

INTRODUCTION

Swallowcliffe is 13 miles west of Salisbury. Its centre is one mile north of the A30 and in 2006, it has a population of about 180.

Village Design Statements were first introduced in 1996. Their purpose was to give the residents of villages an opportunity to influence planning decisions which affect their community. It is important that V.D.S. reflect the views of the whole community and comply with local planning policy so that the local planning authority will adopt the V.D.S. and thus take it into account when making decisions which affect the village.

The Swallowcliffe V.D.S. was prepared by a working party elected at the first public meeting held on November 27th 2003. Questionnaires and an invitation to comment on traffic were circulated to all households. A public meeting was held on Saturday December 2nd 2006 when residents were consulted in preparation for sending the draft to Salisbury District Council.

In considering its design, character and cultural heritage, the V.D.S. identifies distinctive features of the village, indicating the standards the residents would like S.D.C. to apply to Swallowcliffe.

The Salisbury District Local Plan sets out the general criteria for development. in **S.D.L.P. G1**. We refer to other specific objectives/policies from this document. Within the "village envelope", Swallowcliffe is an area of housing restraint, which guards against over intensification of development likely to change its character. Outside the "envelope" other restrictions apply. The centre is a Conservation area where there are the tightest restrictions with several listed buildings to consider. Outside the Conservation area additions or alterations to properties may not require planning permission, for example, conservatories, or new porches and windows but it is hoped that home owners will have regard to the V.D.S. when considering the scale and design of proposed alterations. Also of account, is the position of Swallowcliffe within the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty, **A.O.N.B.** (Management Plan 2004/9) whose object is to conserve and enhance the natural beauty of the landscape. This encompasses everything that contributes to its unique nature, including settlements such as Swallowcliffe.

The V.D.S. has been approved by Salisbury District Council as Supplementary Planning Guidance.

THE LANDSCAPE SETTING

The area is recognized in the **S.D.L.P. C1** as a countryside worthy of preservation, with the settlements seen by the **A.O.N.B.** as an integral part of the protected landscape. The local distinctiveness of Swallowcliffe arises from its geological or geographical location. Situated in limestone country, in a varied and beautiful landscape, there are chalk escarpments and greensand terraces to the south and upper greensand wooded hills to the south west; and to the north east where Swallowcliffe Wood is prominent. Cutting through the hills south to north, is the spring filled valley, where the village first developed. We highlight key features for preservation, also covered in "The Natural Environment" or "The Built Form"

The Village Spring provided fresh water for many generations of villagers and still flows in its picturesque corner. Water percolates from the chalk downs and at the south end of the valley, numerous springs arise from the lower greensand creating the source of the stream which runs through the village towards the River Nadder. The flood meadows of earlier agriculture have been transformed in recent times into a series of ornamental ponds and lakes. The **S.D.L.P. C17/18** recognizes wet land of this nature to be of landscape importance.

Trees and Fields are essential to the character of Swallowcliffe, and any loss through road widening or unsympathetic layout could irrevocably change the visual quality of our rural setting. In the Conservation Area trees have special protection. However, trees may suffer from age or outgrow their position. "Veterans" are protected by a **S.D.C.** Tree Preservation Order. Rather than conifers, there is a preference for deciduous woods within the village boundaries. See **A.O.N.B. FOR.**

Space for photograph
The Spring

Village Lanes. Much of our landscape is man made. An ancient winding track became the 19th century Toll road and eventually the A30. From this road, routes follow the natural contours into and through Swallowcliffe. They retain, after centuries of use, much of the nature of sunken lanes. Along with hedges, there are walls of **stone**, the traditional and locally sourced material. Notable examples are Gigant St and Loders Lane; also, parts of Rookley Lane. Retaining all our characterful lanes in their landscape setting should be the aim of any future planning decisions involving the **S.D.C. or W.C.C.**

Space for photograph
Swallowcliffe Down
Across two columns

THE NATURAL ENVIRONMENT

The environment of Swallowcliffe is vital to its cultural, social and economic well being. The **S.D.L.P.** policies for nature conservation **C13/14** are relevant to the village which also supports the **BIO** objectives and policies of the **A.O.N.B.** Management Plan, to develop and promote a greater awareness and understanding of the importance of Biodiversity.

Most Swallowcliffe properties connect with fields and woods, and the stream flows at the bottom of many gardens. From Rookery Lane and the West End, there is the superb aspect of Swallowcliffe Wood. Thus, nature conservation is important to Swallowcliffe, and we look to the **A.O.N.B.** Management Plan to protect this fully enjoyed asset both outside and within the village envelope.

