Froyle Village Design Statement

April 2016

Village Design Statement Introduction

A Village Design Statement (VDS) is a community document that captures the local characteristics and qualities that the people of a village value. The VDS provides guidance to developers, councils, residents and applicants seeking planning approval for development within the parish boundary.

Consultation with Froyle residents about the VDS was combined with that of the Parish Plan, commencing with a meeting in the Village Hall on 3 February 2011. During the period of its production, the level of development in Froyle has been unprecedented.

The same period has also seen a relaxation of the planning laws in the face of a national need to build more houses. The language of planning has undergone important change. The presumption in favour of sustainable development appears to have weakened local planning policies. Cuts to local government funding have further impacted the planning authority and have in some instances reduced its capacity to oversee in detail the development which it has permitted.

We believe that Froyle is a precious place and that what makes it precious should be preserved and enhanced. We have been encouraged to complete the VDS by the district council's Chief Planning Officer who, at a meeting in November 2014, insisted that a VDS could only add weight to the comments of the Parish Council. It is to be hoped that this statement will at the very least provide a focus for the Parish Council's planning deliberations.

Some aspects of design are highly subjective. Therefore in the statement which follows we have attempted to tease out and concentrate on those factors that combine to make Froyle distinctive and that should be taken into consideration by those making planning applications, those commenting on them, those determining applications and those responding to appeals.

In addition to this document, members of the VDS group took an active part in the development of comprehensive guidelines for the development of the former Treloars School site in Upper Froyle. The guidelines were adopted by East Hampshire District Council (EHDC) in 2012 and we believe are well worth quoting here as they could as easily apply to Froyle as a whole rather than just the Treloars site.

http://secure.easthants.gov.uk/ehdc/formsfordownload.nsf/0/18BBC31E7113E94B802579F000480A76/$File/Treloars+School+Development+Guidelines+Adopted+April+12.pdf

The Guidelines state:
The exceptional qualities of Upper Froyle require an exemplary and innovative approach to design proposals so as to complement and integrate any development as part of the overall village settlement.

Any form of development must achieve exemplary standards of design and architecture with a high quality external appearance that respect the area's particular characteristics. Any Design and Access Statement will show clearly how the design has been arrived at and how the proposal fits in within the context of its surroundings and how it reflects the character of the settlement.

The design and layout of the development should use the historic assessment as the starting point for any proposals. From this, and a careful analysis of the existing character of the locality, an imaginative high quality form of design should emerge that minimises the environmental impact of the development.

Buildings should complement the architectural vernacular of buildings in the area. It will be important to recognise how the design, materials and any proposals provide a cohesive identity to provide character and definition to both the site and the locality.

At the EHDC Planning Committee meeting at which the Guidelines were adopted, the then Chair memorably referred to Upper Froyle as 'the jewel in the crown of East Hampshire'.

At the time of writing, April 2016, it is too early to assess the social impact of the new development on the existing community of Froyle. However the progress of construction on the site is well advanced and new residents are moving in. The development provides a wide variety of housing types and sizes but the uniformity of the building materials may come to be regretted. Uniformity is not a characteristic of Froyle. Careful landscaping and tree planting will over time help the development blend into its surroundings. However a number of the design decisions on the development would certainly not be appropriate in the wider village and should not serve to establish a precedent. The renovation and conversion of the historic buildings on the site is to be appreciated although the number of units into which they have been divided has increased significantly from the original plan.

More controversially, Froyle Place, the 17th century manor house now renamed Froyle Park, has been renovated and since July 2014 has been operating as a 300 seat wedding venue. This has been much to the dismay of residents who were assured during the consultation process that this would not happen. The operation of the venue has caused annoyance and distress to existing residents and those who have moved into the new houses constructed close by. It is difficult, if not impossible, to reconcile the use of Froyle Park as a wedding venue with the guidelines quoted above and the original application for a country club hotel. Froyle Parish Council has lodged a formal complaint with East Hants District Council.

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Upper Froyle looking south from a footpath on Saintbury Hill. The White building on the extreme right is Froyle House with the wall of its walled garden in front. St Mary's Church can be seen in the centre of the photograph. To the left are the grey gables of Froyle Park. And to the left again the clock tower of the newly converted Burnham House the 1950s school block. Still further left new detached houses are under construction. The row of poplar trees forms the southern boundary of the Froyle Park development.

Section 1
Village and Community

Village and Community

Introduction

The parish of Froyle lies approximately four miles north-east of the market town of Alton and six miles south-west of the Georgian town of Farnham. It lies alongside the busy A31, the main road connecting Guildford and Winchester. The parish has two main settlements: Upper Froyle which has grown up round the Church and the manor house, and Lower Froyle which developed from a series of farms running along 'Lower Froyle Street'. Two small clusters of dwellings are found at Yarnhams in the north of the parish and Mill Court Cottages on the south side of the A31 close to the River Wey.

Upper and Lower Froyle lie at the foot of rolling chalk downland as it descends to the Wey Valley. The 18th century traveller Arthur Young described the route through the valley, between Farnham and Alton as the fairest 10 miles in England. This is prime agricultural land. The concentration of large houses in the area hints at the wealth farming generated. In the Middle Ages wool was the main industry but, by the 17th century, farmers had shifted to cereal production. Wheat was the principal crop supplemented in the 19th century by hops for the brewing trade. The parish extends to about 4,500 acres of which approximately half is owned by the Froyle Settled Estate. The population is variously calculated at around 600 in 2014 prior to the new residents moving into the Froyle Park development.

The area has been settled since the Stone Age. The archaeological record includes flint tools, a Bronze Age barrow, the remains of a Roman villa or homestead, Norman earthworks and a medieval cross.

The village is mentioned in the Domesday Book and the 'Winter Route' of the Pilgrims Way between Winchester and Canterbury passes through Froyle avoiding damp terrain closer to the valley bottom.

Parts of the Church date from the 14th century and the manor house, Froyle Place, now Froyle Park, from the 16th century. The large number of houses in both villages constructed in the 18th century suggests that this was a period of particular prosperity. These properties along with those of earlier and later periods contribute significantly to the character of Froyle.

20th century building has, until the development of the Froyle Park estate by Linden Homes on the former Treloars school site, been largely restricted to Lower Froyle. A row of Edwardian semi-detached houses were built in the north west corner of the village. Westburn Fields began construction in 1946 and a row of bungalows along the northern edge of the village in the late 1950s and 1960s. Bamber Close was constructed in the 1970s as part of an affordable housing scheme.

More recently 2003 saw the construction of six houses, Beech Grange, on the site of the old wood yard in Upper Froyle. In 2010, and again in 2016, several houses in Westburn Fields were replaced by Drum Housing Association as the first step in a renewal programme.

A feature of recent years has been the trend to enlarge properties thereby diminishing the stock of smaller, less expensive homes.

In 2012 Treloars School which had occupied many of the buildings in Upper Froyle since the 1950s, decided to merge its operations on a single campus at Holybourne. This resulted in the Froyle site being sold launching a period of major change for the village. A number of houses in Upper Froyle that were formerly owned by Treloars were sold to private owners. Froyle House/The White House is currently being converted to apartments and two houses are currently under construction on the road frontage of the site. On the main Treloars campus site to the south of Ryebridge Lane and to the east of Hen and Chicken Hill, Froyle Park has been converted to an event venue. Other buildings are being converted to residential use and 60 houses of varying sizes are being constructed for completion by 2016. When fully occupied, it is anticipated that the population of the village will rise by approximately 200. This will more than double the size of Upper Froyle.

The Village of Upper and Lower Froyle

Although Upper and Lower Froyle are physically distinct, separated by a tongue of downland, residents have always considered themselves to be a single community and indeed are contained within the same parish of Froyle. This is symbolised by the decision to erect the war memorial at the Beeches midway between the two villages.

