

Bratton Parish Council Neighbourhood Development Plan 2025-2038

Part B - Character Assessment and Style Guide

Made - July 2025



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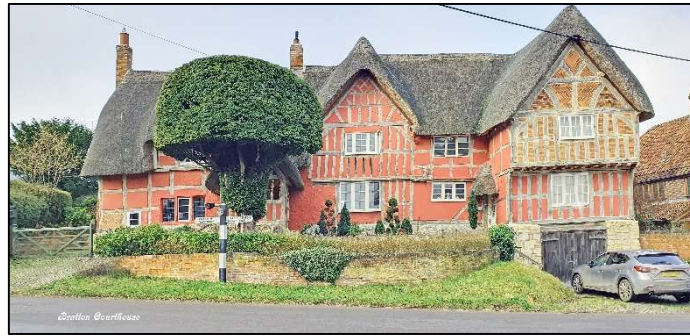


Photo 2 - The Court House

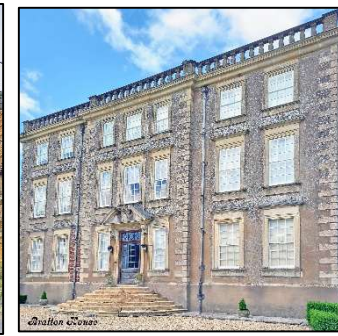


Photo 3 - Bratton House

Foreword

Throughout all the consultations with the Village of Bratton, one message was consistent whenever the Steering Group asked about change:

Please don't spoil the character of the Village

So, what is the character of the Village? Well, let's liken this to a person. If we think of any person, say a relative or a friend or maybe a TV personality, it's likely that it takes two distinct forms, the physical appearance and the non-physical, intangible form.

The same can be said for Bratton. There is the physical form and appearance of the Village and then the sense of community that exists within it. An example of this is the number of societies which exist supported by the tremendous amount of volunteering which richly enriches the lives of the residents (see Annex 6 for the wide range of Bratton residents' activities).

It is something that is often missing in larger communities and something which is difficult to create but could through, insensitive planning, easily be destroyed. The Plan has been sensitive to protect this.

However, the community spirit of the Village is enhanced by the physical form and because the Plan is about the physical characteristics, this Style Guide primarily examines what form this takes through its buildings, its heritage assets both designated and non-designated, the green spaces and finally the cherished local views, all of which are so important for well-being.

However, to recognise the non-physical contribution, we also include a section on community activities, which alongside the physical assets, are all an integral part of the Village. This section sits outside of any planning considerations.

Robert Drummond Chair – Bratton Neighbourhood Development Plan Steering Group, November 2024



Table of abbreviations used in this Neighbourhood Development Plan

Abbreviation	Reference
Annex 1	Annex 1 – Local Assessments (<i>document</i>)
BMV	Best and Most Versatile
BNG	Biodiversity Net Gain
BPC	Bratton Parish Council
CIL	Community Infrastructure Levy
Core Strategy	Wiltshire Core Strategy
HER	Wiltshire’s Historic Environment Record
HRA	Habitat Regulations Assessment
LCA	Landscape Character Assessments
LGS	Local Green Spaces
LPA	Local Planning Authority e.g. Wiltshire Council
LVNDHA	Locally Valued Non-designated Heritage Assets
MOD	Ministry of Defence
NPPF	National Planning Policy Framework
Part B	Part B – Bratton Character Assessment and Style Guide (<i>document</i>)
Plan	The Neighbourhood Development Plan for Bratton
PRoW	Public Rights of Way

Abbreviation	Reference
SAC	Special Area of Conservation
SCI	Statement of Community Involvement
SEA	Strategic Environmental Assessment
SG or Steering Group	Bratton Neighbourhood Development Plan Steering Group
SHELAA	Strategic Housing and Economic Land Availability Assessment
SPA	Special Protection Area (eg Salisbury Plain)
SPD	Supplementary Planning Document
SLA	Special Landscape Area
SSSI	Site of Special Scientific Interest
SuDS	Sustainable Drainage Systems
TBMS	Trowbridge Bat Mitigation Strategy
WC	Wiltshire Council
WCRSHR	Wiltshire Council Rural Settlement Housing Requirements
WHSAP	Wiltshire Housing Sites Allocations Plan



1. INTRODUCTION

The special physical qualities and distinctiveness of Bratton are articulated in this document. It describes the Parish in terms of its history and heritage assets, context in the local landscape, with key views identified, and the character of its built environment.

It has been produced by the community and captures the valued local characteristics and qualities of Bratton with the expectation that these be taken into account in any development proposals located within this Parish.

Though presented separately, this Character Assessment and Style Guide (the Guide) is an integral part of the Bratton Neighbourhood Development Plan (the Plan). In addition to the assessment of current character, it also provides design parameters for any new development – ie a visual guide to what it should look like.

The Plan will shape future development through planning policies, proactively shaping development which is appropriate to the community's needs and aspirations. As part of the Plan, this document will carry the full weight of the development plan in decision-making once the Plan is adopted ('made') by the local planning authority, Wiltshire Council. Wiltshire Council will determine planning applications in accordance with this Design Guide and other relevant policies in Part A of the Plan alongside the Development Plans for Wiltshire and the National Planning Policy Framework (NPPF) unless material considerations indicate otherwise.

In practice, this means that applicants for development need to demonstrate how their proposals accord with the relevant policies for Bratton alongside this Design Guide, or be able to demonstrate why and how they may be acceptable.

Development that is not well-designed should be refused, especially where it fails to reflect local design policies and government guidance on designⁱ.

The aim is to ensure that any future development in the Parish will contribute to a distinct sense of place and sensitive integration, avoiding 'anywhere' development which would detract from the valued character of Bratton.

The core of the document is a description and analysis of what are believed to be the important and locally distinctive features of the Parish. It does not focus on whether or where developments should happen - rather it is about informing the design of any future developments.



2. CONTEXT AND METHODOLOGY

2.1. NATIONAL AND WILTSHIRE GUIDELINES

The NPPF is clear that the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieveⁱⁱ. Through the NPPF, the Government has set out the expectation that local planning authorities should prepare design guides informed by the [National Design Code](#) and [National Model Design Code](#), which reflect **local character and design preferences**.

Therefore, in March 2024 the [Wiltshire Design Guide](#) was adopted as a Supplementary Planning Document and expands upon the current Core Policy 57 “Ensuring high quality design and place shaping” in the Wiltshire Core Strategy, and in the future upon the forthcoming Local Plan (policy 98). It is for any applicant or assessor of planning applications and design proposals within the Local Authority of Wiltshire.

The NPPF also sets out the importance of local communities making clear their expectation of what ‘well-designed and beautiful’ places and buildings mean to them: ***“Neighbourhood planning groups can play an important role in identifying the special qualities of each area and explaining how this should be reflected in development, both through their own plans and by engaging in the production of design policy, guidance and codes by local planning authorities and developers.”ⁱⁱⁱ***

This enables the community to be proactive and have a constructive influence on design.

This Guide for Bratton complements and adds local detail to Wiltshire Design Guide. Applicants should use this document and work closely with the community to produce designs which take account, where possible, of local views, concerns and preferences^{iv}. Where planning applications seek to deviate from the Guide, clear reasons need to be given as to why.



Photo 6 – Modern architecture sympathetically applied to rural village setting



2.2. METHODOLOGY

Elements of character include both the uses of an area and its physical features, such as styles of building, construction materials, architectural details or landscape features. Other elements of character may be more intangible perceptions of a place, such as historical or cultural associations with a place or building. Others may be relatively transitory, such as the smells and sounds associated with specific activities, which may occur only at certain times of the day or year.

Through the use of survey forms, (part of a Conservation Area Appraisal toolkit developed by the Deal Conservation Society^v - our thanks to them for generously sharing), and adapted for Bratton with input from our Plan consultants, members of the Steering Group have systematically assessed the characteristics of the Village, and have sought to 'identify the special qualities' of the Parish. This includes the local heritage – reflecting the history of the Parish; our landscape and the many views across it which are valued by our community.



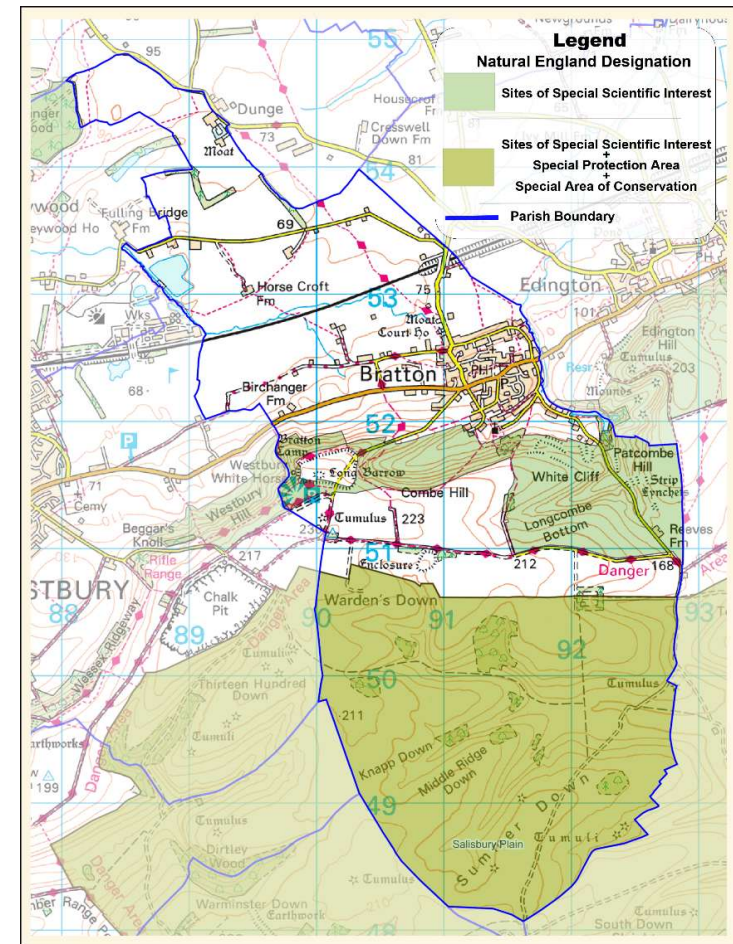
3. LANDSCAPE, TOPOGRAPHY AND VIEWS

3.1. LANDSCAPE AND TOPOGRAPHY

The topography of the area varies from a gently rolling lowlands in the north, to the south with its dramatic rise of the slope of the northern escarpment of the Salisbury Plain. This is surmounted to the west by the White Horse monument, a locally distinctive feature visible from afar which is within Bratton Parish. Records suggest that the Horse was originally cut in the late 1600s, probably to commemorate the supposed Battle of Ethandun, thought to have taken place at Bratton Camp in AD 878.

Much of the parish landscape lies in an area which was designated as the Salisbury Plain 'Special Landscape Area' (SLA), a saved^{vi} policy from the West Wiltshire Local Plan. The Salisbury Plain SLA is a non-statutory designation which recognises the local value of a landscape. This policy will not continue to be saved with the new Wiltshire Local Plan but it does highlight that where the land rises to the south it gives Bratton qualities which elevate it above other more everyday landscapes^{vii} – in terms of the NPPF, we would consider it a 'valued landscape'^{viii}.

Overall, there is a strong sense of tranquillity throughout the landscape and the Village which nestles amongst it. Tranquillity can be defined^{ix} as 'a state of calm and quietude associated with peace, considered to be a significant asset of landscape'.



