



Professional Archaeological Services



20 Church Street, Calne, SN11 0HS

Heritage Impact Assessment

12 February 2026

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With Thanks

Thank you to Liz Johnson and the members of Easton Royal Heritage Group for their generous support and invaluable help with my research for this report.

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Non-Technical Summary

Heritage Planning Services has been commissioned to prepare a Heritage Impact Assessment to inform plans for proposed works to 20 Church Street, Calne, SN11 0HS (the Project Site).

The proposed development involves the conversion and refurbishment of no. 20 Church Street to provide new commercial and office accommodation.

The proposals put forward a positive scheme to regenerate a building that once formed a notable part of the town's social fabric and continues to serve as a locally significant landmark.

The degree of harm arising from the limited loss of historic fabric and the minor extension to the floor plan is outweighed by the benefits of the scheme, which will improve the overall aesthetic of the Project Site through the removal of incongruous modern architectural elements. The new frontage will evoke a sense of the building's historic character while reinstating architectural interest through the reintroduction of a traditional shopfront.

The regeneration scheme will support local business opportunities within this central town location, delivering public benefit through increased local employment and renewed economic activity. The proposed development is considered positive in heritage terms.

1. Introduction

1.1. Heritage Planning Services has been commissioned to prepare a Heritage Impact Assessment to inform plans for proposed works to 20 Church Street, Calne, SN11 0HS (the Project Site).

1.2. The proposed development involves the conversion and refurbishment of no. 20 Church Street to provide new commercial and office accommodation.

