

# PLANNING DESIGN / ACCESS STATEMENT

The Pot Kiln Country Pub & Restaurant  
Frilsham, West Berkshire RG18 0XX



**PRESENTED BY**

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## SUMMARY OF KEY PLANNING OBJECTIVES

1. Renovate and extend the Pot Kiln rear kitchen and dining areas.
2. Renovate a dilapidated open store and erect four-room guest accommodation.
3. Conserve and enhance an Area Of Outstanding Natural Beauty.
4. Establish a sustainable and limited development that has low impact within an Area Of Outstanding Natural Beauty.
5. Design a development that responds positively to the local context and encourages maximum use of land and infrastructure.
6. Establish a development that meets the needs of the present without compromising the ability of future generations to meet their own needs.
7. Achieve constructive conservation by way of a positive, well-informed and collaborative approach through comprehensive research; research in pursuit of a development design that is sympathetic to the heritage and archaeological distinctiveness of the Pot Kiln and its locality.
8. A desire to sustain and enhance the significance of heritage assets and pull them to viable uses consistent with their conservation.
9. To convey an effective understanding of the Pot Kiln's historic environment and in so doing communicate a good comprehension for the changes proposed – a flexible process to manage change.
10. Appropriate limited development with a focus that addresses identified commercial needs and the maintenance of the Pot Kiln as a significant part of the rural economy.





## EXISTING ELEVATIONS – areas for proposed renovation



PUB REAR – North Elevation



SHED STORE – North & South Elevation



SHED STORE – West Elevation



## PLANNING APPLICATION

### Renovation of Pub Rear / Kitchens & Dining Rooms

To renovate and extend the Pot Kiln's rear kitchen and dining areas that in part have flat, concrete roofing (erected without planning permission by previous owner) that admits rainfall and is out of keeping with the main building's roof covering of plain clay tiles.



*Existing North West Elevation*

### Renovation of Open Store on Pot Kiln Lane

Renovate dilapidated open store and erect four-room guest accommodation, with en-suite facilities, occupying in part the existing footprint adjacent to the existing cottage building.



*Existing South Elevation*



*Existing East Elevation*





The open store has a skeleton timber frame structure that rests upon two courses of red brick pads. The roof covering is heavily rusted metal profile sheeting, with evidence of patch replacements. The structural integrity of the barn is visibly compromised and unsound in appearance. There is evidence of movement throughout and no obvious foundation markers.



*Existing Shed – storage for recyclable waste*

The store fronts the highway and as can be seen from the photo above, it is certainly not an aesthetically pleasing structure, nor does it boast any architectural merit or contribute positively to the street scene and surrounding environment. The renovation of this store would in isolation dramatically lift the appearance of the area. Adjacent to the open store is the staff cottage built from a red brick (likely originally fired on the site) with a clay or similar roof tile covering. The cottage is also planned for refurbishment though this is intended to be an internal re-organisation, and replacement of window units to a more traditional pane configuration and hardwood frames.



ARTIST IMPRESSION - Proposed Renovated Store - North Elevation



## ECONOMIC ASSESSMENT

### **The Pot Kiln**

The Pot Kiln (PK) is a freehold 18th century pub located in an 'Area Of Outstanding Natural Beauty'. Mike and Katie Robinson have built the business up over twelve years by the addition of a successful country restaurant. At the core of their enterprise is a stunning location and literally a 'Field to Plate' local game menu served in a rustic bar and homely dining room. The pub enjoys a loyal and local trade and while the local trade is consistent, the PK has achieved a wider reputation both nationally and internationally for its food that in turn helps underwrite an affordable 'local' for its indigenous community.

### **Uniqueness**

Ten years on the PK now sees customers from all over the world visit and enjoy the menu of Executive Chef, Mike Robinson, who is the UK's leading game chef and part owner of the Michelin-starred Harwood Arms game restaurant in London. Mike has appeared in various TV series and written a number of definitive books on Game cookery and stalking. For six years he wrote the cookery section for the 'Field' magazine, going on to become Field Shooting Personality of The Year in 2014. Mike manages the wild Fallow, Muntjac and Roe deer on 20,000 acres of land nearby and so his stalking team can provide truly fresh, organic and free-range produce for the Pot Kiln. This year saw national media exposure with the The Sunday Times placing the Pot Kiln as number 6 out of 15 of the top pubs in the country alongside a Daily Mail feature, on its front page, promoting pubs with the prettiest walks in Britain.

