

ARCHAEOLOGICAL STRATEGY DOCUMENT

WEST COWES

1.0 Introduction

- 1.1 Historic towns have long been a focus of settlement and community in the landscape. This continuity of urban settlement indicates both the benefits of urban living in terms of quality of life and economic advantage, and that these towns in particular are stable, adaptable and well connected. They are the product of change necessary to meet the needs of successive generations. The archaeological evidence that accumulates within the town illustrates the social, economic, religious, technological and political change through time, not only in that community but locally, regionally and nationally. This archaeological evidence is buried, with artefacts and features such as wall footings, pits, wells and post holes, but is also within the fabric of the historic building and in the patterns of the streets and the layout of the property plots.
- 1.2 Archaeological evidence is important for its potential to increase future knowledge and for its value as a leisure, education and tourism resource. These remains are finite and non-renewable, and are susceptible to destruction both in episodes of development and by cumulative erosion through small scale change. The quality of the urban environment can rely heavily on the historic and cultural attributes of the town. A sustainable future for these settlements and communities must integrate the past with the future.
- 1.3 In addition to the statutory protection afforded by listing and scheduling, the development of government policy for the archaeological and the historic environment has contributed to a change in attitudes towards the preservation, assessment and evaluation of both the buried and standing archaeological resource by local authorities. This is particularly the case in the larger historic towns and cities, like Southampton and Winchester. Government advice in PPG 15 and 16 has highlighted the desirability of preserving historic and archaeological remains, in particular presuming a case for the preservation of nationally important remains (PPG 16 para 8). The advice identifies the important role of local authorities in planning, education and recreation for the protection and management of archaeological sites (PPG 16 para 14). There is a necessity to consider the impact of a development on archaeological remains and PPG 16 emphasises the importance of informed decision making. Where preservation is not merited or justified it is clear that it is reasonable for the planning authority to satisfy itself that the developer has made appropriate and satisfactory provision for the excavation and recording of remains (PPG 16 para 25). During such considerations the Sites and Monuments Record and the Assessment accompanying this Strategy have a role, but in some circumstances the planning authority may require additional archaeological information from the applicant prior to the determination of the application (PPG 16 paras 21 and 22).
- 1.4 Although an archaeological survey of the Isle of Wight's historic towns was produced in *The Vectis Report* in 1980, it has become clear in recent years that there is still a lack of archaeological understanding of the origins and development of the majority of the Isle of Wight's historic towns. This has meant that the protection and management of the archaeological and historical resource in these towns has been insecure. Consequently it has become increasingly important to establish archaeological frameworks and strategies for the smaller historic towns in The Isle of Wight, to protect as appropriate the historic resource, and to ensure it is fully incorporated within the sustainable future of the towns.
- 1.5 Archaeological discoveries have added to the available information on the small-towns of the Isle of Wight creating the subsequent need for management strategies. This in turn has increased the importance of understanding how the basic economic, social and chronological evidence relates to the origins and development of each town. Although the assessment of all available archaeological and historical information will allow the formulation of a set of academically-based research frameworks/priorities (as set out in the Archaeological Assessment Documents), these priorities must be considered to inform future development control decisions and should be able to absorb and adapt to future archaeological discoveries.