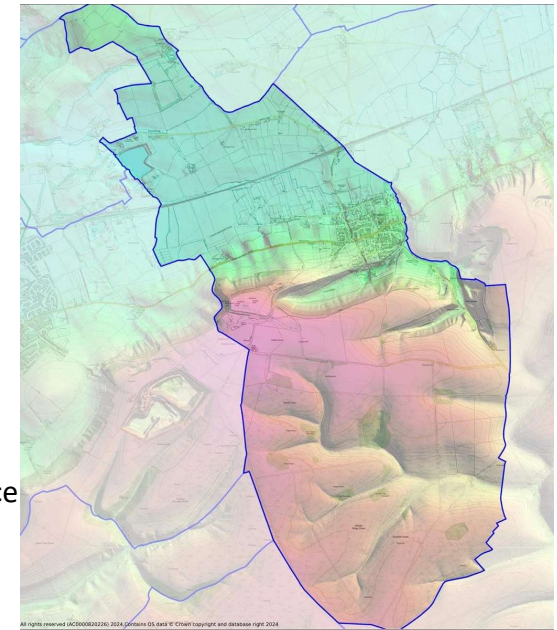
Map 1 - Protected Landscape Areas



The Wiltshire Council Core Strategy policy linked to landscape (Policy 51) is supported by two Landscape Character Assessments (LCA)^x which cover the Bratton landscape. The LCA for West Wiltshire illustrates the varied nature of the landscape of the Parish which includes four landscape character types (from north to south):

- Clay Lowlands
- Greensand and Chalk Terrace
- Chalk Downland Edge
- Chalk Downland

Map 2 clearly shows the dramatic topographic changes across the Parish. The Bratton and Edington Greensand and Chalk Terrace landscape character area adjoins the edge of the higher landscape character area of the Bratton Chalk Downland Edge resulting in the dramatic, steeply sloping scarp face onto the Salisbury Plain (Chalk Downland) to the south of the Parish. The north of the Parish has a landscape character which is one of gently rolling lowland based on clay, where there is a mixture of arable and pastoral farmland, delineated by mature hedgerows, with mature hedgerow trees often visible and a variable field pattern.



Map 2 - Topological map of Bratton Parish



Photo 7 - Bratton, from Bratton Camp

Overall, there is a strong sense of tranquillity throughout the area. Dramatic views can be gained throughout the varied landscapes of the area.



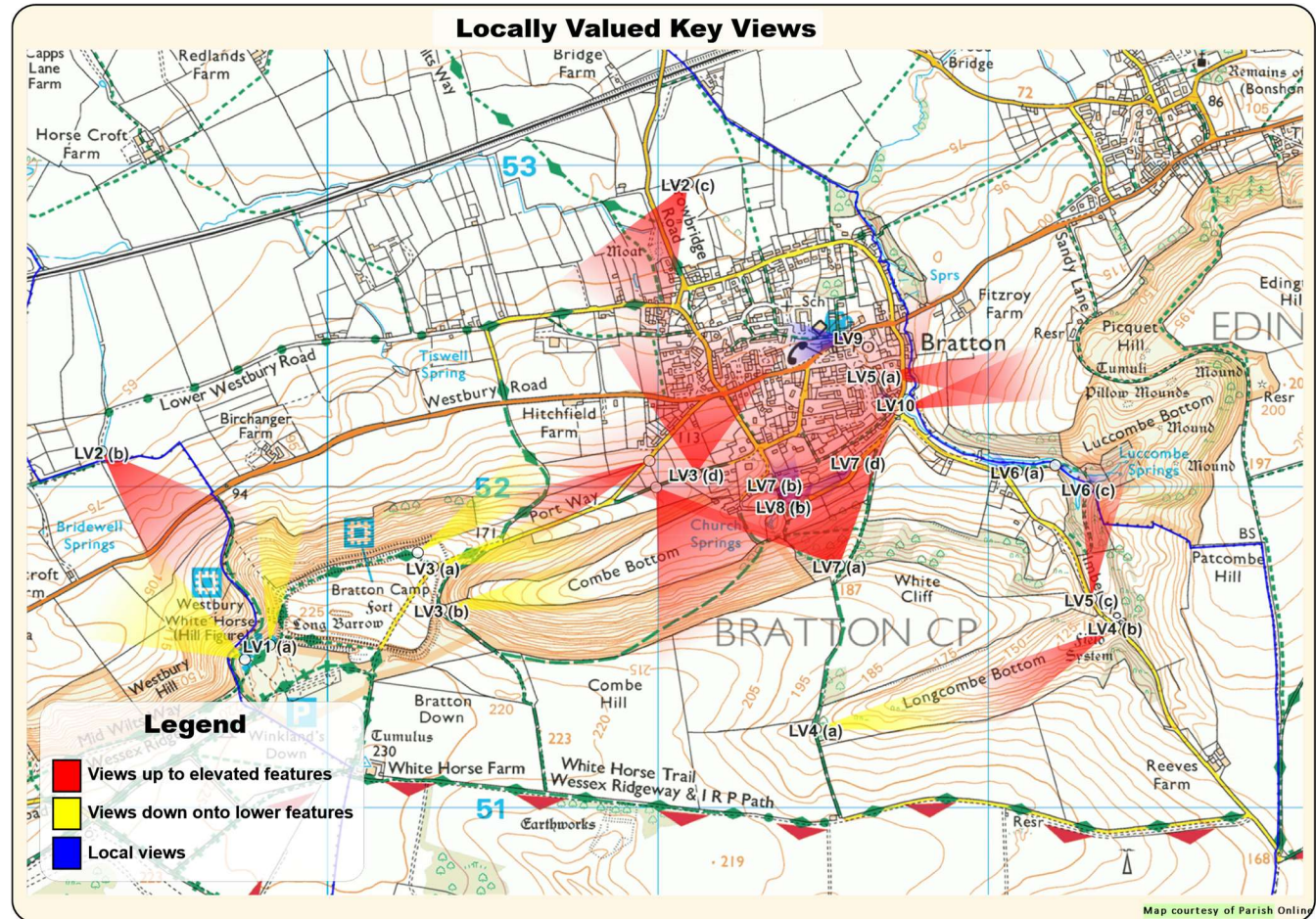
Photo 8 - Bratton Camp viewed from North West of Parish



3.2. LOCALLY VALUED KEY VIEWS

The Plan provides the opportunity to identify and protect specific, important and locally-valued views. To be identified as locally important and 'valued' they should satisfy at least one of the following criteria:

- Be visible from a publicly accessible location (including public rights of way or public highways)
- Be selected for a specific reason ie overreaching far view, view to an historical or public interest building/monument
- The quality and distinctiveness of the visual amenity
- Have an historic link to an important event or person
- Already include facilities for their enjoyment ie parking places and interpretive boards



Map 3 - Locally Valued Key Views – Wider Landscape



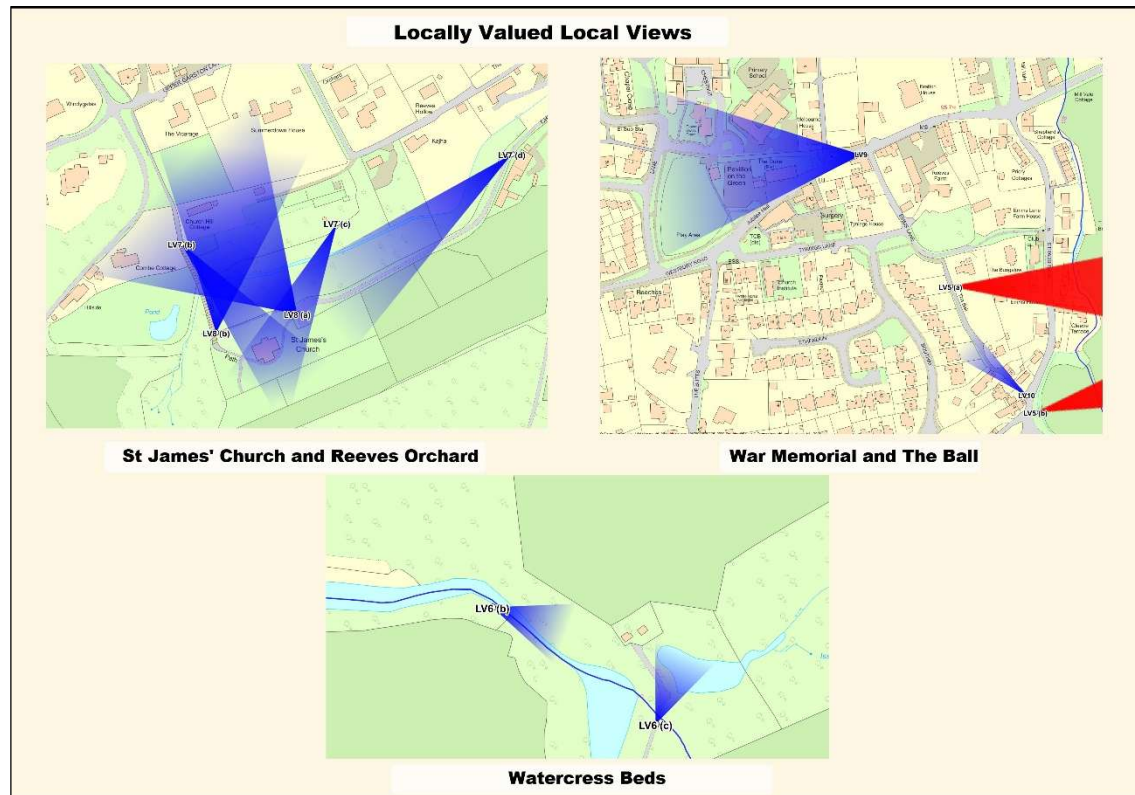
Summary of Identified Views

Map 3 shows the key views identified by residents, overlaid on the Ordnance Survey map. These are broken out into two groups:

- Views looking down from the higher ground,
- Views looking up from the lower grounds around the Village,

Map 4 shows at an increased magnification some specific Local views, seen within the Village.

A full description of each view, the reason for its importance, and associated photographs are presented in 'Annex 1 – Local Assessments'.



Map 4 - - Locally Valued Village Views

Wider Landscape Views

LV1: White Horse Monument

LV2: Bratton Camp

LV3: Coombe Bottom

LV4: Longcombe Bottom

LV5: Picquet Hill

Within the Village

LV6: Luccombe Mill Watercress Beds and Paradise Pool)

LV7: Parish Church of St James

LV8: Reeves Community Orchard

LV9: War Memorial

LV10: The Ball



4. HISTORICAL CONTEXT

4.1. SETTLEMENT HISTORY AND PATTERN OF DEVELOPMENT

Bratton was originally formed from three hamlets: Littlestoke in the south west, Stradbrook in the east and Braectun (Anglo-Saxon name) in the north west. These hamlets merged to form the Village that we see today. It is therefore unusual in that today's "village core" was not the original part of the village, but grew organically in the void between these three hamlets.

Map 5 is the 1844-1888 OS 25" 1st Edition map showing Bratton^{xi}. The dispersed pattern of the Village can be clearly seen. The Village Core, along Westbury Road, which is the economic heart of the Village today was formed largely around the location of Reeves Iron Works. This was the major employer of the Village in the late 19th and early 20th century. The firm closed in 1970 but the land it occupied has now become the Village Green, fittingly still at the heart of much of village life today.

Most of the infill between the hamlets occurred relatively recently in the 1970s when the Village saw a



Map 5 - Bratton 1844-1888 OS 25" 1st Edition
(Map sourced from the Wiltshire & Swindon Archives, accessed from the Know Your Place Website)





Map 6 - Bratton Village today

number of large, modern estates developed. Until then, over several centuries, houses had appeared gradually and generally individually. Map 6 shows the Village as it is today which clearly illustrates the in-filling which has taken place around the historic groupings of hamlets. The map also shows the extent of the Conservation Area (see Appendix 2, below).

The Village is the only significant settlement in the Parish, being surrounded by a larger area of rural countryside with a scattering of homes and farms.



4.2. DESIGNATED HERITAGE ASSETS

There are six scheduled monuments within the Parish, of which five are outside the Village settlement area:

- The site comprising Bratton Camp (Iron Age Hillfort), the White Horse monument (18th Century), barrows (Neolithic) and trackways on Bratton Down,
- Bowl Barrow to the north of White Horse Farm (Scheduled): Late Neolithic and Early Bronze Age,
- Enclosure to the south-east of White Horse Farm (Scheduled): Late Neolithic and Early Bronze Age,
- Strip Lynchets, Patcombe Hill (Scheduled): Medieval,
- Dunge Moated Site (Scheduled): circa 1300,
- Mediaeval Moated Site, Trowbridge Road: Constructed circa 1300 to protect the home of the Lord of the Manor.