### **The Challenge**

Despite no public transport access, no marketing budget and a small local population, the PK has ridden the UK's worst recession that continues to see 29 pubs a week close (CAMRA). Accordingly, the PK is determined to maintain an affordable communal inn for its locals and so believes that providing overnight accommodation, for its increasing national and international visitors, will help not only secure its future but provide a Conservation opportunity to present its heritage and history to a wider audience.





## Sustainability

Like many remote local inns The Pot Kiln (PK) is precariously presented with the challenge of depending on good weather and weekend trade to survive and consequently, the provision of accommodation during the weekdays is expected to establish greater security. Additionally, the PK recognises that it is no longer sufficient to offer only a bar and dining service if it is to sustain. At the heart of the National Planning Policy Framework is the following principle:

*"A presumption in favour of sustainable development, which should be seen as a golden thread running through both plan making and decision-taking. Sustainable means - ensuring that better lives for ourselves don't mean worse lives for future generations."*

Accordingly, the partners are seeking local support for the pub's nomination as an **Asset of Community Value** and so secure its future and planning protection from would-be developers looking to convert or demolish 'soft target' pubs. While the Pot Kiln has proved there is a demand for what it offers, by way of a loyal customer base, nevertheless, to sustain its position and be commercially viable it requests that the principle of **Rural Exception & Need** be taken into account as per the following extract from a similar planning application that was approved by West Berkshire District Council:

It is stated in PPS7, Paragraph 7 "Community services and facilities", that, "Planning authorities should adopt a positive approach to planning proposals designed to improved the viability, accessibility or community value of existing services and facilities, e.g. village shops and post offices, rural petrol stations, village and church halls and rural public houses, that play an important role in sustaining village communities". The development proposed in terms of the impact of increased income from the bed and breakfast units and from increased customers would ensure that the use of the Public House remains viable for the foreseeable future. Further to this, there is a justified need for the staff accommodation on site as given the rural location of the Public House the owners have had difficulty getting staff. This need for staff accommodation further relates to ensuring the economic viability of the facility as without available staffing there would be difficulty in running the facility. These arguments are supported by Government Guidance contained within PPS7 and therefore overcomes the criteria set out in Policies HSG2 and ENV20 of the West Berkshire Local Plan 1991-2006 and DP4 of the Berkshire Structure Plan 2001-2016 which would normally permit development outside of defined settlement boundaries.

It is proposed that the addition of revenue from the proposed guest accommodation and the exploitation of the Heritage of the Pot Kiln, as expanded in the next section of the document, go a long way to developing the Pot Kiln brand while meeting the spirit of the Ministerial Foreword of the National Planning Policy Framework. (Right Hon Greg Clark MP, Minister for Planning, Department for Communities and Local Government - March 2012)



## **Solution**

By providing the opportunity for guests to stay overnight will enable them to enjoy, not just the immediate setting and its numerous public footpaths, but also promote the chance for them to explore the local area and engage with the area's culture and industry. A 'Ramblers Package' is envisaged that will offer a unique 'Field To Table' dining experience in a beautiful countryside combined with an overnight stay in a quintessential English rural community.

## **Managing the Change**

Accordingly, if the Pot Kiln (PK) stakeholders are to ensure that PK remains an integral part of the community for generations to come then it needs to respond, in a timely manner, to the changing attitudes of its patrons and their expectations. Many public houses have disappeared from our villages simply because they have not adapted their business to respond to the experiences that today's customer seeks. However, the PK recognizes that this vision can only be realised with a community-sensitive and consultative planning approach.

## **Engaging Community Actions**

1. Newsletters, featuring the proposed plans, sent to the Pot Kiln's 3000 active records.
2. Hand delivered invitation letters sent to immediate neighbours to view proposed plans.
3. Public consultative presentation made to Frilsham Parish Council held on Wednesday 20 Sept 16.
4. For twelve years the Pot Kiln has promoted local guesthouses to their customers and will continue to do so as four rooms are unlikely to meet the demand anticipated.
5. To date only verbal and written support has been received for the proposed plans.

