



HERITAGE STATEMENT

**THE BELL PH, CHURCH ST, ODIHAM,
HAMPSHIRE, RG29 1LY**

**ODIHAM BELL LTD
MARCH 2024**

NOTE:

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TERMS OF REFERENCE

This Heritage Statement has been prepared on behalf of Odiham Bell Ltd to support planning and listed building applications for the renovation of The Bell, Odiham. The document in its entirety is based on the original Heritage Statement by Consilian Ltd, dated November 2021. The report was commissioned by Odiham Bell Ltd and rjha have been granted permission to amend and resubmit the document, based on the revised scheme by rjha Architects Ltd.

The document includes a revised Statement of Significance, describing the heritage values of the cottage, including the contribution made by its setting. The Statement of Significance provides sufficient detail to understand the potential impact of the proposal on the heritage asset and conforms to the requirements of NPPF Paragraph 194. The author of the original statement is Tim Lloyd MA(Cantab), RIBA, MIAM, RICS. Licence reference for map regression: 2021_030.

SOURCES OF INFORMATION

Replicated from the original Heritage Statement by Consilian Ltd, dated November 2021:

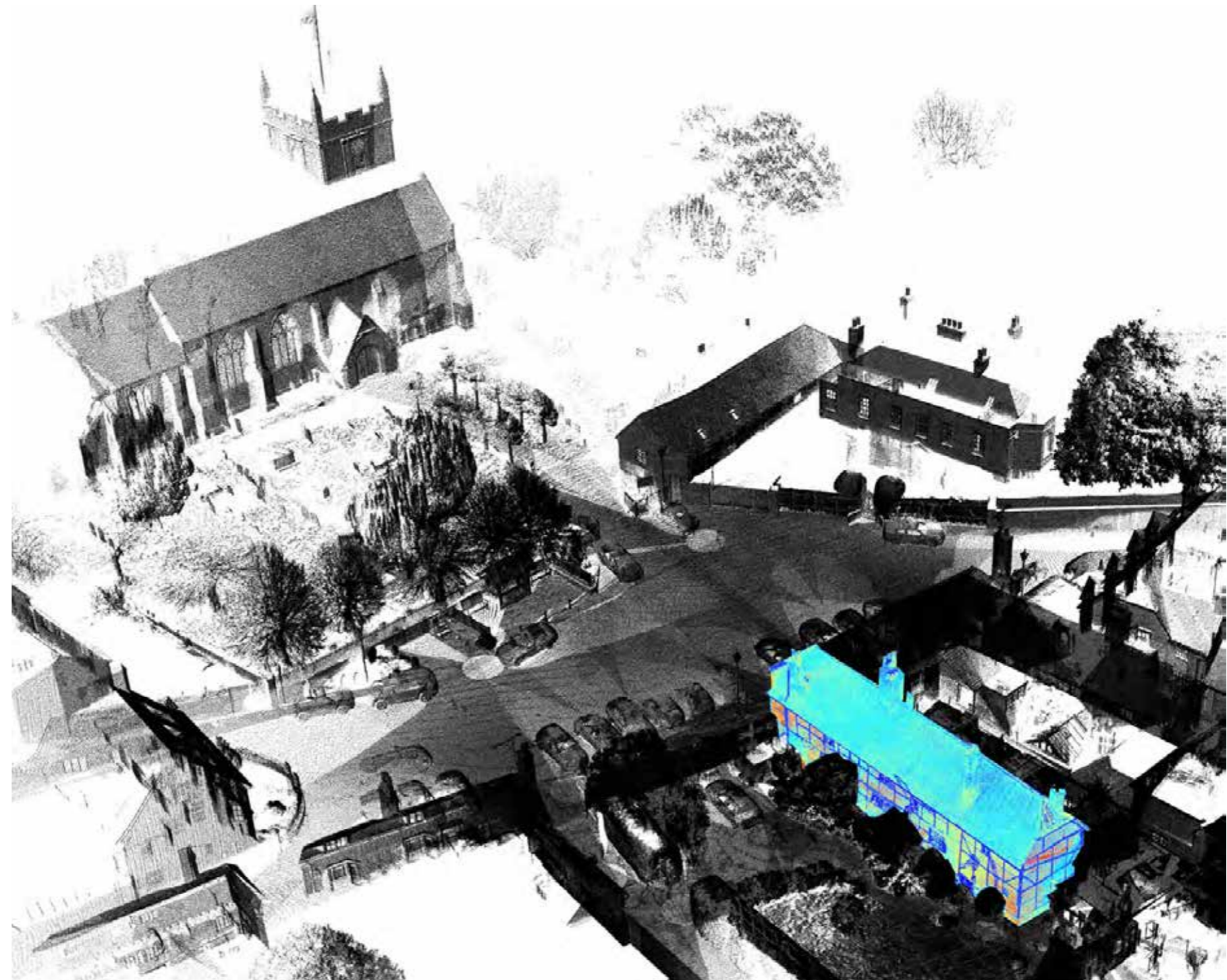
Duncan James (2018) Carpenters' Assembly Marks In Timber-Framed Building, Vernacular architecture, Vol. 49-1 pp 1-31
Edward Roberts (2004) Hampshire Houses 1250-1700: Their Dating and Development. Published by Hampshire County Council
Anthony Quiney (1984) The Entry-Lobby House - It's Origins and Distribution, Architectural History Vol. 27 pp 456-466
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The Genealogist
Britain From Above: <https://britainfromabove.org.uk/>
The Odiham Society Journal, Jan / Feb 2021 pp19-21

The following people generously contributed their time to explain the history and development of the building:

Brigid Fice (Surrey Domestic Building Research Group)
Moira Kelsey (neighbour)
Sue Smith (Odiham Society)
Alan Whitney (Hampshire Historic Environment Record)
David Hopkins (Hampshire County Archaeologist)
Edward Roberts (author Hampshire Houses, 1250 - 1700)

CONTENTS

- 1.0 KEY POINTS
- 2.0 APPROACH + METHODOLOGY
- 3.0 BACKGROUND
- 4.0 OVERVIEW - ORIGIN + HISTORICAL DEVELOPMENT
- 5.0 OVERVIEW - FUTURE + PROPOSED DEVELOPMENT
- 6.0 UNDERSTANDING THE BUILDING
- 7.0 DESIGNATION RECORD
- 8.0 STATEMENT OF SIGNIFICANCE
- 9.0 ASSEMBLY MARKS
 - 9.1 ROOF STRUCTURE (PHASE 1)
 - 9.2 CROSS FRAMES (PHASE 1)
 - 9.3 FLOOR FRAME (PHASE 1)
 - 9.4 WALL FRAMES (PHASE 1)
- 10.0 CURTILAGE LISTED BUILDINGS + LAVATORIES
- 11.0 MAP REGRESSION
- 12.0 RELEVANT LEGISLATION + GUIDANCE
- 13.0 HERITAGE IMPACT ASSESSMENT
- 14.0 CONCLUSIONS AND RECOMMENDATIONS



1.0

Key Points

- The Bell, Odiham is a grade II listed building situated on the north side of The Bury opposite the church and south of the High Street. It is within a Conservation Area and part of the setting of several other listed buildings.
- The principal building is a two-storey, timber framed structure built c. 1600 in the form of a 3½ bay lobby-entry house and later extended a further two bays. The building contains two bars, a function room, and kitchen on the ground floor, and private living accommodation on the first floor. The front of the building has a later brick facade shared with the adjoining building.
- The Bell closed temporarily in March 2020 due to the Covid pandemic; the following year the tenants terminated their lease and retired after 27 years; attempts to find a new tenant failed and the pub was sold in 2021. A report by Savills examined the business operation of the pub and concluded it wasn't commercially viable, in its current format, either today, or in the future.
- Various options were examined to find the most appropriate change of use for the building that were economically sustainable and in keeping with its architectural character and heritage. A RICS 'Red Book' analysis (August 2021) by a valuation surveyor concluded it wasn't viable to convert The Bell into a 3,500 sq ft four/five bed family house with no garden or car parking.
- The proposed development is to form 2 no. apartments to the rear of the development, with part retention of The Bell as a 'wine bar' facing the street.
- The rear of the building is split horizontally forming two self contained apartments, each with their own private amenity space. The ground floor apartment provides 54.3 sqm of area and the first floor apartment provides 56.1 sqm.
- The pub's lavatories are housed in a single-storey outbuilding in the yard built around 1870. This structure is assumed to be curtilage listed, but it is also considered to be detrimental to the setting of the principal listed building. In such cases Historic England Advice Note 10 (page 2) advises that: '... works to it and even its demolition will require no consent.' This is being part retained and will provide storage and wash facilities for the Wine Bar.
- In 2012, the rear wall of the principal building was in a dangerous condition: several brick infill panels are at risk of falling into the neighbour's property due to decay to the timber frame and movement of the foundations. Those works have been carried out using skilled craftsmen and traditional materials to ensure the listed asset is protected.
- Traditional buildings, such as The Bell, must be lived in if they're to work as originally designed. Unless the building is brought back into beneficial use very soon, its condition will deteriorate rapidly and possibly irretrievably. The building has been uninhabited and empty for 4 years. It is showing signs of serious dilapidation.



Note straight and curved wind braces and redundant hip rafter visible in the roof

2.0

Approach + Methodology

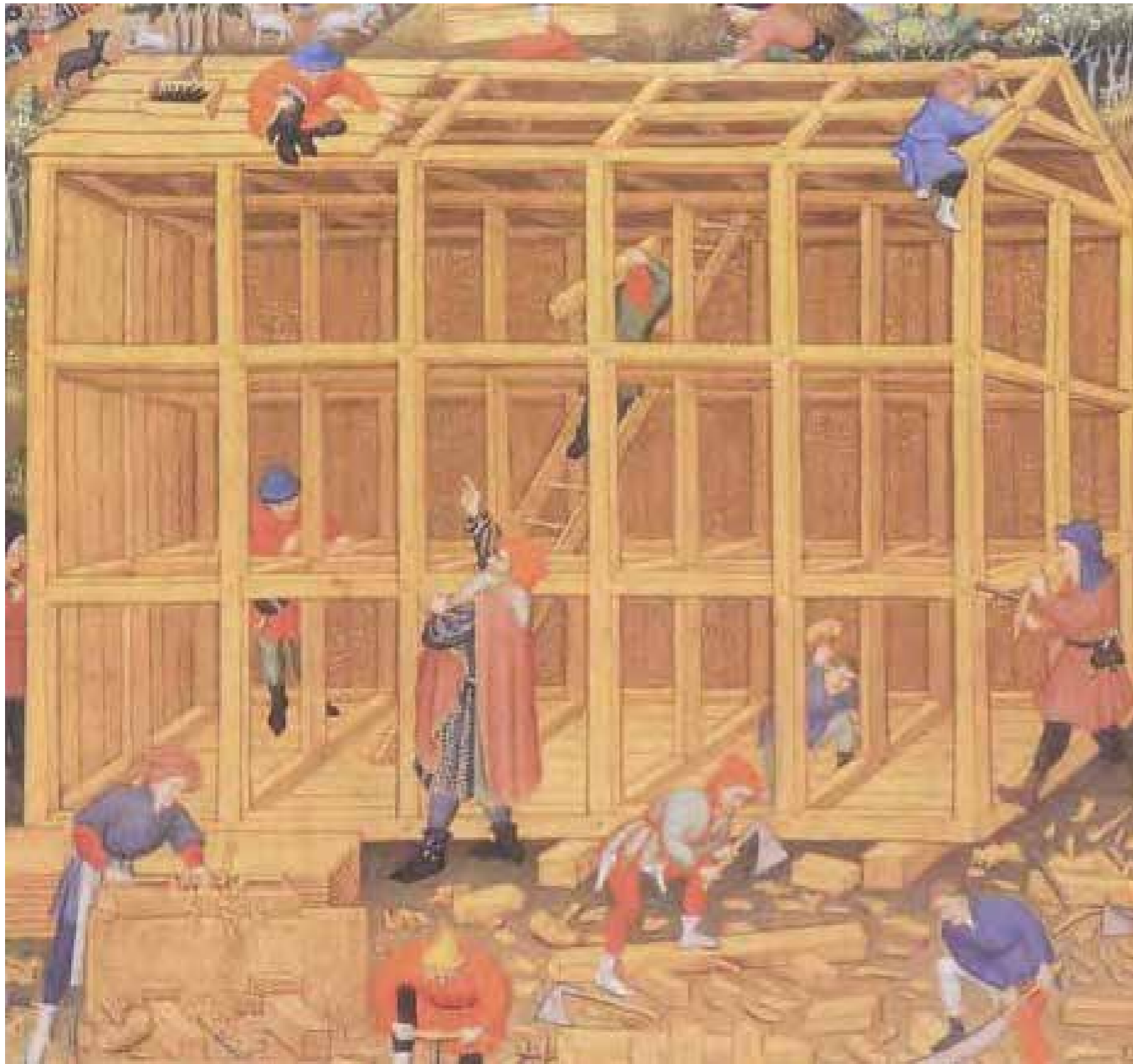


Illustration from the Bedford Hours manuscript (1430)

An understanding of the building's history and significance can be derived using one of two methods: either beginning with the whole building and then breaking it down into its component parts; or starting with the separate building elements and then trying to create a picture of a coherent whole.

