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Professional Archaeological Services

The Bear Hotel, 12 Market Place, Chippenham, SN15 3HJ

Heritage Statement

06 September 2023

Project Site:	The Bear Hotel, 12 Market Place, Chippenham, SN15 3HJ
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Non-Technical Summary

Heritage Planning Services has been commissioned by Armstrong Architecture to carry out a Heritage Impact Assessment for the Grade II listed Bear Hotel, 12 Market Place, Chippenham, SN15 3HJ (the Project Site).

Permission is sought for the renovation of the First and Second Floor interiors of the Hotel to form five new flats and a separate Maisonette within the southwest range. The Garage fronting Timber Street to the rear will be converted to a contemporary office space.

The proposed redevelopment of The Bear Hotel will largely utilise the existing internal layout of the First and Second Floor to create six new high-quality homes within the town centre. Save for the dogleg stair noted in the listing, no fixtures and fittings of note were observed at the time of the site visit and partitions and doors were seen to be modern additions. Therefore the minimal removal of existing materials to form the new layout in considered to have a negligible impact on the historic fabric.

Principal elevations will be restored and repaired as necessary, which will have a positive impact on the physical appearance of the heritage asset and will enhance the experience of the Market Place Conservation Area.

Listed buildings to the southeast of the Project Site along Timber Street and Gladstone Road will be intervisible with the contemporary office building which is intended to enhance the key views northeast towards the rear plot of the Project Site.

Overall, the proposed plans are considered to enhance The Bear Hotel through external restoration works and the reconfiguration of the internal space to create modern homes which will promote the future enjoyment, care and upkeep of a significant heritage asset.

The proposed redevelopment of the Garage is focussed on one of the later elements of the site, considered to date to the early 20th century as a response to the growing demand for Garage space. Whilst the building has historic and evidential value, the overall significance of the structure is lower than that of the principal Hotel range. The proposed new design will retain the ground floor façade. The south opening will be sealed, and the north reduced in size. The form of Garage doors will be incorporated into the design, echoing the historic use of the building.

The proposed design of the upper floors is unashamedly contemporary in style and appearance, taking inspiration from the existing contrasting design of the Garage annex. Whilst arranged across three storeys, the building will remain subservient in scale to the historic Hotel and the contrast in materials will clearly define the structure as a high-quality modern addition to the street scene.

The Garage will occupy a prominent location within Market Place Conservation Area and the design is considered to respond directly to the need for high quality development needed to improve the streetscape to the rear of The Bear Hotel, as identified in the draft Conservation Area Appraisal for Chippenham 2022.

As the Garage forms part of the key view facing northeast from Timber Street towards the tower and steeple of St. Andrew's Church, CGI imagery has been prepared to assess the potential impact of the new structure. The results illustrate how the modern development offers the chance to enhance the wider setting of the Conservation Area, whilst protecting these key views.

1. Introduction

1.1. Heritage Planning Services has been commissioned by Armstrong Architecture to carry out a heritage impact assessment for the Grade II listed Bear Hotel, 12 Market Place, Chippenham, SN15 3HJ (the Project Site).

1.2. Permission is sought for the renovation of the First and Second Floor interiors of the Hotel to form five new flats and a separate Maisonette within the southwest range. The Garage fronting Timber Street to the rear will be converted to a contemporary office space.

1.3. The report has been prepared by Sam Driscoll MCIfA, Heritage Planning Services and completed under project reference HPS-520/23.

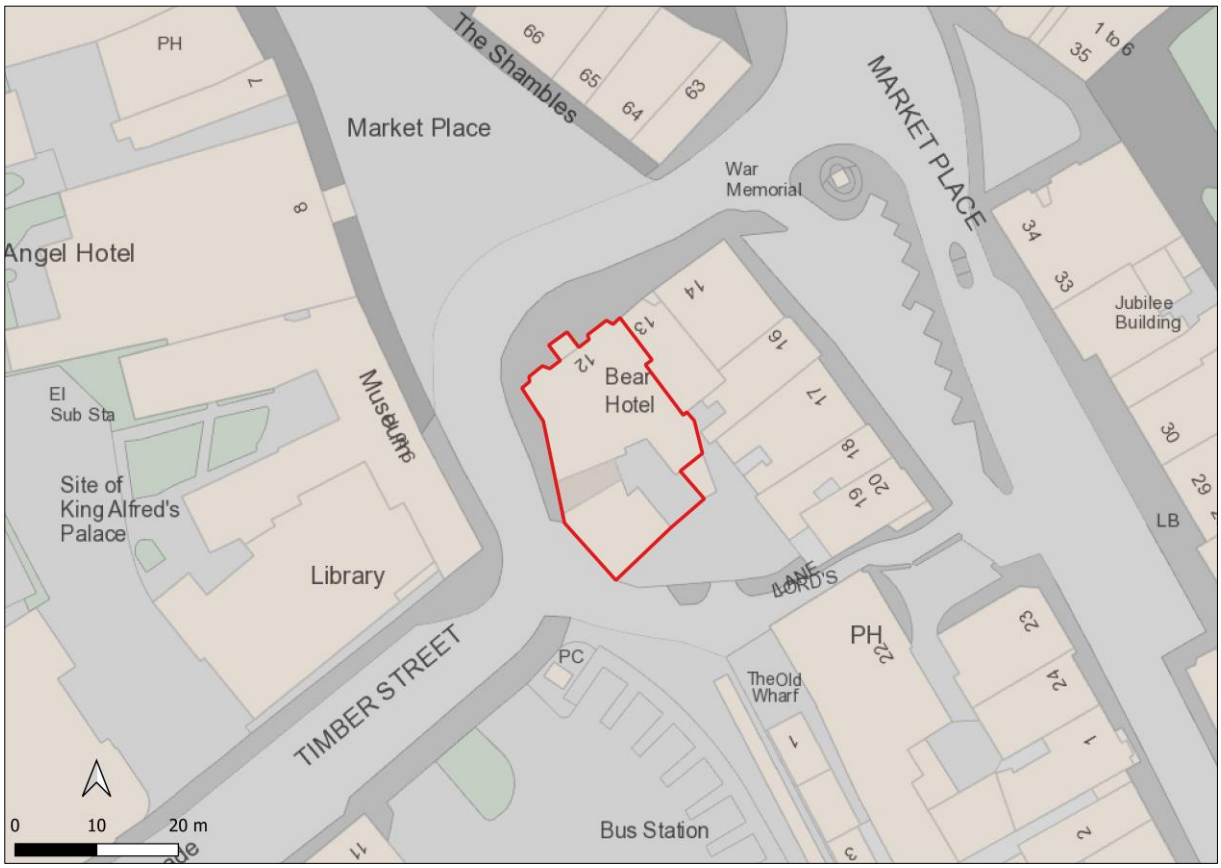


Figure 1 Detailed Project Site location, outlined in red. Centred on NGR ST 92144 73249

2. The Project Site

2.1. The Project Site is situated within Chippenham's historic Town Centre and Market Place, on high ground c. 270m to the southeast of the Town Bridge, which spans the River Avon.