## **The Business Future**

For the Pot Kiln to commercially sustain it needs to invest in the future by way of refitting its kitchen, refurbishing its restaurant space alongside the introduction of new business from guest rooms and the improved landscaping of its grounds.



## **Commitment**

To secure capital investment and on-going bank support the partners need to meet clearing bank lending guidelines and also provide security for any improvements; a planning application approval will help secure the latter by improved value of the business. Evidence of the partners' commitment to the future has been their commitment to a Pre Planning exercise - a collaboration of lengthy consultation with West Berkshire's Planning Authority and professional agencies to ensure that any Pre Planning Directions were followed. This Economic Assessment concludes that it is no longer sufficient to provide food and drink alone to sustain a popular destination pub as is evident in its recent year-end Financial Statements that reveal a decline in profitability with losses rising year on. Essentially, the applicant is conscious of meeting clearing bank-lending guidelines that require the Pot Kiln to demonstrate the following:

1. Retain a proven and experienced management with a track record and ability to adapt.
2. Demonstrate ownership of a minimum of three years with a food and drink led offering.
3. Generally, drinking-only pubs remain in slow long-term decline and bank risk appetite is selective.
4. Main city and town operators on the drinking circuits are viewed with caution due to rising rents and intense competition.
5. Serviceability, cash flow and a pub's sustainability, which are linked to a local reputation, are all key bank-lending considerations.
6. Loan to value ratios alone are no longer relied upon when considering bank facilities.
7. Community unbranded pubs remain in slow long term decline – a trend likely to accelerate as people's expectations of licensed premises continue to change and evolve.



# ARCHAEOLOGY ASSESSMENT – Renovation of Open Barn Store

## Consultations

Consultations have been had with Alex Godden, the West Berkshire Archaeological Officer for Cultural & Environmental Protection and Steve Clark at the Berkshire Archaeology Research Group (BARG) that is one of the few active voluntary sector organisations doing archaeology fieldwork in Berkshire. BARG works with individuals and local history and heritage societies and groups to help them investigate their local archaeology.

## Directions / Findings

West Berks Archaeological Officer (WBAO) confirmed that the Pot Kiln was originally the site of a brickworks, which was in operation from the mid 19th century onwards – it was also a local pottery manufacturing site and as such it can be classed as an example of a local post medieval industry and a heritage asset of local significance. Although it is not nationally designated or within a Conservation Area both WBAO & BARG confirmed that the barn does appear on 2nd edition Ordnance Survey mapping dating to 1891 and is likely to have been utilised in some way as part of the pottery/brickworks. As such, it may contain some evidence of this industrial process, which could be recorded. There is also some potential for below ground evidence (such as pottery waster dumps or kiln furniture) to survive as archaeological features which could not only contribute to our understanding of local manufacturing industry, but also the history of the site itself. In terms of general information about brick-making in West Berkshire and Frilsham, BARG highlighted a survey made in 1971 of brick-making sites marked on old OS maps. It also referred to a second source at the West Berks Historic Environment Records office where entries for the Frilsham brickworks could be found. Accordingly, contact was made with the HER officer for West Berks.

## Conclusion

Having surveyed existing documents, including Tithe records, and consulted the Antiquities Department of Oxford University's Ashmolean Museum, it is clear that little is recorded about the Frilsham pottery/brickworks. Accordingly, it is proposed that pre site works, a programme of archaeological supervision (watching brief) be commissioned during topsoil stripping and excavation of the foundations and related groundworks. The latter actions will ensure that any significant archaeological remains that are found are adequately recorded. Such an approach follows the guidance set out in paragraph 141 of the National Planning Policy Framework.