The first approach (a process of analysis) is suitable when we understand the building as a whole but don't have a clear picture about how the component parts fit together; the second approach (synthesis) is better when we understand the different parts but lack knowledge about how they work together. In fact, both methods are necessary, but there is a difference in where we start.

The heritage statement submitted with the previous application took the second (synthetic) approach: that is, first identifying different framing elements (such as wind braces) as belonging to different historical periods, and then speculating how these various parts were combined. The risk of this approach is that whilst the resultant conclusions can be very creative, they can also be mistaken and lead to inaccurate or misleading statements about the building's significance.

This report adopts an analytical approach, starting with the assumption that the original building type is consistent with a post-medieval lobby entry house, and then examining the building elements to draw conclusions about its construction, historical development, and significance. We consider this is a better approach because our starting point in identifying the building as a post-medieval lobby entry house is supported by two sound sources of information:

- The presence of assembly (or carpenter) marks in a timber frame building strongly suggests the frames were prefabricated away from the site, the joints were pegged temporarily, before being disassembled and transported to site for final construction. The original building (3½ bays) at The Bell display an unbroken sequence of assembly marks on all the cross-frames, which makes it very likely the building was assembled in a single operation.

According to Richard Morris: 'too often ignored or underestimated but often [assembly marks] are the key to understanding an historic frame because they are, quite literally, the instructions to erecting the frames. Identifying a sequence of marks can help the archaeologist in understanding how a building was erected and how much it has subsequently been altered.' [2008]

- This is the opinion of Edward Roberts, as recorded in notes obtained from the Hampshire Heritage Environment Record and verified during a recent conversation. Edward Roberts is the author of 'Hampshire Houses (1250- 1700) Their Dating & Development', published by Hampshire CC.

This approach is not incompatible with observations that parts of the building belong to different periods: it's likely that parts of the building were re-used from a previous building on the site, or even a different building. This practice was common in the 17th century and later, when oak began to become scarce: Edward Roberts notes that buildings in Hampshire often placed practical and economic considerations above style and architectural consistency.

3.0

Background

The English Alehouse

Ale was a popular drink in the Middle Ages, not so much because water was impure, but more as an affordable source of energy. Initially, most people brewed their own ale or bought it from neighbours or ale-sellers, usually women trading from their own kitchen or itinerantly wherever there was demand, but after the Black Death (1350), selling ale became increasingly associated with where it was brewed, and the alehouse became popular.

Early alehouses were ordinary dwellings, sometimes identified by an ale-pole or branch hung outside. Brewing and selling ale was a domestic operation. The ale-wife provided bowls and benches, and customers sat outside or in front of the kitchen fire if there was enough space. Medieval ale (made from fermented barley) had a short shelf-life, so that cellars or store rooms weren't needed.

By the fifteenth century alehouses had become more specialised; they typically had a separate drinking room, were increasingly operated by men, hops (a preservative) started to be added to make beer, which tasted better and could be more readily stored on the premises, simple food began to be provided, and basic accommodation was sometimes available.

Alehouses were always distinct from taverns and inns. Taverns operated as drinking houses in towns and cities, selling wine to wealthier patrons. Inns were normally purpose-built and offered lodgings and food to travellers. There was a clear social divide between alehouses and inns or taverns: alehouses catered to poorer customers, including locals and migrants, and were operated by working class families, often to supplement their main income. By 1600, around the time The Bell was built, the alehouse was an established institution in English towns, providing a range of social functions in the local community.

The sharp increase in the number of alehouses during the sixteenth century led to the Alehouse Act (1551), which required anybody operating an alehouse to obtain a licence from the local magistrate; this was the start of current licencing laws. Assessing the scale of this new revenue, a government survey in 1577 of drinking establishment in England and Wales recorded 17,367 alehouses, 1,991 inns, and 401 taverns, representing one pub for every 187 people.

It's thought the English Reformation (1527-1590) contributed to the rise of the alehouse. Before this time, churches raised funds by selling 'parish ale', which was often brewed and served in church alehouses at festivals and other social events. It's possible an earlier building on the site of The Bell functioned in this way: pubs named 'The Bell' are often associated with churches, in this case All Saints across The Bury. The activities of church alehouses died out due to Puritanism and their social function was transferred to secular alehouses.

During the 18th century, the popularity of traditional alehouses declined due to rising wealth and living standards, and to competition from new food and drink establishments. At the start of the nineteenth century, the wider social role of the alehouse was set to be overtaken by the more modern public house, or 'pub'.



'The period 1550–1700 saw the 'golden age' of the English alehouse. Although ale had long been consumed as part of a daily diet in England, it had mostly been produced on a domestic scale, and its retail had tended to be sporadic and temporary. In the 16th century, brewing came to be transformed from a domestic activity to a larger commercial trade, and between 1550 and 1700 the number of alehouses in England rose, as did the ratio of alehouses to people. Alehouses became unrivalled places for recreational drinking, sociability, and 'good fellowship'.'

Hailwood (2015)

Image source: <https://www.elizabethi.org/contents/essays/alehouses.htm>

3.0

Background (continued)

Operational history of The Bell, Odiham

Today's pub started to take on its familiar shape at the start of the nineteenth century. Some of its features were borrowed from traditional alehouses, inns, and taverns, whilst others appeared during the eighteenth century, including: the bar counter, which was adopted from gin houses, and allowed 'vertical' drinking; the beer pump, which allowed beer to be drawn from cellars instead of being passed through hatches from adjoining store rooms; the 'saloon bar', where customers paid an entrance fee or higher prices for drinks; and a clear separation between brewing and sales, which led to the growth of 'tied' pubs.

The Beer Act of 1830 responded to a national panic about excessive drinking and public disorder in cities that was attributed to gin addiction. The 1830 Act granted anyone a licence to brew and sell beer or cider for two guineas. Its aim was to encourage the public to change from drinking strong spirits to beer by lowering the price of beer and forcing greater competition between brewers.

The 1830 Act resulted in the significant growth of beer houses across the country, quickly outnumbering all other drinking establishments, and in turn leading to new regulations to restrict growth. The Wine and Beerhouse Act 1869 gave magistrates control over the licencing of beer houses, restricted opening and closing hours, and required provision of food and lavatories. As a consequence, many beer houses converted to public houses, able to sell any kind of alcohol. It's possible the lavatories at The Bell were built at this time.

Pub numbers continued to climb during the nineteenth century. Growth was encouraged by the increase in 'tied' pubs, where brewers gave publicans loans, leases, or salaries in return for selling their beer. Over the eighteenth century, brewing on the premises fell from around 70% to 20%, and this trend continued in the nineteenth century due to the disparity in wealth between brewers and publicans, so that by 1913 approximately 95% of pubs were tied.

The number of pubs peaked in the Victorian period, but by the end of this period the Victorian pub had a reputation as a spit and sawdust, male drinking den. The temperance movement had a significant effect on licencing laws and the government took an active role in building and managing pubs in the early twentieth century. Between the wars, brewing companies and the government worked to move the pub up-market and widen its appeal to include families by combining public and saloon bars, providing more food, and building women's lavatories. Suburban 'model' pubs and roadhouses are typical of this period.

Despite these measures, the number of public house declined. In 1900 there were an estimated 100,000 UK pubs, 75,000 in 1966, and only 47,000 in 2019. The smoking ban in 2007, a recession in 2008, increased taxes on alcohol, cheaper alcohol sales in supermarkets, and most recently the Covid pandemic, have all contributed to this decline. Yet, since their Victorian heyday, the pub has perpetually reinvented itself to attract new customers and compensate for falling trade, and will continue to do so in the future.

Operational history of The Bell, Odiham

The site of The Bell appears to be associated with its use as an alehouse since earliest available records. The Odiham Society's archive refers to an entry in the 'Odiham Court Book of 1509 - 1511' regarding a newly licenced inn and its brewer, Jane Bokeley, which Sheila Millard suggests could refer to The Bell.

Deeds dated between 1662 and 1781 relating to public houses in the local area were deposited at the Hampshire Records Office by Courage brewery, and include the freehold premises of The Bell Inn, Odiham (ref: 67M83/40/1- 14). A 1732 lease describes Richard King of Odiham as the malster, who is possibly linked to the neighbouring Kings brewery. In 1769, The Bell was sold to Samuel Hewett of Crookham for £140. A lease dated 1782 names Benjamin Webb (clerk). Rev Benjamin Webb (d. 1787) was a clergyman (clerk) and schoolmaster who built Webb House in 1781; it's possible both buildings were in the same ownership until the lease was transferred again in 1793.

The 1840 Odiham Tithe apportionment for the 'Bell Inn & yard' shows the site was owned by Thomas and Charles May, whose father and uncle founded May's brewery in Basingstoke around 1750. The publican is identified as William Steer, a local blacksmith. While Mr Steer was working during the day, it's likely the pub was run by his wife and family to provide an extra income.

1840 Tithe records show that Thomas and Charles May also owned three other pubs in Odiham: Tunn's Inn, Union Inn, and the Crown Inn. In 1860, when John May (1837-1920) joined the family business, May's brewery owned 63 pubs in the local area. The brewery was incorporated in 1894 as John May & Co Ltd before being bought by H&G Simonds Ltd (Reading) in 1947, when its 94 pubs (including the Bell Inn and Tunn's Inn) were transferred.

Simonds and May breweries share a similar history; several family members inter-married. The brewery was set up in Reading in 1785 by William Simonds, whose son took advantage of the 1830 Beer Act to expand the business. In 1855 the brewery was incorporated as H&G Simonds Ltd amalgamating with Courage (founded 1787) and Barclay in 1960, to become Courage, Barclay, Simonds & Co Ltd, which was simplified to Courage Ltd in October 1970.

The Courage brand changed hands in 1972 (Imperial Tobacco), again in 1986 (Hanson Trust), in 1990 (Fosters), and in 1995 (Scottish & Newcastle). The Bell was acquired by Admiral Taverns in 2005 as part of its Harmony Pub Company package (part of Scottish & Newcastle), who extended the existing lease to Bob and Sue Porter; The Bell closed temporarily in March 2020 due to Covid.

Admiral Taverns is the UK's largest operator of 'wet-led', community pubs, and its business model is ideally matched to The Bell; however, when Bob and Sue decided to retire in 2020, after a 27-year tenancy, attempts to find a new licensee failed and The Bell was sold to Iconic Europe Ltd in March 2020.

The Bell was registered as an asset of community value in June 2021.