- 1.6 Consequently, English Heritage have commissioned an Extensive Urban Survey for the Isle of Wight's historic towns. The survey project has been undertaken through an English Heritage-funded post based in the County Planning Department of Hampshire County Council, with the support and assistance of the Isle of Wight and the Hampshire County Archaeologists and their staff. The survey provides an up-to-date assessment of the readily available archaeological and historical resource of each selected historic town and consists of three phases: data collection, data assessment and the formulation of a Strategy. The results of the data collection and data assessment form the contents of the Archaeological Assessment Document. The Assessment Document presents the archaeology and history of each town, an analysis of the existing town plan, an evaluation of the archaeological potential, the research priorities and the identification of areas of archaeological importance and potential. Areas of archaeological importance and potential, as well as additional site information, are presented both in text and key maps.
- 1.7 The Strategy phase of the survey utilises the information presented in the Archaeological Assessment Document and combines it with current government policies and guidance, development plan policies and other local non-statutory policies to provide an enhanced understanding of the likely archaeological implications of development proposals and is for use by the planning authority, developers and the public. Recommended responses and guidance regarding the archaeological and historic environment are then outlined. Key maps accompany this Strategy. Naturally, a survey of this nature will, on the one hand offer up fresh understanding of the town, and on the other hand raise further questions concerning the origins and development of the Isle of Wight's towns.
- 1.8 It is important to recognise the continuing role of the Sites and Monuments Record, specialist archaeological advice and English Heritage. Whilst the Strategy anticipates a range of responses, specialist advice from local authority archaeologists and English Heritage in the light of specific development proposals will be needed to interpret the data, to confirm the importance of the archaeological remains, to judge the significance of the impact and to consider the need for and the benefits of pre-determination evaluation. As new data becomes available in the light of the results of observations, excavations and research so the understanding of the nature and extent of the historic and archaeological component of the town is likely to evolve. It is inevitable that the interpretation of the Strategy will evolve with it.
- 1.9 This Strategy document is in two parts; the first is a general introduction to the Extensive Urban Survey whilst the second part deals specifically with West Cowes's town Strategy. The Appendix includes excerpts from the Isle of Wight's Unitary Development Plan.

2.0 **Areas of Archaeological Importance and Potential**

2.1 Introduction

The primary aim of the data collection and data assessment phases of the Historic Towns Survey Project has been to define areas of varying potential archaeological importance in each town. Four area types have been created, each being ascribed a different grade of archaeological importance or potential. A suite of archaeological responses are then proposed for each of the four areas, from which the most appropriate would be recommended for a particular development. Criteria for the four areas of archaeological importance and potential can be found in the Archaeological Assessment Document. As additional archaeological information becomes available and a greater understanding of the nature and significance of the archaeological resource is achieved, it is possible that some areas will be re-assigned to different levels of importance or potential to reflect our changing understanding of the origins and development of the town. Archaeological evaluation will form a particularly significant tool in defining the desirable archaeological response. The provision by the applicant of the results of an archaeological field evaluation may frequently be requested, as outlined by PPG 16 (paragraphs 21 and 22), reflecting the general recognition of the importance of urban archaeological deposits. The archaeological response to an application in any given urban

area will reflect the anticipated archaeological response in this document (section 3) as well as any evaluation results, where such a study is appropriate and the results are available.

2.2 Some nationally important archaeological remains are designated as Scheduled Ancient Monuments and as such are protected by the 1979 Ancient Monuments and Archaeological Areas Act. Designation has been primarily directed towards field monuments and built structures. In view of the detailed control afforded by the Act it is not best suited to the management of extensive archaeological remains within populated and evolving urban centres. In the urban context the Scheduled element of the archaeological resource is usually discreet and monumental such as a castle, or a town gate. Scheduling has been used in areas of long term open space encompassing well preserved underlying archaeological evidence, or where significant attrition occurs by processes outside planning control. In general, however, there are likely to be nationally important archaeological remains which are not Scheduled but rely on recognition of their importance and due weight being given to them within the planning system.

2.3 Areas of Archaeological Importance and Potential

(A) *Areas of Nationally Important Archaeological Remains (ANIAR)*

These are areas identified as Nationally Important Archaeological Remains, including Scheduled Ancient Monuments, whose location, character and significance have been ably demonstrated. The impact of development on both the setting and the fabric of the monument is a material consideration.

(i) Scheduled Ancient Monuments

Scheduled Ancient Monuments are to be physically preserved *in situ*. The procedures for the management of Scheduled Ancient Monuments are enshrined in the relevant legislation (Ancient Monuments and Archaeological Areas Act 1979), along with details appertaining to grant aid to owners. Development affecting a Scheduled Ancient Monument will require Scheduled Monument Consent from the Secretary of State for Culture, Media and Sport. Such consent is independent of the planning determination, and might not be forthcoming. English Heritage are the archaeological advisors to the Secretary of State and the advice and opinion of English Heritage should be sought by the planning authority for any application affecting a Scheduled Ancient Monument, prior to determination.

