




DUCHY of CORNWALL

POUNDBURY

MEDIA PACK





OVERVIEW

Poundbury is an urban extension to the Dorset county town of Dorchester, built on Duchy of Cornwall land, according to 'A Vision of Britain' principles of architecture and urban planning as advocated by H.R.H. The Prince of Wales. It is currently home to 3,000 people in a mix of private and affordable housing, as well as providing employment for some 2,000 people working in the 180 shops, cafes, offices and factories) with a further 550 employed in construction across the site.

Begun in 1993, Poundbury is based on some of the timeless principles that have enabled many places around Britain to endure and thrive over the centuries. It is a high density urban quarter of Dorchester which gives priority to people, rather than cars, and where commercial buildings are mixed with residential areas, shops and leisure facilities to create a walkable community. The result is an attractive and pleasing place, in keeping with the character of Dorchester, in which people live, work, shop and play.

Poundbury was planned to challenge some of the zonal planning assumptions of the latter part of the 20th Century which led to ghettoised housing estates and out of town shopping centres, forcing ever greater reliance on the car. Poundbury is an integrated rather than zoned development, with affordable housing (35%) and private housing sharing a public realm with the many businesses. As Poundbury has developed, it has demonstrated that there is a genuine alternative to the way in which we build new communities in this country.

According to an independent survey conducted by Oxford Brookes in 2014, 86% of Poundbury residents were pleased to have moved to the development.

Oxford Brookes completed a further independent survey of Poundbury Businesses in 2015, which found:

- Half of the businesses were first established in Poundbury
- The strongest reasons for locating in Poundbury were suitability of business accommodation, quality of place, car parking, and access to customers
- About 1 in 2 businesses agreed they have a strong chance of expansion in the next 12 months

In 2010, Dorset County Council completed an economic assessment of Poundbury, which concluded that the Poundbury development had contributed over £330million in demand for goods and services to the local economy and would contribute a further £500million by 2025. The report estimated that from 1993 to 2010 the construction activity alone had created the equivalent of 1,877 person-years in employment and 1,049 business-years of work for business around Dorchester including the self-employed. In Poundbury itself there are already over 2,100 people working in offices, shops and factories.

In October 2016 a Savills Research report on 'The value of Placemaking in Development' found that early spend in infrastructure, local amenities and public spaces creates better places and delivers higher returns, "which enables the delivery of neighbourhoods communities want".

The success of Poundbury has now been recognised beyond Dorset and many of the founding principles have been incorporated back into national and local planning policy.

Poundbury is also proving to be increasingly influential with an international audience, attracting interest and generating many organised tours every year from architects, town planners, academics and developers across the globe.



HRH Prince of Wales in the very first Site Meeting in 1993



HISTORY

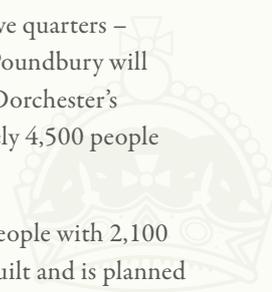
In 1987 the local planning authority, West Dorset District Council, selected Duchy of Cornwall land to the west of Dorchester for future expansion of the town. As Duke of Cornwall, The Prince of Wales – who re-examined many of the precepts of urban and rural planning in his book ‘A Vision of Britain’ – took the opportunity to work with the council to create a model urban extension to this ancient market town.

In 1988, The Prince of Wales appointed the well-known architect and urban planner, Leon Krier, to work on an overall concept for 400 acres of land of what would become Poundbury. Krier’s challenge was to create an autonomous new extension to the town within the context of traditional Dorset architecture, using the urban design principles described in A Vision of Britain.

In 1989, the Poundbury Masterplan was exhibited in Dorchester at a Planning Weekend attended by The Prince of Wales. Local residents and interested parties were invited to share their opinions and the feedback was reflected in the scheme before planning consent was sought.