2.2. The site comprises the Grade II listed Bear Hotel and rear Garage annex. The building complex was formally recognised as a heritage asset of national significance in Jun 1978 and is described as follows-

Hotel. c1850 remodelling of earlier property, with some C18 fabric to rear. Coursed Limestone rubble with freestone dressings, stone slate roof, brick stacks with octagonal ashlar shafts to gable ends. Tudor Revival style. Double-depth plan with rear wings flanking courtyard. EXTERIOR: 2 storeys and attics; symmetrical 3-window range. 3 forward-facing gables with tall cone-and-ball finials are articulated by full-height semi-octagonal buttresses with similar finials above the linking parapet. Hoodmoulds to paired Tudor-arched sash windows with switch tracery tops; cinquefoil heads to windows above the door. 2 canted bays with hipped off-set stone roofs to the ground floor. The central projecting porch has columns similar to the buttresses supporting wide Tudor arches to front and sides. A stone bear stands on a plinth to the centre. The sash windows above the porch have cinquefoil heads. The right return, also in the Market Place, is 4-window range with forward-facing gables to each end, that to the left with stack to the apex and entrance below, that to the right with a finial and quatrefoil over a 2-light window to the 2nd floor and one of 3-lights to the 1st floor over a hoodmould to a gateway. INTERIOR: dogleg central staircase with turned balusters and C19 joinery including 4-panel doors. HISTORY: a house on the site called Orwell House, originally built in the mid C18 by John Provis, was still in occupation in 1812 (List Entry Number: 1268065).

2.3. A site visit was carried out on the 4th November 2022. The upper floors were inspected and seen to comprise a Manager's Suite and Breakfast Room on the First Floor. The Second Floor is divided into separate bedrooms with WCs and Bathroom fittings within the north and southwest range.

2.4. On initial inspection the partitions are considered to be modern, with historic fixtures and fittings removed and modern doors installed throughout. Only the 19th century dogleg stair remains to give character to the Hotel interior.

2.5. Externally the Hotel is largely unchanged from the early 20th century photographs and is considered to retain the mid 19th century principal elevations and layout. The Undercroft preserves the historic cobbled surface, likely contemporary with the extension of the site in the mid 19th century.

2.6. The double Garage fronting Timber Street appears incongruous to the overall character of the site. The building comprises roughcast rendered brick, with limestone dressings and on initial inspection is considered to be a replacement infill structure dating to the early 20th century. If this assumption is correct, then the demolition of the neighbouring building to the southwest in the latter half of the 20th century would have necessitated the reconstruction of the current southeast Garage elevation.



Photo 1 Southeast facing view of The Bear from Market Place.



Photo 2 ESE facing view of The Bear from pavement outside 9 – 11 Market Place (Chippenham Museum & Heritage Centre)



Photo 3 Northeast facing view along Timber Street, with disused garages to the rear of The Bear in the centre of the shot and the tower of St. Andrew's Church to the right of centre.



Photo 4 Northwest facing view of the rear of The Bear, with parking plot. Shot taken from pavement to the northeast of the Bus Station.

3. Conservation Area

3.1. The Project Site is located within the Town's historic core, within Chippenham Conservation Area 14. The Character Area includes the Market Place, along with the historic Shambles area, the Bus Station, Lords Lane and the northeast extent of Timber Street.

3.2. The Bear Hotel holds a prominent position on high ground to the southeast of the wide Market Place. In the draft Conservation Area Appraisal for Chippenham completed in 2022, it was observed that the "façades of the Bear Hotel, Angel Hotel and Museum, together with the restored Buttercross and public space, make this the finest part of the Market Place." (Draft Appraisal 2022).

3.3. The draft appraisal highlights elements of the street scene to the rear of The Bear that are considered to have a negative impact on the overall character and setting of the historic Market Place. The following observations were cited in the recent document, which are considered relevant to the proposed development.

> "The bus station represents a large gap in the street scene devoid of buildings and is a generally unattractive, ambiguous and ill-defined space. Lords Lane is also poorly defined and barely recognisable as a street. Whilst the rear of The Bear Hotel presents a variety of roof forms, the back elevations face into the space and the bus station, giving poor definition to the space and adding to the amorphous feel of the area." (Ibid p. 149)

> "Timber Street is a short, wide space. This, and the focal points of St. Andrew's Church tower and steeple and the Gladstone pub, together with the key activities of the library and bus station, give it the characteristics of an urban square, or 'place', as much as a street…The rear outbuildings to the Bear Hotel, the gap between the library and Castle House all present opportunities for better enclosing the space and providing high quality buildings fronting the street." (Ibid p. 134).

4. Listed Buildings

4.1. The Bear Hotel forms the northwest corner of a block of Grade II listed buildings dating from the 16th century to the 19th century. The designated heritage assets are listed below.

I. The mid 19th century no. 13 Market Place is attached to the east of The Bear Hotel (List UID: 1268066). The ground floor of the former dwelling has been converted for Commercial use, whilst the upper floors were converted from Office Use back to Residential in 2014.

II. No. 14 Market Place combines two properties attached to no. 13 Market Place, making the northeast corner of the development block (List Entry Number: 1268067). The dwellings date to the 18th century.

III. The early 18th century 16 Market Place / Stafford House faces east across Market Place (List Entry Number: 1268068).

IV. Nos. 17 & 17A Market Place face east across Market Place. The timber framed dwelling has been dated to the 16th century or potentially earlier. The property has since been converted for Commercial use (List Entry Number: 1268069).

