

Watley's End Village Design Statement March 2013



Watley's End Residents Society

Foreword

Watley's End is a small village within the Civil Parish of Winterbourne, South Gloucestershire. Although modern development has linked the old village to wider Winterbourne, the historic and separate character of Watley's End still exists to be preserved and enhanced.

The Watley's End Village Design Statement has been prepared by the Watley's End Residents Society in consultation with local residents. It seeks to ensure that the historic character and setting of the old village is recognised and respected when future change and development is considered.

It was endorsed by South Gloucestershire Council on 27th March 2013 as reflecting the local community's aspirations for the treatment of design issues in the village.

As non-statutory planning guidance it will be taken into account in the preparation of the Council's Local Plan documents and as a material consideration in the determination of planning applications. The Council's adopted development plan and emerging planning policy will however retain full primacy in planning decisions.

Watley's End Village Design Statement



Contents

		Page
1	INTRODUCTION	3
2	MAINTAINING VILLAGE CHARACTER	7
3	KEY STREETS AND BUILDINGS	17
4	SUGGESTED APPROACH TO FUTURE DEVELOPMENT	24
5	SUPPORTING INFORMATION	26

WATLEY'S END VILLAGE DESIGN STATEMENT

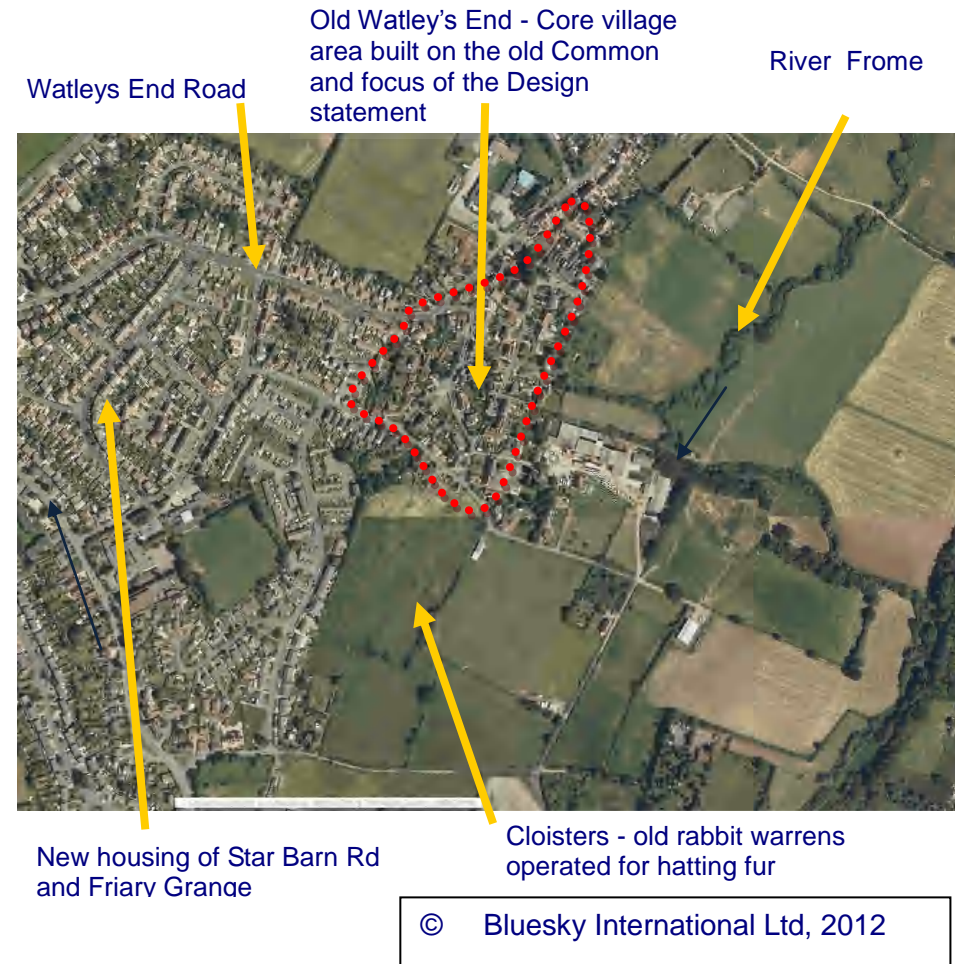
PART 1 - INTRODUCTION

The unique character of Watley's End

- 1 Watley's End is a small village within the Civil Parish of Winterbourne, South Gloucestershire.
- 2 Most of Winterbourne consists of post-WWII suburban development but the core settlement of Watley's End, built after 1770 on the old Common around the hatting industry, has a character which is visually distinct from the larger village.
- 3 The main focus of this Village Design Statement (VDS) is on the core area of the village (Plan 1) – but most of its principles can also be applied to the other old stone buildings and garden walls within the wider village ward (*shown in more detail at Plan 3*).
- 4 The unique character of Watley's End includes:
 - A lay-out of narrow roads and lanes little changed in over 200 years;
 - A distinctive network of houses of individual character, most of which were built with specific purpose for the hatting cottage industry that flourished in Watley's End in the hundred years from 1770;
 - Houses, garden walls and road boundaries built with the local pennant sandstone which characterises the village;
 - Gardens, green spaces and links to the countryside provided by the numerous views between houses to the Frome valley.
- 5 All of these features are valued by local residents, who

consider that the distinctive identity of Watley's End should be recognised and respected in planning and development decisions and in the care and upkeep of the village buildings and streets.

Plan 1 - Watley's End From The Air Showing Core Village Area



The purpose of this document

- 6 This Village Design Statement provides a structured context in which to highlight the particular character of Watley's End and against which to evaluate future development proposals in the village.
- 7 It sets out guidelines which should ensure that the village character is formally recognised and respected in the planning process and help to ensure that any new development is in keeping with the local built and natural environment. To achieve this it is vital that it is used by developers, planners and local residents alike when maintaining, altering or building properties.

Public Consultation

- 8 This design statement has emerged from public consultation involving the whole village over 4 years (see Section 5). The current community associates strongly with the history of Watley's End and the unique built and natural environment that it engenders.

Old Factory House

One of many local factories.

