

Chale Village Design Statement
Statement of Community Involvement

September 2008

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1. Background

In March 2005, Chale produced a Parish Plan that seeks to set out a vision for the community. It contains an Action Plan that has been partially implemented and continues to be evolved and developed by Chale Parish Council working with other local community organisations.

One of the key questions addressed in the research questionnaire underlying the development of the Parish Plan was 'Do you think Chale has a character worth preserving?' There was an overwhelmingly positive response to this question.

In order to define that special character, Chale Parish Council established a steering group to explore the way forward and lead the village's efforts to produce a Village Design Statement for Chale.

The project was launched at the annual meeting of the parish in 2007.

2. Project Management

The steering group is comprised of two members of Chale Parish Council and representatives from the Chale Village Partnership along with one villager who has a particularly strong background in rural planning and design.

Chale Village Partnership brings together in a single forum representatives from all the village community organisations along with representatives from the farming and business communities. It provides the principle village arena to discuss issues of common interest and for seeking support for village wide projects.

The steering group identified the need for funding, particularly for the production of the design statement and for professional support. The former was provided by a grant from Awards for All and the latter through the support of Planning Aid South that has been provided to the project at no cost.

The steering group met regularly throughout the development of the statement to review progress and ensure that the activities being undertaken remained in line with the overall objectives. They also reviewed the draft document.

Throughout the period of the project, Chale Parish Council has maintained overview of the work and they have controlled the grant funding. This has been effected through monthly reports to the council with recommendations for expenditure submitted to them for approval.

3. Process Overview

The timeline at Appendix 8 provides a broad outline of the process envisaged at the outset and this has been broadly followed. The only change has been that due to the project being undertaken while the 'Island Plan' is being developed, the adoption process has not been followed, as this cannot currently be done. It is intended that adoption as a Supplementary Planning Document be sought when the option becomes available. In the meantime, the Isle of Wight Council Planning Policy Team has advised that Planning will use the document as informal guidance.

The subsequent sections of this document describe the activities as shown on the timeline along with the supporting communications activities that were undertaken in parallel.

4. Research

Based on best practice advice from Planning Aid, the Steering Committee members delivered a questionnaire by hand to each house in the village. The questionnaire was kept to a single two-sided sheet of paper with 16 open questions and one for gaining some demographic information that is not available for the village from other sources.

Of the 286 questionnaires that were delivered, 85 (30%) were returned. Not all completed the demographic information but based on those that did, 192 people are represented made up of around 150 adults and 40 children. This is again around 30% of the village adult population.

This was the widest ranging source of data obtained during the project and provides the foundation upon which all the other work was based. Full details are contained at Appendix 1.

In addition and to ensure maximum publicity and obtain an external perspective on the village, an exhibition was mounted at Chale Show in August 2007 and a number of visitors to the show from outside of Chale were persuaded to answer a simple questionnaire.

These views were similar to the opinions of villagers. A summary of the findings is contained at Appendix 2.

5. Outreach

Most of the village organisations were reached and kept in touch with the work as it developed through regular liaison with the Chale Village Partnership, reports being provided to most of their meetings throughout the process. A large number of members of the various organisations were also directly involved in undertaking various components of the work.

In addition, a special meeting was held with the Chale Women's Institute and a project undertaken by children at the village primary school. The latter took

the form of a cross curricular project followed by a presentation to the steering group chairman by the children. Notes of the outputs are given at Appendix 3.

The materials produced by the children, including the buildings timeline, were used to support the two public feedback sessions.

6. Workshops and Surveys

The major initial work stage consisted of the two workshops detailed at appendices 4 and 5. Twenty people attended for all or part of the day during the first workshop and eleven during the second that included four people who had not been involved in the first workshop.

During the summer period, three survey teams established at the first workshop undertook to specifically look in greater detail at Landscape Setting and shape of the settlement, Buildings and Materials, Spaces and Boundaries. There was an informal update meeting of representatives of the survey teams at the end of August to ensure they were on track.

7. Drafting

All of the material previously generated, including the findings presented by the survey teams, was presented back to a series of three drafting group meetings that took place on 8 and 22 November and 6 December. These were attended by a variety of villagers with some attending all of the meetings and others only attending one or two depending on their other commitments. Numbers attending were 10, 8 and 7 respectively.