The Bell closed temporarily in March 2020 due to the Covid pandemic; the following year the tenants decided to end the lease and retire after 27 years; attempts to find a new tenant failed and the pub was sold in March 2021. A report prepared by Savills (14.04.21) examined the business operation of the pub and concluded it wasn't commercially viable in its current format, either now or in the future. The Bell is particularly small, with an internal trading area of less than 500 sq ft, a very awkward layout, only 29 covers, and in a quiet area away from any main thoroughfare.

Image published in the January 2011 edition of Hampshire the County Magazine

4.0

Overview - Origin + Historical Development

A recording by Edward Roberts archived at the HER asks: 'The main house is built end-on to the street whereas other buildings in Odiham are generally built parallel to the street. Why?' There's no firm evidence to answer this question but an early map of the town provides some clues that might provide a reason.

Will Godson's 1739 survey of Odiham (right) is the earliest detailed record of the town we have. Overlaying Godson's map onto a satellite image of the town confirms that the boundaries and key landmarks of the town are illustrated accurately, yet it's difficult to determine the exact location of The Bell, and the area between The Bury and the High Street seems only indicative. Most likely, Godson wasn't concerned with the accuracy of the untidy arrangement of stables, sheds, and outhouses in Odiham's back yards: the important thing is that the pattern of medieval burgages north of the High Street follow a regular pattern, whilst burgages to the south appear more irregular in size and shape.

A typical medieval burgage plot measures between 20' to 30' wide and 250' to 300' long. The different plot arrangements on the Godson map suggests an earlier settlement once existed around The Bury, extending north to the line of the High Street. Historians have speculated there was a royal residence at Odiham in the Anglo-Saxon period; the term Bury is associated with royal enclosures in Wessex of this date, and the Domesday Survey of 1086 records Odiham as a royal manor with a population of 250 people.

In 1204, King John granted the manor to 'the men of Odiham' for an annual rent of £50. This offer was probably designed to attract market traders and craftsmen into the new town, raising the status of Odiham to that of a borough, and making a profit in the process. A new market place and high street was laid out between King Street and Church Street, following the north boundary of the early settlement, in much the same way as the new towns of the Bishops of Winchester (1200-1255). Fields north of this line were divided regularly into new burgage plots, whilst existing plots to the south were adjusted to fit the new frontages along the High Street and earlier frontages that we assume once lined the north side of the Bury, which very likely wouldn't have been aligned.

A possible answer to Edward Roberts' question is that The Bell is built on the site of a previous building belonging to an earlier settlement around The Bury. The new building was designed as a fashionable lobby-entry house, more often found in rural surroundings than towns. Whilst this plan type could have fitted across the site with a relatively short two-bay plan, it would have been too wide with the required three-bay arrangement. The solution was to rotate the plan to follow the footings of the earlier building and to fit the new building on the site.

In this 'end-on' arrangement, the lobby entrance is reached by a side passage off the street, just like medieval cross-passages were accessed from the street in town buildings; a public entrance to the parlour / drinking room is provided, again in a similar way to a shop entrance in a typical medieval town building. This arrangement isn't conventional but was probably entirely in character with the fragmented, irregular pattern of burgage plots around The Bell at the time.



Above: Extract from Will Godson's Map of Odiham (1730)

The probable location of The Bell is shown within a red circle; the map shows building elevations schematically, so that the orientation of The Bell (or other buildings) isn't significant. Webb House was built in 1781 and doesn't feature, but if a building is added west of The Bell abutting the continuous boundary line running north-south, and if this line is adjusted to follow Terry's Lane (joining The Bury and High Street), then this part of the map starts to resemble today's street plan.

Note: I wish to thank David Hopkins (Hampshire County Archaeologist) for his help with this section of the report

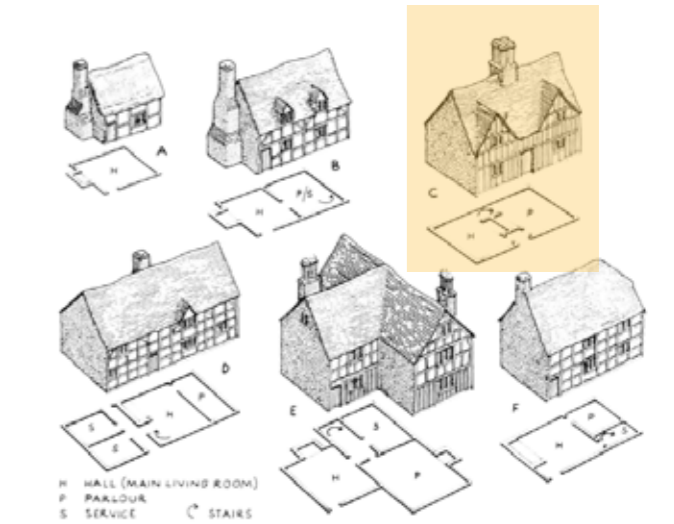


Fig. 25. Post-medieval houses. A: one-room plan. B: two-room plan. C: lobby entrance plan. D: cross-passage plan. E: T-shaped plan. F: end lobby entrance plan, with two inner rooms.

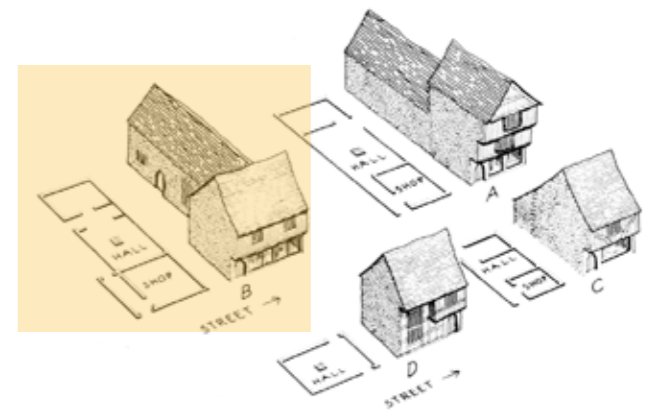


Fig. 26. Medieval town buildings.

Above: Illustrations from 'Discovering Timber-Framed Buildings' by Richard Harris (Shire:1993)

The Bell is built end-on to the street. Perhaps it replaced an earlier building (similar to Fig 26B) that faced The Bury before the market moved to the High Street. The new lobby-entry house (an extended version of Fig 25C) was too wide to fit on the burgage (25' - 30' wide) so the plan was rotated. The passage and public entrance to the street, and the overall footprint, were retained.

5.0

Overview - Future + Proposed Development

The Bell has been licenced as a pub since at least 1660, and is reputed to be one of the oldest licenced premises in Odiham. For much of this time, the business has operated as a 'tied' pub, where the licensee pays a rent to the owner (historically a landowner or brewery, but more recently a pub company or 'pubco'), and is required to buy beer and other supplies from the owner.

The Bell closed temporarily in March 2020 due to the Covid pandemic; the following year the tenants decided to end the lease and retire after 27 years; attempts to find a new tenant failed and the pub was sold in March 2021. A report prepared by Savills (14.04.21) examined the business operation of the pub and concluded it wasn't commercially viable in its current format, either now or in the future.

Various options were examined to find the most appropriate change of use for the building that were economically sustainable and in keeping with its architectural character and heritage. An RICS 'Red Book' analysis by a qualified valuation surveyor (August 2021) concluded it wasn't viable to convert The Bell into a 3,500 sq ft 4B/5B family house with no garden or car parking.

In 2021 a planning was submitted to convert the existing building into 2 separate dwellings. The scheme was well received and recommended for approval at committee. The case officers report highlighted the beneficial effects of converting the heritage asset to ensure its long term sustainability. Details can be found on the public register under reference 21/02877/FUL. However this recommendation was overturned at committee and subsequently appeal (APP/N1730/Y/23/3322730 & APP/N1730/W/23/3322576) dismissed. The basis of the dismissal was the loss of the community asset (pub) and the injury that could be created from any conversion.

In respect of the previous planning history and the appeal dismissal, a summary of the the current proposals are:

- The current public house use is partially retained so as to satisfy the community interest.
- To ensure the sustainability of the remaining heritage asset, the existing residential function of the remaining building is proposed as two dwellings, separated horizontally.
- The works to the external parts of the existing building are limited to either fabric repair or limited alterations, such as the inclusion of new doors, within existing Oak framed sections.
- Dedicated cycle storage for 2 cycles per unit is included within the boundary of each property.

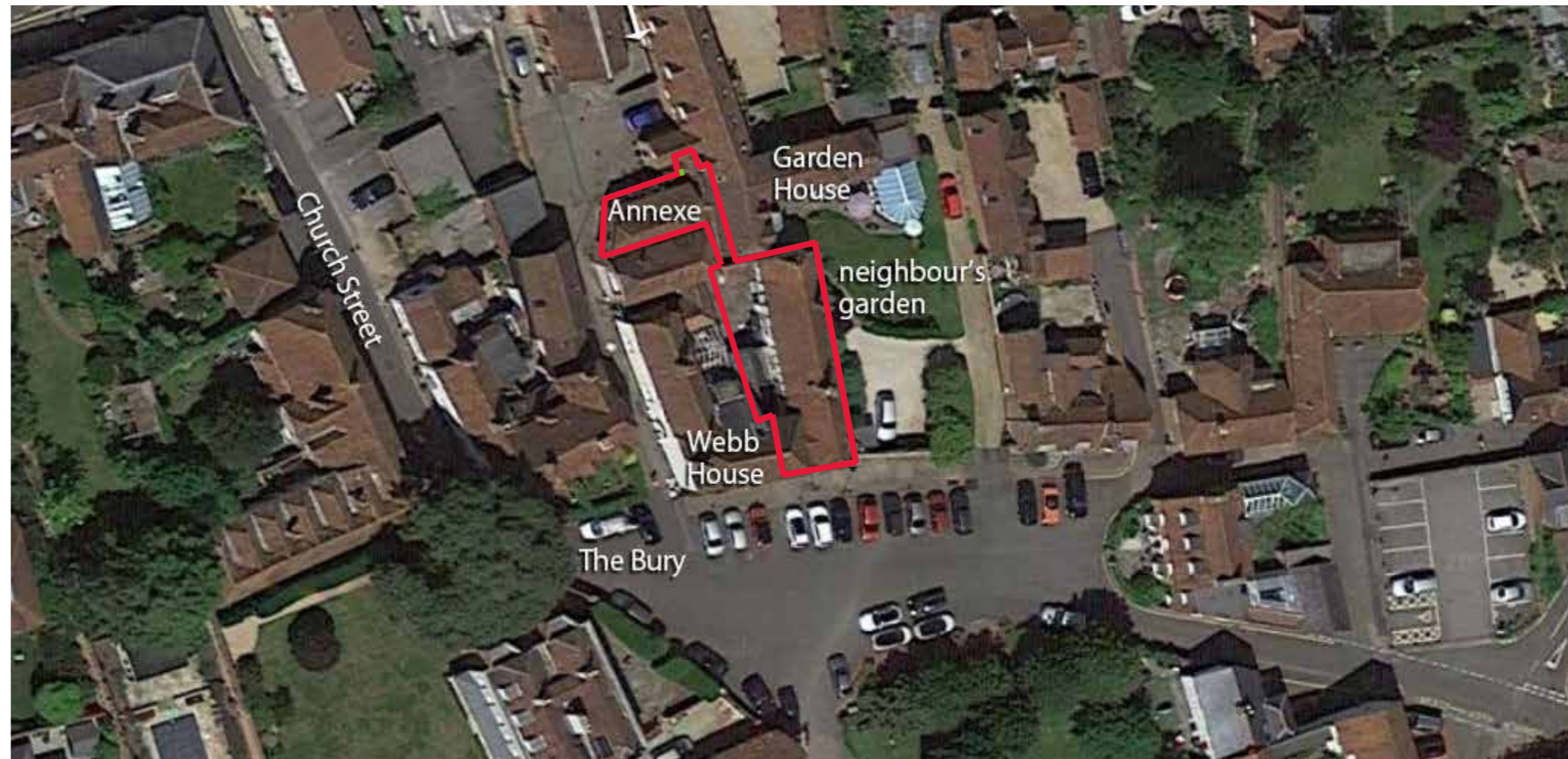
We believe the proposals are well balanced and in accordance with planning policy. They will provide both fundamental requirements for all stakeholders, ie, it part retains the use of the public house, whilst providing much needed residential accommodation to the remaining space.