The Village is located almost entirely within a Conservation Area (see Map 6) which was established by the West Wiltshire District Council in 1975 (see '9. Appendix 2', below).

There are 45 listed buildings in the Parish. These are listed in the character assessment sections, below. Most of these are within the village settlement boundary. A full list can be found in the National Heritage List for England^{xii}.

4.3. LOCALLY VALUED NON-DESIGNATED HERITAGE ASSETS

In addition to the nationally designated heritage assets, the Plan Character Assessment process has identified a number of other buildings and features in Bratton, of **local historical interest** or **aesthetic value** which are valued by the local community.

Non-designated heritage assets are buildings, monuments, sites, places, areas or landscapes identified by plan-making bodies as having a degree of heritage significance meriting consideration in planning decisions but which do not meet the criteria for designated heritage assets. Source: Historic England Policy Guidance^{xiii}.

We are grateful for the assistance of members of the Bratton History Association^{xiv} in compiling this list. They have drawn on its archive material and publication about the history of the Village, ***Bratton: Between Chalk and Cheese***. Details (including photographs) of the Heritage Assets identified in this report (and future updates) can be found on the Association's website as well as Wiltshire's Historic Environment Record (HER).



4.4. LOCAL GREEN SPACES



Map 7 - Identified Local Green Spaces

The Neighbourhood Development Plan Steering Group ran workshops to obtain Bratton residents' views about which areas of the Parish they would like to see become designated as Local Green Spaces (these residents' workshops are described in the Appendices to our Neighbourhood Development Plan Consultation Statement). Of the 28 sites identified, ten were deemed to meet the criteria to be designated as Local Green Spaces (see Section 2 of Annex 1 for full details).

- G1 - Bratton Village Green
- G2 - Area by Jubilee Hall
- G3 – Gales Ground Allotments ('Temporary')
- G4 – Millditch Allotments (Statutory)
- G5 - Reeves Orchard
- G6 - Bratton recreation Ground
- G7 - Tynings Lane/Southay green area
- G8 - Stream on Stradbroke and surrounding green
- G9 - Mill Meadow
- G10 - Gales' Ground Paddock



5. CHARACTER AREAS AND CHARACTER ASSESSMENTS

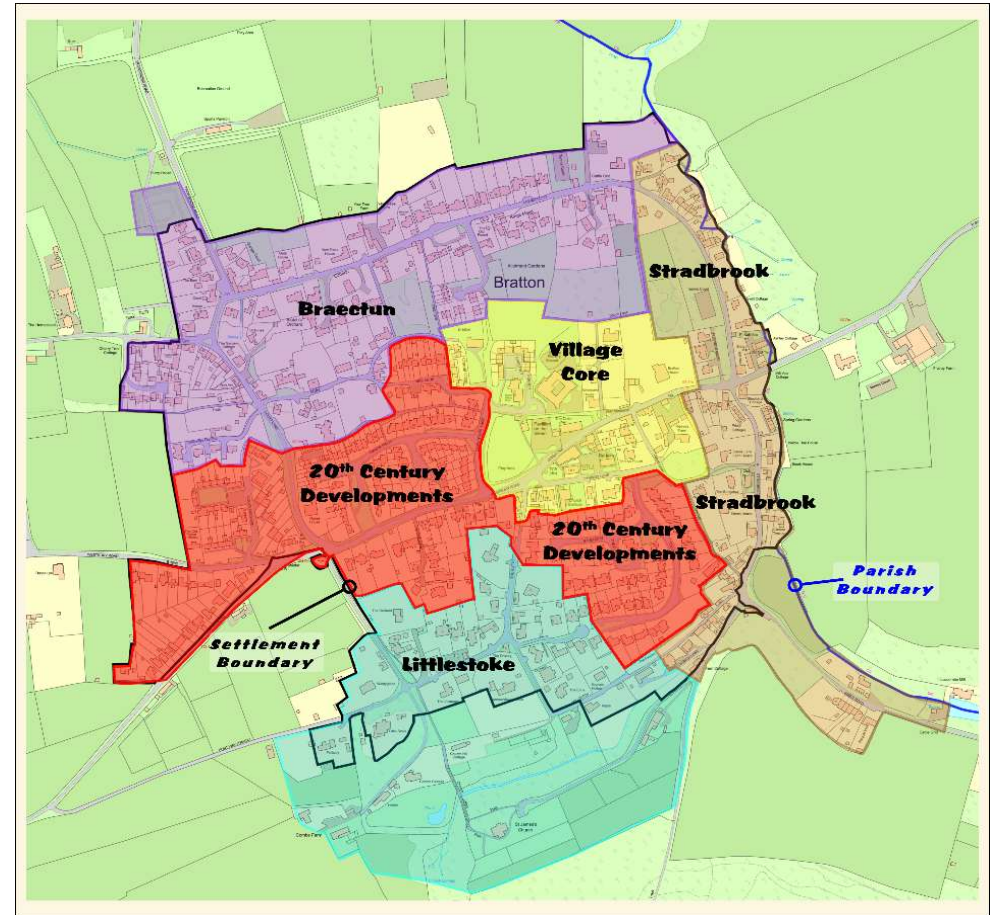
5.1. OVERVIEW

To describe the physical character of the Village, it is helpful to identify the distinct areas which have their own unique, individual character or 'sense of place'. These are areas where properties share a similar appearance and feel as each other.

Five character areas have been identified. These broadly align to the three original hamlets which were conjoined to establish the larger Village of Bratton, and the central areas which have brought about that connection. They are shown on the map below, identified by their different colours.

These areas are referred to as:

- Village Core (VC)
- Braectun (Br)
- Stradbrook (St)
- Littlestoke (Li)
- 20th Century Developments (2C)



Map 8 - Bratton Village Character Areas



For each of the five village character areas identified, a description has been provided together with a map for of the area. Alongside this the positive characteristics of the area have been categorised as follow:-

- Landscape and views
- Buildings
- Valued Green Spaces
- Streets and Paths
- Ambience
- Heritage Assets

These characteristics should be considered in any proposed plans for the future development of the character areas.



The following pages provide a summary description of the five character areas.



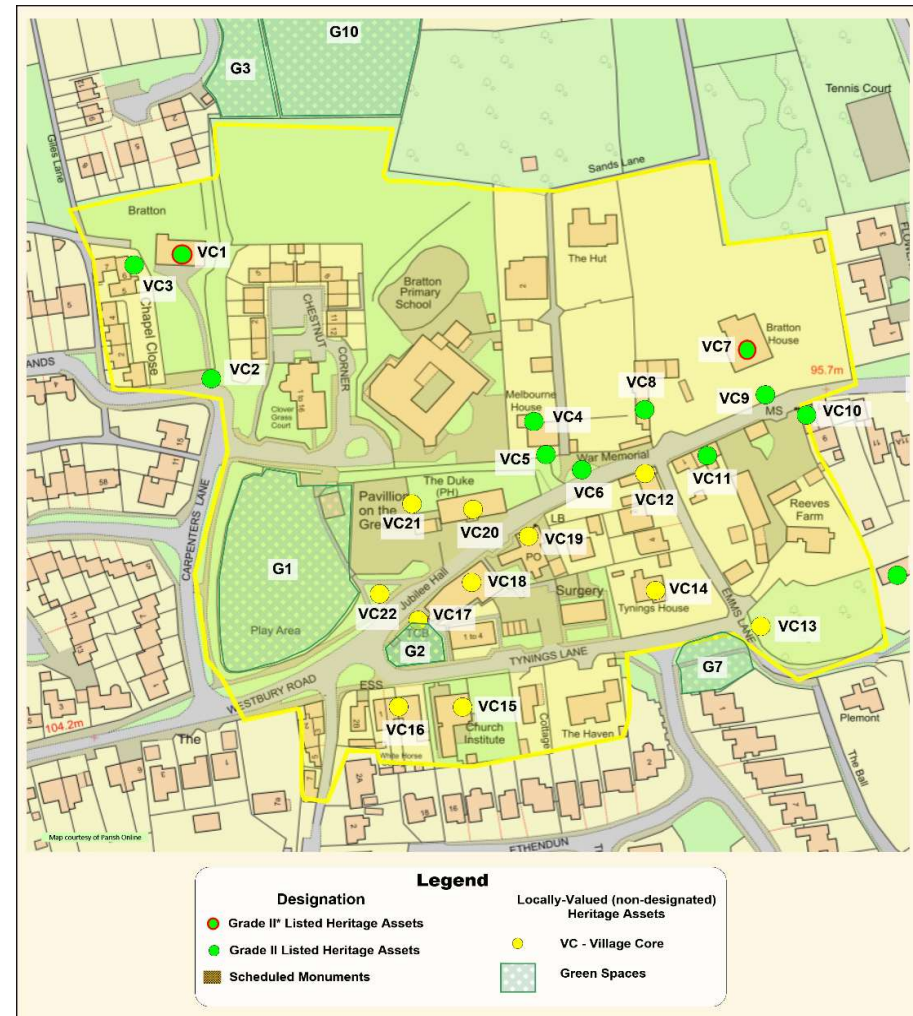
5.2. THE VILLAGE CORE (VC)

Overview

The Village Core area connects the three historic hamlets. It straddles either side of the B3098 'Westbury Road' and provides all the main amenities in the Village. These include the shop and Post Office; two village halls; primary school; public house; satellite surgery and dispensary; village green with play area and pre-school. It also contains a number of residential properties.



Photo 9 - The Duke Public House



Map 9 - Bratton Village Core Character Area



Characteristics which contribute positively to the area are:

Landscape and Views

- The focal point in Bratton Village, it affords far-reaching views east to Picquet Hill and up to the Salisbury Plain.
- There are many deciduous and evergreen trees and shrubs in the area. A number extend along the B3098 and down Carpenters Lane creating an enclosed village green. Some large deciduous specimens are close to the Duke Inn and others stand at the corner with Tynings Lane providing a place to stop and rest.
- Gardens are well maintained and there is a sense of rural well-being.

Buildings

- The village core has a mix of building styles including original buildings from the 18th Century, and newer constructions up to the late 20th Century. The most significant listed buildings include Bratton House and Melbourne House.
- Bratton House is an imposing property, with a number of outbuildings, on the main street but hidden behind an equally imposing high red brick and stone wall. The house and out buildings are red brick with natural slate roofs. Windows in the house have stone surrounds, and there are grand stone steps.
- Melbourne House is in the Queen Anne style. The house is red brick with a stone porch, mullion windows and a stone-tiled roof. The boundary walls are garden bond red brick with stone coping and limestone quoins.
- Nearby traditional buildings, many of which are situated on the B3098 or Tynings Lane, also feature red brick construction, with stone or timber porches and window surrounds. Roofs, sometimes hipped, are a mixture of pantiles, natural tiles, natural slate, and thatch.
- Facilities such as the village shop, the Jubilee Hall, the Church Institute and The Duke Pub dominate this part of Bratton. They are not listed buildings, but make an important contribution to character and local history, and are identified as 'Locally Valued Non-designated Heritage Assets'. Each is described in this Neighbourhood Plan, most are red-brick and The Duke is painted brick with brickwork detailing. It has a traditional brick wall boundary with coping stones.



Photo 10 - Village Stores



- The grade II* listed red-brick Baptist Chapel has a brick boundary wall, a stone tiled roof and an exceptional circular stone window with the panes creating a flower.
- Modern housing near the school and Baptist Chapel reflects some local heritage being brick-built with stone sills and lintels.