Lower Froyle has the Village Hall and the Recreation Ground. Upper Froyle has the Church. Both villages have pubs: the Anchor in Lower Froyle and the Hen and Chicken in Upper Froyle. Both villages contain listed buildings. Upper Froyle is an archetypal ‘estate village’ while Lower Froyle has developed around a string of farms. Upper Froyle has a settlement boundary whilst Lower Froyle does not. Neither village has an active farmyard remaining, although there is still much farming activity around the village.

Despite the differences, this feeling of oneness still exists as evidenced by the 2013 Froyle Parish Plan. The enlargement of Upper Froyle presents a number of challenges not least the degree to which it will be possible to integrate so many newcomers into the existing community always assuming they wish to be integrated.

A central planning consideration should therefore be the need to make decisions which will help consolidate the community rather than allow it to separate into two or perhaps three separate parts.

Village and Community

Upper Froyle

Upper Froyle was designated a Conservation Area in 1976 and includes most of the village. It can be described as a dispersed linear settlement with an attractive mix of two storey 18th and 19th century buildings including small labourers' cottages, barns, oast houses and substantial dwellings. These alternate with fields and meadows providing fine views into and out of the village. Walls of various heights are another important feature which provide a degree of unity to the village appearance.

Approaching from the A31 the land rises gently to the north. The principle buildings include:

Froyle Manor House: a large red brick Queen Anne house with a well preserved interior containing many original features. The house is currently being converted vertically into two units.

Froyle House: a smoothly rendered three storey building dating from the 1820s replacing a much older building. The house has been converted to apartments and a number of houses are to be built in its grounds. There is a walled garden which lies outside the settlement boundary where to date development has been successfully resisted.

Froyle Park: a substantial building dating from around 16th century containing original doors and panelling along with evidence of later restyling in the Georgian and Victorian periods. It has fine gardens and views to the south across the Wey valley. It has been converted to a wedding venue (2014).

St Mary's Church: there has been a church on this site for over a thousand years. The present Church was built between 1300 and 1350 for the nuns of St Mary's Abbey in Winchester. The Church contains a fine collection of historic vestments collected by Sir Hubert Miller, the last Lord of the Manor of Froyle. Sir Hubert also collected statues of the saints which he installed in niches in many of the village houses. Thus Froyle is sometimes known as the Village of the Saints.

Post Office Cottage: contains 15th, 16th and 17th century additions.

Blunden's Farmhouse and Cottage: timber framed buildings of 18th century, with origins back to c1450.

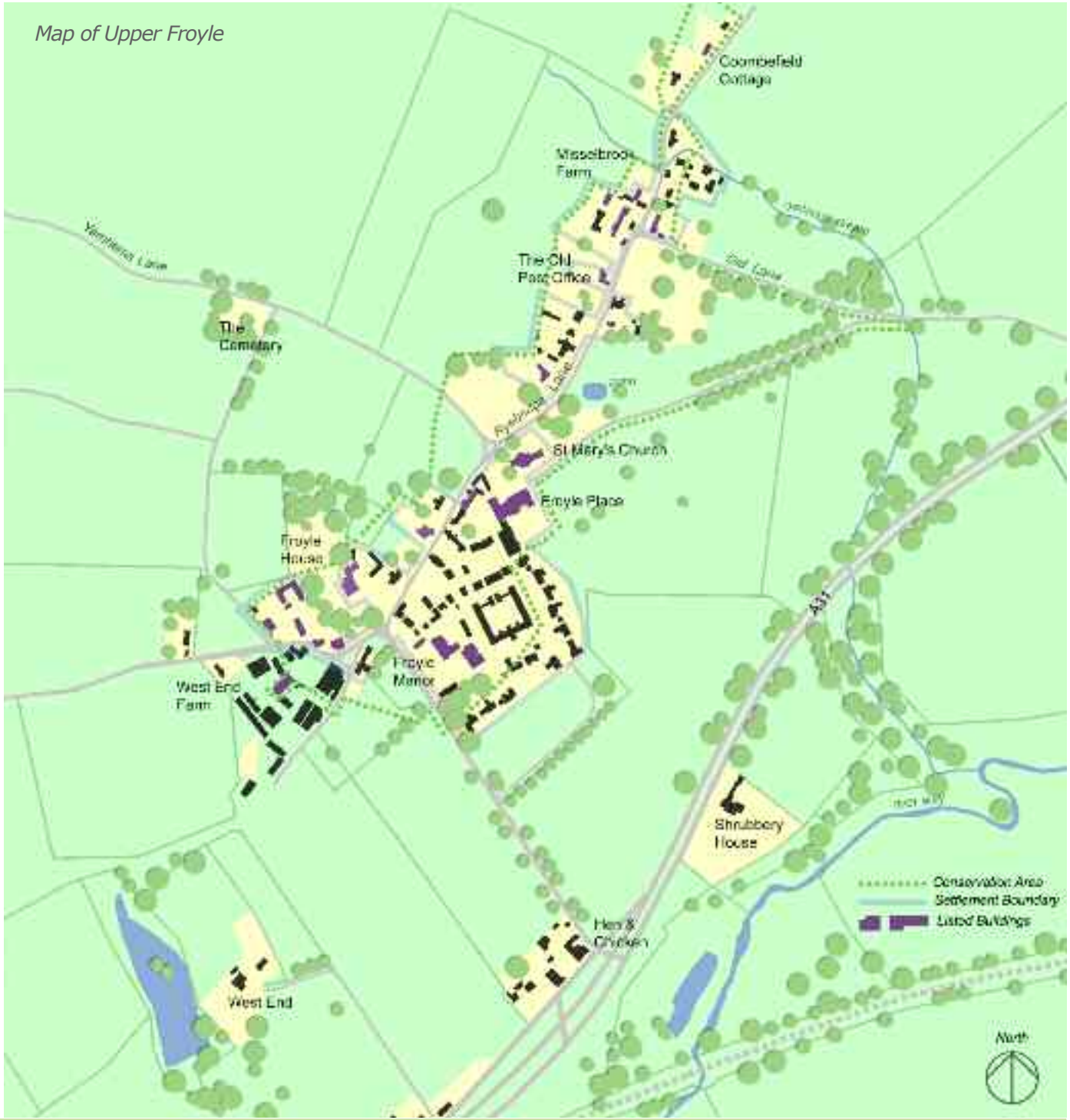
Froyle Manor House

Froyle House

St Mary's Church

At West End Farm there is a business and light industrial park housed in old farm buildings. The area has been subject to a number of unsuccessful planning applications including one for the recycling of wood waste. Farming activity ceased in 2013. Future conversions should guard against the loss of employment opportunity currently found in the former farm. There are a number of 18th and 19th century cottages including 'The Barracks' which was reputedly built by prisoners during the Napoleonic Wars.

Map of Upper Froyle



Village and Community

Lower Froyle

People have lived in and around Lower Froyle since the Stone Age. A substantial Roman villa has been discovered at Coldrey on the south eastern edge of the village while Norman remains have been found elsewhere. The village developed along the meandering Froyle Road around a series of five farms: Brocas, Husseys, Sylvesters, Hodges and Rock House. Farming in the village however has long since ceased. The Mission Church and the Methodist Church have also closed and the buildings demolished. Both the shops and the post office have also closed and been converted to residential homes.

The Anchor on the eastern edge of the village is the remaining public house, although at one time there were three. However both Lower Froyle and Upper Froyle rejoice in many listed and non-listed houses and barns some dating back well into the Middle Ages. A conservation area was established in 1995.

As in Upper Froyle, buildings and fields, hedges and walls alternate apparently randomly giving the village much of its character. There is no settlement boundary.

The only significant intrusion is a row of bungalows built in the 1950s along the northern edge of the village. Until recently these were single storey with relatively few first storey windows looking towards the conservation area. The bungalows have settled comfortably into their plots but any attempt to replace them with taller buildings should be resisted. A new house was built several years ago to replace the chapel and fits in well with surrounding, much older cottages. More recently a substantial new house opposite Sylvesters farm replaced a small Victorian cottage. Elsewhere the trend to enlarge properties continues. In some instances extensions are all but undetectable (Aldersey House) but more recently as planning fashions change there has been a move towards making additions much more distinct (Church Cottage).