Whilst the overall condition of the principal building is fair, it is unoccupied. Traditional buildings, such as The Bell, must be lived in if they're to work as they were originally designed. Unless the building is brought back into beneficial use very soon, its condition will deteriorate rapidly and possibly irretrievably.

The licensed premise is proposed as a vertical 'wine bar'. This reinforces the community interaction by placing the bar on the street frontage. To achieve this, the design converts the first floor residential use, whilst handing the rear ground floor commercial elements over to the new residential proposals. This balance allows the licenced premise to be fully separated (vertically) from the residential uses behind. It is not desirable to have a residential apartment over a public house due to noise and possible antisocial behaviour.

The apartments follow the requirements of the National Technical Housing Standards. We have achieved in excess of the required 50 sqm for a 1 bed 2 person apartments. Both apartments benefit from private amenity spaces and would be a welcomed addition to the local housing stock.

This solution benefits all.



6.0

Understanding the Building

Preamble

The principal building on the site is a two-storey, timber framed structure built around 1600 in the form of a 3½ bay lobby-entry house and later extended a further two bays. The building contains two bars, a function room, and kitchen on the ground floor, and private living accommodation on the first floor. The front of the building has a later brick facade shared with the adjoining building.

An enclosed yard to the west of this building is reached through a narrow passage way beneath the adjoining building and contains a timber clad shed or outbuilding used as lavatories. A further ancillary building is located at the north end of the site; this building is outside the scope of this document.

The principal building was listed Grade II in 1952; the outbuilding is assumed to be curtilage listed. The list description is reproduced on the opposite page; like many listings of this time, it only describes features visible from the road.

There are no known records or archaeological evidence about earlier buildings on the site; however, the surrounding area is believed to have once been part of an earlier settlement that existed before the town developed either side of the medieval High Street, and whilst the principal building dates from the postmedieval period, some components of the timber frame are clearly much older.

Licencing deeds date back to 1662, confirming The Bell as one of the oldest licenced premises in Odiham. Despite historical references to the building as an inn, there's no evidence The Bell accommodated travellers: it's more likely The Bell was built as a domestic alehouse, which were very popular at this time.

Original building

The post-medieval 'lobby entrance' plan type positions the front door within a small lobby to one side of the chimney. Lobby entry houses were sometimes converted from earlier medieval open hall houses by adding a floor to the hall to create a new upper chamber and building a chimney in the cross-passage. However, evidence from carpenters' marks and notes by Edward Roberts obtained from the Hampshire HER confirm The Bell was purpose-built as a lobby entrance

house and not converted from an existing, older building.

According to Roberts (2003), the lobby entry plan first appeared in Hampshire in the last quarter of the 16th century, but 'dated examples of the lobby entry plan become more numerous after c.1600 ... and the plan persisted as the dominant form until the 1660's.' Therefore, the original part of the Bell Inn was most likely built around 1600 or soon after, which is consistent with the listing description and revises the estimate made in the previous heritage statement.

Most Hampshire lobby-entry houses of this date are farmhouses or rural dwellings, but this domestic plan form is ideally suited to use as an alehouse, and the assumed date of construction coincides with the development of alehouse from standard dwellings to a more specialised building type.

A couple of unusual features found within the building support this idea:

- A doorway between the passage and room facing The Bury has chamfered stops and appears to be part of the original building. In a dwelling, this room would correspond to the parlour and be reached by crossing the hall. In this case, access is more like a shop or workshop in a townhouse, and might indicate the public entrance to the drinking room in the alehouse.
- The wall between the hall and parlour has gone, but topped chamfers and stave holes in the beam indicate it originally had two doorways, whereas a typical dwelling would have one doorway, usually diagonally opposite the front entrance. This suggests the two rooms were originally connected in a similar way as now, and that the wall acted more as a screen, perhaps to borrow warmth because the front room was unlikely to have been heated.

The north end wall of the original building is unweathered; both sides of the cross frame are in the same condition on both storeys. This suggests that an outshot was added, either at the same time as the original building or very soon after, most likely with a catslide roof, and possibly used for storing ale and food.

There is a capped well 18' north of the end bay of the original building, which was the probable source of water used for making ale. Wells were normally sunk 15' - 20' from a building, so if an outshot was attached to the original building, this might indicate that the well also belonged to an earlier building.

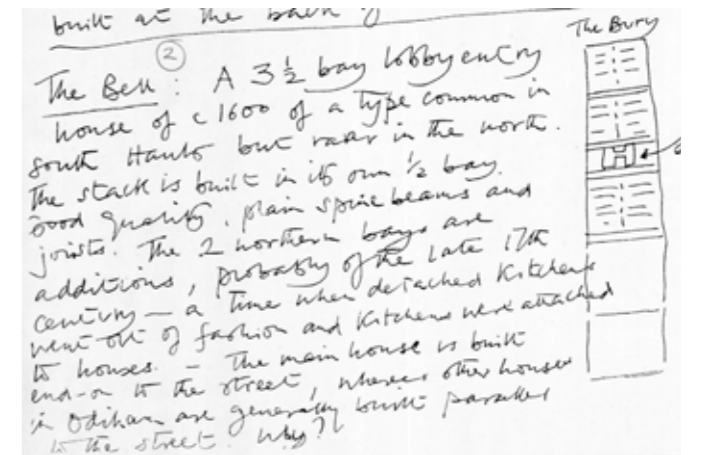
Extension and alterations to the original building

The original building was extended to provide two additional bays, most likely during the late 17th or early 18th century. These additions use lighter scantling, have different framing styles, and are organised on different floor levels compared to the host building. Additional space was probably needed at this time when many alehouses expanded to provide additional facilities such as function rooms, and when the kitchen moved to its current location. The winding stair was probably removed at this time; circulation on the first floor was altered to provide doors east of the chimney and block doors to the west.

The brick elevation facing The Bury is a continuation of the front of Webb House (1781), and it's likely both walls were built at the same time. Records suggest The Bell and Webb House were both owned or operated by Benjamin Webb in 1782, but there are no available records to prove the two buildings were ever a single unit. The arched passage to the yard of The Bell is similar to those found in courtyard inns such as the George Inn, Odiham (licenced in 1540) but narrower, and the layout of the yard and buildings is very different.

Outbuilding and yard

The outbuilding has a stud wall frame clad in weatherboarding with a slated pitched roof and brick plinth. It was most likely built c.1870 as lavatories, and was originally twice its current length until it was altered in the mid-20th century. Remains of the demolished building and a fireplace are still visible in the yard.



Above: Notes by Edward Roberts archived at the Hampshire Historic Environment Record. The change from open fireplaces in medieval hall houses to a central chimney arrangement in lobby entry buildings marked a radical improvement in comfort: a single stack with back-to-back hearths on two floors could heat four separate rooms. The new plan also changed living arrangements and social hierarchies. Previously, the owner's family and servants shared a communal open space; the lobby entry plan separated family and servants into different ends of the building, with the hall on one side of the chimney and the kitchen on the other.

Below: Card with handwriting found in redundant wall brace mortice when the winding stair was removed and a doorway east of the chimney was created - likely date 18th or 19th century.



7.0

Designation Record

The entry for the Bell Inn, Odiham in the National Heritage List for England published on Historic England's website provides the following information:

OVERVIEW

Heritage Category: Listed Building

Grade: II

List Entry Number: 1092188

Date first listed: 08-Jul-1952

LOCATION

Statutory Address: THE BELL INN

County: Hampshire

District: Hart (District Authority)

Parish: Odiham

National Grid Reference: SU 74016 50992

DETAILS

SU 73-7450 & 73-7451 ODIHAM THE BURY

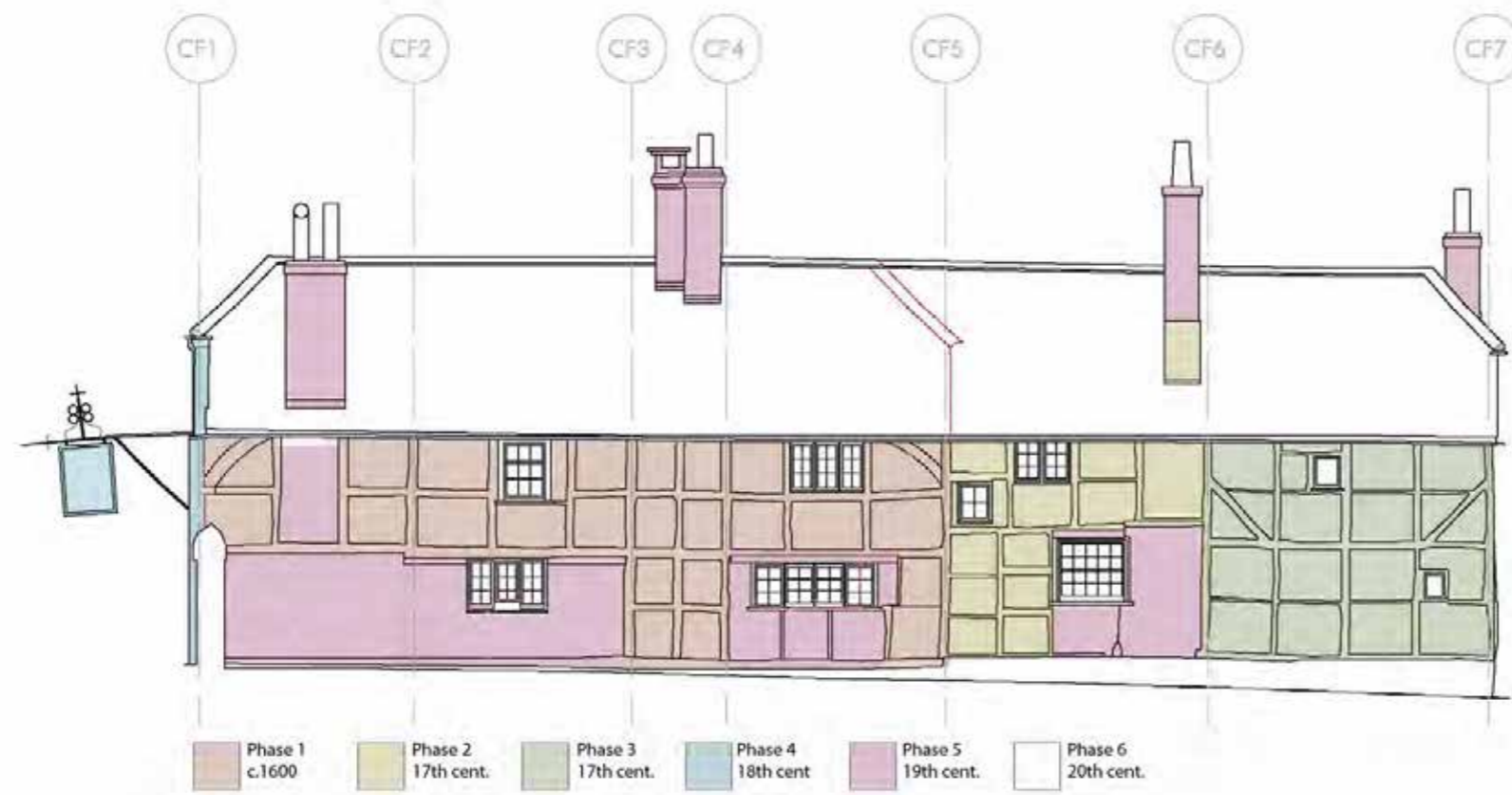
17/93 The Bell Inn

8.7.52

- II

C17, C18. A long narrow 2-storeyed timber-framed structure, with its gable (of C18) to the street formed as a continuation of the front of Webb House, of 1 window. The painted brick walling has a parapet (at the eaves level of Webb House), brick dentil eaves. A sash in exposed frame is above a modern casement. Fixed to the wall between the window and the access (in Webb House) is a wrought iron framework to take the hanging sign, containing scroll work. The east wall has exposed timber framing, with painted brick infill, irregularly-spaced casements. Roof of red tiles, 1/2-hipped at each end.