Valued Green Spaces

- There are two designated Local Green Spaces:
 - The Village Green (G1 in Map 9) at 0.36ha is an especially valued green space. Surrounded by trees, it has benches, picnic tables and a popular children's playground. It is the main outdoor community area for the Village. (See Annex 6 - Supplementary Information Section 3.2 for full description)
 - There is a smaller green space between the Jubilee Hall and Tynings Road (G2 in Map 9), distinguished by several mature trees: a sycamore, a Scandosorbus sennikov and an oak. This last is encircled by a wrought iron bench for villagers to relax on. One tree commemorates the Women's Institute Diamond Jubilee in 1959. The space also has a traditional red phone box which is now a community book exchange.



Photo 11 - Green Space by Jubilee Hall



Streets and Paths

- The B3098, Melbourne St, dominates this part of the Village. It is a tarmac road (one-lane in each direction). Tarmac pavements with concrete kerbstones exist on both sides of the B3098 from Court Lane to The Duke Pub at which point the pavement on the north side stops. On the South side the pavement continues another 100m to the east but then itself peters out.



Photo 13 - Melbourne Street (East)



Photo 12 - Melbourne Street - alongside Village Green

- The local bus service stops at the bus shelter situated next to the Jubilee Hall. There is some on-street parking which slows the traffic at a number of pinch-points in the Village Core, especially around the shop and Jubilee Hall.
- Other streets in this area are tarmac and adopted. A pavement exists along Tynings Lane, but not other roads.
- Many PRoW historic pathways, now paved, link the rest of Bratton to the Village Core.

Ambience

The Village Core has a wealth of amenities which contribute to its status as the centre for meeting friends, recreation and celebration. This is evident during community events held on the Village Green.

Away from the B3098, there are secluded areas where the scene is very peaceful.

Heritage Assets

The **Village Core** has 13 listed buildings and nine constructions identified as locally valued heritage assets (see Map 9, above).

The full list, with descriptions, is provided in Section 3 of Annex 1 and the full assessment for inclusion of LVNDHA is given in Annex 5.

Character Area: Village Core	
<i>Designated Heritage Assets</i>	<i>Locally valued non-designated Heritage Assets</i>
Baptist Church, Carpenters Lane	The Old Post Office, Melbourne Street
Gate Piers and Gates, Baptist Church	Home Guard Hut, Reeves Farm, Emms Lane
The Old Manse, Chapel Close	Tynings House, Tynings Lane
Melbourne House, Melbourne Street	Bratton Church Institute, Tynings Lane
Garden Walls, Gate and Piers, Melbourne House, Melbourne Street	White Horse Cottages, Tynings Lane
War Memorial, Melbourne Street	Telephone Kiosk, Melbourne Street
Bratton House, Melbourne Street	Jubilee Hall, Melbourne Street
Stables, Bratton House, Melbourne Street	Hillcroft Stores, Melbourne Street
Front and Side Walls, Gate Piers, Bratton House Melbourne Street	The Duke Inn, Melbourne Street
Milestone, outside Reeves Farm, Melbourne Street	Whale Jaw Bones, The Duke Inn, Melbourne Street
Tuckers, 1 Melbourne Street	Monument to Reeves Ironworks, Melbourne Street



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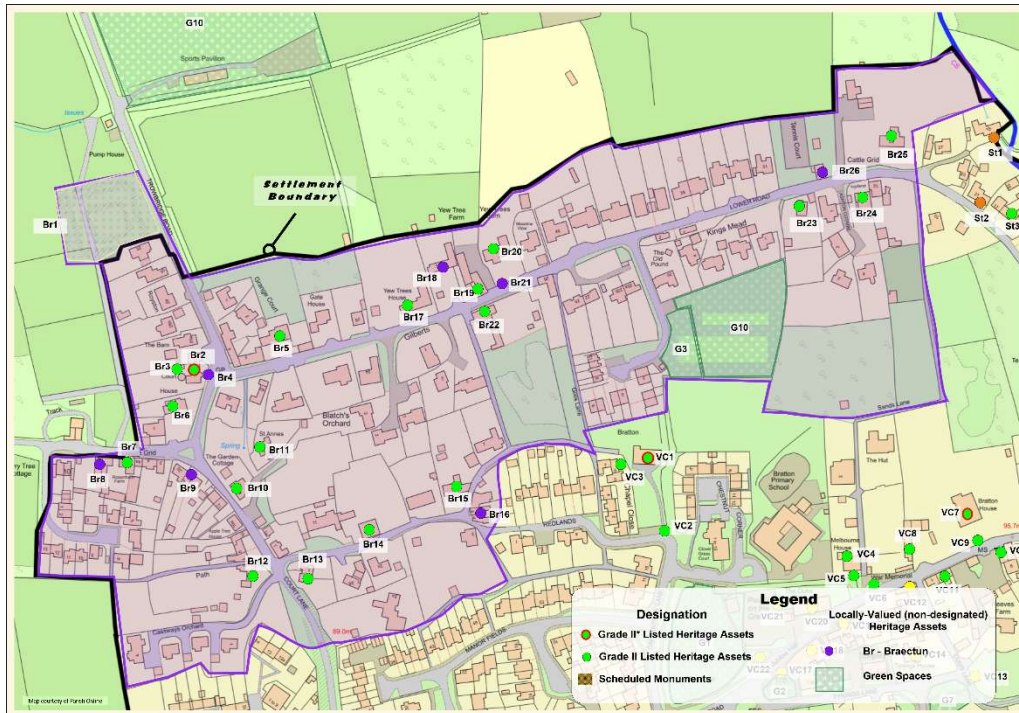
5.3. BRAECTUN

Overview

Braectun forms the northern part of the Village, with Lower Road as its spine. This is where most of the historic and listed properties in the Village are located. However more recent development has sympathetically infilled much of this area. Despite this, the area is still relatively sparsely populated with a tranquil feel, particularly along Lower Road.

Historically this area included the small arable and fruit farms of the Village (see Map 5, above). The farmhouses and the associated farm buildings still exist today as residential property. The land to the south of Lower Road historically consisted of orchards. These typically had long gardens rising up the escarpment, many of which have developed into small cul-de-sacs in the 20th century. The fields to the north are still intact as arable and pasture and are contiguous with the original farms of Lower Road, so contributing to the charm of Braectun.

Access from the centre of the Village is via Lower Road and Court Lane, or by a number of former farm tracks which have been converted to footpaths, which are notable and well-used features.



Map 10 - Braectun Character Area



Characteristics which contribute positively to the area are:

Landscape and Views

- Many homes have elevated views overlooking the fields towards Steeple Ashton.
- The settlement boundary to the north of Braectun maintains the traditional farming setting of this area, and the tranquil environment.
- Properties have a variety of garden sizes and are set back from the roads so that they typically sit-back into the landscape.
- Along Lower Road and Court Lane there is almost continuous greenery on both sides of the roads, with deciduous and evergreen trees and shrubs that provide interest in all seasons. The cul-de-sacs also have their own specimen trees planted by the residents. Altogether this enhances the atmosphere of this part of the village as a place that is grounded in the countryside.

Buildings

- There are many traditional and listed buildings located throughout the area, including the thatched 14th century Court House and Yew Trees which was a school in the 17th century and is now an impressive residence.
- The majority of houses were built as individual homes over the last 500+ years. Some properties have been built perpendicular to the road, further adding to the appeal and distinctiveness of Braectun



Photo 15 - Modern house in Braectun

- Most traditional buildings are detached two-storey homes, set back from the road, many have brick boundary walls with the half round brick coping stones.
- Most traditional buildings were built from the local red clay bricks, some retain the original herringbone brickwork and many use Flemish or English bond. Some examples feature stone mullion windows and porches.
- They typically have tiled roofs; some are hipped and some have Dutch gable ends. Roofs around the west end of Lower Road have both



Photo 14 - c.1700 house in Braectun



pantiles and natural terracotta tiles on the lower edges.

- There are also many traditional timber-framed buildings, some of which are thatched and rendered. Their boundaries are typically mature hedges.
- Timber sash Georgian style windows are a theme in Lower Road.
- A few 20th century houses have been sympathetically built with mock timber frame features and/or brick patterns seen on traditional houses. Some have stone sills and lintels to the windows. Rosenheim Rise offers semi-detached, detached and link-detached properties with timber cladding.
- The Victorian terrace on Court Lane features matching porches and dormer windows, displaying diamond shaped brickwork and blackened header bricks.
- Comparison of the photos 12 and 13 show sympathetic development: featuring an old (c1700) house and new (c2010) house opposite in Braectun where the architectural details have been carefully recreated in the new house.

Valued Green Spaces

- There are two designated Local Green Spaces. The 0.11ha space around the ('Temporary') allotments is valued (see G3 in map 8, above) and the adjacent 0.48 ha paddock (see G10) in map 10) These are both at the Parish owned Gales Ground site.
- The PRoW pathways, that lead to and from the Village Core, pass green fields and/or large gardens.



Street and Paths

- The streets in Braectun are residential and subject to 20mph speed limits. They are adopted and made of tarmac, although Pear Tree Orchard is block paved. Typically, these roads do not have road markings, which helps to slow traffic - this feature should be retained.
- Lower Road narrows at a couple of points, slowing the little traffic there is, and adding to a sense of calm to the area. Court Lane is an, atmospheric, dark, winding and sunken lane that suffers from a lot of through-traffic. Pinchpoints, blind corners and parked vehicles only serve to slow the most cautious of drivers.
- Furthermore, there are few pavements in this area and occasional grass verges. There is little allowance given to sharing of space between pedestrians and vehicles, and this can cause danger particularly along Court Lane where there is an important crossing point to Bury Lane, and where visibility is impaired around corners. Development that increases traffic along Court Lane should be discouraged.
- Driveways are tarmac or gravel, some with concrete kerbstones to separate them from the road.
- Lower Road is connected to the Village Core by three historic, and relatively steep, pathways (see Map 10). Another pathway connects Court Lane, to the Lower Westbury Road. These pathways are much valued in the area.
- From Lower Road there are highly valued walks, leading across the fields in the direction of Steeple Ashton.



Photo 17 - Junction Pear Tree Orchard with Lower Road

Ambience

- There is a sense of privacy and tranquillity in the area.



Heritage Assets

Braectun has one Scheduled Monument, 19 listed buildings and seven constructions identified as locally valued heritage assets, as can be seen in Map 8, above. *The full list, with descriptions, is provided in Section 3 of Annex 1.*

Character Area: Braectun	
<i>Designated Heritage Assets</i>	<i>Locally valued non-designated Heritage Assets</i>
Mediaeval Moated Site, Trowbridge Road	Finger Post, Court Lane
The Court House, 26 Court Lane	Rose Cottage, Lower Westbury Road
Granary, 26 Court Lane	Victoria Terrace, 16, 18 & 20 Court Lane
Grange Farm, Lower Road	4 & 5, Bury Lane
Court Farm House, 22 Court Lane	Whitakers, Lower Road
Rosenheim Farm with Railings, Lower Westbury Road	Wooden Milk Churn Stand, Lower Road
Pear Tree Cottage, Court Lane	Granary, East Marsh Farm, Lower Road
St Anne's Cottage, Court Lane	Stink/Stench Pipe, on Footpath BRAT27
Court Lane Farmhouse, Court Lane	
Dove Cottage, 1 & 2 Bury Lane	
Ballards, Bury Lane: Late 18th Century house	
Scotts Farm, Bury Lane	



Character Area: Braectun	
<i>Designated Heritage Assets</i>	<i>Locally valued non-designated Heritage Assets</i>
Yew Trees House, Lower Road	
Yew Tree Farmhouse, Lower Road	
Yew Tree Barn, 49 Lower Road: Late 17th Century	
Ivy Cottage, Lower Road	
Winters, Lower Road	
Ivydene, Lower Road	
East Marsh Farm, Lower Road	