The village hall and recreation ground are at the centre of Froyle's many community activities and village events.

There are two no-through road turnings off Froyle Road, Husseys Lane and Park Lane, both of which contain listed buildings. A third turning, Ryebridge Lane, leaves the conservation area and links Lower Froyle with Upper Froyle. To the east is the Village Hall and recreation ground. The hall was built in 1984 to replace an older wooden building and has recently been modernised. It serves as a community centre for the whole of Froyle. Activities at the hall include a weekly coffee morning, art and keep fit classes, various clubs and societies, quiz and film nights, fund raising events etc. There is a car park for 24 cars. A challenge for the hall trustees will be to extend facilities to accommodate the increased demand from new residents in Upper Froyle.

Beyond the recreation ground lies Westburn Fields, an estate of former council houses now in private ownership or managed by a housing association. A number of prefabricated timber framed houses standing in large plots have recently been replaced by a much larger number of units increasing the housing density. Further replacements have planning permission. Parking remains an issue here which an increase in units may exacerbate.

To the west of Ryebridge Lane is Brecklands built in the late 18th century as the poor house and subsequently converted into three cottages and more recently into a single dwelling. Barnfield Close was built in the early 1990s to provide 12 affordable houses on generous plots for the community.

Map of Lower Froyle

Lower Froyle looking south towards Saintbury Hill. The large black and white building was the Prince of Wales public house which was built in 1910. It closed in 1998 and is now a private dwelling. On the extreme right is a surviving hop kiln.

Section 2
Landscape Setting

Landscape Setting

Overview

Froyle lies in the Northern Wey Valley, characterised in the East Hampshire Countryside Design Summary as a 'Low lying area to the north east of the District, largely underlain by gently shelving Greensand.' Tree-lined lanes, unpopulated by roadside housing, separate Upper and Lower Froyle from the other local villages.

Open spaces between the pockets of settlements within the village make for an uncluttered feel and afford pleasant views over farmland and woodland. The A31 runs through the south eastern quarter of the parish as does a section of the Alton to London rail line. The River Wey forms part of the parish boundary at Mill Court and Isington.

The River Wey

Topography and Watercourses

Froyle nestles on the edge of a well-defined chalk ridge which runs north east from Alton, rising to 220 metres above sea level at its highest points near Yarnhams and towards Golden Pot. Open rolling arable landscape surrounds the village, sloping gently south east to the valley of the River Wey at around 80 metres. To the north and west are areas of substantial woodland, with deeply cut dry valleys running through chalk downland. A pronounced finger of high ground, known as Saintbury Hill (165m), lies between Upper and Lower Froyle.

Arable farming, forestry and game birds form the main land use locally. Livestock farming is greatly reduced from former days but sheep and horses are still a feature in the landscape around the village. Clay, flint and greensand are common around the village.

Watercourses
In the village, the seasonal Ryebridge stream gathers spring water from fields in Upper Froyle and feeds down to the River Wey at Quarry bottom. The Wey is a chalk stream which meanders through wet grazing meadows in the south east of the parish, forming part of the boundary with Binsted, on the other side of the A31, on its way from Alton to the Thames.

Landmarks, Views and Open Spaces

Surrounding Froyle is a rural farmed landscape, with rolling chalk hills and woodlands which feature in most of the fine views. The layout of the settlement offers many opportunities for far reaching views outwards to open countryside. Looking back into the settlements reveals buildings nestling in the valleys and fitting naturally into their surroundings.

In the 2013 survey of village residents, beautiful views and vistas were the most valued countryside attributes (86% of respondents).

Many roadside dwellings sit amidst generous plots which back onto farmland, this together with the spaces between houses defining the street pattern.

Froyle war memorial situated between the two villages looking towards Upper Froyle

Landscape Setting

Biodiversity and Vegetation

Much of the land around the village is farmed intensively, but a variety of natural wildlife can still be found:

Sites of Importance for Nature Conservation
Twelve woodland and four calcareous grassland areas provide homes for many of our scarcer plant and animal species and have been designated Sites of Importance for Nature Conservation (SINC). Many of the plants and some creatures found on these SINC sites occur nowhere else in Froyle because of their specific habitat requirements and are dependent on sympathetic habitat management for their survival. One of these is the 'Small Blue' butterfly which is found in the Renown Quarry (regenerating chalk grassland) breeding on Kidney Vetch, the most north easterly colony in Hampshire.

In the Village
Froyle has no wild common land and the village pond at Husseys Lane is privately owned. The recreation ground is the main public open space where an attempt is being made to establish a wild flower area. An area to the south of the Froyle Park development is scheduled to become an additional open space. The cemetery and churchyard hold a few different species in the uncultivated old grassland which is kept mown. They are pretty in spring with snowdrops and primroses, and a few cuckoo flower in the damper patches.

Poultry and beekeeping have seen a revival in the past few years and at least seven gardens are open each summer under the National Gardens Scheme. Hedges and walls form most garden boundaries fronting onto the lanes. Many of the walls are built of brick or brick and clunch, (malmstone) which is believed to have been quarried locally. Some of the walls are imposing, for example those bordering Highway House in Lower Froyle and Froyle Park in Upper Froyle and should be preserved. The wall in Upper Froyle hosts the rare Fine Leaved Sandwort (Minuartia Hybridia) a nationally endangered species first recorded on the Froyle Place roadside wall in 1937 and now one of only eight recorded sites in Hampshire where the plant survives. The rue-leaved Saxifrage (Saxifrage Tridactylites) is also to be found on the wall and is County Scarce status. Hedgerows contribute greatly to the parish's biodiversity and all have their own characteristics.

Rue Leaved Saxifrage

Husseys Lane one of a number of sunken lanes in the parish which are thought to be very ancient and require careful preservation

Along the Lanes and Roads
Along the ancient tracks and sunken lanes which wend their way through the parish, the keen observer will notice a variety of plant life. Trees like oak, holly and beech are commonly encountered along with field maple and ash. They often overhang or meet overhead to create a tunnel effect as in Well Lane. Old standard beech trees are a feature growing on some of the wood banks. Perhaps the most ancient trees are coppiced ash stools in north east Froyle that are probably over 400 years old.

Hedgerow shrubs such as hawthorn, blackthorn, spindle, wild privet, hazel, wild roses and bramble provide an autumn harvest for birds and small mammals. Herbaceous plants include Hart's tongue fern, sweet violets, celandine, nettle leaved bellflower, yellow archangel, lords and ladies, white bryony, and garlic mustard on which the orange tip butterfly will lay her eggs.

Remnants of chalk grassland flora including field scabious, cowslips, knapweed and wild basil, which for centuries covered the steeper hillsides still cling to some of the open banks, but they are not commonly seen. Red kites now nest regularly in Upper Froyle and many other birds visit gardens to feed. Sparrows have made a welcome return to the hedgerows.

In the Woodlands
Many of the woodlands of the parish fulfil an important role in supporting biodiversity and some of them were surveyed in 1989. The most interesting results of this survey were Aspen Poplar in Gaston Copse, the Soft Shield Fern in Spollycombe Bottom and Violet Helleborine and Forster's Wood-Rush in Hawkins Wood.

Great crested newts and bats are found all around the village, notably in the vicinity of the Church and Froyle Park site. Little owls and barn owls are also frequently seen and heard.

Ponds
Although the parish has lost most of its original ponds an increasing interest in wildlife gardening has led to the construction of at least five substantial ponds and lakes in recent years each of which will contribute significantly to attracting and supporting wildlife.

Pond at Husseys Lane

White helleborrine at war memorial

Landscape Setting

Conclusions

The form of the existing settlements should be maintained and respected with countryside gaps between the individual and neighbouring settlements being protected from development. The importance of the streams, the spring line and natural drainage patterns, which support key wildlife habitats, should be recognised and protected from harm with improvements sought wherever possible.

Open spaces and green corridors that contribute to the rural feel of the settlements should be retained and enhanced wherever possible with the rural edge of the settlements being maintained by native planting on any developments. There should be no adverse impact on mature native trees or hedges that contribute to the character of the settlements and wider views.

