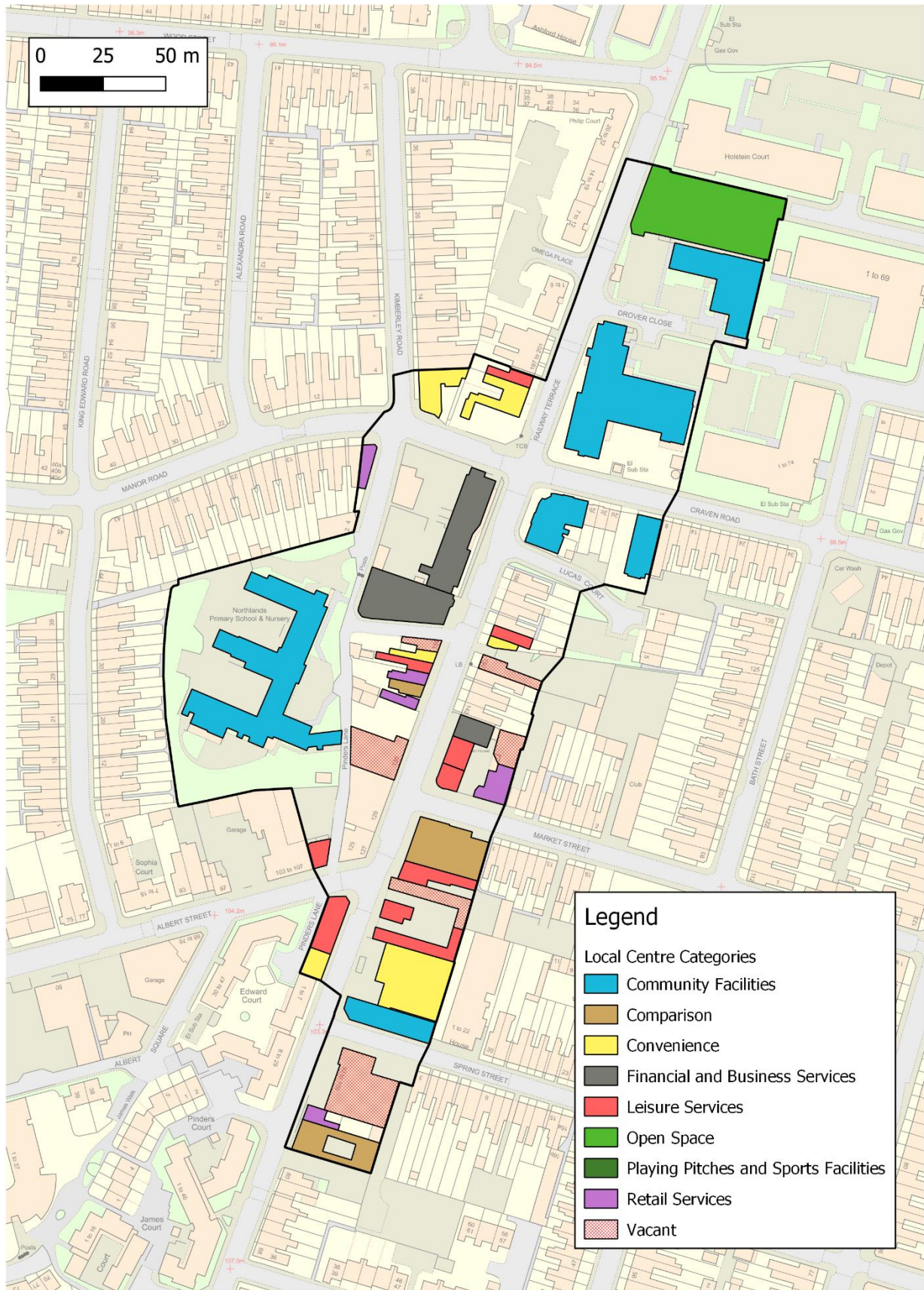
Town Centre: The principal centre in the Borough as defined on the local plan map. The town centre is the main shopping and leisure location in the authority area serving the needs of those from across the Borough and beyond.

7. APPENDIX A: CATEGORY AND USE CLASS TABLES

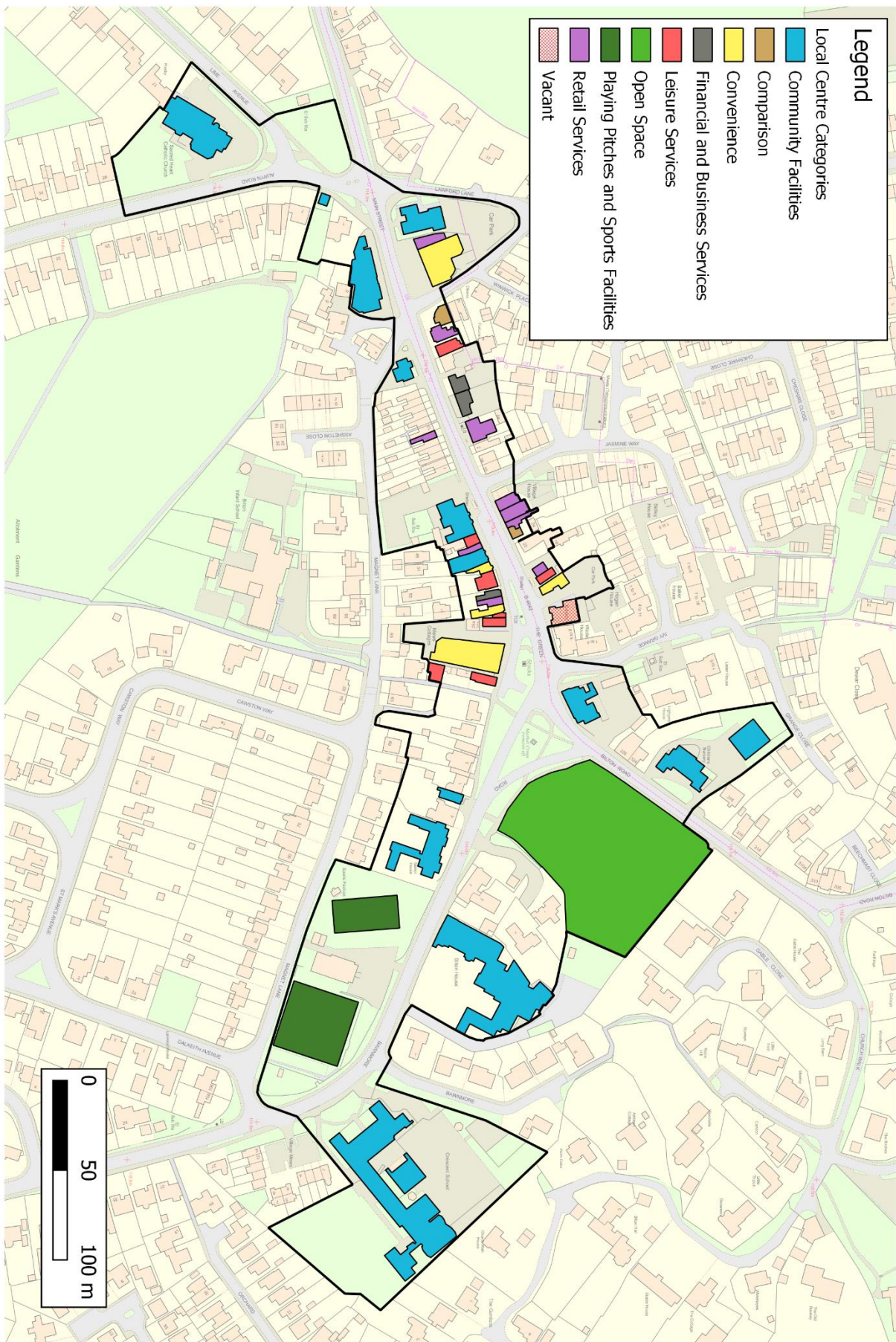
Location	Community Facilities		Comparison		Convenience		Financial & Business Services		Leisure Services		Open Space		Playing Pitches & Sports		Residential		Retail Services		Vacant		Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Bliton	14	16.87%	2	2.41%	5	6.02%	5	6.02%	8	9.64%	1	1.20%	1	1.20%	34	40.96%	12	14.46%	1	1.20%	83	100.00%
Bliton Road	3	15.00%	2	10.00%	3	15.00%	1	5.00%	3	15.00%	1	5.00%	1	5.00%	2	10.00%	4	20.00%	0	0.00%	20	100.00%
Brinklow	11	45.83%	0	0.00%	4	16.67%	0	0.00%	3	12.50%	1	4.17%	0	0.00%	0	0.00%	4	16.67%	1	4.17%	24	100.00%
Brownsover	3	33.33%	0	0.00%	1	11.11%	0	0.00%	2	22.22%	1	11.11%	0	0.00%	0	0.00%	2	22.22%	0	0.00%	9	100.00%
Cawston	18	18.56%	8	8.25%	6	6.19%	5	5.15%	10	10.31%	0	0.00%	0	0.00%	39	40.21%	8	8.25%	3	3.09%	97	100.00%
Clifton Road (Inner)	1	6.25%	2	12.50%	1	6.25%	0	0.00%	0	0.00%	2	12.50%	1	6.25%	6	37.50%	2	12.50%	1	6.25%	16	100.00%
Clifton Road (Outer)	5	38.46%	0	0.00%	1	7.69%	0	0.00%	1	7.69%	0	0.00%	0	0.00%	4	30.77%	2	15.38%	0	0.00%	13	100.00%
Clifton Upon Dunsmore	0	0.00%	1	10.00%	3	30.00%	0	0.00%	3	30.00%	1	10.00%	1	10.00%	1	10.00%	1	10.00%	0	0.00%	10	100.00%
Cotton Park	7	14.58%	5	10.42%	1	2.08%	2	4.17%	9	18.75%	1	2.08%	0	0.00%	12	25.00%	8	16.67%	3	6.25%	48	100.00%
Dunchurch	1	25.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	75.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	4	100.00%
Eden Park	2	33.33%	0	0.00%	1	16.67%	0	0.00%	1	16.67%	1	16.67%	0	0.00%	0	0.00%	1	16.67%	0	0.00%	6	100.00%
Frobisher Road	11	27.50%	2	5.00%	2	5.00%	0	0.00%	5	12.50%	1	2.50%	1	2.50%	14	35.00%	4	10.00%	0	0.00%	40	100.00%
Hillmorton	7	13.46%	5	9.62%	5	9.62%	1	1.92%	7	13.46%	0	0.00%	0	0.00%	19	36.54%	8	15.38%	0	0.00%	52	100.00%
Hillmorton Paddock	0	0.00%	1	25.00%	1	25.00%	0	0.00%	0	0.00%	1	25.00%	0	0.00%	0	0.00%	1	25.00%	0	0.00%	4	100.00%
Hillside	2	22.22%	0	0.00%	1	11.11%	2	22.22%	2	22.22%	2	22.22%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	9	100.00%
Houton	1	9.09%	0	0.00%	3	27.27%	0	0.00%	3	27.27%	1	9.09%	0	0.00%	0	0.00%	2	18.18%	1	9.09%	11	100.00%
Kingsway	2	25.00%	1	12.50%	2	25.00%	0	0.00%	3	37.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	8	100.00%
Lower Hillmorton Road	1	4.17%	2	8.33%	2	8.33%	1	4.17%	3	12.50%	0	0.00%	0	0.00%	10	41.67%	2	8.33%	3	12.50%	24	100.00%
New Bliton (Inner)	5	11.90%	1	2.38%	2	4.76%	0	0.00%	4	9.52%	1	2.38%	0	0.00%	25	59.52%	3	7.14%	1	2.38%	42	100.00%
New Bliton (Outer)	7	14.29%	0	0.00%	1	2.04%	0	0.00%	1	2.04%	2	4.08%	2	4.08%	33	67.35%	3	6.12%	0	0.00%	49	100.00%
Newbold on Avon	4	66.67%	0	0.00%	0	0.00%	0	0.00%	2	33.33%	2	33.33%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	6	100.00%
Newton	1	16.67%	0	0.00%	2	33.33%	0	0.00%	2	33.33%	0	0.00%	0	0.00%	0	0.00%	1	16.67%	0	0.00%	6	100.00%
Overlade Lane	9	16.36%	3	5.45%	6	10.91%	3	5.45%	10	18.18%	1	1.82%	0	0.00%	10	18.18%	7	12.73%	6	10.91%	55	100.00%
Railway Terrace	2	22.22%	1	11.11%	1	11.11%	0	0.00%	1	11.11%	0	0.00%	0	0.00%	0	0.00%	4	44.44%	0	0.00%	9	100.00%
Wolston	10	10.42%	1	1.04%	1	1.04%	0	0.00%	3	3.13%	1	1.04%	1	1.04%	78	81.25%	1	1.04%	0	0.00%	96	100.00%
Woodlands	11	23.40%	1	2.13%	1	2.13%	0	0.00%	2	4.26%	1	2.13%	0	0.00%	30	63.83%	0	0.00%	1	2.13%	47	100.00%
Grand Total	138	17.51%	38	4.82%	56	7.11%	20	2.54%	86	10.91%	25	3.17%	7	0.89%	317	40.23%	80	10.15%	21	2.66%	788	100.00%

Location	B2		C1		C2		C3		E		F1		F2		NA		Sui Generis		Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Bilton	0	0.00%	0	0.00%	2	2.41%	34	40.96%	32	38.55%	4	4.82%	2	2.41%	2	2.41%	7	8.43%	83	100.00%
Bilton Road	1	5.00%	0	0.00%	1	5.00%	2	10.00%	10	50.00%	0	0.00%	1	5.00%	1	5.00%	4	20.00%	20	100.00%
Brownsover	0	0.00%	0	0.00%	0	0.00%	0	0.00%	12	50.00%	4	16.67%	3	12.50%	2	8.33%	3	12.50%	24	100.00%
Cawston	0	0.00%	0	0.00%	0	0.00%	0	0.00%	4	44.44%	1	11.11%	1	11.11%	1	11.11%	2	22.22%	9	100.00%
Clifton Road (Inner)	0	0.00%	1	1.03%	3	3.09%	39	40.21%	42	43.30%	3	3.09%	1	1.03%	3	3.09%	5	5.15%	97	100.00%
Clifton Road (Outer)	0	0.00%	0	0.00%	0	0.00%	6	37.50%	5	31.25%	0	0.00%	1	6.25%	3	18.75%	1	6.25%	16	100.00%
Clifton Upon Dunsmore	0	0.00%	0	0.00%	1	7.69%	4	30.77%	3	23.08%	2	15.38%	2	15.38%	0	0.00%	1	7.69%	13	100.00%
Coton Park	0	0.00%	1	10.00%	0	0.00%	1	10.00%	7	70.00%	0	0.00%	0	0.00%	1	10.00%	0	0.00%	10	100.00%
Dunchurch	0	0.00%	1	2.08%	0	0.00%	12	25.00%	24	50.00%	1	2.08%	0	0.00%	4	8.33%	6	12.50%	48	100.00%
Eden Park	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	25.00%	0	0.00%	3	75.00%	0	0.00%	4	100.00%
Frobisher Road	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	50.00%	1	16.67%	0	0.00%	1	16.67%	1	16.67%	6	100.00%
Hillmorton	0	0.00%	1	2.50%	2	5.00%	14	35.00%	9	22.50%	3	7.50%	4	10.00%	1	2.50%	6	15.00%	40	100.00%
Hillmorton Paddock	0	0.00%	0	0.00%	2	3.85%	19	36.54%	24	46.15%	1	1.92%	1	1.92%	0	0.00%	5	9.62%	52	100.00%
Hillside	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	75.00%	0	0.00%	0	0.00%	1	25.00%	0	0.00%	4	100.00%
Houlton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	6	66.67%	0	0.00%	1	11.11%	2	22.22%	0	0.00%	9	100.00%
Kingsway	0	0.00%	0	0.00%	0	0.00%	0	0.00%	6	54.55%	0	0.00%	0	0.00%	2	18.18%	3	27.27%	11	100.00%
Lower Hillmorton Road	0	0.00%	0	0.00%	0	0.00%	0	0.00%	4	50.00%	2	25.00%	0	0.00%	0	0.00%	2	25.00%	8	100.00%
New Bilton (Inner)	1	4.17%	0	0.00%	0	0.00%	10	41.67%	9	37.50%	0	0.00%	0	0.00%	0	0.00%	4	16.67%	24	100.00%
New Bilton (Outer)	1	2.38%	0	0.00%	0	0.00%	26	61.90%	8	19.05%	2	4.76%	1	2.38%	1	2.38%	3	7.14%	42	100.00%
Newbold on Avon	0	0.00%	0	0.00%	1	2.04%	33	67.35%	4	8.16%	2	4.08%	3	6.12%	2	4.08%	4	8.16%	49	100.00%
Newton	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	33.33%	1	16.67%	2	33.33%	1	16.67%	6	100.00%
Overslade Lane	0	0.00%	0	0.00%	0	0.00%	0	0.00%	4	66.67%	0	0.00%	0	0.00%	0	0.00%	2	33.33%	6	100.00%
Railway Terrace	0	0.00%	1	1.82%	1	1.82%	11	20.00%	29	52.73%	2	3.64%	3	5.45%	1	1.82%	7	12.73%	55	100.00%
Woodlands	1	11.11%	0	0.00%	0	0.00%	0	0.00%	5	55.56%	1	11.11%	0	0.00%	0	0.00%	2	22.22%	9	100.00%
Brinklow	0	0.00%	0	0.00%	0	0.00%	78	81.25%	5	5.21%	3	3.13%	3	3.13%	2	2.08%	5	5.21%	96	100.00%
Wolston	1	2.13%	0	0.00%	0	0.00%	30	63.83%	6	12.77%	4	8.51%	2	4.26%	1	2.13%	3	6.38%	47	100.00%
Grand Total	5	0.63%	5	0.63%	13	1.65%	319	40.48%	264	33.50%	39	4.95%	30	3.81%	36	4.57%	77	9.77%	788	100.00%

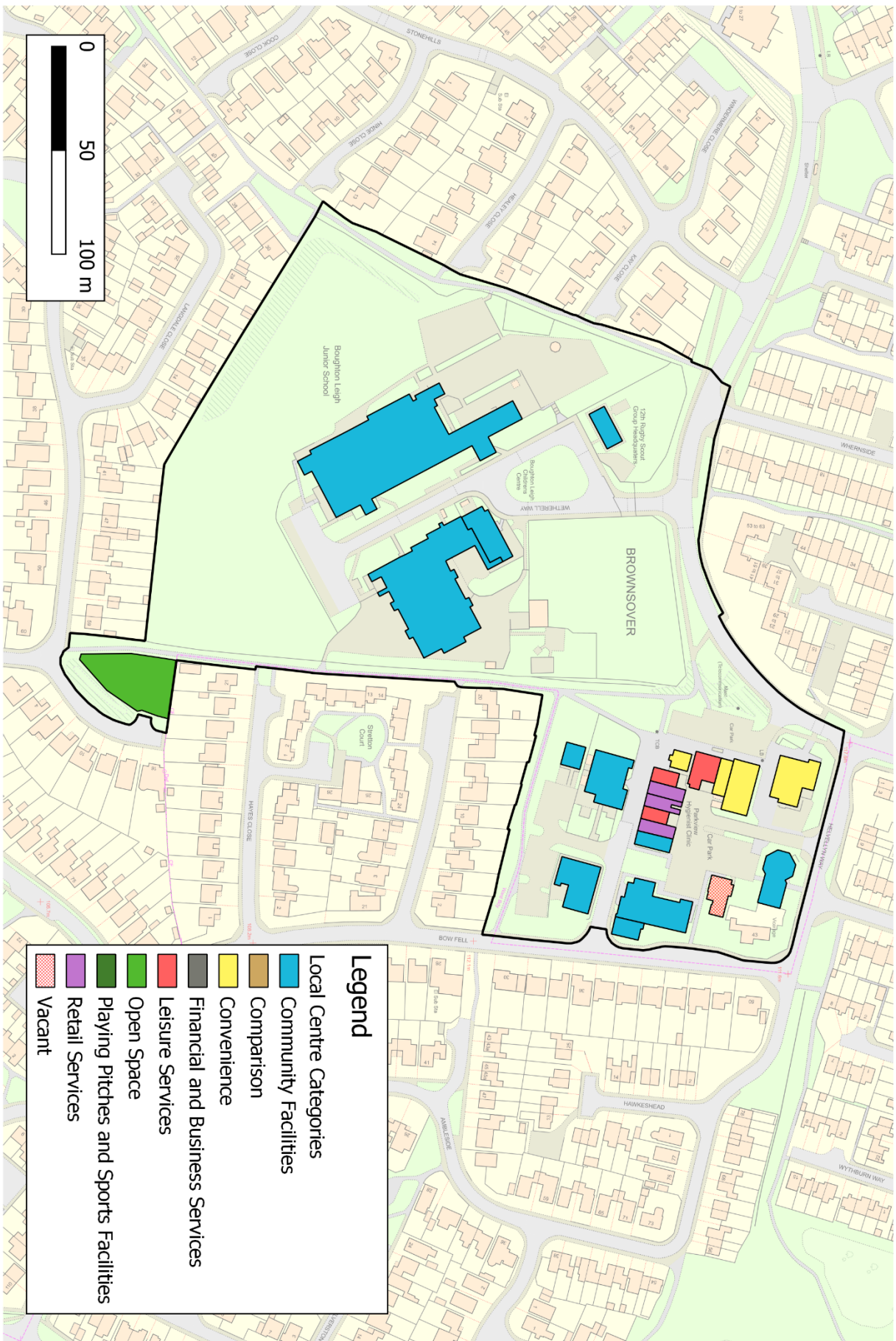
Railway Terrace (Benn Local Centre)



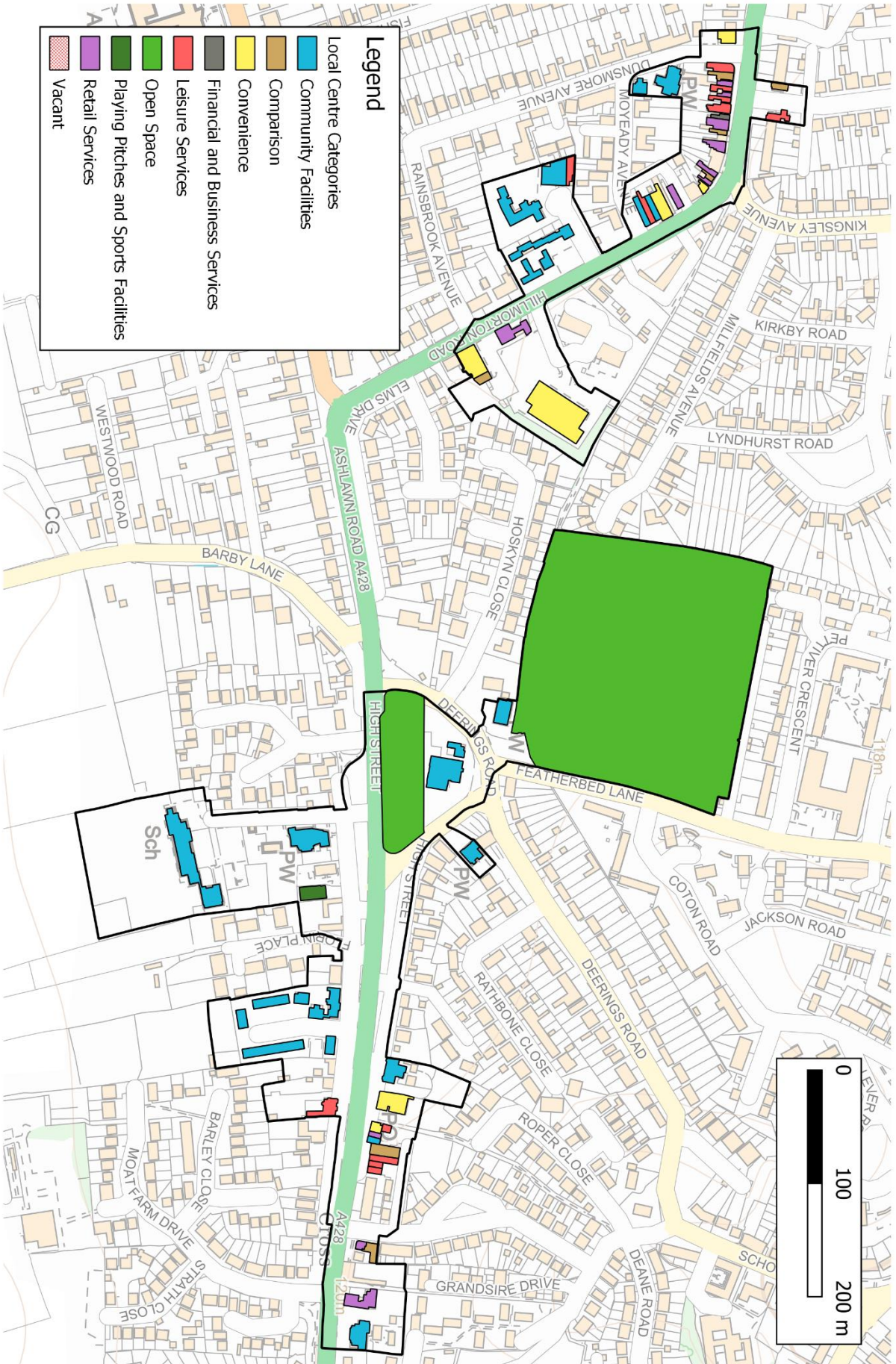
Bilton (Local Centre)