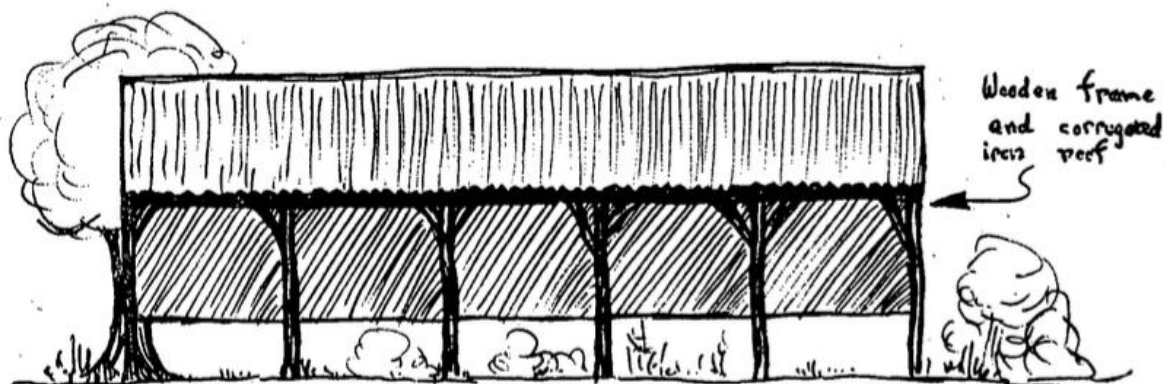


## HERITAGE & CONSERVATION – an opportunity

From the mid 1800s the local Barr family made bricks on our site and the Pot Kiln was originally the site of brickworks; clay from the pits in the field opposite and charcoal and wood from the surrounding forests were used to fire the bricks in traditional pot shaped kilns. The pub and many of the surrounding villages are built with hand made bricks from here. While the site lies within an Area of Outstanding Natural Beauty, it is not within the protected Greenbelt wash or local conservation area. The building itself is not recorded on the National Heritage list as a 'listed' building with Historic England. There follows a couple of extracts and illustrations from a 'Brief Survey of Brickwork Sites in West Berkshire' supplied by the Oxford Ashmolean Museum. It is this research that has given rise to a design for the proposed Guest Accommodation. However, there exists only speculative views as to the precise use of the store and, accordingly, it is proposed that the accommodation be named the **Brick Store**.

Site 19, Frilsham Brick and Tile Works. 'This site is owned by the keeper of the adjacer inn. It is said to have belonged to his family for 'several generations' but essentiall ceased operations in 1939 although one firing was carried out in 1945. It was a much smaller works than Wickham. It had a horse-operated pug mill and also a pottery kiln. In 1970 most of the buildings were found to contain large piles of rubble owing to the collapse of walls and fall-in of roofs and for this reason the pot kiln could not be identified. However, the remains of a Scotch kiln were not completely covered with undergrowth: this was 18 feet by 20 feet and the three flues at the south end were clearly discernible from outside. The stoking area was covered with a corrugated roof supported by wooden posts. The old brick shed is still intact and the front elevation is shown in figure 4.

(No proper survey was made of this site as the owner said he was busy but would not leav the author to make an unaccompanied inspection - and did not welcome a return visit)

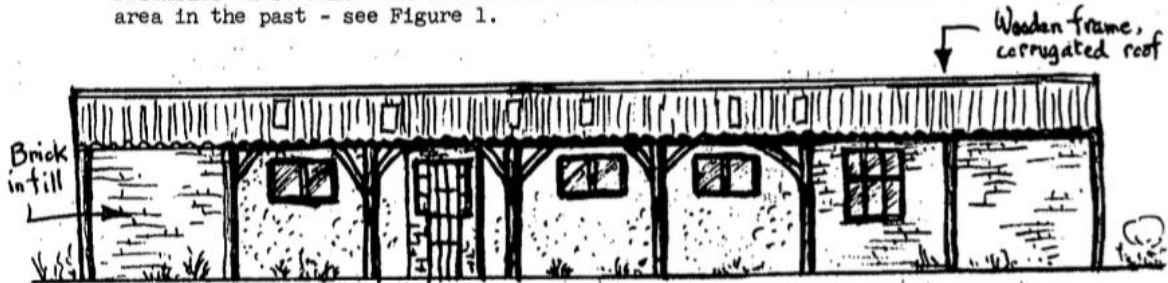


OLD BRICK STORE - FRILSHAM KILNS. (Site 19)



### Group B

Seven sites still show evidence, albeit scanty in certain cases, of having been used in the past for brick and/or tile manufacture. Of these, four sites are used for other purposes: site 2 is occupied by farm buildings some of which could just have been used for brick or tile manufacture but adjacent is a row of brick-built dwellings, now fallen into disrepair, that might conceivably have been built for workers on the original site which was very extensive according to the 1877 map. Site 20 now carries a small plastic factory and here the staff social club is clearly a very old building which in design resembles those which the author has seen in use for tile manufacture or storage in the area in the past - see Figure 1.



