



SWANMORE, HAMPSHIRE

Village Design Statement 2001

The purpose of this Village Design Statement (VDS)

This Statement has been produced by residents following a questionnaire, an exhibition, a survey by Swanmore Secondary School, three workshops and two public meetings – all involving many villagers. It was drafted by six teams of people from across the village, based on a thoughtfully structured assessment of the character of the village and its setting. Its primary objective is to complement the local planning system.

Agreed by Swanmore Parish Council and adopted by Winchester City Council, this Statement constitutes official *Supplementary Planning Guidance*. Such guidance has to be taken into account during the formal planning process for any applications for new buildings or extensions.

Paragraphs in **bold** and on coloured background indicate **planning guidance**.

In addition to meeting Winchester City Council requirements, developers and planners should consult this Village Design Statement, which reflects the views of Swanmore residents.

Developers, planners, utilities and public authorities should take relevant local advice concerning facilities to be provided as a result of new development.

The Swanmore VDS Team welcomes the Government's Rural White Paper published in November 2000 and would wish to see the process proceed to the production of a *Village Plan* to extend the scope of the work undertaken in this *Village Design Statement*.

Front cover:

The Swanmore Embroidery Panel, which was designed and stitched by villagers to celebrate the 150th anniversary of St Barnabas' Church in 1995, may be viewed in the Paterson Centre, which adjoins the church.



One of the few remaining old signposts of traditional rural character, located at the T-junction in the centre of Swanmore. You can see a glimpse of St Barnabas' Church behind, and the war memorial to the right.

Contents

The purpose of this Village Design Statement	2
Where is Swanmore?	3
Origin of the name	3
Brief geography and history	3
Swanmore at the Millennium	4
Overall pattern of the village	5
Routes through the village	5
The surrounding landscape	6
Open spaces	7
Gaps between villages	7
Character of buildings – residential	8-9
Character of buildings – non-residential	10-11
Aerial views of Swanmore	12-13
Distinctive building designs and materials	14-15
The Swanmore Village Survey	16-17
Hedges, walls and fences	18-19
Wildlife and environment	20-21
Roads and traffic	22
Street furniture, utilities and services	23
Acknowledgements	23

Where is Swanmore?

One of the many endearing characteristics of Swanmore is that most people have not heard of it.

However, if one explains that it is roughly equidistant from Winchester, Portsmouth and Southampton, its general position is quickly understood. To underline the point, Swanmore's local authority is Winchester City Council, its Diocese is Portsmouth, and it has a Southampton post code!

Those who know the village well – whether resident or not – will be aware of its two fine schools; its exceptional general store and butcher; its helpful post office; the plethora of activities available to its residents; and the liveliness of its two churches. Many people comment on its inherently friendly atmosphere.

The uninterrupted view of open countryside from the centre of the village, opposite the Paterson Centre.



The origin of the name

The name Swanmore may have been derived from one Richard de Swanemere, who is mentioned in a Winchester Pipe Roll for the year AD1210/1211 as holding land in the manor of Waltham and 'Grokensford' (Droxford).

The lanes and bridleways of Upper Swanmore were set down in those days and represent the routes between the church at Droxford and the Bishop's Palace and church at Bishop's Waltham.

The first mention of the tithing of Swanmere occurs in 1259/60. Richard de Swanemere is recorded as holding two and a half virgates (about 100 acres) of land. Upper Swanmore is probably the site of the original settlement.

Brief geography and history

Swanmore is a village of about 1100 homes, just south of the edge of the South Downs. It is bounded by the Meon Valley to the east, and by the rolling chalk downland of mid-Hampshire to the north. Adjoining parishes are Droxford to the north, Shedfield to the south, Soberton to the east and Bishop's Waltham to the west.

Originally part of the Forest of Bere, the village developed in the late 18th century on the edge of the Chase, the hunting ground of the Bishops of Winchester. The land was partly cleared for farming, and several hamlets joined together in the mid-1800s to form Swanmore. On early maps it is distinguished by the title 'Swanmore Gate', the north entrance to the Chase.

Upper Swanmore dates from possibly Norman but certainly medieval times. There is a view that it was referred to in the Domesday Book as Polhampton under the Droxford entry, there being a 'pool' there (which still exists), and reminiscences of 'Hampton' being reflected in the names of 'Hampton Hill' and 'Hampton Farm'.

In 1833 a National School was established, and in 1844/45 the church of St Barnabas was built to enable villagers to worship locally, rather than go to the mother church at Droxford.

The main village grew in the 19th century after the Enclosure Act of 1855, and the development of a thriving brick industry using local valley clay deposits influenced Swanmore's character.

In the late 19th century, much of the land around the village was associated with three large country houses: Holywell, built in the 18th century by Admiral Lord Anson; Hill Place, the family home of the Goodlads; and Swanmore House, which was designed in 1878 by Alfred Waterhouse RA for the Myers family, replacing an earlier house.

Some parts of the landscape and settlement pattern still show the marks of 1000 years of history, although the village only became a separate civil parish in 1894.

The book 'Swanmore since 1840' by local historian and resident Peter Watkins is a valuable source of much more historical detail.

Swanmore at the Millennium

Rural character

Swanmore has managed to retain its rural charm despite the developments that have taken place during the last 40 years. The village looks, and is, a very pleasant place in which to live.

Population

Numbering about 2800 at the Millennium, the village population has grown from 749 in 1851 and from about 2493 in 1981. The population growth in the last 20 years has been made possible by using farmland to expand the main village and by infill development of existing properties.

Possibilities for expansion of the village core are now limited by the development boundaries established in the 1998 Local Plan which was adopted by Winchester City Council. As there are only a few small brownfield sites available, Swanmore is no longer a growth village.

Shopping

Swanmore has just four shops: a post office, butcher, general store and hairdresser. In the past 20 years or so, other shops have closed as most residents choose to drive to Bishop's Waltham, Hedge End and Fareham.

Education

There are two nursery schools, a pre-school, a Primary School and a Secondary School.

The Church of England (Aided) Primary School exists essentially to serve the village, though its excellent reputation has led to about 30% of the 380 pupils coming from other villages. The Secondary School, with over 1200 pupils, has a wide catchment area, serving several other villages.

Employment

Swanmore is primarily a dormitory village for the employment centres of Winchester, Southampton and Portsmouth. Local employment opportunities are limited to farms; orchards; a vineyard; Waltham

Business Park which supports a few specialist small businesses; a printer's; the four shops; four public houses, and of course the two schools, though most of their staff live elsewhere.

Churches

The Parish Church and Methodist Church, both with attached halls that are widely used, contribute greatly to the life of the village. The monthly Parish Magazine, distributed free to every home in Swanmore, is a valuable source of news and enhances the community spirit.



The Paterson Centre, in Church Road.

Community facilities

The Village Hall, Paterson Centre, Methodist Church Hall and Scout HQ are used extensively by the various social, charity, sports and youth organisations which thrive in the village.