1.3. The report has been completed by Sam Driscoll, MCIfA, under Project Code HPS621/26.

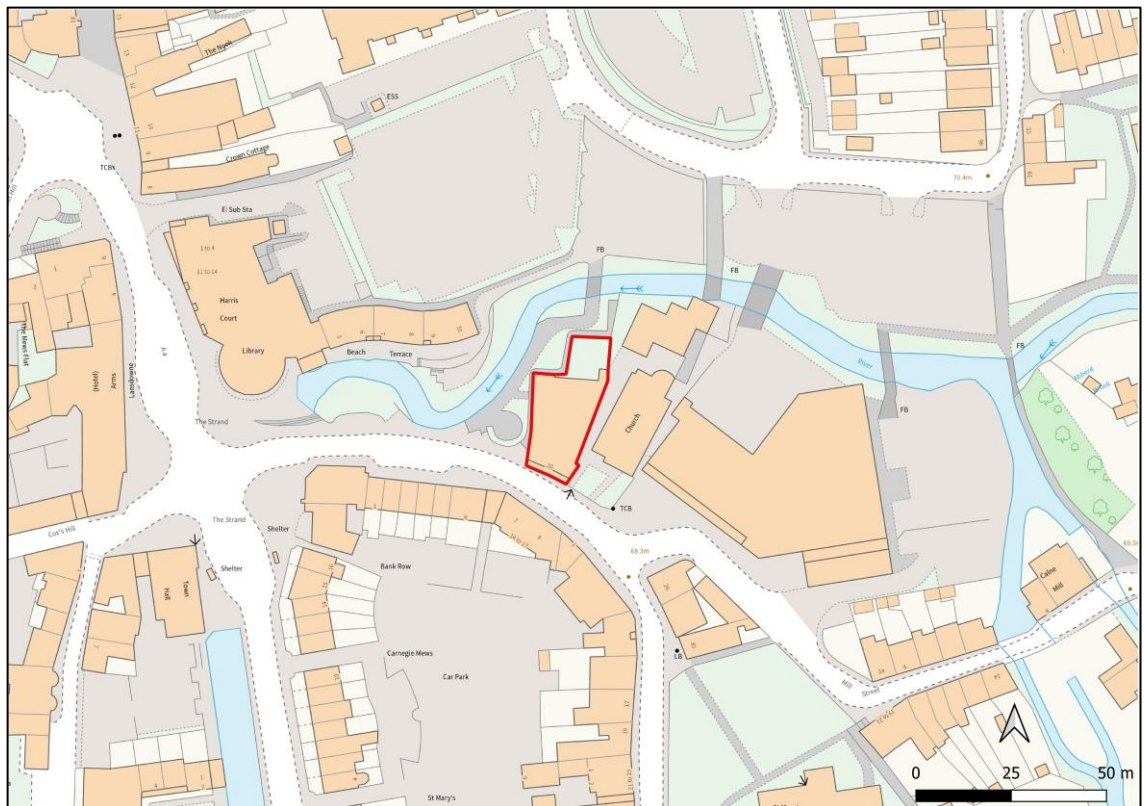


Figure 1 Detailed Project Site location outlined in red. Centred on ST 99829 71000.

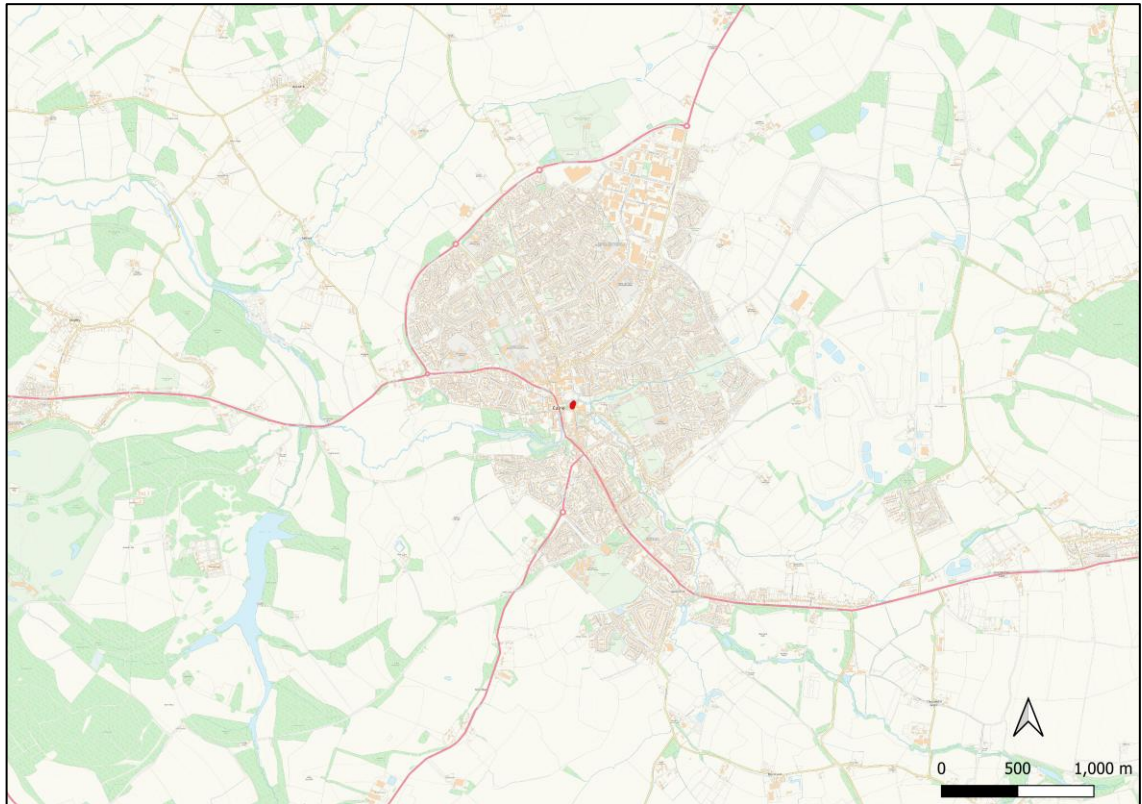


Figure 2 General Project Site location outlined in red. Centred on ST 99829 71000.

