



**PEWSEY VILLAGE
DESIGN
STATEMENT**

SUPPLEMENTARY PLANNING GUIDANCE

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INTRODUCTION

What is the Village Design Statement?

This first ever Pewsey Village Design Statement represents the input of the people of Pewsey to Kennet District Council's planning and design policy for the village. It was adopted by Kennet District Council as Supplementary Planning Guidance on 12th Nov. 2002. Supplementary Planning Guidance (SPG) provides guidance on the interpretation and implementation of policies and proposals contained in a Local Plan. Although it does not form a part of the Local Plan and, therefore, does not have the status that Section 54A of the 1990 Act provides in deciding planning applications, SPG may be taken into account as a material consideration. The Secretary of State will give substantial weight to SPG when making decisions on matters that come before him, providing that it is consistent with the Local Plan, and has been prepared in the proper manner.

Paragraph 3.16 of PPG12 – Development Plans states that adequate consultation is a requirement for adoption of SPG. Kennet District Council considers that the consultation undertaken in the preparation of the Pewsey Village Design Statement, as outlined in this publication, is consistent with Government advice and meets the obligations set out in PPG12.

The Replacement Kennet Local Plan (March 2001) is at an advanced stage of preparation having been subject to two stages of Deposit and a Public Local Inquiry. This SPG provides detailed background information for the interpretation of policies contained in the Replacement Local Plan, particularly Policies HC21 and NR5. In addition, the guidance will be relevant to the application of Policies PD1, HC5, HC29, HC31, ED8, ED7a, ED21, ED22, ED23, HH5, HH6, and HH12.

Why produce a Village Design Statement?

Communities throughout the south of England feel two opposing pressures. On one hand, the combination of population movement, family break-up, legitimate profit-seeking by developers and natural aspirations for a higher standard of living, is increasing the demand for more housing. On the other hand, contrary pressure comes from the natural desire to maintain and enhance traditional ways of life and the visual and social amenities to which people are accustomed.

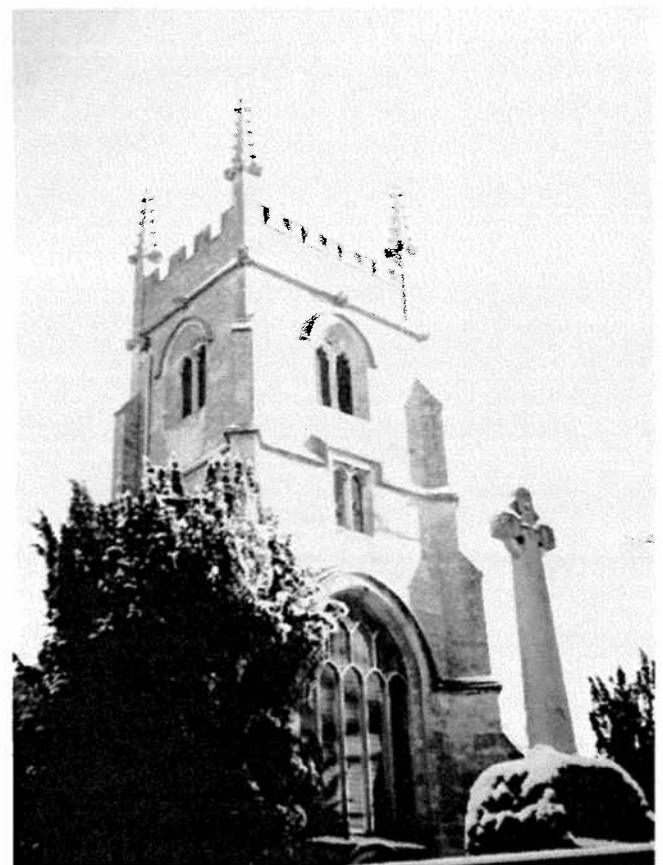
All levels of government share responsibility for managing the inevitable compromises, and professional planners specialise in this work. Developers also have a responsibility to the community in which their buildings are sited. Local people have a right to expect the basic infrastructure to cope with extra demand, that the character and economy

of their village are preserved or enhanced, and that development in their village does not have unacceptable knock-on effects on their neighbours.

In spring 2002, the Pewsey Village Design Statement Steering group carried out a survey of Pewsey residents, to establish their preferences for the future design and development of the village. The Pewsey Village Design Statement expresses, as accurately as has proved possible, how the people of Pewsey wish these compromises to be effected in their own community.

How were people's views obtained?

On 12 June 2001, Officers of Kennet District Council and Pewsey Parish Council held a public meeting to ask for volunteers to take forward work on a Village Design Statement for Pewsey. The Pewsey Village Design Statement Steering Group was formed from among those residents who had expressed an interest. Its first meeting was a brain-storming session when strengths, weaknesses, opportunities and threats to Pewsey were identified and an initial plan of action was formed, drawing on the guidance in the Countryside Commission's advisory booklets. Small committees of two or three people took responsibility for different aspects of the work involved.



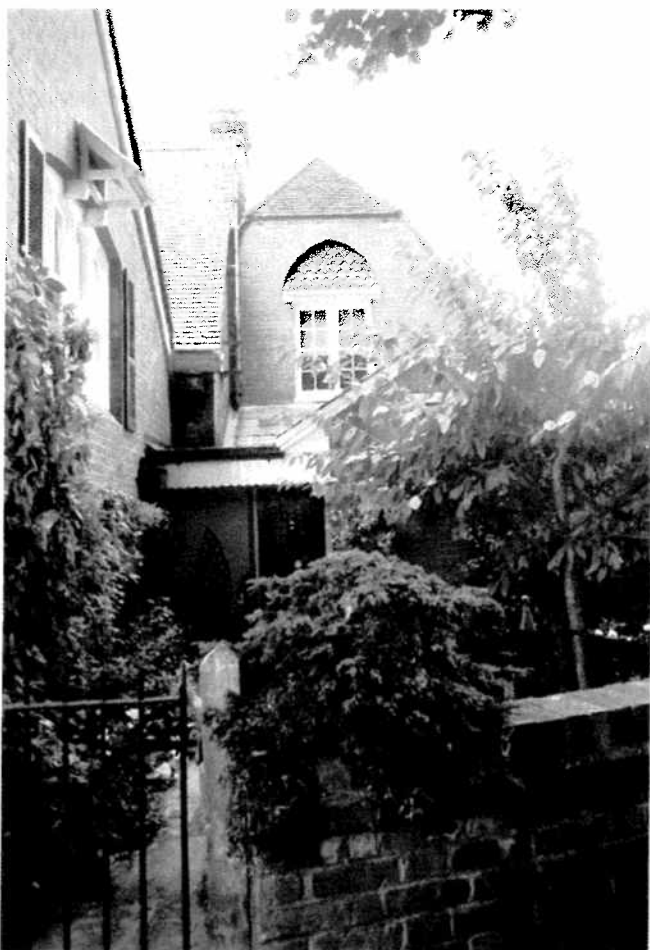
Initial publicity went out as announcements or flyers in local publications and as notices in public places. An impressive free-standing illustrated display was prepared, explaining the project and inviting response. This was moved to a number of prime locations around the village such as the supermarket, the railway station, churches, pubs and the Village Hall.