Brownsover (Local Centre)

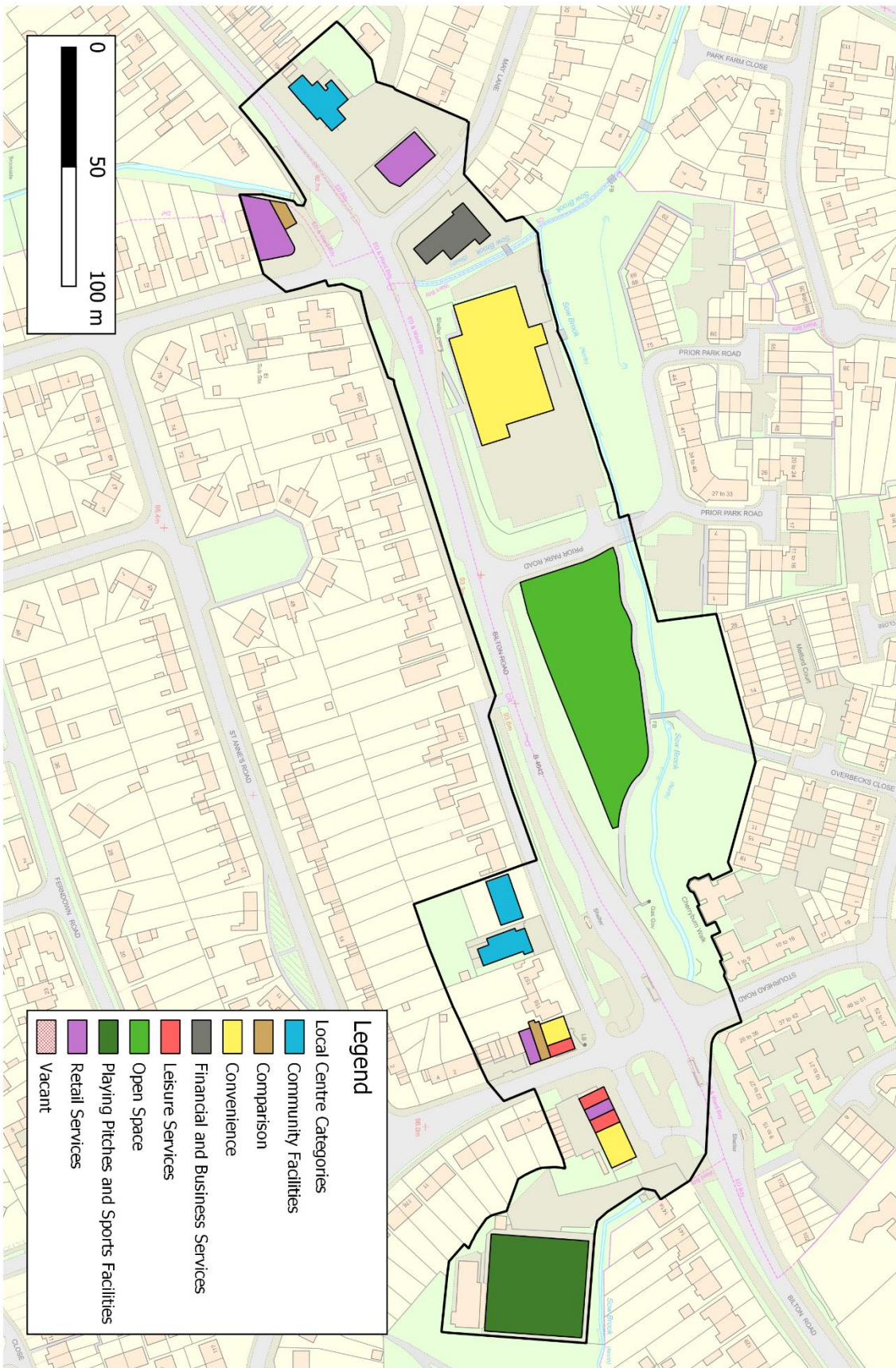


Hillmorton (Local Centre)

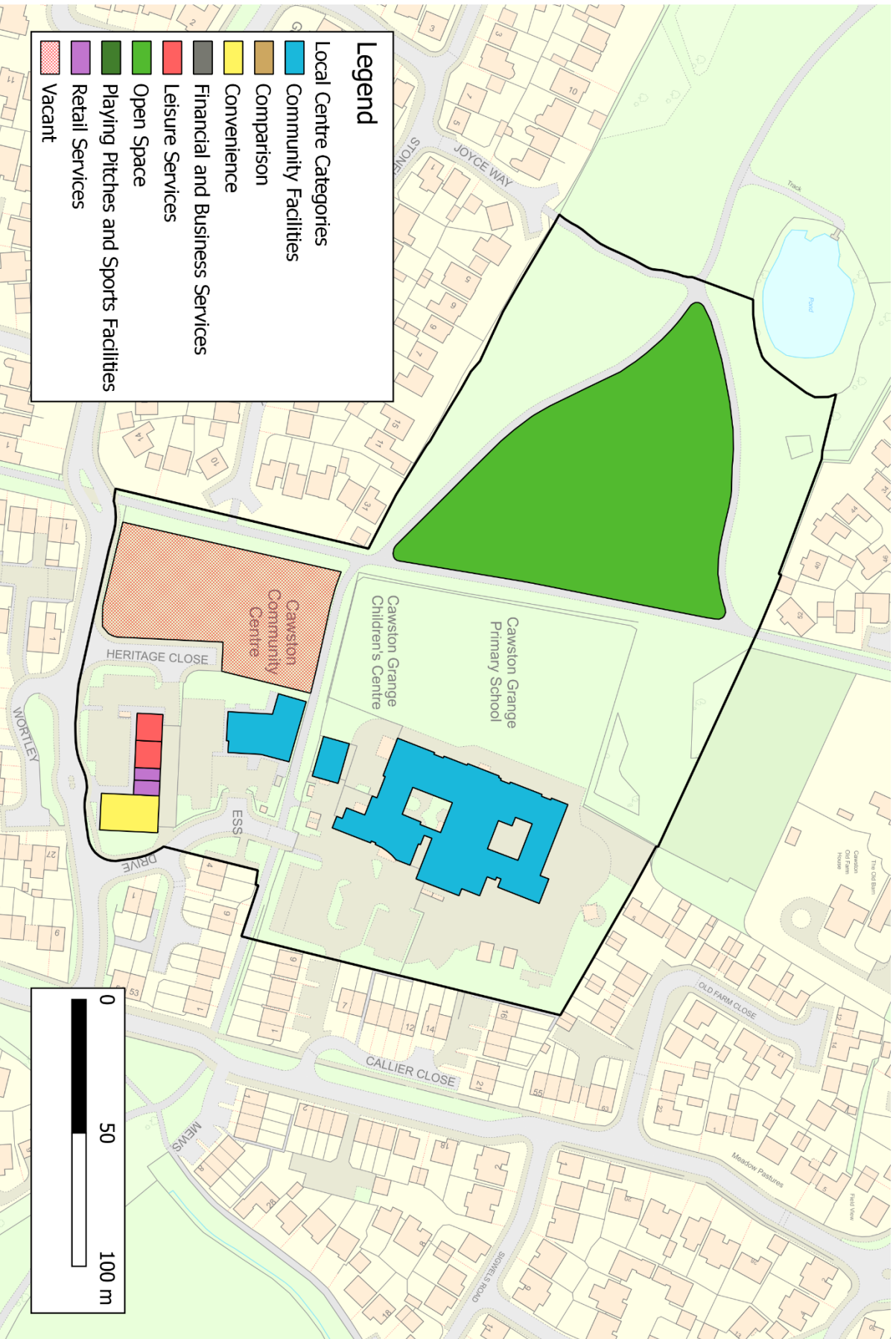


9. APPENDIX C: NEIGHBOURHOOD HUB MAPS

Bitton Road (Neighbourhood Hub)



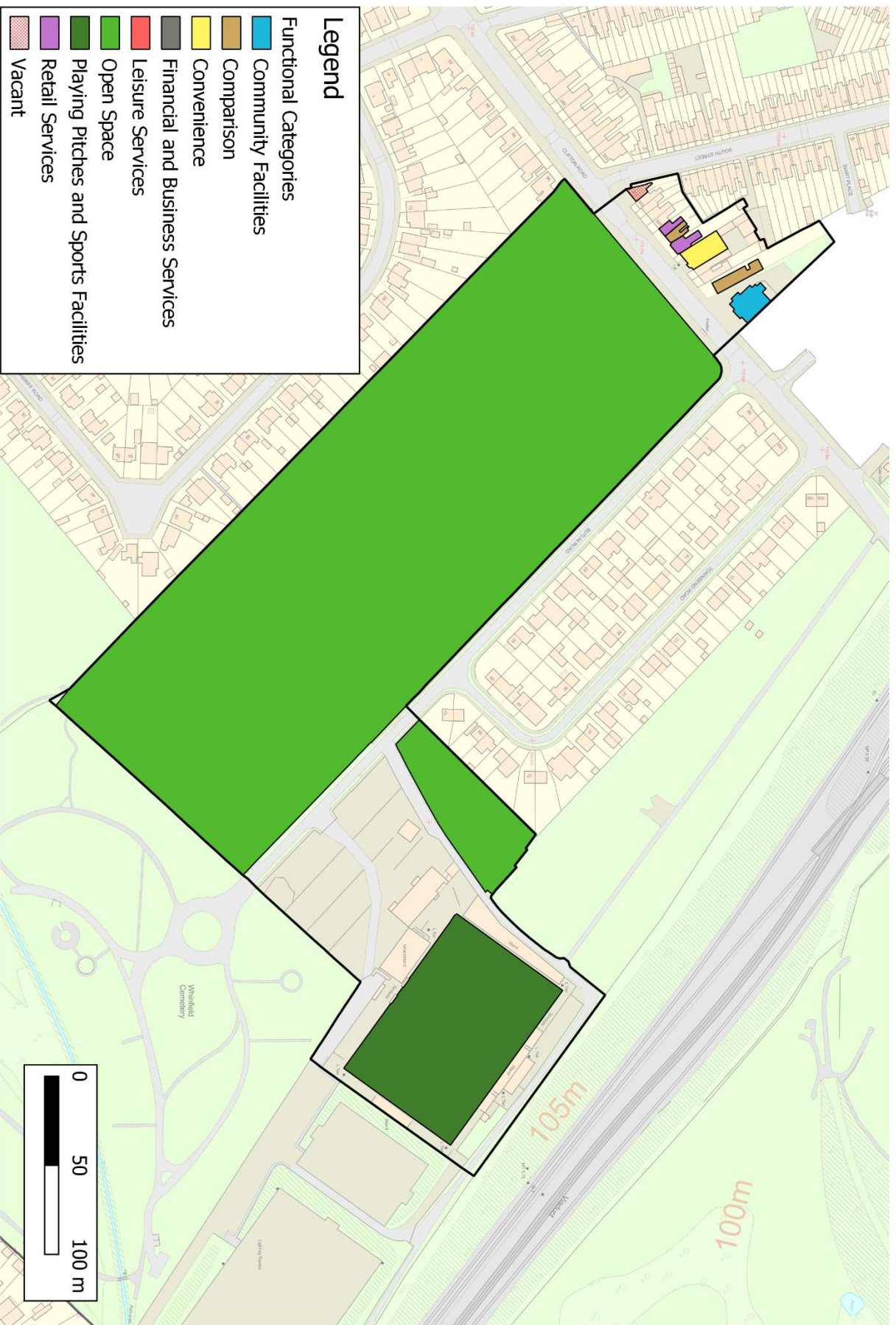
Cawston (Neighbourhood Hub)



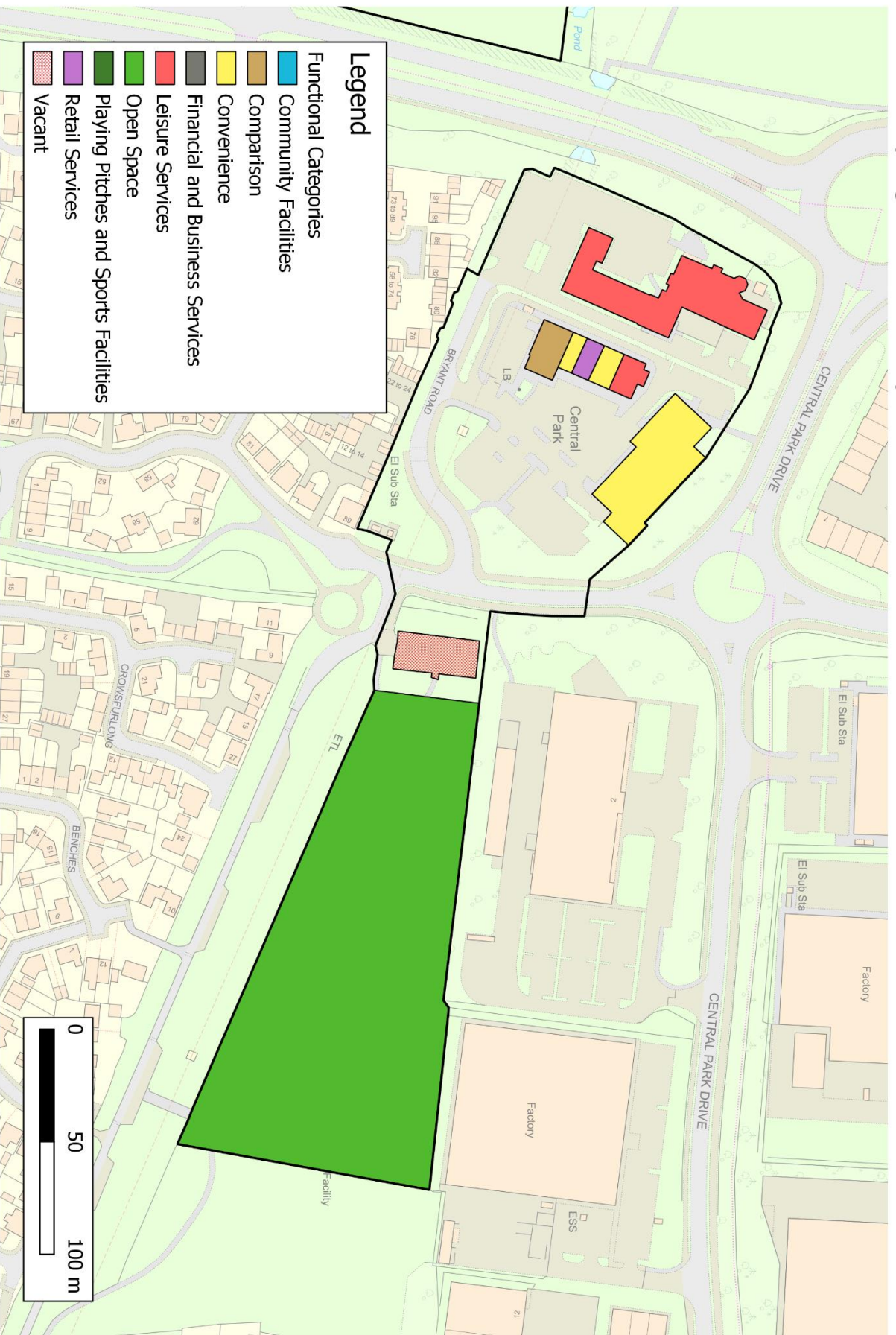
Clifton Road Central (Neighbourhood Hub)



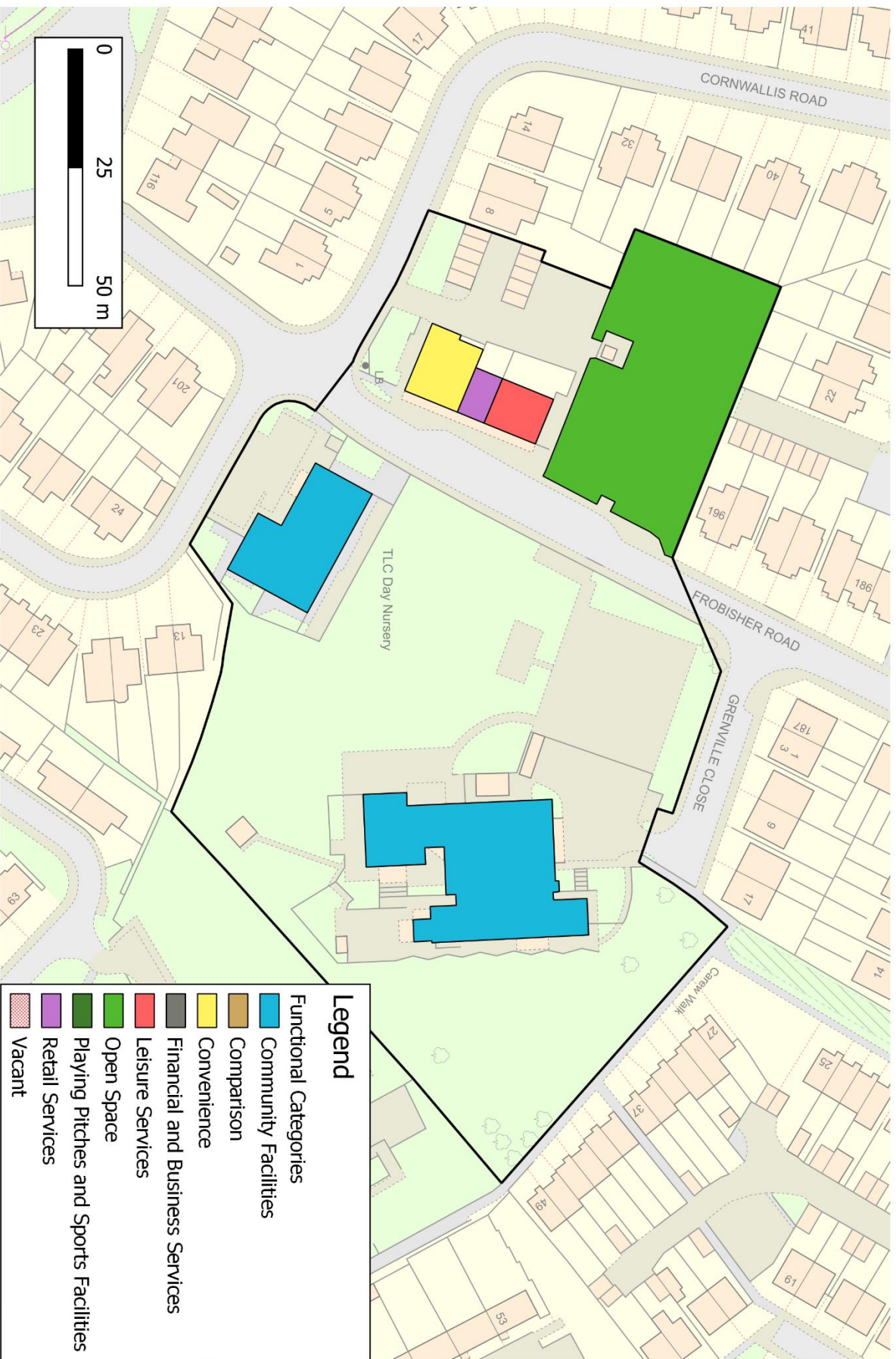
Clifton Road Outer (Neighbourhood Hub)



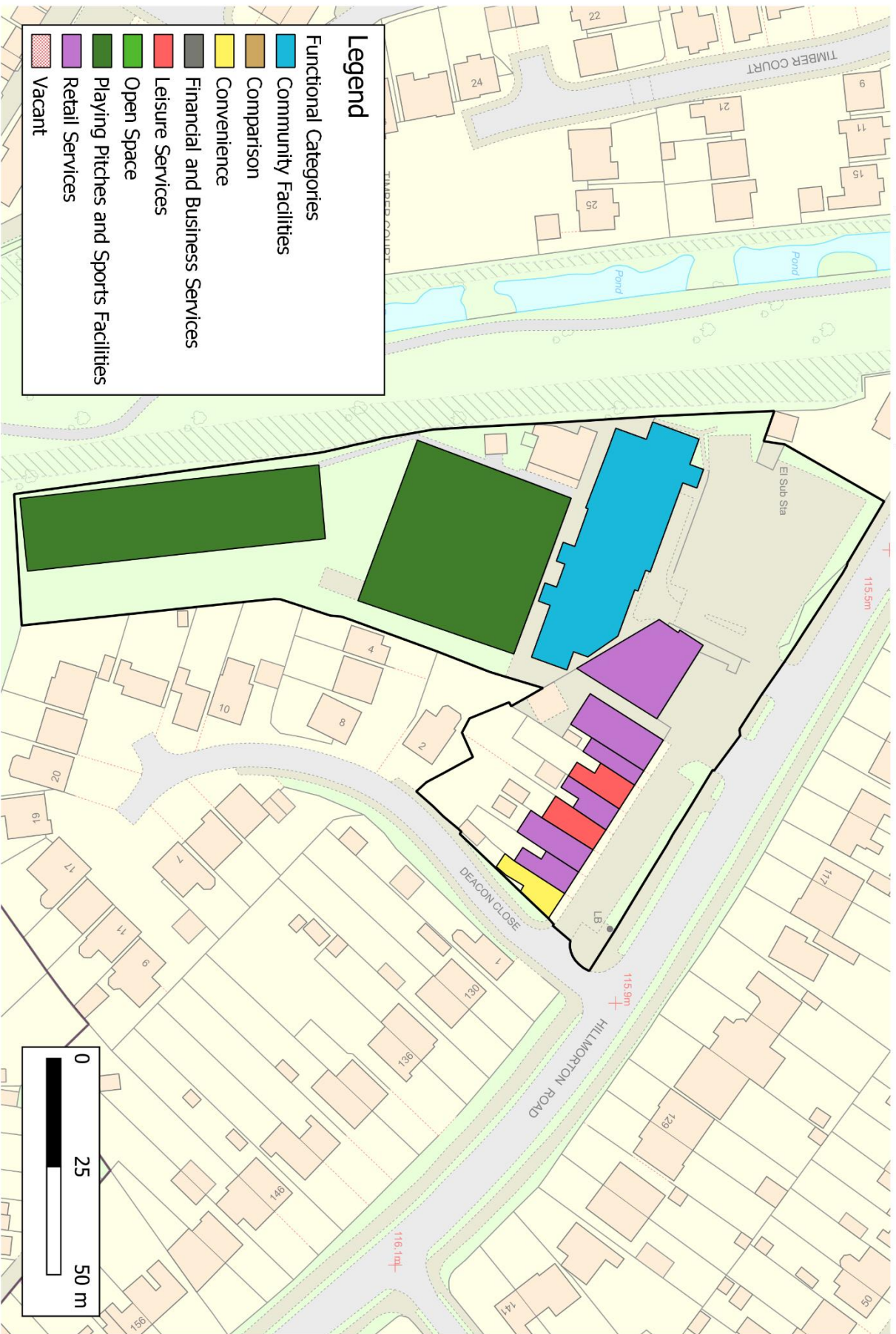
Coton Park (Neighbourhood Hub)



Frobisher Road (Neighbourhood Hub)