The resulting Masterplan divided Poundbury into four distinctive quarters – the first phase of which started construction in October 1993. Poundbury will be built out by circa 2025. It is expected that when completed, Dorchester’s population will increase by about one quarter, with approximately 4,500 people in Poundbury.

By January 2016, Poundbury had become home to over 3,000 people with 2,100 people working there. Poundbury is approximately two thirds built and is planned to grow to 2,200 homes by 2025.





THE POUNDBURY PRINCIPLES

ARCHITECTURE

“The homes, the workspace and the wider layout of streets, squares and lanes have been designed and built with the surrounding landscape and architectural typologies very much in mind.”

The Prince of Wales

The Prince of Wales believes that one of our country’s greatest strengths is the regional variation of its towns and villages, built with locally distinctive materials. The architecture at Poundbury fits this pattern, respecting local styles, drawing on the rich heritage of Dorset, and in particular, the streets of Dorchester. The architects, many of whom are based in Dorset, have consciously used a variety of local Dorset materials such as stone, slate and render. All architects work to a Building Code which regulates features such as roof angles and chimneys.

Quality of design and workmanship is controlled by the Duchy through legally-binding Building Agreements with each developer before the freehold is released. This helps to ensure that private and affordable housing is built to the same high quality.

“Building Poundbury is an absorbing teaching and learning process for everyone involved, for builders, architects, developers, planners, for those who live and work there and not least for the Duchy of Cornwall team and the masterplanned”

Masterplanner Leon Krier, 2013





A WALKABLE COMMUNITY

“At Poundbury the entire Masterplan was based upon placing the pedestrian, and not the car, at the centre of the design.”

The Prince of Wales

At Poundbury, priority is given to people, rather than cars to help create a sense of community and a feeling of safety. Commercial buildings have been built among residential areas – homes, shops and community and leisure facilities – to encourage people to walk rather than take their car. In Poundbury roads are generally irregular and winding, controlling the speed of vehicles by physical constraint without resorting to signage or traffic markings.

AFFORDABLE HOUSING

“Providing housing of this quality really can improve people’s lives and open up a lot of opportunities that would otherwise not be afforded to them.”

The Guinness Partnership

One of the more innovative ideas suggested by The Prince in ‘A Vision of Britain’ was to build private and social housing alongside one another rather than continuing to build huge ghettoised housing estates. In Poundbury, private and affordable housing are interspersed, and from the outside are indistinguishable from each other. As a result, the community is more cohesive and there is no stigma attached to living in certain parts of the development. Current guidelines require 35% of housing in Poundbury to be affordable. According to the Guinness Partnership – which provides much of the affordable housing – Poundbury is its most successful and trouble-free site with residents reporting a higher level of satisfaction than elsewhere.



POUNDBURY – PHASE I

- Phase 1 is 7.5ha.
- Planning consent for the first homes was obtained in May 1993 following extensive public consultation.
- There are 196 houses and 56 flats in Phase 1 including 55 affordable housing units rented through the Guinness Trust.
- Phase 1 is divided into three sections:

P1 Section A: CG Fry & Son: 69 homes, 35 rented through the Guinness Trust.

P1 Section B: CG Fry & Son: 73 homes, 20 rented through the Guinness Trust.

P1 Section C: Morrish Builders: 81 homes - 22 flats, 59 houses and 4 shops.





THE HUB OF PHASE I: PUMMERY SQUARE

The dominant building is the Brownsword Hall, designed by John Simpson, in the idiom of a traditional West Country market hall. The upper chamber is effectively Poundbury's community hall, managed by the Poundbury Village Hall Trust and hired out for community, private and commercial events.

The surface of the Square belongs to the Hall and is used for occasional public and theatrical events as well as a car park.

The other buildings fronting the Square are commercial on the ground floor and residential above. Significant buildings are the Poet Laureate public house, Poundbury Village Stores, the Octagon Café, the Poundbury Clinic, and a number of small shops and services.