In February 2002, the Steering Group sent a questionnaire to every house in Pewsey. Besides asking specific questions, it invited respondents to express their views freely. The response was greater than that normally expected by market researchers.

On 25 March, Kennet District Council organised a broad-based publicity "Event" at the Village Hall. The Steering Group took advantage of this to show and staff the VDS display, creating a "workshop" at which residents could express their views.

In the light of all the survey responses and conversations with members of the public, the draft Design Statement was written and scrutinised by the whole steering group in consultation with the responsible District Council Officer. Several different drafts were placed at the Parish Office, the Library and on the Pewsey VDS website for last-minute comments by the public.

Illustrations were added, the final layout agreed and the VDS sent to Kennet District Council for adoption.



Acknowledgements

The Pewsey VDS Steering Group would like to thank Pewsey Parish Council, Kennet District Council and the people of Pewsey for their help and support in the production of the first Pewsey Village Design Statement.



*Pewsey Village Design Statement Steering Group
[September 2002]*

EXECUTIVE SUMMARY

Vision for Pewsey

The Pewsey Village Design Statement Steering Group consulted Pewsey residents about the future design and development of the village. This is a summary of their views.

What Pewsey residents want is to live in a village: that preserves its varied architecture and its village atmosphere, connected to its greatest asset, the surrounding countryside, by a web of footpaths and bridleways, green spaces and recreational areas; where traffic is calm and pedestrians and cyclists circulate in comfort and safety; where there is a well defined village centre with a mix of shops and services attracting local custom; where boats moor at an attractive wharf and a pleasant towpath; that retains the local population that goes back for many generations and preserves its community spirit and long-standing traditions; that provides employment for local people; where local children can complete the whole of their education, from nursery age to eighteen, in their own community; where older people can be cared for in their own homes or in residential care; where the infrastructure of basic services is sufficient to meet demand.

Appropriate design and development will help Pewsey to achieve this vision, while allowing room for a measured degree of growth. New buildings need to be varied and diverse, to reflect the existing range of styles. The village centre needs help, e.g., start-up schemes and encouragement of tourism, to develop a viable mix of small shops, restaurants and specialist outlets. Future residential development needs to concentrate on improving brownfield sites and providing low-cost and low-rent housing for local people (with targeted financial support) and a residential care home for the elderly. Manufacturing should take place on the periphery of the village. Recreational areas and green spaces should be protected from development and new development sites should add new green spaces to the total. The canal wharf could be improved in a way that is sympathetic to the natural environment and provides for the maintenance and cleanliness of the towpath. The already overloaded electricity supply and drainage systems must be upgraded to exceed existing demands and to cope comfortably with any future expansion. New development should make maximum use of energy conservation measures. Development should be tied directly to a corresponding expansion of school facilities.

What Pewsey residents do not want is to see is: local people forced out of the village by high property prices, thus breaking the long-standing traditions of the village and destroying its rich pattern of social amenities;

already overloaded basic services breaking down under impossible strain; the loss of the village atmosphere and loss of the direct connection with the countryside and its flora and fauna; the replacement of a vibrant community with a soulless dormitory town.

Inappropriate development will only create the kind of environment the people of Pewsey do not want. Inappropriate development includes: development outside the village boundary (except for appropriate development of the canal wharf); large estates such as the hospital site; large stores; monotonous, repetitive design; development that attracts people from elsewhere who take their work and custom outside the village. The residents of Pewsey strongly oppose these kinds of development.

Main Recommendations: development

1. There should be no development outside the village boundary and its rural atmosphere should be preserved (Replacement Kennet Local Plan Policy NR5).
2. Development (beyond that proposed by Local Plan allocations) should be confined to small-scale projects on brownfield sites.
3. Developers should minimise the impact of new buildings on the landscape, as considered from all major viewpoints around the village, by careful attention to landscaping, mass, scale, etc.
4. Developers should minimise the impact of new buildings on the environment.
5. Future development should continue the tradition of adapting to change but should be of a scale and design that is compatible with a predominantly rural settlement.
6. Starter homes and affordable housing for local people are regarded as a priority and new development should make provision for them.
7. Local government and health care bodies should keep alive efforts to encourage the provision of a residential care home in Pewsey, perhaps at the Whatley's or Old Rectory sites or at Aston House.