The drafting teams also had access to a range of other materials including the draft components of the Historic Environment Action Plan as well as relevant components of the Unitary Development Plan and its Supplementary Planning Guidance documents.

The output of each session was a series of bullet points setting out the character descriptions and guidance under each topic that had been identified by the work to date. Some of these topics were consolidated as further drafting took place and Planning Aid who suggested some revisions to the language and areas where additional detail might be included also reviewed the outputs.

8. Village Feedback Sessions

On 19 January 2008, an open feedback day was held when villagers were invited to come along and review the first draft document. Whilst a large number of Post_it notes were affixed to the pages of the draft, these were almost invariably supportive of specific points being made with only a small number making minor drafting suggestions. A copy of the briefing document used is at appendix 6.

Following this session, a final consolidated draft was produced which included further detail added at the request of the Isle of Wight Council Planning Policy Team and the Area of Outstanding Natural Beauty Partnership.

This final draft was made available at the Annual Parish Meeting in April 2008 for comment. No further comments were received at that meeting and the document was taken forward with just a few minor technical changes.

9. Promoting awareness and involvement

One of the key concerns of the steering group has been to ensure awareness and involvement in the development of the village design statement throughout the village. In order to achieve this, publicising all activities and reporting on progress has been a priority. Appendix 7 provides a schedule of this activity.

Appendices

1. Village questionnaire report
2. Chale Show questionnaire report
3. Notes of school Project outputs
4. Programme for Workshop Day 1
5. Programme for Workshop Day 2
6. Feedback Day worksheet
7. Record of media activity
8. Project timeline

Chale Village Design Statement

Village Questionnaires Analysis

Background

The Steering Committee members delivered a questionnaire by hand to each house in the village. The questionnaire was kept to a single two-sided sheet of paper with 16 open questions and one for gaining some demographic information that is not available for the village from other sources.

Of the 286 questionnaires that were delivered, 85 (30%) were returned. Not all completed the demographic information but based on those that did, 192 people are represented made up of around 150 adults and 40 children. This is again around 30% of the village adult population.

The following analysis is based on the number of mentions and as some questionnaires mention a number of items in each answer, the totals will not add up to 100%.

The questions

1. What attracted you to live here?

The main attraction is the nice quiet countryside and rural living. A family connection is the reason given by a third. Some were attracted by low house prices at the time and others were offered social housing.

Surprisingly, the coast receives few mentions here and hardly more than the attraction of a small village and its community.

2 Why have you stayed here?

The answers here reflect the reasons people came to the village in the first place. In addition, a significant proportion (22%), mention their neighbours, local people and the community generally. Interestingly 13% mention their work or business as reasons for staying. Being a working village is also seen as something that makes Chale special.

3 Is Chale special to you? If so why?

Again the three key factors mentioned are the quiet, unspoilt & rural nature of the village, family connections and the people and sense of community. The sea and the beaches receive a few mentions although 25% either did not agree or could find no reasons to single out Chale.

4. What are your favourite buildings in Chale?

The overwhelmingly popular building is St Andrews's Church (62%) with the old stone farms and cottages trailing behind (24%) followed by the school (15%), Pepperpot (13%) and the shop and my home equal at 10%.

A variety of other individual buildings receive mentions including the Wight Mouse and the various disused chapels around the village.

5. What are your favourite views in Chale?

These fall into two main groups. First looking west towards Freshwater and the Needles from various places in the village including the church, the viewpoint car park and Southdown. Second looking east towards the downs from a variety of points in the village.

Other views that overlap with answers to question 6 are the panoramas available from the top of St Catherine's Hill and the Hoy monument. In addition, some people consider views of The Green and the fields within the village important.

6. Do you have any favourite views of Chale from outside the village?

The answers here were the reciprocals of the views on the previous question although a lot less people responded. Most answers were either from various points along the downs and approaching along the Military Road from the west. There were a few mentions of other distant views that 'showed you were nearly home' with both Bleak Down and the top of Berry Shute receiving mentions.

7. Which open spaces in the village do you like?

Apart from a number of general comments about the importance of all the open spaces in the village, The Green received the strongest support (55%) followed by the Recreation Ground (29%). There were also a significant number of references to the fields including field patterns (6%) as well as the downs (11%), the verges and smaller open spaces and a number of named individual sites.