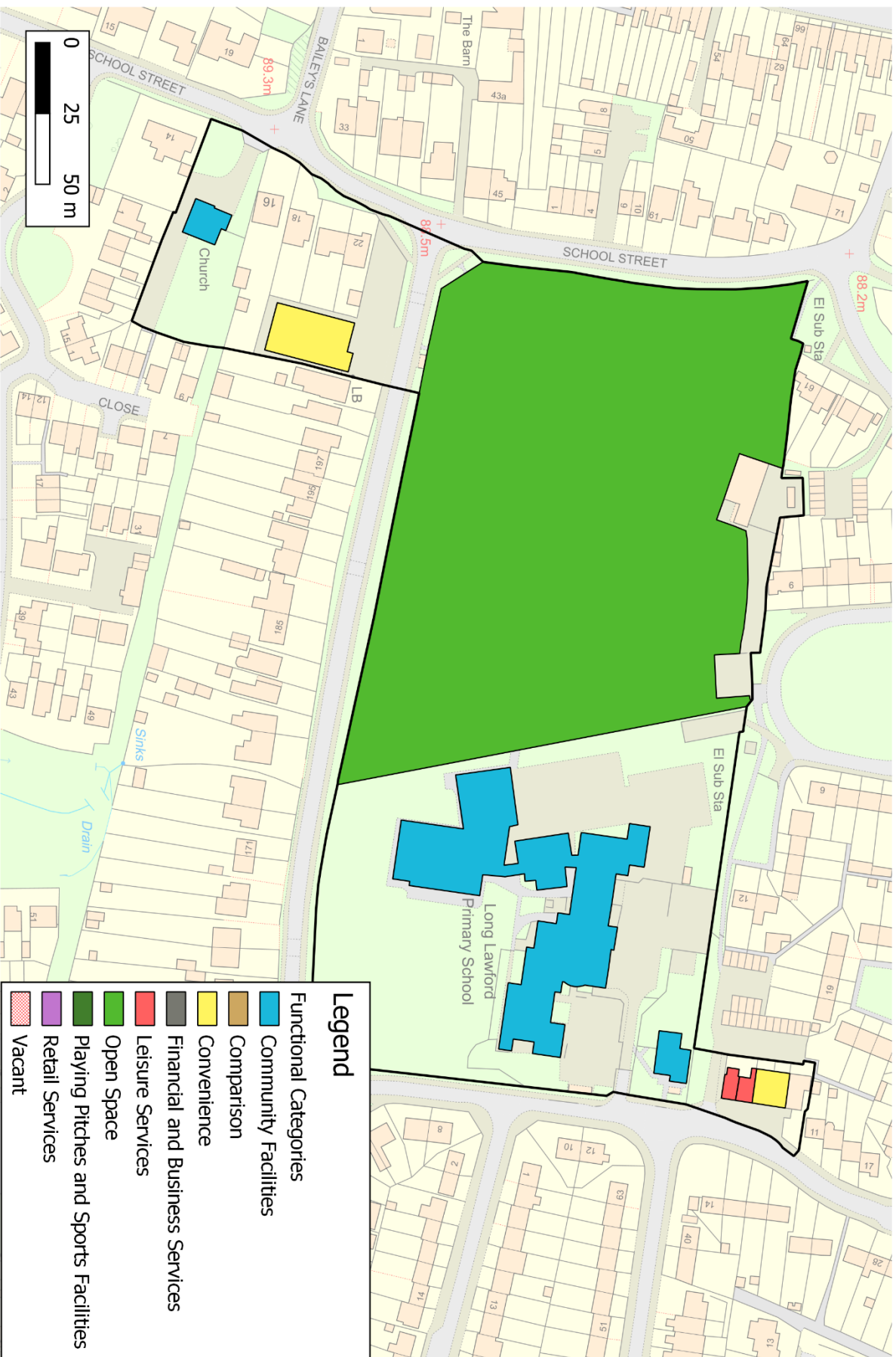
Hillmorton Road (Neighbourhood Hub)



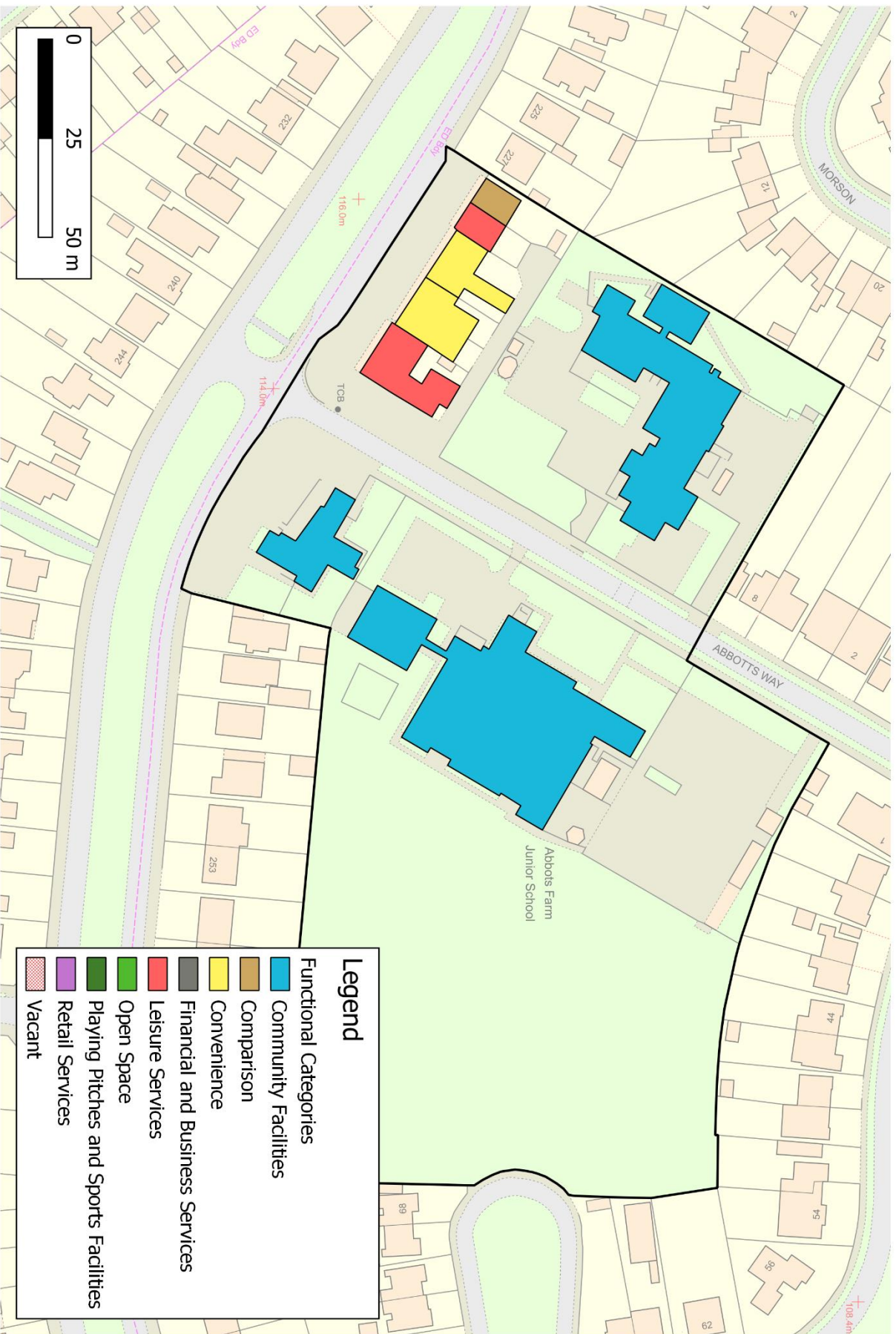
Kingsway (Neighbourhood Hub)



Long Lawford (Neighbourhood Hub)



Lower Hillmorton Road (Neighbourhood Hub)

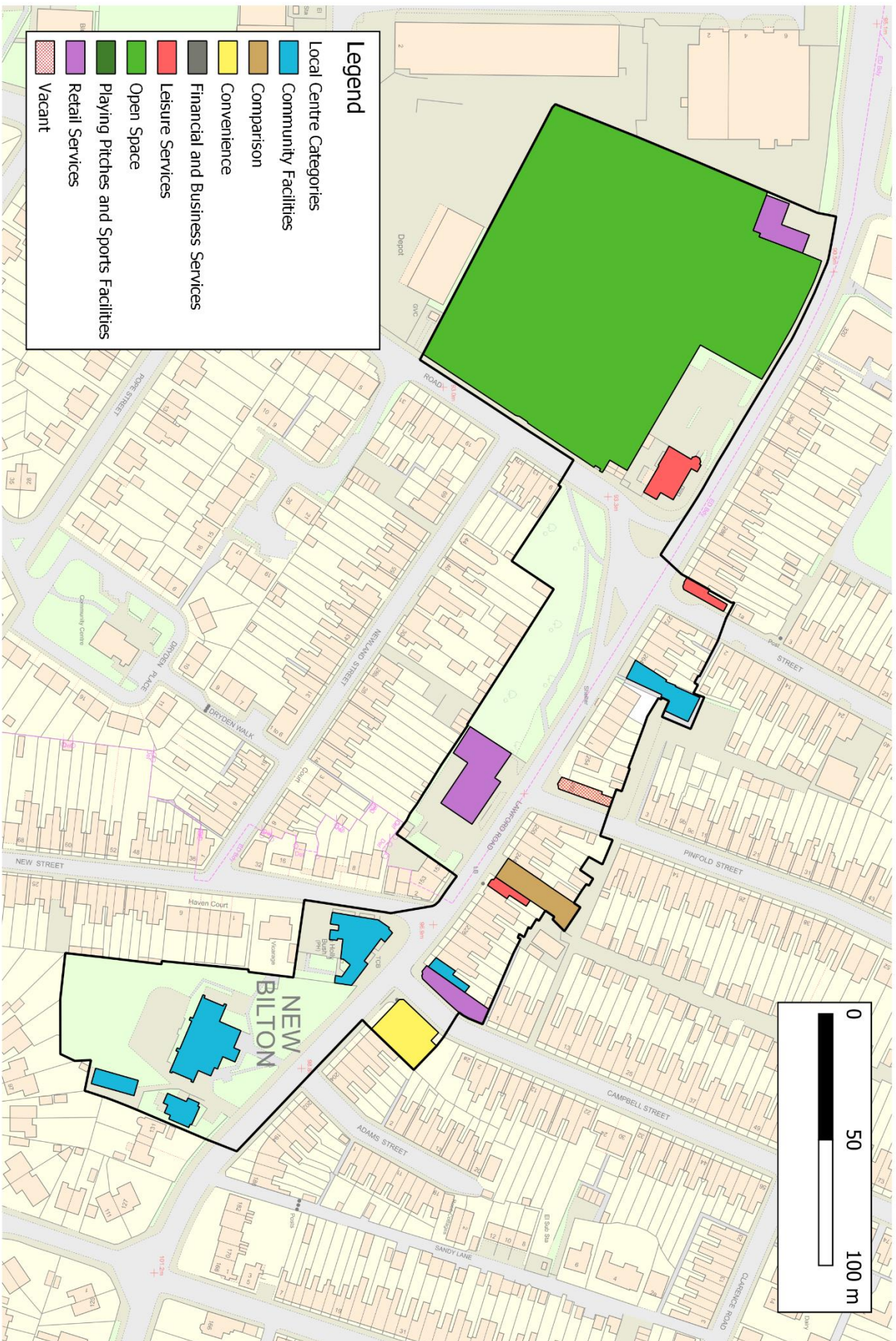


Legend

Functional Categories

- Community Facilities
- Comparison
- Convenience
- Financial and Business Services
- Leisure Services
- Open Space
- Playing Pitches and Sports Facilities
- Retail Services
- Vacant

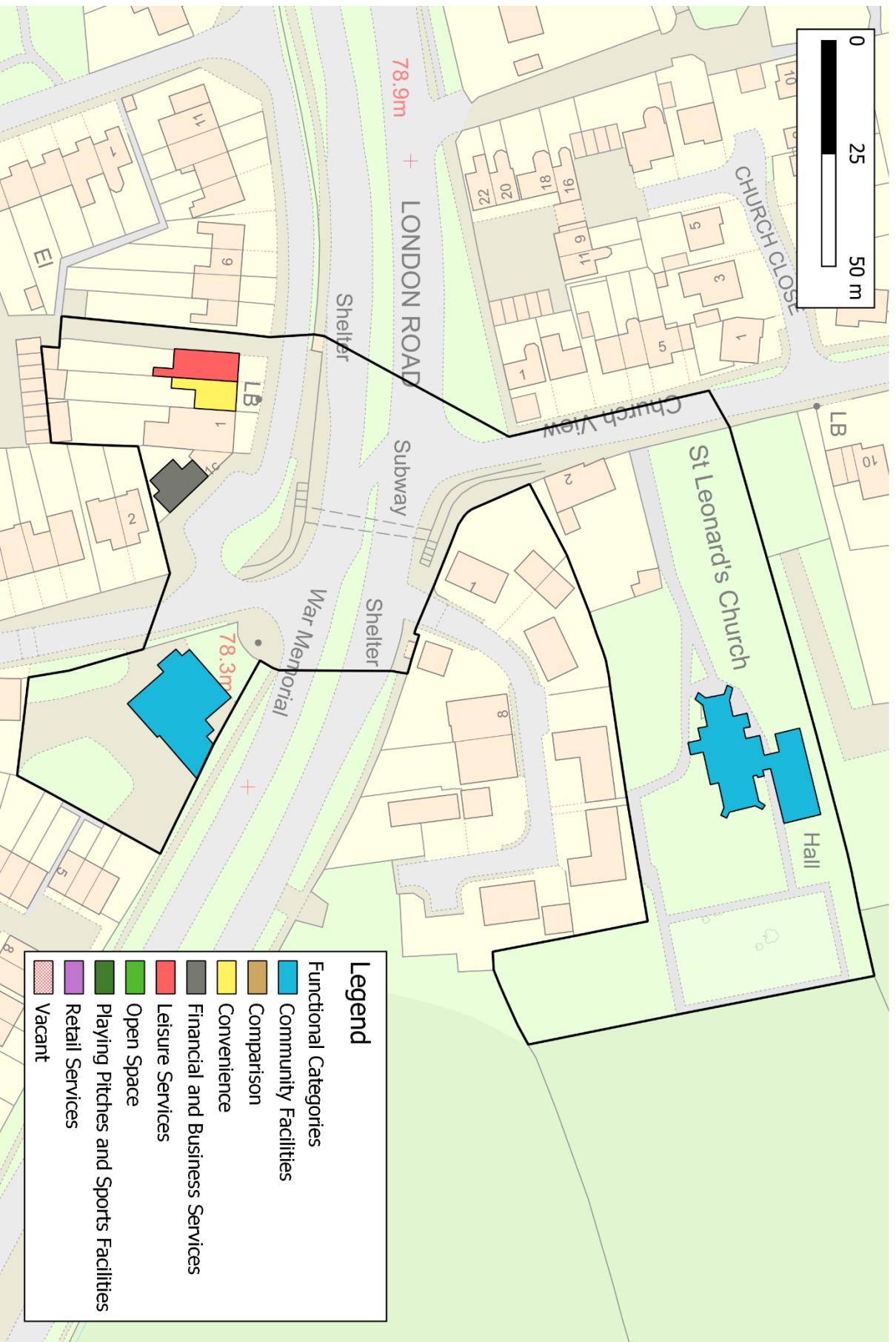
New Bilton Outer (Neighbourhood Hub)



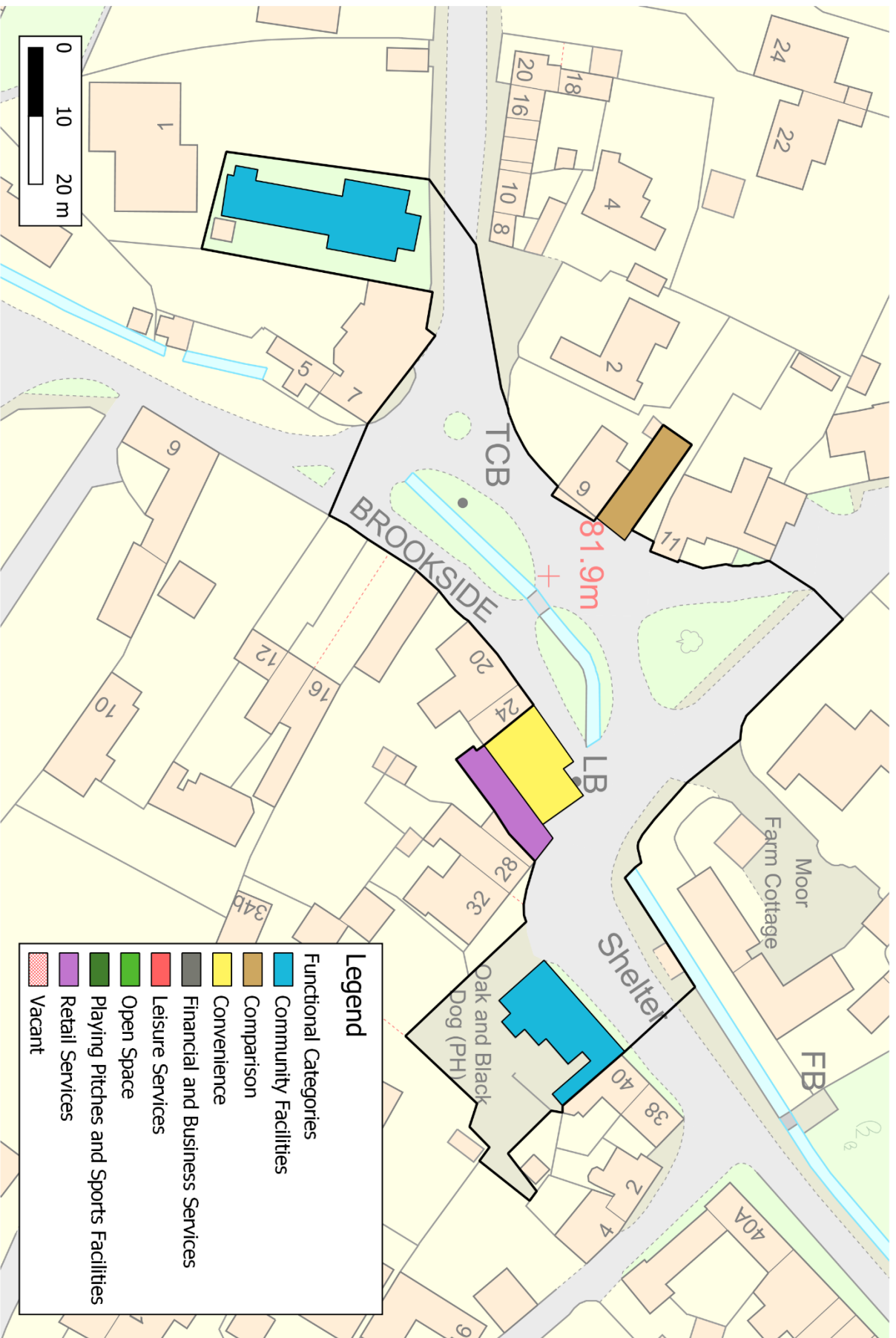
Newbold on Avon (Neighbourhood Hub)



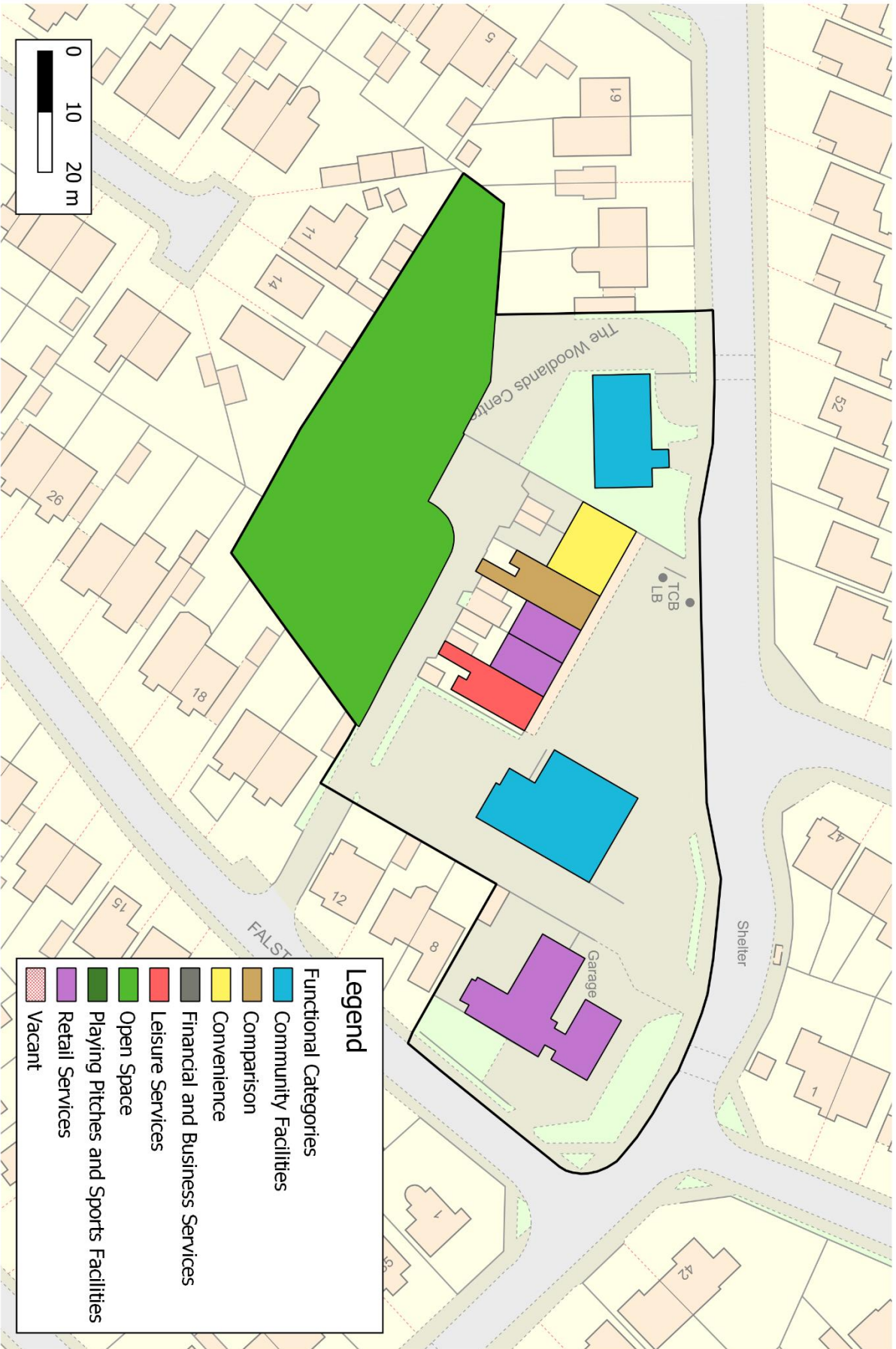
Ryton-on-Dunsmore (Neighbourhood Hub)



Stretton-on-Dunsmore (Neighbourhood Hub)



Woodlands (Neighbourhood Hub)



10. APPENDIX D: HEALTH CHECK PROFORMAS

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BILTON

Time and date of visit: 3pm, 17 May 2024

Description: A large concentration of shops and facilities located within the historic village of Bilton, now a suburb of Rugby, around 1.5 miles to the southwest of the town centre.



Left: A view of units on 'The Green' including a pub, takeaway, hairdressers and pharmacy, as well as parking bays.

Right: The Co-operative food shop and Granny's Sandwich Shop, the latter of which is located within a listed building.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	14	17.5%
Comparison	2	2.5%
Convenience	5	6.3%
Financial and Business Services	5	6.3%
Leisure Services	8	10.0%
Open Space	1	1.3%
Playing Pitches and Sports Facilities	1	1.3%
Residential	33	41.3%
Retail Services	10	12.5%
Vacant	1	1.3%
Grand Total	80	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	Co-op, Post Office, Tesco Express.
Community Facilities	Three healthcare providers, two places of worship, two pubs, two elderly homes, a school, a community centre, and a funeral directors.