V. Nos. 18 & 20 Market Place are situated on the southeast corner of the block. The former dwellings date to the early 18th century, with alterations in the early part of the 19th century (List Entry Number: 1268029). The building has been converted to Commercial use on the Ground Floor.

4.2. The prominent corner plot location of the Project Site within the historic Market Place means that the building is intervisible with designated heritage assets along Market Place, Timber Street & Gladstone Road. Those buildings in the immediate vicinity are detailed below.

Market Place

I. The Grade II* Angel Hotel faces east, overlooking The Shambles area of Market Place, 30 m northwest of the Project Site. The 17th century Inn and Hotel was remodelled and refronted in the early 18th century (List UID: 1268061).

II. The Grade II listed Wiltshire Council Offices and Magistrates Court (Nos. 9 & 10 Market Place) are attached to the south of The Angel Hotel (List Entry Number: 1268062). The listing dates the former dwelling to c. 1840.

III. The 19th century Grade II listed 62 & 63 Market Place is situated c. 30m northeast of the Project Site, with principal elevation facing southeast across Market Place (List Entry Number: 1268013).

Timber Street & Gladstone Road

IV. The early 18th century dwellings listed as the Old Bakehouse (List Entry Number: 1267825) and attached No. 19 Timber Street (List Entry Number: 1267824) are intervisible with the southwest facing elevation of the rear of the Project Site. Both properties are Grade II listed.

V. The Grade II listed no. 35 Gladstone Road is intervisible with the southwest facing elevation of the rear of the Project Site (List Entry Number: 1268094). The dwelling formerly comprised two cottages dated to the late 17th / early 18th century, with extension in the 19th century. The property's principal elevation faces northeast along Timber Street.

5. Historic Development

5.1. The Old Beare (1707-63) is considered to be one of Chippenham's lost pubs, originally standing on the site of 11 Market Place, which is now home to Chippenham Museum and the postulated location of King Alfred's Hunting Lodge, perhaps the inspiration for the Inn's name. By 1707 the existing dwelling and adjoining buildings became home to 'The Beare Inn'. By 1750, the inn was reputed to be in a ruinous state. The buildings and land were sold in 1763 to Chippenham MP, Sir Samuel Fludyer, (1st Baronet 1704 – 1768), whereupon the site was redeveloped as a fashionable home for wealthy clothier Matthew Humphries, to a design by John Wood the Younger of Bath."[1]

5.2. The current Bear Inn is dated to the mid 18th century and thought to have been built as a private residence for John Provis. The building was purchased in 1765 by Sir Samuel Fludyer to open as an inn. The iconic stone bear on the front was possibly retrieved from the earlier site.[2]

5.3. A notification for the return of stolen / lost items in the Salisbury and Winchester Journal names Thomas Holmes (b. 1725) as occupant and presumably landlord of the Bear Inn, Chippenham in 1775.[3] Holmes was still resident at the Inn in 1777, when in January of that year the Hampshire Chronicle recorded the marriage of his daughter Jane to clothier Mr [William] Pullin.[4]

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[1] https://twitter.com/chippmuseum/status/1324362049854541824

[2] https://twitter.com/chippmuseum/status/1324362049854541824

[3] Salisbury and Winchester Journal - Monday 02 October 1775
https://www.britishnewspaperarchive.co.uk/viewer/bl/0000361/17751002/008/0002

[4] https://www.britishnewspaperarchive.co.uk/viewer/bl/0000230/17770113/005/0003

5.4. The 1784 Town Borough Map for Chippenham shows the Inn as it was at the time of Holmes' occupation, with two outbuildings, potentially a coach house and store. The open plot to the rear may also have been within the curtilage of the Inn at this time.



Figure 2 1784 Town Borough Map for Chippenham. The Bear is circled in red.

5.5. Holmes passed away in 1788. Whilst there is no clear record of who took the Inn on after Holmes, a notification of the death of one William Bowsher (aged 73) may give a clue.[5] The article published in 1834 refers to Bowsher as being formerly of the Bear Inn, Chippenham.[6] William Bowsher was married to Holmes' daughter Elizabeth and is named as witness to and recipient of part of Thomas Holmes' estate. It is possible therefore that he continued as Inn Keeper following Thomas' death.

5.6. The Chippenham Branch of the Wiltshire and Berkshire Canal terminated at Coal Wharf to the rear of the Project Site. The survey of the waterway was commissioned in 1793 due to the need to ship coal from Somerset to towns in neighbouring counties. The main route was opened in the early 19th century, with some of the trunk routes opening later. The opening of the Canal would have transformed the character of the area.

[5] 14th April 1834 in the Salisbury and Wiltshire Journal
[6] https://www.britishnewspaperarchive.co.uk/viewer/bl/0000361/18340414/042/0004

5.7. The Project Site is documented on the Chippenham Borough Plan of 1820. The Bear Inn is coloured red, indicating that the property was a burgage house, forming part of the estate inherited by Sir Samuel Brudenell Fludyer (2nd Baronet 1759 – 1833). The 1820 Plan shows a range of outbuildings attached to the south (rear) of the building, presumed to include a coach house and store with open yard.

5.8. Whilst the canal isn't shown on the plan, the route would appear to have been set out through the site of an enclosed orchard to the south of Timber Street.