8. Do you have any favourite walks in or around the village?

Favourite walks fall into three groupings. First and largest are various routes up on to the downs between the Hoy Monument and the Pepperpot (44%); second along Chale Lane and through Windmill Wood and Corve (35%) and thirdly along the cliffs (20%). A number also simply answered that they had

many favourite walks (17%) whilst there were a number of individually mentioned walks from The Terrace, over Southdown and out to the coast. Around the Recreation Ground is also mentioned by a few.

9. Is there anything you do NOT like about the appearance or character of Chale or its surroundings?

The most significant answer to this question was 'No' or 'Nothing' (20%). There was also a wide range of individual views. Most concern was expressed about the derelict buildings near the garage (18%) and parking on the Green (8%). A number of people still resent the development of Spanners Close even after 30 years (12%).

10. What features of the village would you want to keep?

The top five features come as no surprise with the shop and post office top (38%) followed by the school and Green (both 22%), St Andrew's Church (16%) and the Wight Mouse (19%).

Otherwise, apart from those who wish to see no changes (22%), there was a wide range of responses including the garage; its tranquil nature; a friendly community; small farms & fields; hedges, banks and trees; the old stone buildings and dark skies.

11. What features of the village would you like to see changed or improved?

This question produced fifty different answers with 'None' being the most popular (11%). Otherwise, there were concerns with speeding traffic in a number of village locations and a desire to see a safe walking/cycle route from one end of the village to the other (9.5%) and down to the beach. A new community centre at the northern end of the village and facilities at the Recreation Ground received a little support, as did improvement of the derelict buildings mentioned above. All other items received no more than three mentions with most only receiving one.

12. What circumstances (other than moving jobs) might prompt you to leave the village?

There are a significant number of villagers who have no plans to leave in any circumstances whilst still alive (25%) but that apart, the main concern is future development in the village, either a large-scale development or indiscriminate development around the village (22%). Otherwise, family needs (7%) and the requirement for better facilities as they get older (9%) are the other significant factors.

There is a range of other concerns including closure of the school or the shop; transport concerns and increased anti-social behaviour shared by small

numbers of villagers.

13. What aspects of the materials and styles of building in the village would you like to see more of?

As far as materials are concerned, responses indicated strong support for the use of traditional local stone (27%) with a secondary group mentioning stone or stone effect (23%). It is likely that a significant number of these may well mean traditional local stone as well although they were not specific. Bricks (12%) also received support although the following question brought out negatives around the types used.

Roofs in thatch (14%) or slate (6%) are preferred with no mention of other roofing materials currently in use.

Whilst there are comments at various points in the questionnaires about the importance of the variety of building styles to the character of the village, the styles most strongly supported are cottages and bungalows (both at 7%). However the latter also give rise to some negative comments in the following question.

Other concerns are that individual houses should be built and small groups of houses with low maintenance/ eco friendliness given attention in their design.

14. What aspects of the materials and styles of building in the village would you like to see less of?

As mentioned in responses to Q9, there is still some resentment that the scale of the Spanners Close development was 'imposed' on the village. This is what probably gives rise to some of the responses here that include 'estate type properties' (11%), 'Spanners Close' (7%), flats (6%).

Otherwise, most comments are concerned with the quality of materials including 'stone effect/fake stone' and 'cheap modern' (both at 7%) and comments relating to the use of 'modern brash redbrick', galvanised steel roofs and the use of concrete and steel.

There are a small number concerned with the recent trend to build large houses that overwhelm the existing style of properties and that some of these are being built on village gardens.

15. What would you like to see more of in the village that would improve our environmental performance including the use of renewable energy?

Many villagers support Wind Turbines (40%) with some respondents favouring small domestic installations and others happy to see a wind farm. There are also a significant minority against turbines (7%).

Solar energy (25%) does not polarise village views in the same way but many people are concerned that installations are appropriate and carefully sited to avoid visual intrusion.

The provision of recycling facilities is supported (24%).

Whilst a small number see no need for change, there was a range of other suggestions of which the most supported were around improving the local bus service.