Recreational facilities include a flourishing Tennis Club, two recreation grounds (one dedicated to cricket and football, the other with a fitness trail and multi-purpose hard court) and on the village outskirts a nine-hole golf course with driving range. Numerous stables within the village support horse riding, a popular pursuit for a wide age range. Walkers can enjoy footpaths, bridleways, woods and meadows such as Green's Wood and Marsh's Meadows. All these facilities help the village to be an independent community.

Pathways

In 1983 the Swanmore Appraisal identified 19 footpaths in the village, two of which are long-distance pathways. One is the well established Wayfarers Walk, which connects Inkpen Beacon in Berkshire with Emsworth on the Sussex border; the other is part of a medieval Pilgrims' Trail from Winchester to Portsmouth, en route to Mont St Michel in France.

Transport

Public transport is restricted to hourly bus services that run to Fareham, Hedge End, Eastleigh, Portsmouth and Winchester; and also to Petersfield and Southampton with a frequency of less than 12 services a day on each route. Inevitably, therefore, most journeys for work, school, shopping or leisure are undertaken by car.

Main line rail services are available from Winchester, Fareham and Southampton, and there is a coastal line from Botley.

The village has two small taxi companies.

Twining

Swanmore is twinned with the Normandy village of Maneglise, located a few miles from Le Havre (hence the French flag on the Embroidery Panel).

Planning Guidance

The development boundary established by the Local Plan does not permit new housing other than within the area agreed.

If any brownfield sites become available for development, the new homes should enhance the social mix by including a range of house types and sizes.

It is very important to villagers that the design of any new or extended homes respects Swanmore's rural character.

Overall pattern of the village

The settlement pattern reveals three main areas:

The village centre

The core of the village is the T-junction where the Parish Church, Primary School, village shops and post office are in immediate view. Around these buildings are houses of various types and ages, in a typical cluster development.

On the approaches to the village centre – Swanmore Road, Dodds Lane, Vicarage Lane, Lower Chase Road and Hampton Hill – development has been linear.

Upper Swanmore

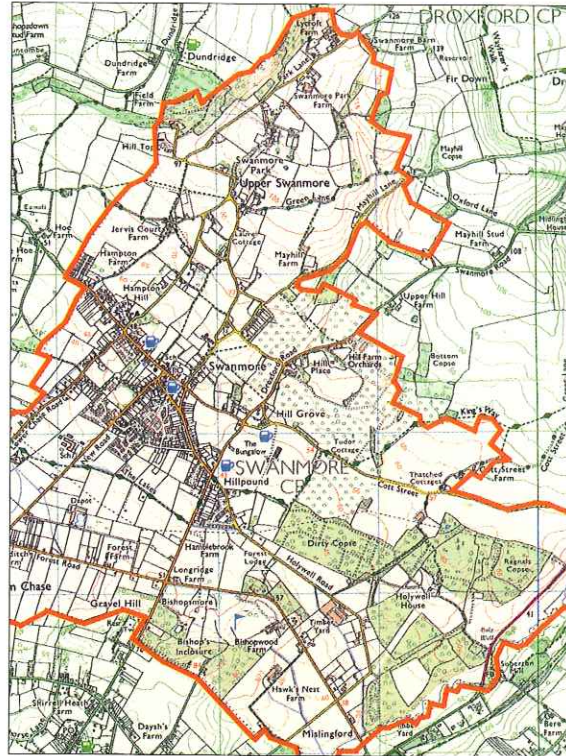
On the chalk downs hilltop to the north, most of Upper Swanmore's scattered houses are set in large gardens with mature trees and hedges bordering the narrow lanes. Until 1935 this area was part of a large estate. It is still predominantly farmland and very little development has taken place; it lies within the East Hampshire Area of Outstanding Natural Beauty (AONB).

Outlying areas

Forest Road, Hill Pound and Misingford were all hamlets in the past, but are now part of Swanmore. They lie within the farmland that encircles the core village settlement. Expansion in these areas was mainly 20th century, and dwellings generally edge the fields along lanes.

Boundaries

The village boundaries are illustrated on the map (above right), showing that most of Swanmore's main residential areas are actually west of centre of the parish, and that a high proportion of the bounded land is unspoilt countryside. Upper Swanmore is connected to the central village by Hampton Hill and Vicarage Lane.



Village boundaries.

© Crown Copyright.

Planning Guidance

For the core of the village, the shape of the existing settlement coincides with the Local Plan settlement boundary. Development should respect that boundary, with new development confined to infill plots, redevelopment of any brownfield sites, and conversions.

The Parish boundaries are rural in character – including, for example, hedgerows, trees and the River Meon – and many approaches are narrow winding lanes without pavements or lighting. Any future development should maintain this very desirable rural ambience.

Routes through the village

There are no A or B classification roads in the Parish. By whichever route you choose to enter the village you will first have to pass through countryside.

The two main routes through the centre of Swanmore meet at the T-junction by the Parish Church: one road running from west to east (Bishop's Waltham to Droxford and the A32) and the other joining it from the south (Waltham Chase).

Much of the village is served by winding, undulating lanes, many without pavements and lined by mature trees and hedges dating from the period of Enclosure in 1855.

The three green corridors (described in more detail on page 20) also constitute routes through the village, albeit of a different type. They run through the heart of Swanmore and contribute enormously to its peaceful, rural character.

Planning Guidance

Any new development should reflect the traditional pattern of lanes and the existing character of routes through the village, and avoid urbanising features such as bright street lighting and unnecessary kerbs or pavements.

The green corridors should be maintained and thickened where possible.

The surrounding landscape

Landscape setting

To the north of Swanmore the land is still farmed, but to the south, fields are more often used as paddocks for horses. The countryside reaches right into the heart of the village, and cattle pasture borders the Primary School. There are pockets of woodland in and around the village centre.

Habitats for a great variety of wildlife are provided by the three green corridors which run through Swanmore (details on pages 20-21) .

To the north lies the East Hampshire Area of Outstanding Natural Beauty which may become classified as part of the South Downs National Park. Throughout the area many mature trees and hedgerows contribute to the abundance of wildlife.

From the lane by Well Cottage there is a distant glimpse of Swanmore village centre.



Views out

Looking out at the landscape from the village centre, just opposite the Paterson Centre in Church Road, there is a delightful uninterrupted view of fields stretching into the distance and, as shown in the picture on page 3, cattle may be seen grazing.

Many residents see this as a vital link between the village centre and open countryside. In 1995, objectors to the Local Plan sought to classify these fields as suitable for development, but in the Inquiry Inspector's view the site is an important area of countryside, and development here would extend the settlement in an unacceptable manner, to the detriment of the character and setting of the village.

From Gravel Hill, Droxford Road, and parts of New

Road the feeling of being in the centre of the Meon Valley is reinforced, with views of fields and woods that are clearly visible for many miles.

Spectacular views from the elevated position of Upper Swanmore show farmland and woodland spreading out right across the Meon Valley countryside to the Isle of Wight.

The views from Marsh's Meadows over The Moors Nature Reserve are memorable, reaching as far as the church spire at Bishop's Waltham.

Views in

The village in its entirety cannot be seen from any one point.