WORKS SOCIAL CLUB - UPPER BASILDON. (Site 20)



### PROPOSED BRICK STORE ACCOMMODATION – South Elevation

*Design based on previous illustrations*



## THE HERITAGE OPPORTUNITY

Implicit for the Pot Kiln's proposed development of the **Brick Store** guest accommodation and the main building is a sympathetic archaeological design based on the latter historic research and the existing distinctiveness of the location. Additionally, an exciting opportunity exists to landscape its one-acre site to encourage visitors to be involved in, and support the Pot Kiln's conservation. Accordingly, an educational and entertaining programme of static and dynamic living history displays related to the history of the site is proposed including historic brick-making exhibits. In particular, the Victorian culture presents a wonderful opportunity to produce History Drama workshops for local schools and visitors that will be led by the Pot Kiln's Managing Partner, **Francis Rockliff**, a specialist in the direction of large scale living history festivals at the World Heritage Site of Blenheim Palace, alongside commissions for Oxford University and the Royal Air Force at the Imperial War Museum, London. While there is a romance associated with the history of brick making and light industry in the region, nevertheless, a topical Living History workshop, relevant in today's world, might explore brick making and the use of Child Labour. Attending children could use traditional tools and techniques to make a brick by hand, and experience some of the working conditions endured by Victorian child labourers. Attendance at activity dramas could encourage children to encompass history, literacy, citizenship, numeracy and science and so further develop knowledge and understanding of the life and hardship of child labourers in Victorian England. In 1832 social reformer, Dr Samuel Smith, described the effects of hard labour on a children:

**"Up to twelve or thirteen years of age, the bones are so soft that they will bend in any direction. Long continued standing has also a very injurious effect on the ankles. By long continued standing the knees become so weak that they turn inwards, producing that deformity which is called "knock-knees" and I have sometimes seen it so striking that the individual has actually lost twelve inches of his height by it."**

Accordingly, one objective of a visiting child could be to complete a table, contrasting the typical day of a child labourer in 1840 and today's child as follows:

Hour of the day	1840's Child	Today's child
5.00 am	Getting up	Sleeping
6.00 am	walking to work	Sleeping
8.00 am	working	Driven to school
10.00 am	working	Studying
12.00 midday	Lunch (stood up)	Eating lunch in canteen
2.00 pm	Working	P.E.
4.00 pm	Working	Eating tea
6.00 pm	Working	Playstation etc
8.00 pm	Staggering home	Cleaning teeth
10.00 pm	Sleeping (shivering)	Sleeping (warm)
12.00 midnight	Sleeping (shivering)	Sleeping
2.00 am	Sleeping (shivering)	Sleeping





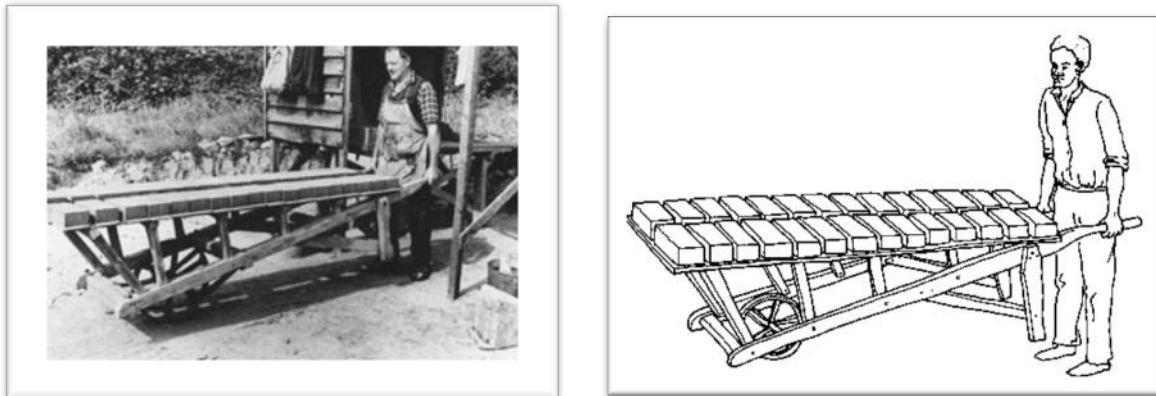
## POSSIBLE LIVING HISTORY DISPLAYS – Guest Rooms / Gardens / Pub Rear Extension