(ii) Other Nationally Important Archaeological Remains

As stated in the Government's archaeological guidance within the planning system (PPG16), the management of other nationally important archaeological remains are to be considered within the remit given to local planning authorities and the development control process. Consequently serious consideration must be given to the physical preservation *in situ* of nationally important remains. The criteria used to assess "national importance" are set out in Annex 4 of PPG 16.

Although some historic buildings are also Scheduled Ancient Monuments, most are listed rather than scheduled but are often of archaeological importance, a fact recognised by PPG 15 (paragraph 2.15). Important archaeological remains are often incorporated into surviving buildings or structures. The preservation of those remains should be fully considered in the same manner as those nationally important below-ground archaeological remains, as indeed should the archaeological recording of standing remains which cannot be preserved.

(B) *Areas of High Archaeological Potential (AHAP)*

These are areas that have the potential to contain archaeological remains, buried and standing, whose importance, location and character can be inferred through observation, research and

interpretation. These remains may merit physical preservation *in situ*. Where preservation is not justified appropriate archaeological investigation and recording would be a requirement in advance of development.

Because of ongoing archaeological and historical research or evaluation results, AHAP's may be re-assessed and consequently considered of national importance or even for scheduling, in which case policies and procedures as laid down for (A) above should be followed. Equally, additional information might demonstrate a lower archaeological importance than currently anticipated.

(C) *Areas of Archaeological Potential (AAP)*

These are areas that have the potential to contain archaeological remains which may provide moderate levels of archaeological information. Whilst in some cases physical preservation is possible, it is most likely that the archaeological response would be one of appropriate investigation and recording, unless the developer wishes to achieve the preservation of the site.

(D) *Areas of Limited Archaeological Potential (ALAP)*

Areas considered to have the potential to include archaeological remains of a character unlikely to provide significant information or archaeological remains whose integrity or density has been compromised by previous development. These remains may require appropriate observation and recording if threatened by future development.

3.0 **Archaeological Responses to Development**

3.1 Important archaeological remains in an historic urban environment can be anticipated and consequently current Government policies for the management of archaeological remains within the planning process are set out in PPG 16. In summary, the PPG requires that the most important archaeological remains should be preserved *in situ* and that, when preservation is not possible, or justified, those archaeological remains adversely affected should be adequately investigated and recorded before and/or during development (such archaeological mitigation may include survey, excavation, recording, post-excavation research, preparation and publication of a report). It also states that if early discussions with local planning authorities and consultation of the Sites and Monuments Record (SMR) indicate the possible presence of important archaeological remains, it is reasonable for the planning authority to request developers to undertake an archaeological evaluation of the proposed development site, before any decision is made on the planning application (PPG 16 paragraphs 21 and 22). Such an evaluation would aim to provide the additional archaeological evidence necessary to ensure that the full archaeological implications of the development can be properly considered prior to any irreversible decision being made.

3.2 In view of the recognised archaeological importance of complex urban deposits, the need for evaluation might frequently be anticipated. However the assessment of the need for an evaluation can only be taken in the light of the nature of the development and its location and extent, and so no 'Areas of Evaluation' have been incorporated into this document. The results of the evaluation might well clarify that the level of archaeological importance of any given site is different from that anticipated in this document. For this reason the results of evaluation should be available prior to the determination of the application so that the full impact of the development on archaeological remains can be properly considered.

3.3 The advice given in PPG 15 and PPG 16 and subsequently adopted within the Isle of Wight's structure and local plan policies, means that there are a number of archaeological options or responses to development proposals. These include:

(1) Refusal of planning permission in order to ensure the physical preservation of the remains (which may be above or below ground) and their setting. Where possible the planning authority should consider the longer term management of these resources.