POUNDBURY PHASE 2

- Outline planning Permission for the second phase of development was granted in October 1999.
- Phase 2 consists of approx. 900 dwellings and 6ha of employment space and was developed over a 10 year development period.
- Phase 2 is divided into three Sections: Section A-D (5.66ha) with 196 dwellings, of which 32 are affordable; Section E (7.81ha) with 338 dwellings of which 68 are affordable; the South West Quadrant (4.37ha) with 190 dwellings, of which 59 are affordable.
- Bridport Parkway, relieving Bridport Road, was constructed in 2006.
- As from 2005 the Duchy has provided 35% affordable housing in Phase 2.



SOUTH WEST QUADRANT

This 10 acre site forms the remainder of Phase 2 and is situated between the Bridport Road and Middle Farm Way with views towards historic Maiden Castle.

Planning Approval was granted by West Dorset District Council in 2008 for 190 homes (of which 59 are affordable, including a mixture of shared ownership and rented accommodation), shops, offices and restaurants. The focal point of the development is the Butter Market with small retail units and workshops lining the square.

The development was built by CG Fry & Morrish Builders.

Architects include Ben Pentreath, Jonathan Holland, Craig Hamilton, George Saumarez-Smith





View of Queen Mother Square towards Royal Pavilion



Strathmore House



Kingspoint House



Duchess of Cornwall Inn

QUEEN MOTHER SQUARE

This square will form the district centre of Poundbury. It will commemorate Her Majesty Queen Elizabeth, The Queen Mother, and will incorporate a statue of her by sculptor Philip Jackson.

The buildings have been designed by Quinlan and Francis Terry and Ben Pentreath.

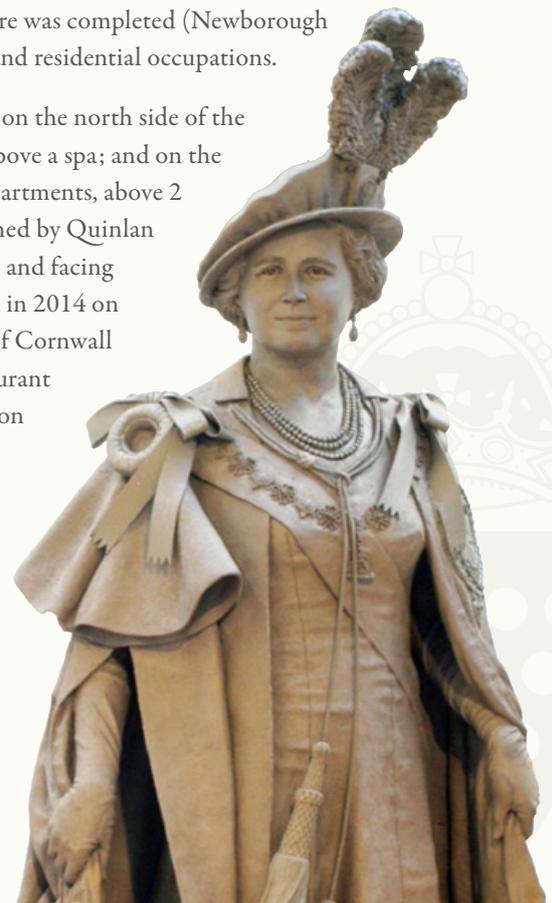
In 2010 construction started on the buildings at the west side of the square (Kings Point House), incorporating a Waitrose supermarket, other retail and restaurant space, 20,000ft.² of offices and 11 flats. There are also over 100 underground carparking spaces. The building was designed by Quinlan Terry, and built as a joint venture between Woodpecker Investments and the Duchy of Cornwall.

In 2011 the south side of the Square was completed (Newborough House), with a mix of cafe, office and residential occupations.