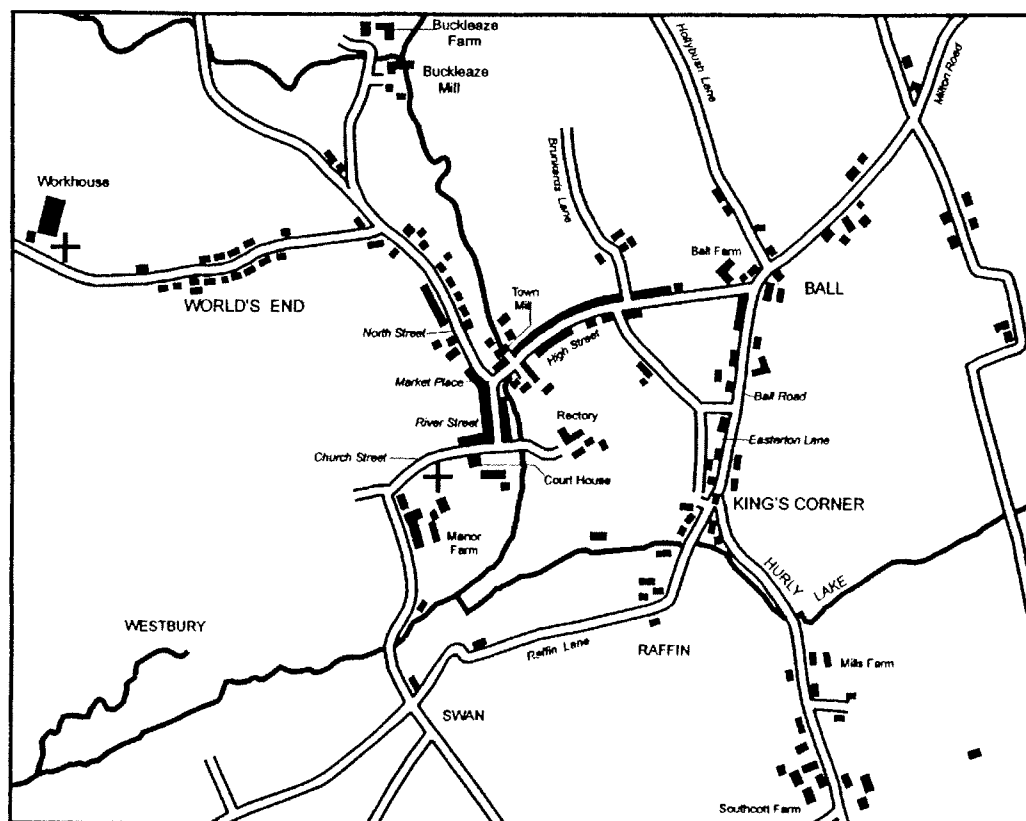
Main Recommendations: design

8. Restoration and adaptation of old buildings should be sympathetic to their character.
9. New buildings should contribute to the diversity and individuality of the village, whilst reflecting local character and distinctiveness.
10. Design details should be used appropriately.
11. House design should be user friendly, to facilitate life-long occupation and home working.
12. House design should minimise the impact of new buildings on the environment.
13. There should be a strong tree planting and protection policy, with an emphasis on native species and on post-development maintenance.
14. The design of the whole of any development should be internally consistent and harmonious, and give the impression of organic growth.
15. The design of social housing should harmonise with rest of development.
16. Building style and density should reflect the function and respect the form and character of the neighbourhood.
17. Local government should consider whether it could be more proactive in educating those proposing new buildings on the principles of design and the possibilities of new technology.

Main recommendations: infrastructure

18. The pace of development should not outstrip the ease with which it can be assimilated by the rest of the village.
19. Local government should secure planning gain in the form of improvements to the basic infrastructure of the village appropriate to the proposal, and ensure developers provide it before allowing development to go ahead.
20. There should be a master plan for the whole of any large site, in order to prevent piecemeal, inadequately thought through development (Planning Brief - Policy PD 1a of the Replacement Kennet Local Plan).

21. Local government should bring whatever influence it may have to bear upon utilities companies, to try to persuade them to upgrade the existing infrastructure to meet current requirements before companies discharge their statutory duty to provide additional infrastructure for new developments.
22. Further vehicular intrusion should be kept to a minimum, to minimise pressure on car parking in an area where many houses have no off-road parking.
23. Where appropriate, developers should install traffic calming measures as a planning obligation.
24. Safe pedestrian access from the Marlborough Road to the railway station is an urgent requirement.
25. Footpaths and bridleways should be maintained and free from litter. Any new development needs to be linked in to them with similar or more acceptable facilities, with scope for safe cycling, wheelchairs and baby buggies.
26. Small scale retail and industrial development such as small businesses and workshops should be encouraged, to regenerate the village centre.
27. More support services for people working from home should be encouraged in the village centre.
28. Hotel accommodation, restaurants, and canal-based activities should be expanded, to encourage the tourist trade.
29. Any new development should add proportionately to recreational and green areas.
30. Educational provision must keep pace with any increase in population.
31. Public services should be brought up to capacity and expanded to keep pace with new development.



PEWSEY - CHARACTER

Geographical setting

The village of Pewsey is situated in Wiltshire, six miles south of Marlborough. The village, on the edge of Salisbury Plain, at the junction of the rivers Avon and Fordbrook, gives its name to the Vale of Pewsey, a nationally famous Area of Outstanding Natural Beauty.

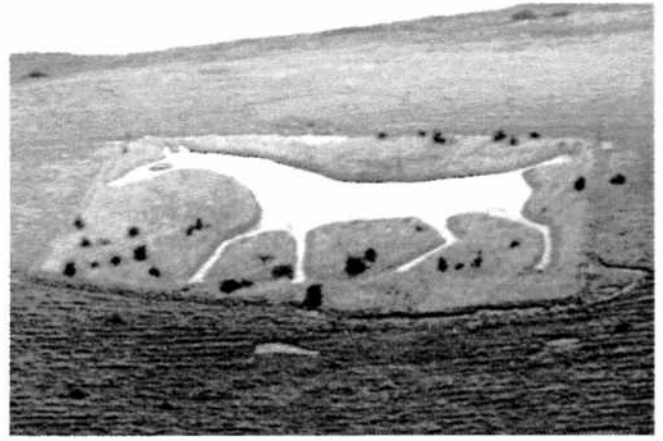
The Vale of Pewsey contains much evidence of thousands of years of human occupation. The lush grazing on the chalk hills which bound it to North and South has been the support of animal husbandry, while the greensand in the Vale is ideal for more intensive farming.