- (2) A re-design of the development proposal in order to demonstrably secure preservation. Redesign of the proposal may include an engineering solution or amendments to the layout to achieve preservation. If such a response results in the physical preservation of important archaeological remains the local planning authority should ensure the physical management of those remains within the development. This could be achieved, for example, by a management plan sponsored by the local authority, the site owner/developer and local amenity societies.
 - (3) Allowing development to proceed, subject to satisfactory arrangements for archaeological investigation and recording, including standing buildings, before development commences, secured by an archaeological condition.
 - (4) Allowing development to proceed, subject to satisfactory arrangements for archaeological observation and recording, including standing buildings, while development is taking place, secured by an archaeological condition.
 - (5) Allowing development to proceed, with no archaeological requirement.
- 3.4 These responses provide a flexible framework for the consideration of individual development proposals which affect archaeological remains. Within individual developments more than one response might be necessary reflecting variations of archaeology or the nature of development across the site. They will assist both developers and planners in the preparation and determination of planning applications.
- 3.5 In addition to the preservation of the more important archaeological remains, there may be a good case for their promotion and preservation through, for example, interpretation panels or printed leaflets, and their use as an educational resource or as an amenity for the town's inhabitants and visitors. This should provide a better understanding and enjoyment of the town's archaeological and historic heritage and to promote support for the local authority's policies for that heritage. This could be undertaken and sponsored by the site owners, the local authority, schools, local amenity groups or through partnerships between such organisations, and may be particularly welcome where a positive policy towards tourism exists.

4.0 **A Strategy for West Cowes**

- 4.1 There are seven historic towns in the Isle of Wight Council Unitary Authority within this project - Brading , Carisbrooke, West Cowes, Newport, Newtown, Yarmouth and St Helens. Dating from different periods they have developed in differing ways and for different reasons. The archaeological resource in each case is subsequently unique. Whilst each town's archaeological and historic significance is already reflected in local plan policies for the management of those resources and is subject to the guidance of advice in PPG 16 and 15, this document provides additional guidance for West Cowes.
- 4.2 Although the Local Plan has been adopted containing policies for the urban historic environment, this strategy may be taken as additional material consideration in the development control process, introducing further guidance for the preservation and management of West Cowes's archaeological and historic heritage. It has been compiled in light of the Government's advice considering archaeological remains and the historic environment within the planning process (PPG 15 and 16) and relevant policies in The Isle of Wight Unitary Development Plan. Consequently this strategy could therefore be considered for adoption by the Unitary Authority as planning guidance (as defined in PPG 12 3.18-3.19) to supplement the policies of the Unitary Development Plan.
- 4.3 The strategy develops the information presented in the Archaeological Assessment Document for West Cowes, in particular the identified areas of archaeological potential. Appropriate archaeological responses have been formulated for consideration by the Unitary Authority in anticipation of development proposals, although detailed advice should be sought in the light of development details. These responses can inform the management of the archaeological resource, and provide the controls and guidance which the Unitary Authority should use when considering planning applications. The strategy may also promote changes in current and proposed Conservation Area designations, the establishment of town trails as well as other local amenity and/or educational proposals for the interpretation and enhancement of West Cowes's historic environment.

5.0 **Historic West Cowes**

- 5.1 This section is a summary of the more detailed accounts of the archaeology, history, topography and architecture of West Cowes to be found in the Archaeological Assessment Document that accompanies this Strategy.
- 5.2 West Cowes lies on the western bank of the mouth of the River Medina where it flows into the Solent, seven kilometres north of Newport.
- 5.3 There is very little evidence for prehistoric, Roman, Saxon or medieval settlement in the area of the town.
- 5.4 The land on which West Cowes developed lay within the medieval manor of Bowcombe, which was the principal manor of the Island. It would appear that there was a settlement at Northwood, two kilometres south-west of West Cowes, in the medieval period. Northwood had a chapel which later became the parish church to the developing West Cowes.
- 5.5 A port known as Shamblers was recorded in the fourteenth century but it is not known for certain whether Shamblers was on the eastern or western banks of the Medina. The name Shamblers can be found on both sides of the river.
- 5.6 West and East Cowes appear to take their names from sand banks close to the mouth of the Medina which were recorded as *The Cowe* in the fifteenth century. In the sixteenth century a pair of castles was built, one on either side of the mouth of the estuary, as part of a chain of fortifications protecting the Solent from French attack. It is thought that the construction of the castles may have led to the development of small settlements nearby.