In 2014 construction commenced on the north side of the Square (Royal Pavilion), 20 flats above a spa; and on the east side (Strathmore House), 8 apartments, above 2 shops, in a classical building designed by Quinlan Terry. On the corner of the Square and facing Peverell Avenue East, work started in 2014 on the construction of The Duchess of Cornwall Inn, a large public house and restaurant with boutique hotel accommodation above. The Inn is a joint venture between Hall & Woodhouse and the Duchy of Cornwall.

The Square will be officially opened by Her Majesty The Queen in the Autumn of 2016

The statue of HM Queen Elizabeth The Queen Mother will be unveiled in October 2016





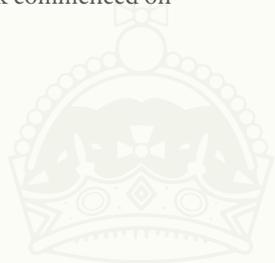
THE NORTH EAST QUADRANT

Every day in this Quadrant a total of 350 tradesmen are working to construct the latest phase of development. On completion in 2022 this quadrant will add an extra 550 homes, ranging from five bedroom houses to one-bedroom apartments. A total of 35% of the homes will be built for affordable rent, shared ownership and discounted homes for first time buyers. A detailed planning approval for the North East Quadrant was granted in 2012.

This included 550 units of private and affordable accommodation and 5,000m² of employment space. The site covers 15.8ha of which 0.65ha are green space within the development boundary, generating an average density of 33 dwellings/ha

The North East Quadrant follows the principles set out in previous phases of the development and taken up in the Poundbury Development Brief (published by West Dorset District Council in 2006 and available to view at www.dorsetforyou.com).

Damers School: Planning permission for a new four form entry First School for 600 pupils was obtained in 2014. The building has been designed by Dorset County Council in accordance with its baseline principles. Work commenced on site in 2016 and the school is expected to open in Spring 2017.





POUNDBURY PHASES 3 & 4

- Outline planning permission was granted by West Dorset District Council in December 2011 for the remainder of Poundbury (44ha), which will cover the northern and western perimeters.
- Phases 3 & 4 will include 1,200 dwellings, a replacement for Damers First School, and alterations to the Monkey Jump Roundabout (Dorchester Bypass).

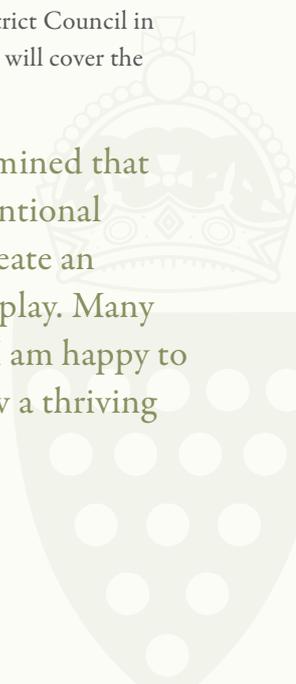
FUTURE DEVELOPMENT OF THE NORTHERN QUADRANTS

The next phase of Poundbury will be the Northern Quadrant. If the planning application is successful, construction of the 350 homes will commence next year. The North West Quadrant is the last phase of construction in Poundbury which is planned to start in 2022. By completion in around 2025 it is expected that Poundbury will have increased Dorchester's population by a quarter, that is 4,500 residents, and created a similar number of jobs.

Outline planning permission was granted by West Dorset District Council in December 2011 for the remainder of Poundbury (4ha), which will cover the northern and western perimeters.

“When I set out on this venture, I was determined that Poundbury would break the mould of conventional housing development in this country, and create an attractive place for people to live, work, and play. Many people said that it could never succeed, but I am happy to say that the sceptics were wrong and it is now a thriving urban settlement alongside Dorchester.”

The Prince of Wales, 2016





SUSTAINABILITY

As part of the future phases of Poundbury the Duchy of Cornwall is proposing to develop increasing levels of sustainability, through further improvements in the energy efficiency of buildings. The construction of an anaerobic digester plant at Rainbarrow Farm to create gas from a combination of locally grown break crops of maize and grass silage, manures and food waste was completed in 2012.