There are views of it from the Golf Course, Gravel Hill, Well Cottage, Park Lane in Upper Swanmore and across open adjoining farmland. It is not possible to see Swanmore from the neighbouring village of Bishop's Waltham.

Many of the entrances to Swanmore – such as New Road, Lower Chase Road and Droxford Road – give no hint as to the layout of the village, being long routes bounded by a mixture of scattered housing and farmland.

Planning Guidance

Swanmore's rural character should be perpetuated by striving for a balance between open areas, farms, land used for recreation, and land used for employment and housing.

Farming should be sustained where financially viable, and other forms of employment related to the use of agricultural land and woodland could be considered.

Use of land for informal recreation, and for walking, rambling and riding of bikes and horses should be encouraged.

Of particular importance are the fields which provide an open view from the village centre, described above in 'Views out'.

Approaches

Various approaches, some very minor, meander down to the village centre. From the north and east there are winding rural tracks from farm land, mostly single-track and without pavements. From the south and west there are link roads from nearby villages and the A32, with single or dual track, some pavements, lighting and hedging.

The more heavily used approaches include Swanmore Road connecting to Bishop's Waltham; New Road and Lower Chase Road (a narrow winding road) linking to Waltham Chase; Hampton Hill and Vicarage Lane (both narrow) leading to Upper Swanmore; Mislingford Road and Cott Street (a very narrow single-track lane) leading to the A32; and Gravel Hill running towards Shedfield.

Beside the roads are usually fields, lined with hedging and mature trees, used for growing crops and perhaps more often for grazing of cattle and horses, as shown below.

Some wooded areas run towards and through Upper Swanmore. Various farms are scattered around the edges of the main village.

A typical scene around the core settlement areas.



Open spaces

Within the village, the main open spaces are the Recreation Ground in New Road (known to locals as 'The Rec'), the 'pylon field' further down New Road alongside the Playing Field, and Marsh's Meadows and Green's Wood, accessible from Lower Chase Road and Broad Lane. At Upper Swanmore a further open space with public access is the area of Phrympt Woods.

The recreation grounds are used mainly for various sporting activities, and the other areas for taking gentle exercise and the simple enjoyment of strolling in the fresh country air.

The whole village is surrounded by fields and woods which are described elsewhere (page 6, The surrounding landscape; and pages 20-21, Wildlife and environment).

The meandering River Meon forms the very attractive eastern boundary of the parish, and the shallows at Mislingford are popular with children as a bathing place in the summer.

At the south-eastern outskirts of the village a privately developed, 9-hole, pay-and-play golf course with driving range has proved popular.

To the west the village is bounded by The Moors Nature Reserve which is designated a Site of Special Scientific Interest (SSSI) and is crossed by a scenic three-mile country footpath.

Planning Guidance

These open spaces – which include the Recreation Ground, the 'pylon field', the Playing Field, Marsh's Meadows, Green's Wood and Phrympt Woods – must be protected so that the community can continue to enjoy them.

Gaps between villages

In the current version of the Winchester City Local Plan, Swanmore has open spaces (known as 'local gaps') between its edges and those of the neighbouring villages of Bishop's Waltham, Waltham Chase, Shirrell Heath, and Shedfield.

There is currently no local gap between Swanmore and Droxford although there are significant amounts of farmland between the two villages. There are no recognised local gaps between Upper Swanmore and Dundridge (designated as an Area of Special Landscape Quality), as these are not classed as settlements, and have open countryside between them.

The Lakes area to the south forms part of a valued gap: it is one of the football and play grounds used by the village children.

Swanmore supports Winchester City Council's current policy on local gaps.



Part of the Recreation Ground in New Road.

Planning Guidance

It is important that Swanmore retains an undeveloped area between its own edges and those of other villages to define where one settlement ends and the other starts, and thereby help preserve the unique character and separate identity of each village.

Character of buildings

General

The buildings of Swanmore reflect the history of the village, which centres around an 1845 flint parish church set among trees, a Victorian red brick primary school with later extensions, and the shops.

Residential buildings

The central core of the village includes original Victorian and Edwardian cottages, most using bricks from local clay, interspersed with post-war housing along existing roads. There has been gradual development since the 1940s.

Buildings, and indeed certain roads, reflect the era in which they were built. For example, Donigers Close (1940s), Spring Vale (built in phases from 1940s), Orchardlea and Crofton Way (1970s), Donigers Dell (1980s) and Medlicott Way (1990s).

These are typically cul-de-sacs or small

developments, usually with houses of very similar design. Some more recent developments have adopted a 'variations-on-a-theme' approach to produce a medley of complementary styles.

Most are punctuated by trees and hedging, and are sometimes hidden from the road by greenery – although the most recent have a more suburban feel because of higher density, their proximity to the road, street lighting and generally less space for trees and hedges.

Further out, farms and individual houses often have agricultural origins or were once part of the Swanmore Park estate to the north. Hill Place and Holywell House are the other two major properties in the village.

A common feature of the village is the proximity to open fields or woodland, as many houses back on to these or enjoy wide views, even from the centre.

Height, scale and density

Most buildings in Swanmore are two-storey houses or bungalows. There are some semi-detached and terraced houses, but the majority are detached.

Nearly all have three bedrooms or more; there are very few one- or two-bedroom homes as many of the smaller cottages have been enlarged over the years. Some properties make use of roof space.

Houses are often set back from the road – or were when originally built. In fact the rural nature of the village is reflected in the substantial gardens of many houses. Due to the high cost of land, more recent houses have smaller gardens, such as the large houses in Bucketts Farm Close.

However, most houses have front and rear gardens, drives, garages and off-road parking. Buildings rarely reach to the edge of their plots except for a few of more recent vintage. The newest housing is also the most densely arranged.



A typical Victorian cottage in New Road.

The scene as you enter the Spring Vale estate, built in the 1940s for rental at low cost.



Detached 1970s houses in Crofton Way.

A mixture of 1990s house designs in Larkspur Close, a small cul-de-sac off Crofton Way.



Recent detached houses close to the road in Medlicott Way, showing a long view to the south.

Play area at Medlicott Way looking northwards.





Small, less dense developments such as Fullegar Cottages – a rare example of recent affordable housing – are considered appealing.



The three pairs of semi-detached 'Fullegar Cottages' are well spaced, and enjoy superb view.

The oldest properties tend to be separate and scattered, whereas the newer ones form larger clusters or fill in between existing properties as gardens are sold.

Near the village centre 'Meon Gardens' is a two-storey block of 20 apartments for people over 55 years of age, purpose-built in 1985.

Swanmore Park House – now subdivided into smaller homes – has third-storey rooms and cellars which accord with the period in which it was built.

Right: Cottages of 17th-century vintage in Church Road, one of them deceptively on a half-acre plot.

Planning Guidance

New houses should merge with the existing residential pattern and be no more than two storeys high. Preferably set back from the road, the building form should respect existing building lines. The relationship between the extent of the building(s) and the plot (the plot ratio) should not be increased to a point where garden space is significantly reduced, or where trees, hedges, views and space between buildings are compromised.