### Photographic Displays



Victorian Child Labour – Weaving & Brick Making (Courtesy Ironbridge Gorge Museum Trust)

### Static Displays



HACK BARROW – for removing newly moulded bricks for drying

### Dynamic Displays / Workshops



Proposed Victorian Brick Making Workshops





## HIGHWAYS IMPACT ASSESSMENT

### **Guest Accommodation Projected Impact**

1. It is proposed that the addition of four guest rooms is unlikely to generate any increase in traffic.
2. The Pot Kiln has no public transport access yet attracts both national and international visitors who frequently enquire if it has any guest accommodation.
3. It is asserted that guest rooms will in practice reduce the traffic flow to and from the Pot Kiln whereby guests will be able to dine without any drink and drive worry.
4. It is a reasonable assumption that those staying overnight will dine at the Pot Kiln.
5. Currently, non-local visitors, which make up a large percentage of the Pot Kiln's customer base, have to stay at other towns or villages and in turn create a traffic flow that guests rooms in part would reduce.
6. For every table booked in the restaurant by an overnight guest, there is one less table that can be booked by someone else and in turn one less car will on the road at night.
7. It is usual for guests to arrive during the afternoon at random times that will generate fewer cars during opening and closing times; also overnight guests will not need to drive to other accommodation and so avoid any drink and drive issue.
8. It is asserted that the addition of four guest rooms will not generate a single extra car.

## NOISE & DISTURBANCE ASSESSMENT

Current opening hours are as follows:

Monday to Thursday:	12-3.30pm & 6-10.30pm
Friday:	12-3:30pm & 6-11.00pm
Saturday:	12-11.30pm
Sunday:	12-9:00pm

Following consultation with West Berkshire's Environmental Officer, Russell Davidson, it has been advised that any new extraction and air conditioning units will require a noise assessment. Additionally, the Guest Accommodation site might require investigation for any potential soil pollution or contamination in view of its historic use.



## PUB EXTENSION RATIONALE

### Dining Room Extension

1. The existing extension to the front and rear of the restaurant was erected by the previous owners without planning permission and has no sympathetic archaeological merit or relationship with the original building.
2. It is of very poor construction with a flat roof that leaks around the chimneystack.
3. It is totally out of keeping with the main building.
4. We are seeking planning to replace it with something more in keeping.
5. The vaulted extension will add more dining space and also serve as a breakfast room for those using the guest accommodation and or private functions room.
6. The added space will also permit more room between the currently cramped tables.
7. Much needed additional storage space for wines, cutlery, crockery, glassware, linen et cetera will also be made available.

### Kitchen Extension

1. The existing kitchen is too small for our needs and on busy services it is very demanding for the chefs to provide a smooth and seamless service.
2. The pot wash area and back store room are again of very poor quality construction and in a bad state of repair – and make effective hygiene control very challenging due to overall wear and tear of the building's construction.
3. Currently, there is little space to safely manoeuvre and insufficient refrigeration and dry storage facilities - the ugly outbuildings below reveal the poor kitchen design.



**Existing Kitchen Exterior**



**Existing Restaurant Exterior**



## KEY DESIGN CRITERIA

### Character

1. Scheme as proposed seeks to encompass, capture and continue the theme and distinctive character of the existing built form of both the public house and the cottage.
2. Design remit is to replicate the external material finishes found in the neighbouring structures and in the general locality.
3. Public house is constructed from a pale red brick with inset grey bricks to produce a mottled effect.
4. Roof covering is a plain clay tile and hip tiles are a projected profile.