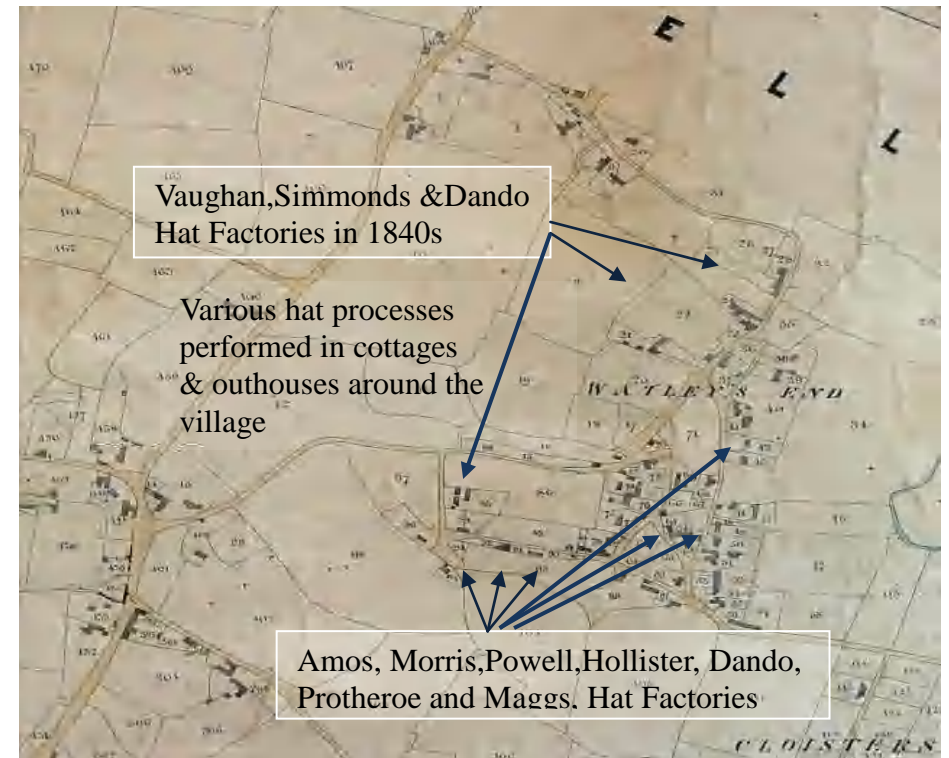
Built in 1770 probably by Samuel Rickards and Robert Morris.

It acted as a centre of hatting business until 1871 when production moved to mechanised mills.



Setting and History

- 9 Before the village became established there were just a few scattered cottages around the edge of the old "Watt-lay's" End Common.



Plan 2 - The 1844 Tithe map

The map shows the core village area based around: Factory Road, Manor Lane, Salem Road, Common Road, North Road and Cloisters.

There are other old buildings and walls along Watleys End Road, Court Road and Bristol Road which add to character.

- 10 The area sits on a ridge of underlying red pennant sandstone and rests on gentle slopes down to the River Frome. The sandstone was quarried for building and gives a distinctive character to the walling and paths of the older cottages.



The village setting – Rural outlook of the Frome Vale with locally quarried sand stone providing for boundary walls

- 11 The rich agricultural soil has been farmed from medieval times and many field boundaries from that period still exist today in names, property boundaries and walls.
- 12 In 1735 the settlement consisted of a small number of houses (some of which survive). These were mainly linked to agriculture on the Hicks Farm and other estates.
- 13 There are numerous wells in the village to supply clean water.
- 14 Felt Hatters had been living and working in small numbers on the valley slopes from the late sixteenth century. From the 1770s Watley's End grew rapidly as a significant centre for the manufacture of hats.

- 15 There was increasing demand for felt hats for export through Bristol to the Americas as part of the plantation trade. Available skills, higher quality products and lower costs enabled this area to compete with the London trade.
- 16 The hat-making cottage industry soon attracted large numbers to the district, rising to about 700 at the height of the hatting boom. Houses were erected around the Common and then on it under the "Inclosures Act".
- 17 As business grew, hat factories were established along North Road, on the site of Beaver Close and in Watleys End Road.
- 18 Methodism was also growing quickly at this time and Salem chapel was built in Factory Road in 1787, with the 84 year old John Wesley officiating at its foundation.
- 19 Hatting was the primary activity in Watley's End but quarrying and clothing were also important, particularly as hatting declined from the 1840s onwards. At the 1841 census Watley's End still had a larger population than Winterbourne.



Chapel House formerly Rodman's – a typical hatting cottage /manufactory

- 20 The fertile local soil is still used extensively for farming and leisure.
- 21 The land east to the river was used for market gardening until recent times, as was Cloisters Common until it was sold and organised into allotments.
- 22 There was also a thriving commercial network that supplied village needs, with the last shop in the core village closing in the 1990s.

Modern Watley's End

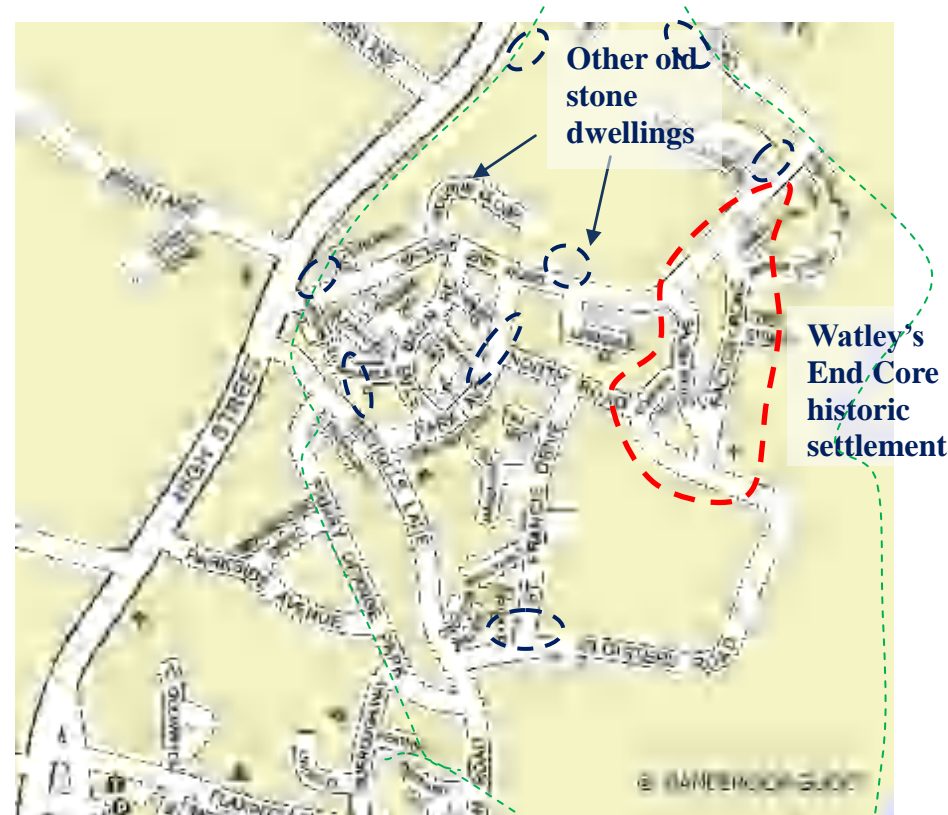
- 23 From the 1950s onward the village expanded considerably.
- 24 The modern layout of Watley's End is shown in Plan 3 together with the historic village core and areas of outlying stone buildings.
- 25 The full village equates to the WIC Ward of Winterbourne Parish, which is north of Friary Grange Park and Cloisters Rd, South of Watleys End Road and of Court Rd, East of Bristol Rd, and West of the River Frome.
- 26 The Village Design Statement will apply mainly within the historic core but most of the principles can also be applied in other parts of the village – particularly to the remaining stone buildings, boundary walls and to their setting.