5.4. STRADBROOK

Overview

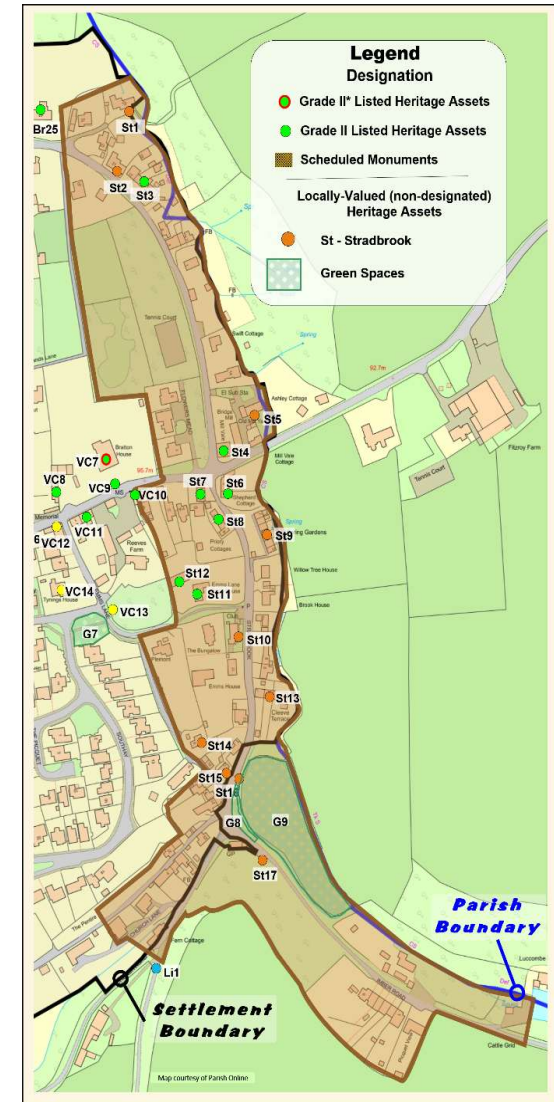
This area is far more densely built, sited on the west side of the Stradbrook (or Milbourne) stream which forms the parish boundary with Edington to the east. Many villagers living here view themselves as living in Stradbrook as much as in Bratton and there is consequently a degree of local sub-community spirit. As well as being the linear focus for the area, the stream provided the power for the four mills built in the 18th century to support the woollen industry. The mill buildings that remain have all been converted into residential properties. Almost all of the space between the older houses has been infilled, mainly during the 20th century and therefore the area remains largely intact and retains its original charm.

Access to this area is also limited with only one narrow road (also named Stradbrook) on which many residents park their cars due to the topography and lack of space surrounding their homes.

Characteristics which contribute positively to the area are:

Landscape and Views

- This area slopes towards the stream, with open fields beyond. The topography ensures the area is sheltered with an abundant tree cover which enhances the peaceful quality.
- Houses have well-maintained front and rear gardens with enclosed boundaries. Lower Road is heavily wooded in this area, especially on its western flank as the gardens of Bratton House offer a number of deciduous trees that line the road; looking across the stream here is a small area of woodland, and given the low density of housing, the environment is that of a quiet wooded valley. Along Stradbrook the gardens support a number of native trees, and the lane offers views of Mill Meadow, an open green space bounded by the stream and hedges. Views are up to Piquet Hill.



Buildings

- There is a mix of detached two-storey homes and traditional terraced cottages of different ages and styles, including many historic buildings (see Map 11). Although most homes line the road, one terrace is perpendicular to it.
- Traditional homes are built with local brick mainly in Flemish or English bond and often with intricate detailing. Some cottages are timber-framed. The mill buildings introduce stone quoins, sills and lintels.
- Many cottages have porches constructed of wood, stone or thatch.
- Windows are typically timber casement or sash, with large stone arched windows in the Mill Factory and even some circular windows. Several buildings feature stone mullions around the windows.
- Roofs are a mixture of clay pantiles, natural tiles, natural slate, and thatch. Several are hipped or double pitched.
- Brick and stone walls, wrought iron railings and hedges form boundaries.



Photo 18 - Terraced cottages in Stradbrook character area



Valued Green Spaces

- This area has developed organically, reflecting the course of the stream and steepness of the hillside above, which gives a sense of visual openness.
- Many residents value the views over the privately owned water meadow (Mill Meadow - photo 20) up to Picquet Hill.
- There are places to rest and enjoy those views, including at the two designated Local Green Spaces – the ‘square’ with a bench seat by the stream (G8 on Map 11, above, photo 19), and the water meadow itself is a play area for children (G9 on Map 11, above).



Photo 19 - Local Green Space at Stradbrook 'Square'



Photo 20 - Local Green Space across the stream

Streets and Paths

- There are two principal streets in this area: the southern stretch of Lower Road and the street known as Stradbrook which becomes Imber Road. These streets are tarmac, narrow (often barely wide enough for two cars to pass) with few road markings. There are no pavements and a limited number of concrete kerbstones or soft verges.
- Many residents of Stradbrook park on the road which slows traffic and causes congestion.
- There are historic paths which allow steep access from Stradbrook and Lower Road to the Village Core. One of these historic paths, called The Ball, is still cobbled in places, and provides the only access to a number of Stradbrook houses and cottages.
- Several PRow footpaths lead onto Salisbury Plain.

Ambience

- The ambience in this area is unique. The natural environment: sheltered stream, mature trees and beautiful vistas give a sense of peace and tranquillity and the built environment adds further charm to the area.
- The community in Stradbrook have their own sub-community spirit and hold their own regular events.

Locally Valued Non-Designated Heritage Assets

Stradbrook has seven listed buildings and 11 constructions identified as locally valued heritage assets, as shown in Map 11, above.

The full list, with descriptions, is provided in Section 3 of Annex 1.

Character Area: Stradbrook	
Designated Heritage Assets	Locally valued non-designated Heritage Assets
15, Lower Road	Lower/Old Mill, Lower Road
Mill Vale House, Melbourne Street	Portway Farm, Lower Road



Character Area: Stradbrook	
Designated Heritage Assets	Locally valued non-designated Heritage Assets
Cornhay Cottage and Shepherds Cottage, 2 & 4 Stradbrook	Old Mill Yard, Melbourne Street
White Cottage, 3 Stradbrook	Spring Gardens, Stradbrook
Priory Cottage, 5,7,9 Stradbrook	The British School, Stradbrook
Emms Farm, Emms Lane	3 Cleeve Terrace, Stradbrook
Barn at Emms Farm, Emms Lane	6 The Ball
	Vale View Cottage, 17 Stradbrook
	Wrought-Iron Gate, Stradbrook
	St Catherine's Well
	Luccombe Mill, Imber Road



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5.5. LITTLESTOKE

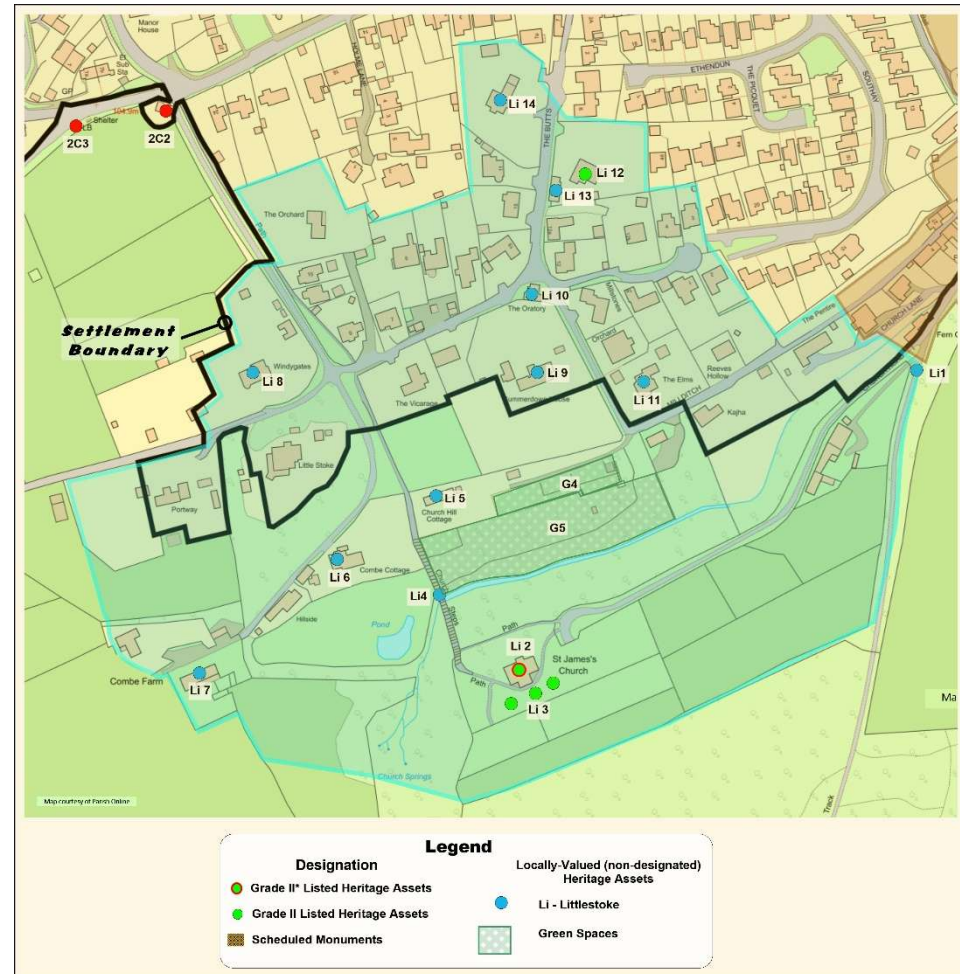
Overview

This area, which was the site of the medieval hamlet of “Little Stoke”, consists of Church Combe including several small access roads.

With the exception of St James’ Church, the original hamlet has completely disappeared, possibly due to abandonment of simply-constructed houses in the 14th and 15th centuries. However houses have been built in Church Combe and along Portway since then, but they are generally widely dispersed and many are large, with substantial gardens. This is primarily due to the steep sides of the Combe not being conducive to dense building.

Development along the access roads has continued throughout the centuries.

The Butts has several large red brick houses on either side; Upper Garston Lane has many trees and a small number of homes of varying ages set in generous gardens. More modern development has taken place along Millditch and Reeves Piece, a cul-de-sac development of five moderately large, detached two-storey houses.



Map 12 - Littlestoke Character area

Characteristics which contribute positively to the area are:

Landscape and Views

- Littlestoke forms the southern edge of the village. It includes a heavily wooded Coombe with chalk stream, and a lane leading to the church. This is a unique and special setting; the native woodland leading up to and then around the church adding to the overall atmosphere and sense of isolation from the village core. The lanes in the rest of Littlestoke are also lined with mature trees, in particular around Portway where the beech specimens are particularly striking.
- This contrasts with the striking views to the west and south of Salisbury Plain and Combe Bottom.
- Distance between properties increases, further from the centre, lending a sense of isolation to parts of this area.



Photo 21 - Church Combe

Buildings

- There are two listed buildings (see table below). There are also several other important houses which provide good examples of a variety of architectural styles. These are mainly Victorian although some are Edwardian and later 20th century.
- There are many examples of large, detached family homes with large gardens on almost every road in Littlestoke. Although typically red brick with clay tiles there are a couple of examples of stone houses (Summerdown House, Combe Cottage and The Oratory) usually with stone mullion windows.
- Another feature of the area is the number of chalet-style bungalows along Upper Garston Lane and The Butts. These are brick with pantiles with examples of timber cladding. These also have generous gardens and are set back from the roads.
- There are a small number of brick cottages on The Butts and Millditch. Late 20th and 21st century properties are large detached houses, often externally with brick and timber cladding. They are mostly designed to integrate into the existing architectural styles.
- Boundaries are typically trees and hedges, although Mulberry House has a significant brick wall onto The Butts



Photo 22 – Mulberry House, The Butts



Valued Green Spaces



Photo 23 - Reeves Community Orchard

- Church Combe itself is an open space which includes a variety of woodland, fields, gardens and the churchyard.
- There are two designated Local Green Spaces, located to the north of the stream running through the combe. Reeves Community Orchard, a site of 0.54ha, (G5, photo 23) is well maintained by a volunteer group; with an adjacent, popular (statutory) allotments (G4), (see Map 12). Full details of the orchard and the collection of Wiltshire apples it contains can be found in Annex 1 Section 2.8.