HEALTH CHECK CRITERIA

<p>Uses</p>	<p>There are a considerable number of units with a wide mix of uses covering all recorded categories serving both the daytime and nighttime economies. The vast majority of retailers are independent or form part of local chains. There is a heavy presence of retail service providers and community facilities, but only two comparison units. The notable uses that are absent include a bank and a doctor's surgery. A large number of residential properties fall within the surveyed area, particularly on Main Street between The Black Horse and the Bilton Allotments hut.</p>
<p>Vacancies</p>	<p>There is only a single vacancy in the detached building where Bilton Green Surgery was once based. The vacant unit is shuttered but appears to be in reasonably good condition when observed from the street.</p>
<p>Pedestrian Flows</p>	<p>There was a fairly high volume of pedestrians present at the time of the site visit, primarily flowing in both directions on The Green and Main Street. The tarmacked paving was sufficient to comfortably accommodate the pedestrians present. Those crossing the road mainly used the lighted crossings outside the Post Office and the vacant building – crossing elsewhere would be difficult due to the high volume of road traffic.</p>
<p>Accessibility</p>	<p>There is a significant walk-in catchment from the Bilton residential area, and to a lesser extent from Cawston and Overslade. No dedicated parking for cycles is available. Multiple bus stops are present. Only a single route (4) is operating, though this provides frequent access to the town centre (~10 mins) and train station (~20 mins). Ample car parking is present in the form of: a free council operated car park behind Tesco; a private pay and display car park next to the Butchers; numerous private car parks for business patrons; a dozen free parking bays outside Bilton Pharmacy; and, unrestricted on-street parking on the adjoining roads.</p>
<p>Perception of Safety</p>	<p>The main road (The Green/Main Street) is busy with traffic flowing at the speed limit of 30mph, however, the perceived dangers of this are lessened somewhat by the pavements being quite wide and/or separated from the road by bollards, flowerbeds and other features. Some of the adjoining roads (e.g. Bilton Road) have much narrower pavements where pedestrians are in close proximity to the road traffic, or on-street parking that narrow the highway (e.g. Bawnmore Road). Aside from the alleyway linking The Green and Magnet Lane, all of the pedestrian routes are highly visible. Very few units have readily apparent CCTV.</p>

Environmental Quality	The Green is enclosed by numerous well-established trees and embankments with wildflowers, as well as some raised flowerbeds on the pavement. The east of the area falls within a conservation area and has five listed buildings, while the buildings on the west of the area generally of a much newer construction. Overall the frontages are well-kept. Some litter is present despite there being an ample presence of litter bins, and in some isolated instances the pavement is cluttered with wheelie bins. There is only a single bench located on the streets of the centre, although there are plenty in Assheton recreation ground.
Constraints	The entirety of the proposed local centre falls within an air quality management area and a smoke control area. A majority of the proposed centre (~60% on the eastern side) also falls within a conservation area. Around a dozen TPOs are present on the eastern edge of the area (around the bowling green, tennis club and Bilton House), as are three listed buildings: The George pub, Granny's Sandwich Shop, and number one Bawnmore Road, all of which are on the eastern side. Much of Bawnmore Road, Bilton Road and Main Street have a 1 in 30 year floor extent.
Conclusion	<p>Strengths:</p> <ul style="list-style-type: none"> • Large volume and wide range of uses suitable for meeting virtually all the day-to-day needs of the local neighbourhood and potentially those of a wider catchment too. • Vibrant area with numerous nearby schools which generate footfall. • Ample provision for both the daytime and nighttime economy. • Well maintained frontages and minimal litter. • Extensive greenery and access to nearby open space. • Frequent bus connections to the town centre and ample car parking provision. <p>Weaknesses:</p> <ul style="list-style-type: none"> • Busy 30mph roads decrease the navigability and attractiveness of the area for pedestrians. • Lack of cycling infrastructure. • Bus routes to parts of the Borough outside Rugby town are absent. • Lack of disused land and substance of constraints may limit development opportunities to change of use. <p>Opportunities:</p> <ul style="list-style-type: none"> • Possible catchment from new South West Rugby housing. • Vacant surgery building available for redevelopment. <p>Threats:</p> <ul style="list-style-type: none"> • Road traffic travelling from the South West housing development to the town centre could create congestion problems. • Further residential expansion (e.g. as has occurred on the site of the Bilton Social Club) could limit retail development options.

ADDITIONAL OBSERVATIONS

The local centre directly borders Magnet Lane which hosts Bilton Infant School and Humpty Dumpty Nursery. Bilton School and Rugby High School are both a short walk (half a mile) away, as are Alwyn Road recreation ground and the Alwyn Road allotments.

ADDITIONAL PHOTOS



Left: Assheton Recreation Ground. Right: The vacant building which formerly hosted Bilton Green Surgery.

BILTON ROAD

Time and date of visit: 5pm, Wednesday 12 June 2024

Description: Two concentrations of units clustered around a busy 'B' road separated by a park and a row of residential properties. Located a mile to the south-west of Rugby town centre.



Left: Units set back from Bilton Road near the intersection with Buchanan Road including two takeaways, a convenience shop and hairdressers. Right: Same units pictured along with those on the other side of the intersection with Buchanan Road and the small RBC car park.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	3	15.0%
Comparison	2	10.0%
Convenience	3	15.0%
Financial and Business Services	1	5.0%
Leisure Services	3	15.0%
Open Space	1	5.0%
Playing Pitches and Sports Facilities	1	5.0%
Residential	2	10.0%
Retail Services	4	20.0%
Vacant	0	0.0%
Grand Total	20	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	Costcutter, Lidl, Vets4Pets (regional), Karpet Kingdom (regional).
Community Facilities	Nursery, pub, and retirement home.

HEALTH CHECK CRITERIA

Uses	The area is anchored by the Lidl supermarket and contains a reasonably good range of uses, although many are missing, most notably: a post office, bank, café/restaurant, and healthcare providers of any sort. The uses present serve both the daytime and nighttime economies.
Vacancies	None.
Pedestrian Flows	There was a reasonably high volume of pedestrians in the area at the time of visiting, primarily flowing along Bilton Road, Buchanan Road and Lytham Road heading to the shops. Large numbers of people were travelling from parked cars to the shops too. The tarmacked paths in the area are wide with ample room for the volume of pedestrians present. There are four lighted crossings at the intersection of Buchanan Road and Bilton Road, and a further four at the intersection with Lytham Road. These were in regular use given that the high volumes of road traffic made crossing elsewhere difficult.
Accessibility	The area has a considerable walk-in catchment from the Overslade and Bilton residential areas. There are cycle lanes along the length of Bilton Road, but little in the way of cycle parking, aside from two 'Sheffield' style stands outside the Costcutter. There are two pairs of bus stops in the area that are regularly served by the 4 and 4a services offering good connections to Bilton and Rugby Town Centre. The concentration of units by Buchanan Road have a dozen off-street parking bays and a small car park that fits half a dozen vehicles, both of which are free but have 2 hour restrictions. Several units, such as Lidl and the Crow Pie have considerable private parking, and there is also unrestricted on-street parking available on several of the roads in the area.
Perception of Safety	All of the pedestrian routes are visible from the surrounding buildings, barring the stretch of Bilton Road between the two clusters of units which is more isolated and only fully visible from the road. CCTV is readily apparent at Costcutter, Lidl, the Crow Pie and Midvale Garage. All the roads in the area are 30mph and have no deliberate traffic calming measures, although the two sets of traffic lights do fulfil this purpose to some degree. Bilton Road is likely to be busy with road traffic throughout the day. The dangers of this are offset somewhat because the units and pedestrian routes are set back and separated from the road by grassed areas and occasionally by bollards/barriers.

Environmental Quality	<p>The frontages are all relatively well maintained and clean, although the flats above the units next to Buchanan Road are looking a little dated. The tarmacked and paved paths are generally in good condition and instances of cracking or unevenness are few and far between. Bilton Road is lined by a large number of well-established trees planted in grassed amenity green space that separates the pavement from the road. These help enclose the area to some degree, although the wide and busy Bilton Road undeniably detracts from the sense of environmental quality. There are no benches in the area, besides those in the Pavillion Play Area. Some litter was observed, mainly outside the shops near Buchanan Road. Plenty of litter bins are dispersed throughout.</p>
Constraints	<p>The entirety of the proposed local centre is within an air quality management zone and a smoke control area. A local wildlife site (Sow Brook) traverses much of the area and substantial portions are within flood zones two and three.</p>
Conclusion	<p>Strengths:</p> <ul style="list-style-type: none"> • A reasonably good mix of uses serving both the daytime and nighttime economies. • Presence of the Lidl supermarket and location near to a busy road is likely to generate footfall. Area appeared vibrant at time of visit. • Units enclosed by considerable amenity green space. • Good connections with the town centre and train station by bus, car and to a lesser extent by foot. <p>Weaknesses:</p> <ul style="list-style-type: none"> • Uses on the eastern side are mostly of a neighbourhood significance only. • Many key uses, such as a post office, café/restaurant, community centre or healthcare provision, are missing. • Close proximity to busy road decreases attractiveness and traversability of the area for pedestrians. • Units divided into two separate sections by a long row of houses. • Little available disused space. New development would rely on change of use. <p>Opportunities:</p> <ul style="list-style-type: none"> • Potential to attract commuters travelling from new housing developments in the south-west to the town centre. <p>Threats:</p> <ul style="list-style-type: none"> • Flooding (sections in flood zones 2 and 3). • Given the relatively small volume of units, the presence of any vacancies could have a substantial impact.

ADDITIONAL OBSERVATIONS

- Sow Brook, a tributary of the River Avon and designated local wildlife site, runs through the area.
- Addison Road recreation grounds are around 200 yards outside the area.

BRINKLOW

Time and date of visit: 3.30pm, Friday 13 September

Description: A small number of units and facilities spread across the main rural settlement of Brinklow, located around 8 kilometres to the northwest of Rugby town centre.



Left: Broad Street including the Post Office and Café. Right: St John the Baptist Church and Brinklow Castle.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	10	10.4%
Comparison	1	1.0%
Convenience	1	1.0%
Financial and Business Services	0	0.0%
Leisure Services	3	3.1%
Open Space	1	1.0%
Playing Pitches and Sports Facilities	1	1.0%
Residential	78	81.3%
Retail Services	1	1.0%
Vacant	0	0.0%
Grand Total	96	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	Post office.
Community Facilities	Three pubs, two churches, a primary school, a community centre, a doctor's surgery and a pharmacist.

HEALTH CHECK CRITERIA

Uses	The area is relatively well served by a broad range of community facilities which are likely to be highly valued by the residents of Brinklow. However the retail offering is tiny, and the leisure options are limited to pubs and takeaways. The uses present would likely serve most of the day-to-day needs of nearby residents, but they would need to go elsewhere for their weekly food shop, or for broader retail/leisure purposes.
Vacancies	None.
Pedestrian Flows	There was a reasonably large number of pedestrians flowing in both directions on Broad Street at the time of visiting. Much of this was clearly school traffic, although there were also good numbers visiting the pubs. The pavements in the area vary in width and are very narrow at particular points (especially on the Coventry Road). The only formal road crossing in the area is the zebra crossing located on Coventry Road near the Bull's Head pub.
Accessibility	The area only has a small walk-in catchment and the large number of parked cars would suggest visitors from outside the village play an important role in its vitality. No cycling infrastructure of any sort was seen. Bus stops located on the Coventry Road are served by the 85 (A,B,H,S) service which only provides a lengthy (~45 min) connection to Rugby town that stops in the early evening. Car parking provision is as follows: 20 free bays next to the recreation ground, extensive free parking in bays on the eastern side of Broad Street, and private car parks at the pubs and doctor's. Despite this provision, many cars were parked elsewhere on Broad street, narrowing the highway at several points, such as next to the school.
Perception of Safety	Both the Coventry Road and Broad Street were busy with road traffic at the time of visiting. This, combined with the close proximity of the pavements to the roads, the absence of traffic calming measures, and the lack of crossings, reduces the perception of safety for pedestrians. All of the pedestrian routes are well sighted, barring the semi-natural path that leads from Coventry Road to the recreation ground. Readily apparent CCTV was seen at the pubs and the Post Office.
Environmental Quality	The area is primarily composed of older buildings that give the area a distinctive village character – especially so at the northern end where the village green and church are located. The frontages are generally well kept and practically no litter was observed. The northern and southern ends of Broad Street are enclosed by mature trees and amenity green space, and there is ample open space provided by the recreation ground and the Brinklow castle site. The tarmac pavements are in reasonably good condition throughout. Benches can be found on the village green and recreation ground.

<p>Constraints</p>	<p>The entirety of Brinklow is surrounded by Greenbelt, and indeed, parts of the proposed centre are themselves located on Greenbelt (such as the recreation ground). Almost all of the potential local centre lies within a conservation area and there are a dozen listed buildings within the proposed boundary. Brinklow Castle is both a Local Wildlife Site and a Scheduled Monument, but aside from this the only other constraint relating to the natural environment is the location of the centre within the SSSI Impact Risk Zone for Coombe Pool.</p>
<p>Conclusion (SWOT)</p>	<p>Strengths</p> <ul style="list-style-type: none"> • Presence of uses that will serve most of the basic day-to-day needs of local residents • Pleasant environment with distinct village character <p>Weaknesses</p> <ul style="list-style-type: none"> • Relatively small walk-in catchment (Brinklow village only) • Broad street somewhat dominated by cars • Absence of crossings and traffic calming measures decreased the perceived safety of pedestrians • Cycling infrastructure is non-existent and the bus connections to Rugby are lengthy and on a fairly limited schedule <p>Opportunities</p> <ul style="list-style-type: none"> • The addition of a pedestrian crossing and/or some traffic calming measures would improve the pedestrian experience <p>Threats</p> <ul style="list-style-type: none"> • Additional road traffic through Broad Street would detract from the local environment

ADDITIONAL OBSERVATIONS

The large recreation ground has a wide variety of features including: a fenced play area, a tennis court, a basketball hoop/MUGA, a football pitch, a small skatepark, and picnic benches. The skatepark is of poor quality and outdated when compared to contemporary designs.

ADDITIONAL PHOTOS



Left: Photo showing on-street parking along Broad Street. Right: The skatepark located within the recreation ground.

BROWNSOVER

Time and date of visit: 2pm, Friday 21 June 2024

Description: A concentration of units closely packed together in the centre of the Brownsover residential area, around 1.5 miles north of Rugby Town Centre.



Left: Units and car parking off Hollowell Way, including several convenience shops, a post office and a takeaway.

Right: Units on the pedestrianised street linking Hollowell Way and Bow Fell, including takeaways, salons and a chemist.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	10	43.5%
Comparison	0	0.0%
Convenience	4	17.4%
Financial and Business Services	0	0.0%
Leisure Services	3	13.0%
Open Space	1	4.4%
Playing Pitches and Sports Facilities	0	0.0%
Residential	0	0.0%
Retail Services	4	17.4%
Vacant	1	4.4%
Grand Total	22	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	Budgens, Tesco.
Community Facilities	Childcare/education from nursery to junior, medical centre and pharmacy, two places of worship, community centre and Scout group.

HEALTH CHECK CRITERIA

Uses	There are a significant number of community facilities in the area. The retail and leisure offering is largely limited to convenience shops and takeaways – uses that are relevant to the local neighbourhood, but not a wider catchment. Notable uses that are absent include a bank, a pub, a cafe/restaurant, and any leisure services beyond the takeaways.
Vacancies	One. The building that was previously occupied by Brownsover Surgery is vacant with boarded up windows and an overgrown garden.
Pedestrian Flows	A considerable number of pedestrians were observed in the area at the time of visiting. Some were flowing into the proposed local centre on foot from Hollowell Way, Bow Fell and the path that links through to Foxons Barn Road, but a majority were flowing to and from parked cars. There was adequate space on the wide tarmacked pavements and pedestrianised areas for the volume present. Although there are no formal crossings in the area, pedestrians did not appear to have difficulty crossing the roads.
Accessibility	There is a considerable walk-in catchment from the entirety of Brownsover, and potentially from the southern sections of Coton Park too. There are no cycle lanes in the immediate vicinity and the only cycle parking available appeared to be two ‘Sheffield’ cycle stands outside the medical centre. Two bus stops are located in close proximity to the proposed boundaries of the area on Hollowell Way, regularly served by the 2, 4, 4A and D1 services. Rugby train station is around a mile away, which is 20 minutes by walking or bus. Ample car parking facilities are available including several interlinked free car parks with spaces for around 80 vehicles, and unrestricted free on-street parking plus lay-bys on Helvellyn Way and Bow Fell.
Perception of Safety	Most of the units are separated from the roads that surround the area by small sections of amenity green space, pedestrianised hardstanding, and bollards. This, combined with the fact that Hollowell Way has speed bumps and narrows to a single lane at certain points, acts to reduce to sense of danger to pedestrians from road traffic. Helvellyn Way and Bow Fell do not have these traffic calming features, but appear to be much quieter in terms of the volume of road traffic. All of the pedestrian routes are well sighted, barring the path that stretches to Foxons Barn Road, which is isolated. Readily apparent CCTV is present on a handful of units.

Environmental Quality	The units are mostly modern single story constructions. The frontages are generally well maintained and attractive, although the vacant building and untidy rears of the units (visible from the central car park) are a little unattractive. The brick and tarmacked paving is generally in a good condition, although there are a few areas that are in need of repair or greater maintenance. The whole area is enclosed by a fair amount of amenity green space, including trees, shrubs and mown grass. Small amount of litter were observed, though there does not appear to be a lack of litter bins available. Aside from a single bench to the side of Budgens, and the aforementioned bollards, there is no street furniture.
Constraints	The entirety of the proposed local centre is within the air quality management zone, smoke control area, and the SSSI impact risk zone for Cave's Inn Pits.
Conclusion	<p>Strengths:</p> <ul style="list-style-type: none"> • A reasonably large number of uses are present that will be of importance to the local neighbourhood – as evidenced by the vibrancy of the area at the time of visiting. • A significant number of community facilities are present, including the newly built medical and community centre. • Good bus connections and pedestrianised access routes. • Ample free parking. <p>Weaknesses:</p> <ul style="list-style-type: none"> • The centre lacks uses that are likely to draw in visitors from outside the immediate neighbourhood, and is not in an area which is likely to see passing traffic. • There are a number of notable absences, including a pub (one was formerly present on the site now occupied by Tesco). • Cycle infrastructure is negligible. • Several factors detract from the environmental quality of the centre, including the vacant doctors surgery, the unsightliness of the rear of the units, and the unmet maintenance needs. <p>Opportunities:</p> <ul style="list-style-type: none"> • The vacant surgery building could be redeveloped. • Additional footfall could be attracted from Coton Park. <p>Threats:</p> <ul style="list-style-type: none"> • If it remains vacant for a prolonged period the former doctors surgery could fall into a state of disrepair.

ADDITIONAL OBSERVATIONS

- Criss-Cross Park is only around 100 yards outside of the boundary.

ADDITIONAL PHOTOS



Left: The vacant building which formerly housed the doctor's surgery. Right: Example of paving in need of repair.

CAWSTON

Time and date of visit: 4pm, Monday 8 July 2024

Description: A concentration of units and facilities in the centre of the Cawston residential area located roughly 2 miles to the south west of Rugby town.



Left: The building containing all the centre's retail provision: two takeaways, two salons and the Co-op supermarket.

Right: The community hall, primary school and nursery located on Scholars Drive, adjacent to the retail units.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	3	33.3%
Comparison	0	0.0%
Convenience	1	11.1%
Financial and Business Services	0	0.0%
Leisure Services	2	22.2%
Open Space	1	11.1%
Playing Pitches and Sports Facilities	0	0.0%
Residential	0	0.0%
Retail Services	2	22.2%
Vacant	0	0.0%
Grand Total	9	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	The Co-op.
Community Facilities	Primary school, nursery and community centre.

HEALTH CHECK CRITERIA

Uses	This proposed local centre is anchored by the Co-operative food shop. There are a reasonable mix of uses present, although many types are missing, as may be expected given the low overall volume of units. Notable absences include a post office, bank, pub, cafe/restaurant, and healthcare providers of any sort (GP, pharmacy, dentist). The uses present are likely to be of value to those in the local neighbourhood only.
Vacancies	No vacant buildings, but there is a sizeable vacant plot (0.35ha) immediately to the west of the retail units.
Pedestrian Flows	A fair number of pedestrians were observed at the time of visiting, mainly flowing to and from Gerard Road or parked cars. The paths are fairly wide and provided sufficient space for the volume of pedestrians present. No formal road crossings are available, but the informal crossings appeared to be more than sufficient given the low volume of road traffic.
Accessibility	There is a significant walk-in catchment from the Cawston suburban area. Dedicated pedestrian and cycle-only paths fan out from the area and there are numerous 'Sheffield' type cycle stands at the school, community hall and outside the shops. There are no bus stops directly within the local centre area. However, one is available roughly 350 yards away on Callier Way which is served by the 4 and 4A providing connections to Rugby town centre (~20 mins) and Rugby train station (~30 mins). A free unrestricted car park for up to around 40 vehicles is located directly outside the shops, and another free unrestricted car park for around 30 vehicles is located at the community hall.
Perception of Safety	The roads in the area all have 30mph limits, although some traffic calming measures, such as the presence of wide pedestrian refuges at informal crossings, and the construction of roads with block paving instead of tarmac, are present. Although the paths are not separated from the roads by grass embankments or bollards, the perceived risk to pedestrians seemed fairly low due to the low volume of traffic seen combine with the traffic calming measures that are in place. Although there is no public CCTV, readily apparent private CCTV could be seen at the Co-op and Chinese takeaway. Most of the pedestrian routes are well sighted, although the pedestrian/cycle only paths that branch off in all directions from the proposed centre are much more isolated.

<p>Environmental Quality</p>	<p>The frontages of the shops are generally well maintained, but the building containing them is showing signs of wear, such as dirty or stained render and damaged awnings (see additional photos below). The edging around the car park is poorly maintained, acting to collect moss, weeds and litter. The rear of the units as seen on entering the car park from Heritage Close is unsightly and a fair amount of litter has built up behind the shrubs to the side of the Co-op on Scholars Drive. There is a reasonable amount of amenity green space in the area, along with trees and shrubs that help to enclose the space and make it more attractive, although most of the trees are young and as such are still small. The vacant lot on the western side of the area has a wooden fence that is in a state of disrepair and weeds that are overflowing onto the path.</p>
<p>Constraints</p>	<p>The entirety of this proposed local centre lies within an Air Quality Management Zone and the SSRI Impact Risk Zone for Brandon Marsh. Considerable areas of designated Open Space are located directly to its north (including Cawston Play Area) as well as to its east, where there is also a section of Sow Brook (a designated local wildlife site). A small section of Gerard Road which spans the front of the vacant lot has a 1 in 30/100 year flood risk.</p>
<p>Conclusion</p>	<p>Strengths:</p> <ul style="list-style-type: none"> • Several of the uses present are likely to be of significant value to those living in the local neighbourhood. • The school and nursery will help generate footfall, in addition to that coming from the immediate vicinity. • There are good connections for those travelling on foot or by bicycle, and ample car parking too. <p>Weaknesses:</p> <ul style="list-style-type: none"> • The retail and leisure offering is very limited, and numerous important uses, such as a post office or pub, are absent. • Bus connections to destinations aside from Rugby town are absent, and the travel time to Rugby train station is quite long. • The retail building is showing signs of disrepair and/or failures of maintenance. <p>Opportunities:</p> <ul style="list-style-type: none"> • The 0.35ha vacant plot has relatively few constraints and would be ideal for expansion of the centre. <p>Threats:</p> <ul style="list-style-type: none"> • Without proper maintenance the centre could become unattractive. • If left undeveloped or put to alternative use, the vacant lot could also detract from the positive qualities of the centre.

ADDITIONAL OBSERVATIONS

Bilton School is located only around 500 yards away to the northeast and the boundary of the proposed Bilton local centre (which contains substantially more services and facilities) is around 800 yards away to the east.

ADDITIONAL PHOTOS



Left: Western elevation of the retail building with an unattractive view of the rear, stained render, and a damaged awning. Right: Shrubs on the east of the Co-op where noticeable amount of litter is collecting.



Left: The vacant 0.35ha plot on the western side of the centre. Right: Cawston Play Area.

CLIFTON ROAD (INNER)

Time and date of visit: 8:30am, 15 May 2024

Description: A large concentration of shops and facilities along a 300 yard stretch of Clifton Road and its adjoining streets. The proposed boundaries encroach on the east of Rugby Town Centre.



Left: A section of the main row of units in the area including several convenience shops, takeaways and a café.

Right: Lawrence Sheriff School, the grounds of which occupy a large part of the proposed centre.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facility	17	19.1%
Comparison	6	6.7%
Convenience	6	6.7%
Financial and Business Services	4	4.5%
Leisure Services	10	11.2%
Open Spaces	0	0.0%
Playing Pitches and Sports Facilities	0	0.0%
Residential	33	37.1%
Retail Services	10	11.2%
Vacant	3	3.4%
Grand Total	89	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	Betfred, Co-op, Subway.
Community Facilities	Seven healthcare providers, three educational establishments, three care homes, one pub, one funeral directors, one place of worship, and one community centre.