A North Rd cottage outside the core historic area but showing all the features of the core village

Plan 3 – Modern Watley's End

Showing the electoral area, the core village area and outlying areas of older properties.



Watley's
End

Modern WIC
Electoral Ward

Old stone dwellings

We are grateful for Standbrook's permission to use this map.

PART 2 – MAINTAINING VILLAGE CHARACTER

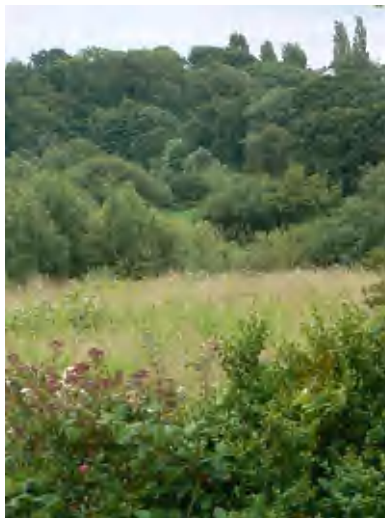
27 The following sections of the Statement set out how village character can be maintained.

1. Key Corridors and Views in to and out of the Village

28 The main access routes into the village are:

- Watleys End Road - from Winterbourne to the South West
- Court Road - from Frampton Cotterell to the North West.

29 These roads are now largely of suburban residential character but contain a number of properties dating back to the days of the hatting industry and beyond.



30 Views into the village are mainly from the Frome Valley to the south and east.

31 From within the village views between houses to the countryside beyond contribute to the rural feel that characterises the village.

View of Wood above Frome beyond Sunnyside Farm

Aim 1 – Key Views

To maintain the many sight lines to the surrounding countryside and the sense of rural openness that they give.

Guideline:

- Developments that obstruct views of the surrounding countryside should be discouraged.

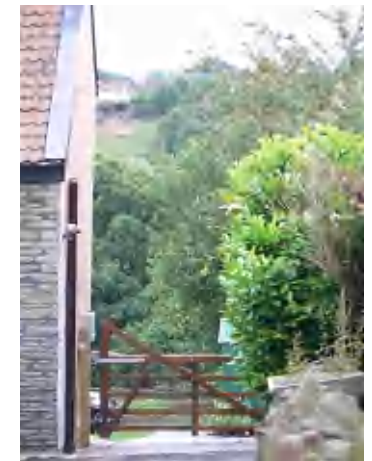
32 The key views which are particularly representative of the character of Watley's End include:

- The Frome and Frampton Cotterell – as seen from Factory Road,
- The green spaces of Hoopers Farm, the Cloisters and the land east of Factory Road.
- The street scene along:

Factory Road,
Salem Road,
Common Road,
North Road,
Manor Lane and
Cloisters Road.



Typical street view



View of Frome from Gully
Typical glimpse view to be protected

2. Buildings: overview

- 33 75% of the houses in the old village are original stone houses or cottages built for hatting. They are of individual design relating mainly to the functions they had in the cottage industry processes.
- 34 Over the years some dwellings were extended to accommodate growing families and other workers, creating a mixture of small diverse terraces and individual houses that vary in size, scale and design.
- 35 Rows of small cottages exist alongside grander buildings such as Salem Chapel, Old Factory House, Northend House and the Old Brewery in Salem Road. The resulting village street scene is richly varied.
- 36 Newer dwellings are mainly in ones and twos, of modest proportions, and are generally set back from older buildings behind gardens and walls.
- 37 Recent extensions to older houses are usually to the rear of properties, and sometimes involve the conversion of outhouses or lean-tos that were originally used for various hatting processes.



View across gardens from Factory Rd

- 38 Such developments help to maintain the overall character of the street scene. Current housing density in the old core village is 18 dwellings per hectare.



Hatters Cottages 41-47 Factory Rd

Aim 2 – Building Character

To maintain and enhance the particular character of Watley's End and to seek to ensure that the special qualities and character of its layout, buildings, elevations and gardens are recognised and respected.

Guidelines:

- There should be a presumption against the demolition of stone-built housing stock, and inappropriate development of traditional buildings where this would detract from the village character.
- Any proposal which has a large visible frontage or exceeds the current average housing density should be required to demonstrate clearly how it enhances the character of the area.

3. Buildings: materials and design features

- 39 A variety of materials and design features can be seen in the village, but the majority of older dwellings display a consistent pallet of materials and colours.
- 40 Walls are constructed of local pennant sandstone laid flat in beds and pointed in dark mortar. Side and rear walls are generally rendered or pebble-dashed, and painted walls are in neutral colours.
- 41 Windows and doors are generally small, and reveal a range of symmetrical elevations for wider plots, whereas they can be asymmetric in smaller cottage layouts.
- 42 Windows are generally Georgian-style casements or Victorian sashes, with windows and doors of extensions generally matching the style of the rest of the house.
- 43 Windows, window sills and lintels, doors and porches are usually in stone or natural timber, often painted or stained in neutral or pale colours.
- 44 Although some newer houses have used different materials and designs, time and sympathetic landscaping have allowed them to be absorbed into the street scene.
- 45 There are no white plastic conservatories visible from the roadway in Watley's End.