The existing shape and layout of the villages should not be materially altered by developments although small developments may be appropriate for affordable housing in the right locations. Within settlement policy boundaries, the existing form of the local area should not be adversely impacted by infill and brownfield developments. Outside of the settlement boundary, policies relating to development in open countryside should be strictly applied.

Key views of the surrounding countryside from and into the settlements and the archaeological heritage of the village should be protected from development. Any adverse impact on the natural environment should be minimised with developers being strongly encouraged to take steps to improve biodiversity.

Special measures are often required to ensure that development is not at the expense of some of the rarer species found in Froyle.

For full details of **Landscape Setting Design Guidelines** please refer to *Appendix A.*

Image on page opposite:
Window of Post Office Cottage a 15th century hall house with later addition. In the niche is a statue of St Hubert the patron saint of hunters with the stag which brought about his conversion to Christianity.

Section 3
Settlement Pattern Character and Buildings

Settlement Pattern Character and Buildings

Settlement Pattern

The settlement pattern of both Upper and Lower Froyle reflects the different ways in which each has developed: Upper Froyle evolved around the Church and Froyle Park, with predominantly larger buildings situated on their individual plots, whilst Lower Froyle grew up around the individual farms and has a more diverse range of building sizes and types. There have been small pockets of newer development within Lower Froyle, developed in the post–war period and in a more suburban style, however the rural character and feel of the village has to a large part been maintained.

In both cases, cultivated fields sit interspersed with buildings and groups of buildings. As a result, many properties benefit from fine views across open countryside. The gradual development of the village has resulted in a mix of housing types and sizes, including an element of affordable housing for local people. This mix of housing types is felt to contribute positively to Froyle as a community and the 2012 Village Survey supported the principle that any new development should maintain a good range of housing types with an emphasis on affordable housing.

There are existing Conservation Areas covering both Upper and Lower Froyle, which in both cases identify the significant number of important listed buildings located in both villages. In planning terms, Upper Froyle has a defined settlement boundary, whilst Lower Froyle and the surrounding areas are designated as open countryside.

The 2012 Village Survey strongly supported the idea that the size of the village is a key factor in how it successfully functions as a community and this should be factored into any development decisions. At the same time, there was recognition of a need for more affordable housing, particularly for local people. It was noted that the development of the former Treloars School site (Froyle Park) would have a potentially significant impact on local facilities but would also provide an opportunity to deliver a number of new residential units of varying sizes including a number of affordable units.

The combined effect of conversions and new builds at Froyle Park and Froyle House have more than doubled the size of Upper Froyle's housing stock. If previous developments at the former woodyard in Upper Froyle, Bamber Close and Westburn Fields are added, Froyle population as a whole has increased very substantially. Given the very limited local facilities, any further significant housing development would place a serious risk on the sustainability of the village as a rural community.

The Lanes

Both villages are set out along two lanes, often single track with passing places that wind their way through the parish and provide the structural spine to the settlement pattern. The lanes are set between high native hedges and occasional brick or malmstone walls that maintain a rural character through the village. These are generally hard up against the roadway and form clear boundary definitions. Except for isolated stretches, there are no footpaths and no streetlights. Driveways are generally narrow and discrete, avoiding the large vision splays and hard surfaces that could ‘urbanise’ the public realm in the village.

Generally, the lanes are flanked by a single line of buildings. The lack of ‘backland development’ and the large gaps affording views across the fields are the key elements in creating the rural character of the village.

Brewery Cottage in Husseys Lane

The Development of Lower Froyle

Lower Froyle developed round three farms, Brocas, Husseys and Sylvesters to the east and Sylrock, Hodges and Rock House Farm to the west. In some cases the layout of the buildings around the farmyards can still be detected, even though most of the original fabric has gone and many have changed their use.

Between these farms there are a range of later 17th and 18th century yeoman's houses, each arranged to front the road, typically set back on their generally irregular plots. Ancillary barns and outbuildings are arranged at right angles, often running down to the road, bringing diversity to the street scene.

Buildings from 19th and 20th centuries are often grouped in discernible developments - small terraces or ranges of houses with regularly arranged plots long the road. Barnfield Close and Westburn Fields are two 20th century examples, arranged in suburban cul-de-sacs either side of Ryebridge Lane.

In both Upper and Lower Froyle, the gaps between houses provide an important element of the overall character. These stem from their agricultural heritage, the fields between the original farms that prevent Froyle from becoming a suburban ribbon development.

Sylvesters farmyard in Lower Froyle

The Development of Upper Froyle

Upper Froyle is mentioned in the Domesday Book and described as 'ever there'. It is very much an estate village centred on the Church, Froyle Park and Froyle House. The high walls which characterise the village may have resulted from a degree of rivalry between the owners of the big houses.

As with Lower Froyle, there are some fine, later farm houses, set back on larger plots fronting the road, with barns and stables arranged around them, creating diversity to the road frontage. Blundens House and Farm is just such an instance, with a range of barns and stables still discernible even though these are now in several different ownerships. Similarly, the buildings of West End Farm are set out around a large yard in agricultural grouping, even though many original barns have been replaced and the whole complex now converted into modern work places.

West End Farm

Settlement Pattern Character and Buildings

The Development of the Treloar School Site

In recent years Upper Froyle has seen significant developments that have had the potential to radically change the nature of the village. These required special measures over and above the normal planning process.

In the case of the Treloar School development, detailed design guidelines that related to the specifics of the site, were drawn up with a stakeholder group and widely consulted upon, before the site was sold.

The Treloar School site that dominated Upper Froyle in the second half of the 20th century has now been converted to housing. The 16th century Froyle Park has been refurbished as an events venue. Many of its ancillary buildings including barns and oast houses have been converted to residential units. Burnham House, the 1950s 'grammar school' block with its clock tower and central quadrangle has been retained and converted into apartments. In addition, there are approximately 41 new houses and flats of varying sizes.

Although not a natural extension of the village, this development is designed to fit in with the conservation area, with a diverse arrangement of plots at the perimeter and carefully arranged internal courts along Ryebridge Lane shielded in part by existing substantial walls.

With regard to the new houses that have now been built there is some concern at the lack of variation in the building materials. For example the use of uniform orange tiles across so many buildings suggests a lack of imagination in failing to ensure greater variation to match the rest of the village. No doubt time will mellow the orange impact but an opportunity has been lost. Upper Froyle has gained a housing estate when with greater ambition something more in keeping with the local vernacular might have been achieved.

Key Characteristics

Both villages display key settlement patterns that underpin Froyle's unique character:

The lanes:
Winding, clear boundaries, native hedges, no footpaths, no street lighting, discrete entrances and (off-road) car parking

Scattered settlement:
Clear gaps, views across fields, single line of houses, non-ribbon development

Diverse building arrangements:
Variety of frontages, gables and verges, buildings at different angles and heights

Distinction between the villages:
Clear gap at Saintbury Hill, Hen & Chicken Hill, Highway House.

New build on the former Treloarr School site

One of the many lanes winding through the two villages

A scattered settlement with native hedges and discrete entrances

Building Form

Development over the centuries has resulted in a varied mixture of building styles. From the 16th to 19th centuries there were clusters of timber framed and brick houses (some of which have been painted) with tiled or thatched roofs mainly in the Conservation Areas, and larger Georgian dwellings on substantial plots. Interspersed with the above are terraces of smaller houses either of brick or flint with slate or plain tiled roofs, including some with painted walls and tile hanging.

More recent development has seen a variety of architectural styles employed, which pay varying degrees of respect to the established character of their location. There are some good examples of contemporary architecture using traditional materials. In other cases modern materials have been used which are considered inappropriate to a rural environment.

Throughout the area, however, there is a predominance for two storey dwellings, generally of facing brick construction having pitched roofs. Some rendered and painted houses exist throughout the village.