A joint venture company J.V. Energen (www.jvenergen.co.uk) was set up in conjunction with local farmers to operate the A.D. plant. J.V. Energen also contracted with S.G.N. (Southern Gas Network) to clean the gas produced and inject the gas into the national grid. Carbon savings from this plant are in excess of 6,000tons per annum and the gas serves in the summer over 50,000 homes and approximately 4,500 on an average winter's day, with homes at Poundbury receiving the supply first before it is distributed further afield across the grid.

In June 2013 JV Energen were winners of the British Renewable Energy Leadership Award 2013, against over 200 nominations across 9 categories. JV Energen, the Duchy of Cornwall & the Office of the Prince of Wales were presented with the UK's first ever Green Gas Certificates.

In addition there are two electric buses in service between Poundbury and Dorchester and these are the first operational electric buses in the southwest of England. They are charged with sustainable electricity (from the Anaerobic Digester at Rainbarrow Farm).

Many other methods of advancing carbon reductions have also been explored. A Sustainable Strategy has been put in place as part of the Outline Application for Phases 3 & 4 of Poundbury, which states the Duchy's intentions for delivery of a reduction of carbon, incorporating the following considerations:

- Incorporate the 'green' gas to grid from the A.D. plant.
- A mixed use and walkable community where most of your daily needs can be met on foot.
- Maintenance of a timeless architectural quality without proliferation of 'bolt on technologies'
- A non-intrusive system which can be installed discretely to suit Masterplan layout & Building Code
- Compliance with UK and European legislation and incentives

J V ENERGEN LLP

Renewable Energy

Producing ⇒ Providing ⇒ Protecting
in Partnership



POUNDBURY RESIDENTS ASSOCIATION

A dedicated team of elected volunteers meet regularly to discuss Poundbury and ways in which it can be improved. The committee was founded in 1996 and has since helped to organise and fund many events, play equipment, benches and trees. It continues to cover a wide spectrum of topical interests central to the development of the community.





FACTS ABOUT POUNDBURY

- Construction of Poundbury commenced in October 1993.
- Poundbury is being built on 400 acres/162ha of land. 250 acres/101ha of mixed-use buildings and 150 acres/61ha of landscaping.
- Poundbury is being built in four distinct phases.
- In January 2016 around 2,500 people are living in Poundbury and 2,100 people work in businesses. An additional 550 people are employed in construction across the development.
- Poundbury is expected to increase the population of Dorchester by about one-quarter (approximately 5,000 people) over the development period.
- The architecture of Poundbury is unashamedly traditional but it is not a village.
- Poundbury is an urban extension to Dorchester.
- There are currently 180 individual businesses operating in Poundbury.
- 35% of the housing under construction in Poundbury is affordable housing for rental, shared ownership or discounted sales for people on the local housing waiting list.
- Pummery Square is the hub of Phase One and Queen Mother Square is the hub of Phases Two, Three and Four.
- Poundbury will probably be completed around 2025.
- Poundbury is approximately two thirds built.



DORSET FOOD & ARTS FESTIVAL

WATCH THE VIDEO OF THE DORSET
FOOD & ARTS FESTIVAL HELD IN
POUNDBURY EVERY AUGUST [HERE](#)





The free Dorset Food & Arts Festival held every August in Queen Mother Square

WHAT OTHER PEOPLE HAVE SAID ABOUT POUNDBURY

“As I saw for myself last November, Poundbury is a great example of a truly mixed community, combining affordable and open market housing and all built to excellent design standards. It’s places like Poundbury that drive me to want to push up not just building the new homes we need, but the look and quality of them, so people everywhere in the country can benefit from high quality housing.”
Brandon Lewis MP, Housing & Planning Minister, Celebrating Poundbury Magazine 2015 2015.

“Poundbury is arguably the most famous example of successful master-planning in the country.”
Matthew Taylor MP July 2008, from ‘Living Working Countryside. The Taylor Review of Rural Economy and Affordable Housing.