**2 Salem Road
showing basic
cottage from 1785
built by Mark
Hollister with
additions.**

Aim 3: Building Materials and Design

To maintain the current limited pallet and mix of materials and design features that characterise the village street scene.

Guidelines:

- New buildings and visible extensions should make the maximum possible use of local materials and sustainable timber.
- The best of the diverse range of features in the historic housing stock should be used as a guide to choice of design and materials.
- When existing housing stock is being altered or extended, care should be taken to restore and/or introduce traditional features and materials.



**Watley's Cottage
74 North Road**

Modernised cottage with sensitive treatment of window and porch details

4. Buildings: roof height and design features

- 46 Roof ridge heights of older cottages are low across the village at 5 – 6.5m, apart from distinctive buildings such as Salem Chapel, Old Factory House and the Cobblers in North Road.
- 47 Newer houses tend to have low roof ridge heights less than 7.5m, with reduced roof pitches to compensate for the deeper house depth under a single roof and to keep heights low. Their roofs and overall heights are thereby not overbearing, which maintains the characteristic street scene.
- 48 Roof massing in height and width is low in general and prevents an over-bearing design. The characteristic style is double pitches, or gables facing the rear, with low roof mass. Gable end walls are typically small.
- 49 The alternative for new houses has generally been to reduce roof pitch. An alternative, particularly when near a road, is for dormers on the first floor to reduce overall roof mass and height or a double pitch roof as at 4 Salem Road pictured.
- 50 Where houses are inserted close together, hiping has occasionally been used to reduce both roof mass and a cramped feel suited to the individual plot. This also improves light, particularly where houses are close to roads or affect neighbouring gardens.
- 51 House roofs are generally parallel to the road, and there are few if any flat roofs visible from public areas or roads. Pantile or double roman clay tiles are generally used, particularly on public facing elevations.



Aim 4: Roof Style

To ensure that roofs and profiles in new developments are appropriate to their settings in terms of height, width, alignment, massing, scale and materials.

Guidelines:

To maintain character rooflines should:

1. Be simple in form and with a single pitch (traditionally about 45 degrees) or a double pitch where necessary to reduce overall roof mass.
2. Predominantly aligned parallel to the road
3. Avoid large gable masses and flat roofs which would be visible to the road
4. Be finished using pantile or double roman clay tiles – from recycled stock where possible
5. Limit use of gables and dormers – particularly to the front.
6. New buildings or extensions should not be out of scale or overbear historic dwellings nearby.

Typical simple roof profiles - set parallel to the road and without front facing gables or dormers. (1 The Gully and 11-19 Factory Road)



5. Boundary Walls and Fences

- 52 Local pennant sandstone is perhaps the most characteristic feature of the village, and lines most roads and gardens.
- 53 Boundary walls are generally about 1m high, and of dry stone construction with stones laid horizontally, and copings laid vertically.
- 54 These traditional methods have helped ensure the continuity of the street scene.
- 55 Greenery is used to provide further screening in some situations but most gardens are open to view.
- 56 Many walls in the area have been repaired in the traditional manner, and old kerbstones have generally been maintained.

Typical local pennant sandstone walls

About 1 m high, stone laid flat, in this case with lime mortar, and with vertical coping stones or “cocks and hens”



Aim 5: Boundary Walls and Fences

To preserve the dry stone walls which are an essential feature of the village street scene.

Guidelines:

- Historic boundary walls should ideally not be disturbed other than for repair.
- Walls should be constructed dry, using traditional methods with the walling stones laid flat on their natural bed and coping stones laid vertically and tightly packed. The core of the wall may be bonded with mortar but this should not be seen on the external face.
- Leaving open joints between stones can help to create habitats for wildlife.
- In prominent areas it is preferable to use evergreen and/or native species of planting rather than wooden fencing which is not characteristic of the area.
- Fences should only be used at the side and rear of properties where not visible to the street.
- Traditional walls are to be generally assumed for new or existing boundaries visible from the road.

6. Front Gardens

- 57 A few old cottages are close to the road, but most have open green front gardens.
- 58 Many gardens provide attractive greenery which is an important part of the street scene, and some have fruit trees characteristic of the area, including the Frampton plum.
- 59 Tree and shrub heights are generally low, but there are standard trees in some areas which help to break up building mass and create green features and habitats or roosts. Many gardens still have enough space to grow food as part of a sustainable community.
- 60 Newer houses are generally set back from the road with deeper front gardens which help to preserve the rural feel.



Aim 6: Front Gardens

To preserve and enhance the sense of rural openness provided by village gardens.

Guidelines:

- There should be a presumption in favour of maintaining and/or enhancing front garden greenery.
- When front garden space is needed for parking, every effort should be made to enhance traditional wall features, use of planting areas and surface materials to maintain the street scene.

Front garden Factory Road

While the house is of non-traditional design the low stone wall and open garden help to provide some continuity village character.



7. Street Scene

- 61 The layout of narrow lanes and roads between local stone walls has remained essentially the same for over 200 years, and reinforces the village's sense of its unique history. The nature of the village streets contributes to a feeling of Watley's End as a distinct rural community.
- 62 Although most satellite dishes and new digital TV aerials have generally been sited to make them less obtrusive, some streets in the village are adversely affected by overhead utility cables.



View along Factory Road

Aim 7: Street Scene

To preserve and enhance the current street scene and the sense of a shared community history.

Guidelines:

- Any development that entails a change in the current street layout, or reduces the sense of a rural community that it produces should be resisted.
- In particular, original stone kerbs, boundary walls and vegetation should be retained wherever possible.
- Opportunities should be taken to reduce the visual impact of overhead cables, aerials and satellite dishes.



8. Traffic and Car Parking

- 63 A combination of factors make traffic a major issue in the village.
- The narrow streets, bounded by stone walls, were not originally designed for cars.
 - Most dwellings have no garage.
 - Residents have become increasingly dependent on the use of cars.
- 64 These factors have led to an increase in on-street parking, which considerably diminishes the quality of the street scene.
- 65 This situation is exacerbated by increased volumes of traffic negotiating the narrow streets of Watley's End, particularly at commuter times.
- 66 The village is used as a rat run to avoid the speed bumps in Park Avenue and congestion around Elm Park School.
- 67 The adverse impact on access for residents, delivery vehicles, Council vehicles and the emergency services is of great concern to local people.
- 68 Increased traffic and on-street parking have also led to a serious reduction in the overall quality of life for residents.
- 69 Traditional activities such as horse-riding, walking and cycling, including children on their way to and from school, are thereby restricted.
- 70 Safe street play areas are not currently available, and many gardens have been converted into parking spaces, thereby further reducing the possibilities for children to play in natural surroundings.