- 5.7 A century after the building of the castles West Cowes was regarded as a new market centre that could possibly rival Newport as the commercial capital of the Island. The settlement grew rapidly in the later seventeenth and early-eighteenth centuries, although it appears that East Cowes was the more important of the two settlements, as it had developed a ship building industry and had formed strong trading links with the American colonies. However, these links were broken by the American War of Independence.
- 5.8 In the mid-eighteenth century West Cowes became a popular resort and two bath houses were built to cater for the visitors. The relocation of the yacht club (later the Royal Yacht Squadron) to West Cowes from East Cowes in the nineteenth century and Queen Victoria's frequent visits to Osborne House ensured that West Cowes remained a popular destination through the nineteenth century and led to the construction of elegant houses around the town.
- 5.9 In the nineteenth century ship-building became the most important industry of the town. White's ship yard, the Thetis Yard, was built on reclaimed land to the south of the town.
- 5.10 West Cowes is still regarded as the centre of the yachting world and there are many businesses, large and small associated with boat building, repair and maintenance and provisioning of boats

6.0 **Planning History**

Development Plans

- 6.1 The Deposit Draft of the Isle of Wight Unitary Development Plan was introduced in May 1997. This followed a consultation exercise in February 1995. The Plan was produced as a framework for development up to the year 2011.
- 6.2 The policies and supporting statements for the management of the archaeological and historical environment in the Unitary Authority Development Plan have the core understanding that archaeological remains, whether above or below ground, and their settings are a finite and non-renewable resource that should not be needlessly or thoughtlessly destroyed or damaged. The plan underwrites the fact that whilst a small number of archaeological sites and historic buildings are protected by legislation, the majority rely on the Structure Plan, and the development control process for their continued protection and management.

West Cowes Conservation Area (Map A)

- 6.3 Government guidance PPG 15 advises that "the definition of an area's (Conservation Area) special interest should derive from an assessment of the elements that contribute to, or detract from it". These elements can include its historical development and archaeological significance, property boundaries, building materials etc. Consequently where it can be shown that significant archaeological remains survive and whose preservation is of paramount importance, this strategy document may assist the Unitary Authority when considering Conservation Area designation.

Recent and Proposed Development (Map B)

- 6.4 Within the historic core of the town there has not been a high level of modern development with a few medium sized developments in the Market Hill / Sun Hill area of the town. Part of Northwood Park has been developed since the mid -twentieth century, particularly the area to the south-west of Northwood House.

7.0 **The Management of West Cowes's Archaeological Heritage**

- 7.1 The archaeological potential of West Cowes is related to its ability to inform us about the development of a post-medieval new town, including those factors that influenced its planning. In view of the current limited archaeological information our understanding of the

origins and development of West Cowes is far from complete and there remain many unanswered questions. Therefore we have largely described the ‘archaeological potential’ of the settlement. Where evaluation is an appropriate response additional survey may clarify the archaeological potential prior to the determination of any application.

7.2 Areas of Archaeological Importance and Potential (Map C)

As defined in Section 2.0 of this Strategy document, the following areas of archaeological importance and potential have been identified in West Cowes.

Nationally Important Remains

Location: West Cowes Castle (Area 1).

Potential: West Cowes Castle is one of only twenty-one surviving examples in England of Henry VIII’s artillery castles and is, therefore, a nationally important monument although it is not a Scheduled Ancient Monument as the building is in use by the Royal Yacht Squadron.

Response No development will normally be allowed which would have an adverse impact on these remains and their setting and they should be preserved *in situ*

Areas of High Archaeological Potential

Location: The Church of St Mary and churchyard (Area 2).