2. The Project Site

2.1. Two site visits were carried out on 27th February 2024 and 18th November 2025. The exterior and interior of the building were inspected, and a preliminary photographic record was made.

2.2. No. 20 Church Street retains the core structure of a mid to late 19th century retail premises, extended during the 20th century. The historic street frontage was remodelled in the latter half of the 20th century, when a flat-roofed range was added on blockwork pillars to enlarge the upper rooms. The jettied retail frontage projects over the pavement and is not in keeping with the surrounding architectural character.

2.3. The historic shopfront has been removed, and the ground floor is now constructed in a mix of modern brick and blockwork, predominantly to the south. Examples of historic masonry and later brickwork remain visible throughout the rear extent of the building. The west elevation shows evidence of multiple former doors and windows, all of which are now blocked. Photographs of Church Street from the first half of the 20th century indicate that the retail premises to the west had been removed by 1939, allowing No. 20 to make use of the new vacant yard.

2.4. The north and south rear ranges have been infilled to enlarge the available retail space, and a modern flat-roofed extension has been added to the north, leaving a small enclosed yard to the rear. The 19th century roofline remains legible across the modern planform.

3. Conservation Area

3.1. The Project Site is located within Calne Conservation Area, specifically within Character Area 4: Strand and River Marden East, which is defined by its riverside setting and the open aspect created in front of the modern town library. The loss of buildings surrounding the Project Site during the 1980s has left the building exposed, with its broad west elevation forming a prominent public view when looking east towards Church Street from The Strand.

3.2. Despite the significant changes to the area in the late 20th century, the Project Site preserves an important element of mid-19th century development in the centre of the town. The premises occupy a gateway position to the west end of Church Street, which gives way to an attractive street defined by heritage assets dating from the 17th to the early 20th century, forming the setting for the Grade I listed 12th century Church of St Mary.

3.3. The Project Site is a non-designated heritage asset, although in its current form, the building has a negative impact on the visual amenity of Church Street due to incongruous modern architectural elements and the visually prominent vacant west elevation.

4. Designated Heritage Assets & Non Designated Heritage Assets

4.1. Despite the location of the Project Site on one of Calne's oldest thoroughfares, very few historic buildings survive within the immediate setting. Those that are in close proximity or intervisible with the Project Site are discussed below.

Calne Free Church

4.2. The Project Site is situated to the west of the Grade II listed Calne Free Church, designated in December 1995 and described as follows:

"Church. 1867. By W Stent of Warminster. Squared, rusticated limestone with ashlar dressings and quoins, crested plain tile roof. Rectangular plan with bell tower to the front left (NW); north aisle with higher north transept extending to the line of the aisle (no south aisle) and angled buttresses. Gothic Revival Middle Pointed style.

The front gable end has a cinquefoil opening to the apex over a large pointed-arched, casement-moulded, 4-light window with foliate capitals to shafts and geometrical tracery. The planked doors with decorative hinges are set in a pointed-arched doorway with hollow-moulded stops springing from low offset buttresses, the intrados has soft red stone colonnettes with floral caps and plinths. The bell tower has a quatrefoiled parapet with dragon gargoyles; the 2-light bell opening has floral stops to the hoodmould, quatrefoil and trefoil tracery and scallop-edged slate louvres. A string course over a single-light pointed-arched window with similar tracery is above a smaller door than the main one, similar but with a stilted arch. The left return has a 2-light window to the tower, and the north aisle which projects to the same line has 3 paired trefoil-headed windows to the clerestory. The gabled north transept has a 3-light pointed-arched window without a hoodmould; the tall hipped square stair turret has circular windows and a timber porch to a pointed-arched door. To the rear the semicircular apse and curved hipped roof has a moulded eaves cornice, 5 pointed-arched windows and cill string. The right return is obscured by other premises, not included." ([List Entry Number: 1247331](#)).