Listing NGR: SU7410250965



Above: Analysis of east elevation and assumed historical development

8.0

Statement of Significance

Archaeological Interest

The archaeological significance of The Bell can be measured by our ability to reveal evidence of the building's history and associated past human activity that is currently inaccessible, either below or above ground.

A 'soft strip' carried out in June 2021 obtained some interesting archaeological clues to the historical development of the building, including chamfered stops either end of a beam on the ground floor between the original hall and parlour, denoting original doorways. Further investigations might reveal further clues, possibly including evidence of earlier mullioned windows hidden by infill panels.

The original part of The Bell has a complete set of carpenter's or assembly marks, described elsewhere in this report. According to Morriss [2008]: 'Identifying a sequence of marks can help the archaeologist in understanding how a building was erected and how much it has subsequently been altered.'

Whilst the original building can be safely dated around 1600, it's clear that certain timbers are older than this date, and parts of the timber frame vary in terms of age, appearance, and how they are framed. There's no evident reason why this is so; however, as we continue to investigate, and develop our understanding of the building, it's hoped an explanation will become apparent.

Notes by Edward Roberts archived at the HER ask why The Bell is oriented end-on to the street, whereas most houses in Odiham are parallel to the street. A possible explanation is that the building's orientation follows the outline of an earlier building within a pre-medieval or earlier medieval, nuclear settlement with streets radiating off The Bury, which was then a market place. In this hypothesis, the earlier street pattern faded when the focus of Odiham shifted to the modern town centre, overlaid by the current linear pattern of burgage plots off the wide High Street, which replaced the Bury as the market place.

Artistic or Aesthetic Interest

Artistic values attached to architectural projects are always subjective, and this is particularly true of heritage buildings, when interest can be nostalgic. The Bell typifies most people's idea of an old-fashioned English pub, with black timber beams, brass ornaments, and a huge fireplace. However, the traditional 'wet-led' pub isn't an economically viable model today. Without the opportunity to expand its kitchen and parking space, The Bell can't continue to trade. Unfortunately, the romantic imagery evoked by its fixtures and fittings isn't sustainable and The Bell recently joined a list of closed pubs in the town.

The Bell has formed part of the backdrop to The Bury and the church in the town for many years, particularly at weddings, funerals, and christenings. Public activity outside the building was lost after The Bell closed, but external features associated with the building, including the pub sign and entrance doors, still contribute a unique visual interest to the local area that can be conserved.

Architectural Interest

The Bell's architectural interest derives mainly from its timber frame, which represents a highly skilled craft developed over centuries that later died out, so that architectural interest overlaps with archaeological and historical interest.

Elements of the building can be graded on a scale of interest, with greater significance placed on early components and less significance on later additions or alterations. The most significant elements are the original planform of the lobby-entry house, its timber frame (still intact with a complete set of assembly marks), the brick chimney and fireplaces, and a redundant well.

The lobby entrance house, where the visitor enters the house through a small lobby, generally beside a chimney, became established in Hampshire at the end of the sixteenth and beginning of the seventeenth centuries. This plan form replaced early traditional medieval open hall houses and later floored hall plans, such as side-stack and hearth-passage plans. Its interest lies in both the technical aspects of its construction and associated social changes, including the separation of family and staff by the lobby entry, inherent in this plan type.

Later additions and alterations, including the two bays added to the north also have architectural interest because they show how the techniques of timber framing developed. However, some additions, (including the lavatories in the yard), are detrimental to the setting of the original building, having either little architectural interest or a negative value, suggesting they should be removed.

The Georgian facade on the north elevation of The Bell was probably added around 1871 when Webb House was built, and conceals the south-end crossframe of the original building. The flat parapet wall in front of the gutter and sash window on the first floor are typical of this period. The Bell and Webb House were both owned by the same person in 1872; however, their use and development appear to have been separate during their respective histories.

The Bell was listed in 1952, together with the attached building Webb House, and also contributes to the setting of several other listed buildings within The Bury. The Odiham Conservation Area identifies The Bury and All Saints Church as a character area: The Bell is a prominent building within this character area.

Historical Interest

The historical interest of The Bell lies in the connections between its use and past lives and events. The building is associated throughout its history with breweries and drinking establishments. The Bell was first owned and operated as a small-scale, family-run alehouse. More recently the business was bought and sold by local breweries and pub companies, finally being sold in 2021.

After closing as a pub in March 2020, the building has no apparent future in its current use and condition. Its historical interest is best preserved by finding a new type of use and beginning a new historical association.



Above: Stair leading from entrance lobby

9.0

Assembly Marks

The structure of the Bell Inn most likely began life in a framing yard, a large, flat area of ground away from the site where carpenters fashioned the component wall-frames, cross-frames, floor frames, and roof trusses. These heavy elements were prefabricated flat on the ground and temporarily held together by pegs. The frames and trusses were then numbered on their upper faces at each joint before being dismantled and transported to the site for re-assembly.

According to Arnold Pacey:

'The numbering of timbers [...] seems to be fundamental. If components in a structure have been numbered, this shows that they were assembled somewhere else, or at least in a different position, before being incorporated into the building. Usually that means that they were assembled in a horizontal position on a floor, or on open ground [...] For carpentry structures it seems clear that timbers were cut and fitted while laid out in this way.'

Assembly marks at the Bell Inn use Roman numerals, which was the most common system used for timber framing. All marks are incised with a race knife, which had a single blade with a curved tip that could cut uniform U-shaped marks. Some race knives had a compass attachment for cutting circles or arcs with a fixed radius; these are evident on surviving posts and rails.

Where a numbered series had to be distinguished from another series, such as a set of trusses and a set of posts and cross-rails, or where there was a need to distinguish variations in a single sequence, such as identifying right and left side of a cross frame, tags or difference marks were added to the numerals.

Different types of difference marks can be seen at the Bell Inn, including flags and circles, but all the marks appear to have been made with a race knife, and the position and style of marks follow consistent 'rules' across all five bays:

- the posts/studs to rail joints follow a sequence moving from right to left;

- marks on the roof trusses are different to marks on the wall or cross-frame; Roberts (2004) suggests carpenter gangs specialised in wall frames or roofs.

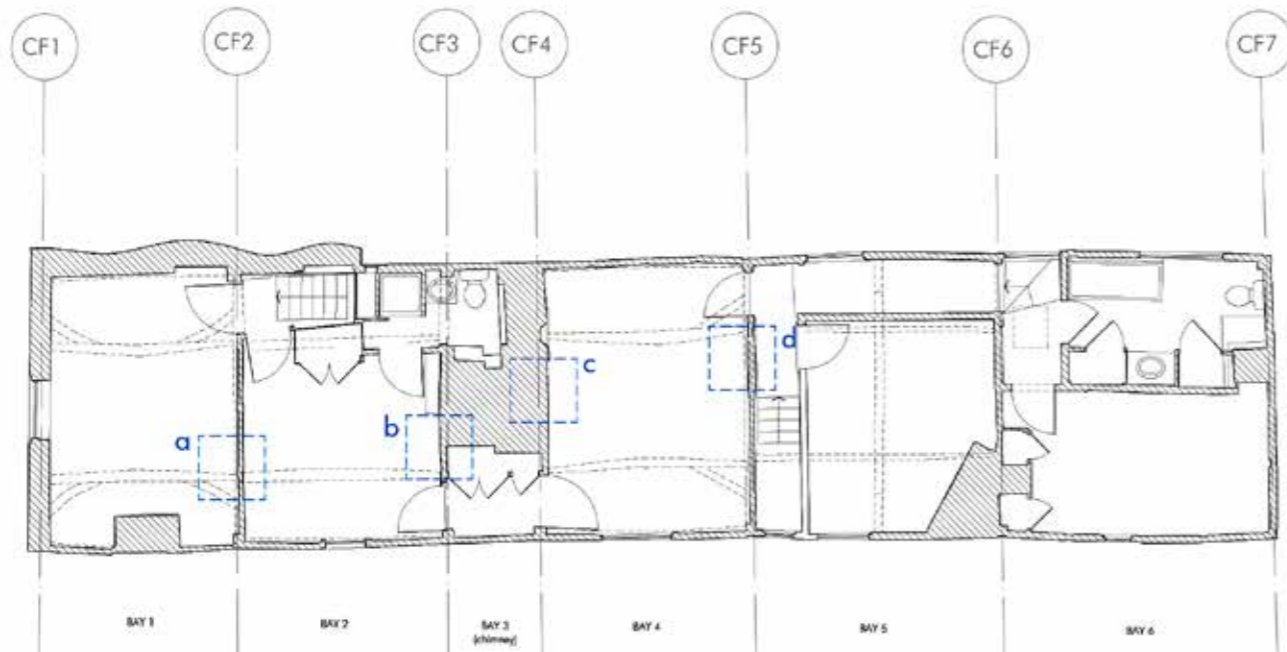
- in three out of four instances, roof trusses use the same numbers either side of the centre line and add a tag or difference mark to the numbers on the left.

It's arguable whether it's possible to accurately date a building by assembly marks. James (2018) suggests from his studies of Herefordshire buildings:

'that long, scratched marks, often struck across the joint, tend to belong to the fifteenth into the sixteenth century, and race-knife marks are associated with the sixteenth into the seventeenth century, whilst chisel-cut marks are typically later seventeenth century into and through the eighteenth century.'

James cautions this statement is a general rule and there will be exceptions.

However, irrespective of any firm date, assembly marks observed at the Bell Inn strongly suggest cross frames 2 to 5 were built in a single operation and the building was also floored in a single operation, most likely at the same time.



a



b



c



d

9.1

Roof structure (Phase 1)

Key Points

- A building's roof structure usually changes less than elsewhere; this is the best place to start analysing the building's history and development
- The earlier building was half-hipped both ends as revealed by redundant hip rafters in the roof space
- Bays 1 and 4 have matching side purlins but the wind braces are different: bay 1 has a double pair of curved braces; bay 4 has a single pair of straight braces
- The style of wind brace is a useful feature for dating the building: curved wind braces gave way to straight wind braces around the second half of the sixteenth century.
- The combination of curved and straight wind braces is characteristic of the building, which includes timber frame elements from different periods
- Hampshire houses tend to be less influenced by architectural fashions than buildings closer to London. It's entirely feasible the owner re-used a curved wind brace rather than incur the cost of regularising the roof's appearance.
- Assuming bays 1 to 4 were roofed in a single operation, the date of the roof will be the latest date of any timber that was used, in this case the roof should be dated on the evidence of the straight wind brace and not the earlier curved wind brace. This is consistent with the listing date and notes by Edward Roberts in the HER which suggest a date c.1600
- The entire roof has been heavily modified. The structure was straightened by planting softwood rafters on top of the oak rafters and packing out gaps between purlins and rafters. The roof was recovered and felted recently.