Parking along Common Road – blocking pavement.



Off-street parking in Factory Road generally maintains local character.

Aim 8: Traffic and Parking

To reduce, whenever possible, the adverse impact on the village of increased traffic and on-street parking.

Guidelines:

- The potential impact of cars and the scope for reducing reliance on cars should be taken into account when planning applications are considered.
- Good parking provision needs to be planned into all developments in line with Council Policy. Given the shortage of available parking spaces and issues with on-street parking, proposals which would be likely to result in less overall parking or in parking hazards should be resisted.
- Car sharing/pooling and electric cars with charging points should be actively encouraged.
- Whether planning permission is required or not where garden space is taken to provide for parking, every effort should be made to minimise impact on the street scene, to provide suitable screening through planting and to use appropriate permeable surfaces.

9. The Natural Environment and Biodiversity

- 71 Watley's End and its surroundings enjoy a varied natural environment, including farmland, large trees, orchards, hedges, and gardens with flowering plants and ponds. There are also many wells and springs. This rich environment attracts a considerable diversity of wildlife.
- 72 Bird-life and small animals such as foxes and hedgehogs are supported by these local habitats, as well as bees and butterflies, and pipistrelle bats overfly at dusk. The wells and ponds in the village support a variety of amphibians such as frogs and newts, and attract the occasional heron in search of fish.

View to Frome Valley from Beaver Close



- 73 Despite considerable infill in recent years, Watley's End still has many gardens, a high number of which are used for food production. There is a history of orchards in the area, with apple and pear trees still in evidence; the locally distinctive Frampton plum is making a comeback.
- 74 Gardens, hedgerows and green open spaces support a wide variety of bird life, including regular visitors such as house-sparrows, dunnocks, blackbirds, robins, wrens, many of the tit family, and most finches.
- 75 Wood pigeons, doves, magpies and jackdaws are also often seen, and it is not unusual to catch sight of a green or greater spotted woodpecker, and the occasional sparrowhawk or barn owl.
- 76 Buzzards regularly soar overhead, often chased by rooks and crows. In summer, swallows, swifts and housemartins are welcome visitors.
- 77 The natural cavities in the dry-stone walls that characterise the village provide a natural home for field mice, shrews, other small mammals, amphibians and insects.
- 78 It is important to preserve gaps in the wall for animals, otherwise the walls become an impenetrable barrier across feeding territories.
- 79 The river Frome corridor is mostly farmland, with other fields or pastures now used for horses or left fallow with some evolving scrub. The green routes to the river Frome are vital for wildlife.
- 80 The Cloisters fields are mostly pasture with some producing feed for local dairy cows. Many of the fields are home to large rabbit colonies, very important in their time for the hatting industry.



Niches from old hatting workshop walls good for wildlife

Garden of Well Cottage 130 Watleys End Road



Aim 9: The Natural Environment and Bio-diversity

To preserve and enhance the varied natural environment that Watley's End currently enjoys, and which is so important for the well-being of local residents, both human and animal, and to visitors.

Guidelines:

- Local trees should be preserved, and every opportunity taken to plant new native species, including the Frampton plum and other fruit and nut trees.
- There should be a presumption against the removal of significant green space and local habitats or biodiversity in any new development.
- The need for village wells and springs to have groundwater replenishment through gardens and other porous surfaces should be recognised by the use of grass over concrete and/or permeable surfaces for parking.
- Green gardens should be encouraged with a diversity of plants to enrich natural food-chains.

PART 3 - KEY STREETS AND BUILDINGS

1. Factory Road

81 Factory Road runs for about 350 yards on the Eastern edge of the old village, from Watleys End Road, opposite the entrance to Hoopers Farm, to the junction with North Road and the Cloisters.

82 The roadway is about 5 metres wide for most of its length, narrowing to 4 metres in its last third.

83 There are pennant sandstone walls on both sides of the entrance to the road, and they continue for most of the way. Pavements are absent for the most part, narrow where they do exist, and still have traditional stone kerbs.



84 The majority of the houses in Factory Road date back to the time of the hatting industry.

85 There are rows of small hatters' cottages from:

- numbers 11-19



(owned by the Amos early hatting family),

- 28-30, 31-37, and 41-47 (where they are somewhat unusually sideways onto the road).

86 Larger buildings include former hat factories, such as Old Factory House and Northend House, and Salem Chapel.

87 Most houses, including newer dwellings, are parallel to the road and set back from it, with front gardens.

88 Most of the older houses do not have garages, whereas the newer ones do. There is some on-street parking, but many dwellings have parking spaces recessed from the roadway.

89 Apart from 3 bungalows, all houses have two storeys.

90 There is a variety of housing styles, materials and features, but newer houses, which are generally situated in ones and twos along the road as far as the Gully, have merged well with the previously existing dwellings as they have aged and established their gardens. This has helped maintain the richness of the village street scene.



91 The overriding impression of Factory Road is of a quiet country street from the past, with gardens full of greenery. There are very tall chestnut trees at the entrance to the road, but these then give way to mature shrubs and smaller trees, such as camellia and magnolia, which are very colourful in Spring and Summer.

92 There are also frequent views of the green slopes of the Frome valley to the East, from Beaver Close, down the lane between the houses at numbers 19 & 21, which used to lead to the market gardens, from the Gully, and finally the characteristic views of the Cloisters and the railway viaduct at the junction with North Road.

Significant buildings in Factory Road

Northend House (number 16 Factory Road)

93 This was originally built in 1789 as a hatting factory by Thomas Hollister.

94 It has one main house of two storeys with a cellar and a double pitch roof.

95 There were various outbuildings for hatting now demolished around a rear courtyard.



96 A century later there were adaptations for shop fronts and a loading bay on the left. The Rogers family ran the shop alongside the market garden on land to the East of Factory Road. Hams were smoked and two butchery stone slabs were found in the basement.