4.3. Proposed external alterations to the Project Site are focused to the south and west of 20 Church Street and will have a neutral impact on the historic character and significance of Calne Free Church.

26 Church Street

4.4. The Project Site is situated 35m northwest of the Grade II listed 26 Church Street, designated in July 1976 and described as follows:

"House, now shop. Mid/late C17, refronted and altered mid C19. Rendered limestone rubble with a slate hipped roof and brick stack. L-plan on a corner site with a left-hand rear wing. 2 storeys; 2-window range. Mid/late C19 wide double-fronted shop front with a fascia and cornice, thin mullions and plate glass; 2 first-floor 2/2-pane sashes. Left-hand return has a central recessed door, with 3-light casement to the left, mid C19 casement above, and late C19 right-hand casement with glazing bars. INTERIOR: details include chamfered lateral beams; rear room has widely-chamfered axial beam with roll stops; right-hand dogleg winder stair by the side door, to an axial first-floor passage. Roof not seen." ([List Entry Number: 1246434](#)).

4.5. The Project Site forms part of the wider setting of No. 26 Church Street, which contributes to key views looking southwest along Church Street. Enhancements to the façade of the Project Site will improve the street scene and will have a positive effect on the wider setting of No. 26 Church Street.

20 Church Street

4.6. The Project Site is a non-designated heritage asset dating from the mid to late 19th century, with a modern shopfront, infill, and rear extensions added in the later 20th century. While modern alterations have diminished the architectural significance, the building retains its historic value.

5. Historic Development

5.1. The 1843 Tithe Map indicates that the Project Site was undeveloped at that time, although construction may have followed soon after. By 1851, census records list Butchers Row as the business address of draper Stiles Jefferies. Butchers Row was the earlier name for the west end of Church Street, suggesting that Jefferies' original premises may have been known by this former address.

5.2. Ten years later, Jefferies appears on Church Street, living with his wife Jane (née Miller, b. 1812), their four children, five apprentices, and two servants. Among the apprentices is 17 year old Matthew William Clement Dixon, who would eventually take over the business and run it until around 1921, with his family remaining at the store into the 1930s.

5.3. The 1871 census records William Dixon, then aged 27, working as a draper's assistant for Julius R. Neve on Church Street. He is shown living in the Neve household alongside Julius, his wife Isabella, their three-month-old daughter, two other assistants and two servants.

5.4. By 1881, Dixon, aged 38, is recorded as a draper and outfitter trading on Church Street, living with his wife Hannah (née Llewellyn) and their two young children. Although the 1891 census lists a different address of Market Hill, it may refer to the same premises, as Dixon and his family are again documented as trading from 20 Church Street in 1901.

5.5. The First Edition Ordnance Survey map (surveyed 1885) shows the developed Project Site with a large shopfront along Church Street, and extensive buildings to the rear.

