



DUCHY of CORNWALL

# POUNDBURY

## FACTSHEET

JUNE 2019



## CONTENTS

- 3. Overview
- 4. History: The Masterplan
- 5. Poundbury Masterplan
- 6. Architecture
- 7. Integrated housing
- 8. Walkabout community and mixed use
- 10. Business in Poundbury
- 12. Community and Education
- 13. The Management Companies & Poundbury Residents Association, The Design and Community Code
- 14. Phases one and two
- 15. South West Quadrant and Parkway Farm
- 16. Queen Mother Square
- 18: Phases three and four
- 19. Future Development of the Northern Quadrants
- 20. Aerial Map of Poundbury
- 22. Sustainability
- 24: What people have said about Poundbury
- 26: Contacts



## OVERVIEW

Poundbury is an urban extension to the Dorset county town of Dorchester, built on Duchy of Cornwall land, according to principles of architecture and urban planning as advocated by HRH The Prince of Wales in his book 'A Vision of Britain'.

Poundbury is an integrated rather than zoned development, planned to challenge the town planning trends and policies of the 20th century which led to isolated housing estates and shopping centres far from places of work and leisure, forcing ever greater reliance on the car.

In particular there are four key principles which have been pioneered at Poundbury:

- Architecture of place: creating beauty and reflecting local character and identity.
- Integrated Affordable Housing, integrated with and indistinguishable from private housing.
- A walkable community, designed around the pedestrian rather than the car.
- A mix of uses, integrating homes with retail and other business uses and public amenities.

It is currently home to some 3,800 people in a mix of private and affordable housing, as well as providing employment for some 2,306 people working in the 207 shops, cafés, offices and factories. A further 557 are employed in construction across the site and many more are self employed and occasionally work from home.

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. The result is an attractive and pleasing place, 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. Affordable housing (provided at 35%) and private housing share 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 establish new high density communities in this country. Poundbury is approximately two thirds built and is planned to grow to around 2,700 homes by 2025.

As the promoter and master developer of Poundbury, The Duchy of Cornwall engages with the local community to help guide the design and delivery of community facilities. Recent consultation events have included landscaping, play areas and proposals for the community benefits of the Jubilee Hall.

In 2018, Dorset County Council completed an economic impact assessment of Poundbury, which concluded that as at 2018, the Poundbury development had permanently increased the local GVA (Gross Value Added) by £98 million per annum (predicted to be £105m per annum when completed in c2025) and established 1,630 full time equivalent jobs (1,760). In addition, by 2025 the construction phases will have delivered an increased GVA of some £236 million and 4,950 person-years of employment.

The success of Poundbury has now been recognised beyond Dorset and many of the founding principles have been incorporated 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 THE PRINCE OF WALES AT THE FIRST SITE MEETING IN 1993



ILLUSTRATED MAP OF THE POUNDBURY VISION



LEON KRIER AND ANDREW HAMILTON WITH THE PRINCE OF WALES



SIMON CONIBEAR AT THE START OF CONSTRUCTION

## HISTORY: THE MASTERPLAN

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 designs before planning consent was sought.

The resulting Masterplan divided Poundbury into four distinctive quarters, with the design being implemented by specifically selected architects. The overriding principles have been maintained throughout the scheme, whilst reflecting the evolving requirements of urban planning and design.

Construction work on the first phase commenced in October 1993. Design of the final section, the North West Quadrant, is being prepared with construction anticipated to be completed by c2025. Poundbury will have increased the population of Dorchester by about one quarter, with an eventual community of approximately 5,800 people.

# POUNDBURY MASTERPLAN





WOODLAND CRESCENT



## POUNDBURY - ARCHITECTURE, URBAN DESIGN & CRAFTSMANSHIP

Poundbury is designed to create a sustainable community which achieves an attractive, modern and pleasing place in which people can live, work, shop and play. Particular emphasis is placed on the quality of place making through time honoured principles, urban design, landscaping and the selection of materials.

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 working at Poundbury, several of whom are based in Dorset, adhere to the building code which promotes the use of traditional materials and regulates building form and street scenes. The Duchy's Poundbury team work closely with the developers to control design and build quality. The relationship is upheld through legally-binding Building Agreements with each developer before the freehold is received.

Parking is generally provided in landscaped courtyards to the rear of properties, which also incorporate housing including coach houses above parking spaces and ancillary spaces for playrooms and workshops. Provision for these extra spaces recognises the increasing demands for flexible living arrangements and allows people to work from home. Larger commercial buildings are generally sited for better vehicular access, but are designed similarly to frame their sites and create a sense of enclosure.

The resounding success of Poundbury demonstrates that it is possible to build high-quality, traditional housing at affordable prices, whilst providing new factories and offices on competitive terms all within the context of refreshingly different urban design.





POUNDBURY IS DELIVERING 35% AFFORDABLE HOUSING INTERSPERSED ACROSS THE DEVELOPMENT



## INTEGRATED HOUSING

One of the innovative ideas championed by The Prince of Wales in ‘A Vision of Britain’ in 1989, was to integrate private and affordable housing alongside one another to encourage vibrant and diverse communities.

In Poundbury 35% of homes being built are affordable housing for rent, shared ownership or discounted sales.

Affordable homes are integrated with private homes and built to the same high specification which makes Poundbury “tenure blind”. This helps social cohesion and creates a well balanced, mixed income community.

The Duchy continues to explore innovative ways in which the local housing need can be met. Housing providers report that Poundbury has the lowest rate of rent arrears and void rates.