Streets and Paths

- The streets in this area are the Butts, Upper Garston Lane, Portway, Coombe Lane and Church Lane. These are all tarmac lanes with no pavements and few road markings. There are no through routes so there is little road traffic, other than that of residents and their visitors.
- Church Lane is a southern continuation of Court Lane (see 5.3 Braectun), making it an ancient sunken, dark lane with high tree-lined banks.
- Houses in Littlestoke have either separate or integral garages and many also have parking areas, so there is no on-street parking.



- There are many PRoW public footpaths throughout the less built-up areas of Littlestoke.
- The Church Steps is a notable PRoW footpath running south down the combe slopes from Upper Garston Lane, and up to St James Church.

Ambience

- A strong wooded character with many mature trees of several different species
- This is a quiet area with a strong sense of tranquillity and peace.

Heritage Assets

Littlestoke has three listed buildings and 11 constructions identified as locally valued heritage assets, shown on Map 12, above.

The full list, with descriptions, is provided in Section 3 of Annex 1.

Village Character Area: Littlestoke		
<i>Designated Heritage Assets</i>	<i>Locally valued non-designated Heritage Assets</i>	
St James the Great, Church Lane	Church Gate Posts, Church Lane	Summerdown House, Upper Garston Lane
Funeral Monuments, St James' Churchyard	Church Steps, Church Coombe	The Oratory, Upper Garston Lane
Mulberry House, 10 The Butts	Church Hill Cottage, Millditch	The Elms, Millditch
	Combe Cottage, Combe Lane	The Coach House, 10a The Butts
	World War II Graffiti, Coombe Farm Barn	The Wilderness, The Butts
	Windygates, Port Way	



5.6. 20TH CENTURY HOUSING

Overview

The 20th Century Housing area comprises three large estates, with additional linear developments. The earliest housing in this area was built in 1920's along Castle Road and Westbury Road. This linear housing now connects the newer, larger estates which were developed from 1950's to 1970's.

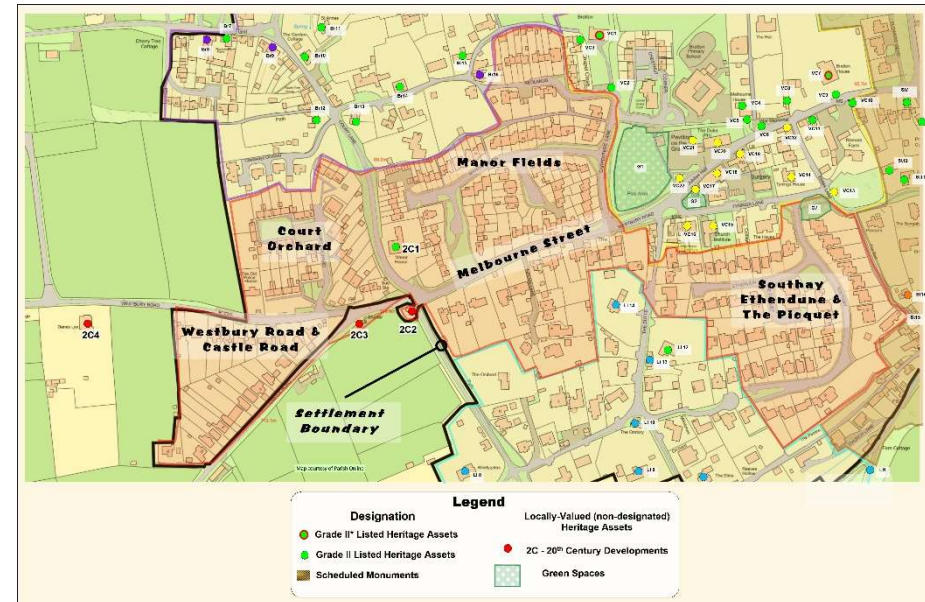
The estates vary in size and have a more urban feel than the rest of the Village, with roads, pavements and car parking built in to their design. The plot sizes within each area are similar in size and are characterised by a restrained palette of materials and designs reflecting the eras in which each was built.

The 20th Century Housing developments occupy areas that were formerly open fields and smallholdings, mainly in the centre of the Village

Estates:

The Southay/Ethandune/The Picquet estate comprises red-brick houses with shallow, pantile roofs in a limited variety of designs. Houses are single- or double-storey detached with integral garages and are set back from the roads. Front gardens are generally open, with few trees or boundary hedges.

The Manor Fields/Carpenter's Lane estate consists of mostly red brick houses with shallow, tiled roofs. They are a mix of detached, semi-



Map 13 - 20th Century Developments Character Area

detached, link-attached and terraced properties with integral garages. All are set back from roads and pavements, with open front gardens. Adjoining Manor Fields is Redlands which is a small cul-de-sac of red brick and stucco terraces and semi-detached houses.

Court Orchard estate of 33 houses and a block of nine flats is built mostly of reconstituted stone, buff in colour. Many houses have interesting plaques built into the front walls, with motifs of local features such as ploughs. The houses are terraced and semi-detached two-storey buildings and bungalows with low-pitched, pantiled roofs. Two newer houses are made of stone. The three-storey block of flats is of cube form with a flat roof. There is one communal parking area, but very few garages which generates a lot of street parking. There are few trees within the estate.

Linear Developments:

Several houses in a variety of styles have been built along Westbury Road. Facings include brick, plaster, and pebble dash. All have integral or protruding porches, pantiled roofs, garages and off-street parking. They are set well back from the road, with hedges for screening, some have garages.

Further to the west, along the north side of Castle Road, is a linear development of 14 individual chalet-style detached houses and bungalows. They are built of red brick and pebble dash with tiled roofs. Some have porches and garages. All are set back from the road with small front gardens. Most have low hedges at the road edge. There is no pavement.

Characteristics which contribute positively to the area are:

Landscape and Views

- Some of the houses in Southay, Castle Road and Westbury Road (west section) have excellent, distant views, but most look onto other houses.
- Mostly level ground with small well-kept gardens which are open to the pavement. There are a number of trees in public green spaces in this area, typically at street corners and at the end of no-through roads. These soften the density of housing and enhance the areas.



Buildings



Photo 24 - Typical houses in Southay

- Much of the housing in Manor Fields and Court Orchard was built on lands that would once have been part of the Old Manor which sits on the corner of Court Lane and the B3098. This property probably dates from the 16th Century and is typical of other Bratton buildings from a similar time that survive today, being red-brick, tiled with a mixture of sash and casement windows.
- The majority of modern properties in this area are predominantly red-brick two-storey with pantile roofs, however there are examples of bungalows especially in Southay, Ethendun and The Piquet and reconstituted stone houses in Court Orchard.
- The houses along Westbury Road have a wide variety of architectural styles including mock Tudor. Newer properties, taking advantage of new materials, have been introduced.
- Parking has been considered as part of the overall design of each estate and, in general, these areas do not suffer from the same parking issues as Stradbrook.

Valued Green Spaces

- There are a small number of highly valued, open spaces within each estate.
- The one designated Local Green Space is situated at the entrances to Tynings Road and Southay (see G7 on Map 11, above). Although just 0.06ha in size, it has some well-established trees and makes a welcome buffer between the groups of houses.



Streets and Paths

- The B3098 links the various housing developments in this area. Other streets in this area were built at the same time as the housing and are relatively modern. They are tarmac with pavements segregated from the roadway by concrete kerbstones. Most roads have road markings. There are several cul-de-sacs with good tarmac pavements and concrete kerbstones.
- The exception is Castle Road, leading up to Bratton Castle, which does not have a pavement.
- Pedestrian access to other parts of the Village is limited to a few paths, or the pavements alongside roads. Other rural footpaths lead up to Salisbury Plain.
- Homes are well set back from roads and foot-paths, in some cases with no frontal boundary at all, giving many places within this character area a sense of openness and space.
- Many houses have garages and those that don't often utilise parking on their drive. However, there is still on-street parking particularly in Manorfields, where the housing density is at its greatest. Court Orchard has some designated parking areas, as many houses do not have any adjacent parking at all.



Photo 26 - Southay

Ambience

- There is a positive community feel in the estates resulting from the close proximity of properties and the lack of through-roads.
- In places there is a strong visual connection to the wider landscape, lending a sense of tranquillity and connection to the countryside.



Photo 28 - Redlands, north side, showing houses set well back



Photo 27 - Typical house on Westbury Road

Heritage Assets

The 20th Century Housing Developments area has one listed building and four constructions identified as locally valued heritage assets, as can be seen in Map 13, above.

The full list, with descriptions, is provided in Section 3 of Annex 1.

Village Character Area: 20 th Century Housing Developments	
<i>Designated Heritage Assets</i>	<i>Locally valued non-designated Heritage Assets</i>
Manor Farm House, Court Lane	Turnpike Cottage, Westbury Road
	Danes Lye, Westbury Road
	King George V 'Wall' Post Box, Castle Road



5.7. BEYOND THE FIVE CHARACTER AREAS

Beyond the five Village character areas, the Parish is largely rural with a scattering of properties.

The area to the north of the Village is characterised by farms with small field systems, used for mixed agriculture, primarily mixed grains and store cattle. Farm buildings make up most of the development, with some converted for residential use.

The area to the south of the Village is on rising land abutting the military ranges. It is again characterised by farms with small field systems, again used for mixed agriculture, primarily mixed grains and oilseeds, store cattle and sheep rearing. Farm buildings make up most of the development.

This area has eight designated sites, with three listed buildings and five scheduled monuments. The full list, with descriptions, is provided in Section 3 of Annex 1.

Other Designated Sites (Beyond the Village of Bratton)	
<i>Scheduled Monuments</i>	<i>Listed Buildings</i>
Dunge Moated Site	Dunge Farmhouse
The White Horse Monument	Lower Dunge Farmhouse
Bratton Camp, barrows and trackways on Bratton Down	Horsecroft Farmhouse
Bowl Barrow North of White Horse Farm	
Enclosure South-East of White Horse Farm	



6. THE BRATTON COMMUNITY SPIRIT

A distinguishing feature for Bratton is the strong sense of civic engagement demonstrated by residents which underpins the well-being of the community. This is manifest through activities ranging from the formal, organised events to a range of ad-hoc activities within the community.

For instance, during the recent Covid-19 pandemic, a number of volunteers responded to the call from the then Chair of the Parish Council to form an emergency committee. This ensured that when lock-down took place a survey had identified all those who were vulnerable in the Parish: so that volunteers could then ensure that prescriptions were fulfilled, food provided, and hot meals prepared by the local pub were delivered to affected residents.

A small team of editors produce the popular monthly Bratton Parish News publication, which is delivered free to every household in the Village to keep them informed about upcoming events.

Bratton is grateful for the teams of stalwart volunteers who look after the Parish by picking up litter, cutting hedges and clearing footpaths. This has resulted in Bratton being awarded the title of 'Best Kept Large Village' by the CPRE for several recent years.

The Tidy Bratton group, augmented by the Wiltshire provided Parish Steward, meet monthly and concentrate on the Village centre and the numerous footpaths throughout the Village.

The Monday Gang meet weekly, and concentrate on the maintaining the environs of St James' Church.

The Reeves Community Orchard team concentrate on maintaining that orchard, and are custodians of the Bratton Pollinator Project: both for the Orchard and for Bratton Primary School.

On the cultural side, Bratton's community has a strong commitment to the arts. For instance, the acclaimed Bratton Players stage three plays a year in the Jubilee Hall, and the nationally recognised Bratton Silver Band support local events and put on several free concerts every year. There is a full description of the arts, crafts, performances, music and dancing featured in Annex 6 Section 2)

For those who enjoy taking part in team sports, Bratton has benefitted from a very pro-active team of volunteers. As a result, the Parish Recreation Ground is well above standards expected for a village of Bratton's size, catering for both local teams and teams from beyond the Parish boundary. (See Annex 6 - Supplementary Information Section 6.3.3 for full description of the Recreation Ground and how improvements to the facilities have been funded.)