16. How many adults and children live in your household?

0-4	5-9	10+	under 25	25-50	50-65	65+
14	6	16	11	46	55	44

17. Any other comments?

Many people used this as an opportunity to reinforce comments made elsewhere in the questionnaire. Issues such as speeding and parking, particularly on the Green, received many further mentions.

Some villagers are also looking for more social activities to take place in part to integrate the community better. A new community hall at the north end of the village is also mentioned again here.

Whilst there is the strong concern about over development, villagers also confirm the need for a small amount of affordable housing for local people.

Conclusion

Most villagers have either family connections to Chale or were attracted here to live in a quiet rural community. It is, therefore, not surprising that they wish development of the village to be limited. The most notable development during the last century was the building of Spanners Close and it is clear that even after 30 years have elapsed, the way the scale of this was 'imposed' continues to cause resentment.

The responses indicate that generally the village accepts the need for carefully managed development which respects the scale, styles and materials traditionally used.

MHG
20 August 2007

Chale Show

VDS Questionnaires Analysis

Background

A display of the work underway to prepare a Village Design Statement for Chale was set up at the Chale Show with the help and support of the Isle of Wight Area of Outstanding Natural Beauty team.

Visitors were invited to complete a short questionnaire in order to obtain some outside perspectives of the village. A total of twenty-six questionnaires were completed, twenty-four from people who had previously visited the village and two from first time visitors. These two are broadly similar to the general views obtained.

The questions

In answer to the question 'What have you seen in Chale today that you think is attractive?' there were a range of responses with the setting of the village, particularly the downs and Pepperpot, the church and the country, coast and sea views receiving most comments. The old buildings around the village are also identified here. As the show takes place on the cliff top opposite the church, this is probably not surprising. In addition, this question also elicited the response of 'Chale Show' on four of the questionnaires.

As far as the question on areas for improvement was concerned, the focus was almost entirely on the derelict buildings in the vicinity of the garage and the state of the bus shelter nearby. Nothing else received more than one mention although it is fair to say that many people had no suggestions for improvements at all.

People found the question 'Is there anything you have seen in the Chale area that you think makes our village distinctive?' more difficult to answer with a diverse range of answers. Areas of significant agreement were both the setting of the village and the views of the downs and the coast from within it. There were some interesting comments including: 'Not 'showy' but compellingly attractive'; remote 'gateway' to the Back of the Wight; 'hidden in the landscape'.

The final question about special views attracted significant consensus. Many identified both the view along the coast towards Freshwater Cliffs and inland to the downs, Pepperpot and Hoy Monument.

Conclusion

The visitor to the village share similar opinions to people who live in the village on what makes it attractive and provides its character

MHG

20 August 2007

Appendix 3

VDS – Notes of Chale School Project

At meeting with children on 26 November 2007

Background

- Talk from Dorothy Wright on the history of the school
- Talk from Derek Sprake on the history of the village
- Looked at some old maps
- Made local enquiries
- Walked to the cliffs
- Identified some lost buildings

Activities

- Developed a buildings timeline
- Produced drawings and other material based on their research

Discussion

- Favourite places – Blackgang Chine, ‘bases’ at the Green, the church
- Improvements – swimming pool, adding things to Blackgang Chine, cinema, more space at the school, roller coaster for the school, outside toys in the playground
- Special about the school – happy, computer facilities
- Favourite open spaces – the downs
- Favourite view – the downs
- Most important part of the village – the school, Blackgang Chine, my house
- Favourite walks – on the downs, on the cliff tops
- Dislikes – farm animals, dogs (1 girl), skateboard area at the Green
- Places to keep – Blackgang Chine, the school, the fields, my house, my ‘base’, the downs, the shop

Appendix 4 Chale Village Design Statement

Character Workshop Saturday 30 June 2007 10.00 am - 3.00 pm

Facilitator: Phil Turner MRTPI
Volunteer Community Planner, RTPI Planning Aid South 01962 863657
46 Hatherley Road Winchester SO22 6RR p.turner@ruralnet.org.uk