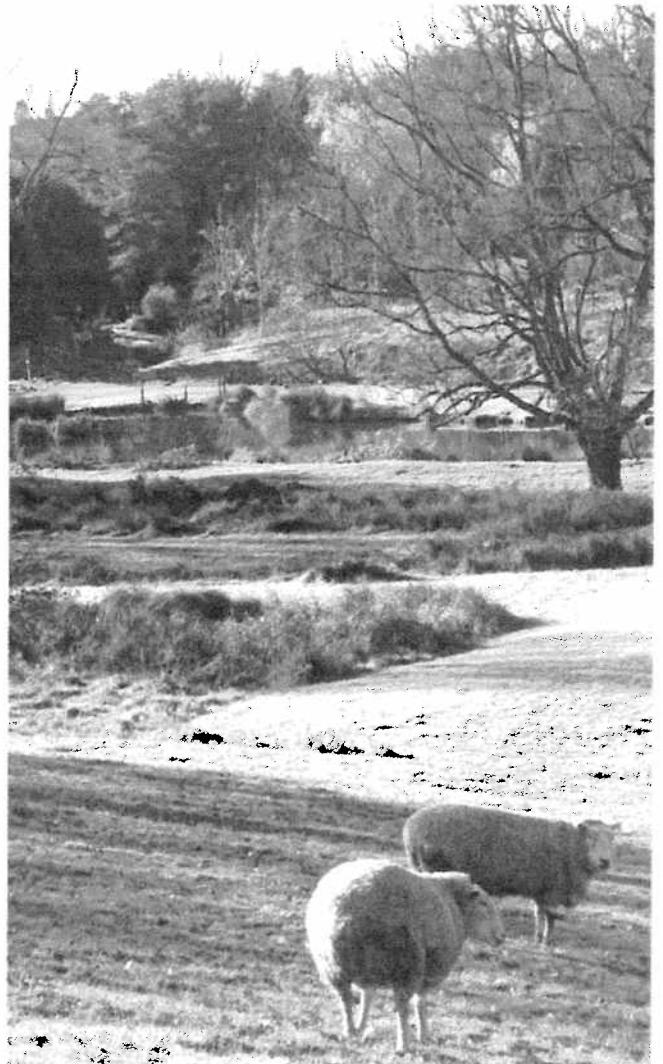
The wealth of the area is evidenced by its wide range of ancient monuments. The best known monuments are of course Stonehenge, Avebury and Silbury Hill, now designated as sites of National and World Importance. Many strip lynchets may still be seen on the hillsides, the remnants of ancient farming methods. Many different types of barrows litter the skyline nearby, the largest Bronze Age settlement in England sits atop Golden Ball Hill to the North West, with evidence of Iron Age settlement close by. Martinsell Hill to the North of the Parish is an Iron Age Hill Fort, as is Marden Hill to the South West. The rich agricultural landscape of Pewsey has left us a precious legacy of community, flora and fauna, which it is essential to preserve.

The scenic hillside around the Pewsey "White Horse" adds greatly to the beauty and amenity of the settlement, as do long-distance views from other directions. When demonstrating the visual effect of development on the village, developers can sometimes be selective about the viewpoint from which they choose to illustrate their proposals, thus disguising the true impact. Pewsey villagers would like to see developers be more objective about the true impact of what they are proposing.

The village itself has a population of around 3390. The settlement is bounded by the site of the old Pewsey



hospital and the railway line to the north, Hollybush Lane, Milton Road and Ball Road and Easterton Lane on the east, Swan Meadow to the south and Swan Road, the Sarsen Housing Association estate and Pewsey Vale school on the west. The view of Pewsey from any of the surrounding hills shows an attractive settlement with buildings of similar height and no prominent eyesores. Kennet District Council's Local Plan for Pewsey confines any further development broadly within these boundaries. However, the Council is under constant pressure from developers to release land outside the village boundary for development.



The setting of the village within an area of Outstanding Natural Beauty, where national policies to protect the landscape apply, strongly precludes the development of land beyond the existing built-up area of the village. When the Village Design Statement group consulted Pewsey residents, a clear desire emerged for containing development within the boundaries of the village and preserving its rural atmosphere. There are several brownfield sites within the village which could be used for small-scale developments, as the survey recognised. In addition, the existing housing allocations within the Local Plan are slightly higher than might be suggested by the size of its population. There should therefore be no need for development outside the built up area of the village.



After Alfred's death in 899 the Manor of Pewsey was divided between a son and the monastery of St. Peter and St. Paul at Hyde Abbey in Winchester. Until the dissolution of the monasteries in 1539 Pewsey remained in monastic hands. In the medieval period, the pastures around Pewsey would have been teeming with sheep. As early as 1086 seven mills were recorded in the Domesday Book. The deep cut droveways, such as Hollybush Lane, are evidence for the passage of vast numbers of animals going to the River Avon for water. Inclosure during the 17th century meant that by the late 18th century, many small farms had been amalgamated into fewer, larger farms.

However, the fortunes of Pewsey were to change dramatically, first, in 1806/7 when the Kennet and Avon canal was built across the parish, allowing the import of Bath Stone for fine houses and the export of brick and other commodities, and again in 1862 with the arrival of the railway from Reading to Devizes. Easy access for goods and people created a wide range of tradesmen and businesses registered in Pewsey. Around 1830 the rectory was the second most valuable living in Wiltshire.

Pewsey has thus always absorbed demographic and technological change, based around its economically viable landscape, and retained its rural character. This did not begin to change until the mid-twentieth century. The survey showed that people are proud of Pewsey's agricultural heritage and wish to draw on it to shape the future.

Recommendation:

- * Future development should continue the tradition of adapting to change but should be of a scale and design that is compatible with a predominantly rural settlement.

Recommendations:

- * There should be no development outside the village boundary and its rural atmosphere should be preserved (Replacement Kennet Local Plan Policy NR5).
- * Development (beyond that proposed by Local Plan allocations) should be confined to smaller-scale projects on brownfield sites.
- * Developers should minimise the impact of new buildings on the landscape, as considered from all major viewpoints around the village, by careful attention to landscaping, mass, scale, etc.
- * Developers should minimise the impact of new buildings on the environment.

History

Change has always been part of Pewsey's history, as the village has adapted to new developments and opportunities. The Romans introduced improvements in farming methods and new types of animals, which would have increased the wealth of the area. It was the Romans who first employed Anglo-Saxon mercenaries. Anglo-Saxons probably founded Pewsey (Pevessige or 'Little Island') and villagers today are proud to claim King Alfred as their most famous forebear. The hillfort above the white horse on Pewsey Hill is believed to have been one of his camps. The settlement was mentioned in King Alfred's Will and could well have been crucial to his struggle against the Vikings.