Architects should be encouraged to use natural and local materials to continue the tradition of interesting detail to relieve architectural blandness. The same applies to extensions and alterations.

Garages should match materials and respect the form of houses and not dominate them.

Developers should aim to preserve existing houses' access to and views over open fields or woodland.

Houses with fewer than three bedrooms should be included in new development as provision for first-time buyers and older residents of the village.

If land becomes available in the centre of the village, housing for older residents – perhaps apartments – should be encouraged.

Healthy trees should be retained and protected when new development takes place.



Classic timber-frame house at Upper Swanmore.



A modern mock-Tudor house in Donigers Dell.

A creeper-clad cottage exuding rural character.

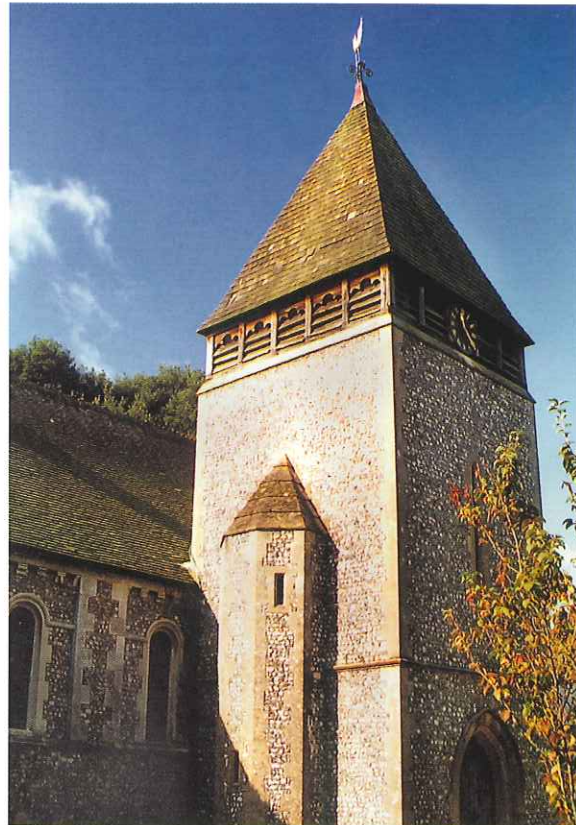


Character of buildings continued

Non-residential buildings

The largest central building is the flint parish church of St Barnabas, originally completed in 1845, and later extended with a modest tower and south aisle. The shingle-roofed tower houses six bells in excellent tune. Inside the church an interesting alabaster and marble pulpit is a fine example of the Victorian stonemasons' craft, and the 1877 pipe organ was fully restored at the end of the 20th century.

In 1992 the church was linked to the old school room by the Paterson Centre, which includes one main hall, a kitchen, and smaller rooms. This is in continuous demand for many village activities as well as church-related functions.



The Methodist Church, built of red brick, was opened in the 1860s, the first of several chapels in the area. It stands on the corner of residential roads only a short distance from the parish church and village centre. The attached hall is well used by a variety of local organisations.

Swanmore Church of England (Aided) Primary School stands almost opposite St Barnabas' Church. It is fronted by attractive Victorian red-brick classrooms but also by the main entrance in a typically 1960s rectangular style.

The Secondary School opened in 1961. With its flat and pitched roof buildings of concrete and glass plus blue paintwork, it stands out against the green of its playing fields and surrounding countryside when viewed from the south. Its facilities include a large sports hall, tennis courts and an open-air swimming pool, all of which are currently for school use only.

View of the Primary School's older classrooms as seen from the churchyard across the road.



Swanmore Methodist Church in Chapel Road

Planning Guidance

New public facilities should both supplement and complement what already exists in the village, in a style consistent with adjoining and nearby buildings.

Some of the Swanmore Secondary School buildings in New Road, viewed from the main entrance.





The main hall and stage of Swanmore Village Hall.

Swanmore Village Hall, situated nearby, is similar in style. It has a large main hall with a stage, a large kitchen and a good-sized meeting room (the 'Portal Room') plus parking for about 50 cars. The Parish Council Office was built here in 2000.

A Scout HQ of timber construction adjoins the Village Hall car park.

On the corner opposite the parish church are the village shops: the post office, the general store and a high-class butcher's. There are residential flats above these mainly pre-war buildings. A hairdresser's salon occupies the next corner.

The hairdressing salon in the centre of Swanmore.



As well as farms, agricultural buildings and fruit warehousing, there are some small business units, mainly situated on two designated sites in Lower Chase Road and Brickyard Road. Both sites are partially screened by hedges and trees.



The Bricklayers Arms, Church Road.

The Rising Sun, Hill Pound.



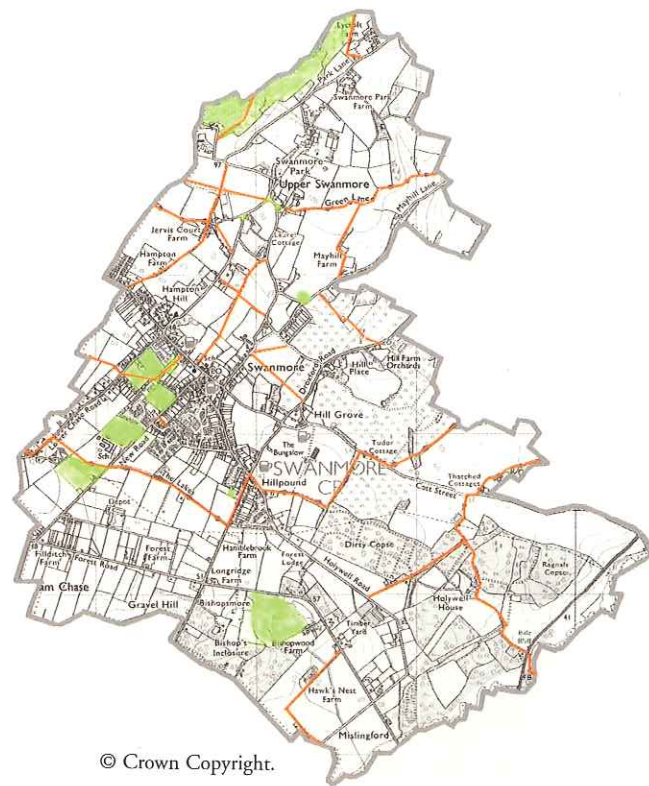
Swanmore boasts no less than four public houses, the furthest within ten minutes easy walk of the village centre. Of different styles, none is modern, the New Inn and the Rising Sun being over 200 years old.



The New Inn, Chapel Road.

The Hunters Inn, Cott Street.