The Downland of the parish is of special note, lying south of the village and supporting a wealth of chalkland flora and fauna, including the common and rare orchids. However, the main focus of the Village Design Statement must be within the built form of the village, in itself a rich natural environment.

Mixed Woodland in strips and pockets dominate the village. A tree survey is in progress, and ash, beech, oak and field maple with some rowan trees, wild cherry, holly, and hazel are common; where appropriate the ancient method of coppicing should be encouraged. Species such as willow, alder and poplar grow well in lower wet ground. The natural woodland provides a habitat for badgers, grey squirrels, roe deer, rabbits, foxes and the ubiquitous pheasant

The Stream, Ponds and Lakes fed from springs, are an important village feature. The wetlands vegetation provides a valuable breeding ground for mammals, amphibians and insects, including the colourful dragon and damselfly. The Ecological value is recognized in

Space for photograph
The Stream

Space for photograph across two columns

S.D.L.P. C18. and Biodiversity's link with quality of life issues in **A.O.N.B. BIO 8**

Gardens. When in public view, the less exotic type of tree fits well into the rural picture. The local fauna, whether resident or visiting are not always welcome! But they flourish in a good environment. Wild flowers are abundant within and without the garden, including the much loved snowdrops, primroses, cowslips and bluebells. A Millennium survey of the Parish recorded about 200 flowering species. and 71 species of birds.

Space for photograph
Cowslip Primula Veris

Gardens are a refuge for birds, and as befits the ancient PLACE NAME, buildings attract numerous members of the Swallow family, House Martins in particular.

Owls are heard at night and may be on the increase.

Mature hedgerows are much in evidence in the lanes of Swallowcliffe. The return to traditional methods of hedge cutting, or more care by machine methods, would be welcomed not only for wildlife but on aesthetic grounds. Native species are suitable for new hedges.

Open spaces within the village are provided by the "new" and old Churchyards, particularly the latter, lending atmosphere to the village. The village spring and its stream, following the southern border of the old Churchyard, feeds the main stream passing through Church land to the bridge. The site of the old Church is a sacred as well as ancient place, and should be regarded as such in any future changes in the village. It should continue to be maintained to encourage the flora suited to its damp environment. The old Church wall has provided a breeding ground for glow worms, the absence of light pollution being a distinct advantage. Annual maintenance is essential for the main stream, where kingfishers have been sighted, but it may be possible to make it more of a village central feature.

The Fields which intersperse the village are a much valued open space, in many cases crossed by public footpaths. These fields require grazing and the decline in dairying and sheep rearing could create an increasing problem. It is appreciated that despite changes in farming, agricultural activity is still the main source for maintaining our landscape and wildlife habitats. We therefore support the **AGRI** policies of the **A.O.N.B.** Management Plan. **1 – 11.**

Space for photograph across two columns
Coppice Edge of Butts Mead

St Peters built 1843

HISTORICAL OUTLINE

Significant change came to agricultural Swallowcliffe in the mid 19th century and from then on gradually accelerated. The story begins in pre-history and the existence of a nearby Iron Age fort and village suggests that long before the Romano British, there was considerable agricultural activity in the locality. Proof of later occupation, a 7th century Saxon burial in a Bronze Age tumulus, was found on Swallowcliffe Down. In the 10th century, a Saxon estate was created and, possibly, at this time, a settlement established in the valley. The boundaries of the later parish, to the present day, remain as described in the Charter of 940 A.D. which begins:

I Edmund King of the English by Divine Grace freely given by perpetual donation a certain piece of land in my jurisdiction to a servant of mine called Garulf 9 measures of land in that place to which the country people have jokingly (sic) given the name of the cliff of the swallow that is SWEALEWANCLIF

SVALOCLIV is recorded in the Domesday Book of 1086 and before 1160, the village had a stone built Church.