AGENDA

- 10.00 am** Arrival - everyone invited to make a “Memory Map”
- 10.30** Welcome
- ‘What is a Village Design Statement?’**
Phil explains using his projector and screen
Examples of adopted VDS documents will be on display
- 10.45** Questions
- 11.00** Discussion of Memory Maps
- 11.30** Briefing for Surveys
to be carried out in groups using digital cameras
- 11.45** Surveys begin
Surrounding landscape
Buildings and materials
Spaces in the village
For those who cannot go out and survey there will be work to do in discussing the character of the area around the WI Hall
- 13.00** Teams return refreshments
preparation of photographs
- 13.30** Presentation
Digital photographs presented on screen and teams comment on the character of the landscape, buildings and spaces in the village
- 14.30** Next steps:
Further surveys by teams over the summer

Next Workshop 15 September
10.00 am - 3.00pm

14.45 Questions
15.00 Workshop closes

Design Statement Character Workshop

Memory Map

Resources: Map of area, flipchart and pens

Task:

- One person to scribe
- Thought storm information/words/diagrams that describe the area you are focusing on, for example:
 - what you think are the most important features that give character your area.
 - where people live
 - what different homes there are
 - what different building types and materials there are
 - how the buildings sit in (or on) the landscape
 - how people move around the village
 - where the open spaces are, and how they are used
 - what businesses there are
 - where employment and housing are, and the balance between them
 - important views into, and out of, the settlements
 - your route to school or church
 - the routes that people take when they visit your house or business
 - the best places for flowers or birds - your garden?
 - the main places where children play
 - the most beautiful features of the village
 - a theme such as water, thatch, flint or traffic
 - where the oldest and the most recent buildings are
- Use your own personal interests and your imagination.
- Display your paper, which will be discussed by everyone.

Phil Turner

based on an original idea by Jeff Bishop

Photographic survey

After the briefing discussion you are invited to join one of several teams which will visit one or more of the areas of the parish, taking photographs.

"...planning has three essential concerns: what one does on the land; how one travels to and from the land; and what the land looks like." (J Brebner, Kew)

For surveys after 30 June we aim to have groups of people to work on a three types of survey of the Parish.

Survey 1 - Landscape setting & shape of the settlement

Survey 2 - Buildings and materials

Survey 3 - Spaces & boundaries (walls, hedges, fences etc.)

The three tasks are set out on the Briefing Sheet

These briefing sheets are based on the ideas in Advisory Booklet Part 2, Village Design Pack, Countryside Commission 1996 and Workshops devised by Jeff Bishop, BDOR.

Your teams will need:

a clean map, a camera, film, clipboards, or a pad to work on and a sketch pad for any drawings and diagrams you wish to make and paper for notes. Please do not intrude on domestic privacy when taking photographs.

Today teams will take a first, fresh look at the character of the buildings, landscape and spaces. Each camera team will consist of at least two persons - one to take the shots and another to record on the map where they were taken. Others in the team should make notes to describe what they see and make quick (two minute) sketches where they can.

Chale Village Design Statement

Surveys - briefing sheets

After the first Workshop

Between this Workshop and the next one on 15 September, join a group to take a more detailed look round your area, taking photographs (digital, disposable or print camera) and make notes or draw sketches.

In the survey of your area you should again cover the main features of the village that are important to considering design and management of buildings and land:

Landscape setting & shape of the settlement

Buildings and materials

Spaces & boundaries (walls, hedges, fences etc.)

At the beginning of the second Workshop there will be 5 - 10 minutes for each team to report on their surveys.

Phil Turner **based on an original idea by Jeff Bishop**

Phil can be available in July and August to meet teams at work (by appointment) or by e-mail p.turner@ruralnet.org.uk

Landscape setting & shape of the settlement

FIRST IMPRESSIONS - views when approaching the settlement(s)

Decide your route beforehand, and where you might take photographs.
Keep notes of where each photograph has been taken.

Do not forget those buildings or places that are partially hidden, they may be interesting.

Decide what you consider to be the edge of the settlement.

A quarter mile or so from each point of entry by road, or major footpath, record and describe (using the PICK A WORD - ANY WORD prompt sheet and your own words) what you can see of:

the buildings - houses, farms and other buildings

the use of the fields around the settlement(s) - crops, grazing etc.

changes in levels

the more important trees and hedges - describe clumps rather than specimens and say why you think they are important

what defines the edge?

what can you see from the settlement(s)?

where can you see it from?

how does the settlement sit in the landscape?

where would you suggest any changes?