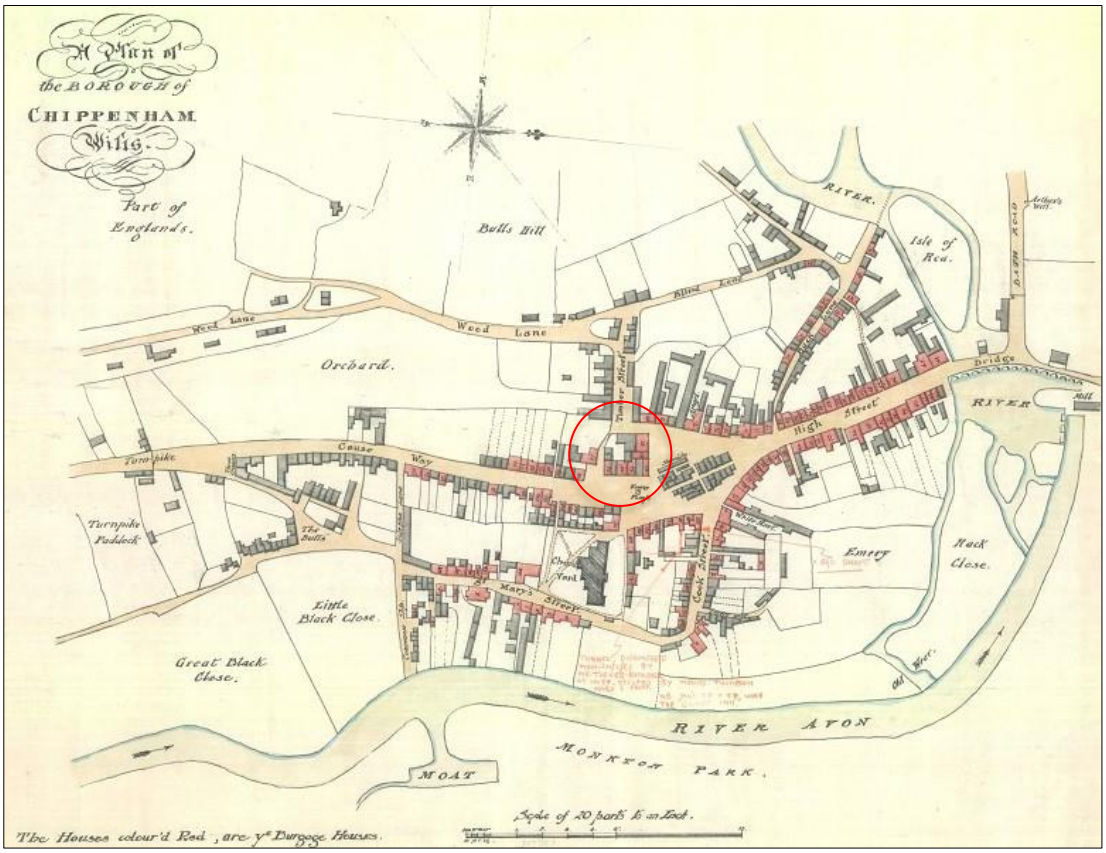


Figure 3 Chippenham Borough Plan 1820. Project Site outlined in red.

5.9. In November 1829 Fludyer held a half-yearly audit at The Bear, presumably jouneying from Aldeburgh in Soffolk where he served as MP. He is said to have entertained the numerous tenants of his Estate with a substantial dinner.[7]

5.10. This tradition was carried on by Brundenell Fludyer's only son, Sir Samuel Fludyer (3rd Baronet, 1800–1876), who in June 1839 is a reported to have presided over a dinner at the Bear Inn once again held for the tenants of his Estate.[8]

[7] https://www.britishnewspaperarchive.co.uk/viewer/bl/0000231/18291123/011/0001
[8] Devizes and Wiltshire Gazette - Thursday 20 June 1839

5.11. Later that same year Sir Samuel was admitted to Ticehurst Private Asylum by order of his brother-in-law Cobbett Derby, where he stayed until his death. His substantial estate lands, presumably including the Bear Inn, were dived between his sisters Maria Fludyer and Caroline Louisa Derby. It is not known which of the sisters may have inherited the Project Site.

5.12. By 1833 the tenancy had passed to Charles Goldney.[9] Goldney passed away between 1833 and 1846 and is not detailed on the 1840 census.

5.13. In 1841 The census records Goldney's wife Ann as living with her children James (20) and Ann (18). Ann's occupation is given as Inn Keeper with her address noted simply as High Street. [10] The census records Market Place and The Shambles separately, but the Bear Inn is not named. Four servants are listed as resident at the Inn, along with six individuals listed as Travellers, presumably paying guests at the time of the inventory.

5.14. Ann was still listed as Victualler at The Bear Inn on the 1861 census, one year before her death at the age of 72.[11] Her daughter Ann was also resident, along with her Grandson, lodger Thomas Simmons, two serving staff and three general servants.

5.15. Following Ann's death., the Bear was taken on by Joseph Buckle of Newent, Gloucestershire. A popular man, Buckle was noted for his kindness and 'affability' during his time as landlord.[12] The census of 1871 records Buckle as resident at The Bear with his young wife Sarah (nee Tanner), two of his children and two general servants.[13] Joseph is reported to have served at the Inn until his death in 1873, when Sarah took over.

5.16. Sarah had been widowed at the age of 27 and married again four years later to Samuel Leonard Hickling. Samuel took over The Bear Inn and is recorded as Hotel Keeper on the 1881 census. The couple were recorded on the census as living with Sarah's daughter Kate (aged 18) who worked as a barmaid and three other children from her previous marriage, all listed as scholars. The family had been joined by youngest daughter Gertrude Hickling (aged 2) by this time. One general servant is listed as resident at the time of the census.

5.17. Financial difficulties may have resulted in the couple having to give up the Inn. In March 1882 Samuel Leonard Hickling is listed under liquidations in the Western Daily Press. In February, he had been summoned for trading after hours. The bench fined him £2 and ordered his license to be

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[9] https://www.britishnewspaperarchive.co.uk/viewer/bl/0000361/18330520/020/0004
[10] Salisbury and Winchester Journal - Saturday 24 January 1846
[11] Salisbury and Winchester Journal - Saturday 26 July 1862
[12] https://www.ancestry.co.uk/family-tree/person/tree/106502683/person/390196151873/facts Joseph Henry Buckle 1830 – 1873.
[13] https://www.ancestry.co.uk/family-tree/person/tree/106502683/person/390196151871/facts Sarah Anne Tanner 1844 – 1920.

endorsed with the offence. The following May the licence of the Bear Inn was transferred to Joseph Brooks.

5.18. The site was extensively expanded and redeveloped in the mid 19th century. The alterations are detailed on the First Edition Ordnance Survey Map (surveyed 1885). The Hotel with porch is clearly shown, with a two storey annex to the south with undercroft leading to a rear yard. A building is shown on the footprint of the current two door Garage fronting Timber Street. Two additional buildings had been annexed to the southeast. A row of buildings extended from the southeast corner of the Inn culminating in one small building of presumed timber construction (in Grey). All of the other buildings were substantial, being built of stone and brick (coloured Carmine). The considerable expansion in this period attests a burgeoning trade and successful business.

5.19. The extent of building activity on the plot resulted in an enclosed courtyard which could only be accessed via the undercroft to the west of the range.