Community

Its flourishing community spirit is one of the main factors that make the village an attractive place to live. Pewsey Carnival, Wiltshire's oldest, attracts floats from a wide area, eclipsing the carnivals of neighbouring towns. Founded in its present form in 1898, it is probably the descendant of a "Feaste" going back to King Alfred's time. The Pewsey Vale Amateur Dramatic Society puts on several shows a year in the Bouverie Hall, itself the scene of a number of other functions such as the Women's Institute Market, a Farmers' Market, art exhibitions and others. There are two Theatre Clubs whose members organise visits to theatres in Salisbury and elsewhere. There are branches of the National Trust and the National Association of Decorative and Fine Arts Societies, both of which organise lectures and visits to places of interest. Three different churches together produce a free magazine which does much to inform the entire community of local events. The Heritage Centre in a former iron foundry is growing more comprehensive, as funds and volunteers make possible. Sports Clubs abound, tennis, football and bowls being unusually well catered for. There are a flourishing Gardening Club and History Society. Several pubs arrange musical, sporting and other recreational events. The volunteer-run community teashop generously supports local charities.

Much of the credit for these local activities must go to the people whose families have lived in Pewsey for generations and who have handed down the tradition of a strong community spirit. Incoming commuters and retirees also participate and add their own contributions. When people are no longer able to give their time and effort to these amenities, they close. This has happened, for example, in the case of the Red Cross Ambulance.

If local people are forced out of the village by high property prices, more of these activities will fold and the village will lose its soul. Attempts to provide more affordable housing in the past have led to an influx of people from elsewhere and/or investment buyers, rather than help for local people. The survey showed that Pewsey people believe that starter homes and affordable housing for local people should be a priority. Pewsey therefore supports Kennet District Council's policy that 50% of any new housing developments should consist of affordable housing. It also

showed strong support for the provision of a residential home, so that older people who need care can continue to live in their community. Potential sites for the latter are available at Whatley's, the Old Rectory or at Aston House.

Recommendations:

- * Starter homes and affordable housing for local people are regarded as a priority and new development should make provision for them.
- * Local government and health bodies should keep alive efforts to encourage the provision of a residential care home in Pewsey, perhaps at the Whatley's or Old Rectory sites or at Aston House.

Architecture and design

The special architectural and historic character of Pewsey was recognised in 1985, when it was designated a Conservation Area. A District Council Statement issued in 1995 describes the historic and physical contexts with which any new development must be in harmony. This Village Design Statement highlights the main architectural and design issues in the view of Pewsey residents.



Old buildings

Pewsey's history has left a varied legacy of building styles. Although most of the medieval buildings have gone, many are hidden behind later brick fronts (made from local deposits of red brickearth), particularly in the High Street. Roof height varies within a reasonable range, and pitch and chimney height also vary, depending on whether or not the houses were originally thatched or roofed with slate.

According to the survey of Pewsey residents, the following were considered characteristic of the village: red brick; slate roofs; cottages; thatch; terraces; timber door and window frames; Georgian style, farm houses. Particular areas and buildings thought to be typical are Alfred's and Moonrakers pubs, Ball Corner House and road, High Street and North Street. Some of these characteristics, such as red brick and slate roofing, lend themselves better to the built-up centre of the village, while others, such as



thought design should draw its features and details from buildings identified as typical of the village.

However, design detail should be carefully considered and used appropriately. For example, although the Phoenix Square development was singled out for praise, there is debate about the height of its chimneys, which some people think dominate the skyline. The Co-op, on the other hand, is an example of a large building with an acceptable height. Chimney and roof height should be a reflection of function.

Although retaining character is important, it is also important not to stifle innovation, especially where new technology can benefit the community and the environment. One example is the idea of lifetime homes, according to which houses are built to a user-friendly design suitable for all the phases of the lives of their inhabitants. They would thus be user-friendly for pregnant women, babies, children and teenagers, younger adults (who are increasingly likely to work from home), retired people, people with disabilities and the very frail.

Although this sounds like a tall order, user-friendly lifetime design principles have already been established. They apply to all products and cover all issues, such as: equitable use (in building terms, this means that houses should be suitable for selling or renting to anyone, not just one population group); flexibility (a building should be designed so that whoever occupies it can adapt it easily to their own preferences and abilities); simplicity and intuitiveness of use (houses and their services and utilities should be easy for the occupiers to understand, maintain and run, regardless of experience, knowledge, language and concentration level); perceptibility of information (any instructions, eg for the central heating system, should be provided in pictorial and tactile form as well as in writing); tolerance for error (if the occupier makes a mistake or has an accident, the design should enable damage to be minimal and easy to repair); low physical effort (occupiers should not have to rely on too much physical strength to open, close, lift or operate things); size and space for approach and use (eg, occupiers should be able to use doorways, bathrooms and kitchens, etc, regardless of their body size, posture or mobility). Greater use of principles like these would improve the built environment for all its users and eventually eliminate the need for special adaptations and services.

cottage style, lend themselves better to areas away from the village centre. Terraces predominate in the centre of Pewsey while detached houses and cottages predominate in the outer areas. High density development is therefore more suitable for the middle of the village, low density for the outer areas.

Both older and more modern houses are gradually being altered and extended with conservatories, garage conversions, etc., as houses are adapted to meet modern-day needs. Very few buildings in the village are listed, which makes a strong conservation policy all the more important. Restoration and adaptation of old buildings needs to be sympathetic to their character.

Recommendation:

- * Restoration and adaptation of old buildings should be sympathetic to their character.

New buildings

According to the survey, Pewsey residents want new buildings to contribute to the diversity and individuality of the village whilst reflecting local beauty, heritage, character and distinctiveness. They wanted low-rise buildings which did not obscure views of the surrounding landscape. They

There is a significant number of elderly and disabled people living in Pewsey, while the commercial infrastructure of the village needs fewer commuters and more people who work and shop locally. The Disability Discrimination Act already requires public buildings to be accessible to all, regardless of ability. Extending the principles of user-friendly design to other parts of the built environment would help local people, in particular, to stay in their own homes throughout their lives and contribute to the prosperity of their own village through their work and custom.

The rich natural environment of Pewsey Vale is very important to its residents and is another example of an area where innovation can be beneficial. The environmental impact of new buildings should be minimised through the use of energy conservation technology, such as solar water-heating, or simple measures such as rainwater butts to help to save water and diminish surface water flow.