A wide range of materials is used in the village, varying from local orange / red brick to local malmstone. Some of the stone work is regularly coursed in blocks and some are random. Traditional timber framed construction, often with brickwork infill panels is common, and plain clay tile hanging is occasionally used on walls, especially at first floor level.

Weatherboard cladding is common on agricultural buildings, some of which have been converted to residential or ancillary use.

Some rendered and painted houses exist throughout the village.

Roofs are mainly clad in either clay tiles or thatch, with occasional use of slate. Other details such as projecting brick courses at eaves level, traditional half hipped roofs, dormers and gabled roofs, all contribute to the village character.

The statues of saints on many buildings in Upper Froyle are a unique and specific feature and many houses in both Upper & Lower Froyle have date-stones. Other features include plain brick or malmstone walls with brick capping, and neatly trimmed hedges and trees which demarcate the private areas from the public domain. These visually link the buildings and assist in giving unity to the village's appearance.

The results of the 2012 Village Survey indicate strong support for the use of local materials and designs in keeping with existing architectural styles.

Settlement Pattern Character and Buildings

Size, Shape & Building Massing

The character of the villages and the buildings within them are distinctive to the area and generally considered an attractive feature, which is much valued. As a consequence, new buildings, or changes to existing buildings that are out of keeping with what already exists have the potential to disrupt the existing character of the area.

Most buildings within the villages are relatively low, with few buildings greater than two storeys (excluding roofspace). In many cases, overall height is limited with upper storeys being partially in the roof.

Traditionally, buildings that presented their longest elevation to the highway would be of limited depth. In many cases, such buildings have been extended rearwards to provide additional depth. There are also many cases where buildings originally created as one dwelling were subsequently divided, and often returned to a single dwelling at a later date. The ability of building to adapt and evolve over time is a positive feature.

Roof form is also a key feature, with most buildings having pitched roofs, with ridges parallel to the highway; many roofs also being hipped or half hipped. Roofs are often broken by dormer windows, although these are often relatively small in size.

The relationship between adjoining or neighbouring buildings is important in providing a degree of balance and harmony, with varying roof heights and orientations providing contrast and variety.

Density of housing and prominence in relation to the road varies throughout the villages. The boundary and entrances to plots should remain in keeping with the rest of the village and avoid being too dominant. Simple five bar gates, gravel drives, brick walls and hedges are preferred.

Materials and Building Components

The palette of materials used in the villages reflects the nature and availability of materials available in the area historically. Fired clay bricks (locally orange/ red in colour) predominates, although often broken up with exposed timber framing or other features. Tile hanging is often used on upper storeys and locally sourced malmstone is another common material. Timber weatherboard cladding is also used, particularly for outbuildings.

Many brick walls have subsequently been rendered which provides variety, provided the colour is of a traditional and muted tone.

Roofs have traditionally been thatched or tiled, with tiled roofs of a relatively steep pitch using locally sourced clay tiles in a reddish-brown colour palette. The slightly bowed shape of tiles helps create a more interesting and pleasing roof form, particularly over large areas. More recent buildings have often used natural slate laid to much lower pitches. The extensive use of plain man-made tiles and slates tends to look out of place in the context of existing buildings.

Chimneys can provide an interesting feature to many buildings and help break up roof lines. In addition, small design features, such as gutter brackets and date-stones can make an important contribution to the overall appeal of a building.

Windows and doors take many forms, but it is the attention to detail in ensuring that the style reflects that of the building of which they form part which makes for a more pleasing overall appearance. Likewise porches, of which there are many and varied types in the parish, can add positively to the character of a building, provided they are designed in a sympathetic style using appropriate materials.

Settlement Pattern Character and Buildings

Conclusions

All development should give due consideration to existing EHDC planning policies, the established Conservation Areas and the settlement policy boundaries. Planning policies to protect the two Conservation Areas should be strictly applied to preserve original features and detailing, and employing sensitive decoration, signage and lighting.

The sustainability of any further housing development should be very carefully considered, given the significant growth already experienced by Froyle. Further pressure on limited community recreation, parking and transport facilities would result in a significant threat to the sustainability of the rural character of the village and its community.

Industrial or commercial development that could lead to significant adverse impact on the rural character of the parish should not be permitted and the bulk, scale, form and use of materials of any new development should be designed in a way that respects the quality and character of the local environment and neighbouring properties.

Piecemeal and backland development should be discouraged to avoid the risk of over-development, overlooking or overshadowing, loss of amenity or daylight to existing residents, harm to the character of the villages, access and traffic problems or drainage issues.

The fabric and setting of buildings of local historical importance or which are otherwise important in the street scene should be protected with demolition being accepted, only in exceptional circumstances.

Recent court cases suggest that 'less than significant harm' to a conservation area, a heritage asset or its setting must now be given considerably more weight in assessing planning applications than was previously the case and that in some circumstances counter-balances the 'presumption in favour of sustainable development'.

Buildings should retain a scale (normally one or two storeys) in keeping with the existing built environment and respecting adjacent properties. Their design should respect and enhance the character and distinctiveness of the settlements. Where appropriate and feasible a variety of traditional building materials of local distinctiveness and detailing should be used. Design details are important and can be employed to impart interest and character to building design. For example at eaves level, corbelling, possibly incorporating dentilation or cogging can form an attractive feature in brickwork.

Exceptionally innovative buildings of a bold contemporary design may be appropriate depending upon the setting and visibility of the site, provided their design is of high quality and sympathetic to the locality.

The need for buildings to be energy efficient and reduce emissions is important, but should be undertaken in a manner consistent with the design guidance. A safe environment should be encouraged by building design which should also seek to mitigate crime through passive measures and good design.

For full details of **Settlement Pattern, Character and Buildings Design Guidelines** please refer to *Appendix A.*

Section 4
Transportation Links

Transportation Links

Upper and Lower Froyle comprise a small rural village with narrow winding lanes, often single track with passing places, located off the busy A31. The lanes and by-ways in and around Froyle are well used by pedestrians, recreational walkers, riders and cyclists and their safety is a priority.

Roads

Access onto and off the A31, at the Hen and Chicken and Gid Lane junctions, is very dangerous with a proliferation of road signs, changing road layouts and poor control of parking around the petrol station and public house. Hampshire County Council (HCC) has recently reconfigured the junction with the aim of improving safety.

Increased traffic movements on Hen and Chicken hill to Upper Froyle and through both villages as a short cut to destinations to the north, during the Froyle Park development and thereafter with the additional inhabitants, is a concern to the existing residents. These concerns were brought to the attention of EHDC and HCC during the Froyle Park public consultation process and were recognised in the planning consent. Strict governance of the planning conditions is required to manage this issue.

A number of the lanes are dead ends and should not be used by vehicular traffic for anything other than access. Increased use of the lanes by vehicles for recreational use would be a serious concern to residents and resisted.

Footpaths

There are a number of footpaths, bridleways and byways around the village. These are very important to residents who use them extensively for recreation, including dog walking, allowing these activities to be safely conducted without having to walk on the lanes. The paths give access to the surrounding countryside and much of the social interaction of the village takes place in this way. The village continues to seek to create new footpaths and any proposals to close footpaths would be resisted.

Parking

Most of the houses in the village have off-road parking. Given the narrow lanes and not inconsiderable volume of traffic, consideration of any new planning applications must include the provision of sufficient parking relevant to the size of the property. In some circumstances, the provision of additional parking above the HCC standard might be considered.

There are a number of locations in the village including the two public houses, the Church and the Village Hall, which can attract significant amounts of extra traffic and parked cars causing a hazard for other road users. The use of private drives and wider stretches of the lanes are important as passing places which should not be obstructed by parked vehicles or bollards being placed in too close proximity to the road boundary.

Traffic Calming, Street Lighting and Signage

The lanes through the villages are narrow, often single track with passing places either in residential drives or carved out of the road edges. The narrow stretches and blind bends form useful natural traffic calming measures. They are mostly without any pavements or street lighting, with speed regulation throughout set for built-up areas (30 mph). Although traffic volumes are not great, except in the morning and evening rush hours, traffic speeds at any time of day or night often exceed the 30 mph limit creating dangers for other road users, pedestrians and those manoeuvring their cars in and out of driveways. The 2012 Village Survey results indicated that 53% of residents would be in favour of some traffic calming measures being implemented.