22 Factory Road

97 22 Factory Road is a fine example of the yellow brick

corner, window and door edging contemporary with the coming of the railway to Winterbourne in the 1890s.

Old Factory House (number 39)

98 This large house was built about 1770 on the edge of the Common and has various internal features for hatting with extensive cellars and outbuildings. When hat manufacture ceased in the area in 1871 it continued as a clothing factory run by the Todds for 60 years.



Salem Chapel

99 Salem was the first Wesleyan Chapel built in villages around Bristol in 1787 by hatters using local pennant stone quarried.

100 Its initial capacity was 291 worshippers and was well attended in its early years.

101 The hatters were keen Methodists, and wherever they established a large community there was a Wesleyan Chapel. It is still an important centre of religious and social life in Watley's End.



2. Salem Road

- 102 Salem Road winds its narrow way across the old common for about 200 yards from Watleys End Road through the heart of the old village to its junction with Factory Road opposite Salem Chapel, hence the name of the street.
- 103 The road is only about 4 metres wide, with a narrow pavement for most of the Eastern side, with traditional kerb stones, except for the short section in front of the former Anstey farm (number 19) built in an old quarry on the site of an early Dando family Hat factory.
- 104 Two thirds of the houses in Salem Road date back to the time of the hatting industry with significant rows of small diverse cottages. Those from 8-16 are set well back from the roadway with substantial front gardens, whereas, those from 13-17 and 23-27 are very close to the road and have little front garden at all. The Protheroe family of hatters owned the latter row.



- 105 House styles are varied, but the character of the street is set by the older houses.
- 106 Dry stone walls are a prominent feature of the whole street. The modern house at number 24 is a good example of how these walls can be restored in the traditional manner.

- 107 Many of the older houses have no garages or driveways, and the on-street parking that results creates serious problems, particularly at peak times.
- 108 From the north end Salem Road has mature trees, shrubs and gardens, mainly on the western side to begin with then on both sides.
- 109 There are views through to the Factory Road chestnut trees, with the Zion chapel in Frampton Cotterell in the background, and glimpses of the Frome valley.
- 110 About two thirds of the way down the road, the view into Common Road and its greenery is typical of the village.

Significant buildings in Salem Road

The Old Brewery (number 29)

- 111 As its name implies, this was a former brewhouse and pub when its full name was the Watley's End Brewery. It was built in 1840 and only closed in 1964. It is said to have hosted meetings of the local "Waterloo" Hatters guild.
- 112 A visitor from the past refers to 'its commodious tap room, spacious club room, bar, sitting room, a very convenient brewhouse, with excellent underground cellars' – which still exist. There is a fine king-post truss in the roof structure.

Number 8

- 113 This house was owned by the Dando hatting family who had two factories in the village and outbuildings behind the house.
- 114 It was built in 1779 and has a fine exposed Elm collar beam roof of three bays with the numbered tusk and tenon joints characteristic of the



period.

- 115 A number of pegged old stone tiles found would have been characteristic of the area.

3. North Road

- 116 North Road formed the Northern boundary of Watley's End during the hatting period. It runs for about a quarter of a mile from Watley's End Road round to the junction with Factory Road, where Cloisters Road begins. It is divided into three sections.

- The first part is a relatively wide road (part of the bus route from Bristol to Yate). Here there are a few hatters' cottages including numbers 39 & 41 Park Avenue. Many still have the characteristic dry stone walls.
- Then the road turns sharply to the left, into a section of mainly modern houses,
- As it passes the Masons Arms it narrows and enters the core old part of the village. Several hat factories were on the right, now demolished, and several hatters' cottages such as numbers 76-88 (see picture below).



Significant buildings in North Road

- 117 In addition to the hatters' properties, North Road also has a number of dwellings with origins that pre-date the hatting industry. Of note is:

- **The Cobblers**, at number 43, with wind-braced beams from the 15th century, large fire places and walls thicker than the standard 18", (Picture page 1)
- **Wyvern Cottage**, at number 66, is probably an 1800s rebuild but with earlier origins (being sympathetically restored) picture on page 29.
- **Watleys Cottage**, at number 74, potentially has some elements from the prehatting era. (Picture page 9)
- **Dudsley Well** between these cottages is, actually more a spring than a well, which provided fresh water for hatting processes for those who didn't have their own source.
- **The Mason's Arms** Originally built in the 1880s, it has long been part of the character of the village, surviving the "Old Brewery" as a pub. (picture page 28)
- **Simmonds Hat manufactory** of the 1820s or earlier was housed in the buildings of numbers 7-11 (picture above).



- 118 As North Road merges into **Cloisters Road**, there is an ancient stile on the right leading to a long-established public footpath across old Cloisters Common.



4. Common Road

119 This is a short street of less than 100 yards connecting Salem Road and North Road.



120 There are rows of hatters' cottages now combined in numbers 4 & 6; George Howes owned Number 4 in the 1840s when the family ran the rabbit warren in the Cloisters. No.6 was owned by the Pullens in 1825 who were hatters.



5. The Gully

121 The Gully is a small cul-de-sac off Factory Road to the east, where all the houses are typical diverse early hatters' dwellings; number 1 has been sympathetically modernised.



No 1 the Gully

6. Manor Lane

122 This short narrow lane joins to Factory Road with an alleyway to Watleys End Road. There are 2 rows of hatters cottages to the right which were probably linked to the Amos hat factory. The row of what was 4 hatters cottages pictured right is now just 2 dwellings This adaptation is quite common in the village. The cottages on the left of the lane belonged to the King hatting family.



7. Cloisters Road

123 Is at the southern extremity of the village.

124 The name of this area has nothing to do with the monastic life; it was previously called 'Claysters', after the stiff nature of the local soil.

125 The view into the green fields of Cloisters from the last part of North Road underlines the rural open feel that characterises Watley's End.

126 As you enter Cloisters from North Road, there is row of hatters' cottages on your left, including Rosemead which was a furrier's house at one stage (pictured right).



Hicks Farm:

127 A Grade 2 listed building which is dated 1630 due to a new restyling of that era but at its core is a 1400 or 1500s house with 3ft thick walls containing a stone spiral staircase, large fireplaces, ovolo mouldings, an old shuttered window and other contemporary features.