From Medieval times to the 20th century

Swallowcliffe was a rural backwater, its inhabitants engaged in agriculture and associated crafts and trades. There were earlier Enclosures, but the last of the Open Field System, below the Downs, survived until the 1790s. From 1742, with the new Pembroke ownership of SWALLOWCLIFT manor, the 18th century estate maps show the developing settlement pattern, with the Norman Church at the hub. The 19th century was a time of reform and renewal. In 1843 a new Church was built away from the water saturated valley, and within a short

period the Tannery by the stream was closed and the house became the "Royal Oak". Under Pembroke patronage, a new Vicarage and a School were built to the west of the old village, heralding 20th century development in this direction. The population of Swallowcliffe peaked in 1871, (361) before agricultural depression, on a national scale, had its effects locally. The sale of the Pembroke Swallowcliffe Estate, in 1918, mainly to existing tenants, marked the end of an era of aristocratic landlords in the parish. With another change of ownership of the Manor (Red House) farm there were further sales of farm cottages to their occupiers in 1947.

The Modern Development of Swallowcliffe stemmed from the rapid social change of the 20th century, affected by two world wars. Developments in transport and mechanization of farming played their part in the large exodus from agricultural employment.

Already, c.1908, however, a new renamed principal farm house had been built on the outskirts of Swallowcliffe and within the village, the newly extended Manor Farmhouse, (Swallowcliffe Manor) like the Mill, (c.1900) shifted to private ownership and use. This set the trend for Swallowcliffe for the rest of the century, with small farmsteads, labourer's cottages, wheelwright's and blacksmith's shop, village general store, post office, schoolhouse and barns to follow. The exodus from the land continued, while the demand by incomers for the accessible country abode, to "improve" for full or weekend use, expanded. Social change is mirrored in this change of ownership. By the Millennium the transformation of the "old village" was evident, with only a few of its inhabitants "born and bred" in Swallowcliffe or working in its ancient tradition of agriculture.

COMMUNITY LIFE

Swallowcliffe is a lively village with a strong sense of community, as shown in village celebrations or fund raising events. Clearly, it values its Village Hall and in recent times voted at a public meeting to replace the aging roof. The support of the **Salisbury District Council** who give grants for larger maintenance projects is appreciated, although the Village Hall committee make every effort with its hire charges and fund raising to make the hall a viable enterprise.

Village well being. Run by a committee which has ensured its maintenance over the years, the Hall has become essential to the every day life of the village. The Parish Council, the Parochial Church Council/Friends of St Peters, the Swallowcliffe Society and not forgetting the Village Hall Committee itself, all hold their A.G.M.s in the Hall plus many committee meetings. Currently, it is the venue for a weekly Art Group, Yoga class, the monthly Lunch club and occasional fund raising social evenings. Events include the Harvest Supper, the Christmas Party and the Village Horticultural Show. The hall is let also for private sales and parties.

Another centre of community life, the Church of St Peter, holds a weekly Sunday service. Worshippers and non worshippers alike value this place of calm. The Church, often beautifully decorated, and graveyard are well maintained by Church members. On family occasions it is a focal point for joy or sorrow. The public ceremony of Remembrance Day is properly observed. Beside a memorial stone erected in the old Church yard, an annual Patronal Festival service commemorates the place of worship over numerous centuries.

From the early origins of the Church, and up to the present day, the natural hub of the village remains the ancient Churchyard. For village celebrations, the layout of old roads, providing alternative routes into the village allows traffic closure in the area, inclusive of the pub frontage. With a village shop no longer viable, the Royal Oak remains an important and valued amenity.

Working with the Footpaths Officer of the **Wiltshire County Council**, the Parish Council keeps its eye on the maintenance of the network of old (and new) footpaths and bridleways within and around the village. This recreational asset is much used and enjoyed by both inhabitants and visitors alike.

Space for photograph
Village celebration

Beyond Swallowcliffe. Although Swallowcliffe has pride in its community and its own Parish Council, with a population of 155, (Electoral Roll) Swallowcliffe cannot be entirely self sufficient. Church life is part of this trend. The renamed Nadder Valley Team Ministry, now brings cooperation with Ansty, Sutton Mandeville and Fovant, whose Rector is responsible for Swallowcliffe. Well served by local market towns, the frequent destination of some from Swallowcliffe is Salisbury or Shaftesbury, and there is a regular bus service, but it looks to nearby Tisbury for many of its amenities, such as shops, medical services (also at Fovant) and sports facilities. Therefore, some aspects of Tisbury developments, also noted in the following "Village Character", should be recognized as of relevance to Swallowcliff