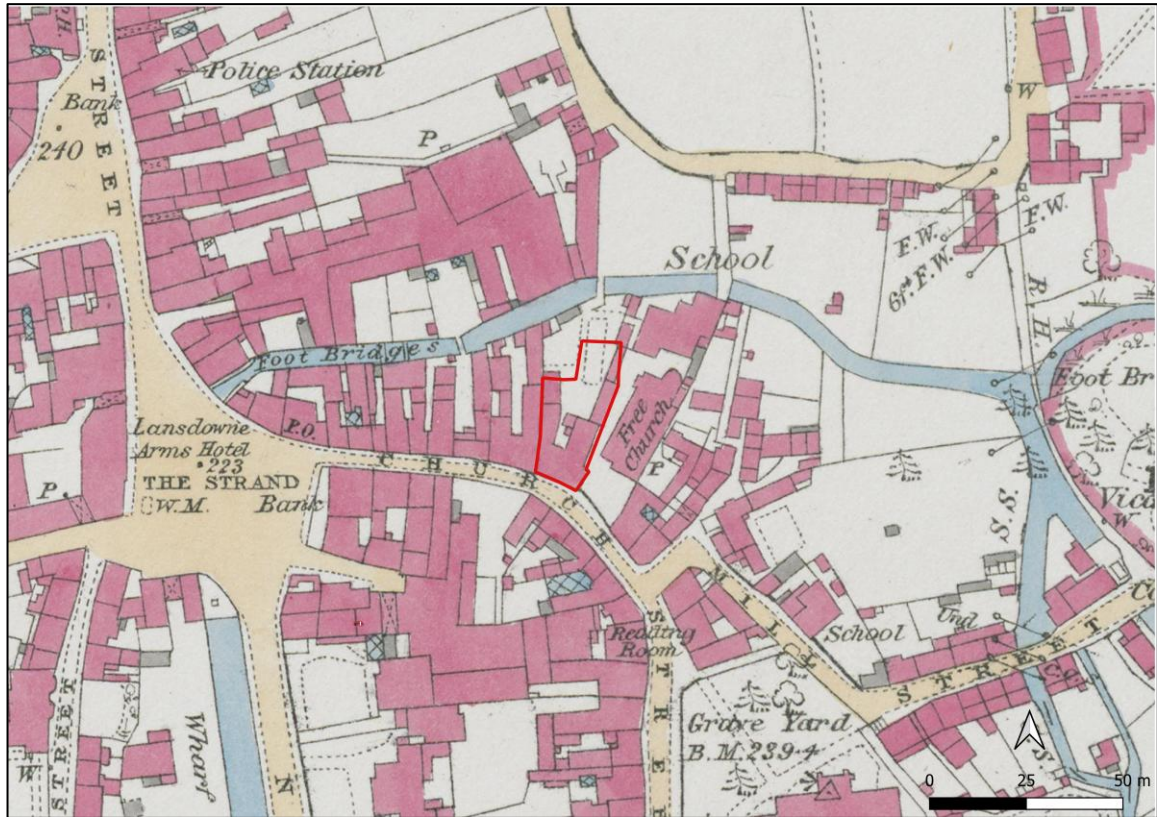


Figure 3 First Edition Ordnance Survey map (surveyed 1885) with Project Site outlined in red.



Figure 4 The Project Site c. 1906 indicated by the blue arrow. (Treloar, 1990)



Figure 5 Early 20th century photograph of the Project Site and neighbouring buildings.

The Project Site is indicated by the blue arrow. (Treloar, 1990)