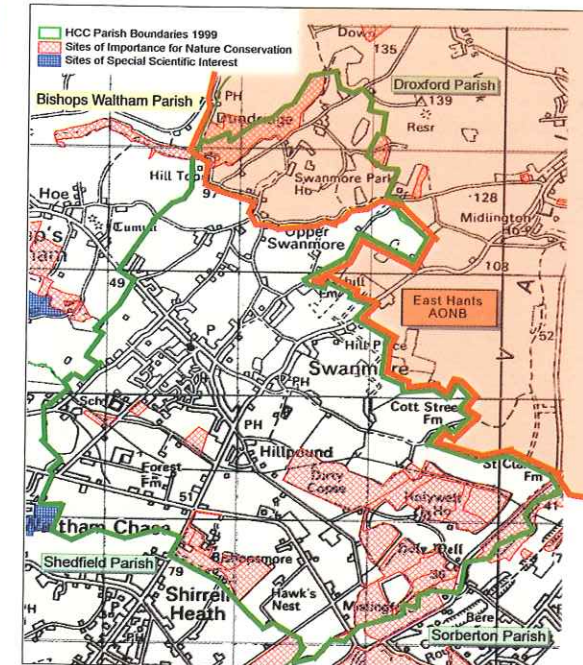


© Crown Copyright.

The above map of Swanmore Parish shows footpaths and open spaces.

Aerial view from a position approximately south of Swanmore (showing part of Orchardlea in the immediate foreground).





© Crown Copyright.

The above map shows the Parish Boundary and identifies SINCs (Sites of Importance for Nature Conservation) and SSSIs (Sites of Special Scientific Interest).

Aerial view of central Swanmore from a position approximately north of the village (showing the Secondary School at about 2 o'clock).

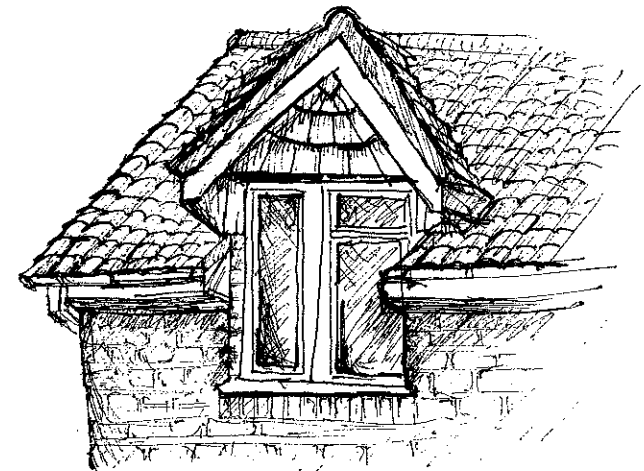
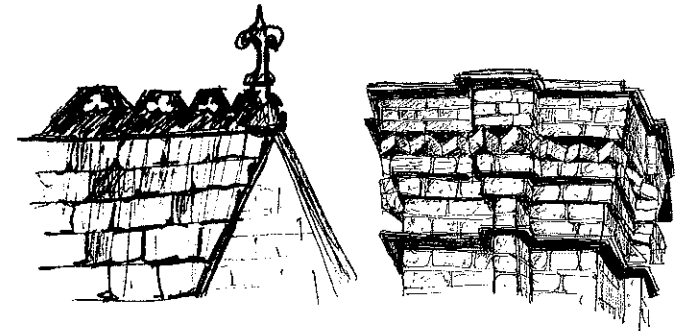
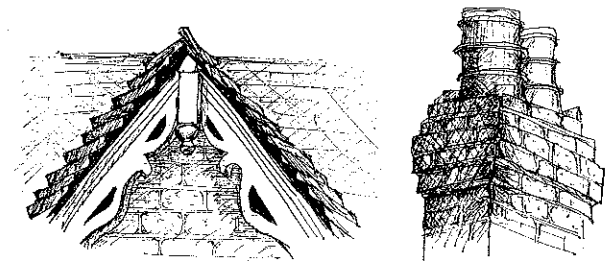
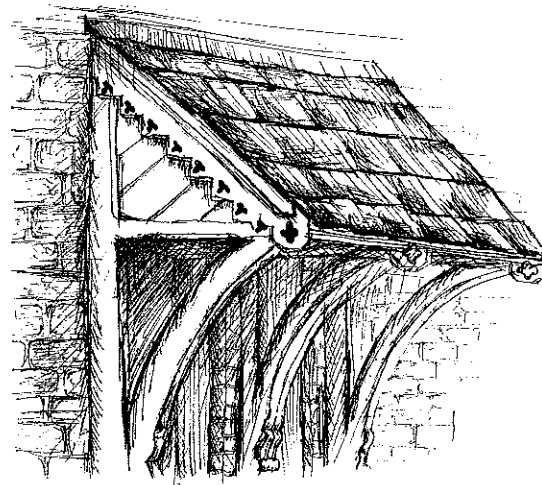
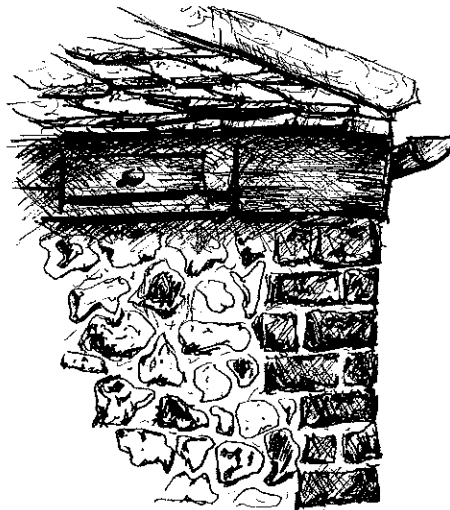
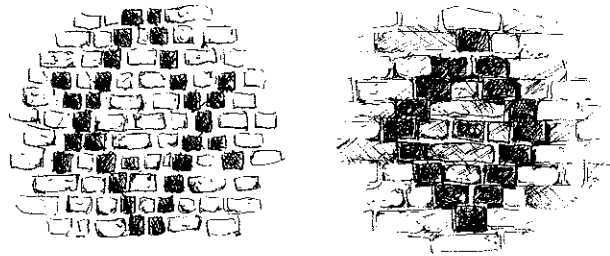
Distinctive building designs and materials

A typical Victorian Swanmore house is built of local red brick with either dark- or light-coloured pointing. Its brickwork may introduce decoration – such as a diamond pattern with a change of colour, or protruding bricks, a brick arch above the windows or a rectangular or trapezoid concrete lintel with engraving. The extent of the ornamentation depends on the status of the original occupant.

Subsequent building work made use of other colours until a recent return to red bricks, sometimes combined with brick-bordered rendered surfaces.

Most houses have bare brickwork, though some are rendered, left plain or painted. There are about 25 timber-framed houses and some flint cottages. Houses built in the 20th century reflect the features popular at the time, such as the simple, functional building of the 1960s.

There is one 1980s cul-de-sac with mock-Tudor houses, but since then developments have echoed earlier local details such as a curved top to windows, 'soldier' arch and sills to windows, projecting brickwork panels, or an ornate porch with wooden gallows brackets.