Space for photograph
Royal Oak

Space for chart
Age of population
Revised version

THE BUILT ENVIRONMENT

The shape of Swallowcliffe obeys the land formation. The map shows on the high ground by the A30, five groups of building that connect the village and its economy to the wider scene. *Stainers Garage* with the Refuse Depot and adjacent bungalows at the eastern extremity of the village, indicate the turning for the upper approach to the village. This leads by way of *Wilbury Barn*, formerly Higher Farm, now converted to business and residential use, but retaining the bold silhouette and the sense of enclosure appropriate to such a prominent position. The adjacent cottages equally suit this exposed site. *Downside Garage* and three bungalows in the shelter of their trees mark the west corner of the parish. *Barbers Farmhouse*, its converted barn, and two rebuilt cottages protect the narrow south lane leading into the village. At the bend of the A30 the confident group of *Red House Farm*, with its outbuildings, barns, cottages and surrounding trees stands opposite the direct entrance to the village by the *Old Post Office* 6. Since 1989, a Designated **Conservation Area**, the core of the village is clearly demarcated by three prominent listed buildings, the early 19th century *MiddleDean*, four square in its setting, the 17th century *Manor* 4, extended c.1909 on the slope commanding the valley and *St Peter's Church* of 1843, watching over the western approach from its knoll.

The network of footpaths and narrow lanes gives further insight into the skilful placing of buildings. The former Lower Farm, now *Brooke House*, turns its back to the north and *Sandhill* 8, and *Goldhill* Cottage snugly enjoy the sun above *Gigant Street*. Similarly, the three houses along *Loders Lane* exploit the wooded west facing slope. None of these groupings is more remarkable than that along *High Street* 3 where a casual assembly of houses belonging to several centuries, modern render of the 20th century, fine ashlar limestone of the 19th century

neo classical *Alfords 11*, and the listed buildings: *Poles Farmhouse 1*, of the 18th century, *Shergolds 12*, of the 17th and its *Granary*, resolve in unexpected harmony.

The Cross now lacks the early roadside cottage that defined this central hub, the gap mitigated by intelligent siting of modern replacements. From here, *the High St* leads back east past the listed 18th century *Royal Oak 16* and across the brook to the original Churchyard and the *Old Forge 2*. A turn right, and *Gigant St* approaches the *Village Spring*, opposite formerly thatched cottages. The listed *Springside Cottage 5* is followed by properties of 18th century origin and more recent date.

West of the Cross *Rookley Lane* rises steeply past the Church to the group around *Parsonage Farm*, beyond the Conservation Area, but within the Housing Restraint Area **H19** of the **S.D.L.P.**, which stipulates the acceptable criteria for preserving local character.

Further on comes the *Rookley Lane* houses built by the Salisbury District Council, enjoying their open prospect across the valley. At the Narrows, some early and sensitively extended houses introduce another part of the Housing Restraint Area. **H19**.

The West End began in the late 1830s, with a small Vicarage and School, to serve Swallowcliffe and Ansty. In the next century, each side of the road gradually filled into a row of modern houses brought to a fitting stop by the striking “arts and crafts” *Yule Hill* of 1928, which also makes an eye catching introduction on the approach from Tisbury. Down by the ponds, the ancient *Mill 7*, and converted “*Studio*” provide a strong coda to complete the composition.

The Built Form developed over centuries in an organic growth that needs to be appreciated by future builders, following the Design objectives **D3** of **S.D.L.P.** Its character is governed by sunken twisting lanes confined between stone walls and hedges, so that most of the 80 or so houses are detached, widely spaced and individually oriented. The open layout gives each a special relationship to the landscape and its own particular contribution to the look of the village.

Sloping sites dictate traditional narrow forms, following contours or occasionally stepping down across them. In consequence, early roofs, although steep enough to accommodate thatch, are long and low with gable ends facilitating extensions of the same profile, but perhaps different levels. Similar additions or constructions resonate effectively with the surroundings, for example, the long profiles adopted for the *Rookley Lane* terrace look well across the valley.

By bold contrast with these gable ends, a formal hipped roof on a commanding building such as *Alfords* catches the eye to great effect. The traditional style as seen in Swallowcliffe, however, is for roofs ending in peaked **9** or

chimneyed gables 12, with examples of both old, and later extended cottages in evidence.

The modern developer's use of part hipped gables is an attempt to give a rural feel; although an attractive feature, it lacks local tradition 14. Lighting of roof space needs very careful use of dormers, as does the semi dormer-an apparent echo of the eyebrow window 12, well suited to the flow of thatch but not to rigid materials such as tiles which follow the form in a series of harsh edged junctions. To follow the traditional style, a precedent is set by those older cottages, where, on past removal of thatch, the wall head is raised or a gable window inserted. When building modern village houses, scale as well as style should be born in mind. Wide plans require extensive roofs which may not be in sympathy with older buildings.