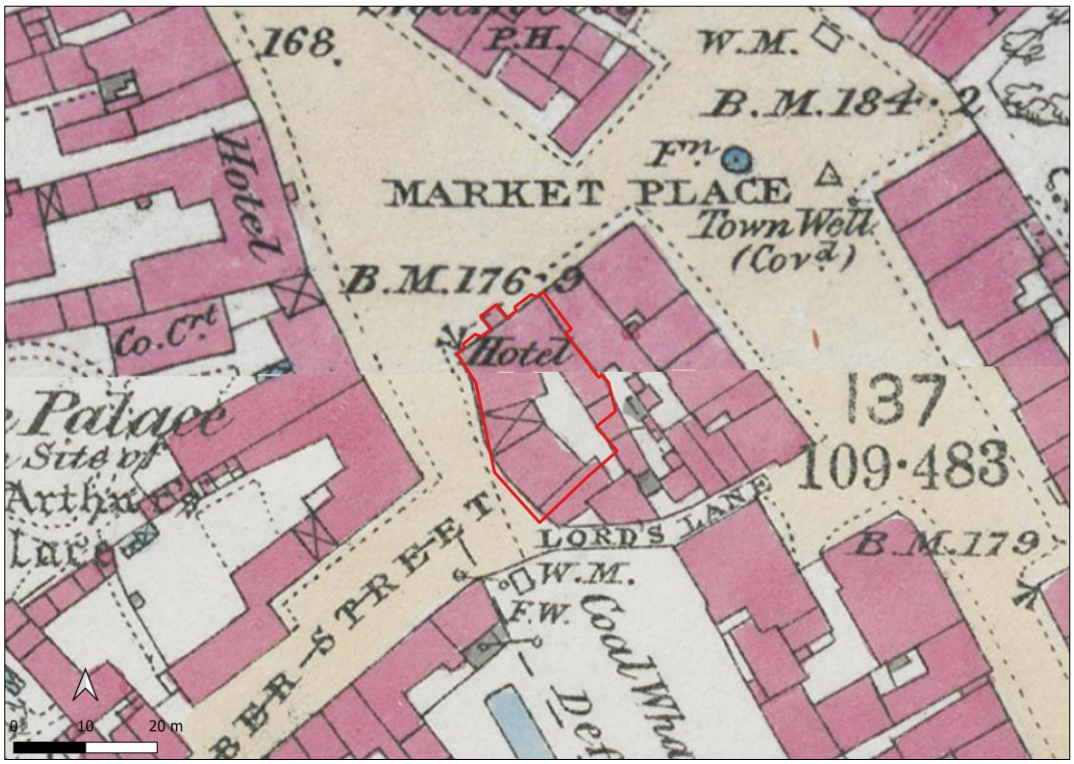


Figure 4 First Edition Ordnance Survey Map, surveyed 1885. Project Site outlined in red.

5.20. The Hickling family appear to have moved to a hotel on the neighbouring Shambles. Sarah was widowed again on the death of Samuel (aged 40) in 1887. The 1891 census records Sarah as Hotel Keeper of a property that looks to have been named the Spirit Vaults. By 1901 Sarah was registered at The Talbot on The Shambles. By 1911 she had left the hospitality trade and was living with her son Joseph Buckle.

5.21. Joseph Brooks was resident at the Bear until at c.1888, when his wife Amelia passed away on the premises aged 46. Joseph passed away shortly after. In 1890 the license of the Bear Hotel was officially transferred from the executors of the late Joseph Brooks to W. Bailey, presumed to be Henry W. Bailey. Records suggest that Bailey was in fact resident at the Inn from 1888, trading under a temporary licence. [14]

5.22. In 1891 Bailey (widower) was registered as Publican at the Bear and is listed on the census as living with his daughter, Alice (aged 21). Three lodgers were also resident at the time of the census, listed as Hawkers.

5.23. Henry married Sarah Blake in July 1891 and the couple are listed on the 1901 census at The Bear, with just one lodger. Sadly, Alice had passed away 6 years previously.

5.24. Henry was married again to Annie Amelia Jeffreys in 1903.[15] The couple remained at The Bear and in February 1909 Bailey applied for permission to remove a partition separating the licensed part of the premises from the unlicensed partition of his premises, so as to give greater facilities to his yard. The application was granted, and the license renewed, on condition that all entrances to the yard were closed, with the exception of the one facing Timber Street.[16]

5.25. In September 1910 the Wiltshire Times and Trowbridge Advertiser carried the headline "The Affairs of a Licensed Victualler". Bailey's creditors had met in Bristol and the article reported on his liabilities and the observations of the Official Receiver: two judgements were entered up against him and two other creditors were suing him. Bailey was described as being 69 years of age having commenced business 22 years ago at the Bear Hotel, Chippenham, with a capital of £200 representing his savings as a coachman. It describes loans he took out and the fact that Bailey also carried on business as a farmer at Forest Farm, Pewsham, for about four years prior to the year 1906. The article goes on to state that the "Official Receiver, with a view to preserving the license, is carrying on the business for a few days. Failing a satisfactory offer to take over the stock, fixtures, utensils, etc., an auction sale will be held at an early date. The debtor's wife claims a piano and a few articles of furniture as her personal property." [17]

5.26. Richard Pinniger took over the licence for a short time in 1911 until the pub was taken on by Ushers Brewery who advertised the premises as to Let in 1912. The pub was said to have good and increasing business at the time. The licence was soon taken up by William Cole, passing to William Henry Vaughan in 1913.

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[14] https://www.britishnewspaperarchive.co.uk/viewer/bl/0001955/18900329/155/0008
[15] Swindon Advertiser and North Wilts Chronicle - Friday 04 December 1903
[16] https://www.britishnewspaperarchive.co.uk/viewer/bl/0000264/19090205/162/0006
[17] https://www.britishnewspaperarchive.co.uk/viewer/bl/0001557/19100903/094/0005

5.27. The image below shows The Bear in the early 20th century. There have been no significant changes to the well preserved Market Place elevation since this time.