Finally, nearly everyone surveyed agrees that a strong tree protection and planting policy is necessary and that indigenous species should be a major element. The landscaping of developments of any size provides an opportunity to increase the number of native trees planted in and around the village. Landscaping needs to be maintained and kept free of litter after the development has been handed over to its new owners. Those responsible for future maintenance should be identified at the time of the handover and local government should ensure that this maintenance is carried out.

Recommendations:

- * New buildings should contribute to the diversity and individuality of the village, whilst reflecting local character and distinctiveness.
- * Design details should be used appropriately.

- * House design should be user friendly, to facilitate life-long occupation and home working.
- * House design should minimise the impact of new buildings on the environment.
- * There should be a strong tree planting and protection policy, with an emphasis on native species and on post-development maintenance.



Whole developments

Recent development has introduced several large modern estates around Pewsey, which do not reflect the eclectic mix of its centuries of architecture. The survey responses contained a very strong message that the look of the village should not be overwhelmed by soul-destroying estates. There was strong disapproval of large-scale estates, because they do not fit the scale and context of the village, because they lack a development brief for the whole site and because of their impact on the local infrastructure.





Small developments were favoured over large, and socially mixed settlements were preferred to ghettos, whether luxurious or modest. The **Phoenix Square** development was twice as popular as the next best liked estate, **Swan Meadow**, a 1970's low-rise estate of unobtrusive bungalows and smaller houses surrounded by green spaces and mature planting. Phoenix Square is very highly thought of because of its traditional and harmonious design, its small scale appropriate to a village centre and the apparent quality of its construction.

The **Old Hospital** site attracted a great deal of criticism as an example of the kind of estate that should not be built in Pewsey. The Heron estate off Broomcroft Road, on the other hand, although itself a large modern development, attracted much more favourable comment. It is instructive to compare the two.

The **Heron** estate is thought to be well laid out, as a series of closes and culs de sac off a winding main thoroughfare, avoiding a grid-like layout and preventing the problem of too much through traffic. On the road surfaces, tarmac and block paving have been used sensitively to reinforce the "close" element of the design. The impact of the roof heights has been carefully considered, with a row of bungalows at the bottom of the hill behind the High Street ensuring a smooth transition to the double-storey houses further up the hill. The estate is designed so that the facades of the houses are seen against the background of the mature trees behind them. The individual closes are named after native trees and the landscaping scheme includes specimens of the relevant species.

There is a variety of house designs and an appropriate balance between features which distinguish each house from its neighbours, and features which recur as common themes. For example: neighbouring houses have areas of the same coloured render in different positions on their facades; the same design of house is built in different shades of brick and tile. Although some of the houses are red brick, most are built in more muted tones and pale washes, which blend sympathetically with the tones of the countryside. Contrasting bricks make patterns which relieve large areas of wall and make features such as windows more attractive.

The "affordable" housing provided on the estate blends in well with the overall design and is well integrated into the main layout. The children's play area is provided in the middle of the estate, implying that it is open to any child. All these points prevent the "ghettoisation" deplored by Pewsey residents.

All these features combine to make the Heron estate relatively easy on the eye. The Old Hospital site, on the other hand, is widely regarded as an example of what should not be done.

Large detached houses fill most of the site frontage of individual plots, giving the impression of being neither one thing nor the other in terms of settlement density. The developer has obviously drawn the design detail from buildings in the centre of Pewsey. Most of the houses are therefore built of red brick with slate roofs. However, these colours are too harsh for their semi-rural position on the outskirts of the village. In addition, features such as semi-basement garages, attic dormers and the severe, vertical lines of windows and doors add to the impression of height. The buildings look like town houses, inappropriate for their setting.

The road layout of the estate means that the houses are placed without thought to their orientation. Large trees stand opposite the fronts of some houses, so that they are obscured rather than standing out against a pleasant



green background. Rather, it is the rears of the houses which show up against the trees. As in other modern estates around the village, blank walls occur where windows would have been placed if they had been built individually, over time. All this militates against the impression of organic growth. Instead, the site gives the impression that standard house designs have been allocated randomly to individual plots by a computer.

The vast majority of houses are detached executive homes lacking in real social mix. Although some social housing is provided on the site, it is located at one end, surrounding the children's play area and away from any real connection with the more expensive houses. The design of the latter is already fairly severe; when the design is simplified to make it more affordable, very little aesthetic appeal remains. The sudden jump from large detached dwellings to several long terraces serves to highlight the contrast with the rest of the site even more.

It would, perhaps, have been more appropriate to draw design details from some of the more obviously rural buildings in Pewsey for this semi-rural site, rather than from the town-type buildings in its centre. A small number of houses on the estate have been built in a style more closely resembling cottages, with broader frontages, lower ridge heights, tiled roofs and sloping eaves. These houses look much more appropriate for their site but the contrast with their "town house" neighbours militates against an "organic" feel to the site.

Recommendations:

- * The design of the whole of any development should be internally consistent and harmonious, and give the impression of organic growth.
- * The design of social housing should harmonise with rest of development.
- * Building style and density should reflect the function and respect the form and character of the neighbourhood.

Educating owners and professionals

If these design recommendations are to be turned into practice, those seeking planning permission, including site owners, architects, builders and developers, will need to be educated about the constraints and the possibilities at a very early stage, well before plans are submitted to Kennet District Council. The Council's officers are already willing to talk through proposals informally, in advance. However, the adoption of the first ever Pewsey VDS as planning guidance makes the education of those proposing new buildings even more important. It would therefore be helpful if the Council could consider whether it is doing everything it possibly could in this respect.

Recommendation:

- * Local government should consider whether it could be more proactive in educating those proposing new buildings on the principles of design and the possibilities of new technology.



PEWSEY - INFRASTRUCTURE

Planning

Design is very important but the local infrastructure of utilities and services is what the village really depends on. New development can have a major impact on local infrastructure, which may already be overstretched. It can also have a knock-on effect on the surrounding towns and villages. For development to be sustainable, new homes need to be balanced with services, employment opportunities, public transport links and minimisation of travel by car. The pace of development should not outstrip the ease with which it can be assimilated by the rest of the village.

Local government can use the opportunity of new development to obtain planning gain in the form of improvements to the local infrastructure. All too often, however, whole developments are built without that planning gain materialising. Recent experience with the old hospital estate is that sites are developed haphazardly, with no proper plan for the infrastructure of the site itself, let alone the rest of the village. It is much easier to address these issues from the start through a master plan than to try to rectify problems later.