In spite of some departures from the vernacular tradition, the village has not lost its ability to absorb the styles of succeeding periods and can be further enriched by buildings in a contemporary idiom which respect the indigenous forms.

Building materials Many of the most attractive buildings, such as *the Mill* 7, and *Vine Cottage* 10, happily combine ashlar, rubble, brick, render and wood – the harmonizing element being the good honest use of materials and craftsmanship.

Stone predominates in houses and linking walls, and should continue to do so, the limestone or greensand coming from the local quarries in Chilmark, Chicks Grove and Tisbury. **S.D.L.P. D3. 1.6 1.7.**

Early buildings are remarkable for the size of blocks used and the high quality of workmanship in their hand dressing, for example, *Springside Cottage* 5. There are fine examples of ashlar in the Church and the grander houses. Others confine the dressed stone to the main facades, with rubble or brick on the gable ends held between big quoins to maintain the scale. Humble cottages use well laid rubble.

As the quarries are rarely asked for stone of the right size and quality of tooled finish, recent "stone" walling is disappointing in texture. However, examples such as

Deanmead show that care in detailing of stonework and windows can retain quality in a seamless extension. Re-pointing in clumsy cement mortar **15**, will, one hopes, be abandoned in favour of the traditional lime mix. Mock stone merely highlights the shortcomings of some modern methods.

Render and colour or whitewash, where employed with discretion, makes an excellent foil to the stone.

Brick is used for most chimney stacks and sometimes to trim enlarged or inserted openings. The few entirely brick structures can be accommodated in the overall effect but more would be disruptive.

Dark Timber clad the well used and cared for *Village Hall*. It is increasingly found in barn conversions but over-use could alter the look of the village.

Thatch survives as a roof covering for eight early structures. The most recent re-thatching, at *Springside Cottage 9*, is a lovely example of this traditional craft.

Slate is used on *Middledean* and later houses. It came with the railway to replace much original thatch. Artificial slate is a more recent introduction.

Tile is now the most common roof covering, appearing on over half the houses; fish scales on the old *Vicarage* and the *Church* chancel, plain tiles on the nave, the *Manor* and elsewhere. Pan tiles appear occasionally and single lap tiles more often.

Corrugated Sheet of various types is found on the roof of the *Village Hall* and on larger farm sheds.

This mix of materials and textures **13** gives variety and liveliness to the village scene.

THE RURAL ECONOMY

Although a small village, the economy of Swallowcliffe should remain vibrant and sustainable, and consistent with the Forward to the **S.D.L.P.**, able to grow and diversify, without compromising the environment for future generations.

Change in the Rural World. Swallowcliffe has changed considerably within living memory. It no longer supports a school, a shop, a separate post office, a blacksmith and other rural trades. During World War 2, Stainers Garage on the A30 and also Downside, making munitions, were working at full peak for the war effort. Post war, for several decades, Stainers continued to work for the M.O.D.; otherwise, agriculture dominated the economy. In the 1950s there were six dairy herds within the parish, large and small, also a poultry farm. The Manor (Red House) Farm alone employed 20-25 people, with Poles Farm and others, employing at least 15 more. However, cattle and sheep still enliven the agricultural scene in parts of Swallowcliffe. Providing contrast with earlier times, the present owners, using contractors and machinery, manage the 1000 acre plus, Red House Farm, growing extensive crops, such as cereals and oil seed rape. One full time worker is employed. Swallowcliffe Wood is let and managed separately as a "shoot".

"Stainers" Yard has become a Waste Transfer and Reclamation Station. Bearing in mind its situation in an **A.O.N.B.**, there have been a number of environmental problems to be solved involving the protection of neighbours. Downside Garage still remains on the A30. Right in the centre of Swallowcliffe is the Royal Oak Pub and Restaurant, which contributes to local employment as well as to the life of the community. Change of use has been resisted and the **S.D.L.P. PS 2 13 4**, to prevent if possible, the loss of such facilities, is welcomed.

New Businesses. At first glance, one might imagine that there was little in the way of new business in the Parish, but employment opportunities have changed rather than disappeared.

Space photograph
Computer theme

Using redundant farm buildings, there is Cravenplan Computers for web site design and management and at Red House Farm, "The Retreat" Day Spa for health and beauty. Two "holiday lets" in the village, in converted barns, show the potential for low key tourism.