Potential: Within the churchyard, Area 2, there are many eighteenth-century memorials which have a high value in terms of the social history of the town. The burials could also provide important demographic data and information about the health of the population of West Cowes, particularly during its early, formative, years.

Response: (1) Archaeological evaluation should be undertaken prior to the determination of any planning application that is likely to have a significant impact.

(2) Depending on the results of any evaluation there may be a requirement for the preservation of important, above or below ground, remains, possibly through a re-design of the development proposals.

(3) If preservation *in situ* is not possible or justified then there is likely to be a requirement for their full excavation and recording prior to development.

Note Response (2) may highlight the value of additional action, which could include a requirement for:

(a) a management plan/scheme for a particular important archaeological site or historic building to ensure its future preservation;

(b) some form of interpretation e.g. appropriate panels, leaflets or part of a town trail, for an important archaeological site/s or historic building/s.

(c) developing the site or building as an amenity for the town or as an educational resource.

Areas of Archaeological Potential

Location: The property-plots in the core of the town from Shooters Hill in the south to Bath Road in the north (Area 3).

Potential: Area 3 covers the suggested early focus of settlement in West Cowes and so could contain evidence for the origin and development of the settlement, the trades and

industries of the town and the trading links it maintained with other parts of the Island, the mainland and foreign countries. Information about the town plan, early house forms and the status of the inhabitants may be recorded. As West Cowes developed on a new site it presents a rare opportunity to examine the influences on the development of a post-medieval settlement, as usually post-medieval phases of towns were dictated to a large degree by the form of earlier settlement. Also within this area is the land to the east of High Street which may include earlier phases of quays as well as settlement evidence. The possibility of encountering in some circumstances water-logged deposits which may have led to the survival of organic remains, adds to the archaeological potential of the area.

Response:

(1) Depending on the scale of the proposed development and the survival of above and below ground archaeological remains, archaeological evaluation might need to be undertaken prior to the determination of any planning application.

Depending on development details and available archaeological information, including the results of any evaluation there may be:

(2) a requirement for their full excavation and recording prior to development.

OR

(3) a requirement for archaeological observation and recording during development.

8.0 The Future Strategy

- 8.1 This strategy document, in line with Government advice laid out in PPG15 and PPG16, emphasises the role of the planning system conservation policies in the development plan for the protection of the historic environment, including built and buried elements, and the way in which the components of a town compliment each other to form a townscape. Conservation policies should reflect the quality and interest of urban areas as well as individual structures through the designation of Conservation Areas. The historic layout of West Cowes and the nature of its component parts reflects its origins, development and character. The designated Conservation Areas throughout the town should reflect the significance of these historic urban elements, as outlined in PPG 15, 4.2.
- 8.2 It is important to protect this fragile and non-renewable resource for its own sake and for the irreplaceable information about our past which it contains, and its potential for increasing our knowledge and understanding of historic West Cowes. It is important to manage and present West Cowes's historic environment both to ensure public support for the conservation policies of the development plan and to realise the value of the resource to the community for education, recreation and tourism.
- 8.3 The management of the archaeological resource and its presentation to the public must reflect the local nature of the resource, local priorities, the nature of the community and the role of tourism in the local economy. The stewardship of the archaeological resource needs to be seen as a community responsibility, not simply that of central or local Government. Any strategy that might develop should evolve locally. The preservation of the historic resource will rely very heavily on broad support and understanding from the local community. The Assessment and Strategy documents have a clear role in highlighting the potential of West Cowes in this regard and should contribute fully to the promotion of the resource.
- 8.4 The successful presentation of the archaeological resource to the public will generate interest and promote local heritage. This should involve communicating information to the public about West Cowes's past inhabitants, the nature of the town throughout its history, the origins and evolution of existing townscape, and any important points of interest and character. Principal places of interest, historic character and quality within West Cowes

should then emerge. The presentation of the historic resource is an opportunity to provide an amenity, recreational and educational resource for the community, including local schools.