### Materials Proposed & Guest Accommodation

1. Construct guest accommodation using a matching brickwork detail, with a chamfer profile base.
2. Roof covering is proposed as a matching plain clay or similar roof covering.
3. Fenestrations to be hardwood frames with cottage bar detail.
4. East elevation has been designed to replicate the form of the original 'open fronted' brick store.
5. The canopy is to be supported on either the original oak posts or otherwise reclaimed structural oak posts should the existing timbers be deemed unsuitable for the structural application.
6. The hardwood columns to rest on reclaimed brick work piers protruding circa 600mm from the ground level.
7. To inset hardwood beams over window and door openings at the east elevation to present a typical rural historic appearance.
8. The principle elevation of the guest accommodation will include feature window openings with a raised cill height to replicate the archive historical imagery typical of brick stores found in records for the area.
9. Pedestrian access is to be at the rear of the development via a connecting pathway that will direct patrons to the public house.
10. Will be a single-storey structure with a dual gable roof profile.
11. To include exposed traditional beam and rafter detail.



12. Where practical the salvageable timber from the open store, and reclaimed timber is to be used in the construction process.
13. The proposed ridge height of the accommodation block has been set at 3.53m so that exactly matches the ridge height of the existing store.

### **Car Parking**

1. The scheme provides for an additional 11 on site parking spaces.
2. There are a further 13 existing car parking spaces located adjacent to the highway on land that is also within the ownership of the PK.
3. The access to the site remains unchanged.
4. A dedicated pedestrian footpath with appropriate lighting will connect the parking area to the public house and guest accommodation.

### **Storage**

1. The scheme provides 35m<sup>2</sup> of amenity space for the storage.
2. Will enable ease of collection of general waste and recyclable waste as indicated on the proposed block plan drawing 09.

### **Pub Rear Extension**

1. The proposed PK dining and kitchen facilities will match the existing building in terms of the exterior brickwork, roof covering and fenestrations.
2. The existing kitchen arrangement is not an ideal layout and can often be a prohibitive factor for the catering operation.
3. The additional space will provide opportunity to improve the flow and logistical operations, and provide a safe and efficient workplace for catering staff, that has capacity to adequately service the number of dining covers.
4. The exterior finishes of the buildings will compliment the existing built environment in terms of texture and colour, and so will respond well to the character and appearance of the area.





## PLANNING CONSIDERATIONS - Development Principles

1. The scheme as proposed is not an unreasonably conspicuous intrusion into the landscape, with no change in the height or the length of the frontage at Pot Kiln Lane.
2. The parking arrangements provide for adequate turning space for access and egress from the site in a forward gear.
3. The parking capacity has been adjusted to easily accommodate guest's vehicles.
4. There will be no notable visual impact on the landscape.
5. The countryside setting will be significantly enhanced by this proposal, removing the existing derelict, and rusting open store and replacing it with a far more aesthetically pleasing structure.
6. The proposed positioning of the new building respects the established building line.
7. The proposal makes efficient use of a 'brown field' site to provide appropriate facilities ancillary to the enjoyment of The Pot Kiln restaurant and pub, and will not cause any undue harm to the immediate vicinity.
8. The proposal will not cause material harm to the character and appearance of the surrounding area.
9. The proposal is considered fully in accordance with the relevant saved policies of the adopted local plan and the National Planning Policy Framework.



## NATIONAL PLANNING POLICY FRAMEWORK

As previously stated, the NPPF policy framework is an overarching policy document that states (section 14) *“At the heart of the National Planning Policy Framework is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking.”* The application site is considered a ‘Brownfield’ site that can be developed without impact on the village infrastructure. The proposed use of the site and extended building remains largely unchanged in that its use will continue to be ancillary to the enjoyment of the public house and restaurant facility.

Section 17 of the NPPF discusses core-planning principles. Those that are particularly relevant to this application are noted below.

1. *“Within the overarching roles that the planning system ought to play, a set of core land-use planning principles should underpin both plan-making and decision-taking”.*
2. *“Not simply be about scrutiny, but instead be a creative exercise in finding ways to enhance and improve the places in which people live their lives”.*
3. *“Always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings”.*
4. *“Encourage the effective use of land by reusing land that has been previously developed (brown field land), provided that it is not of high environmental value”*



## WEST BERKSHIRE DISTRICT LOCAL PLAN (SEPTEMBER 2007)

Planning policy ECON.2A supports development proposals that provide employment opportunity for the local economy, and so is relevant to this application.