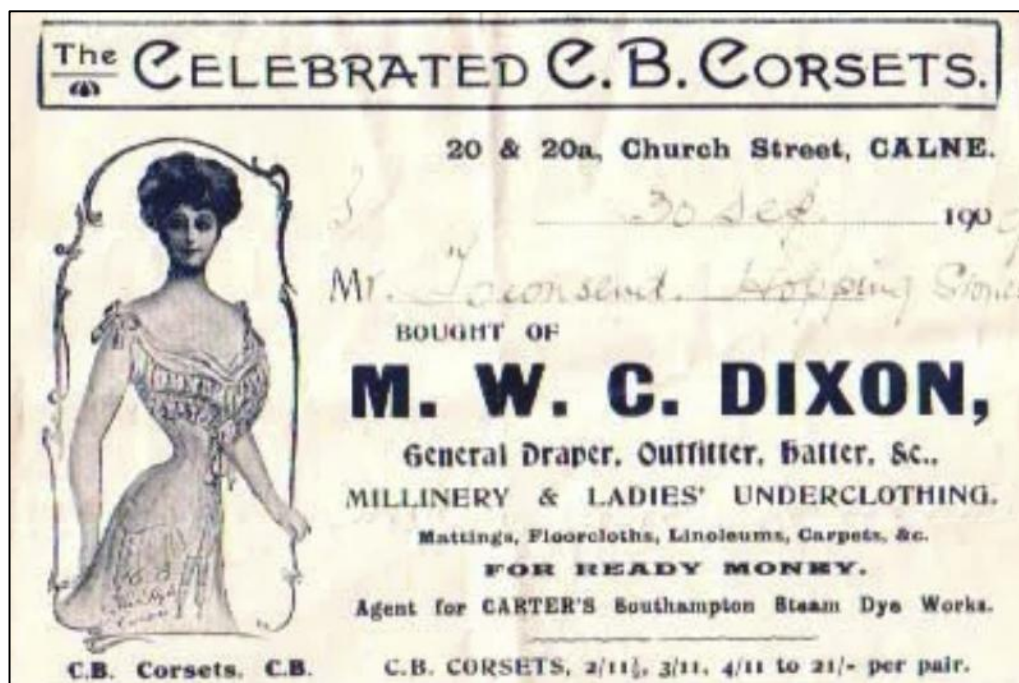


Figure 6 Invoice from M.W.C. Dixon, Draper, Outfitter, Millinery & Ladies Underclothing 1909.¹

Illustration of lady wearing a C.B. Corset.

¹ Source <https://www.historystore.co.uk/shop-ephemera/p/hs-2320-invoice-from-mwc-dixon-draper-outfitter-millinery-ladies-underclothing-20-church-street-calne-wiltshire-1909>

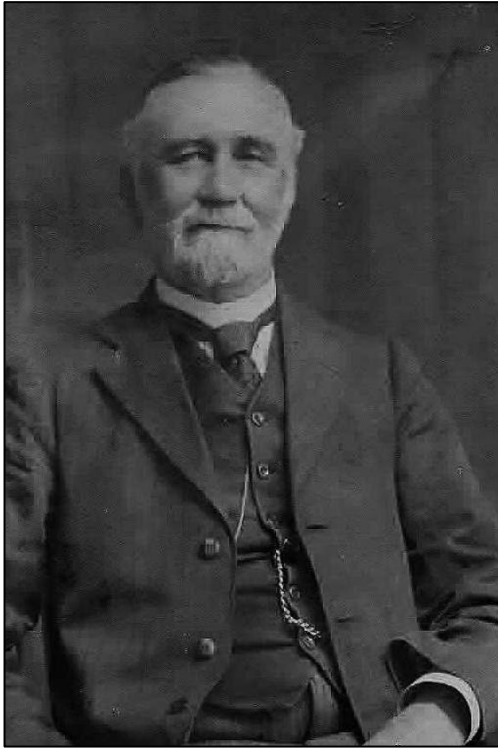


Figure 7 Matthew William Clement Dixon

1843 – 1939.

5.6. Lloyd George's 1910 survey records details of the Project Site (Plot 409) in the early 20th century. No. 20 Church Street comprised a double-fronted shop with a long range of showrooms to the rear, along with a kitchen, scullery, dining room and storehouses on the ground floor. The first floor contained four showrooms, a drawing room and five bedrooms, with three attics above and a garden to the rear.

5.7. The 1911 census for 20 Church Street records Mathew Dixon, a 67 year old draper and shopkeeper, living with wife, Hannah and their 20 year old general servant, Elsie Burchell. By the 1921 census, William is listed as a retired draper, although he remained resident at the premises. All three of his sons continued to work in the drapery trade, but none are recorded at the Project Site in 1921. Bernard Dixon (gents' outfitter and shop assistant) and William Victor Dixon (master draper) are both documented as living in Calne between 1921 and 1939 and may have traded from no. 20 Church Street.

5.8. The photograph below shows that the buildings to the west have been demolished and the shopfront redesigned with wide fascia by the 1930s.



Figure 8 The Project Site in the 1930s (possibly 1935). Treloar, 1990.

5.9. The closure and demolition of the Harris factory in 1983 resulted in the clearance of premises to the west of the Project Site, removing a large part of the historic character of west Church Street. Despite this, Dixons' business continued until the 1990s.

6. Planning 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), 2024;

"207. 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.

210. 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.