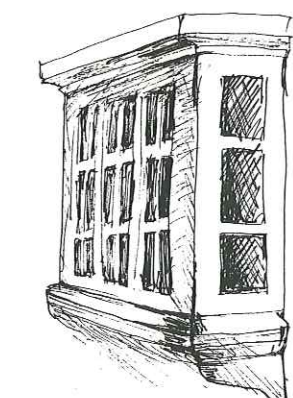
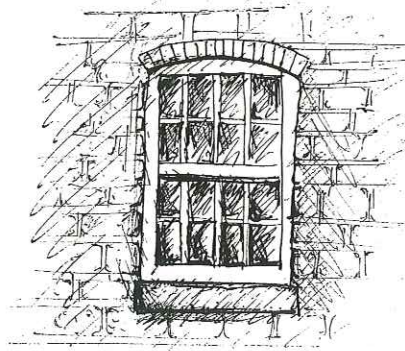
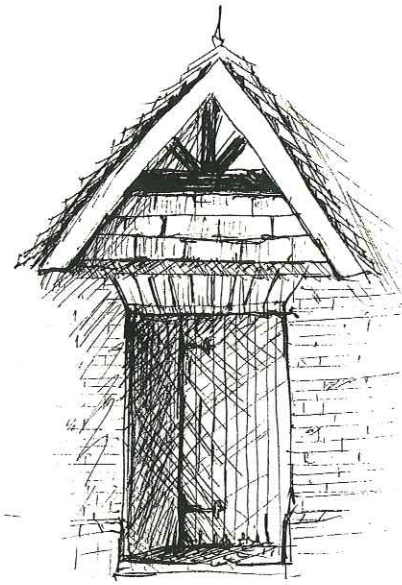
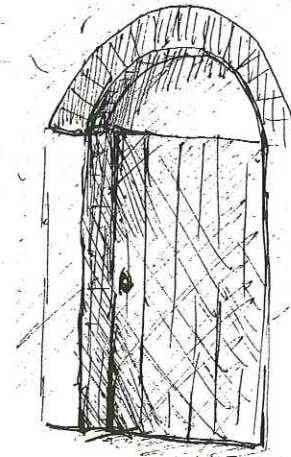
Roofs are mostly pitched – many quite steeply – with red clay roof tiles (some rounded), and often large chimneys with pots. Some houses have slate roofs and some have concrete tiles. Dormer windows often feature, breaking into the roof line and adding visual interest to the house. There are often patterned bargeboards beneath the roof line.

There are just two thatched cottages in Swanmore. Flat roofs are rare, only being on modern buildings or extensions.

Doors are mainly of timber as are window frames. Windows, often sash, are usually subdivided into smaller panes. Some houses have rectangular or diamond leaded lights, and some have stained glass. Porches are a common feature, often making a relatively plain front more attractive.

Some houses have their date featured in a front wall.

Garages tend to be built to match the houses, and drives can be tarmac, gravel, paved or brick.



Planning Guidance

Swanmore's identity is based on bricks, so it is appropriate that future building reflects this. Conversely, the use of rendered or painted surfaces should be minimised. Red bricks are preferred, with pattern and detailing limited to that which reflects local character.

Pointing or re-pointing should be sympathetic with existing brickwork and match the original colour and style of pointing.

Pitched roofs with a central ridge are encouraged, and flat roofs should be avoided. Local features such as porches and dormer windows should preferably be part of house design, including extensions.

Timber windows and doors are preferred. The balance between doors, windows and wall area is aesthetically important, with not too much glass for the size of house.

The Swanmore Village Survey

In the summer of 1999, the Parish Council organised a survey to gather the views of all households in the village about the community and its future needs. Of the 1100 homes sent a questionnaire, over 700 (60%) answered in detail.

The responses were reported at a public meeting held at the Village Hall on 7th October 1999.

Shopping

Shopping habits are dictated by the modern trend of concentrating retail facilities in large multiple units. So 85% of all households do more than 50% of their food shopping outside the village, splitting their custom almost equally between Bishop's Waltham, Hedge End, and Fareham. A minority of people used Wickham and Winchester for food shopping.

However, 95% of respondents use Mason's the general store, Robert Stewart's the butcher, and the post office.

If a pharmacy were available in Swanmore, 87% of households would use it, and 82% would welcome a community medical facility.



The central village shops and post office are extremely well used (95% of respondents).

Education

The survey showed that 20% of households have children at the Swanmore Primary School and 15% have family members at the Secondary School.

Less than 5% of families educate their children away from the village through choice. In less than 2% of all

cases were children not able to attend schools within the village because the school rolls were full.

Pre-school facilities are regarded as sufficient.

A quarter of homes would use a school homework club if it were available.

Employment

While about a third of the households are either retired or not in work, 60% are in employment and 22% work for themselves. Overall, 20% appear to work from home or in the village, and over 4% of respondents use 'teleworking'.

Of those who travel to work, the majority (65%) commute by car, 10% share cars or use public transport and a similar number report that they cycle. Over 70% of those employed travel more than five miles, with two thirds travelling 10 miles or more daily.

Community facilities

Community meeting places represented by the Village Hall, the Paterson Centre and the Methodist Church Hall are well used with 60% indicating they use one or more of the facilities.

Whilst 70% believe that the halls are adequate for village needs, over 85% would like to see more public use of the Secondary School facilities.

Open spaces are seen by 60% of households as sufficient, but opinions were equal on whether or not more open spaces should be made available.

Swanmore Village Hall is well used throughout the year by residents of all ages.



Transport

People use cars for 90% of all shopping journeys. Public transport is used by 6% of the village.



One of the regular bus services through Swanmore.

Entertainment

For entertainment, the majority see Southampton as the main destination for cinema, theatre or concerts, closely followed by Portsmouth. Fareham and Winchester are also used, but almost half of respondents go further afield.

Physical recreation is taken closer to home, with Fareham being the most popular, alongside the village itself. Over half of the respondents would like to see additional facilities in the village itself. There is high demand for a swimming pool.

Planning matters

On planning issues, the questionnaire asked for views on future housing development. Two-thirds of answers recognised a need for affordable housing, and three-quarters wished that such housing could be restricted to local people. But generally, residents were opposed to more housing development in the village.

Strong views on views

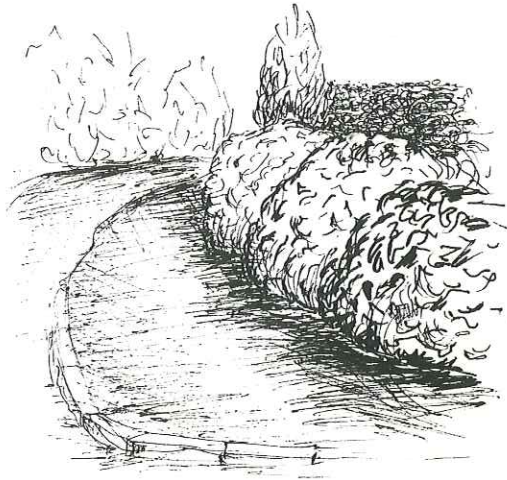
Over half the answers were strongly in support of preserving particular aspects or views of the village and the surrounding countryside.



Swanmore Park House in Upper Swanmore: designed for Charles Myers by Alfred Waterhouse RA (architect of London's Natural History Museum) it was completed in 1880.