### POLICY ECON.2A

Proposals to redevelop, re use or extend other existing employment generating sites will be permitted provided that:

- (a) The proposed buildings and structures are of a scale and character appropriate to the nature of the site and sympathetic to the surrounding environment.
- (b) Landscape proposals are included where necessary as an integral part of the scheme to help blend the development into the wider environment.
- (c) The proposals make provision for employment opportunities important to the local economy; and (d) there is no material intensification of use leading to increased traffic activity or other forms of environmental intrusion.
- (e) There are no transport/highway objections and adequate provision has been made for access and parking.
- (f) The development does not give rise to pressures for housing development additional to the provision made in this plan.



## CONCLUSIONS

1. The scheme as proposed respects the existing landscape features, and relationship with The Pot Kiln main building and its cottage.
2. The scheme relates well to the sites heritage by referencing back to archived images in this application and drawing on historical features.
3. The use of reclamation material will ensure that the finished structure is both sympathetic to its natural surroundings and the immediate built environment.
4. The appearance of the existing open barn with its rusted metal sheet roof covering and dilapidated timber construction is clearly at odds with the buildings alongside.
5. Exterior finishes proposed will match the main house as per texture, type and colour and so present a more harmonious and sympathetic addition.
6. The use of reclaimed local bricks and clay tiles will be in keeping with the existing built environment.
7. The land curtilage is generous by proportion and suited to the proposed application.
8. The land is under utilised, and in the context of a 'brownfield' site this development and improvement should be encouraged where there is no demonstrable adverse affect on the setting of the AoNB.
9. The proposed site layout respects the original grain and pattern of development.
10. The special landscape will be notably enhanced by the improvements to the currently dilapidated and somewhat 'run down' open store.
11. The scale of the proposed scheme is commensurate with the neighbouring buildings and the plot it resides within.





12. There will be no loss of features that contribute positively to the character of the area.
13. The design will incorporate architectural detailing that will sit well with the nature of the existing buildings in the locality and contribute positively to the special setting.
14. Will not be out of keeping with the character of the area.
15. Not impact on the character of the special landscape setting.
16. Will be of a design that is appropriate to its surroundings.
17. The open barn building as it stands detracts from the countryside setting.
18. Is fully in accordance with national guidance and saved local policies.

*It is hoped that the time and attention paid to the research, study and consultation involved in the compiling of the written and visual materials reveals the respect that the Pot Kiln has given when arriving at a design that respects all the architectural, community, archaeological, ecological, economic, rural tourism, heritage, conservation and aesthetic issues associated with an Area Of Outstanding Beauty.*

FRANCIS ROCKLIFF - MANAGING PARTNER / THE POT KILN



## ARTIST IMPRESSIONS



PUB REAR RENOVATION – North Elevation



GUEST ROOMS – North Elevation



GUEST ROOMS – South Elevation



GUEST ROOMS – West Elevation



## SUPPORTING DOCUMENTATION

This planning application statement should be read in conjunction with the completed application form, and the following documents:

Drawing Ref. No. 01 Revision 02 Site Location and Existing Block Plan Drawing Ref. No. 02 Revision 00 PK Existing Ground Floor

Drawing Ref. No. 03 Revision 00 Existing First Floor & Cellar

Drawing Ref. No. 04 Revision 01 Existing Public House Elevations

Drawing Ref. No. 05 Revision 00 Cottage Existing Floor Plan

Drawing Ref. No. 06 Revision 00 Cottage Existing Elevations

Drawing Ref. No. 07 Revision 00 Existing Barn Elevations

Drawing Ref. No. 08 Revision 00 East Street Scene

Drawing Ref. No. 09 Revision 02 Proposed Block Plan

Drawing Ref. No. 10 Revision 10 Proposed Elevations Guest Accommodation

Drawing Ref. No. 11 Revision 04 Guest Accommodation Floor Plan

Drawing Ref. No. 12 Revision 02 Proposed Ground Floor Plan - Pot Kiln

Drawing Ref. No. 13 Revision 00 Proposed Public House Elevations

Drawing Ref. No. 14 Revision 00 Re-organisation of Bedroom 1 & Bathroom Layout for Removal of Window to Facilitate Extension Roof

Ecology Survey – Wild Life Country Services

BREEAM Pre Assessment - Dr Paul Giesberg / Environmental Scientist