214. 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.

218. Local planning authorities should require developers to record and advance understanding of the significance of any heritage assets to be lost (wholly or in part) in a manner proportionate to their importance and the impact, and to make this evidence (and any archive generated) publicly accessible. However, the ability to record evidence of our past should not be a factor in deciding whether such loss should be permitted.

219. 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

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 proposal involves the conversion and refurbishment of the Project Site to provide new commercial premises and office accommodation.

Ground Floor

7.2. The ground floor will be reconfigured to create six retail units, along with a café, customer facilities, staff amenities and a walled garden to the rear.

First Floor

7.3. Internal alterations will form seven office units.

Elevations

North Elevation

7.4. Minor repair and restoration works will be undertaken as required. Glazed doors will be installed within the modern flat-roof extension to provide access to the courtyard.

South Elevation

7.5. The ground-floor jetty will be infilled to increase the retail floor area. The façade will be remodelled to reflect the 1930s appearance of Dixon's drapery, incorporating wide glazed shopfront windows and decorative painted timber surrounds. The west corner shop window will return along the west elevation to enhance architectural interest.

West Elevation

7.6. Large timber-framed windows will be added at both ground and first-floor levels, and a double-door fire escape will be provided to the rear.

East Elevation

7.7. General repairs to the render and windows will be carried out on a like-for-like basis.

8. Statement of Significance

8.1. Modern infill and the bulky extensions to the north and south have eroded the early planform, leaving the Project Site with no notable architectural significance and offering little positive contribution to the street scene. However, the core building retains elements of its historic character, including the traditional roofscape, vernacular materials predominantly found through the upper floors, and its position within the 19th century settlement pattern.

8.2. Due to the unsympathetic south-facing extension added to the Project Site in the late 20th century, the building no longer makes a positive contribution to Church Street. Its visually prominent form is harmful to the character and significance of the Strand and River Marden East region of the Conservation Area.

9. Impact Assessment

9.1. The impact of the proposed plans has been assessed individually and are presented in table format at the end of this report (see Appendix 1 & 2).

9.2. The majority of works focus on the internal layout across the ground, first and second floors to form a modern complex including retail, café and office facilities. Impact will be neutral due to the notable loss of historic fabric throughout the ground floor and plans to use the existing layout across the first and second floor.

South Elevation

9.3. The extension of the shopfloor in line with the jettied first floor will result in a degree of harm through the further loss of historic planform, adding to the cumulative impact of previous piecemeal extensions.

9.4. The Project Site is a non-designated heritage asset with little architectural merit; therefore, the degree of harm is considered low.

9.1. The current appearance of the principal elevation, with jettied extension supported on blockwork piers is not in keeping with the vernacular and is harmful to the character of the Conservation Area. The installation of a shopfront design in keeping with the historic Dixon's store will enhance the overall appearance, providing a positive contribution to the Conservation Area and to the wider setting of Calne Free Church and heritage assets that are intervisible with the Project Site.

9.2. The low degree of harm to a non-designated heritage asset of low architectural significance is considered to be outweighed by the corresponding improvements to the visual amenity of Church Street.

West Elevation

9.3. There will be a small loss of historic fabric, most notably at first-floor level.

9.4. The low degree of harm to the non-designated heritage asset of limited architectural significance is considered to be outweighed by the corresponding improvements achieved through the addition of architectural interest to the vacant west elevation, which will enhance the visual amenity of Church Street.

10. Conclusion

10.1. The proposals put forward a positive scheme to regenerate a building that once formed a notable part of the town's social fabric and continues to serve as a locally significant landmark.

10.2. The degree of harm arising from the limited loss of historic fabric and the minor extension to the floorplan is outweighed by the benefits of the scheme, which will improve the overall aesthetic of the Project Site through the removal of incongruous modern architectural elements. The new frontage will evoke a sense of the building's historic character while reinstating architectural interest through the reintroduction of a traditional shopfront.