The old fashioned Hampshire County Council road signs (see page 25 and below) should be preserved and maintained.

The lanes through the village are not conducive to large vehicles other than as required for access. The number of courier delivery vans appears to be on the increase further adding to congestion with vehicles parked at the roadside while making deliveries. At certain times of the year, there are a significant number of movements of industrial scale agricultural vehicles through the village which increases the need for driver caution and unrestricted access along the lanes. The increased number of heavy goods vehicles passing through the village suggests that the lanes are on sat nav routes. Heavy goods vehicles create additional hazards to local road users and, along with the agricultural vehicles, damage the road edges and erode the verges as additional passing places are created.

The breakdown of the road edges and verges has generated an increased number of potholes which, without attention, extend and deepen with continued traffic flow and winter weather conditions.

Modern signage is considered by residents to look out of place and ugly. Many of the existing signs are broken or decaying and can be hidden by vegetation particularly in summer. In some instances signage that would direct through traffic back onto the A31 is missing adding to both the volume of traffic and size of vehicles seeking alternative routes. The 2012 Village Survey results indicated that 77% of residents were against any increase in the use of road signs in the village.

Although the lack of pavements and street lighting can make it hazardous for pedestrians to walk about the village especially after dark, street lighting is considered inappropriate and light pollution creates an annoyance for residents. The 2012 Village Survey results indicated that 58% of residents were against the introduction of further "urbanisation". Any proposals to increase street lighting would be resisted.

Public Transport

Public transport links through the village are limited and this makes it very difficult for non-car owners and young people to get about. The only public transport through the village is a twice weekly bus service which provides a valuable facility to residents who wish to shop in Alton. The Alton to Farnham bus passes close to the village with stops at the Hen and Chicken and at the A31 exit to Bentley for Upper and Lower Froyle respectively but both of these require a lengthy walk for village residents. There is currently a proposal to withdraw the village service and the Alton/Farnham route is also under review.

The nearest railway station is at Bentley some three miles away, with services to Alton and London Waterloo. A number of residents use this service as a daily commute while others travel during the day for entertainment and shopping. The main problem at Bentley station is a chronic lack of parking as there is no public transport and access is by private vehicle or pre-booked taxis. The pressure on parking at Bentley station is likely to be significantly exacerbated by new housing developments in Alton and the surrounding villages including Froyle Park.

Transportation Links

Conclusions

Traffic Management
Any development should seek to reduce rather than increase the volume and speed of traffic through the village through good design. The safety of all road users including pedestrians, horse riders and cyclists must be a priority although the residents have indicated in the consultation exercise that:

a) proposals that increase the level of 'urbanisation' including street lighting and footpaths would not be welcome; and

b) measures to control vehicle speed through more appropriate and subtle measures, such as surface treatment changes and natural width restrictions would be preferred and considered more appropriate than using visually intrusive methods such as speed humps and excessive use of signage.

The lanes through the village and their intersections with the A31 are considered to be at maximum capacity both in terms of traffic volume and vehicle size. The use of the lanes by HGV's must be discouraged and restricted where possible would be welcomed. In the case of commercial developments, lorry movements should be proportionate to the road system, strictly controlled and managed to have the minimum impact on the village.

Bridleways and footpaths
Footpaths and bridleways should be protected and where possible, in consultation with local landowners, expanded. They should be well maintained along their way including gates, styles and signposts. The sunken lanes should be protected. Tracks and lanes that are not metalled should remain so and efforts made to reduce traffic pressures and avoid road improvements that would alter their character or impact upon biodiversity.

Parking
Inappropriate on-street parking is a considerable concern and hazard in the lanes. Sufficient off road parking relevant to the size of the property must be provided with off road parking preferred to the creation of lay-bys. Where parking is provided for numbers of vehicles, this should be well designed and screened. Any building work must address the parking of builders' vehicles in their planning application.

Public Transport
All new residential developments must take into consideration the impact on the demand for public transport.

For full details of **Transportation Links Guidelines** please refer to *Appendix A.*

Appendices

Design Guidelines

Landscape Setting

a) The form of the existing settlements should be maintained and respected. Developments that would materially alter the existing shape and layout of the villages, or result in the creation of new public roads, should be resisted. With the exception of the Treloars School site, small developments may be appropriate for affordable housing in the right locations.

b) Countryside gaps between Upper and Lower Froyle, between Lower Froyle and Bentley, and between Upper Froyle and the A31, should be protected from development, such that the settlements within the Parish of Froyle retain their separate physical identities.

c) Infill and brownfield developments within settlement policy boundaries should be of a comparable density that does not adversely impact on existing form of the local area and any development that would make the settlements more prominent in the landscape should be resisted.

d) Outside of the settlement boundary, policies relating to development in open countryside should strictly apply.

e) The archaeological and historical heritage of the Parish should be protected from development that would harm it or its setting.

f) Key views of the surrounding countryside from and into the settlements should be protected from development.

g) In any development, the importance of the streams, the spring line and natural drainage patterns which support key wildlife habitats should be recognised and protected from harm. Improvements to wildlife habitats should be sought wherever possible.

h) Developers should be strongly encouraged to take steps to improve biodiversity. Any adverse impact on the natural environment should be minimised. Compensatory measures to offset harm to the natural environment should only be accepted as a last resort.

i) The rural edge of the settlements should be maintained by native planting on any developments.

j) Open spaces and green corridors that contribute to the rural feel of the settlements should be retained and enhanced wherever possible.

k) Any development proposal should not adversely impact on mature native trees or hedges that contribute to the character of the settlements and wider views. Tree and hedge preservation orders must be respected.

l) Developments should be of a size and scale that do not dominate any part of the settlements, adversely affect their character, or their relationship with the countryside.

Settlement Pattern, Character and Buildings

a) All development should give due consideration to existing EHDC planning policies, the established Conservation Areas and the settlement policy boundaries.

b) Any further development on the former Treloars School site should follow the adopted Development Brief and the conditions attached to the original planning permission. The extension of new properties should be resisted.

c) Industrial or commercial development that could lead to significant adverse impact on the rural character of the parish should not be permitted.

d) The bulk, scale, form and use of materials of any new development should be designed in a way that respects the quality and character of the local environment and neighbouring properties.

e) Piecemeal and backland development should be discouraged. It is essential that any development complies with policy and does not risk overdevelopment, overlooking or overshadowing, loss of amenity or daylight to existing residents, harm to the character of the village, access and traffic problems or drainage issues.

f) The fabric and setting of buildings of local historical importance or which are otherwise important in the street scene should be protected. Only in exceptional circumstances should proposals for their demolition be accepted.

g) Planning policies to protect the two Conservation Areas should be strictly applied. This should include preserving original features and detailing, and employing sensitive decoration, signing and lighting. This should include development in areas which overlook or impact on the Conservation Areas.

h) Building design should respect and enhance the character and distinctiveness of the settlements. Where appropriate and feasible a variety of traditional building materials and detailing should be used. Materials of local distinctiveness, such as brick and clay tiles, should be used.

i) Buildings should retain a scale (normally one or two storeys) in keeping with the existing built environment and respecting adjacent properties.

j) Depending upon the setting and visibility of the site, exceptionally innovative buildings of a bold contemporary design may be appropriate provided their design is of high quality and they are fitting to the locality.

k) Building design should encourage a safe environment and seek to mitigate crime through passive measures and good design.

l) The need for buildings to be energy efficient and reduce emissions is important, but should be undertaken in a manner consistent with the design guidance. For example in-roof solar panels are preferable to those installed above the roof.

m) Design details are important and can be employed to impart interest and character to building design. For example at eaves level, corbelling, possibly incorporating dentilation or cogging can form an attractive feature in brickwork.