Figure 5 View facing SSE across Market Place with The Bear Hotel on the left. Image c.1910. [18]

5.28. The image below shows the Bear Hotel at the top of the High Street. The image is from an early 20th century postcard but is post-1915. This image seems to show that the bear above the door was a painted white. Indeed, an article published in the Wiltshire Times and Trowbridge Advertiser on 21st July 1934, describes "Barbara, late of the Zoo, Regent's Park, now standing as sentinel before the Bear Hotel, Chippenham." The reference is to two polar bears, Barbara and Sam, who were popular residents at London Zoo until Barbara died in 1923 and Sam was put down in 1925. It would appear that the pub emblem was painted white for a time in honour of the London Zoo polar bears.

5.29. Barbara appears to have been acquired by the inn upon her death, when she was reputedly stuffed and sold to the public house for display outside of the premises. This does not seem to be out of character for the area and is reminiscent of the stuffed swan that graced the premises of the Swan Inn on the London Road until 1949 (Wiltshire Times, 21st July 1934).[19]

[18] https://www.bbc.co.uk/wiltshire/content/image_galleries/historic_chippenham_photos_gallery1.shtml?24
[19] The Swann is better known in more recent years as the Lysley Arms until the recent change of ownership c. 2022.

5.30. The photograph below shows a sign on the southwest corner of the Inn that reads Garage, indicating that the Hotel had made provision for guests arriving by automobile.



Figure 6 SSE facing view across Market Place with The Bear Hotel on the left. Image date post 1915. [20] *The sign on the northwest corner of the building reads Garage. It was no uncommon for hotels to begin to accommodate automobiles at this time.*

5.31. Aerial photographs taken in 1924 clearly show the double Garage facing Timber Street. The building occupies the same footprint as the annex detailed on the 1885 Ordnance Survey map, however the rendered brick and limestone structure with flat roof is considered to be a later addition. It is suggested that the earlier structure was demolished to make way for a Garage that was designed to fit into the vacant plot in order to meet the changing needs of those guests wishing to secure their vehicle on the premises.

[20] http://westcountrybottles.co.uk/mike4/Companies/Lion.html



Figure 7 Aerial Photograph of the Bear Inn Ref EPW011114. Flown 1924. Hotel indicated by the blue arrow.[21]



Figure 8 Aerial Photograph of the Bear Inn Ref EPW011108. Flown 1924. Hotel indicated by the blue arrow. [22]

5.32. Although the use of Chippenham Canal declined following the completion of the Great Western Railway London to Bristol Route in 1841, the waterway wasn't formerly abandoned until 1914.[23] By

[21] https://www.britainfromabove.org.uk/en/image/EPW011114
[22] https://www.britainfromabove.org.uk/en/image/EPW011108
[23] https://en.wikipedia.org/wiki/Wilts_%26_Berks_Canal

1920 the waterway had been filled in and the plot to the rear of The Bear remained an undeveloped open space.

5.33. In 1920 the then Licensee of The Bear named Vaughan was elected as the honorary secretary to the newly formed Wilts, Gloucestershire and Somerset (Bristol) Off-Licence Holders' Association. [24] In July 1925 the licence transferred from Vaughan to Henry G. Savill.[25]

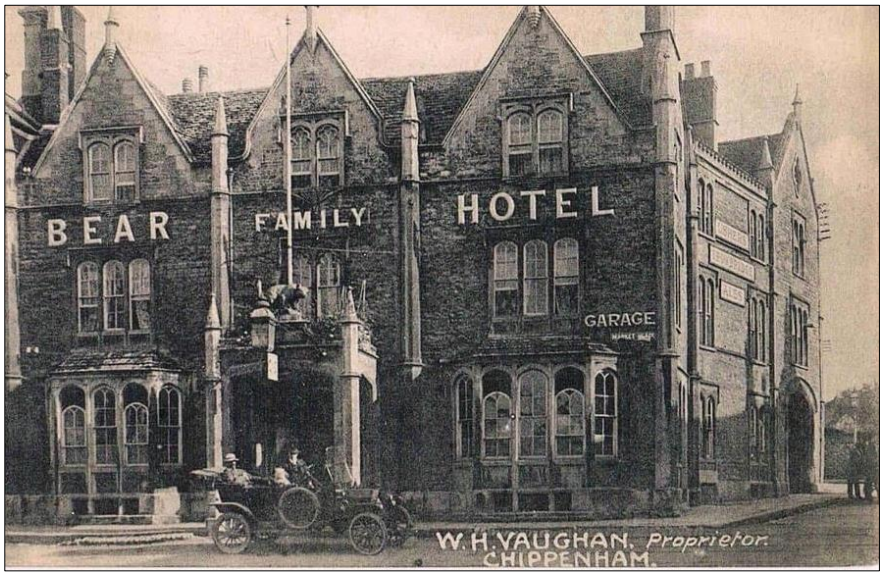


Figure 9 Postcard of The Bear with Vaughan named as proprietor.

5.34. By November 1932 the licence had passed to Douglas Cruikshank Herring. Herring spent an estimated £1,000.00 on major renovations to the Inn, including the installation of running water to the bedrooms, redecoration and general conversion to a "excellent residential hotel". [26] Works were completed by 1933, with the assistance of local sisters named as Mrs Pook and Mrs Morse who offered their guidance in choosing décor and furnishings for the hotel. [27]

5.35. By 1939 Victor H. Greaves had taken over the business, living with his wife and son (Barman). The hotel was also home to Frank Evans (Barman), Jessie Harold (Cook), Irene Keene (Chambermaid) and Albert Smale (Waiter). The professions of guests staying at the hotel at the time included a Stockbroker from London, Accountant, Assistant Land Commissioner and a staff member of the newly formed Wiltshire War Agricultural Executive, the latter employed in the survey of farmland in order to bring uncultivated land into use to aid the war effort. The staff list and economic status of the guests implies that the Hotel was thriving at this time, no doubt due to the considerable renovation undertaken by Herring.