Above left + right: Rafters bay 4, showing redundant hip rafter

Below left: Curved roof brace bay 1

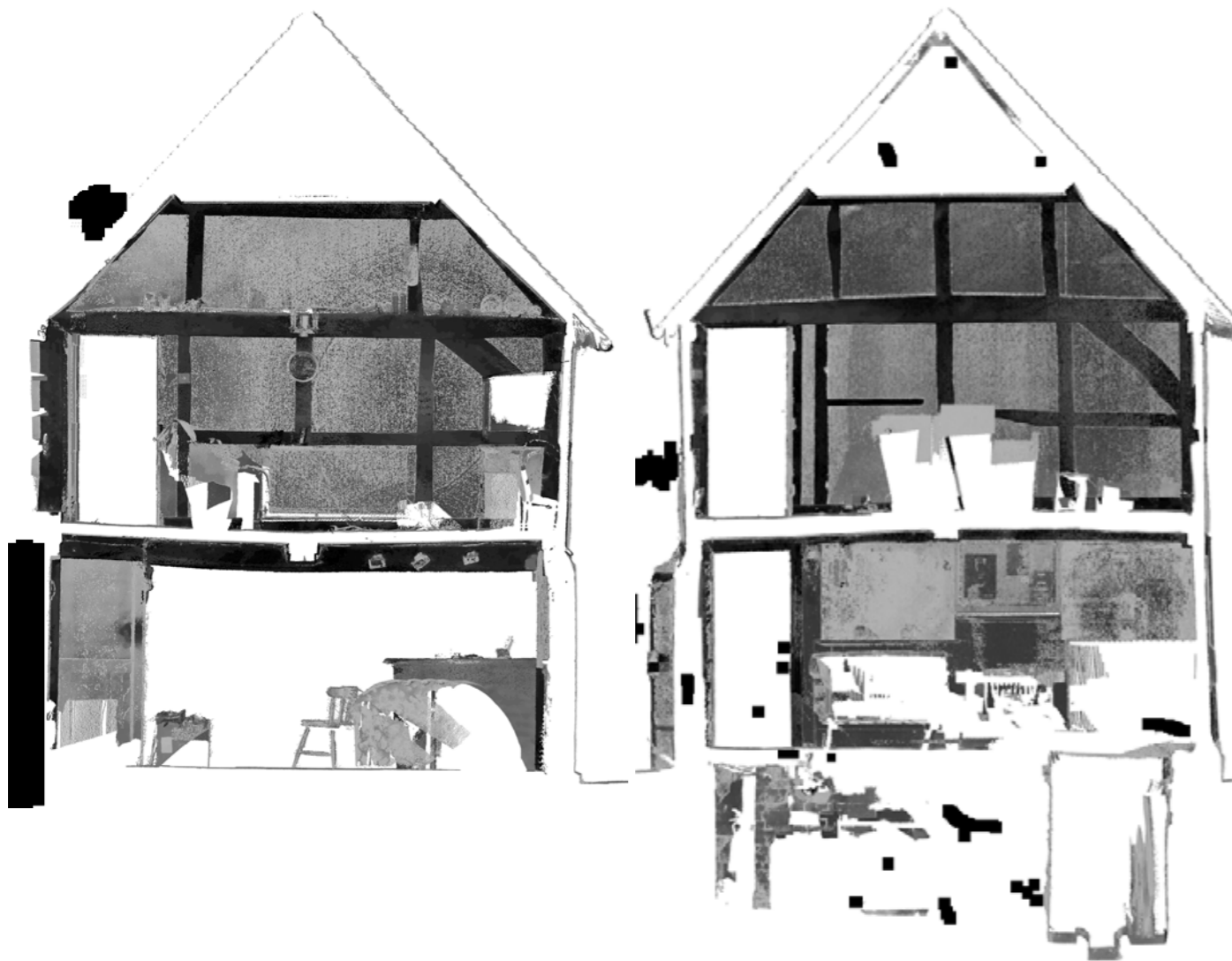
Below right: Straight roof brace bay 4

9.2

Cross Frames (Phase 1)

Key Points

- Face sides of cross frames 2 to 5 at first floor level all have assembly marks
- Tie beams, principal rafters and roof struts are marked consecutively and in a similar style and pattern. The consistency and unbroken sequence of these marks makes it likely the frame was assembled in a single operation
- It's not possible to know if CF1 is numbered because it is concealed by the 18th century brick wall; however, this is almost certainly the case because it would be very strange if the carpenter started the series at #2
- Posts and rails are marked sequentially and in a consistent style (which is different to the roof structure) on all visible bays. The different styles of assembly marks used in walls and roof is not uncommon; it has been suggested that different gangs of carpenters specialised in walls and roofs
- Both sets of marks are incised using a race knife. The marks on the posts and rails used a compass attachment to cut circular shapes
- Difference marks or tags are used to distinguish left and right handed members of the roof truss
- The size and shape of elements are consistent in all cross frames - compare CF2 and CF5 opposite, particularly note the size of the panels, tie beams and similar arch braces
- Cross frames appear to contain timbers from an earlier building / buildings
- Some cross frame members are sawn; others appear to be riven or hewn
- The arch brace and cross rail at the east end of CF3 was removed to add a doorway between bays 2 and 4, as revealed by empty peg holes. This would have been at the same time the original door on the west was blocked by inserting the existing fireplace to bay 4. A piece of card with handwriting was used to fill in the redundant mortice
- The condition of the face side (north) of CF5 is unweathered, matching the internal faces of the other visible cross frame and not weathered like the wall frames. This means that bay 5, or an earlier outshot, was added at the same time or very soon after the earlier house was constructed. Such outshots were often built with a catslide roof, covering the entire end wall.
- The chimney bay appears to be original to the building
- Infill panels consist of wattle and daub, occasionally replaced with brick

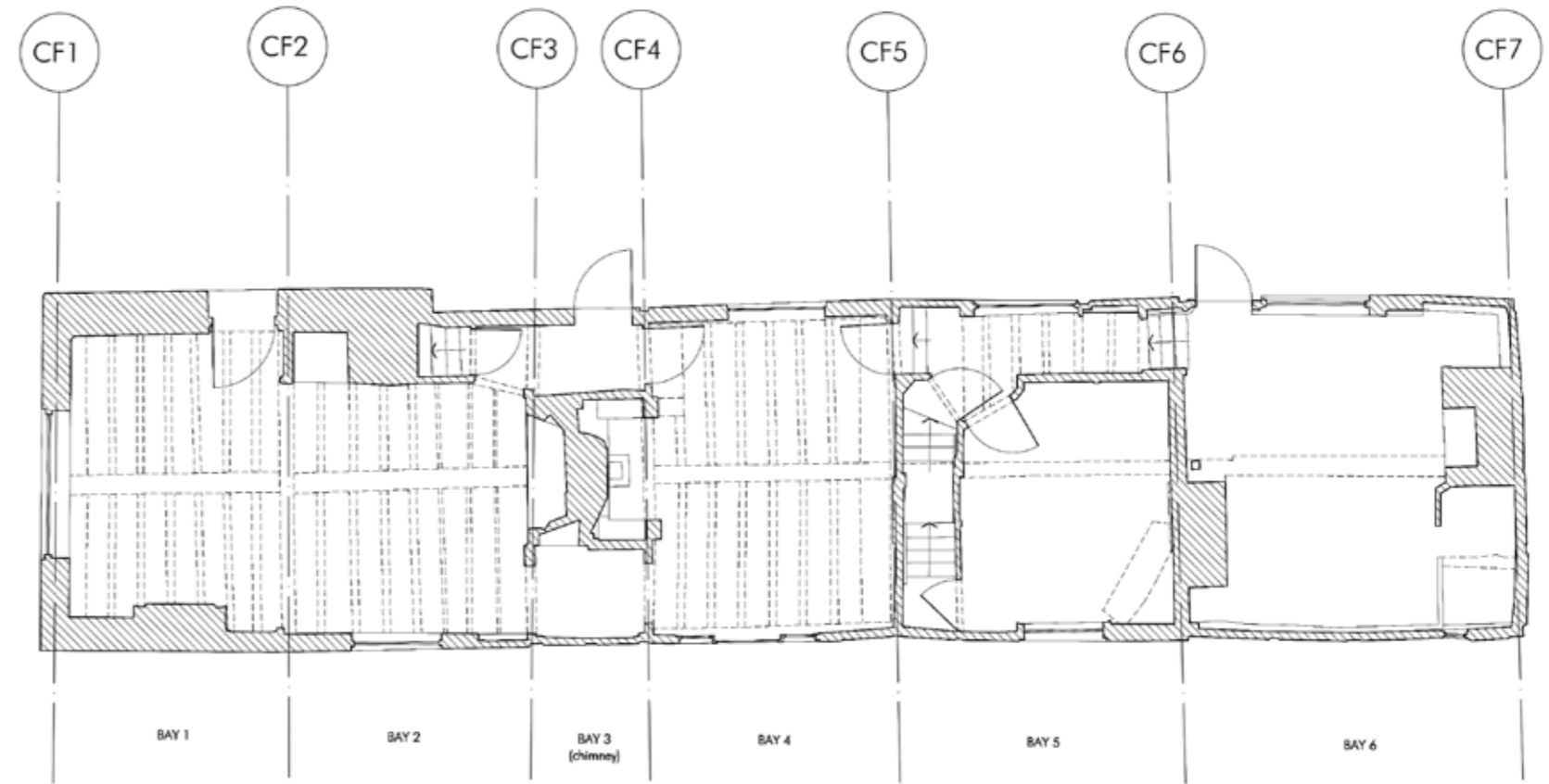


9.3

Floor Frame (Phase 1)

Key Points

- Bays 1, 2 and 4 each made up of 7 floor joists either side of a spine beam
- Floor joists bay 1 are numbered 1 to 7; floor joists bay 2 are concealed; floor joists bay 4 are numbered 15-21
- All floor joists are of a similar size and finish. Width of joists is 4"-4½" at 16"-17" spacing.
- There are 3 spine beams with similar chamfers and curved stops
- The underside of summer beam CF2 has redundant post and stave holes, indicating an earlier wall at ground floor level. Chamfered stops at either end of the beam reveal the positions of two original doorways in the wall.
- Assembly mark 16 has second stroke on opposite side to normal - possibly a mistake
- Almost certainly the floor to bays 1 to 4 was installed in a single operation
- It seems likely the house was built fully floored and the floor is very unlikely to be a later addition
- There is a noticeable step in floor level either side of CF3 and pieced in floor boards in the chimney bay suggest earlier winding staircase, which could only have a landing on one side, which was evidently bay 4

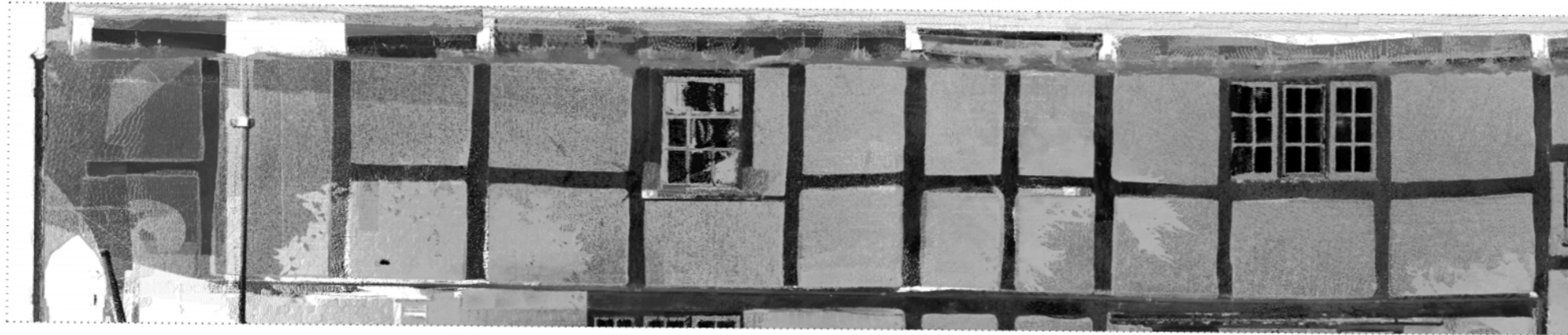


9.4

Wall Frames (Phase 1)

Key Points

- Symmetrical wall braces at ends of bays 1 and 4 and symmetrical arrangement of panels bays 2 and 4 either side of chimney bay suggest that the wall frames were designed and built in a single operation
- Consistent sizes of timber wall plates, posts and rails throughout
- The wall frames could contain timbers from an earlier building or buildings
- Wall plates scarfed at CF4 and staggered at CF2
- Most infill panels are brick but original panels likely to be wattle and daub
- Aerial photographs of the west wall frame taken in 1928 and 1951 show that the windows were heavily modified between these dates



Above: East wall frame

Below: West wall frame

10.0

Curtilage Listed Buildings + Lavatories

S1(5)(b) of the Planning (Listed Building and Conservation Area) Act 1990 states a structure must satisfy all the following conditions to be curtilage listed:

1. Built before 01.07.1948
2. Same ownership as principal listed building at the date of listing
3. Ancillary to the principal listed building at the date of listing
4. Within the curtilage of the principal listed building at the date of listing

According to these criteria, it appears that the Ladies lavatories is curtilage listed whilst the smaller Gent's urinal block is most likely not.