“Charles was right: we like where we live to feel familiar”
The Times Newspaper

“For a long time the butt of criticism from the fashionable architectural commissars, it is now a point of pilgrimage for planners.”
Anne Spackman, Financial Times

“We hate to say it, but Charles was right.”
Martin Spring, Building Magazine

“I think Poundbury is fascinating. What’s interesting is that it’s not just about housing, there is a sense of community ownership. The strongest lesson is that if you listen to local people and you allow them to have a strong voice in creating the kind of communities they want to live in, that’s how you’ll get lasting success. What’s most impressive was that it’s pedestrian-friendly...”
The Rt. Hon Hazel Blears MP, Secretary of State for Communities & Local Government

“Why shouldn’t this be the average housing estate? What is being done here is very important work for this country’s urban future.”
John Prescott, Former Deputy Prime Minister

“The real point of Poundbury is not how it looks but how it works. For it is now difficult to remember how revolutionary Poundbury has been. Before Poundbury, it was axiomatic that cars came first.”
Clive Aslet, The Times, 2016

“In Poundbury, the masterplan for the overall scheme delivers higher densities within a walkable neighbourhood, which promotes healthier lifestyles, helps support the local shops and increases land value... New build values are up to 29% higher than on other new build schemes in the area on a type for type basis in the past year”.
Lucy Greenwood, Savills Research on The Value of Placemaking, 2016.



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IMAGES OF POUNDBURY
HIGH RESOLUTION IMAGES
ARE AVAILABLE ON REQUEST

USEFUL WEBSITES AND CONTACTS

The Duchy of Cornwall – www.duchyofcornwall.org

The Prince of Wales's official website – www.princeofwales.gov.uk

Poundbury Commercial Enquiries – www.poundburycommercial.com

The Prince's Foundation for the Built Environment – www.princes-foundation.org

JV Energen (Anaerobic Digester) – www.jvenergen.co.uk

A Downloadable Poundbury Factsheet is available from www.duchyofcornwall.org

BUILDERS

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Commercial Enquiries: T: 01202 661 177

F: 01202 632 448

www.morrish-builders.co.uk

Zero Carbon Ltd.

T: 01305 250 427

E: k.slowe@zeroholdings.co.uk

www.zeroholdings.com

Woodpecker Properties

T: 01258 841 155

F: 01258 841 166

woodpeckerpropertiesltd@gmail.com

AFFORDABLE HOUSING CONTACTS

The Guinness Partnership

T: 01392 822 912

www.guinnesspartnership.com

Stonewater

T: 01202 319 119

www.stonewater.org

East Boro Housing Trust

T: 01202 883 503

www.ebht.org.uk

Synergy Housing

T: 01202 308 600

www.synergyhousing.co.uk

Magna Housing Association

T: 01305 216 000

www.magnaha.org.uk

Hastoe Housing Association

T: 01305 250 103

www.hastoe.com

LOCAL COUNCIL

West Dorset District Council

T: 01305 251 010

F: 01305 251 481

E: custservices@westdorset-dc.gov.uk

www.dorsetforyou.com

Dorchester Town Council

T: 01305 266 861

E: admin@dorchester-tc.gov.uk

www.dorchester-tc.gov.uk/

Dorset County Council

T: 01305 221 000

E: dorsetdirect@dorsetcc.gov.uk

www.dorsetforyou.com

ESTATE AGENTS

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www.elderfroy.co.uk

Kemp & Co.

T: 01305 251 800

www.kempandcoproperty.com

Bartle Pye

T: 01305 216 988

www.bartlepye.co.uk

Parkers Property Consultants & Valuers

T: 01305 340 860

www.parkersproperty.com

Symonds & Sampson

T: 01305 251154

www.symondsandsampson.co.uk

Meyers Estate Agents

T: 01305 259436

www.meyersstates.com



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