[24] https://www.britishnewspaperarchive.co.uk/viewer/bl/0000264/19200730/002/0002
[25] https://www.britishnewspaperarchive.co.uk/viewer/bl/0001557/19250704/240/0010
[26] https://www.britishnewspaperarchive.co.uk/viewer/bl/0001557/19330311/285/0011
[27] Wiltshire Times and Trowbridge Advertiser - Saturday 11 March 1933

5.36. The Bear continued to trade through the war. In 1940 Mr W. G. Carter of The Bear was noted to be Vice President of North West Wilts Licensed Victuallers' Association and is assumed to have been the Licensee at this time.[28] An account of a lost silver fox fur left in the toilet room valued at £25.00 indicates that the public house and inn continued to enjoy its reputation as a high class establishment during this decade.[29]



Figure 10 HAW_9416_35 Aerial view of The Bear Inn, taken by Harold Wingham, May 23rd, 1952. [30]

[28] Wiltshire Times and Trowbridge Advertiser - Saturday 22 February 1941
[29] Western Daily Press - Saturday 02 January 1943
[30] https://historicengland.org.uk/images-books/archive/collections/aerial-photos/record/HAW_9416_35



HAW_9416_38 Aerial view of Chippenham, taken by Harold Wingham, May 23rd, 1952[31]

5.37. By the late 1960s The Bear was owned by Anchor Hotels & Taverns, who advertised traditional hospitality at a realistic price.[32] The tone of the advertisements around this time would suggest that the Hotel was no longer regarded as a high class establishment.

5.38. Roy Lewis is named as Licensee of The Bear from c. 1959 through to the end of the 1960s.[33] There is little reported about the establishment during this decade, save for an article that documented the discovery of two shells found under a heap of coal in an outhouse in 1963. The artillery was described as 14mm substitute high explosive shells, with a pellet for firing purposes but no explosive charge. Whilst potentially dangerous, it would appear that the shells were removed without incident.[34]

[31] https://historicengland.org.uk/images-books/archive/collections/aerial-photos/record/HAW_9416_38
[32] Cheddar Valley Gazette - Friday 05 April 1968
[33] Wiltshire Times and Trowbridge Advertiser - Friday 23 November 1956 / Evesham Standard & West Midland Observer - Friday 17 February 1961
[34] Nottingham Guardian - Tuesday 12 November 1963



Figure 11 Advertisement for The Bear Hotel whilst occupied by Roy Lewis. 1960s.

5.39. In 1969 The Bear played unwitting host to a man dubbed the M4 Gunman by newspapers. The man was reputed to have ordered a taxi from Bath after shooting a Policeman who had intercepted him on the motorway after he had been caught tampering with parking meters in Bristol. On arrival in Chippenham he headed to the public house for a drink before making his escape.

5.40. By the 1970s the status of the Inn was in decline. In 1970 an advert described The Bear as simply a busy lounge bar. Adverts for staff offered a live in option, but it is not known if the pub still offered guest accommodation.[35] Articles around this time typically refer to general acts of affray occurring in the bar.[36]

5.41. In 1978 The Bear found itself in the centre of a story carried in the Sunday Mirror in which undercover cop Martyn Pritchard discovered an international drugs ring, triggering Operation Julie, touted at the time as the "biggest drugs clean up ever mounted by police in the world". Pritchard's story ran for several issues and makes for a fascinating read. Whilst the details of the case are not relevant here, what is clear is that the splendour of Herring's Inn had declined by the late 1970s.[37]

[35] Bristol Evening Post - Monday 06 April 1970
[36] Bristol Evening Post - Thursday 06 March 1975 reported that Manager Mrs Doris Kathleen Dunn was physically assaulted at The Bear after asking a customer to leave. At the time Doris was running the bar with husband William Rex Dunn.
[37] Sunday Mirror 8th October 1978, p9. The report carried on over several weeks. https://www.britishnewspaperarchive.co.uk/viewer/BL/0002137/19781008/114/0008?browse=true

5.42. No major changes occurred to the Project Site until the latter half of the 20th century, when the buildings to the south of the plot were demolished. The building to the southeast of the Garage was removed, along with three of the units extending from the southeast corner of principal hotel range.

5.43. By 1999 the plot layout resembled that of today, with a small parking area within the rear courtyard, accessed off Lords Lane. The carpark has since been enclosed by a modern high stone wall which traces the 18th century layout of the plot in which the chamfered southwest corner gives way to Lords Lane to the south.

5.44. The plot to the rear of The Bear remained undeveloped, in use as a carpark until the opening of the Bus Station c. 2005.

6. Policy

6.1. With regards to the relevant policy and development framework, the following are considered appropriate to the current proposal:

National Planning Policy Framework (NPPF), 2021;

16. Conserving and enhancing the historic environment

189. Heritage assets range from sites and buildings of local historic value to those of the highest significance, such as World Heritage Sites which are internationally recognised to be of Outstanding Universal Value. These assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.

190. Plans should set out a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats. This strategy should take into account:

a) the desirability of sustaining and enhancing the significance of heritage assets, and putting them to viable uses consistent with their conservation;
b) the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;
c) the desirability of new development making a positive contribution to local character and distinctiveness; and

d) opportunities to draw on the contribution made by the historic environment to the character of a place.

194. In determining applications, local planning authorities should require 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. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes, or has the potential to include, heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.

195. Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal.

197. 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.

Considering potential impacts

199. 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.

200. 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. Substantial harm to or loss of:

a) grade II listed buildings, or grade II registered parks or gardens, should be exceptional;
b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.*

202. 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.

206. Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.

Wiltshire Core Strategy adopted 2015. Policy CP58 Ensuring conservation of the historic environment.

Core Policy 57
Ensuring high quality design and place shaping

A high standard of design is required in all new developments, including extensions, alterations, and changes of use of existing buildings. Development is expected to create a strong sense of place through drawing on the local context and being complementary to the locality. Applications for new development must be accompanied by appropriate information to demonstrate how the proposal will make a positive contribution to the character of Wiltshire through:

i. enhancing local distinctiveness by responding to the value of the natural and historic environment, relating positively to its landscape setting and the existing pattern of development and responding to local topography by ensuring that important views into, within and out of the site are to be retained and enhanced.

iii. responding positively to the existing townscape and landscape features in terms of building layouts, built form, height, mass, scale, building line, plot size, elevational design, materials, streetscape and rooflines to effectively integrate the building into its setting.

iv. being sympathetic to and conserving historic buildings and historic landscapes.

vi. making efficient use of land whilst taking account of the characteristics of the site and the local context to deliver an appropriate development which relates effectively to the immediate setting and to the wider character of the area.

Core Policy 58
Ensuring the conservation of the historic environment.