Further information about all the clubs and societies in Bratton is given in Annex 6 Section 4.



7. DESIGN GUIDANCE

The following guidance and expectations must be taken into account by applicants submitting plans for the alterations to existing buildings or new development within Bratton. This follows the Wiltshire Design Guide approach of setting out ‘expectations’ – this covers the expectations the community and Bratton Parish Council have in terms of the processes of the design and delivery of new buildings in the Parish.

7.1. USE OF PART B OF THE BRATTON NEIGHBOURHOOD DEVELOPMENT PLAN

Applications must demonstrate how this document has been taken into account. Planning authorities should refer to this guidance in their decision-making.

7.2. PRE-APPLICATION ENGAGEMENT – EARLY AND PROACTIVE

As set out at the beginning of this document, the NPPF also sets out the importance of local communities making clear their expectation of what ‘well-designed and beautiful’ places and buildings mean to them: *“Neighbourhood planning groups can play an important role in identifying the special qualities of each area and explaining how this should be reflected in development”^{xv}.*

The best way to achieve this is through the use of this document, in which the ‘special qualities’ are identified, as well as through meeting and talking with those proposing changes or developments, and doing this early enough to have a constructive influence, exactly as is encouraged in the NPPF^{xvi}. How to manage this is elaborated in the Bratton Parish Pre-Application Engagement Protocol (see ‘8. Appendix 1’, below).

7.3. LOCALLY DISTINCTIVE DESIGN

The key points below cover elements which our community considers are the special qualities of the Village. These should be read in conjunction with the Wiltshire Design Guide, relevant Landscape Character Assessments, Building for a Healthy Life Design Guide^{xvii}, and other design guides and best practice publications.



7.3.1. LANDSCAPE

- **‘Valued’ Landscape:** Particularly as the landscape rises to the Salisbury Plain in the south of the Parish, there are landscape qualities which elevate it above other more everyday landscape. It is expected that the important features which contribute to the valued landscape qualities will be conserved and enhanced.
- **Views in:** The variation in levels within the Parish can be very relevant to how prominent new development will appear from various viewpoints, including but not limited to, those identified as 'locally valued' in this document. As such, views towards new development must be clearly illustrated through maps and photos. Proposals should seek to protect key views. Proposals will be expected to demonstrate how any adverse effects have been addressed.
- **Views out:** The landscape and topography are key aspects of the special qualities of the Parish. Design proposals should illustrate how building design and layout have integrated and framed views out.
- **Sensitive landscape edge:** Where a development is on the edge of the settlement, the expectation is that edge treatment is appropriate to the rural location. Suburbanising features such as closed board fences should be avoided.
- Any felling of existing trees approved should be mitigated with replacement native tree planting elsewhere within the development, where possible (planning permission must be sought to fell, chop or lop any tree over a specified size on land within the Conservation Area – which covers almost all of the Village, see Map 6, above).
- **New planting:** New tree and shrub planting is also encouraged, in line with Policy BNP16 (see Part A Section 6.2.16). Depending on the function of the tree and nature of the site selected, there is a preference for native trees and large-canopied species to be planted, as these can provide a wider range of ecological benefits than other species. See Woodland Trust for examples^{xviii}.
- **Work with nature:** Proposals will be expected to include measures to minimise and where possible reduce light pollution. Existing landscape features such as hedgerows should be retained and integrated into the green infrastructure around buildings, reinforcing the rural nature of the Parish. The use of Building with Nature Standards^{xix} is encouraged.
- **Climate responsive:** Many aspects of sustainable design need to be considered at the onset of site planning to ensure that they can be achieved, for example the use of building orientation to maximise passive solar gain or sustainable drainage systems to take account of the higher likelihood of surface water flooding (see Part A Section 6.2.7).



7.3.2. BUILDINGS

- **Reinforce the positive character:** Positive characteristics which contribute to the special quality of Bratton and the various character areas identified within the Village are set out in Part 5 of this document and should be used to inform designs which take account of our communities' preference for character.
- **Protect and enhance local heritage:** Design proposals which conserve and, where appropriate, enhance the heritage significance and setting of the Village's heritage assets. These should contribute to the distinct identity of the Village and wider landscape. Non-designated locally valued heritage assets play an important role and the protection and enhancement of these is also expected, where possible.
- **Respond to context:** The scale and architectural lines of new buildings should reflect the forms and grain of the Village and neighbouring buildings. Also, they should respond to their immediate context in height and massing.
- **Building height:** New developments should generally be no higher than two storeys to complement the prevailing character and site comfortably within the landscape setting. Extensions to existing buildings should be in scale and character with the parent building. Additions are expected not to dominate the original building, smaller in mass and height, leaving the building's evolution apparent.



Photo 29 - Brickwork



- **Contemporary design:** Contemporary proposals which reinforce a sense of place and help raise the standard of design are generally welcomed. A contemporary design should make strong local references to identified positive characteristics, in order to maintain and reinforce local heritage and distinctiveness.
- **Detail:** Add detail to match or complement existing locally valued features. For example:
 - Brick detailing seen in the Braectun area (on houses from two different centuries),
 - The colour and texture of bricks should be chosen carefully and ideally reflect the orange and varied tones found in the older character areas,
 - Porches of varying styles.
- A variety of roof forms, often with dormers and chimneys – this is important to break the massing of the buildings to enable more integration with the landscape.
- **Work with Nature:** Opportunities should be sought to provide opportunities within building design for bat boxes, hedgehog openings, walls for solitary bees etc.
- **Climate responsive:** It is expected that the potential impacts of Climate Change are addressed through building design. Building Regulations should be seen as a minimum standard. Benchmarking against respected industry standards such as the RIBA 2030 Climate Challenge^{xx} is encouraged.
- **Climate responsive:** Many aspects of sustainable design need to be considered at the onset of site planning to ensure that they can be achieved, for example the use of building orientation to maximise passive solar gain or sustainable drainage systems (SuDS) to take account of the higher likelihood of surface water flooding (see Part A Section 6.2.7).



Photo 30 - Coloured plaster

7.3.3. SPACES

- **Connect into the Village Core:** It is expected that the Village Green, as the main outdoor community area for the Village, is linked into - ideally through direct walkable (or cyclable) routes. This should include ensuring that those with impaired mobility, such as older people and those with any physical disabilities can traverse those routes. This could, for example, be through the provision of seating along routes.



- **Small spaces matter:** Small spaces that offer space for people to sit, meet, grow food, play, and enjoy nature are valued in many parts of the Village. It is expected that design proposals will integrate new spaces where appropriate, or connect to other existing spaces.

7.3.4. STREETS AND PATHS

- **Link into and extend the walking network:** Connection into and/or extension of the existing varied network of Village Public Rights of Way (PRoW) should be delivered where possible to enable people to move around the Village for their day-to-day needs or for leisure activities.
- **Tree-lined:** Streets and paths with native trees and other planting are encouraged where possible.
- **Street furniture:** The use of a small amount of signage, benches and other street furniture should reflect the rural nature of the Village.
- **Boundaries:** Plot boundaries should reflect and strengthen the ambient character of the street and immediate context. The use of low walls and natural features for boundaries is considered to be a positive feature found in many parts of the Village.
- **Placement of car parking:** On-plot parking is preferred with planting and permeable paving as part of the wider SUDs strategy.

7.3.5. AMBIENCE

- **Rural and community focused:** The overwhelming character of Bratton is of a historic, rural village with a thriving community which values its sense of tranquillity. It is expected that design proposals will be sensitive to this, reinforcing all the special qualities of the Village to ensure this ambience is conserved.



8. APPENDIX 1: BRATTON PARISH COUNCIL - PRE-APPLICATION COMMUNITY INVOLVEMENT PROTOCOL

The aim of this protocol is to do all that is reasonably possible to ensure that new development in Bratton is done to a high standard which reflects local issues and aspirations. Its use will contribute to improved outcomes for the current and future communities, as well as assisting applicants to make applications which accord with the aims of the Parish Council, as community representatives, the Neighbourhood Plan (at the emerging stages and when 'made' following a positive referendum result) and with those of Wiltshire Council. It is crucial for success with these aims for the community engagement to start very early in the preparation of applications, working with the community of Bratton via the Parish Council.

Use of this protocol is without prejudice to the eventual judgement of Bratton Parish Council on the merits of any final application, even if a good engagement process has been agreed and followed.

Context

The **NPPF** highlights the considerable value of pre-application involvement, for example in paragraph 39:

"Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community."

and in support of this protocol, extract from paragraph 137:

"Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot."



The “**Ten Commitments for Effective Pre-application Engagement**” published by a group representing planning, industry and community groups^{xxi} states that:

“Early, collaborative discussions between developers, public sector agencies and the communities affected by a new development can help to shape better quality, more accepted schemes and ensure improved outcomes for the community. These discussions also avoid wasted effort and costs.”

The Wiltshire Council “**Statement of Community Involvement**”^{xxii} (SCI) states that it encourages:

“developers and applicants to engage with local people and communities including Town and Parish Councils and with neighbours, when appropriate, before submission of a planning application. ... The government have stated that such engagement is discretionary, but it is strongly encouraged by the Council prior to the submission of applications for ten or more houses, or other large developments on sites of one hectare or more.”

It is considered that the above should also apply to smaller developments because these can have at least as much impact on villages, such as Bratton, as on larger settlements.

The SCI outlines in detail how communities can be involved in planning applications. The Parish Council acknowledges that whilst in the early stages of considering a development proposal, applicants may wish for any discussions with Wiltshire Council to be confidential, involvement of the local community can and should happen at the earliest possible stage.

Process

Drawing from the Ten Commitments and other guidance on best practice, potential applicants should work with Bratton Parish Council to fulfil the following principles:

- **‘Day One’ contact:** By far the best results for all emerge when contact is made with our Parish Council, and through us with our local community, at the very start of any process; consulting people late with already prepared schemes is not productive.
- **Agreed Process:** A key aim of this early contact is to discuss and agree the nature, scope, timetable, information and so forth of the engagement – ie the process to be followed.



- **Applicant Leadership but Shared Responsibility:** Although it is the applicant's role to lead and fund engagement, the Parish Council will offer as much support as possible to any agreed process; for example, by providing local information, contact details for local groups, advice on meeting places, access to newsletters and so forth.
- **Openness and Transparency:** Building trust between all and ensuring an agreed outcome depend heavily on having a process that is as open as possible on all sides, though the Parish Council will respect any issues of clear commercial confidentiality.
- **Agreed Community:** A project may have an impact on a limited number of people or on everyone in the parish. The details of those to be involved will need to be discussed and agreed for any project, as will the potential methods to contact and engage them. The methods should include traditional approaches such as exhibitions and leaflets but should also maximise contacts and responses through the use of social media.
- **Agreed Scope:** There will also need to be agreement about the scope of the engagement, ie what is and is not open to change (eg layout, quantum of development, design etc).
- **Final Reporting:** The applicant should submit, with any final application, a thorough report – a full 'audit trail' - describing and summarising the outcomes of the engagement, showing how the proposals have (or have not) responded to results. If they have not, a short note should be included to explain this. If the process has been followed fully, the Parish Council will endorse this report; if not they may submit their own evaluation of it.

(The Wiltshire SCI suggests that "this should take the form of a statement of community involvement outlining what public consultation has been carried out and how the results of the exercise have been taken into account in the submitted application".)

Initial contact should be made at the very outset with the Parish Council's Clerk. The Parish Council commits to doing all possible to arrange an initial open meeting as soon as possible following this contact. The Parish Council may also request additional consultation if particularly significant local issues emerge from any list of reserved matters associated with an application.

Bratton Parish Council fully support and endorse all of the above and will play their appropriate role in delivering high quality pre-application involvement with themselves and the wider parish community as proposals come forward.