External Facing Materials

a) Where facing brickwork is used in new developments, traditional and local orange/red is preferred. In any case, extremes of colouration when compared with other brickwork in the vicinity should be avoided. Large areas of plain brickwork should be avoided. The use of local malmstone is also an acceptable building material.

b) Traditional timber weatherboard cladding is also an excellent alternative, particularly for non–residential buildings and ancillary buildings such as garages.

c) Tile hanging can successfully be used on the upper storey of new dwellings to relieve the effect of large un-adorned single coloured brickwork.

d) The use of plastic or other man-made materials as cladding on elevations should be strongly discouraged.

Roofs and Chimneys

a) Roof sizes should not appear to dominate the building or the surrounding area. Roofs should ideally be double pitched or hipped with pitches of 45-50 degrees for clay tiles and 30-40 degrees for slate. Mansard roofs are generally not appropriate.

b) Thatched houses should remain so.

c) The use of large-scale concrete roof tiles or modern slates or slate substitutes should be strongly avoided.

d) Flat roofs are unlikely to blend in successfully and should therefore be discouraged.

e) Dormers can be used to reduce the overall impact and appearance of height of any new building but care should be taken in the detailing and spacing of such elements.

f) The addition of chimneys can help break up roof lines and should be retained on existing developments and included in new buildings.

Doors and Windows

a) In Conservation Areas and on Listed Buildings, the style and materials used in any extensions or in replacements of doors and windows should be to the same design and in the same materials, using similar constructional techniques as the originals.

b) Elsewhere, doors and windows should reflect the style in which the building is mainly constructed and materials and colours should harmonise accordingly. The careful use of glazing bars can help to retain a well-designed look to a new window.

c) Large areas of glazing capable of reflecting light should not be applied to buildings situated in exposed positions, especially on hillsides.

Garages and Car Ports

a) Where a new garage or car port is to be constructed, it should not be sited so as to dominate the existing building or intrude too much on the plot. In general, the materials to be used should be similar to those employed for the main building.

b) Where new garages are permitted they should be retained for that purpose only and not be sited in a prominent position or in front of the dwelling. Applications for change of use of an existing garage to additional habitable accommodation must include provision for adequate parking.

Settlement Pattern, Character and Buildings

Extensions and Additions

a) *Extensions to existing properties should reflect the original building's characteristics, be in proportion to the rest of the design and of a traditional design and format. Where a more contemporary design approach is considered, this should be of high quality and make use of traditional materials.*

b) Porches should be recessed or braced slate or plain clay tile canopy. The many and varied porches are one of the delights of Froyle.

c) Particular regard should be paid to the design, scale, materials and siting of conservatories to ensure they do not impinge unnecessarily on the wider landscape or impact adversely on the street/ countryside scene.

External Areas

a) For drives and forecourts, gravel and bonded gravel are the preferred treatments. Block paving can look suburban and out of place in a rural setting.

b) Discrete entrances maintain the rural nature of the village. Traditional five barred gates are appropriate but the over-elaborate use of wrought iron and imposing pillars can look out of place.

c) Native hedging with occasional brick or malmstone walls are an acceptable means of delineating boundaries, as is a combination of the two. Brick walls should ideally be capped with half round bricks. The use of close board fencing should be avoided. Picket fencing needs to be used with care.

Lighting and Signage

a) All shops or business signage should conform to the EHDC Standard, be modest and respect the village conservation area and rural environment.

b) Neon signs and internally lit signs should not be permitted.

c) Localised lighting should be the minimum required for safety reasons and be of a type and design appropriate to the settlements and a rural environment.

d) The addition of further areas of street lighting should be resisted in order to maintain the existing night time environment.

e) Floodlighting of commercial premises, car parks and sports and leisure facilities, including golf ranges and equestrian centres, which adversely impact upon the rural environment and wider landscape should be resisted.

Transportation Links

Traffic Management

a) Developments should seek through good design, to reduce rather than increase the volume and speed of traffic through the village.

b) In the case of commercial developments, lorry movements should be proportionate to the road system, strictly controlled and managed to have the minimum impact on the village.

c) All developments must prioritise the safety of all road users including pedestrians, horse riders and cyclists.

d) Measures to control vehicle speed should avoid using visually intrusive methods such as speed humps and excessive use of signage. More appropriate and subtle measures, such as surface treatment changes and natural width restrictions are considered more appropriate.

e) Development which significantly increases traffic through the village or puts additional pressure on the A31 Hen & Chicken junction should be resisted.

f) Proposals for developments that increase the level of 'urbanisation' including street lighting and footpaths will be resisted.

g) Proposals to discourage and restrict the use of the lanes by HGV's and increasingly large agricultural machinery would be welcomed.

Bridleways and Footpaths

a) Footpaths and bridleways should be well maintained along with gates, styles and signposts.

b) Sunken lanes should be protected: planning policies to protect ancient tracks and lanes should be strictly applied. In particular, efforts should be made to reduce traffic pressures and avoid road improvements that would alter their character or impact upon biodiversity. Tracks and lanes that are not metalled should remain so.

c) Rights of Way should not be extinguished unless acceptable alternative routes are provided.

d) Where possible, and in consultation with local landowners, consideration should be given to expanding the network of footpaths, permissive routes and bridleways.

Parking

a) All new developments must have sufficient off road parking relevant to the size of the property including in some cases consideration to parking above the HCC standard being considered.

b) Off road parking is preferred to the creation of lay-bys.

c) Where parking is provided for numbers of vehicles, this should be well designed and screened.

d) Any building work must address the parking of builders' vehicles in their planning application.

Public Transport

a) All new residential developments must take into consideration the impact on the demand for public transport.

Consultation Process

The Village Design Statement (VDS) project was launched on 3 February 2011 at a joint kick off meeting with the Parish Plan (PP) project in the Village Hall with 126 residents in attendance. The aims of the meeting were to outline the purpose, scope and potential value of both a PP and VDS, and to determine whether the residents wished to proceed with either or both projects. The launch meeting was supported with presentations by our EHDC Community Planning Coordinator; Doug Jones from Buriton, who shared his Parish's experiences; and Glynis Watts, our District Councillor, who outlined the importance of a Parish Plan and VDS and gave her commitment to supporting us throughout the process. The meeting overwhelmingly agreed to proceed with both. 75 residents expressed an interest to be directly involved and 29 of these said they were interested in participating on the Steering Group.

Steering groups were then established for both the PP and VDS including role assignment, setting up a bank account, and agreeing a constitution and child protection policy with EHDC. A main Steering Group (SG) was appointed to bring together our three separate projects: Parish Plan, VDS and the village response to the planned Treloars site redevelopment. Five working groups were established, all with representation on the Steering Group. These concentrated on: Community Life & Services (including youth); Traffic & Transport; Countryside & Biodiversity; Housing & Development; Business & Communication. These working groups had the responsibility to consider and consult on issues to be included in either the PP or VDS. Our EHDC Community Planning Coordinator continued to support us at every stage by reviewing our documents and policies and pointing us to useful process guidance materials such as 'The Parish and Community Planning Toolkit'.

When establishing our Steering and Working Groups we took care to ensure that our community was represented in terms of factors such as age, gender and personal circumstances e.g. young family, single household, retired etc. We also looked at people's linkages with key village groups, for example: Parish Council, Village Hall Committee, Church, and Toddler Group. Parental permission was obtained for a 16 year old to work with the SG.

The consultation part of the process ran from March 2011 until July 2012 and involved a series of different consultation methods to identify key areas of interest/concern in the community and concluded with in-depth surveys of all youth and adult residents. These surveys included questions that had been designed to understand residents' concerns on issues to either be included in the PP and /or VDS. The adult survey achieved a 92% response rate (369 respondents) and the youth survey a 56% response rate (28 respondents) making the results truly representative of the whole community. An overview of our consultation approach, methods and main activities is set out below:

Communication
The village magazine was made use of throughout the project to keep residents informed about up and coming consultation events, progress and outcomes. It will also remain the main vehicle for ongoing communication on projects and implementation progress.