HEALTH CHECK CRITERIA

Uses	There are a large number of units with a wide range of uses anchored around Lawrence Sheriff School, serving both the daytime and nighttime economy. Notable absences include a post office, bank, and place of worship. In addition to the retail and leisure units there are a considerable number of residential properties in the area.
Vacancies	There are three vacancies in this proposed local centre. Firstly, there is a vacant plot on Railway Terrace. Secondly, there is a vacant unit that appears to be midway through renovations on Railway Terrace. Thirdly, there is a unit on Whitehall Road which purportedly formerly housed Variorum Publishing Ltd. that is now vacant (or which may potentially be residential).
Pedestrian Flows	At the time of visiting, there was a considerable flow of pedestrians, including schoolchildren, mainly travelling along Clifton Road in both directions. Pedestrians were almost exclusively crossing at the lighted crossings at either end of the designated section of Clifton Road given the high volume of road traffic.
Accessibility	This local centre has a substantial walk-in catchment from the residential areas of Benn and Eastlands wards and is only half a mile walk from Rugby train station. It is also well served by a considerable number of bus services including the 8, 8A, 9, 11, 85, 580 and X84. There are no cycle lanes, however, there are Sheffield stands (cycle parking) available outside Clifton Café. Car parking is somewhat limited. There are a handful of free but time-restricted parking bays parallel to Clifton Road, but parking on the adjoining streets is largely limited to permit holders within business hours. The only private car park is the small one around the back of the Co-op intended for customers only.
Perception of Safety	The vast majority of the designated area (Clifton Road, Whitehall Road, Moultrie Road, Lower Hillmorton Road) is a 30pmh zone without any deliberate traffic calming measures, barring the lighted crossings. However, the negative perception of safety this brings is reduced by the fact that the pavement on one side of Clifton Road is exceptionally wide and lined with bollards. All the pedestrian routes are easily visible from the surrounding units, around half of which have readily apparent CCTV.
Environmental Quality	The units on the main stretch of Clifton Road and Railway Terrace are of a modern construction, while the units on Whitehall Road and Moultrie Road are older (likely Victorian/Georgian buildings that were originally residential). Generally speaking the frontages are well kept, although some are a little tatty and/or dirty. The awning spanning the entrances to the Co-op and the Clifton Café is in poor shape with numerous cracked glass panes and metalwork that is rusting and covered in peeling paint. The pavements are a mix of paving slabs (some of which are uneven or cracked) and tarmac. At the time of visiting there was minimal litter and ample litter bins spread

	<p>throughout the centre. Much of Clifton Road and Moultrie Road is enclosed by well-established trees dispersed along the pavements. Whitehall Road is also enclosed by trees, though these are almost exclusively located in the front gardens of private properties. Railway Terrace and Lower Hillmorton Road have narrower pavements and an absence of trees/greenery. Around half a dozen benches are available in the area, though they are notably absent from the pavements nearest to the majority of units on Clifton Road and Railway Terrace.</p>
<p>Constraints</p>	<p>The entirety of the proposed local centre falls within the air quality management zone and smoke control area. Moultrie Road, Whitehall Road and the eastern part of Clifton Road all lie within a conservation area. Around 20 TPOs are present, the vast majority of which are within the ground of Trinity Court on the western boundary edge. None of the area is covered by flood zones two or three, although some very small sections do have a 1 in 30/100 flood extent. The only listed building is Lawrence Sheriff School, the playing field of which is the only designated open space.</p>
<p>Conclusion</p>	<p>Strengths:</p> <ul style="list-style-type: none"> • Relatively high volume and wide range of uses that will be of significance to the local community and potentially a wider catchment too. • A large number of community facilities including a school that draws footfall to the area, which appeared vibrant at the time of visiting. • Uses that serve both the daytime and nighttime economy. • Proximity to the town centre means that ample alternative provision is available for any missing uses (e.g. post office). • Walking distance to train station. <p>Weaknesses:</p> <ul style="list-style-type: none"> • Potential difficulty in distinguishing the area as a local centre, rather than an extension of the main town centre. • Cycling infrastructure is negligible beyond a small number of ‘Sheffield’ style stands. • Busy 30mph roads detract from the experience of pedestrians. • Car parking options are limited. • Lack of open space in the immediate vicinity. <p>Opportunities:</p> <ul style="list-style-type: none"> • Vacant units may have development potential. • Area may indirectly benefit from efforts to regenerate the town centre. <p>Threats:</p> <ul style="list-style-type: none"> • Risk of Clifton Road section being oversaturated by convenience stores and takeaways.

ADDITIONAL OBSERVATIONS

- This local centre almost directly borders the expansive Whitehall Recreation Ground which includes a war memorial, bandstand, skatepark, and children's play area.
- It is also within half a mile of the Queen's Diamond Jubilee Centre (sports and leisure), the Rugby School Sports Centre and Clifton Road Cemetery.

CLIFTON ROAD (OUTER)

Time and date of visit: 8.30am, 11 June 2024

Description: A small concentration of units on the eastern edge of Rugby Town, around one mile from the town centre, anchored by the expansive Whinfield recreation grounds.



Left: The main row of units on Clifton Road including a convenience shop and two hairdressers.

Right: The Clifton Inn pub and the Biart Place development (100 houses) to its right.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	1	7.1%
Comparison	2	14.2%
Convenience	1	7.1%
Financial and Business Services	0	0.0%
Leisure Services	0	0.0%
Open Space	1	7.1%
Playing Pitches and Sports Facilities	1	7.1%
Residential	5	35.7%
Retail Services	2	14.3%
Vacant	1	7.1%
Grand Total	14	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	None.
Community Facilities	The Clifton Inn pub.

HEALTH CHECK CRITERIA

Uses	There is a reasonable mix of uses, although because the total number of units is small, many specific uses are missing. Most notably, there are no leisure services or financial and business services, no post office, banks or healthcare providers, and the community facilities are limited to the pub.
Vacancies	There is one vacant unit in the area – a shuttered former bridal studio of a fair size (see photo below). The unit is estimated to have been vacant for at least two years.
Pedestrian Flows	There were a handful of pedestrians present at the time of visiting heading in both directions on Clifton Road and travelling from parked cars to the convenience shop. The wide tarmacked pavements and lighted crossing appeared to be more than sufficient for the volume of pedestrians present.
Accessibility	There is a considerable walk-in catchment from the Clifton Road and Eastlands residential areas but the cycling infrastructure is virtually non-existent with no dedicated cycle parking or cycle lanes. There are bus stops on either side of Clifton Road but neither is showing route details and they could be out of use. Free unrestricted on-street parking is available across most of the area, although many drivers tend to park on the pavement on the South side of Clifton Road. The area is around 1,000 yards (15 min) walk away from Rugby train station.
Perception of Safety	Clifton Road is a busy minor road with a 30mph speed limit and speed bumps at intermittent points. The pavements are very wide and bollarded at points, which enhances the perception of safety for pedestrians. All of the pedestrian routes, barring those within Whinfield recreation grounds, are well sighted and there is readily apparent CCTV on the convenience shop and pub.
Environmental Quality	Large well established trees line both sides of the main road, and the trees and shrubs of the Whinfield recreation grounds further enclose the space. There is only a single litter bin available on each side of the road, but there are ample within the Whinfield recreation grounds and minimal litter was observed throughout the area. No street furniture is present, but again, numerous benches can be found in the recreation grounds. The tarmacked pavements are potholed and cracked in several locations, in part due to the movement of tree roots, and the low wall that encloses the recreation grounds is in poor condition (see photos below).
Constraints	The entirety of the proposed local centre is within the air quality management zone and smoke control area. A single designated open space is present in the form of Whinfield Recreation Grounds. Relatively speaking, the constraints are minor.

<p>Conclusion</p>	<p>Strengths:</p> <ul style="list-style-type: none"> • Space that is enclosed by extensive greenery which enhances the centre’s environmental quality substantially • Sizeable walk-in catchment and reasonable proximity to the train station. • One of the town’s largest parks containing significant and varied facilities is located in this centre. <p>Weaknesses:</p> <ul style="list-style-type: none"> • There are only a small number of units and many important uses are absent. The sub-post office was closed in 2023. • Cycling infrastructure is negligible. • Parking on the pavement is common practice. <p>Opportunities:</p> <ul style="list-style-type: none"> • The centre will likely attract a lot of footfall from the Biart Place housing development which is under construction. • The vitality of the area could be improved through steps to enhance its environmental quality. <p>Threats:</p> <ul style="list-style-type: none"> • The vacant building which formerly hosted a bridal studio is at risk of becoming a long-term vacancy, detracting from the vitality of the area.
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ADDITIONAL OBSERVATIONS

- The Whinfield recreation grounds contain a large children’s play area, a multi-use games area (MUGA), numerous informal playing pitches, and a car park.
- Rugby Golf Club is only around 300 yards outside the local centre boundary.

ADDITIONAL PHOTOS



Left: The only vacant unit in the area, formerly a bridal studio.

Right: The low wall enclosing Whinfield recreation ground that is in poor condition.

CLIFTON UPON DUNSMORE

Time and date of visit: 1pm, 17 May 2024

Description: A concentration of shops and facilities anchored around St. Mary's Church within the Main Rural Settlement of Clifton Upon Dunsmore, 2 miles to the east of Rugby town centre.



Left: Section of Main Street containing the primary cluster of units including a convenience shop, pub, and hairdressers. Right: St. Mary's Church.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facility	5	38.5%
Comparison	0	0.0%
Convenience	1	7.7%
Financial and Business Services	0	0.00%
Leisure Services	1	7.7%
Open Spaces	0	0.0%
Playing Pitches and Sports Facilities	0	0.0%
Residential	4	30.8%
Retail Services	2	15.4%
Vacant	0	0.0%
Grand Total	13	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	None.
Community Facilities	A pub, a village hall, a place of worship, a care home and a school.

HEALTH CHECK CRITERIA

Uses	The majority of units are anchored around the church with the school and care home located nearby, separated by residential properties. There is a small number of units in total, lacking any comparison retailers or any financial and business services, and with only a single convenience retailer and one leisure services provider. The composition is heavily tilted towards community facilities.
Vacancies	None.
Pedestrian Flows	There were only a handful of pedestrians present flowing in and out of centre along Main Street, Church Street and Lilbourne Road at the time of visiting. No road crossings are available except for the lighted crossing outside of the school. The tarmacked pavements are quite narrow, but sufficient in size for the low volume of pedestrians.
Accessibility	There is a small walk-in catchment from the village only. Two bus stops are present being serviced by the number nine Stagecoach bus. No cycle lanes or dedicated cycle parking are available. There is a free car park next to the church with a dozen bays and free on-street parking on Church Street which narrows the highway to a single lane. It is a 1.5 mile walk to Rugby train station, for which there is no direct bus route available.
Perception of Safety	The local centre is a 20mph zone, with speed bumps and 'slow' road markings throughout, which is beneficial for the perceived safety of pedestrians. The pavement outside the main row of shops is wide and set back from the road, but narrow elsewhere. The pavements at the main intersection (of Main Street, Church Street and Lilbourne Road) are bollarded and have a barrier for a 30 yard section along Church Street. All the pedestrian routes are highly visible from the shops and houses, barring the long alleyway which connects Lilbourne Road and South Road. Readily apparent CCTV is present at The Bull Inn only.
Environmental Quality	Overall the local centre appears to have a high quality environment. The frontages are all clean, well maintained and attractive. There is virtually no litter and litter bins are available throughout. There are some benches located in minor amenity green spaces located either side of Main Street near the school, although the green space in the Churchyard or the playing fields are likely to be preferable for use by pedestrians. There are no trees or greenery on the pavements, but there plenty within the private property that encloses the space.
Constraints	The entirety of the proposed local centre is within a conservation area, an air quality management zone, a smoke control area, and the outer ring of an SSRI Impact Risk Zone (Cave's Inn Pits). Around half of Main Street has a 1 in 100 year flood extent, but there are not other flooding constraints present. Only a couple of TPOs are within the proposed boundary, although many more are in close proximity to it, particularly to the east. Three listed buildings are in the area: 8 Main Street, St. Mary's Church, and a pair of chest tombs in the churchyard. Around

	400 yards to the southwest of the local centre are a row of overhead lines.
Conclusion	<p>Strengths:</p> <ul style="list-style-type: none"> • The environmental quality of the area is high, with well maintained frontages, minimal litter, and greenery enclosing the space. • The perception of safety for pedestrians is enhanced by the 20mph zone and presence of traffic calming measures. <p>Weaknesses:</p> <ul style="list-style-type: none"> • There are only a small number of uses present and several which may be of importance to the village community are absent, such as a post office, bank/ATM, or healthcare provision. • The area was exceptionally quiet at the time of visiting. • Cycling infrastructure is negligible and the bus connections to the town centre and train station are poor. <p>Opportunities:</p> <ul style="list-style-type: none"> • The walk-in catchment could be enhanced if proposed housing developments in the village were to proceed. <p>Threats:</p> <ul style="list-style-type: none"> • Given the small volume of units, any vacancies would noticeable impact the vitality of the area.

ADDITIONAL OBSERVATIONS

- The local centre is a stones-throw from the South Road recreation grounds, a large open space that includes a child’s play area, an informal playing field with football goals, fenced-off tennis courts, numerous benches, and public toilets that were closed/shuttered at the time of visiting.
- The school and care home are separated from the main concentration of units by around 20 residential properties.
- The Newton Road allotments are located nearby (around 200 yards away).

COTON PARK

Time and date of visit: 3.30pm, Friday 21 June

Description: A small concentration of units located on the northern edge of the Coton Park residential area, around two miles to the north of Rugby town centre.



Left: The 'Lindon Court' building within Central Park containing retail units on the ground floor and residential flats above. Right: Aldi supermarket, also located within Central Park.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	0	0.0%
Comparison	1	10.0%
Convenience	3	30.0%
Financial and Business Services	0	0.0%
Leisure Services	3	30.0%
Open Space	1	10.0%
Playing Pitches and Sports Facilities	0	0.0%
Residential	1	10.0%
Retail Services	1	10.0%
Vacant	0	0.0%
Grand Total	10	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	Aldi, Brewers Fayre, Premier Inn, Subway.
Community Facilities	None.

HEALTH CHECK CRITERIA

Uses	The area has a reasonable mix of daytime uses, but notably lacks any substantial nighttime uses, and is also missing a number of uses that may be considered as being key to a local centre, such as: community facilities of any sort, a bank or a post office. The area is anchored by the Aldi supermarket.
Vacancies	There appears to be a vacant lot on the opposite side of Coton Park Drive to the 'Central Park' units.
Pedestrian Flows	There were a large number of pedestrians present at the time of visiting, but the vast majority of these were flowing to and from parked cars. The pavements appeared to be sufficient to handle the volume of pedestrians present. No road crossings were observed anywhere in the area.
Accessibility	There is a reasonable walk-in catchment from the Coton Park residential area, although the location of the proposed centre on the far-northern edge of the settlement is likely to limit this. A set of seven 'Sheffield' style cycle stands are present within the 'Central Park' complex, but there are no cycle lanes in the vicinity. A bus stop that is regularly served by the 1, 2 and X84 services is located in the area, providing a reasonably good (20 minute) link to the town centre and railway station. The parking facilities consist exclusively of a private car park with ~100 spots in 'Central Park', reserved for customers of the shops, with a time limit of two hours. Residents of Lindon Court also have a private car park, although the barriers for this are broken and have been partially removed.
Perception of Safety	Central Park Drive leads to the warehouses at Rugby Gateway and is therefore regularly used by HGVs – walking along this road is unlikely to feel particularly safe or pleasant as a result. All of the roads in the vicinity are 30mph without obvious traffic calming measures, and just outside the proposed boundary is a busy dual carriageway with limits of 50/60mph. Certain pedestrian routes, such as along Bryant Road and the path to Coton Park Play Area, are isolated with poor visibility from nearby houses or units. Several of the units (Aldi, Premier Stores, Monarch Carpets) have readily apparent CCTV, although there does not appear to be surveillance in the area outside of Central Park.
Environmental Quality	The environment of Central Park is dominated by the hardstanding car park and access roads. There are some shrubs and small trees, but no amenity green space of substance. Although the shop frontages are in reasonable condition, the buildings and landscape of Central Park have not been well maintained and the area as a whole appears shabby due to: the moss and discolouration on Lindon Court; the flattened bollards and clutter at the rear of Lindon Court; the broken barriers to the private car park; the weeds present around the edges of much of the hardstanding; and, the large amounts of litter in the area. The close proximity of the area to the dual carriageway, and the noise and air pollution this is likely to bring, further detracts from the

	environmental quality. Only two litter bins were observed in Central Park which seems wholly inadequate for the volume of people visiting.
Constraints	The entirety of the proposed local centre is within the air quality management zone and the SSSI impact risk zone for Cave's Inn Pits. Most of the area falls within the buffer zones of overhead lines. Some minor sections on Bryant Road and within the car park of Central Park have a 1 in 30/100 year flood extent.
Conclusion	<p>Strengths:</p> <ul style="list-style-type: none"> • The area was vibrant at the time of visiting with large numbers of shoppers flowing in and out of the units. • The Aldi supermarket is likely to generate considerable footfall which the adjoining businesses may benefit from. <p>Weaknesses:</p> <ul style="list-style-type: none"> • The centre suffers from a poor environmental quality due to its close proximity to the A426, substantial amounts of litter, and grounds/buildings in need of maintenance or repair. • Due to its location, the walking distance to the centre is considerable for residents based in the south or east of Coton Park. <p>Opportunities:</p> <ul style="list-style-type: none"> • The centre could serve residents of Rugby Gateway if suitable foot and cycle paths are developed. • The vacant lot on the eastern side of Coton Park Drive could be used to expand the retail, leisure or community facility provision. • The environmental quality of the area could be improved through some simple measures to reduce litter and maintain the grounds. <p>Threats:</p> <ul style="list-style-type: none"> • Increases in nearby traffic, including HGVs and vans, from the development of employment land, which would further deteriorate the environmental quality.

ADDITIONAL OBSERVATIONS

- The Rochberie Heights residential settlement (~150 dwellings) is only around 500 yards away, although it is separated from Coton Park by the A426 dual carriageway.
- Rugby Free Primary School and Coton Day Park Nursery are also around 500 yards away to the east down Central Park Drive.

ADDITIONAL PHOTOS



*Left: Example of the factors negatively affecting the environmental quality: litter, weeds, and a poorly maintained door.
Right: Further negative environmental quality factors: stained/mossy building façade and collapsed bollards.*



*Left: The vacant lot on the eastern side of Coton Park Drive, currently blockaded by painted concrete planters.
Right: The building hosting Premier Inn and Brewers Fayre located behind the Central Park retail units.*

DUNCHURCH

Time and date of visit: 5.15pm, 17 May 2024

Description: A large and varied concentration of shops and facilities in the centre of Dunchurch, a Main Rural Settlement roughly three miles to the south-west of Rugby Town Centre.



Left: The central car park and a row of units along 'The Square' including The Dun Cow pub.

Right: The village green featuring 'the stocks', may pole, telephone box and several well-established trees.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	7	14.6%
Comparison	5	10.4%
Convenience	1	2.1%
Financial and Business Services	2	4.2%
Leisure Services	9	18.8%
Open Space	1	2.1%
Playing Pitches and Sports Facilities	0	0.0%
Residential	12	25.0%
Retail Services	8	16.7%
Vacant	3	6.3%
Grand Total	48	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	None.
Community Facilities	Three pubs, three healthcare providers, a community library and a village green.

HEALTH CHECK CRITERIA

<p>Uses</p>	<p>The area has a relatively large number of units with a good range of uses that are likely to be of value to both the local neighbourhood and those from further afield. The mix leans heavily towards retail and leisure services, the offering for which is particularly strong. The nighttime economy is likely to be relatively well served by the pubs, restaurants and takeaways. There is only one convenience shop with no other grocery retailers in the immediate vicinity. Other notable absences include a bank and any leisure provision beyond the restaurants, pubs and takeaways. The area is anchored by The Dun Cow, a large pub located at the intersection of the four key roads.</p>
<p>Vacancies</p>	<p>There are three vacant buildings dispersed throughout the area, one of which (Fosse House Gallery) only became vacant in March 2024. The largest and most prominent vacancy is 'The Old Thatched Cottage', formerly a pub, restaurant and hotel, which has been closed for some years.</p>
<p>Pedestrian Flows</p>	<p>At the time of visiting there were a fair number of pedestrians present, mainly flowing to The Square from its adjoining streets. The Square and The Green are set back from the main road with quite wide paths. The paths are narrow at points along the Coventry and Southam Roads, but sufficient nonetheless for the volumes of pedestrians present. There are four lighted crossings at the main intersection (Rugby Road, Daventry Road, Southam Road and Coventry Road), which are clearly necessary given the high volumes of road traffic observed. No road crossings are available elsewhere.</p>
<p>Accessibility</p>	<p>There is a fairly large walk-in catchment from Dunchurch village. Several sets of bus stops are present with the services 13, 25, 25X and 63 offering good connections to Rugby town centre (~20 mins), Rugby train station (~30 mins), as well as locations outside the Borough such as Leamington Spa and Coventry. A set of five 'Sheffield' cycle parking stands are located in the central car park, but no other cycling infrastructure is available. Cars can be parked in the free central public car park (12 bays, 2 hours with no return in business hours), in the bays parallel to Southam Road (permit holders only, or 1 hour with no return), or on one of the adjoining streets with unrestricted parking (e.g. School Street).</p>
<p>Perception of Safety</p>	<p>The two A roads that meet in the area (Rugby Road and Southam Road) were very busy at the time of visiting, with near constant flows of traffic, most of which idled at the lights for a short period. These two roads, and the Daventry and Coventry Roads that intersect at the same location, all have 30mph limits and no obvious traffic calming measures. The paths along the Rugby and Southam Roads are quite narrow and given the volume of traffic, this detracts from the perception of safety. All of the pedestrian routes are highly visible from the surrounding units, a minority of which have readily apparent CCTV.</p>

Environmental Quality	There is a village green and two minor areas of amenity green space within the local centre all of which have wooden benches. Large well established trees are present on the green and one of the amenity green spaces, with additional trees in private gardens acting to enclose the space somewhat. Flower beds and baskets are present throughout the area, both in the public area and on private land. The tarmacked paving is mostly in a good condition, and there is minimal litter present, perhaps in part due to the high number of litter bins dispersed throughout the area. A number of street features such as statues, monuments and information boards are present which act to enhance the attractiveness of the area. The vast majority of frontages are well-kept, but some of those close to Southam Road appear to be a little dirty, likely due to their proximity to high volumes of road traffic.
Constraints	The entirety of the proposed local centre is within a conservation area, an air quality management zone and a smoke control area. There are 11 listed buildings, a single scheduled monument, and a single designated area of open space in the area. Part of Southam Road has a 1 in 100 year flood extent.
Conclusion	<p>Strengths:</p> <ul style="list-style-type: none"> • A relatively large volume and good range of uses • Good bus connections to numerous destinations • A pleasant environment which benefits from extensive greenery, well maintained frontages, and street features <p>Weaknesses:</p> <ul style="list-style-type: none"> • The area has a paucity of grocery shops, with the nearest supermarket being over a mile away in Rugby town • High volumes of traffic pass through the area which detracts from the travelability for pedestrians and adds to air and noise pollution • Car parking options are somewhat limited. On-street parking around the village green and on the Southam and Coventry roads can narrow the highway. <p>Opportunities:</p> <ul style="list-style-type: none"> • Three vacancies are available for redevelopment • The area could attract visitors from the new South West Rugby housing development if adequate connections are provided <p>Threats:</p> <ul style="list-style-type: none"> • Excessive traffic on the Southam and Rugby roads

ADDITIONAL OBSERVATIONS

- Dunchurch Infant School and Nursery, Dunchurch Junior School, Arkwright Play Area, and Dunchurch Playing Field are all a short distance (200-300 yards) from the centre.
- St. Peter's Church is just outside the designated boundary, opposite the Green Man pub.
- The frontage of Dunchurch Pizza Place is in poor condition and it was unclear if the business was still operating at the time of visiting.

ADDITIONAL PHOTOS



*Left: The vacant unit that was formerly occupied by The Old Thatched Cottage pub, restaurant and hotel.
Right: Dunchurch Pizza Place, the frontage of which is in poor condition.*

EDEN PARK

Time and date of visit: 10am, Monday 8 July 2024

Description: A strategic mixed-use urban extension intended to provide 1,300 dwellings and 36ha of employment uses two miles to the north of Rugby Town Centre. The proposed 'community hub' has yet to materialise.



Left: The Griffin Primary School on Lower Lodge Avenue. Right: The allotments on Aspen Road.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	1	25.0%
Comparison	0	0.0%
Convenience	0	0.0%
Financial and Business Services	0	0.0%
Leisure Services	0	0.0%
Open Space	3	75.0%
Playing Pitches and Sports Facilities	0	0.0%
Residential	0	0.0%
Retail Services	0	0.0%
Vacant	0	0.0%
Grand Total	4	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	None.
Community Facilities	Primary School.