Enterprises similarly unobtrusive, can be absorbed without detriment to the look of the village, for example, the arrival of specialist seed suppliers, their trial plots giving interest and variety to the land. A number of self employed live in Swallowcliffe, with diverse occupations. These home and locally based work opportunities are in keeping with **A.O.N.B S RC.6**.

Home/Work/Travel. In some cases, although in employment, residents are able to work from home, with visits to the office. Constantly improving technology suggests that this trend is likely to continue. An important advantage for Swallowcliffe, for business (and leisure) is the train station at Tisbury, with the Exeter to Waterloo line and other connections and there is support for the Tisbury Railway Users

Space across two columns
Modern Combine Harvester

VILLAGE CHARACTER

Swallowcliffe is regarded as a typical small south Wiltshire village, with all the peace and quiet this implies. There are aspects of modern life, however, which increasingly affect its character, and the village cannot be seen in isolation from the surrounding area. Subsequent "loss of tranquillity", has received recognition in **A.O.N.B. RTR 1 2 4 5**. It should be followed up by the Parish Council and Local Authorities with an attempt to remedy traffic and other issues.

Traffic. Swallowcliffe itself is dependent on the car and generates its own traffic, but from the beginning of the **V.D.S.** consultation process it became clear that the volume and nature of the traffic passing through the village is now a major issue for many residents. All households were consulted on how these might be reduced. The citing of speed and numbers of heavy vehicles continuing to use Swallowcliffe as a through route include agricultural vehicles as one of the worst culprits, all churning up the roadside verges in the process. The responses also showed an expectation that the problem of peak hour traffic en route to and from Salisbury would get worse with any expansion of Tisbury. The introduction of "Quiet Lanes" could be considered. Although there was support for the further strengthening and enforcement of speed limits and other methods of reducing speed, excessive traffic signing can be objectionable in itself, in the rural scene.

Noise Pollution. Traffic is the main source of this problem but practice flights from a local private airport, if too persistent, may also raise objections from residents.

Visual Aspects. Since the mid 20th century, with the introduction of the telephone and electricity supply, the village has been inflicted with the visual horrors of overhead lines and other excrescences, which are prominent in the Conservation Area. The site for the substation, opposite the Church, was chosen with no regard for its intrusive location. In the future, with reference to the **S.D.L.P. CN12**, the District and Parish Councils and the Utilities, could consider the installation of underground lines.

Light Pollution. Swallowcliffe counts itself fortunate in the relative lack of this modern curse which now badly affects most parts of England. As befits a rural location, Swallowcliffe does not have its own street lighting, (or pavements) but as Tisbury develops, some light pollution is creeping in to the west end of the village. Otherwise, to retain the rare and valuable experience of dark and starlight skies at night, it is left to residents of Swallowcliffe themselves to keep outdoor lighting as discreet as possible. **A.O.N.B. PLG 9**

Tisbury may provide amenities for Swallowcliffe, but the less welcome effects of its development could increase the pressures on the surrounding countryside. It is hoped that both traffic and light pollution will be taken into account in the forthcoming Tisbury Parish Plan.

Postscript The Village Design Statement is concerned with the views in **Village Character** but they must be passed to Swallowcliffe Parish Council, who may consider a Parish Plan, as we suggest in our **Recommendations**.

RECOMMENDATIONS

Addressed to all involved in alteration, repair, extension, replacement or new building development

The Built Environment

Future development of Swallowcliffe requires greater regard for the traditional built environment than has been shown in past decades. Stricter building regulations need not conflict with designs which reflect the unique look and feel of Swallowcliffe. Therefore,

Acknowledge the ever present dependence on the landscape

Preserve a scale appropriate to the village

Find forms that resonate with those around

Follow the high craft standards set in former times

Enjoy the lively mix of materials without diluting the vigorous stone tradition that is the hallmark of Swallowcliffe.

The Natural Environment

Protect Biodiversity and all ecological aspects of Swallowcliffe from unsuitable development

Encourage agriculture to maintain its role in preserving the countryside

The Landscape Setting

Retain the beauty and individual character of Swallowcliffe by protecting valued landscape features.

The Rural Economy

Support the AGRI policies of the A.O.N.B.

When possible, continue to diversify with well designed conversion of buildings.

Village Character

Swallowcliffe Parish Council to prepare a Parish Plan for traffic and other issues affecting Swallowcliffe.

Protect Swallowcliffe from creeping urbanization
Seek cooperation with other Parish Plans such as Tisbury