Make notes, and quick (2 minute) sketches.

Mark your route on a clean copy of the map.

Summarise your ideas by noting things down on a map.

Buildings and materials

SPOT THAT BUILDING

Walk or cycle around the part of the settlement you are to survey and describe the variety of building styles and materials used in individual buildings or groups of buildings.

Imagine that you will be creating an exciting trail for a visitor from Sweden. They will want to know which buildings are typical of your Parish, of the District, County or of England generally.

They will also want to know about unusual buildings and those that are the most recent, as well as the oldest. Do not forget those buildings that are partially hidden, they may be interesting.

Decide your route beforehand, and where you might take photographs. Keep notes of where each photograph has been taken.

Record and describe the medley in terms of buildings that you think are:

good typical varied unusual

in terms of:

materials scale shape texture
size age detail quality

Write short description of buildings - using the PICK A WORD - ANY WORD prompt sheet and your own words.

Are there any changes or improvements that you could suggest?

Agree with the other team members whether there are any main groupings of buildings of a similar type or age, and which of the buildings or groups have an important setting that is worth describing.

Make notes, and quick (2 minute) sketches.

Summarise your ideas by noting things down on a map.

Spaces and boundaries

SERIAL VISION

The spaces within the areas of settlement are as important as the buildings.

- Which are the most important spaces?
- How are they bounded - enclosed and defined?
- What is used for enclosure - walls, fences, trees, banks, ditches, hedges?
- What other spaces are there - what is their distinct character?
- Some private spaces with special character can be seen from public areas

Decide which are the main entry points to the part of the settlement you are to survey.

- Walk or cycle through the settlement from one of the entry points to another, taking in as many of the spaces along roads and footpaths as you can.
- Decide your route beforehand, and where you might take photographs.
- Keep notes of where each photograph has been taken.
- Try and cover between ten and twenty viewpoints.
- Take your second photograph at one entrance to the settlement and (using the PICK A WORD - ANY WORD prompt sheet) make notes on:
the character and quality of that first view
the composition - open, enclosed, linear, circular, triangular, flat, hilly, shady
vertical features - walls, utility poles, trees
the materials, pattern and style of any walls, fences, gates, barriers - and how well maintained they are

Make a mental note of the furthest point along your route that you can see from the first viewpoint and move to that place for your next viewpoint - and so on, making notes again. It is a bit like LEAPFROG or TIDDLYWINKS!

At some viewpoints you may reach another edge, so turn round into the settlement and continue in another direction, repeating the process again, leap-frogging to the furthest point you can see. Do not forget to look sideways to see those spaces and enclosures that are not immediately placed on your route - some of them will be private gardens. Remember to look at how space is defined by the sides of the road itself and the placing of buildings. Decide where the important focal points are. Look all around them and see whether the space is enclosed or whether there are views out. Make notes, and quick (2 minute) sketches.

Summarise your ideas by noting things down on a map.

Design Statement - using words that describe the environment

PICK A WORD ... ANY WORD

Think of the words to use in describing the features of the area

IRREGULAR UNEVEN ROUGH
HILLY VALLEYS BROKEN WINDING UNDULATING ROLLING BENDING

TORTUOUS TWISTING SINUOUS CURVED
CONCEALED ENCLOSED ENCIRCLED SHELTERED SECLUDED REMOTE
OVERHANGING PROTECTED HIDDEN SOFT SMALL GENTLE BLEAK
CHILLY DESOLATE BARREN OPEN EXPOSED

WINDSWEPT PLATEAU STONY FORMAL GEOMETRIC LINEAR
STRAIGHT CONTINUOUS RECTILINEAR VARIETY CHANGES MEDLEY

CONTRASTS UNSTRUCTURED HOTCHPOTCH RANDOM FRAGMENTED
HEDGES WALLS BANKS VERGES WOODLAND COPSES COPPICES GLADES

SCRUB VULNERABLE DELICATE FRAGILE STREAMS BROOKS PONDS
FARMED GRAZED PARKLAND WELL-KEPT CARED-FOR MANICURED
NEAT TIDY FUSSY SCATTERED SPARSE CLUSTERED GROUPED HISTORIC