HEALTH CHECK CRITERIA

Uses	No retail or leisure provision is available in the area. All that has been delivered thus far is various types of open space (several play areas, allotments, amenity green space) and a primary school.
Vacancies	No vacant buildings, although there is vacant land.
Pedestrian Flows	The area was very quiet at the time of visiting. A handful of pedestrians were observed inside the allotments and walking around the residential areas. The tarmacked pavements are fairly wide and seemed sufficient for the volume of pedestrians present. No formal road crossings were seen, although these may not be warranted given the low levels of road traffic.
Accessibility	The planned site of the 'community hub' shall have a substantial walk-in catchment once all 1,300 dwellings have been completed. Two bus stops are marked out on Lower Lodge Avenue and have raised curbs present, but they do not appear to be in service yet – the nearest bus stop in operation is next to Brownsover Lane at the main southern access point to the estate. This provides a reasonable (~20min) link to Rugby train station. Cycle parking was not seen at the proposed community hub site, nor was it apparent at any of the open spaces visited. Likewise, dedicated cycle lanes were not seen anywhere during the visit. Car parking options in the estate are currently limited to on-street parking and a small number of lay-bys.
Perception of Safety	The roads in the area have a 30mph speed limit and there aren't any obvious traffic calming measures in place. However, given that the paths are relatively wide, and the twisting road layout naturally necessitates traffic to drive slowly, the risks for pedestrians did not seem particularly high. The pedestrian routes are mostly well sighted, barring the pedestrian-only paths to the south and west which are more isolated. No public CCTV is present and there is also little in the way of readily apparent private CCTV given the lack of retail or leisure units.
Environmental Quality	There is a large amount of amenity green space dispersed throughout the estate. This is mostly composed of mown grass and small young trees, although the outer edges of the area have more substantial amenity and natural/semi-natural green space. There are no frontages to comment on. Virtually no litter was observed. The tarmacked paths are all in great condition, as would be expected given their age, although large volumes of weeds were seen growing on the edges of the paths and roads.
Constraints	The entirety of the area is within an Air Quality Management Zone and the SSSI Impact Risk Zone for Cave's Inn Pits. Overhead lines run through the centre of the Rugby Gateway site, just to the north of the proposed location of the 'community hub', while a TPO woodland borders it to the west (across Lower Lodge Avenue).

Conclusion	A SWOT analysis is not appropriate given that the proposed 'community hub' has yet to materialise. Substantial areas of vacant land are still available for this use in the area that is proposed in the development's masterplan.
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ADDITIONAL OBSERVATIONS

Eden Park comprises part of the Rugby Gateway development ([R10/1272](#)), a strategic mixed-use urban extension that is intended to provide 1,300 dwellings and 36ha of B2 and B8 employment uses.

Thus far, all three of the employment phases have been completed, residential phases 1 and 2 appear to be complete, and phases 3 and 4 appear to have been partly completed. The development masterplan includes "a local centre in the centre of the site - the community hub - that will accommodate the primary school (a site of up to 2.2ha has been allocated), any appropriate onsite health care provision, and some local retail provision." The masterplan further specifies that the community hub will be 2.8ha in total, within which space there shall be:

- D1 uses including primary school, community space, nursery and health; and
- A1/A5 retail uses (maximum 1,000m²) and A3/A4 food and drink units (maximum 500m²).

While the construction of the school is complete, no other elements of the proposed community centre have yet materialised.

As far as the proposed green space is concerned, what appears to have been delivered thus far is the allotments, three of the five play areas, and a considerable proportion of the amenity space. The planned playing fields are not yet available.

ADDITIONAL PHOTOS



Left: Vacant land to the north of the primary school. Right: An inactive bus stop on Lower Lodge Avenue.

FROBISHER ROAD

Time and date of visit: 3.30pm, Monday 8 July 2024

Description: A very small concentration of units and facilities in the north of the Bilton suburb, located around 1.5 miles to the southwest of Rugby Town Centre.



Left: A view looking south down Frobisher Road showing the zebra crossing, play area, shops and bus stop.

Right: A view looking north up Frobisher Road showing the row of shops with parking bays at the front.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	2	33.33%
Comparison	0	0.0%
Convenience	1	16.67%
Financial and Business Services	0	0.0%
Leisure Services	1	16.67%
Open Space	1	16.67%
Playing Pitches and Sports Facilities	0	0.0%
Residential	0	0.0%
Retail Services	1	16.67%
Vacant	0	0.0%
Grand Total	6	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	Domino's.
Community Facilities	Infant school and nursery.

HEALTH CHECK CRITERIA

Uses	The uses that are present are likely to only have significance for the immediate neighbourhood. As there are only a very small number of units present, a majority of uses are missing. The most notable absences include a pub, community centre, place of worship, post office, bank, and any kind of healthcare provision (GP, pharmacy, dentist).
Vacancies	None.
Pedestrian Flows	A fairly high number of pedestrians were seen flowing in both directions on Frobisher Road, a majority of whom appeared to be students or students accompanied by carers. The tarmacked pavements are relatively wide and appear suitable for the level of foot traffic, although they are not separated from the road in any way. One zebra crossing is available between the row of shops and Henry Hinde School.
Accessibility	The area has a reasonably large walk-in catchment from the north-side of the Bilton suburb, parts of which are connected via pedestrianised alleyways. No cycle lanes or cycle parking provision was observed. A bus stop, served by the 4 and 4A routes, is available directly outside Henry Hinde School, which provides a reasonable connection to Rugby town centre (~15 mins) and Rugby train station (~25 mins). Free unrestricted on-street parking is available on all of the roads in the area and there is a lay-by parallel to Frobisher Road outside the row of shops providing room for around five vehicles.
Perception of Safety	Frobisher Road has a 30mph speed limit and no obvious traffic calming measures beyond the zebra crossing. Furthermore, the pavements are not set back from the road, which detracts from the sense of safety for pedestrians a little. All of the pedestrian routes are well sighted except for the 'carew walk' alleyway, providing a shortcut to Cunningham Way and Nelson Way, which is relatively long and out of view. No public CCTV is present, but readily apparent private CCTV is in place at the One Stop and Domino's.
Environmental Quality	Although the frontages themselves are relatively well kept, the buildings in which the units are contained are looking a bit drab, and the paving slabs running across the entrances are in a poor condition (uneven, cracked, and with weeds growing from the pointing). Small amounts of litter were observed in the lay-bys outside the shops, with larger amounts caught by the fencing that encloses the play area, despite there appearing to be plenty of litter bins available. The play area itself is in poor condition and clearly in need of maintenance or renovation.

Constraints	<p>The entire area of the proposed local centre is within the Air Quality Management Zone, Smoke Control Area, and SSSI Impact Risk Zone for Draycote Meadows. The entire section of Frobisher Road that is within the area has a 1 in 100 year flood extent and partly also has a 1 in 30 year floor extent – this appears to stem from the fact that Sow Brook (a designated local wildlife site) runs beneath the road.</p>
Conclusion	<p>Strengths:</p> <ul style="list-style-type: none"> • Though small in number, the uses present are likely to be of value to the local neighbourhood • The presence of several nearby schools will generate footfall <p>Weaknesses:</p> <ul style="list-style-type: none"> • The environmental quality of the area is relatively poor • Many uses that would be key to a local centre are absent • Cycling infrastructure is negligible <p>Opportunities:</p> <ul style="list-style-type: none"> • The vitality of the area could be enhanced through some improvements to the environmental quality <p>Threats:</p> <ul style="list-style-type: none"> • Given the small number of units, any vacancies would detract substantially from the vitality of the area

ADDITIONAL OBSERVATIONS

The area is very close (~350 yards) to Bilton School, a large secondary and sixth-form school. It is also within reasonably close proximity (~500 yards) to Henry Hinde Junior School.

ADDITIONAL PHOTOS



Left: Part of the play area which is in a state of disrepair.

Right: The paving slabs outside the shops which are in poor condition.

HILLMORTON

Time and date of visit: 3pm, 14 May 2024

Description: A concentration of units and facilities spread along a 500-yard stretch of a busy A road within the Hillmorton suburb of Rugby, located around 2 miles to the east of Rugby Town Centre



*Left: A view along High Street featuring the Post Office, launderette, opticians and several takeaways.
Right: Rogers Hall and the car park for Hillmorton Recreation Ground.*

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facility	11	27.5%
Comparison	2	5.0%
Convenience	2	5.0%
Financial and Business Services	0	0.0%
Leisure Services	5	12.5%
Open Space	1	2.5%
Playing Pitches and Sports Facilities	1	2.5%
Residential	14	35.0%
Retail Services	4	10.0%
Vacant	0	0.0%
Grand Total	40	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	The Co-op, Domino's, Post Office.
Community Facilities	Two places of worship, two pubs, two community centres, a swimming pool, a school, and a care home, a an opticians.

HEALTH CHECK CRITERIA

Uses	There are a reasonable number of units with a good mix of uses which are likely to contribute to both the daytime and nighttime economy. Although there are a large number of community facilities, healthcare facilities are notably absent (a surgery, pharmacy, or dentist), as are any financial or business services. There are a number of potential anchor points, although the Co-op food shop and the Red Lion pub are likely the main contenders.
Vacancies	There were no vacancies on the date of visiting, although the 'Mobile Eyes' opticians was advertising extremely limited opening hours (a few hours a week) and appeared to be in a state of disuse.
Pedestrian Flows	The volume of pedestrians in the area was low at the time of visiting and they were sparsely distributed, mainly along the North side of the main road, aside from a temporary boom in activity at school closing time. Despite being narrow in certain locations the pavements gave ample room for the low volume of pedestrians present. There are two lighted traffic crossing points around 200 yards apart from each other, both of which seem necessary given the high volume of road traffic.
Accessibility	There is a considerable walk-in catchment from the Hillmorton residential area. A handful of cycle parking points are available, but there are no cycle lanes. Bus stops are present on either side of High Street, served by bus routes D1, 1 and 2. There is ample car parking, including: a dozen off-street parking bays outside the main concentration of units on the North side of High Street; unrestricted on-street parking on the adjoining roads; a large unrestricted RBC car park next to the recreation grounds; and numerous private car parks for patrons of the local businesses and facilities. Rugby train station is 2.5 miles away, but has a direct bus connection (~20 mins).
Perception of Safety	The road around which the centre is gathered (High Street) is a very busy A road with a 30mph speed limit and no obvious traffic calming measures. The negative consequences of this are reduced somewhat by the setting back of the paths behind green embankments, although the paths are narrow and closer to the road in some limited instances. All of the pedestrian routes are well sighted, barring the area around the Ex-servicemen's club which can feel a little secluded, and the long alleyway which connects High Street and Wesley Road. Around half of the shops have readily apparent CCTV.
Environmental Quality	The units are predominantly of a modern construction with frontages that are on the whole clean and well-maintained. The entire area is enclosed by well-established trees, shrubbery, wildflowers and flower baskets. Green space is readily available in the form of the village green and Hillmorton Recreation Ground. There are plenty of litter and dog fouling bins available throughout the centre and minimal litter was visible. The tarmacked paths are in a rough condition at a handful of points.
Constraints	The entirety of the proposed local centre is within an air quality

	<p>management zone and a smoke control area. Minor sections of High Street (near The Red Lion and Rugby Fellowship Church) are effected by 1 in 30/100 year flood extents, but nowhere in the area is within flood zones two or three. Only a single TPO is present (2746) although a dozen more are in close proximity to the west on Hoskyn Close and Fellow Way. There are four listed buildings, two scheduled monuments (Old Cross and Round Mound) and numerous designated open spaces. A potential wildlife site (Old Cross Fields) lies partially within the proposed boundary, although this section of it appears to have been developed since it was designated as such. A large potential green infrastructure corridor is around 300 yards south of the area and runs parallel to it for its entire length.</p>
<p>Conclusion</p>	<p>Strengths:</p> <ul style="list-style-type: none"> • A reasonably large volume and good mix of uses • Potential for passing trade from traffic travelling through the area • Good bus connections to Rugby town centre and train station • Extensive amenity green space enhances the environmental quality <p>Weaknesses:</p> <ul style="list-style-type: none"> • Absence of any healthcare provision • Dispersal of units across a wide area • Busy A road fragments the area for pedestrians and detracts from the environmental quality <p>Opportunities:</p> <ul style="list-style-type: none"> • Visitors from the Houlton housing development if adequate connections are provided • Access to the potential Rugby Parkway train station <p>Threats:</p> <ul style="list-style-type: none"> • Excessive road traffic stemming from the expansion of DIRFT and the Houlton housing development

ADDITIONAL OBSERVATIONS:

- Hillmorton Primary School and Watts Lane Cemetery are just outside the designated boundary to the north.
- Rugby Borough Football Club is around 600 yards to the south-east of the proposed centre, located outside the settlement boundary of Rugby Town.

HILLMORTON PADDOX

Time and date of visit: 3.30pm, Monday 17 June 2024

Description: A relatively large number of units and facilities concentrated around a busy A road, located 1.5 miles to the east of Rugby Town Centre. In close proximity to the Hillmorton local centre.



Left: A section of the main row of units including a comparison and convenience shop, several takeaways, several retail services, and a betting shop. Right: The southern edge of the area featuring two supermarkets and a fuelling station.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	7	13.5%
Comparison	3	5.8%
Convenience	6	11.5%
Financial and Business Services	0	0.0%
Leisure Services	7	13.5%
Open Space	0	0.0%
Playing Pitches and Sports Facilities	0	0.0%
Residential	19	36.5%
Retail Services	10	19.2%
Vacant	0	0.0%
Grand Total	52	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	Aldi, BP, Coral, Sainsbury's.
Community Facilities	Three healthcare providers, two retirement homes, one community centre and one place of worship.

HEALTH CHECK CRITERIA

<p>Uses</p>	<p>There are a fairly large number of units in the area, arguably anchored by the large Aldi store, with a reasonably good mix of uses. Notable uses that are missing include: a bank, post office, doctor's surgery, any leisure services beyond restaurants/takeaways, financial and business services, open space, and playing pitches and sports facilities. Although there are no pubs within the proposed boundaries, The Paddox pub is a stone's throw away to the south. Many of the absent uses are also present in the other nearby local centres (Lower Hillmorton Road and Hillmorton). There are quite a lot of residential properties interspersed between the retail units.</p>
<p>Vacancies</p>	<p>None. However, many of the businesses have limited opening hours, or are entirely closed on certain days (particularly Saturdays, Sundays and Mondays).</p>
<p>Pedestrian Flows</p>	<p>Fair numbers of pedestrians were witnessed flowing in both directions on Hillmorton Road, and travelling from parked cars to the shops. There appears to be ample space on the pavements to accommodate the volume of pedestrians. The two lighted crossings and single mid-road crossing were being used regularly as the high volume of road traffic made crossing elsewhere difficult.</p>
<p>Accessibility</p>	<p>The area has a substantial walk-in catchment covering much of Hillmorton. There is little in the way of cycling infrastructure in the area, although several of the businesses have cycle parking available that is privately owned but open to public use. There are two sets of bus stops in the area being served by the 1/2, 3, 86 and 96 services, offering good connections to the outer parts of Hillmorton as well as Rugby Town Centre and Rugby railway station (~20 mins). Car parking provision consists of: bays running parallel to Hillmorton Road with space for roughly 20 vehicles, free but restricted to 1 hour with no return in business hours; unrestricted free on-street parking on the adjoining streets; and, the private car parks of several businesses.</p>
<p>Perception of Safety</p>	<p>Hillmorton Road (30mph limit) was very busy with traffic at the time of visiting and has no clear traffic calming measures, beyond the indirect effects of lighted crossings. The perceived danger of this busy road is reduced somewhat by the broadness of the pavements and the presence of bollards in around half of the area. The pedestrian routes are all visible from the surrounding units, barring the alleyway that is just outside the boundaries of the centre, running from Kingsley Avenue to Deerings Road. There is little in the way of readily apparent CCTV, whether public or private, in the area.</p>

Environmental Quality	The frontages are a mixed lot. Most are well maintained, but some are looking tired, dirty, or otherwise unkempt (e.g. with weeds or flaking paint). The tarmacked pavements are in a generally good condition but were a little cluttered with wheelie bins at the time of visiting. Although there are numerous litter bins available throughout the area, there are small amounts of litter present, primarily along the pavements close to the main run of shops. Only a handful of small trees are present on public ground, planted in the pavements, although these are complemented by trees and shrubs located on private grounds which act to enclose the area to some degree. The adjoining streets (e.g. Dunsmore Avenue) have a more pleasant environment, due to the presence of more greenery and less road traffic, but these are predominantly residential.
Constraints	The entirety of the proposed local centre lies within an air quality management zone and a smoke control area and there are a handful of TPOs opposite Mercer Court. Some very small sections have a 1 in 100 floor extent, but there are no other flooding constraints in the area.
Conclusion	<p>Strengths:</p> <ul style="list-style-type: none"> • A relatively large volume and good mix of uses • Nearby schools generating footfall • No vacancies <p>Weaknesses:</p> <ul style="list-style-type: none"> • Absence of several uses that are key for local centres • Many businesses have limited opening hours which detracts from the area's vibrancy • The environmental quality suffers due to the presence of a busy A road which fragments the area and brings pollution • Little in the way of cycling infrastructure <p>Opportunities:</p> <ul style="list-style-type: none"> • Potential for additional trade from passing traffic travelling from Houlton to the town centre <p>Threats:</p> <ul style="list-style-type: none"> • Excessive traffic on the Hillmorton Road resulting from development occurring to the east of Rugby • Several live applications for the erection of residential properties are in process, which would further limit the space for any commercial expansion

ADDITIONAL OBSERVATIONS

- The Paddock Pub is only a stone's throw outside the proposed boundary of this local centre. The boundary could be expanded to include it, though this would most likely require the incorporation of a large number of residential properties.

- This proposed local centre is only around half a mile from another (Hillmorton). A reasonable argument could be made for their amalgamation, although, without having two distinct boundaries, this would mean the incorporation of a significant number of residential properties.
- Ashlawn School and Paddox Primary School are only around 500 yards away and, based on observations at the time of visiting, this brings a considerable amount of footfall from students and parents/carers to the area.
- Hillmorton Recreation Ground is also only around 500 yards away, via the alleyway that stretches from Kingsley Avenue and Deerings Road, which provides a considerable amount of open space within walking distance.

ADDITIONAL PHOTOS



Left: A computer repair shop with residential properties on both sides.

Right: An easterly view down Hillmorton Road showing the wide pavement which sets the shops back from the road.

HILLSIDE

Time and date of visit: 4.45pm, 30 May 2024

Description: A small group of three units on the outskirts of a quiet residential area on the Southern edge of Rugby town, around 1.5 miles south of the town centre.



Left and right: The three units that compose the proposed centre, separated from the road by shrubs and trees.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	0	0.0%
Comparison	1	25.0%
Convenience	1	25.0%
Financial and Business Services	0	0.0%
Leisure Services	0	0.0%
Open Space	1	25.0%
Playing Pitches and Sports Facilities	0	0.0%
Residential	0	0.0%
Retail Services	1	25.0%
Vacant	0	0.0%
Grand Total	3	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	None.
Community Facilities	None.

HEALTH CHECK CRITERIA

Uses	There is a good mix of uses, but as is to be expected given that the number of units is so low, many uses are not covered. The area is lacking a post office, bank/ATM, community facilities, leisure services and financial and business services, and would not contribute to the nighttime economy in any way. All the units are of the same construction type and size, although a reasonable argument could be made for the newsagents being the anchor given that it will likely attract more frequent visitors.
Vacancies	None.
Pedestrian Flows	The area was extremely quiet at the time of visiting. No pedestrians were observed at all.
Accessibility	There is a fairly substantial walk-in catchment from the Hillside residential area, and, to a lesser extent, from Shakespeare Gardens. There isn't any cycle parking available and no cycle lanes are present in the immediate vicinity. Likewise, no bus stops are in the area – the closest are about 350 yards away on Dunchurch Road. The lay-by in front of the units has sufficient space for half a dozen cars to park, and there is ample unrestricted on-street parking available on all of the adjoining roads.
Perception of Safety	The area is located on a 30mph minor road (Norton Leys) which has no traffic calming measures, and for which there are no crossings in the vicinity. However, the road had very little traffic at the time of visiting. This, combined with the fact that the pavements are relatively wide, and the units are set-back from the road, gave a sense that the danger from the road to pedestrians was low. Although there is no readily apparent CCTV all of the pedestrian routes are visible from the commercial units or the nearby residential properties.
Environmental Quality	Two bins are available outside the shops and minimal litter was observed. An embankment with shrubs and three small trees separates the units from the road and lay-by, enclosing the space. The frontages are clean, well maintained and generally in good order, as is the paving slab covered area directly outside the shops.
Constraints	The entirety of the proposed local centre lies within an air quality management zone and smoke control area. Aside from this, and the presence of a designated open space directly to the southeast, there are no other constraints.

<p>Conclusion</p>	<p>Strengths:</p> <ul style="list-style-type: none"> • A pleasant environment enhanced by greenery, good condition frontages, and minimal litter. • Within a comfortable walking distance of residential properties • Set back from the main (Dunchurch) road, therefore pedestrians benefit from little road traffic <p>Weaknesses:</p> <ul style="list-style-type: none"> • The area only has three retail units and as such is missing many uses that may be considered key for a local centre • No cycle parking and no bus stops in the immediate vicinity • Close proximity of Sainsbury’s supermarket which serves as strong competition • Area was exceptionally quiet at the time of visiting <p>Opportunities:</p> <ul style="list-style-type: none"> • Additional footfall could be forthcoming from the housing development in-construction to the north of Ashlawn Road <p>Threats:</p> <ul style="list-style-type: none"> • Any vacancies would have a significant negative impact given the small number of total units
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ADDITIONAL OBSERVATIONS

- A large Sainsbury’s supermarket and fuelling station is located around 500 yards to the southwest of the area on Dunchurch Road.
- The substantial open space on Shakespeare Gardens is located around 500 yards to the northeast of the area.

HOULTON

Time and date of visit: 2.30pm, Monday 17 June

Description: A small cluster of units located within Houlton, a large settlement in construction on the eastern edge of Rugby town, roughly 3.5 miles from the town centre.



Left: The Co-operative food shop and accompanying car park in the 'Dollman Farm' complex.

Right: Two cafes/restaurants and a co-working space with an outdoor seating area on hardstanding.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	2	22.2%
Comparison	0	0.0%
Convenience	1	11.1%
Financial and Business Services	2	22.2%
Leisure Services	2	22.2%
Open Space	2	22.2%
Playing Pitches and Sports Facilities	0	0.0%
Residential	0	0.0%
Retail Services	0	0.0%
Vacant	0	0.0%
Grand Total	9	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	The Co-op.
Community Facilities	Community centre and nursery.

HEALTH CHECK CRITERIA

Uses	There is a reasonably good mix of uses in this centre, however, given that very few units are present it is unsurprising that many uses are missing. Most notably, the centre does not have a post office, any healthcare providers (GP, pharmacy, dentist etc.), retail services (banks, hairdressers etc.), places of worship, pubs, comparison shops, or leisure services beyond eateries. The area is unlikely to have much of a nighttime economy.
Vacancies	None.
Pedestrian Flows	At the time of visiting, there were a fair number of pedestrians flowing around the Dollman Farm complex and in both directions along Dollman Road. The wide pavements had ample room to accommodate the volume of pedestrians present. No crossings are available on Dollman Road, although pedestrians did not appear to have trouble crossing given the relatively low levels of road traffic.
Accessibility	The area has a reasonably large walk-in catchment from the Houlton residential settlement. There are no formally delineated cycle paths present, but the wide pavements appear to be frequently used for this purpose, and there are numerous sets of Sheffield stands (cycle parking) dispersed throughout. Although there aren't any bus stops within the proposed boundaries, there are some present nearby on the Crick Road with routes (D1 and 96) that allow for travel into Rugby Town Centre and Rugby Railway Station (~15 mins). Car parking provision primarily consists of considerable private, but currently free and unrestricted, car parks surrounding the Dollman Farm complex with space for around 50 vehicles. On-street parking is limited due to the private nature of several of the nearby streets.
Perception of Safety	The pedestrian routes are visible and likely well lit, although the routes through the open space and along certain stretches of Dollman Road are more isolated. There is readily apparent CCTV across buildings in the Dollman Farm complex, but seemingly none in the large expanses of open space. The main road running through the area (Dollman Road) has a speed limit of 30mph and no clear traffic calming measures. However, the negative impact of this is lessened by the broadness of the pavements along the road, their separation through the use of grass embankments, and the near total separation of the Dollman Farm complex from the main road via the deployment of amenity green space, shrubs and bollards.