Hedges, walls and fences

There is a variety of **hedges** ranging in height from about 45cm (18 inches) to 5m (16 feet), the latter being field boundaries.



View from the junction where Chapel Road divides.

The majority are about a metre high, the higher ones giving privacy where the house has a front garden only.

Many are mixed and species include hawthorn, ash,

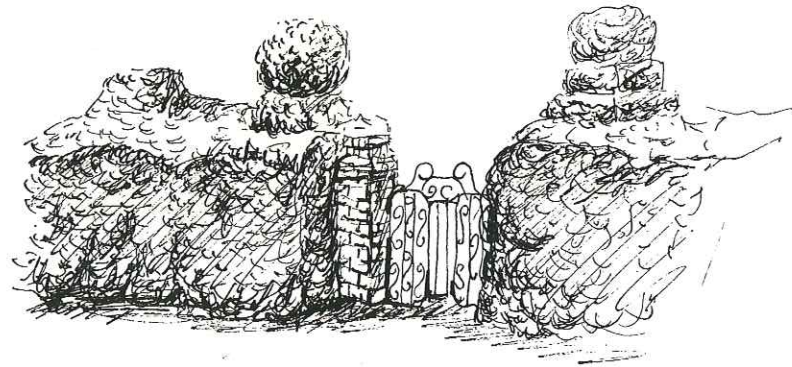
Neat low hedges in front of Spring Vale bungalows.



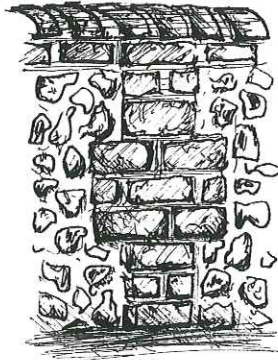
oak, ivy, hazel, birch and bramble. Holly hedges surround the churchyard. Other hedge types include privet, laurel and *lonicera nitida*, and some are made up of decorative shrubs. One house near the centre of

the village has topiary. There are some *Leylandii* hedges, most of which are well controlled.

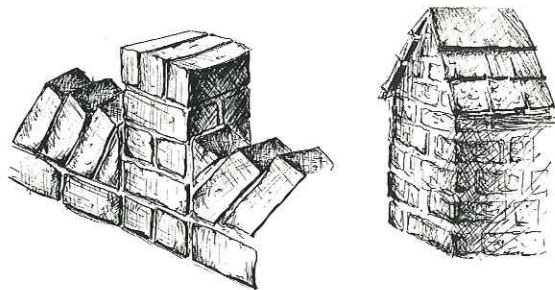
Hedges outnumber walls or fences, but there are some combinations of hedging and fencing.



Walls are mainly built of brick – matching the houses they surround – but unfortunately some have used bricks which weather badly. Some walls have pattern within the brick surround and some have knapped flints. A few walls are totally flint and an old unusual one has green glass among the flints.



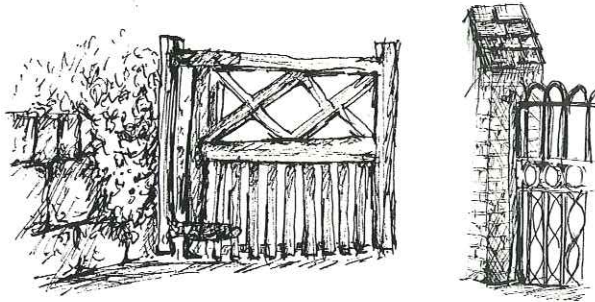
Like the houses, some walls reflect the fashions of the era in which they were built, such as those with pre-formed decorative concrete panels. Some



feature coping bricks on top and some walls are double with planting between. (No doubt bricks were favoured during the period in Swanmore's past when brick production was the local industry.)

Most **fencing** is made of timber. Exceptions include the chain-link fencing fronting both Primary and Secondary Schools. The variety of timber designs includes larch lap, vertical rail, feather boarding and timber paling.

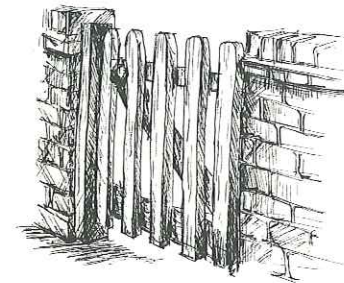
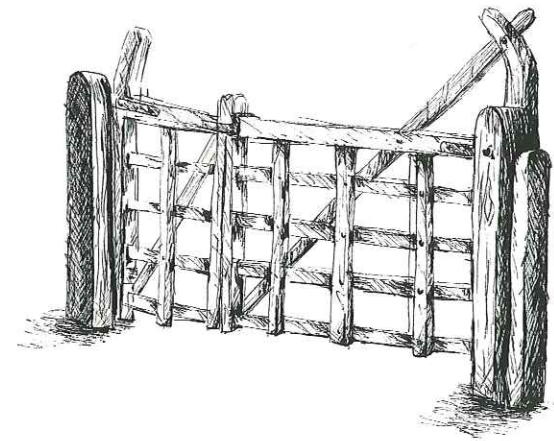
Driveways are generally left open, so gates are not a particularly common feature. However, timber



gates in various designs are to be seen, including five-bar gates which reflect Swanmore's rural heritage, as well as a few iron gates.

The modern developments are open plan, with either dwarf hedging (such as Crofton Way) or no marked boundaries (such as Glendale), both giving a more suburban feel.

Open plan front gardens in Glendale.



Planning Guidance

New developments should include trees, shrubs and hedging, using native species and not *Leylandii*. The removal of ancient boundary hedgerows should be resisted.

Hedging and trees should be used to link a development with the surrounding countryside and to shield business units or other expanses of building from view.

Walls should be built of local materials such as flint or red brick, but bricks must be of a type that weather well. Pre-formed concrete panels and chain-link fences are inappropriate.

Of note are adders, shrews and voles, a rookery in Hampton Hill, a badger sett, the relatively rare Wasp Spider, the Mocha Moth (only found in one hundred 10-km squares nationally), Great Spotted and Green Woodpeckers, Kestrels and Sparrow Hawks, Siskins, Owls, Herons and the Little Egret.

Waxwings, winter migrants from Scandinavia, have been observed in recent years feeding on hawthorn berries.

An arc of orchards on chalky soil runs from Dirty Copse in the east to Mayhill Lane in the north. These are sensitively managed at present with attractive swathes of violets, primroses and bluebells.

Thanks to the green corridors, all of these are to be found within the existing built up boundary of the village.

Woods

In the extreme north of the Parish lies Phrympt Wood, part of a green corridor running from Woodland Trust land near Bishop's Waltham to Droxford. This habitat is rich in wildlife and orchids, some semi-rare.

The woods to the south west and south east, which distance Swanmore from Shirrell Heath and the A32 respectively, link to the remaining mass of Bere Forest and are rich in natural species of trees and shrubs which support an abundance of wildlife. The aim is to recreate some of this in Green's Wood.

The new access to Green's Wood from Church Road.



Walkers now enjoy this footpath through Green's Wood (between Church Road and Broad Lane) regenerated thanks to the Conservation Group.