- 8.5 There are elements of the West Cowes townscape which may form elements of any presentation strategy:
1. The castle, important in the origins and development of the town, can be viewed from the outside and might be used to illustrate the defence of the island and the impact of this on the location and development of this settlement.
 2. Exploring the waterfront, whilst difficult, does offer an interesting view of the role of trade in the fortunes of the town.
 3. The church and Northwood Park overlook the town and may be an ideal place from which to appreciate the town, and the town's relationship with the coast and the river.
 4. Yachting and associated businesses dominate the town and provide a continuity between the community and the sea, and it may be possible to build on this in presenting the heritage of the town.
- 8.6 There are a number of recognised approaches that can be considered in evolving the future strategy for West Cowes.
1. Information Leaflet

Cost effective, the content style and format can reflect the principal audience and the quality and print run the available budget. Sponsorship or heritage grants might be available and distribution can be through schools, libraries and tourist offices, and local shops. The leaflet might describe a route or trail, or relate local landmarks to their historic context.
 2. Information Point

Single or multiple information points can graphically and through text highlight the plan of the town. Sponsorship and heritage grants might be available. The effect of a permanent fixture locally and on pedestrian flows as well as the implications of maintenance need to be considered.
 3. Museum Based Display

A display element within an existing local museum incorporating finds, images and text. A resource of this nature would have the advantage of being able to include any locally recovered artefacts within a display.
 4. Town Trail

Town trails present information in sequence. The trail might be available by leaflet, information point (or points) and might be associated with a discrete symbol or marker on the pavement or on sign posts. Such trails in towns of particular tourism or education potential might be permanently, temporarily or intermittently associated with guides.
 5. Teachers / Community Packs

Teachers packs including plans, principal locations, interpretations and trails might highlight the availability of the local historic resource for use by local schools and the community.

- 8.7 Raising the profile of West Cowes's heritage in this way is likely to generate increased local interest in the archaeology and history of the town. Although any promotion of West Cowes's heritage should be formulated locally, this document with the Assessment, may form an important element of that formulation process.

APPENDIX

Isle of Wight Unitary Development Plan

The Historic Environment

Protection of Archaeological Heritage

Policy B9

Policy B9 outlines the authorities policy towards the archaeological heritage of the Island.

Policy B9: “The Council will seek to protect the archaeological heritage and features of the Island and therefore:

a where nationally important remains or their settings are affected by proposed development, permission will only be granted if it will preserve or enhance the archaeological features; on these and other important sites, development which would damage the site or its setting will not be permitted;

b where proposed development may damage or destroy archaeological remains, the Council will require the developer to submit, prior to determination, the results of an archaeological assessment, which may include field evaluation;

c where development is proposed at a location which is likely to affect an archaeological site or its setting, permission may exceptionally be granted if preservation of archaeological remains in situ can be achieved by the careful use of appropriate layout, foundations and design;

d where preservation of archaeological remains in situ is not feasible, the council will require the developer to submit, prior to determination, proposals which will mitigate the effects of the development on the archaeological remains. Such proposals may include a programme of appropriate archaeological investigation, recording, analysis and publication which may be undertaken as a condition of planning permission.”

6.21 The Island has a rich archaeological heritage which is of historic, scientific and educational importance. The Council will seek to identify all archaeological sites, monuments and areas of archaeological value, including historic landscapes and protect them from damage, decay or loss. When considering proposals for development, the Council will refer to the Island Sites and Monuments Record to identify the potential impact on sites of archaeological interest.

6.22 There is a finite number of archaeological sites and their preservation is extremely important. In the historic core of the urban area, and in the countryside, there should be a presumption against development which could adversely affect important sites and their settings. Within urban areas, where there is greater pressure to develop, preservation can often be achieved while permitting development by careful design of foundations and services. In cases where preservation in this manner cannot be achieved, the developer will be required to make full provision of a programme of archaeological recording before the development commences.

General Location Criteria for Development

Policy G4

Policy G4 relates to planning applications affecting archaeological sites.

Policy G4: “Planning applications for new development will be permitted, provided they:

inter alia

j: do not adversely affect any site of archaeological, architectural, ecological, geological or historic interest;”