<p>Environmental Quality</p>	<p>The area has a high level of environmental quality owing to the almost brand new state of the buildings and landscape and the extensive amounts of amenity and semi-natural green space (comprising trees of varying species and ages, wildflowers, shrubs, flower beds, mown grass and ponds) that surrounds the area and is interspersed throughout it. The frontages, which are primarily but not exclusively located on new buildings, are all in excellent condition, as are the pavements which are a mix of construction types (including tarmac, resin-set gravel, and pavers). Litter and dog waste bins are present throughout the area and there was virtually no litter observed. The area does not have the appearance of a more orthodox local centre and it may not be immediately obviously to passers-by that retail units are present.</p>
<p>Constraints</p>	<p>The entirety of the this proposed local centre is within the air quality management zone, but not the smoke control area. Some very small sections are affected by a 1 in 30/100 year flood extent, but there are no other flooding constraints present. A potential wildlife site (Hillmorton Radio Station) is shown to cover the northwest of the area, although this is now out-of-date and will likely have it's designation changed to open space.</p>
<p>Conclusion</p>	<p>Strengths:</p> <ul style="list-style-type: none"> • There is a substantial walk-in catchment from the nearby residential properties, for which there is little competition • High environmental and public realm quality, underpinned by the extensive greenery, attractive frontages, minimal litter and pedestrianised routes • Ample cycle and car parking <p>Weaknesses:</p> <ul style="list-style-type: none"> • Although there are good bus connections to Rugby town centre and rail station, the bus stop is located 350 yards away, outside the proposed boundaries of the local centre • Many uses that may be considered key for a local centre are absent, including a post office, pub and healthcare provision <p>Opportunities:</p> <ul style="list-style-type: none"> • There is land nearby that may be suitable for the expansion of the local centre <p>Threats:</p> <ul style="list-style-type: none"> • If additional uses are not introduced there is a risk that otherwise avoidable car trips by local residents may occur

ADDITIONAL OBSERVATIONS

- St. Gabriel's CofE Primary School is only around 300 yards to the west. This may bring footfall from students and parents/carers on their trips to and from school, although observation closer to these times would be needed to verify this.
- David Lloyd Rugby, a large gym, sports and spa complex is around half a mile away on the far eastern edge of Houlton.

ADDITIONAL PHOTOS



Left: Houlton Allotments, adjacent to Dollman Farm.

Right: Playing fields, adjacent to Dollman Farm.

KINGSWAY

Time and date of visit: 5.45pm, Wednesday 12 June 2024

Description: A small concentration of units located next to the Kingsway/Rokeby residential area around three quarters of a mile south of Rugby Town Centre.



Left: The main row of units including the vacant one (12 Kingsway) on the far left.

Right: The Griffin pub which is located directly opposite the main row of units on the other side of Kingsway.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	1	9.1%
Comparison	0	0.0%
Convenience	3	27.3%
Financial and Business Services	0	0.0%
Leisure Services	3	27.3%
Open Space	1	9.1%
Playing Pitches and Sports Facilities	0	0.0%
Residential	0	0.0%
Retail Services	2	18.2%
Vacant	1	9.1%
Grand Total	11	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	Coral, Costcutter, Post Office.
Community Facilities	The Griffin pub.

HEALTH CHECK CRITERIA

Uses	There are only a small number of units and therefore a lot of uses are missing, as may be expected. The convenience shops, takeaways and pub will primarily serve those residing nearby.
Vacancies	There is one vacant unit (12 Kingsway) with a plain shuttered frontage. Kingsway Electrical Distributors Ltd. are registered to the address, but are undergoing liquidation according to Companies House.
Pedestrian Flows	At the time of visiting there were only a handful of pedestrians in the area, mainly flowing to and from parked cars and the shops. The wide pavements provided ample space for the volume of pedestrians present, and although there are no pedestrian crossings available, there did not appear to be any great need for them given how quiet the roads were.
Accessibility	There is a reasonable walk-in catchment from the Rokeby/Kingsway residential area. Two cycle parking rings are available, and although there are no cycle lanes in the immediate vicinity, such lanes are present on the nearby Dunchurch Road. Bus stops are located on either side of Kingsway, serviced by a single route (8/8A). Schedules were absent. There is more than enough car parking capacity available: free unrestricted bays for around a dozen vehicles separate the pavement from the road in front of the row of shops. Free unrestricted on-street parking is available on all of the streets leading into the area, and the pub has it's own car park too. Rugby train station is not within a reasonable walking distance, but is only 15-20 minutes away by bus.
Perception of Safety	CCTV is readily apparent outside one of the convenience stores but nowhere else. All of the pedestrian routes are visible from the surrounding units, except for Southbrook Road and St. George's Avenue which are more isolated, given that they only have houses on one side. The quietness of the area may negatively affect the overall perception of safety somewhat. All of the roads in the area have 30mph limits with no obvious traffic calming measures. However, the low volume of road traffic, combined with the width and layout of the pavements, reduces the perceived risk to some extent.
Environmental Quality	The area is enclosed by numerous trees of varying age and size planted in the pavements. There are also substantial areas of amenity green space containing trees and wildflower beds on either side of the intersection of Kingsway and Dunchurch Road. The frontages are generally in good condition, although the buildings themselves look a little dated. The tarmacked pavements are in a reasonable condition, though there are weeds growing in several cracked sections, and there is a liberal coating of littered chewing gum covering most of the sections outside the row of shops. Litter bins are available throughout the area and only a small amount of litter was witnessed at the time of visiting. Several benches are available, including two either side of

	the pub. The bus stops and community notice board have some graffiti and minor damage.
Constraints	The entirety of this proposed local centre is covered by an air quality management zone and smoke control area. A substantial designated open space site lays on its northwestern edge.
Conclusion	<p>Strengths:</p> <ul style="list-style-type: none"> • The uses present serve both the daytime and nighttime economies and are likely to be of value to those residing in the neighbourhood • Ample free car parking provided by the lay-bys • Trees and amenity green space help enclose the area • Proximity to three school should generate footfall <p>Weaknesses:</p> <ul style="list-style-type: none"> • Quietness of the area and isolation of some pedestrian routes may lower the perception of safety • The environmental quality is detracted from by the drab appearance of some of the buildings, presence of litter and poor condition of some street fixtures <p>Opportunities:</p> <ul style="list-style-type: none"> • The vacant unit (12 Kingsway) could present an opportunity for redevelopment • The environmental quality could be enhanced through some minor renovations <p>Threats:</p> <ul style="list-style-type: none"> • If the vacancies continues for an extended period then this shall detract from the vitality of the area

ADDITIONAL OBSERVATIONS

- Rokeby Primary School and Rugby Free Secondary School are around 400-500 yards to the south.
- Harris School is around 500 yards to the east.

LOWER HILLMORTON ROAD

Time and date of visit: 10am, Friday 21 June 2024

Description: A small cluster of shops and facilities anchored around a pub and two schools located within a residential area around 1.5 miles the southeast of Rugby Town Centre.



Left: The row of shops on Lower Hillmorton Road with a wide section of concrete hardstanding at their front.

Right: The Jolly Abbot pub, on the opposite side of the Abbotts Way intersection to the shops.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	3	37.5%
Comparison	0	0.0%
Convenience	3	37.5%
Financial and Business Services	0	0.0%
Leisure Services	2	25.0%
Open Space	0	0.0%
Playing Pitches and Sports Facilities	0	0.0%
Residential	0	0.0%
Retail Services	0	0.0%
Vacant	0	0.0%
Grand Total	8	100.00%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	None.
Community Facilities	Two schools and a pub.

HEALTH CHECK CRITERIA

Uses	Given the small volume of units, a wide range of uses are missing, as may be expected. There are no retail services, financial and business services, or comparison shops. Uses that may be considered key for a local centre, such as a post office, bank, community centre or healthcare provider (GP, pharmacy, dentist), are also missing. While there are uses present that will contribute to both the daytime and nighttime economy, it is likely that the area predominantly serves the nearby neighbourhoods, rather than a wider catchment of any great significance.
Vacancies	None.
Pedestrian Flows	A small number of pedestrians were observed flowing up and down Lower Hillmorton Road and travelling from parked cars to the shops. The wide pavements provided ample space for the volume of pedestrians present. No formal crossings are available, though the pedestrians observed did not appear to have any great difficulty crossing roads due in part to the separation of Lower Hillmorton Road into two carriageways with amenity green space in between them (which acts as a refuge for crossing pedestrians).
Accessibility	The area has a considerable walk-in catchment from the residential areas that surround it. However, no cycle parking is available and although there is a cycle lane on the south side of Lower Hillmorton Road, this is rendered ineffective due to the parking of cars across it. Bus stops are available on Lower Hillmorton Road which are served by the 1/2 service, providing a reasonable journey to Hillmorton, but a rather lengthy one (25 mins) to the town centre. Car parking provision is as follows: eight free and unrestricted bays parallel to Lower Hillmorton Road; free and unrestricted on-street parking elsewhere along the same road; private customer parking for up to eight customers of Jasmine House; and, private customer parking for up to 20 customers of the Jolly Abbot. There is no parking permitted on Abbots Way.
Perception of Safety	Lower Hillmorton Road is a relatively busy B road with a 30mph limit and no traffic calming measures in this area beyond “slow” signage. The perception of risk to pedestrians is tampered to some extent by the width of the pavements, the presence of bollards and barriers on either side of the junction with Abbots Way, and the division of the road into two separate carriageways. Abbots Way is a one-way street for a majority of its length and there are speed bumps and signs asking drivers to be considerate of their proximity to two schools, although the road still has a 30mph limit instead of a 20mph one. All of the pedestrian routes are visible from the surrounding shops and houses and there is CCTV present at the One Stop and the Jolly Abbot.

<p>Environmental Quality</p>	<p>The large section of concrete hardstanding directly outside the row of shops is in poor condition, with extensive cracking and unevenness. Tarmac patches have been applied to some parts, but they are inconsistent and unsightly. The frontages are in a reasonable condition, although the buildings the shops occupy are showing signs of wear (discolouration, peeling paint etc.) and do not look particularly attractive. There was a fair amount of litter in the area at the time of visiting, concentrated mainly on the hardstanding and lay-by outside the row of shops as well as in the Jolly Abbot car park. Only three litter bins are available in the immediate vicinity and the area likely requires more (esp. outside the florist and the pub). Although there is no greenery in the grounds of the shops, there are substantial areas of amenity green space in between the carriageways of Lower Hillmorton Road containing an abundance of trees, shrubs, and some wildflower beds. Abbots Way is also enclosed by substantial numbers of trees and small strips of mown grass that run parallel to the pavement and road. No benches or street furniture of a similar purpose could be seen in the area.</p>
<p>Constraints</p>	<p>The entirety of the proposed local centre is within the air quality management zone and the smoke control area. Around half of both the Infant and Junior School sites are within the outer limits of the SSSI Impact Risk Zone for Cave's Inn Pits, while a third of the latter also lies within the 250m buffer of an historic landfill site (The Kent).</p>
<p>Conclusion</p>	<p>Strengths:</p> <ul style="list-style-type: none"> • The area is in close proximity to a large number of residential properties • The two schools are likely to generate footfall • The considerable amenity green space and presence of large trees enhances the area's environmental quality <p>Weaknesses:</p> <ul style="list-style-type: none"> • Many uses that could be considered key to a local centre are absent • The poor condition of the concrete hardstanding outside the row of shops, the generally drab appearance of the buildings, and the presence of considerable amount of litter detracts from the quality of the environment/public realm • No cycle parking is available and the cycle route on Lower Hillmorton Road is rendered ineffective due to parked cars <p>Opportunities:</p> <ul style="list-style-type: none"> • The environmental quality could be dramatically improved if the concrete hardstanding outside the shops was redeveloped and efforts were taken to tackle the litter problem <p>Threats:</p> <ul style="list-style-type: none"> • Given the small volume of units, any vacancies would considerably impact the vitality of the area

ADDITIONAL OBSERVATIONS

- There is a considerable amount of open space within walking distance of the local centre's boundaries including: GEC Recreation Ground (800 yards), Dewar Grove Playground (700 yards), and Linnell Road Open Space (300 yards).
- Cllr. Roodhouse spoke with the planning officer at the site during their visit following a chance encounter. The Cllr. stated that planning permission is being sought to enhance the area outside the row of shops.

ADDITIONAL PHOTOS



Left: A view of the two schools on Abbotts Way taken from the intersection with Lower Hillmorton Road.

Right: A view of the amenity green space in relation to the row of shops.

NEW BILTON (INNER)

Time and date of visit: Midday, 15 May 2024

Description: A small concentration of shops and facilities on the far east of Lawford Road, directly bordering the western edge of Rugby Town Centre.



Left: The main row of units in the area including a petrol station, hardware shop, and three takeaways.

Right: The two vacant units that were formerly occupied by The Half Moon pub and the Fish Tank.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	1	4.2%
Comparison	2	8.3%
Convenience	2	8.3%
Financial and Business Services	1	4.2%
Leisure Services	3	12.5%
Open Space	0	0.0%
Playing Pitches and Sports Facilities	0	0.0%
Residential	10	41.7%
Retail Services	2	8.3%
Vacant	3	12.5%
Grand Total	24	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	Kwik Fit, Premier Stores, Texaco.
Community Facilities	Nursery school.

HEALTH CHECK CRITERIA

Uses	Given that there are only a small number of units, anchored around the Texaco fuel station, many uses that would be expected of a local centre are missing. Notable absences include: healthcare providers (GP, pharmacy, dentist etc.), a post office, a bank, and community facilities such as a pub, community centre or place of worship. However, given the proximity of the area to Rugby town centre, many of these uses are still available within a reasonable walking distance.
Vacancies	There are two sizeable vacancies directly adjacent to each other on Lawford Road that were formerly occupied by The Half Moon pub (closed in September 2023) and the Fish Tank pet shop. Both units have signs indicating they are available for let and there are no readily apparent signs that renovations are underway.
Pedestrian Flows	Only a handful of pedestrians were observed at the time of visiting flowing in both directions on Lawford Road. The narrow pavements had sufficient space for this low volume, but there are no street crossings anywhere in the proposed boundaries.
Accessibility	This local centre has a sizeable walk-in catchment from New Bilton, but no cycle lanes or cycle parking is present. There is a singular bus stop next to the petrol station, but it does not display any information and may well be out of service. Likewise, the car parking options are quite limited: there are a handful of spaces available on the Lawford Road, but these are time-restricted or require a permit and also restrict the width of the highway. On-street parking on the adjoining streets is mainly restricted to permit holders only.
Perception of Safety	The pedestrian routes are easily visible from the nearby shops and residential properties, although the quietness of the area acted to reduce the perception of safety marginally. A minority of the units have readily apparent CCTV. The road on which the units are concentrated (Lawford Road) is a relatively busy A road with a 30mph speed limit and no obvious traffic calming measures.
Environmental Quality	The buildings are of a mixed age, varying from Victorian constructions through to contemporary builds, and all have frontages that are in good condition. However, this appearance is detracted from by the shabby condition of the two vacant units, and the overgrown vacant plot that immediately borders the area (next to Caraires Recruitment Consultancy). The tarmacked pavements are in good order with minimal litter present on them. There is no street furniture to speak of, and only a couple of trees at one end of the designated area.
Constraints	The entirety of this proposed local centre is within an air quality management zone, a smoke control area, and the buffer zone of an historic landfill site (West Leys). A conservation area encroaches into the area, but only so far as to cover the Kwik Fit garage (on the eastern edge).

<p>Conclusion</p>	<p>Strengths:</p> <ul style="list-style-type: none"> • Large walk-in catchment from New Bilton • Potential to attract passing trade due to location on a busy A road <p>Weaknesses:</p> <ul style="list-style-type: none"> • Many uses that may be considered key for a local centre are absent • The two sizeable vacancies detract from the vitality of the area • 62A, formerly Rugby Gun Shop, has recently been converted into a HMO residential property, and therefore is lost as retail space • The high volume of 30mph traffic on Lawford Road detracts from the environmental quality and perception of safety of the area • No cycling infrastructure is present and car parking options are limited <p>Opportunities:</p> <ul style="list-style-type: none"> • The redevelopment of the vacancies would significantly enhance the vitality of the area <p>Threats:</p> <ul style="list-style-type: none"> • Should the vacancies become long-term or result in a change to residential use then the vitality of the area would be negatively impacted
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ADDITIONAL OBSERVATIONS

- Directly borders the designated town centre area.
- Rugby Workers Club is around 250 yards away on Oliver Street. It could be incorporated into the proposed boundaries, but this would also require the inclusion of a significant number of residential properties.

NEW BILTON (OUTER)

Time and date of visit: 10.45am, 15 May 2024

Description: A small concentration of shops and facilities dispersed along Lawford Road on the western edge of Rugby Town, around half a mile from the town centre



Left: A section of the proposed local centre comprising a pub, convenience store and beauty salon.

Right: The fuel station that also incorporates a convenience store and food takeaway.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	5	11.9%
Comparison	1	2.4%
Convenience	2	4.8%
Financial and Business Services	0	0.0%
Leisure Services	4	9.5%
Open Space	1	2.4%
Playing Pitches and Sports Facilities	0	0.0%
Residential	25	59.5%
Retail Services	3	7.1%
Vacant	1	2.4%
Grand Total	42	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	Co-op, Esso, Londis, Subway.
Community Facilities	Two places of worship, a pub, and a community association office.

HEALTH CHECK CRITERIA

Uses	The area has a small number of units with a fairly good mix of uses, although many are missing, most notably a post office and any healthcare providers (GP, pharmacy, dentist etc.). The units that are present are likely to contribute to both a daytime and nighttime economy and there is good provision of community facilities.
Vacancies	There is a single vacancy at 252 Lawford Road which does not appear to be undergoing any renovations or preparations for reopening. Based on cursory desktop research this used to be an electronics repair shop.
Pedestrian Flows	Very few pedestrians were observed at the time of visiting with no clearly observable flows to comment on. Two lighted crossings are available on the section of Lawford Road that passes through this area which are clearly necessary given the high volume of road traffic.
Accessibility	There is quite a large walk-in catchment from the New Bilton residential area, but no dedicated cycle parking or cycle lanes. The area is served by two bus services, the 86 and the 209, offering a reasonable connection to Rugby town centre, Coventry and the villages in between (Long Lawford, Wolston, Binley Woods). Free on-street parking is available on Lawford Road, but this can narrow the highway. There is also ample free unrestricted on-street parking available on the adjoining streets, as well as substantial private car parks at The Holly Bush and St. Oswald's Church.
Perception of Safety	The road on which the units are gathered (Lawford Road) is a busy A road with a 30mph speed limit. The tarmacked pavements are fairly narrow, although barriers are present at some points which help reduce the sense of risk. All of the pedestrian routes are visible from the nearby houses and shops, though the quietness of the area reduces the positive effect this has on the perception of safety. Many of the businesses and facilities have readily apparent CCTV, but they are dispersed with residential properties between them.
Environmental Quality	There are no public trees or amenity green space present, except a small grassed embankment at the intersection with Addison Road. Some of the properties have trees and shrubs in their front gardens that help enclose the area, but this is only the case at the eastern edge of the area. A fair amount of litter was observed despite the presence of numerous litter bins, and some of the frontages were looking a little worn and dirty. Apart from a single bench at the top of the aforementioned embankment, there is no street furniture.
Constraints	The entirety of this proposed local centre is within an air quality management zone and a smoke control area. The entire stretch of Lawford Road contained in the area has a 1 in 30/100 flood extent. There are two designated open spaces and 20 TPOs in the grounds of St. Oswald's Church.

<p>Conclusion</p>	<p>Strengths:</p> <ul style="list-style-type: none"> • Reasonable mix of uses that serve both the daytime and nighttime economy and are likely to be of value to local residents • Large walk-in catchment from the New Bilton residential area and the Somers Road industrial estate <p>Weaknesses:</p> <ul style="list-style-type: none"> • Several uses that may be considered key for a local centre are missing • Cycling infrastructure is negligible • Several factors detract from the area's environmental quality including the presence of a busy A road, the proximity to the cement works, and the presence of litter <p>Opportunities:</p> <ul style="list-style-type: none"> • The vacancy at 252 Lawford Road offers an opportunity for redevelopment <p>Threats:</p> <ul style="list-style-type: none"> • Loss of retail/community space through change of use
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ADDITIONAL OBSERVATIONS:

- The main entrance to Somers Lane trading/industrial estate is only around 150 yards away off of Addison Road.
- New Bilton Recreation Ground, a sizeable open space containing a child's play area, a recreation field with football goals, trees and wildflower beds, and several benches, is within the designated area.
- There are public toilets directly outside New Bilton Recreation Ground (on Addison Road) but these appear to be permanently closed.

NEWBOLD ON AVON

Time and date of visit: 11am, Monday 8 July 2024

Description: A collection of units and facilities dispersed throughout the Rugby suburb of Newbold on Avon, around 1.5 miles to the northwest of Rugby Town Centre.



*Left: The takeaway, salon and combined Co-op and Post Office on Main Street, with off-street parking at the front.
Right: The Barley Mow and Barley Barn as seen from their rear car park.*

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	7	14.6%
Comparison	0	0.0%
Convenience	1	2.1%
Financial and Business Services	0	0.0%
Leisure Services	1	2.1%
Open Space	1	2.1%
Playing Pitches and Sports Facilities	2	4.2%
Residential	33	68.8%
Retail Services	3	6.3%
Vacant	0	0.0%
Grand Total	13	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	Co-op, Post Office.
Community Facilities	Two pubs, two places of worship, a community centre and a home for the elderly.

HEALTH CHECK CRITERIA

Uses	The area has a reasonably good mix of uses and is particularly well served by community facilities. However, the units are spread out over a wide area with a substantial number of residential properties dispersed between them. The uses are suited to both the daytime and nighttime economies, but are likely to be of significance to the local neighbourhoods only. Uses that are notably absent include banking, cafes/restaurants, and healthcare providers or any kind (doctors surgeries, pharmacies, dentists). The area is anchored by the combined Co-op and Post Office which is a key driver of footfall.
Vacancies	None.
Pedestrian Flows	A small number of pedestrians were present at the time of visiting, most of whom were flowing along Newbold Road/Main Street to the Co-op and the Village Hall. A fair number of pedestrians were also flowing to and from cars parked in off-road parking outside the Co-op. There was ample space on the tarmacked pavements for the volume of pedestrians present. There are only two informal crossings present in the area near the intersection of Newbold Road and Brownsover Road, both of which were clearly necessary given that Newbold Road/Main Street is relatively busy with road traffic.
Accessibility	The area has a reasonably large walk-in catchment from the Newbold on Avon suburb. There aren't any cycle lanes in the area and the only dedicated cycle parking seen was the handful of 'Sheffield' style stands outside the Co-op. The area has numerous bus stops, served by the 8, 8A, 85A, 85B and 85S services, which offer reasonably good connections to Rugby Town Centre (~10 mins), Rugby train station (~10 mins), and Coventry (~45 mins). There is ample car parking available including: unrestricted on-street parking throughout the area; free unrestricted off-street bays for around 20 vehicles outside the Co-op; free unrestricted spaces for around 10 vehicles in the lay-by outside St Botolph's Church; and several car parks at facilities such as the sports clubs and village hall.
Perception of Safety	All of the roads in the area have 30mph limits without traffic calming measures, except for the speed bumps on Brownsover Road/Parkfield Road, and the sparse 'SLOW' markings on Newbold Road/Main Street. The paths are relatively wide for the most part, but narrow or restricted to one-side of the highway only in the outer sections of Main Street, and largely without physical separation from the road (e.g. grass embankments or bollards). Newbold Road and Main Street were relatively busy with near constant flows of traffic at the time of visiting. No public CCTV was seen and readily apparent private CCTV was only observed at a handful of units (such as the Co-op and the pubs). All of the pedestrian routes are well sighted, barring the bridge on Parkfield Road and the footpaths along River Avon and the Oxford Canal which are isolated.