9. APPENDIX 2 – BRATTON CONSERVATION AREA

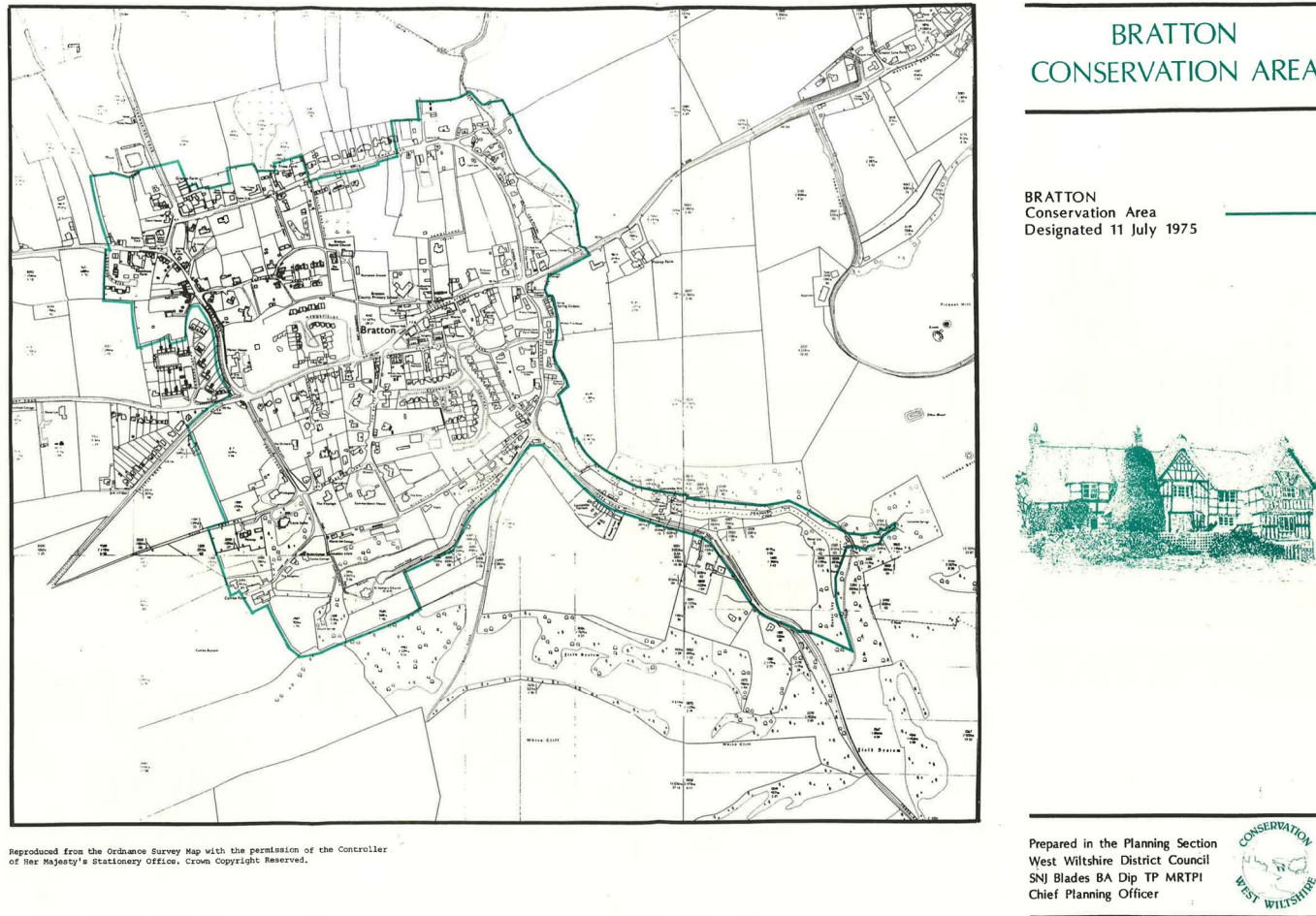


Figure 1 - Bratton Conservation Area Designation leaflet



BRATTON CONSERVATION AREA



CONSERVATION IN WEST WILTSHIRE

West Wiltshire is an attractive District with five historic towns and many picturesque villages, most of which now have Conservation Areas.

The purpose of designation of a Conservation Area is to conserve and enhance the special architectural or historic qualities of the area. Designation is effected under Section 277 of the Town and Country Planning Act 1971.

If you would like any further information on Conservation Areas, on the grants available for the repair of Historic Buildings or would like to discuss your development proposals please do not hesitate to contact the Chief Planning Officer, or any member of his staff, on Trowbridge 63111.



CONSERVATION AREA POLICIES

West Wiltshire District Council has a firm commitment to the conservation and enhancement of the best of our built environment and its policy in relation to Conservation Areas is as follows:-

Development Control

- All planning applications will be carefully examined to ensure all new development is appropriate in land use and visual appearance terms to the character of the area concerned. All new buildings will be expected to be of good architectural quality. They should relate in mass and outline to the existing fabric, continue the rhythms of the street scene and in character, scale and colour respect the design of neighbouring buildings.
- Consent will be required from the Local Planning Authority to demolish most types of building within Conservation Areas.
- Applications likely to be of interest to the general public will be advertised allowing the Local Planning Authority an opportunity of knowing public reaction to such proposals.
- Outline applications will not normally be accepted and the provisions of Article 5(2) of the Town and Country Planning General Development Order will be invoked to ensure adequate detailed information is available to the Local Planning Authority.
- It is expected that all new building work will be carried out in materials similar to those of the area. In examining the planning applications, careful consideration will be given to the use of appropriate building materials.
- A high standard of advertisement control and careful siting of street furniture will be required in the Conservation Area, and any clutter of existing signs will be reviewed. New advertisements must be in keeping with the scale and character of the building to which they are attached or which they abut.

Advertisement signs on business premises should not be higher than the top of the fascia position except in very special circumstances.

Listed Buildings

Very careful attention will be paid to the effects of new proposals on listed buildings. Listed building consent for demolition will only be recommended in exceptional cases.

Applications for alterations to Listed Buildings will be extremely carefully scrutinised to ensure a very high standard of development.

Where appropriate, and in relation to resources available, grant aid for work of restoration of listed buildings will be recommended.

Car Parking

Where possible the needs of car parking must be met in the Conservation Area, but special care must be taken to ensure proper location of any car parks.

Trees

Existing trees will be preserved wherever possible by means of Tree Preservation Orders, and in appropriate places new planting will be encouraged. Subject to certain exemptions, notice must also be given to the Local Planning Authority of any intention to cut down, top, lop or uproot trees greater than 75 millimetres in diameter.

Consultation

Where an application is of special interest in a locality within a Conservation Area, the Local Planning Authority will consult with the local amenity society.



BRATTON CONSERVATION AREA

Background

Bratton is a large village situated under the northern escarpment of the Salisbury Plain, approximately 7 miles south-west of Devizes and 3 miles east of Westbury. The main road from Westbury to Urchfont, the B3098, passes through the village.

To the south of Bratton, on the escarpment of the Plain, is located the Iron Age Camp of Bratton Castle, and beyond it the famous Westbury White Horse. The Parish Church of St James stands close under the steep slope of the Downs, away to the south from the main part of the village, and is approached by a causeway of stone steps across a small ravine. It owes its unusual situation to the fact that it was originally built to serve the manor of Little Stoke, a former village once existent here, but which disappeared c 1650. It is Norman in origin but shows signs of 15th century re-building, including its tower and nave. The chancel, which is in the Early English style, was rebuilt in 1862. Points of particular interest include fine gargoyles on its outside battlements and a wide scratch dial on the left hand side of the porch entrance.

Off the main road stands Bratton House, one of the many attractive buildings in the village. Dated 1715 it is a three storeyed house constructed in stone showing later additions.

Further to the west is situated Melbourne House, a two storeyed building dated 1768, with a symmetrical road front and a hipped stone tile roof. Also to be noted is Court Farm House, situated at the north-western edge of Bratton, which is an attractive half-timbered and partly stone building under thatch, dating from 1626.

The area around Luccombe Mill is particularly attractive, with well-wooded areas, the Mill Pond and the Mill itself providing an extremely pleasant area along the Iwer Road. This area is a pleasant contrast to the tight groups of dwellings in the village itself.

The buildings in the village are predominately two storeyed showing signs of such mixed development, being constructed of multi-red brick, with some stone (particularly on public buildings), under roofs of pan-tile, slate, thatch or plain tile. Colourwash, render and half-timbering are also features of the village, which is attractively located in hill countryside, with fine views northwards. With a proliferation of trees, hedges, brick walls and stone footpaths with grass verges, the village generally blends in well with the essentially rural character of the surrounding area. Recent new development, particularly along its western and northern edges, however, tends to detract slightly from the overall impression.

In the Western Wiltshire Structure Plan Bratton is defined as a village in which, by reason of its character and/or lack of facilities, development will be limited to infilling of small sites within the village limits.

It is also within a Special Landscape Area, where any proposals for development will be the subject of special consideration to ensure that no development is carried out which would conflict with the special character of the area. In particular, a high standard is required in the design of new buildings and the extension to existing buildings so that the colour and texture of new materials harmonise with local traditional materials.

The Designation of the Conservation Area

The conservation area encompasses the majority of the village, excluding the recent new development west of the Manor House and east of Yew Trees, along the western and northern borders of the boundary line respectively. It also includes an elongated strip around Luccombe Mill as far as, and to include the wooded area known as Denes Ley.



Figure 2 - Bratton Conservation Area - Conditions



10. REFERENCES

ⁱ National Planning Policy Framework (NPPF) MHCLG, 2023. Paragraph 131.

. Paragraph 139. Government guidance is Contained in the National Design Guide and National Model Design Code.

ⁱⁱ National Planning Policy Framework (NPPF) MHCLG, 2023. Paragraph 131

ⁱⁱⁱ Ibid paragraph 132.

^{iv} Ibid paragraph 137.

^v <https://www.thedealsociety.org.uk/conservation-area-appraisal-toolkit/#more-361>

^{vi} It is saved by the Wiltshire Core Strategy. The emerging Local Plan will not continue to save it. Wiltshire Council instead recognises the National Planning Policy Framework's landscape character approach to determining landscape value and will require applicants to assess the value of their sites at the local level.

^{vii} As defined by the Landscape Institutes Technical Guidance Note TGN 02-21: 'Assessing landscape value outside national designations.

^{viii} National Planning Policy Framework (NPPF) MHCLG, 2023. Paragraph 180(a).

^{ix} Guidelines for Landscape and Visual Impact Assessment (GLVIA) LI and IEMA 2013

^x Wiltshire LCA 1:50,000 and West Wiltshire detailed 1:25,000 LCA https://www.wiltshire.gov.uk/media/9710/West-Wiltshire-Landscape-Character-Assessment/pdf/11102101_Draft_Final_LCA_12-06.pdf?m=1660649930387

^{xi} <https://www.kypwest.org.uk/>

^{xii} <https://historicengland.org.uk/listing/the-list/>

^{xiii} <https://historicengland.org.uk/images-books/publications/local-heritage-listing-advice-note-7/>

^{xiv} <https://brattonhistory.co.uk>

^{xv} Ibid paragraph 132.

^{xvi} NPPF paragraph 137

^{xvii} A widely known and most widely used design tool for creating places that are better for people and nature. Updated in 2020 commissioned by NHS England backed and used by Homes England.

https://www.udg.org.uk/sites/default/files/publications/files/14JULY20%20BFL%202020%20Brochure_3.pdf

^{xviii} <https://www.woodlandtrust.org.uk/media/1168/twigged.pdf>

^{xix} <https://www.buildingwithnature.org.uk/>

^{xx} <https://www.architecture.com/about/policy/climate-action/2030-climate-challenge>

^{xxi} Led by the Local Government Association and the British Property Federation, together with five principal statutory consultees (English Heritage, the Environment Agency, the Health and Safety Executive, the Highways Agency and Natural England) have been closely involved in the development of these commitments 10-commitments-effective--927.pdf

^{xxii} <https://www.wiltshire.gov.uk/article/1088/Statement-of-Community-Involvement>