Winter scene viewed from Church Road.



Conservation Group

An active Conservation Group supported by Swanmore Parish Council conducts regular wildlife surveys and manages publicly owned areas to protect and encourage biodiversity within the area in and around Swanmore.

Planning Guidance

The great variety of wildlife should be encouraged through schemes which allow for the maintenance of important habitats.

The green corridors described above must be maintained and thickened where possible. The corridor through the Lakes is particularly vulnerable to any thinning or interruption to its continuity, and the fields immediately to the north of Church Road are particularly important to the country village ambience of Swanmore.

The watercourses, ponds, and drainage patterns are critical to the maintenance of wildlife, not only in the Swanmore area, but also to 'the Moors' Site of Special Scientific Interest (SSSI) near Bishop's Waltham and the headwaters of the Hamble.

The maintenance of Sites of Interest for Nature Conservation (SINCs) should be encouraged. Future public plantings should specify the use of native species of local provenance.

Opportunities should be sought to encourage the involvement of schools, youth groups and other organisations in the local environment and wildlife for both awareness and education.

The Conservation Group would welcome involvement in any planning considerations affecting management of flora, fauna or water and land management within the Parish boundaries.

Roads and traffic

Characteristics of local roads and footways

The two primary categories of road in Swanmore are the established ones dating from the 19th century or before, and those built within the last 30 years or so.

The first are mostly through-routes, and in many instances have long straight sections – especially Forest Road and New Road – which tend to encourage speeding. But, as they generally lack kerb edging or footways (often because there is insufficient width), these established roads contribute to Swanmore's rural ambience.

They typically have a low level of street lighting, usually mounted on the old style of telegraph poles. Particularly on the outskirts of the village there is usually no footway.

The second category includes more modern roads with pavements and higher levels of street lighting. This is the result of 'planned' development over a period, and confers an urban rather than a rural ambience.

Planning Guidance

New development should preferably be served by roads built solely for access, rather than for provision of any new through-routes.

Lighting in new roads should be as unobtrusive and low (in both height and illumination) as possible, consistent with modern lighting standards. Sodium lighting is seen as inappropriate due to its brightness and colour, which have a particularly urbanising effect.

New pavements on existing village lanes would be inappropriate.

Every effort should be made to develop a footpath network within the village so that pedestrians have minimal need to walk along roads that lack footways.



A lane typical of those running outwards from the village centre, in this case passing South Lodge at the entrance to Swanmore Park.

This pathway was regenerated in 2001 by the Swanmore Conservation Group.



Footpaths, cycleways and parking

Within the village **footpaths** provide valuable short cuts. Outside the village centre they offer pleasant recreation readily accessible to all. Many footpath signs are now in a poor state of repair, discouraging use of the footpaths and a fear that disuse could eventually lead to their disappearance.

There are no dedicated **cycleways** in Swanmore, and, given the width of roads and on-street parking, creation of cycleways would be a major challenge.

However, on-street **parking** in Swanmore only causes real problems in a limited area around the village centre and the Secondary School at the start and finish of each school day. There is only modest provision of off-street parking in the village centre; as there is no space available to extend it, traffic congestion seems certain to worsen as more cars come on to our roads.

Parents ferrying children to and from the schools create chaotic traffic conditions in the village centre twice a day during term time.

Planning Guidance

No development should take place where it could directly intensify the parking problem in the village centre. Of course *any* development would indirectly worsen the congestion.

If new development is planned, every opportunity should be taken to expand the network of footpaths in the village and so encourage more residents to make local journeys on foot, especially to shops and schools.

Any development within the Policy boundary and in the vicinity of the Secondary School should help improve management of traffic near the School entrance, where parking and turning are difficult and dangerous.

Cycling could be encouraged by introducing traffic calming measures.

Street furniture, utilities and services

Like the highways, the street furniture in Swanmore is in two categories. Older established roads feature 'telegraph' poles which serve as universal supports for power distribution, telephones and street lighting. In the more modern (post-1970) developments a much tidier – albeit more suburban – appearance results from metal lampposts and underground distribution of utilities.

Two old direction signs have survived to contribute greatly to the rural character of the village. The modern replacements have in many cases become dislodged or discoloured and detract from, rather than enhance, Swanmore's appearance.

Vegetation has been allowed to obscure many road signs, giving an uncared-for impression at best, and creating a safety hazard at worst.

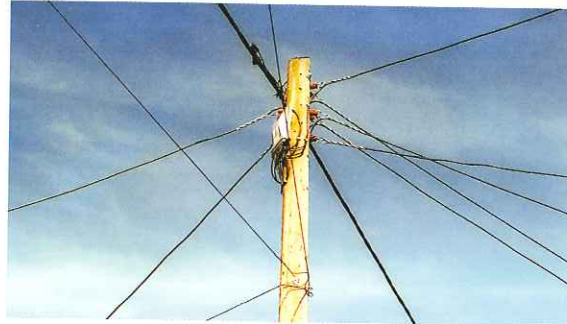
Bus shelters and bus stops are sometimes vandalised, which is made easier by their design.

There is no uniformity in the style of road name signs and an opportunity has been missed to achieve a distinctiveness and identity within the village. The latest Winchester City Council design is regarded as inappropriate for a rural community 13 miles from the city; 'Swanmore Parish' signs would be preferable.

Planning Guidance

To preserve Swanmore's distinctive identity, it would be beneficial to adopt an appropriate style of road name sign for all future developments. As finances permit all non-conforming signs in the village should be replaced by signs in the one consistent style.

A more straightforward design of bus shelter could present fewer opportunities for vandals.



One of the less complicated examples of overhead cables carried by one pole!



A well preserved example of the attractive and traditional 'finger-post' style of road sign.

Modern metal lamppost and road name sign in a recent development of large houses.



Acknowledgements


Businesses and commercial organisations:

Countryside Agency
East Hampshire AONB
Forest Enterprise
Forestry Commission
Hampshire County Council
Meon Valley Printers
Philip Turner (Consultant)
Quick PhotoAir, Fair Oaks Airfield, Chobham
Richard Pegg & Associates (design advice)
The New Inn, Swanmore
Winchester City Council.

Local organisations and individuals:

Karen Garside (drawings)
St Barnabas' Church (Embroidery Panel on cover)
Swanmore Conservation Group
Swanmore Parish Council
Swanmore – Portrait of a Village
(Village Appraisal report, 1983)
Swanmore Secondary School
All residents of Swanmore Village, especially those who came to workshops and those who participated in the action teams
Woodland Trust.

Print production supported by

Roger Mein Estate Agents, Bishop's Waltham. 

Maps reproduced by permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office, © Crown Copyright MC 100034941.

printed by the **aspengroup** – tel 01329 280000

Edited and designed by Tony King, Swanmore.



Produced by the Swanmore Village Design Statement Team and published with the assistance of Swanmore Parish Council: March 2002.
Swanmore Parish Council Office: The Village Hall, New Road, Swanmore, Hampshire, SO32 2PF. Telephone/Facsimile: 01489 890651