Recommendations:

- * The pace of development should not outstrip the ease with which it can be assimilated by the rest of the village.
- * Local government should secure planning gain in the form of improvements to the infrastructure of the village appropriate to the proposal, and ensure developers provide it, before permitting the main development to go ahead.
- * There should be a master plan for the whole of any large site, in order to prevent piecemeal, inadequately thought through development (Planning Brief - Policy PDIa of the Replacement Kennet Local Plan).



Utilities

Any development must of course take into account the existing infrastructure of water and electricity supply, drainage and sewerage. The utilities infrastructure of Pewsey is not coping with the demand which is being placed upon it already. Any further loading will cause serious problems. Overloading of the electricity sub-station already causes frequent power cuts. Too often, roads in the village become "concrete rivers" because developers have not provided sufficient drainage. The village centre is already liable to flooding. Existing utilities need to be brought up to capacity and keep pace with future development. Pewsey residents strongly urge that these problems be addressed before any further development takes place.

Recommendations:

- * Local government should bring whatever influence it may have to bear upon utilities companies, to try to persuade them to upgrade the existing infrastructure to meet current requirements before companies discharge their statutory duty to provide additional infrastructure for new developments.



Transport

The scattered population of Pewsey Vale, with a lack of radial routes connecting the villages, has resulted in a fairly weak public transport system and, consequently, heavy dependence on the car.

From the east the village is approached by the Burbage road (B3087), which after passing through farmland drops narrowly into the inhabited area between steep wooded banks. From the south, a local road winds precipitously down from Salisbury Plain. From the north, the A345 Marlborough road twists under a railway bridge to the brow of a rise at which there is a blind exit from the station car-park and no pedestrian footpath. This road continues through part of the village towards the south-west and Salisbury.

Most of the roads around Pewsey lie between steep banks, without footpaths, which makes walking difficult. They are used by heavy goods vehicles and agricultural machinery. Even so, significant numbers of pedestrians also use them to reach outlying parts of the village. Development needs to provide for traffic calming measures, where these can be designed to respect the historic and rural environment, and to minimise the volume of traffic on these roads.

According to the survey, most people approve of the parking policy in Pewsey. There are several free car parks in the village and a minimum of yellow lines along the High Street. As a result of the latter, the High Street is almost permanently obstructed by parked vehicles; though this does help slow down through traffic, the High Street cannot accommodate further vehicles.

Pewsey's railway station makes it a desirable place to live for commuters. The station lies on the main line from Paddington to Penzance and attracts commuters from a wide area. Trains have stopped less frequently of late, but the Newbury Rail Passengers Association represents local interests with some vigour.

Pewsey is within easy reach of Wiltshire County Council's well-planned cycle ways. Scheduled bus and coach services cover rural areas and link the village with major centres such as Marlborough, Swindon and Salisbury. The commendable "Wiggly Bus" initiative aims to provide the more individual transport service needed by residents of the outlying villages who come in to Pewsey.

Half a kilometre north of the village the Kennet and Avon Canal provides opportunities for boaters, walkers, towpath cyclists and anglers. Pewsey Wharf has recently been upgraded and refreshments and boat services are available. The towpath forms part of the Sustrans national network of cycle routes.

The village is small enough to walk around and a network of footpaths and bridleways connects it to the countryside. This is an important element of the rural atmosphere Pewsey wishes to preserve. Expansion outside the boundary would turn it into a place where one was forced to drive from one end to the other. This would increase the volume of road traffic in the village and make walking difficult, unpleasant and, around the edges of the village more dangerous.

Currently, particular deficiencies are already evident in the pedestrian route from village centre to railway station, the insufficient width of old-established pavements and clear, easy access to the wharf.

Recommendations:

- * Further vehicular intrusion should be kept to a minimum, to minimise pressure on car parking in an area where many houses do not have off-road parking.
- * Where appropriate, developers should install traffic calming measures as a planning obligation.
- * Safe pedestrian access from the Marlborough Road to the railway station is an urgent requirement.
- * Footpaths and bridleways need to be maintained and free from litter; any new development needs to be linked into them with similar or better facilities, with scope for safe cycling, wheelchairs and baby buggies.



Commercial infrastructure

In the first half of the twentieth century, there were many shops and businesses operating in Pewsey, including Whatley's foundry. Those who remember the Second World War recall a bustling social life at the old Bouverie Hall and Cinema. The boom continued into the 1950's. However, from the 1960's onwards there has been a decline in Pewsey's fortunes with shops closing and fewer facilities available. The recent influx of commuters has done little to improve the viability of the village centre or village employment prospects.

The Co-op has had the enterprise to invest substantially in the centre of the village, and provides a car-park and café as well as a supermarket. Nevertheless, many people still travel to Marlborough or Swindon to shop for food and make other kinds of purchases while they are there. This takes custom away from smaller shops, several of which have recently closed. The centre of the village needs a better mix of shops and services, to attract some of this custom back to Pewsey. This was a major aim of the Pewsey Heritage Economic regeneration Scheme from 1996-2002, under which over fifty buildings have been restored and many jobs created or protected. Efforts should be made to build on this achievement and ensure the momentum is not lost.

There are two established business estates on the outskirts of the village, on the Salisbury Road and the Marlborough Road. However, although it was established more than ten years ago, the Salisbury Road site still has numerous vacant plots, while the Marlborough Road site has yet to be the subject of a planning application.

Growing numbers of people are now working from home. It should be possible to capitalise on this trend, to encourage home workers rather than commuters to Pewsey, so that they stay in the village and use its services for their day-to-day needs. This includes encouraging the setting up of remote working services, such as video conferencing, in the village centre.

There is also a shortage of tourist accommodation in the village. Pewsey's location makes it an ideal base for ramblers, hikers and boaters. More should be done to encourage tourism to help regenerate the village centre.

Recommendations:

- * Small scale retail and industrial development such as small businesses and workshops should be encouraged, to regenerate the village centre.
- * More support services for people working from home should be encouraged in the village centre.
- * Hotel accommodation, restaurants and canal-based amenities should be expanded, to encourage the tourist trade.