10.3. The regeneration scheme will support local business opportunities within this central town location, delivering public benefit through increased local employment and renewed economic activity. The proposed development is considered positive in heritage terms.

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Appendix 1 Impact Assessment

20 Church Street				
	Proposed Work	Loss of Historic Fabric	Potential Impact	Commentary and Justification
Ground Floor				
1.1	The ground floor will be divided into six retail units, with a café, customer and staff amenities, and a walled garden to the rear.	No	Neutral	The floor plan is modern, having been infilled to create a large retail unit in the late 20th century.
First Floor & Second Floor				
2.1	Internal works to create seven office units.	None	Neutral	The internal layout will be preserved within the scheme, with historic doorways, stairs, cupboards, and fireplaces retained in situ.
North Elevation				
3.1	Minor repair and restoration works will be carried out as necessary. Glazed doors will be installed within the modern flat-roof extension, providing access to the courtyard.	None	Neutral	The north elevation is not overlooked, and no significant alterations are proposed.
South Elevation				

4.1	The ground-floor jetty will be infilled to increase the shop floor area. The façade will be remodelled to reflect the 1930s photographs of Dixon's drapery, incorporating wide glazed windows and decorative painted timber surrounds. The west shop-corner window will return along the west elevation to add architectural interest.	None	Degree of harm	The extension of the shopfloor in line with the jettied first floor will result in a degree of harm through the further loss of historic planform, adding to the cumulative impact of previous piecemeal extensions. The Project Site is a non-designated heritage asset with little architectural merit; therefore, the degree of harm is considered low.
West Elevation				
5.1	The new timber-framed shop window will extend to the west elevation, adding an attractive architectural feature to the west of the property. Large timber-framed windows will be introduced at ground and first-floor level, with a double-door fire escape provided to the rear.	Yes	Degree of harm	There will be a small loss of historic fabric, most notably at first-floor level. However, the overall benefit of regenerating the upper floor and introducing architectural interest to the broad west elevation is considered to outweigh this limited harm. At the time of the site visit, several blocked openings were visible at ground-floor level. The patched wall comprises a mixture of modern and historic materials and is considered to have no architectural merit.
East Elevation				
6.1	General repairs to the render and windows will be carried out, with all works undertaken on a like for like basis.	None	Neutral	Like for like repairs.

Appendix 2 Impact to Conservation Area

Conservation Area			
Item	Proposed Work	Impact	Commentary and Justification
7.1	The ground-floor jetty will be infilled to increase the shop floor area. The façade will be remodelled to reflect the 1930s photographs of Dixon's drapery, incorporating wide glazed windows and decorative painted timber surrounds. The west shop-corner window will return along the west elevation to add architectural interest.	Degree of harm	The minor increase in footprint will allow incongruous architectural elements to be removed from the historic building. These elements are considered harmful to the visual amenity of the street scene and to the character and setting of the Conservation Area, and their removal will result in an improvement to the overall aesthetic.
7.2	The new timber-framed shop window will extend to the west elevation, adding an attractive architectural feature to the west of the property. Large timber-framed windows will be introduced at ground and first-floor level, with a double-door fire escape provided to the rear.	Beneficial	The works will add architectural interest to the currently vacant west elevation, which is visually prominent within the street scene.

Appendix 3 Site Photographs

Photo 1 Northeast view of the Project Site with jettied first floor supported on blockwork piers and vacant west elevation. Photo taken 18/11/2025.



Photo 2 Northwest facing view of the Project Site east elevation from Church Street. Photo taken 27/02/2024.



Photo 3 Northwest facing view ground floor no. 20 Church Street showing masonry with brick infilled openings.



Photo 4 ENE facing view ground floor no. 20 Church Street.



Photo 5 Southeast facing view of modern extension to the rear of no. 20 Church Street.



Photo 6 Northeast facing view of the Grade II listed Calne Free Church. Photo taken 27/02/2024.



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