HERITAGE OUTPOST ESTATES FARMS GREEN SQUARE GROVE COURT
MEWS WALK TERRACE AVENUE STREET ROAD LANE ALLEY TRACK

PASSAGE YARD SHED CABIN HUT COTTAGE VILLA MANSION
BUNGALOW LODGE GARDEN YARD BRICK STONE TIMBER STEEL GLASS

PLASTIC RENDER PAINTED COLOURED STAINED SLATE CLAY CONCRETE
THATCH PAVIORS TARMAC BRIGHT REFLECTIVE DULL SOMBRE

ROUGH SMOOTH UNDECORATED FLAT EVEN FLUSH PLAIN CLEAR HONEST
SIMPLE UNCOMPLICATED UNRELIEVED POLISHED ORNATE FLASHY
ELABORATE FLAMBOYANT DECORATED SUPERFICIAL COMPLEX STRONG

Some words NOT to use?

In keeping Style Period house

Attractive Bucolic Rural feel

They are too general and not good descriptions

Appendix 5 Chale Village Design Statement

**Second Character Workshop Saturday 15 September 2007
10.00 am - 3.00 pm**

Facilitator: Phil Turner MRTPI
Volunteer Community Planner, RTPi Planning Aid South 01962 863657
46 Hatherley Road Winchester SO22 6RR p.turner@ruralnet.org.uk

AGENDA

10.00 Arrival
New people invited to do “Landmarks”
Survey teams prepare display of their findings

What is a Village Design Statement?

Continuous projection on screen - Presentation from previous workshop on 30 June

Examples of adopted VDS documents will be on a table display

10.25 Welcome

10.30 Survey Teams present their findings

10 minutes each team plus questions / discussion

Teams tell us what they have found out about the character of the landscape, buildings and spaces in and around the village - using a selection of the photographs they took at the last workshop plus any new shots.

11.15 Discussion of Landmarks

Large sheets of paper (provided by Phil) displayed (displayed on wall or screens)

11.45 Summarising

Phil explains what can be done to word character descriptions and draft the

guidance so that it accords with the local plan and can be understood in plain English

12.15 Group exercise - Devising the Guidance

Several groups devise wording on flipchart sheets:

a. Descriptions of character b. Examples of guidance

13.00 Refreshments

13.30 Report back

Groups report on their results (10 minutes each)

14.30 Discussion

14.45 The next steps

Participants sign up for further involvement as they leave

Next Steps

People sign up as volunteers – further survey work, drafting of documents, photography, illustrations, design etc.

Confirm Steering Group

After the Workshops - Teams draft the guidance

Main draft pulled together and sent to Phil for comment.

Draft shared with whole community – at another workshop event?

Draft submitted for comment of IOW Council Planners

Further revision (and participation of whole community) before submitting to IOW Council for adoption.

After adoption – publish the VDS – printed version and / or a CD

Chale Village Design Statement

Landmarks and Favourites

You are invited to think about one or more of the areas of Chale, noting your favourite landmarks and features.

The brief is:

The Village Design Statement will give guidance to everyone – local authorities, developers, designers, planners, landowners, tenants and householders – on how to respect the essential character and distinctiveness of Chale.

What makes a village truly distinctive from other places?

What landmarks are important to the character of Chale's roads and spaces?

Using your own knowledge and experience, you are asked to think about buildings and other features which are prominent and which help to tell you which village you are in, and which part of the village. For example, trees, slopes, walls, spaces, a decorative sign or even a unique garden / feature.

Some of those features may not be prominent as landmarks, but are your personal favourites. They help you to find your way about the village, and remind you of why you are happy to be there.

You should consider the many different positions from which the feature can be seen, and which of those viewpoints is / are the most important. When changes occur to buildings or spaces, an important view of a landmark or other feature could be blocked, changed, or forgotten.

The aim is not just to preserve the landmarks and favourites, but also to point them out to anyone who is thinking of making changes to the buildings and landscape, and encourage everyone to respect them.

Your ideas on Landmarks and Favourites will be displayed and discussed at 11.15. You may use any technique you like:

A written list with descriptions of the important viewpoints

Poem or prose - even drama or ballet!

A sketch map

Quick sketches or cartoons

An annotated map of the village

After your presentation there will be 5 minutes for discussion by everybody.