Complexities
Our consultation process was perhaps more complex than others. We had the PP, VDS and the Treloars site redevelopment consultations all taking place in parallel. The redevelopment and our PP / VDS were inextricably linked as within the next few years the population will more than double in Upper Froyle.

Consequently, we decided to combine consultation activities wherever possible. Assessments of resident input from the Treloars meetings was easy to achieve as we were supporting, participating in or facilitating these consultation events, and the village Treloars group always met directly after each EHDC-led Steering Group meeting.

Who to consult with
For our detailed consultation work (July 2011 onwards), the identification of residents to be consulted was obtained using the latest electoral register (under strict confidentiality and data protection). The register was reviewed and amended for people who had died or moved away; residents who were in long-term care with no prospect of returning to the village; and any young adults who were using their 'home' address for electoral purposes but not living at home or returning during university holiday periods. Any new or unregistered residents were added by working through maps showing each house in the village.

Residents' engagement and participation
During May and June 2011, the Steering Group and Working Groups worked on preparing materials to communicate the PP and VDS projects across the village and to support our consultation process. This commenced with a small stand at the EHDC-led exhibition style Treloars redevelopment consultation event in our village hall (June 30th 2011) which was attended by approximately 80 residents. EHDC facilitators captured residents' views across similar themes to our Working Groups.

Further communication was undertaken with a stand at our annual fête in July 2011 where the emphasis was on helping residents deepen their understanding of the PP and VDS projects. Display boards were used to give people an overview of each of our five main topics and a small prize draw was used to encourage people to give their initial views and comments.

Every resident was invited to a house party but an 'open event' was also held in our village hall for those unable to attend a house party. The aim of each party and the open event was to draw out thoughts in an informal and friendly gathering where people would have time to chat and share their views and opinions. Diversity of thought was welcomed and indeed encouraged so that all the different perspectives were captured highlighting differing views on several issues including ideas on how to deal with traffic related speed, volume and size, a key issue for the VDS.

For consistency, both consultation event types used the same templates to capture residents' thoughts. In total 146 residents took part in this part of the consultation process across 21 house parties and the drop-in session. This part of our consultation work ran from July through to the end of November 2011.

A single template was used to record people's views and opinions on each of our five key consultation areas - Community & Services, Traffic & Transport, Countryside & Biodiversity, Housing & Development and Business & Communication addressing the following questions:

1. What makes Froyle GREAT?
2. What local problems are people aware of?
3. What do we need in the future?
4. What would people like to see happen?
5. What else do we need to consider?
6. What else is important?

Resident input was recorded in a spreadsheet and, once this part of the consultation process was complete, the working groups started their analysis looking for both consistency and disparity of views and opinions across the whole data set. The aim here was to identity the topics that needed to be included in the full 2012 Village Survey, planned for later in the process.

Our local Councillor, Glynis Watts, had established an EHDC–led committee to formulate "Development Guidelines' to provide a starting position for prospective Treloars developers on what was acceptable for our village. On 5 October 2011, a village-led, resident / EHDC meeting was held so that residents would be able to see how their input had been incorporated into the draft guidelines and have a further opportunity to input and shape these. EHDC incorporated the new input and made changes wherever possible and the final development guidelines were published and adopted by EHDC in April 2012. A further period of consultation followed the sale of the Treloars campus site in 2012 to NJG including a village-wide exhibition style event on 22 November 2012, and a village meeting on 26 January 2013. A similar open event was held with the developers of Westburn Fields. These development consultations provided useful additional views especially pertinent to the VDS and helped focus attention on key issues such as design and style of buildings, change of use, parking, traffic, light pollution etc.

2012 Village Survey

During the first half of 2012 the Working Groups used all the consultation data and developed a 16-page survey that went to every individual resident aged 18+ in Froyle. The survey was distributed in June 2012. To ensure anonymity, a survey and a separate contact sheet were sent to every resident on our database. Submission of a completed survey was encouraged in a number of ways that resulted in a response rate to the adult survey of 92%. The completed survey data was then entered into a database and the results analysed by the different working groups who shared the results with the respective PP and VDS steering groups.

The VDS Group met regularly during the comprehensive consultation period, which ran from March 2011 to July 2012. During this phase, the group focused on ensuring that there was VDS relevant consultation and on researching and defining the form of the VDS itself. Following the completion of the consultation period and subsequent analysis of results, the VDS group turned to focus on document production, after a brief pause to allow for the Parish Plan to be published and adopted. Work to complete the document began again in earnest during the autumn and winter of 2013, with a draft being made available to EHDC for comment on structure and content in Autumn 2014.

In 2015 the VDS draft was further revised to take account of developments at the former Treloar School site, then reviewed by Froyle Parish Council and finally presented for adoption at the Alton Forum in April 2016.

Further Information

Appendix C

For further information about Froyle, the history of the village and its community and buildings please visit the Froyle Archive at *http://www.froyle.com*

For further information about Froyle Parish Council, please visit *http://www.froyleparishcouncil.org.uk*

Listed Buildings

Appendix D

Grade	Upper Froyle, Hampshire
I	Church of St Mary of the Assumption
	Gid Lane
II	Blunden's House
II	Barn at Blunden's Farm, 40 Metres West of Blunden's House
II	Barn at Blunden's Farm, 60 Metres North West of Blunden's House
	Ryebridge Lane
II	Coombefield Cottage
II	Blunden's Farm
II	Post Office Cottage
II	Froyle Cottage
II	Froyle House
II	Fern Cottage
II	St Paul's House
II	Granary 25m South of St Pauls House
II*	Froyle Place
II	Barn 20 Metres West of Froyle Place
II*	Manor House
II	Stable and Kitchen Garden Wall 30 Metres North West of the Manor House
II	Stable and Malthouses, 10 Metres East of the Manor House
	Spollycombe Lane
II	The Barracks
II	Gothic Cottage
II	Manor Cottage
II	Barn 50 Metres South West of Manor Cottage
II	Home Farm Cottages
II	Thatched Cottage
II	West End Cottage
	A31, Upper Froyle
II	Hen and Chicken Public House
II	Turnpike Cottages
II	Shrubbery Cottage The Shrubbery House

Grade	Lower Froyle, Hampshire
	Barnfield Close, Froyle, Hampshire
II	Brecklands
	Hussey's Lane, Froyle, Hampshire
II	Appletree Cottage Pond Cottage
II	Husseys Farmhouse
II*	Husseys
II	Barn 20 Metres South West of Husseys
II	Granary 15 Metres West of Husseys
II	Service Building 10 Metres East of Husseys
II	Wall and Small Gazebo to the East of Husseys and Oast House
II	Old Brewery House
II	Brewery Cottage
II	Bridge House
II	Brocas Farmhouse
II	Highway Cottages
II	Limit Cottages
II	The Cottage
	Well Lane, Froyle, Hampshire
II	Blue Cottage
II	Church Cottage
II	Ewelme
II	Barn 25 Metres East of Hodges Farmhouse
II	Granary Immediately West of Old Stable Barn
II*	Hodges Farmhouse
II	Oast 55 Metres North of Hodges Farmhouse
	Westburn, Froyle, Hampshire
II*	Silvester's Farmhouse
II	Barn 10 Metres West of Silvester's Farmhouse
II	Granary 5 Metres South of Silvester's Farmhouse
II	Stables 50 Metres North West of Silvester's Farmhouse
	Lower Froyle, Hampshire
II	Holmwood Cottages
II	Granary to Rock House Farm
II	Oast and Stable to Rock House Farm
II	Beech Cottage
II	Golden Cottage
II	Little Barlands
II	Long Barlands
II	Oak Cottages

Source:
www.britishlistedbuildings.co.uk/england/hampshire/froyle/#.Vi43OHrfWrU
Map:
www.britishlistedbuildings.co.uk/england/hampshire/froyle/map#.Vi50EmInw3w

Front and back cover:
Lower Froyle viewed from a footpath near Renown Quarry. In the background is Saintbury Hill which divides Upper and Lower Froyle. In the foreground are a row of bungalows built in the 1950s which form the northern edge of the settlement. The village hall and recreation ground are visible in the centre of image.