128 Rear and side extensions are more recent. The old barn was demolished in the 1960s.



Hicks Farm

The Farmhouse is of more complex design than the simple hatters cottages. It is styled similar to many other 17th Century farmhouses across South Gloucestershire being of three storeys with front facing gables. Other local examples include Harcombe Farm, Moorend Farm, Snailham Farm & Frampton Court Farm. It contrasts with the simpler roof profiles of the 18th and 19th Century hatters cottages and factories) (see Vernacular Buildings of South Gloucestershire – Linda Hall)

8.Watleys End Road

129 As its name implies, Watley's End Road was the main road from Winterbourne to Watley's End, when they were separate villages.

130 It leaves the High Street opposite the Swan public house, (re)built in 1758, and runs for nearly two thirds of a mile around what used to be the western fringe of Watley's End until it blends into Court Road at the corner with the medieval Frampton Court.

131 It is still a busy road, and a bus route for part of its length.

132 Many houses do not have garages, and on-street parking is a problem, exacerbated by cars exceeding the speed limit.

133 The Road may be considered in three sections:

1. From Grove House* up to Salem Road. This section has mainly newer dwellings but larger, older properties of character exist at numbers 63, 71, 75 and 77. Pennant sandstone boundary walls have generally been preserved even in front of new houses.

2. Close to the entrance to Salem Road. Here there is a cluster of hatters' cottages at numbers 111-113 and 128-130, and numbers 1 & 2 Salem Road (the latter was a shop for a long time).

3. Near the entrance to Factory Road/Manor Lane. Here there are further hatters' properties with 129 and 138-148 and 154-160.

* Grove house was the childhood home of the inventor Harry Grindall Matthews who was described as a genius by Winston Churchill and who invented the first mobile telephone for aircraft in 1914 and a death ray that stopped vehicles in their tracks.



129 Watleys End Road

A former hatter's property with rear extensions.

134 Number 137 was used as a meeting place for dissident Methodists before the Ebenezer Chapel was built.

135 Numbers 139 & 141 are linked older cottages.



Ebenezer chapel to 141 Watleys End Road

Significant buildings in Watleys End Road

Ebenezer Chapel: This Free Methodist Chapel was built in 1868 when the Methodist Community in the village split. It was built on twenty perches of land belonging to Henry & George Vaughan, the largest hat manufacturers in Watley's End. It closed as a

place of worship in 1989, and is now used as a storage warehouse. Picture page 28.

Walnut Cottage (139): Behind its simple facade this cottage has thicker than standard 18" walls, an unusual interior design with large offset fireplaces and Elizabethan or Tudor beams in the roof. Picture page 2.

9 The wider area

Court Road

There are a number of old dwellings from 8-12, 18 and 22 with 13 opposite.

Tudor Cottage (no.12): was probably built in the 1600s with later additions and a fine well with steps down to the water.

Bristol Road

Nos. 90, 96 and 97-101 are old hatting period cottages, with a large Victorian house built into the new Frome Valley Medical Centre. Number 92 probably dates back before 1735.

Nicholls Lane

This area is generally of modern suburban housing and includes Elm Park Primary School and associated playing fields and the BT Telephone Exchange.

As a child the author J K Rowling lived at 35 Nicholls Lane and some local buildings (e.g. Sunnyfields on Cloisters) are thought to have specific associations with her books.

Part 4 - SUGGESTED APPROACH TO FUTURE DEVELOPMENT

Overview

- 136 Residents of Watley's End are not opposed to all new building in the village, and recognise that re-investment in existing properties and ongoing housing development is a sign of a vibrant community and of a place where people want to live. They also acknowledge that it is not always necessary for design to mimic the past in order to enhance local character.
- 137 **The key is to enable development which maintains or enhances** the characteristics of the area that make it attractive in the first place.
- 138 Any development of the built and green environment of Watley's End should take this Design Statement into account within the context of the specific location being considered. The first stage in this process is to develop a good understanding of a site in its local context so the development can blend with the village and enhance the community to the benefit of developer and all. An open dialogue is vital in this regard and although there will be different views on issues there is usually a best value solution for everyone.

A sympathetic rear extension that is subservient to the old cottage and mostly hidden by it.



Example of a new development with good use of materials, roof heights/elements and design features to complement local character without mimicking it.

Aim to maintain local character and the distinctive village character



Aim 10 – New development

To ensure that all developments give due recognition to the particular character of Watley's End, and to the separate nature of individual streets and locations, so that the special qualities of the village are respected and enhanced.

Guidelines:

- It is vital to provide a clear analysis of the site of any proposed development to indicate the context of the site, relevant key views, neighbouring buildings, levels and heights, trees and other vegetation, and any features of current or potential historic or ecological interest.
- It is recommended that developers talk with neighbours before bringing forward detailed proposals, so that potential concerns and ideas can be examined before plans become too fixed and so that differing viewpoints can be considered. Planning Officers should encourage early local dialogue.
- All developments should respect the principles of Sustainable Development including materials, energy, transport and design which encourages community integration.
- Renewable energy projects are encouraged, particularly where they are not visible to the street (see right).
- Modification of the existing housing stock to meet new demands and the development of “brown-field” rather than “green-field” sites makes good economic and environmental sense but there should be a presumption against building in front gardens and the enlargement of existing buildings to a scale which is out of character with its setting.
- Any extensions should also generally appear subservient

to the main part of the dwelling and constructed in materials to match.

- New buildings should be sensitively designed in layout, scale, mass, form and density to respect the character of the street and with maximum possible use of local materials and design features. The distinct features in the historic housing stock should be used as a guide appropriate to the location.
- Opportunities should also be taken to replace existing inappropriate materials, such as cement based renders and mortars, that affect the character and breathability of historic buildings, with breathable lime-based products.
- Working to BREEAM guidelines is to be encouraged.



Good siting of Renewable Energy
PV panels not visible from road

PART 5 - SUPPORTING INFORMATION

Relevant Planning Policies

139 The following planning policy documents and policies are relevant to development in Watley's End. All Planning Policies, supporting SPDs and Technical guidance notes can be viewed at:

<http://www.southglos.gov.uk/Pages/Topic%20Pages/Planning%20Transport%20-%20Strategic%20Environment/Planning%20Environment/Planning-policy.aspx>

1. The National Planning Policy Framework

Department of Communities and Local Government (March 2012).

140 The NPPF sets out the Government's planning policies for England and how these are expected to be applied. Special attention is drawn to the aim of achieving sustainable development and within that to Core Planning Principles (paragraph 17) and to the following Sections:

7 - Requiring good design

8 - Promoting healthy communities

11 – Conserving and enhancing the natural environment

12 – Conserving and enhancing the historic environment.