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Appendix 6 Chale Village Design Statement

Village Feedback Day

Thank you for taking time to come along and give us your views. The work on show in the WI Hall today is the outcome of several months of work by a large number of volunteers from across the village.

The draft content you are commenting on has been prepared from the village survey last year, the survey of visitors to Chale Show last August, two full day workshops in the Summer and three evening drafting meetings in November and December.

We have also benefited from the views of the children at Chale Primary School and some of their work is included in the display.

Phil Turner and Pam Moore from Planning Aid, a voluntary organisation, which has provided its support free of charge, have supported us throughout. The project is being funded by a grant from Awards for All.

We would like you to add your comments to the draft design guidelines by writing them on the sticky yellow notes and then placing those with the specific Topic Sheets on the tables (there are some gaps in the numbering as topics have been consolidated during the drafting).

Can you also be kind enough to mark your favourite viewpoints inside and outside the village with arrows on the map on the table.

If there are further issues you think should be included, please write them on the back of this sheet and hand it in.

Thank you. Chale Village Design Statement Steering Group

Appendix 7 A Village Design Statement for Chale

Record of Media Activity

Date	Publication	Nature of material	Notes
March 2007	Parish Council Minutes	Decision to support a VDS reported	Posted on village notice boards
March 2007	Chale Mail	Announcement of planned information session at Annual Parish Meeting	Publication of Chale Village Partnership available at the village shop
March 2007	South Wight Beacon	Announcement of planned information session at Annual Parish Meeting	
April 2007	IW County Press	Announcement of planned information session at Annual Parish Meeting	
April 2007	South Wight Beacon	News report of PC decision to progress VDS	
April 2007	Agenda for Annual Parish Meeting	Announcement of planned information session	Posted on village notice boards
May 2007	Chale Mail	Report on VDS Information Meeting at Annual Parish Meeting	
June 2007	South Wight Beacon	News report on planned workshop	
June 2007	South Wight Beacon	Announcement of June workshop in South Wight Diary section	
June 2007	IW County Press	Report on information meeting and outline and date of first workshop	
June 2007	Posters/Handbills	First workshop announcements	Posted on village notice boards – 60 handbills picked up at village shop

June/July	Questionnaire	VDS questionnaire hand delivered to all households	
July 2007	IW County Press	Report on first workshop and way ahead. Date of second workshop.	
July 2007	Chale Mail	Report on first workshop and way ahead. Date of second workshop.	
July 2007	South Wight Beacon	Prompt re completion of questionnaires in 'Chale News' report	Distributed direct to over 80% of homes in the village
August 2007	Chale Show	VDS stand run for the 2 days of Chale Show with support of IW AONB team	Separate VDS questionnaire used for visitors to the village
September 2007	South Wight Beacon	Report on VDS progress in 'Chale News' and second workshop date in diary section	
September 2007	IW County Press	Details of second workshop	
September 2007	Posters/Handbills	Second workshop announcements	Posted on village notice boards - handbills at village shop
September 2007	Chale Mail	VDS report back on workshop + next steps. Survey feedback	
October 2007	South Wight Beacon	Update on workshop and way ahead in 'Chale News' report	
December 2007	Chale Mail	Remainder of survey feedback and update on evening workshops	
December 2007	South Wight Beacon	Update on evening workshops in 'Chale News' report	

January 2008	IW County Press	Notice of Village Feedback Day	
January 2008	Posters	Village Feedback Day announcement	
January 2008	South Wight Beacon	Village Feedback Day announcement in 'Chale News' report	
January 2008	IW County Press	Report on Village Feedback Day	
February 2008	Chale Mail	Report on Village Feedback Day	
April 2008	Chale Mail	Progress report and notice of availability of final draft at Annual Parish Meeting	
April 2008	IW County Press	Notice of Annual Parish Meeting	
April 2008	South Wight Beacon	Notice of Annual Parish Meeting	
May 2008	Chale Mail	Progress report	
June 2008	IW County Press	Update on progress	
June 2008	South Wight Beacon	Update on progress	
July 2008	Chale Mail	Confirmation that printing in hand	

Appendix 8 Chale Village Design Statement - timeline

April 2007 May June July Aug Sept Oct Nov Dec Jan Feb Mar April May June July Aug Sept Oct Dec 2008