A listed building consent is required for any works to a listed building that affect its character as a building of special architectural or historical interest. This protection might extend to curtilage buildings, provided the works affect the character of the building as a building of special interest.

Not all curtilage buildings are protected. Some curtilage buildings might have no special interest or might be detrimental to the setting of the principal listed building, and in such cases Historic England Advice Note 10 (page 2) advises that: '... works to it and even its demolition will require no consent.'

Unlike the statutory listing of a building (which is a fact ultimately decided by the Secretary of State), whether a building is 'curtilage listed' and how it is protected by the principal listing is an opinion and not binding. Decisions regarding curtilage buildings and their protection are made in the first instance by the local planning authority, sometimes assisted by Historic England.

The Gents WC cubicle and Ladies lavatories are housed in a single-storey out-building in the yard of The Bell. This building is timber-framed and clad in weatherboard with a slated pitched roof and brick plinth. It originally extended twice its current length with a brick chimney in the north-west corner, as seen in aerial photographs taken in 1928 and 1951, and a 25" OS map surveyed in 1871, where the building is tinted grey to represent wood or iron construction.

The north end of the building, including the heated room, was demolished after 1951. A previous doorway on the current north wall has been blocked. Remains of the fireplace foundation and brick plinth are still visible in the yard.

The timber frame and roof battens are mostly dry and reasonably sound, but the rest of the building is in poor condition. The interior walls and ceiling are lined with modern fibreboard panelling. The fixtures and fittings are modern.

Very little of the building can be preserved. The timber cladding and roof coverings are in poor condition and need to be replaced; if the building use is changed, the internal linings, fixtures and fittings will also need to be replaced.

The Gents' urinals are housed in a separate brick lean-to attached to Webb House, the boundary wall, and the ladies lavatories. It's likely the structure was built after the 1869 Licencing Act made lavatories a statutory requirement and the Gents' urinals were built when the adjoining out-building was modified.



Above left: Aerial photograph dated 1928 (ref: EPW022766)

Above centre: North wall external, showing blocked doorway

Above right: North wall internal, showing timber stud frame and brick plinth

Below left: Aerial photograph dated 1951 (ref: EAW035281)

Below centre: Remains of demolished brick plinth

Below right: Remains of chimney foundation and outline of demolished part of the building

Aerial photographs source: <https://britainfromabove.org.uk/>

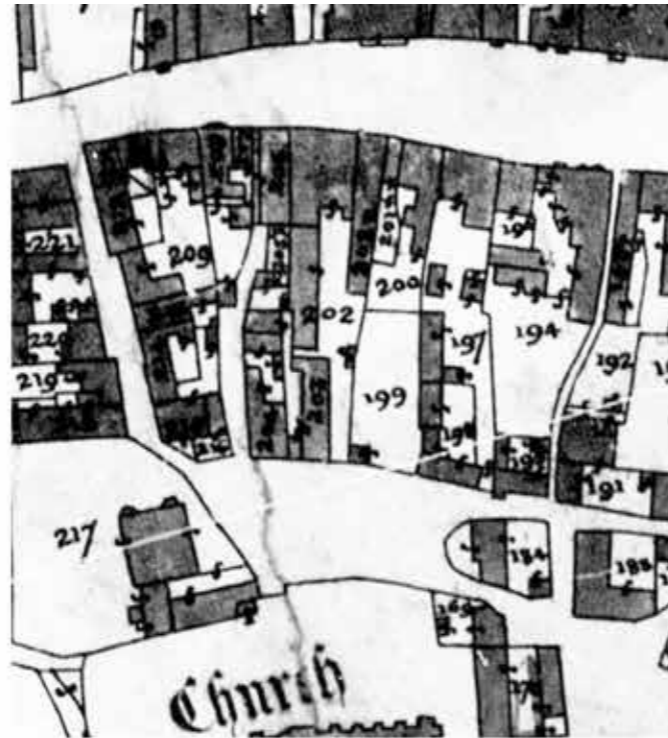
Note changes to windows between 1928 and 1951

11.0

Map Regression



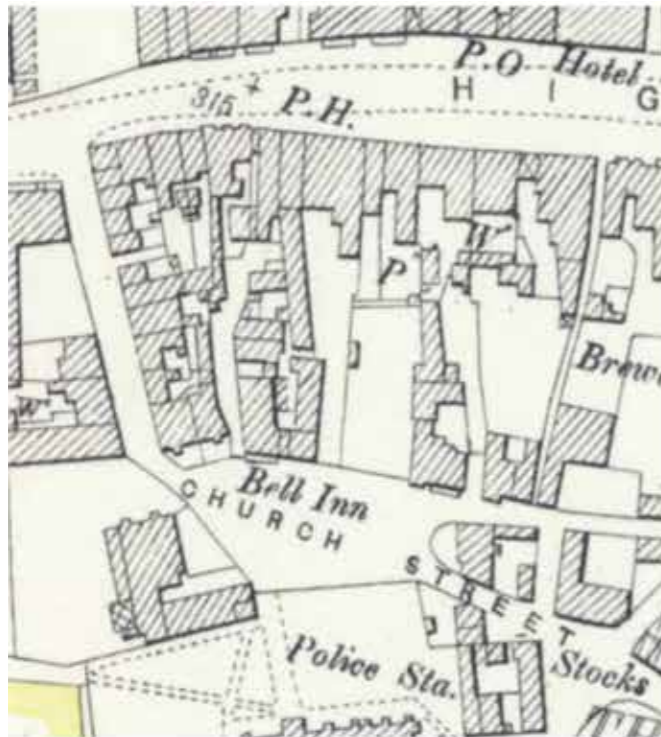
1739



1840



1871



1894



1939



2021

Above left: Will Godson Map of Odiham 1739 (HRO Copy 131) Coloured copy kindly supplied by The Odiham Society

Above centre: Tithe Map 1840 © The Genealogist

Above right: OS 25" series published c.1873 (surveyed 1871). Copy of map kindly supplied by The Odiham Society

Below left: OS 25 inch series published 1896 (surveyed 1894). Reproduced with permission of the National Library of Scotland

Below centre: OS 25 inch series published 1945 (surveyed 1939). Reproduced with permission of the National Library of Scotland

Below right: Satellite Image 2021. Imagery ©2021. Get mapping plc. Infoterra Ltd & Bluesky. Maxar Technologies, Map data ©2021

Notes:

The 1891 census records Webb House as 'The Club', so that the label 'Bell Inn' on the 1894 map is not accurately positioned

The 1871 OS map indicates that the location of The Bell PH was the site of Webb House. Records of The Odiham Society and the 1871 census state Webb House at this time was a school run by Ann Hewett.

12.0

Relevant Legislation + Guidance

Planning (Listed Buildings + Conservation Areas) Act 1990

The legislative basis for deciding applications regarding buildings and places in the historic environment is the Planning (Listed Buildings and Conservation Areas) Act 1990.

Sections 16 and 66 requires Local Planning Authorities, when considering whether to grant a Listed Building Consent, to have:

'special regard to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses.'

Section 72 relates to any building or land within a Conservation Area, and imposed a general duty on Local Planning Authorities, such that:

'special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.'

National Planning Policy Framework (2021)

Local authorities are also required to determine applications for listed building consents in the light of policies in the National Planning Policy Framework (2021) Chapter 16 - Conserving and enhancing the historic environment

NPPF Definitions

Heritage asset:

'A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing).'

Setting of a heritage asset:

'The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.'

Significance (for heritage policy):

'The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting....'

NPPF Policies: Proposals affecting heritage assets

Paragraph 194 requires an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

Paragraph 197 states:

'In determining applications, local planning authorities should take account of:

a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;

b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and

c) the desirability of new development making a positive contribution to local character and distinctiveness.'

NPPF Policies: Proposals affecting heritage assets

Paragraph 199 states:

'When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.'

Paragraph 200 states:

'Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting) should require clear and convincing justification.'

Paragraph 201 states:

'Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

a) the nature of the heritage asset prevents all reasonable uses of the site;

b) no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and

c) conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and

d) the harm or loss is outweighed by the benefit of bringing the site back into use.'

Paragraph 202 states:

'Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.'

Hart DC Local Plan

SD01

This policy relates to sustainable development and confirms the Council will apply the presumption in favour of sustainable development provided the development proposal accords with relevant policies in the Local Plan.

NBE08: Heritage and Conservation Part a)

Proposals affecting a designated or non-designated heritage asset must be supported by a heritage statement (proportionate to the importance of the heritage asset and the potential impact of the proposal) that demonstrates a thorough understanding of the significance of the heritage asset and its setting, identifies the nature and level of potential impacts on

the significance of the heritage asset, and sets out how the findings of the assessment has informed the proposal in order to avoid harm in the first instance, or minimise or mitigate harm to the significance of the asset. Proposals leading to the loss of, or harm to, the significance of a heritage asset and/or its setting must meet the relevant requirements of the NPPF.

NBE09

Design of all development should promote, reflect and incorporate the distinctive qualities of its surroundings in terms of proposed scale, density, mass and height of development, and choice of building materials. Landscaping should be integral to the layout and design.

INF 5

Development proposals resulting in the loss of community facilities must demonstrate that:

i. a suitable replacement facility is provided that meets the needs of the local population or its current and intended users; or

ii. the existing premises are no longer required or viable.

Section 367 requires applicants to demonstrate that the community facility has been marketed for a period of at least 12 months and opportunities made for community groups and organisations to be made aware.

Section 368 states the listing of an Asset of Community Value will be treated as an indication of local support and will be a material consideration.

Saved Policy GEN1:

This policy notes that proposals will be permitted where they include provision for the conservation or enhancement of the local historic heritage.

Saved Policy CON17

This policy relates to extensions and alterations to listed buildings and

requires that the scale and design must be appropriate to the listed status.

12.0

Relevant Legislation + Guidance (continued)

Guidance

The following guidance has been followed when interpreting the legislation and policies regarding the historic environment in the context of this application:

- Odiham Conservation Area Appraisal and Management Plan (2008)
- Odiham and North Warnborough Neighbourhood Plan (2014-2032)
- Planning Practice Guidance (MHCLG website)
- Historic England Advice Note 10: Listed Buildings and Curtilage
- Historic England Conservation Principles (2008)

Building conservation is moving from rigid, simplistic, protectionist policies that focus on preserving the building as found, towards more flexible, dynamic approaches described by Historic England as 'Constructive Conservation'. This latter approach recognises that protection alone is inadequate: heritage assets need to be used, re-used, adapted, and developed if they are to have a future.

According to Historic England: 'Constructive Conservation is the broad term ... for a positive and collaborative approach to conservation that focuses on actively managing change. The aim is to recognise and reinforce the historic significance of places, while accommodating the changes necessary to ensure their continued use and enjoyment. At the heart of this are the Conservation Principles: policies and guidance for the sustainable management of the historic environment, published and formally adopted in 2008.'