The Historic Environment Practice Guide

(English Heritage – March 2010). This amplifies national policy and is still applicable.

2. South Gloucestershire Local Plan

141 Adopted January 2006. Some policies will be superseded in 2013 with adoption of the Core Strategy but most policies are 'saved' and will remain in use. Of particular note are:

- **L5** Open Areas – within the existing urban areas and defined settlements.
- **L8** Sites of Regional and Local Nature Conservation interest
- **L13** – Listed Buildings
- **L15** Buildings and Structures which Make a Significant Contribution to the Character and Distinctiveness of the Locality
 - **GB1** Development within the Green Belt
 - **T8** Parking Standards (See also SPD March 2013)
 - **T12** Transportation Policy for New Developments.
 - **H4** Development within existing residential curtilages

3. South Gloucestershire Core Strategy

142 Approved by Council in December 2011 and subject of public examination in 2012 with view to formal adoption as policy in 2013. Relevant policies include:

- **CS1** - High Quality Design
- **CS2** - Green Infrastructure
- **CS5** - Location of Development
- **CS8** – Improving Accessibility
- **CS9** - Managing the Environment Heritage

4. South Gloucestershire - Supplementary Planning Policy

- Design Checklist SPD (August 2007)
- Affordable Housing SPD (September 2008)
- Development in the Green Belt SPD (May 2007)
- Landscape Character Assessment SPD (2005)
- South Glos Local List SPD (March 2008)
- Telecommunications network Infrastructure SPD (2005)
- Local List SPD – February 2008
- Residential Parking Standards for Development SPD (March 2013)

5. South Gloucestershire Technical Notes:

- Biodiversity and Planning Process SPG
- Planning and the Forest of Avon SPG
- Sustainable Drainage Systems SPG
- Trees on Development Sites SPG
- Front Gardens and Parking (emerging guidance)
- Various SGC Technical guides for works to historic buildings (lime/window repairs/pointing etc)

Biodiversity – Key Areas

143 Section 2 provides a general description of the natural environment and biodiversity of Watley's End. One area not included in that section is **Hoopers Farm** which was a dairy farm until the mid 1960s, when it was demolished and became a sports and recreation area. Its hedgerows and green open areas still support strong bird, insect and animal life.

Heritage Assets

144 There are a number of locally listed buildings (under L15 of Local Plan):

- Salem Chapel, Factory Road
- Old Factory House ("The Old Hat Factory"), Factory Road
- No.1 The Gully
- No. 66 North Road (Wyvern Cottage)
- Dudsley Well, North Road
- The Free Methodist Chapel (Ebenezer), Watleys End Road
- Hicks Farm - Grade II listed.



Old hatting workshop door

145 Almost all the old stone cottages in Watleys End could potentially be locally listed, and, as current research improves our knowledge of their history, some will be put forward.

Archaeology

146 There are no recorded archaeology sites in the Watley's End area. A Roman gold coin hoard was reportedly discovered in the 1870s at Cloisters Road, Winterbourne. However "the profits were used by the finder" and none remain to be examined.

Statement of Consultation

- 147 This Village Design Statement was first produced from questionnaires in 2008, followed by consultation on key points with the community, with councillors and planners in February and July 2009 and a review of the community-produced document in September 2009.
- 148 Following meetings with the Planning Department in March 2010 a redraft was produced that was less prescriptive with a subsequent redraft through to May 2011.
- 149 A final draft was resubmitted to local people for comment in June 2012 with lots of positive comment and a few changes suggested, before formal submission of the revised version to the local authority in November. It was endorsed by South Gloucestershire Council in March 2013.
- 150 The VDS is a living document and will continue to be updated as community, development policy and environment and sustainability needs evolve.

The Masons Arms in North Road

This is one of the few local hostelrys to have retained its identity as a local pub. Sports clubs still gather there after matches as they did in the days when Watley's End had its own (notorious) football team.



The Watley's End Community

- 151 The names of many contemporary families can be traced back to the early days of the hatting industry in the late 18th century.
- 152 There are several organised groups in the village, including Salem Chapel, which has been at the centre of village life for over 200 years, based around its regular pattern of services and associated social groups
- 153 The Watley's End Residents Society was created to give a more tangible form to villagers' sense of place and community, and to organise regular events, including sessions on local history which are very well attended.



- 154 Watley's End also has a number of extended networks linked to the Winterbourne Community Association in Watley's End Road, the Greenfield Centre in Park Avenue, and the Masons Arms in North Road.
- 155 Individuals in the community are members of wider groups such as the Winterbourne Gardening Club, the Winterbourne allotments, and the Friends of Winterbourne Medieval Barn.
- 156 There are Play Groups and holiday clubs at the Greenfield Centre in Park Avenue as well as a wide variety of social club activities.
- 157 The Winterbourne Community Association in Watleys End

Road has a number of thriving groups, including notably the Winterbourne Players, the Winterbourne Musical Theatre, and the Short Mat Bowls Club, plus dance and sports groups and a Scrabble Club.

- 158 The village of Watley's End was renowned in the past for its independent spirit. Its relative isolation, not astride a main road to anywhere, added to this reputation. Indeed, in the early part of the 20th century, Winterbourne residents referred to it as 'Sodom', to reflect its rowdy behaviour.
- 159 This independent spirit is now finding renewed expression in developing activities and protection for the community.
- 160 The creation of this Statement has emerged from a strong community determination to give formal expression to what we value about the village where we live. It is hoped this can be engaged with by developers to bring valued benefits to all.



Protect the landscape setting

Recognise and respect historic interest and what really makes the village distinctive.



Modernise simply and sympathetically (Wyvern cottage 66 North Rd)



Further reading/bibliography

- The rural houses of Northavon and South Gloucestershire 1400-1720 – Linda J Hall (City of Bristol Museum 1983)
- Vernacular Buildings of South Gloucestershire [Linda Hall](#) (2011)
- “Preserving the Natural & Built Environment around Winterbourne” Walk and “Hatters’ Trails in Frampton Cotterell and Watley’s End”, Publisher SGlos Council (Both avail from Greenfield Centre)
- Hatting in SGlos, Chris Heal (2013) Avon Local History and Archaeological Association
- www.BREEAM.org