<p>Environmental Quality</p>	<p>The units occupy buildings that are a range of ages and construction types, some of which (such as the Co-op and Fishsmiths) look a little dated. The frontages are generally clean and well maintained, although the Village Hall is in a poor condition and in need of repairs/renovation. Some litter was observed outside the row of shops on Main Street, and a substantial amount was present (in addition to dog fouling) on the bridge which spans the River Avon on Parkfield Road. Numerous litter bins are dispersed throughout and there are three benches on Main Street. A fair amount of amenity green space with grass, flower beds and large well-established trees is present which helps enclose the space, although the area in the immediate vicinity of the shops on Main Street is dominated by hard-standing. The tarmacked paving which spans the area is in a relatively good condition.</p>
<p>Constraints</p>	<p>The entirety of the proposed local centre is within an Air Quality Management Zone, a Smoke Control Area, and the SSSI Impact Risk Zone for Brandon Marsh. The land which borders the north and west of the area (and which is outside the Rugby Town settlement boundary) is greenbelt and covered by overhead lines. The River Avon flows through the area and the Oxford Canal is nearby to the north – both of which are categorised as strategic blue infrastructure and as local wildlife sites (or potential sites). The presence of the River also means that around half of the area is covered by Flood Zone 2. Numerous designated areas of Open Space are present. Three listed buildings are present within the proposed boundary, two of which are residential, and one of which is St. Botolph’s Church. The west of the area where these listed buildings are located also has a handful of TPOs.</p>
<p>Conclusion</p>	<p>Strengths:</p> <ul style="list-style-type: none"> • A good mix of uses serving the daytime and nighttime economies • Good bus connections and ample parking <p>Weaknesses:</p> <ul style="list-style-type: none"> • The busy 30mph road (Newbold Rd/Main St) fragments the area somewhat, and detracts from the environmental quality and perception of safety for pedestrians • Litter, particularly on the Parkfield Road bridge • The shops and facilities are spread out over a wide area, interspersed with substantial numbers of residential properties <p>Opportunities:</p> <ul style="list-style-type: none"> • Provision of public cycle parking • Garages in apparent state of disuse to the east of Newbold on Avon Rugby Football Club <p>Threats:</p> <ul style="list-style-type: none"> • Negative impact of increased flooding

ADDITIONAL OBSERVATIONS

Numerous other community facilities and areas of open space are present in the parts of the Newbold suburb that lay outside the proposed boundary for the local centre, such as Newbold Quarry Park (roughly 350 yards), Centenary Park (700 yards), Riverside Academy (700 yards), the 5th Rugby Newbold Scout Group (800 yards), and Avon Valley School (800 yards).

ADDITIONAL PHOTOS



*Left: View of the rear of Newbold Village Hall showing slipped roof tiles, faulty rainwater goods and boarded windows.
Right: The extensive grounds of Newbold on Avon Rugby Football Club.*

NEWTON

Time and date of visit: 2.45pm, Friday 21 June 2024

Description: A rural village, around 2.5 miles to the northeast of Rugby Town Centre, with only a handful of units and facilities spread out across the built-up area.



Left: The Stag & Pheasant pub, a listed building located on Main Street in the centre of the village.
Right: Newton Memorial Hall, located on Silver Street.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	4	66.7%
Comparison	0	0.0%
Convenience	0	0.0%
Financial and Business Services	0	0.0%
Leisure Services	0	0.0%
Open Space	2	33.3%
Playing Pitches and Sports Facilities	0	0.0%
Residential	0	0.0%
Retail Services	0	0.0%
Vacant	0	0.0%
Grand Total	6	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	None.
Community Facilities	Village hall, pub, church, and community library.

HEALTH CHECK CRITERIA

Uses	There is no retail or leisure provision at all in this village. The most notable uses absent, which might be expected in a settlement of this nature, are a convenience shop and a post office. The village does have a handful of community facilities, although these are not concentrated within one location, and it would be difficult to define them together as a local centre given their dispersal.
Vacancies	None.
Pedestrian Flows	No pedestrians were seen at all at the time of visiting. The paths running along Newton Road/Main Street/Newton Lane are very narrow and are often limited to one side of the road only. No crossings, whether formal or informal, are present.
Accessibility	The area has a small walk-in catchment (1,273 in the Parish). Several bus stops are present in the village, but they appear to only be served infrequently by a single service (the X84). Cycling infrastructure (parking, lanes etc.) is absent. Travel to Rugby train station by bus is impractical as it requires a change of services, or reasonably long walks at either end of the journey. Aside from the private pub car park, the only parking option available to visitors is unrestricted on-street parking which narrows the highway.
Perception of Safety	A majority of the pedestrian routes appear to be well sighted, although the area is exceptionally quiet, as may be expected of a rural village. Readily apparent CCTV was not observed anywhere in the area.
Environmental Quality	The buildings in the village are of a mix of ages, although a majority appear to be of a modern 20 th century construction. The frontages of the buildings hosting community facilities are in a good condition. Most of the buildings on Newton Road/Main Street/Newton Lane have little or no space separating them from the path and road, in which cases there are very few trees or other greenery. Other parts of the village are enclosed by trees, hedgerows and amenity green space. Virtually no litter was seen, despite there only appearing to be a couple of litter bins at most. A single bench was observed on Main Street near the village hall.
Constraints	The entirety of the village is within the air quality management zone and the SSSI impact risk zone for Cave's Inn Pits. Two listed buildings are present: The Stag and Pheasant Inn and 'Home Farmhouse' on Little London Lane. Designated local wildlife sites border the village to the north and west and there are around 20 TPOs at the southern boundary of the built-up area, but only one other elsewhere (to the north by St John's Gate). The south of the village is directly bordered by a cadent high pressure gas line and overhead lines.

<p>Conclusion</p>	<p>Strengths:</p> <ul style="list-style-type: none"> • The small number of community facilities are well kept and are likely to be of value to the village residents • The environmental quality is enhanced by the low volume of road traffic, absence of litter and sections of substantial greenery <p>Weaknesses:</p> <ul style="list-style-type: none"> • There is no retail or leisure provision at all • The facilities that are present are widely dispersed • The area was exceptionally quiet at the time of visiting • Bus connections to the village are poor <p>Opportunities:</p> <ul style="list-style-type: none"> • Coton Park East, once constructed, shall be in close proximity to the village, which could increase the catchment area for any shops or facilities in the village <p>Threats:</p> <ul style="list-style-type: none"> • Road traffic through the village could increase as a result of the Coton Park East development
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ADDITIONAL OBSERVATIONS

- Newton Picnic Area and a public car park are located to the north of the village at one end of the 'Great Central Walk'.
- A large rural pub (St Thomas Cross) is located around 500 yards south of the village.

ADDITIONAL PHOTOS



Left: 'Churches Together in Newton' on Newton Road. Right: The bus stop located in the centre of the village on Main Street.

OVERSLADE LANE

Time and date of visit: 5.15pm, 17 May 2024

Description: A small concentration of shops located between the Overslade and Shakespeare Gardens residential areas, around a mile to the southwest of Rugby Town Centre.



Left: Shops set back from Overslade Lane including a funeral directors, convenience store, hairdressers and two takeaways. Right: The Co-op food shop on the north side of Overslade Lane, directly opposite the row of shops pictured above.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facility	1	16.7%
Comparison	0	0.0%
Convenience	2	33.3%
Financial and Business Services	0	0.0%
Leisure Services	2	33.3%
Open Space	0	16.7%
Playing Pitches and Sports Facilities	0	0.0%
Residential	0	0.0%
Retail Services	1	16.7%
Vacant	0	0.0%
Grand Total	6	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	The Co-op.
Community Facilities	Funeral directors.

HEALTH CHECK CRITERIA

Uses	The units, anchored around the Co-op, have a reasonably good mix of uses, but many are missing. The centre lacks any comparison retailers, financial or business services, healthcare providers, and, perhaps most importantly, any community facilities (such as a pub, community centre or place of worship).
Vacancies	None.
Pedestrian Flows	There were very few pedestrians present at the time of visiting, primarily coming to/from Lytham Road and visiting the Co-op. There are reasonably wide tarmacked pavements with ample space for pedestrians and a zebra crossing and informal crossing in close proximity to each other on Overslade Lane.
Accessibility	There is a considerable walk-in catchment from the Overslade and Shakespeare Gardens residential areas. No cycle lanes are present, but there is a set of Sheffield stands (cycle parking) outside the row of independent shops. Car parking provision in the area consists of: free unrestricted parking bays for up to ten cars running parallel to Overslade Lane; a large private car park around the Co-op; and ample unrestricted on-street parking on the adjoining streets. There aren't any bus stops within the proposed boundaries, but two are present a stones-throw away on Lytham Road, served by the 8, 213 and 241 services.
Perception of Safety	Overslade Lane is a 30mph road with no traffic calming measures, although the wide pavements, zebra crossing and bollarded/barriered areas offset this to some degree, as does the setting-back of the row of independent shops. All the pedestrian routes are visible from the shops and nearby houses, barring the alleyway which connects Overslade Lane and Marlborough Road. The Co-op has CCTV; the independent shops may do so too, though this is not readily apparent.
Environmental Quality	The frontages are all quite clean and well maintained, although the buildings containing the main row of shops look a little dated. The row of independent shops are set back from the road with trees and some street furniture which increases their attractiveness. The tarmacked pavements are in good order and have minimal litter. Several litter bins are available. The presence of parking on all sides of the Co-op without any greenery isn't ideal in terms of creating an aesthetically attractive space.
Constraints	The entirety of the proposed local centre is within an air quality management zone, smoke control area, and the outer limits of SSSI Impact Risk Zones for Brandon Marsh and Draycote Meadows. A large open space (Shakespeare Gardens) lies outside of, but in close proximity, to the proposed boundary.

<p>Conclusion</p>	<p>Strengths:</p> <ul style="list-style-type: none"> • Large walk-in catchment • Public realm in front of the shops is enhanced by shrubs, trees, benches and cycle parking <p>Weaknesses:</p> <ul style="list-style-type: none"> • Uses that may be considered key to a local centre, such as a post office, pub or community centre are absent <p>Opportunities:</p> <ul style="list-style-type: none"> • The environmental quality could be enhanced if some greenery were introduced around the site of the Co-op <p>Threats:</p> <ul style="list-style-type: none"> • The loss of any further units through change of use (as occurred with the former Overslade Service Station) could impact the vitality of the area, given the small number of units which remain
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ADDITIONAL OBSERVATIONS:

- The proposed boundaries of this local centre almost directly border the substantial open space that is on Shakespeare Gardens.
- Brooke School, a special education establishment, is a short walk away (300 yards) up Overslade Lane.
- The row of independent shops has a post box and community noticeboard outside them, while the Co-op has a free ATM built-in to its exterior.

RAILWAY TERRACE

Time and date of visit: 8.30am, 6 June 2024

Description: A large concentration of shops and facilities stretching along Railway Terrace, to the northeast of and directly bordering Rugby Town Centre.



Left: The northern side of the area containing many of the units including two of the vacancies. Right: The southern side of the area containing another vacancy and the Wheeltapper pub which is being converted into a hotel.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	9	16.4%
Comparison	3	5.5%
Convenience	6	10.9%
Financial and Business Services	3	5.5%
Leisure Services	10	18.2%
Open Space	1	1.8%
Playing Pitches and Sports Facilities	0	0.0%
Residential	10	18.2%
Retail Services	7	12.7%
Vacant	6	10.9%
Grand Total	55	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	Coral.
Community Facilities	Three healthcare providers, three community centres, a residential care home, a place of worship, and a school.

HEALTH CHECK CRITERIA

<p>Uses</p>	<p>There are a wide range of units in the area with a good mix of uses, although the leisure services are almost exclusively takeaways which do not serve much purpose in the day. The area does not have a pub now that The Wheeltapper is being redeveloped into a hotel, although the West Indian Association does fulfil this role to an extent. Many of the uses that are missing or lacking (e.g. a dentist, opticians, or play area) can be found nearby given the proximity of this local centre to the town centre.</p>
<p>Vacancies</p>	<p>There are numerous vacancies, some of which appear to have been vacant for a considerable time. The large building and yard on Railway Terrace (next to Lennon Court) looks a little run down, whereas the other vacancies are in reasonable condition, and indeed, some are actively undergoing redevelopment.</p>
<p>Pedestrian Flows</p>	<p>At the time of visiting there was a fairly substantial flow of pedestrians across the area, mostly coming from the roads joining Railway Terrace and heading down the road, or heading across Railway Terrace towards the Town Centre. The pavements had ample space for the volume of pedestrians present. Zebra crossings are present (one on Railway Terrace, one of Albert Street), which were being used by some, although most pedestrians that needed to cross the road did so at other points.</p>
<p>Accessibility</p>	<p>There is a considerable walk-in catchment from the residential areas of Benn ward, including from within the designated Town Centre Area. Two sets of bus stops are within the proposed boundaries with services 1 and 2 serving the stops on Railway Terrace, and 1, 2 and D1 serving the stops on Craven Road. No public cycle parking is available and there are no cycle lanes present either. Rugby Station is around 500 yards away, and is therefore well within walking distance.</p>
<p>Perception of Safety</p>	<p>All of the roads within this local centre have 20mph limits and intermittent speed bumps. Likewise the pavements are bollarded at intermittent points – mainly at the intersections of Railway Terrace and its adjoining roads. These features, combined with the wide pavements, benefit the pedestrian’s perception of safety. Railway Terrace and Albert Street were quite busy with road traffic at the time of visiting, but other roads, such as Craven Street and Manor Road, were quieter. All of the pedestrian routes are visible from the surrounding units, many of which have readily apparent CCTV. Public CCTV is also present and highlighted through signage on lampposts.</p>

<p>Environmental Quality (attractiveness of frontages, paving, and street furniture; litter; dog fouling)</p>	<p>A fair amount of litter was present throughout the area. A handful of litter bins are available, but these may be insufficient. Aside from a bench on the corner of Manor Road and a bench within the Charolais Gardens no other street furniture is present. The tarmacked paving is in reasonable good condition, and on the whole, the frontages are well kept, although some are dirty or in need of maintenance. A small number of trees and shrubs help to enclose Railway Terrace at its North end, but there is a total lack of greenery at the South end. The pavements were cluttered with wheelie bins at the time of visiting, although it did appear to be collection day.</p>
<p>Constraints</p>	<p>The entirety of this proposed local centre is within an air quality management zone, smoke control area, and the outer reaches of the SSSI Risk Impact Zone for Cave's Inn Pits. The whole stretch of road within the area has a 1 in 30/100 flood extent. The town centre conservation area is around 100 yards to the south and west, but does not encroach on the proposed boundary.</p>
<p>Conclusion</p>	<p>Strengths:</p> <ul style="list-style-type: none"> • A large number and wide range of uses • Considerable walk-in catchment and good bus connections • 20mph roads with traffic calming measures, increasing the perceived safety of the area • Proximity to the train station <p>Weaknesses:</p> <ul style="list-style-type: none"> • The nearby town centre offers stiff competition for footfall • Vacancies detract from the vitality of the area • Paucity to trees, shrubs or green space in the southern section <p>Opportunities:</p> <ul style="list-style-type: none"> • The vacancies offer space for business expansion/redevelopment • Indirect benefits from the regeneration of the town centre <p>Threats:</p> <ul style="list-style-type: none"> • Long-term vacancies falling into states of disrepair

ADDITIONAL OBSERVATIONS

- This local centre directly borders the designated town centre area. Many shops are typical of a local centre, but others are perhaps more indicative of a main shopping centre.

ADDITIONAL PHOTOS



Three of the vacant units in the area, all of which appear to have been vacant for some time.

WOLSTON

Time and date of visit: 2pm, Friday 13 September

Description: A small concentration of units in the main rural settlement of Wolston, around 9 kilometres to the west of Rugby town centre.



Left: The School St and Main St intersection. Right: A view down Main St with the River Avon tributary to the right.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	11	23.40%
Comparison	1	2.13%
Convenience	1	2.13%
Financial and Business Services	0	0.0%
Leisure Services	2	4.26%
Open Space	1	2.13%
Playing Pitches and Sports Facilities	0	0.0%
Residential	30	63.83%
Retail Services	0	0.0%
Vacant	1	2.13%
Grand Total	47	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	Co-op and Post Office.
Community Facilities	Two churches, two pubs, two pharmacists, a community centre, a doctor's surgery and a school.

HEALTH CHECK CRITERIA

<p>Uses</p>	<p>The area is well served by community facilities and the uses present are likely to meet most of the day-to-day needs of local residents, although their broader shopping and leisure needs would need to be met elsewhere. The combined Co-op and Post Office store acts as an anchor and may well attract visitors from nearby smaller rural settlements such as Brandon and Bretford – however, there aren't any uses present which are likely to draw in substantial numbers from further afield.</p>
<p>Vacancies</p>	<p>There is a single vacancy: the Wolston garage which has recently moved to Somers Road, Rugby. The site largely appears as it would have done while still in operation: the signage is up and the buildings are in reasonable condition.</p>
<p>Pedestrian Flows</p>	<p>A small number of pedestrians were observed flowing along Warwick Road, School Street and Main Street, most of whom appears to be visiting the Co-op/Post Office. The pavements were narrow at points along School Street and Warwick Road, and particularly narrow and limited to one side on Dyer's Lane, but this didn't appear to be a problem given the foot traffic present. The only formal crossing in the area is the zebra crossing close to the Co-op/Post Office.</p>
<p>Accessibility</p>	<p>The area has a relatively small walk-in catchment comprising Wolston and the adjoining village of Brandon. No cycling infrastructure was observed at all. Bus stops located on Warwick Road and School Street are served by the 86, which provides an hourly service between the centres of Coventry and Rugby (~40 mins from Wolston to each destination). Aside from a 6-bay free public car park on Main St, the parking options are limited to private car parks (the pubs, the surgery etc.) and on-street parking. The latter is free and unrestricted throughout the area, but acts to narrow the highway.</p>
<p>Perception of Safety</p>	<p>The perceived danger to pedestrians from road traffic was low given that the roads were quiet. However, at busier times, the 30mph roads may appear to pose more of a risk, particularly in the areas where the pavements are narrow and there is a lack of crossings. Speed bumps are present on parts of Warwick Road and School St, but are missing from the 200m stretch of the latter which is closest to the centre. All of the pedestrian routes are well sighted, except for sections of Dyer's Lane which is a little more secluded. Readily apparent CCTV was seen on the Co-op building only.</p>

Environmental Quality	Main St has a brook running alongside it and also has the village green which features mature trees, memorials and street furniture. Public trees and amenity green space are missing from the other roads, but they are nevertheless still enclosed by greenery due to the private gardens. Most of the buildings in the area are of an older construction which contributes to the village character. The frontages are mostly well kept and virtually no litter was observed. The tarmac pavements are generally in good condition throughout, though the old concrete lay-bys are worse for wear.
Constraints	The proposed centre is subject to a wide range of planning constraints. The village of Wolston is surrounded entirely by Greenbelt and some of the space included within the local centre boundary is on Greenbelt too (e.g. St Margaret's Church). All of Main Street lies within a conservation area and there are 11 listed buildings within the proposed local centre boundary. The River Avon tributary which runs through the centre (parallel to Main Street) is a designated Local Wildlife Site and most of the land around it is within Flood Zone 2 or 3. Nine TPOs are in place, most of which are located in the burial ground on Dyer's Lane. Just to the southwest of the proposed boundary, on both sides of Stretton Road, is an historic landfill site (Tipping Resource Landfill Site), close to which there is also the Wolston Gravel Pit SSSI. Furthermore, the entirety of the proposed local centre falls within the SSSI Impact Risk Zone for Brandon Marsh.
Conclusion (SWOT)	<p>Strengths</p> <ul style="list-style-type: none"> • Presence of uses that will fulfil the key day-to-day needs of local residents • Good range of community facilities, including a library, which is exceptionally rare for a village • Pleasant environment <p>Weaknesses</p> <ul style="list-style-type: none"> • Relatively small walk-in catchment • Lacks cycling infrastructure and has limited bus connections <p>Opportunities</p> <ul style="list-style-type: none"> • Centrally located site of former garage presents an opportunity for redevelopment • Completion of housing on Warwick Road will increase the catchment population <p>Threats</p> <ul style="list-style-type: none"> • Given the small number of units, any long-term vacancies are likely to have a significant effect on the vitality of the area • Increased flooding due to environmental changes

ADDITIONAL OBSERVATIONS

Bill's Deli is only open in the mornings and Wolston Library also has limited opening hours. The recreation ground has a large fenced play area which is in relatively good condition as well as a substantial 'adventure playground' type area suitable for older children, outdoor gym equipment, a basketball hoop and football goal posts.

ADDITIONAL PHOTOS



Left: The River Avon tributary running along Brook Street. Centre: A concrete lay-by used as a bus stop on School Street. Right: The former Wolston garage.

WOODLANDS

Time and date of visit: 4pm, Thursday 30 May 2024

Description: A concentration of units located in a quiet residential area around 2 miles to the southwest of Rugby Town Centre.



Left: The main row of units contained within terraced buildings.

Right: The Fighting Cocks pub to the left of the main row of units, both of which are set back from Cymbeline Road.

UNIT COMPOSITION

Category	Local Centre Units	Units as a % of Total
Community Facilities	2	22.2%
Comparison	1	11.1%
Convenience	1	11.1%
Financial and Business Services	0	0.0%
Leisure Services	1	11.1%
Open Space	1	11.1%
Playing Pitches and Sports Facilities	0	0.0%
Residential	0	0.0%
Retail Services	4	44.4%
Vacant	0	0.0%
Grand Total	10	100.0%

LOCAL CENTRE FACILITIES

Category	Local Centre Units
National Retailers	Premier Stores.
Community Facilities	Place of worship and public house.

HEALTH CHECK CRITERIA

Uses	There is a reasonably good mix of uses with businesses serving both the daytime and nighttime economy, although there are no financial and business services and a lack of leisure services that serve daytime needs. The centre is anchored around The Fighting Cocks pub.
Vacancies	None.
Pedestrian Flows	The area was extremely quiet at the time of visiting. There were only a few pedestrians, mostly parking cars and then visiting the shops. The wide tarmacked pavements and slabbed area outside the main run of units were more than adequate for accommodating the volume of pedestrians present. One zebra crossing is present, though it was not used.
Accessibility	There is a considerable walk-in catchment from the Woodlands residential area. A single bus stop is available which is purportedly served by bus routes 8, 8A, 9, 63 and 961. No cycling infrastructure of any sort is present. Free parking for around ten cars is available in the lay-by that is directly outside the main group of units. Ample unrestricted on-street parking is also available on all adjoining roads.
Perception of Safety	Cymbeline Way is a wide 30mph minor road with speed bumps at fairly lengthy intervals. Very little road traffic was observed at the time of visiting, and given the width of the pavements, and the setting back of the main run of units from the road, the perceived danger from traffic is low. All of the pedestrian routes are easily visible from the shops and nearby residential properties, though the quietness of the area and the lack of readily apparent CCTV diminishes the perception of safety for pedestrians somewhat. The play area, located behind the units, is particularly secluded.
Environmental Quality	The frontages themselves are reasonably well presented, but the modern construction buildings appear a little dated and worn out. The wooden and metal awning that runs the length of most of the units looks to be in poor condition and is dirty, discoloured and rusting at points. The paving slabs immediately outside the units are uneven with lots of weeds growing in their joints, and the large gravelled area separating the units from the road is unsightly and serves no clear purpose. Some litter is present although a few bins are available and there is no public street furniture aside from the benches in the open space behind the units. There are no trees or other greenery in the area, aside from a couple of trees outside the service station and those found in the open space.
Constraints	The entirety of this proposed local centre is within an air quality management zone, smoke control area, and the outer reaches of the Brandon Marsh SSSI Impact Risk Zone. A single designated open space lies within the boundary, while a much larger open space lies just outside the boundary to the northeast (Bilton Junior and Rugby High playing fields).

<p>Conclusion</p>	<p>Strengths:</p> <ul style="list-style-type: none"> • A reasonably good mix of uses including a post office, convenience shop and pub • Low levels of road traffic which enhances the environmental quality and perception of safety for pedestrians <p>Weaknesses:</p> <ul style="list-style-type: none"> • The attractiveness of the frontages is significantly detracted from by fixtures and paving that is in poor condition and buildings that appear drab/dated • The area to the front of the shops is dominated by a large area of gravel and paving – the lack of greenery here detracts from the environmental quality • The isolation of the play area could make it uninviting to some <p>Opportunities:</p> <ul style="list-style-type: none"> • The appeal of the area could potentially be considerably increased by renovating the public areas around the units <p>Threats:</p> <ul style="list-style-type: none"> • Given the small number of units present, any vacancies would likely have a substantial impact on the vitality of the area

ADDITIONAL OBSERVATIONS

- Bilton Junior School is around 100 yards away located on Plantagenet Drive, which adjoins Cymbeline Way.
- Both Sainsburys supermarket and Cock Robin Wood are around 700 yards away on the Dunchurch Road (A426).