The following sections from 'Conservation Principles' (2008) are relevant:

84 Change to a significant place is inevitable, if only as a result of the passage of time, but can be neutral or beneficial in its effect on heritage values. It is only harmful if (and to the extent that) significance is eroded.

85 The public interest in significant places is recognised through specific legislative and policy constraints on their owners, but there are few fiscal concessions to encourage conservation, and direct financial assistance is very limited. Very few significant places can be maintained at either public or private expense unless they are capable of some beneficial use; nor would it be desirable, even if it were practical, for most places that people value to become solely memorials of the past.

86 Keeping a significant place in use is likely to require continual adaptation and change; but, provided such interventions respect the values of the place, they will tend to benefit public (heritage) as well as private interests in it. Owners and managers of significant places should not be discouraged from adding further layers of potential future interest and value, provided that recognised heritage values are not eroded or compromised in the process.

87 The shared public and private interest in sustaining significant places in use demands mutual co-operation and respect between owners or managers and regulators. The best use for a significant place – its 'optimum viable use' – is one that is both capable of sustaining the place and avoids or minimises harm to its values in its setting.



Above: Views of the yard

13.0

Heritage Impact Assessment

Item	Feature	Description	Significance	Proposed Works	Impact	Justification / Mitigation
1	New doors inserted to courtyard elevation	2 windows being removed to courtyard elevation. Windows being replaced with new hardwood entrance doors.	Low	Single cottage style vertical panelled door being removed and replaced. Single panelled door to be replaced with hardwood panelled door.	Loss of fabric. Change in appearance of building.	Change of use into a wine bar and two dwellings will secure the future use of the building in an economic and sustainable way.
2	Removal of steel access hatch doors	A pair of steel cellar hatch doors (modern additions) providing access to cellar storage.	Low	Remove the access doors and cover the existing cellar.	Change in appearance of building.	The feature is not original and offers little to the asset
3	Outdoor lavatories	Nineteenth century outbuilding of timber stud and weatherboard construction with slate pitched roof and brick plinth. Reduced in size in mid-twentieth century. Generally in poor condition. Assumed to be curtilage listed. Remains of demolished fireplace visible in the yard. The adjacent brick structure was most likely built after the date of listing and is not considered to be curtilage listed.	Low/ negative	Demolish redundant lavatories and create space for store of the proposed wine bar and shiplap clad bin store for dwellings.	Loss of fabric Positive impact on the setting of the principal listed building.	Outbuilding is not of permanent construction and its significance was eroded when it was partly demolished. Outbuilding has a detrimental effect on the setting of the principal listed building. English Heritage have recommended that the building could be removed as it is detrimental to the listed building. Lavatories will be provided inside the wine bar.
4	Shiplap clad bin store and bicycle store	New shiplap clad bin store and bicycle store to be installed.	Low	New shiplap clad bin store and bicycle store to be installed.		Positive impact on the function of the proposals. The inclusion improves the viability of the building and therefore creating a sustainable future.
5	Bar counters and fittings	Modern brick front and timber counter top	Low	Remove and make good	Loss of fabric	Loss of fabric will not materially affect significance. New smaller counter is needed for a down-sized wine bar.
6	Ship's ladder to cellar and floor hatch	Modern fixtures providing access to cellar	Low	Remove and make good	Loss of fabric	Loss of fabric will not materially affect significance
7	Corridor partition wall, doorways and steps	Modern stud partition with fibre-board linings forming corridor between back bar and kitchen on ground floor.	Low	Remove and make good	Loss of fabric	Incompatible with proposed change of use Loss of fabric will not materially affect significance

13.0

Cont.

Item	Feature	Description	Significance	Proposed Works	Impact	Justification / Mitigation
8	Cellar steps	Installed to allow kegs to be rolled across the change in level	Low	Remove and make good	Loss of fabric.	Incompatible with proposed change of use Loss of fabric will not materially affect significance
9	New stair	Replacement stair going to the first floor. Some minor altering of the existing opening to allow new compliant staircase	Medium	Formation of a new timber staircase.	Loss of fabric.	Change of use into a wine bar and two dwellings will secure the future use of the building in an economically sustainable way.
10	New garden fences and gates	Additions and alternations to provide security and amenity spaces for the proposed dwellings	Low	New lapped timber fence wall to be built independently of existing structure	Minimal change	Separating the Bell from the Annexe and dividing the site into a wine bar and two dwellings will secure the future use of the building in an economically sustainable way
11	New landscaping in yard	New hard and soft surfaces to provide amenity spaces to the proposed dwellings.	Low	Remove existing concrete and tarmac finishes and replace with permeable and soft finishes. Provide new hard and soft landscaping	Positive	Change of use into a wine bar and two dwellings will secure the future use of the building in an economically sustainable way.
12	Redundant external pipework and vents	Modern accretions that spoil the character and appearance of the building	High	Remove redundant fixtures and pipes and vents from the exterior of the building	Setting of the listed building Positive impact	Proposal will enhance the character and appearance of the existing building
13	New bathrooms and kitchens	Alterations to provide new sanitary provision and kitchens	High	Install new bathrooms and kitchens	Minimal change	Change of use into a wine bar and two dwellings will secure the future use of the building in an economically sustainable way. New bathrooms proposed to be located at the same place as much as possible.
14	Over-boarding with a new floating floor	Remove part of existing floor and replaced with a new floor	High	Over boarding of existing floors with floating timber floors to provide level residential floors	Replacement of existing floor structure where the existing floor is not sufficient/stable. Overboard where possible to create level and safe floor.	Change of use into a wine bar and two dwellings will secure the future use of the building in an economically sustainable way. The new floor level hugely improves the sub-standard existing headroom for the dwelling.
15	Wattle and daub infill panels	Remove part wattle and daub infill panels at grid	Low	Remove part wattle and daub infill panels on cross frame CF2 on 1F to open up bar facility.	Loss of fabric.	The removal of parts of the infill to the structural frames will allow the wine bar to be opened up, improving its function and appeal. Not structural losses considered.

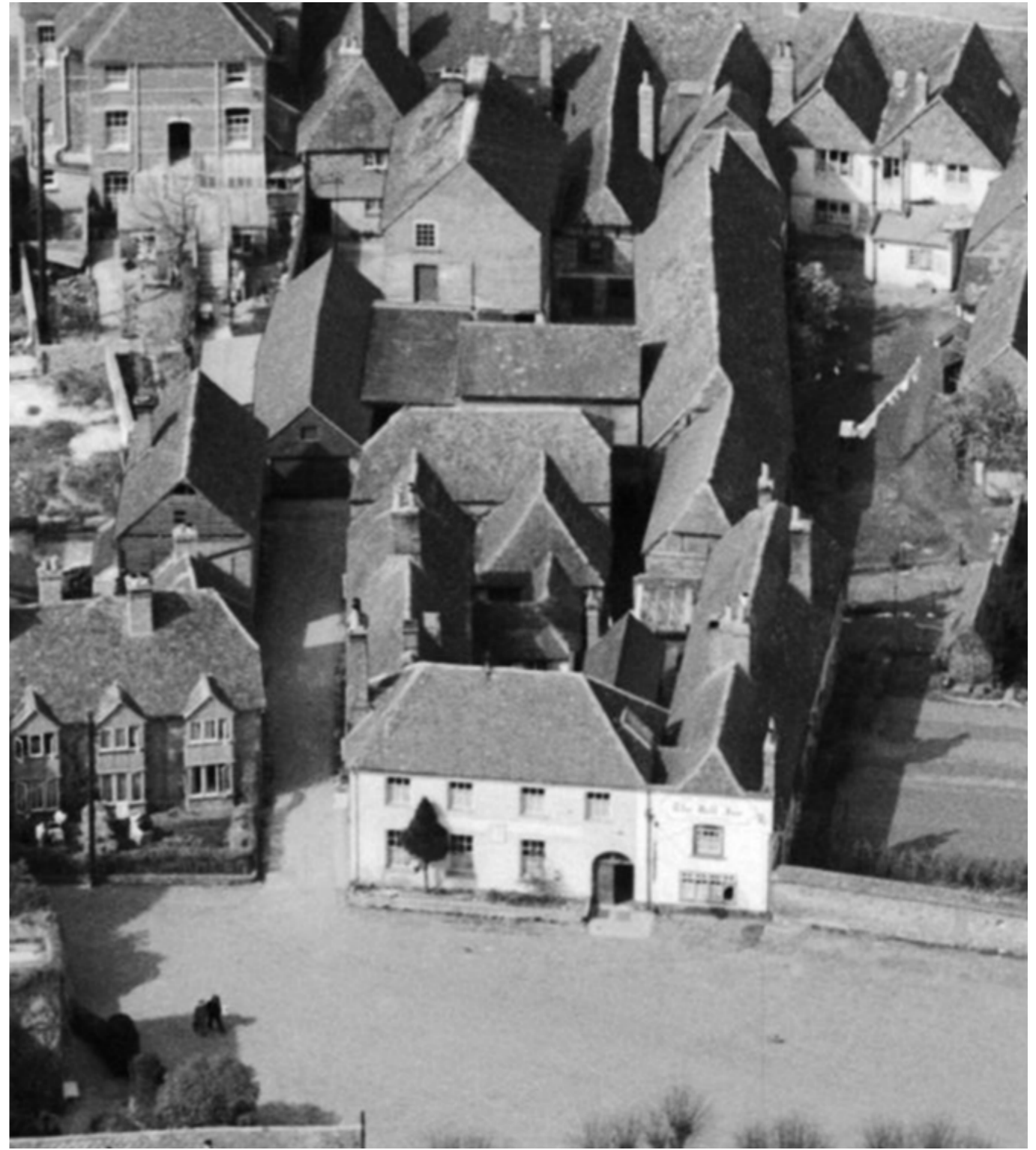
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Item	Feature	Description	Significance	Proposed Works	Impact	Justification / Mitigation
15	Add thermal insulation to external walls	Add breathable wall linings to internal face of external walls.	Medium	40mm woodfibre insulation (Pavotherm Profil or similar) and lime plaster to improve U-value from 1.6W/m ² K to 0.6W/m ² K	Medium	Necessary for meeting contemporary expectations for building comfort and the requirements of modern building standards. Reduces energy consumption; supports the green sustainable agenda. Target U value provides improved thermal performance without risk of creating interstitial condensation and causing damp.



1930



1949

12.0

Conclusions and Recommendations

Conclusions

This heritage statement describes the significance of The Bell in terms of its archaeological, artistic or aesthetic, architectural, and historical qualities. The statement of significance is derived from the findings of site investigations, examination of historical maps and records including the Hampshire HER, and conversations with local historians and other experts. As such, it satisfies the requirements of NPPF Paragraph 194, and enables the LPA to make a balanced assessment of the impact of the proposed changes on that significance.

Any heritage asset has a social and economic value and represents a cultural resource for learning and enjoyment. However, the historic environment is constantly changing; this heritage statement explains that after closing in March 2020, The Bell has no apparent future in its current use and condition, so that its heritage significance will be best preserved by finding a new type of use, and by allowing the building to begin a new historical association.

Whilst reasonable efforts should always be made to avoid or mitigate adverse impacts on significant places, The Bell has reached a point of crisis, and in such a situation it's necessary to balance the public benefit of the proposed changes against perceived harm to the building. The NPPF strikes a balance between sustainable development and protecting the historic environment; it is not the role of the LPA to attempt to preserve all aspects of heritage buildings irrespective of their significance: the weight attached to heritage values should be proportionate to their significance and the impact of the proposed changes.

Recommendations

Approval of these proposals fulfils the duty of the LPA in Sections 16 and 66 of the Planning (Listed Building and Conservation Area) Act 1990 to preserve the building or its setting or any features of special architectural or historic interest. Similarly, the duties of the LPA stated in Section 77 of the Act, relating to the special character and appearance of the Whitsbury CA, will also be fulfilled.

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