Recreation

There are within the village itself highly valued sports fields, allotments, nature reserves ("The Scotchel" in particular) and riverside walks. Children's play areas are set aside and maintained and all green areas are highly regarded. The Leisure Centre and the school fields are considered recreationally essential. The survey showed that people want to preserve the green and recreational areas that already exist and add to them as the village develops in the future.

Recommendation:

- * Any new development should add proportionally to recreational and green areas.



Education

Respondents agreed that provision must keep pace with any increase in population. The primary schools in Pewsey are already full. Some would welcome sixth-form and more adult provision. Moves are under way to gain specialist language college status for the present comprehensive school. Both County and the Workers' Education Association are already contributing to adult education in the village.

Recommendation:

- * Educational provision must keep pace with any increase in population.

Public services

Public services in general must relate to population numbers. However, the services currently provided have not kept pace with recent expansion of the community. The police service has decreased and Pewsey no longer has a dedicated ambulance, while the ambulance running time to Pewsey from Marlborough causes concern. The library is an invaluable source of local information in a convenient location and provides a friendly and helpful service. However, it is only open on three days of the week and for around twenty years has been housed in a "temporary" prefabricated building which needs to be replaced.

Recommendation:

- * Public services should be brought up to capacity and expanded to keep pace with new development.



CONCLUSION

Summing Up

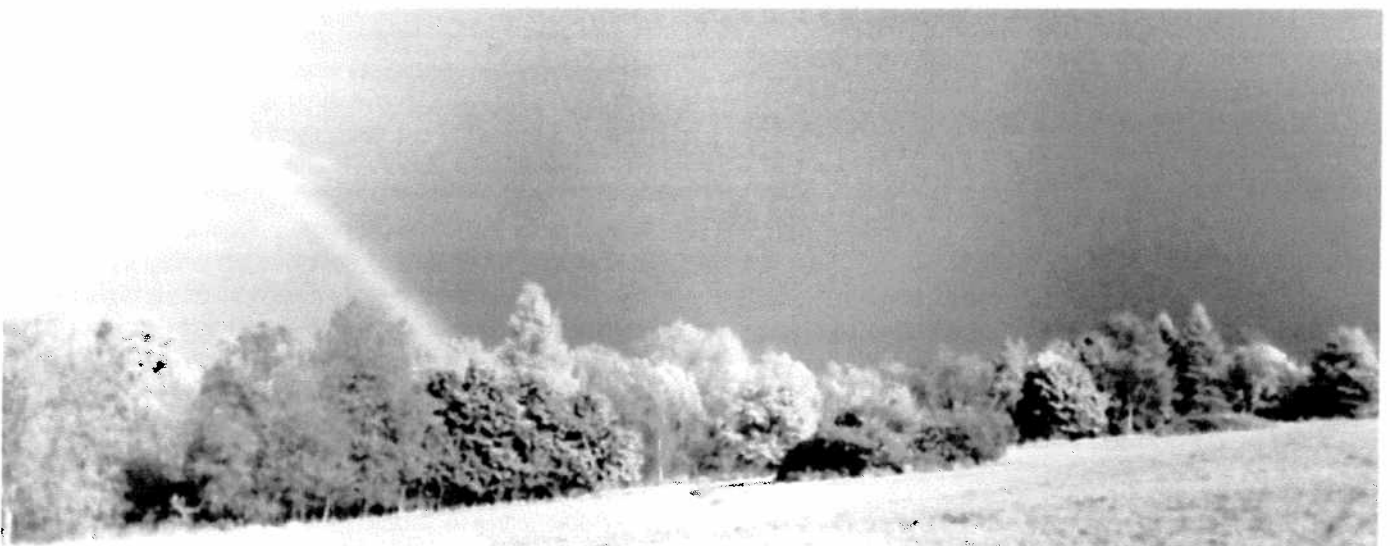
The once prosperous, bustling Pewsey has become something of an economic backwater. This decline is relatively recent and has coincided with the over development of the wrong types of housing and the expansion of the village with large modern estates. These kinds of development do nothing to solve Pewsey's problems. New development needs to reflect the size, population, range of services, role and character of the village. New development should consist of small projects on brownfield and infill sites within the village. Expansion beyond the village boundary should not be permitted.

Too many retirement homes and an influx of commuters who live in expensive executive homes mean that local youngsters, who may have jobs in Pewsey, are unable to afford to live here. Yet they are the descendants of the people who managed the landscape that is now an Area of Outstanding Natural Beauty, who built the village and gave it its character, whom we have to thank for maintaining local traditions and social events that go back in some

cases as far as King Alfred. It is essential that they should not be forced out of their own village by the high cost of living here.

We have a strong and viable past. The decline is very recent. We should use our past to lever ourselves into the future. We need to look beyond current patterns of commuter and retirement development, to new ways of attracting business and custom back into the centre of the village, of encouraging people to work at home, so that they use the village for their day-to-day needs, and to enable local people to carry on living here.

At the same time, we need to ensure that Pewsey does not become a blot on its own landscape or harm its own environment. We need to continue Pewsey's tradition of embracing new technology and new opportunities, to enable future generations to add their own distinctive contribution to the character of the village.



THE PEWSEY VILLAGE DESIGN STATEMENT STEERING GROUP

Valerie Billingham, Secretary to April 2002
(civil servant and novelist)

Marilyn Day, Secretary from May 2002
(archaeologist, historian and Parish Councillor)

Peter Deck, Acting Chair January - February 2002
(semi-retired serviceman and Parish Councillor)

John Farrer
(construction manager)

Andrew Glover, Chair to December 2001
(company director)

Geoff Grindrod
(farm manager within the parish)

Paul Hughes, Treasurer
(company director, software development consultant)

Pat Keers
(retired nurse and Parish Councillor)

David Leighton, Chair from March 2002
(translator)

Annette Powell
(proprietor of holiday cottages)

John Toole
(quantity surveyor)

Tony Wallis
(design engineer)

Further copies

Copies of this document are available from:

Kennet District Council, tel. 01389 724911

Pewsey Parish Council, tel. 01672 562014

The Pewsey Village Design Statement website:

www.heart.ltd.uk/vds/

Photographs by:

Val Billingham, Marilyn Day, Geoff Grindrod, Pat Keers

Designed by: Tanya Foxton

Printed locally by: Sedgwicks Printers, 25 High Street, Pewsey, tel. 01672 563189