Development should protect, conserve and where possible enhance the historic environment. Designated heritage assets and their settings will be conserved, and where appropriate enhanced in a manner appropriate to their significance, including:

i. nationally significant archaeological remains
ii. World Heritage Sites within and adjacent to Wiltshire
iii. buildings and structures of special architectural or historic interest
iv. the special character or appearance of conservation areas
v. historic parks and gardens
vi. important landscapes, including registered battlefields and townscapes.

Distinctive elements of Wiltshire's historic environment, including non-designated heritage assets, which contribute to a sense of local character and identity will be conserved, and where possible enhanced. The potential contribution of these heritage assets towards wider social, cultural, economic and environmental benefits will also be utilised where this can be delivered in a sensitive and appropriate manner in accordance with Core Policy 57 (Ensuring High Quality Design and Place Shaping).

Heritage assets at risk will be monitored and development proposals that improve their condition will be encouraged. The advice of statutory and local consultees will be sought in consideration of such applications."

7. Proposed Development

7.1. The proposed development puts forward plans for the reconfiguration of the principal range and former service wing of The Bear Hotel to create five new flats and a single Maisonette, with secure yard with Bike and Bin Store. The development will be located across the First and Second Floors only.

7.2. The Garage fronting Timber Street will form the focus of plans to establish a modern office building to the rear of the plot.

Existing Garage

7.3. The existing Garage space will be converted to an office. The open plan will be partitioned to create a modern workspace, with Reception accessed via the north entrance which leads through to a Meeting Room with staff toilet and shower facilities to the rear of the unit.

7.4. A feature stair will lead up to an Open Plan Office at First Floor Level with Kitchen and corner stair leading to an additional office space and plant room with Roof Terrace.

7.5. The modern building will incorporate the rendered brick and dressed limestone detail at Ground Floor level, with the upper levels echoing the form of the existing structure. The additional two storeys will include an incremental reduction in floorplan.

The Bear Hotel

7.6. The internal layout of the Hotel will be reimagined to create five flats accessed from the internal dogleg stair and a Maisonette accessed via a private stair leading to the First Floor level from the Undercroft.

7.7. Flat 1 will occupy the north range, within the existing Breakfast Room. New plasterboard partitions will be installed to create a two bed apartment with Hall, Bathroom and Open Plan Kitchen / Living Area.

7.8. Flat 2 will be located within the southeast range, previously in use as the Manager's Flat. A new wall will be installed to create the entrance to the apartment, which will lead into a small Hall with Storage. New partitions will be installed to create a Kitchen to the north. Existing steps will lead up to an open plan Living / Dining area. Existing partitions will be utilized within the scheme to create the Bedroom and En-Suite.

7.9. Flat 3 will work with the historic plan form of the west range with the installation of new partitions to create a more uniform entrance Hall leading to an open plan Living Area with single Bedroom and En-Suite. Openings that had previously been knocked through to the south range will be closed to allow the creation of a separate Maisonette within the neighbouring wing.

7.10. Flat 4 will occupy the principal north range, using the majority of the existing partitions to form a two bed apartment with En-Suite bathrooms and Open Plan Living Room / Kitchen Diner.

7.11. Flat 5 will occupy the west range and will utilise the existing partitions to create a one bed apartment with En-Suite and open plan Living Area / Kitchen Diner. A new partition will be installed to create a WC accessed off of the Living Area. Openings that had previously been knocked through to the south range will be closed to allow the creation of a separate Maisonette within the neighbouring wing.

7.12. The Maisonette will be arranged across the First and Second Floors of the southwest range. The private stair will lead to a lower floor with Bedroom and separate Bathroom, with open plan Living Area and Kitchen arranged across the upper storey. The existing partitions will be largely removed, and new partitions will be installed sparingly to make optimal use of the historic floor plan.

7.13. Principal Elevations facing northeast across Market Place and WSW towards the Museum will be subject to sympathetic repair and restoration focussing mainly on window and door joinery.

8. Impact Assessment

8.1. The proposed redevelopment of The Bear Hotel will largely utilise the existing internal layout of the First and Second Floor to create six new high-quality homes within the town centre. Save for the dogleg stair noted in the listing, no fixtures and fittings of note were observed at the time of the site visit and partitions and doors were seen to be modern additions. Therefore the minimal removal of existing materials to form the new layout in considered to have a negligible impact on the historic fabric.

8.2. Principal elevations will be restored and repaired as necessary, which will have a positive impact on the physical appearance of the heritage asset and will benefit Market Place Conservation Area.

8.3. Listed buildings to the southeast of the Project Site along Timber Street and Gladstone Road will be intervisible with the contemporary office building, which is intended to enhance the key views northeast towards the rear plot of the Project Site.

8.4. Overall, the proposed plans are considered to enhance The Bear Hotel through external restoration works and the reconfiguration of the internal space to create modern homes which will promote the future enjoyment, care and upkeep of a significant heritage asset.

8.5. The proposed redevelopment of the Garage is focussed on one of the later elements of the site, considered to date to the early 20th century as a response to the growing demand for Garage space. Whilst the building has historic and evidential value, the overall significance of the structure is lower than that of the principal Hotel range. The proposed new design will retain the ground floor façade. Whilst the south opening will be sealed and the north reduced in size, the form of Garage doors will be incorporated into the design, echoing the historic use of the building.

8.6. The proposed design of the upper floors is unashamedly contemporary in style and appearance, taking inspiration from the existing contrasting design of the Garage annex. Whilst arranged across three storeys, the building will remain subservient in scale to the historic Hotel and the contrast in materials will clearly define the structure as a high-quality modern addition to the street scene.

8.7. The Garage occupies a prominent location within Market Place Conservation Area and the new design is considered to respond directly to the need for high quality development needed to improve the streetscape to the rear of The Bear Hotel, as identified in the draft Conservation Area Appraisal for Chippenham 2022.

8.8. As the Garage forms part of the key view facing northeast from Timber Street towards the tower and steeple of St. Andrew's Church, CGI imagery has been prepared to assess the potential impact of the new structure. The results (below) illustrate how the modern development offers the chance to enhance the wider setting of the Conservation Area, whilst protecting these key views.



Figure 12 CGI view along Timber Street with proposed new office development. The upper storey is set back and is not visually strident from this orientation. Image Source Armstrong Architecture.



Figure 13 CGI view of proposed principal elevation of contemporary office development. Image Source Armstrong Architecture.



Figure 14 CGI image of North facing view from the Bus Station. Image Source Armstrong Architecture.

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