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. The partnership has used principles learnt in Poundbury across the UK. In 2019 the partnership completed its 272nd home in Poundbury.

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*“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**

....

The Duchy has been pioneering Discount to Open Market Homes with ZeroC in Poundbury. This allows first time buyers to purchase properties with a 25-30% discount. The buyer retains 100% ownership of the property but must sell the home with the same discount. The difference between this and other Government schemes is that the homes will remain discounted in perpetuity to benefit future first time buyers. To be eligible for the scheme applicants must be on the Dorset Council’s Housing List and have a combined income below £60,000 per annum.





POUNDBURY IS DESIGNED SO MOST DAILY NEEDS CAN BE MET ON FOOT

## A WALKABLE COMMUNITY

In Poundbury, the public realm is designed around people rather than cars to help create a pleasant environment and a series of well connected streets and squares. The principles of Poundbury’s streets and squares have inspired town planners all over the world.

The irregular design of streets constrain car speeds, and by minimising road signs, the motorist and pedestrian are required to think about how to interact with each other.

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*“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**

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## MIXED USE

Poundbury integrates residential, retail and business uses with public amenities, so many people are able to live and work without the reliance on motor vehicles.

Most daily needs can be met on foot, but there is nevertheless ample provision for car parking with very little restrictions, which business surveys suggest is one of the strongest reasons for locating to Poundbury.

Parking is generally provided in landscaped courtyards at the rear of properties which also incorporate housing and coach houses with ancillary spaces for playrooms and workshops. Provision for these extra spaces recognises the increasing demands for flexible living arrangements and allows people to work from home.

Integrating small workshop and retail spaces into larger blocks has encouraged a lot of small independent, artisan businesses to start up and thrive in Poundbury alongside more established professional services and industrial businesses.







*“I am deeply grateful to their teams of talented craftsmen, many of whom are Dorset men through and through.*

*For me one of the most essential features of Poundbury has been its mixed use, mixed income composition - a dangerously revolutionary move 25 years ago. So particular thanks goes to the social-housing providers, notably The Guinness Partnership of which I am patron.”*

**The Prince of Wales**





## BUSINESSES IN POUNDBURY

As an urban extension to Dorchester, Poundbury is significantly contributing to the local economy. By the time of completion in 2025, the development is predicted to increase the local GVA (gross value added) by £105m per year.

The latest business survey in 2019 found that over 2,306 people are working in 207 businesses. Integrating small workshop and retail spaces into larger blocks has encouraged a range of small independent, artisan businesses to start up and thrive in Poundbury alongside more established professional services and industrial businesses. Half of the businesses operating in Poundbury launched their businesses here and new ventures continue to open each year.

### INTERNATIONAL SUCCESS

An example of an international business integrated within the community is Charbonnel Et Walker (formally House of Dorchester) based in Poundbury and now have a global following. The once-small Dorchester-based factory was expanded after being bought by Charbonnel et Walker, who then moved all production for the world-renowned company to the Poundbury site. The chocolates are now stocked all around the world, from the shelves of John Lewis, Waitrose, Selfridges, Liberty and Harrods to Olives Et AI in Poundbury, and as far as Macy's in the United States.

The pioneering design and urban-planning of Poundbury has resulted in residents and businesses located in close proximity to one another. Some have started at the business incubator hub at Prospect House and then moved to bigger premises in Poundbury.

### FEMALE ENTREPRENEURS

More than a third of the businesses are owned by female entrepreneurs. These businesswomen cite the quality of place and space available, affordable rates, ease of parking and the friendly nature of the community as reasons for choosing Poundbury. Many are working mums who have been inspired to set up their own business from scratch and relocate to Poundbury. An eco-friendly shop, which launched in Poundbury selling beloved bridal dresses has now been franchised all over the UK and the owner continues her valuable contribution to the business community.

### FAMILY BUSINESSES

Family businesses have been the backbone of the UK economy for generations and Poundbury is no exception. A large number of the artisan and niche shops are run by mothers and daughters, or husband and wife teams and contribute richly to the business environment. A successful award winning duo of mother and daughter run the Café on the Green, which trains adults with learning disabilities and provides an inclusive environment for all.

### PROJECTED BENEFITS FOR THE ECONOMY FROM THE DEVELOPMENT INCLUDE:

- Increased the local GVA (Gross Value Added) of £98 million per annum (predicted to be £105m per annum when completed in c2025).
- Established 1,630 full time equivalent jobs (1,760).
- In addition, by 2025 the construction phases will have delivered an increased GVA of some £236 million and 4,950 person-years of employment.





DAMERS FIRST SCHOOL CHILDREN



THE TEAM AT CAFE ON THE GREEN



GARDENERS AT POUNDBURY ALLOTMENT GROUP



DAMERS FIRST SCHOOL OPENING

## COMMUNITY

Nearly a quarter of a century into the build, there are now more than 3,800 people living and 2,306 people working in Poundbury. There are various community groups such as drama clubs, a choir, hobby clubs, WI, a popular weekly toddler playgroup, gardening and walking groups.

There are two different allotments with their own societies and a thriving business community, who often arrange events for local residents such as Christmas markets, Easter egg hunts and community picnics.

Every August the Dorset Food & Arts Festival is held in Queen Mother Square, which attracts thousands of people to this popular event promoting local artisan food and drink. The early involvement of the local businesses and residents has helped to create a place with a strong community spirit, which meets people's needs, desires and aspirations, and engenders civic pride.

A popular Christian community church relocated to Poundbury in 2018 and provides space for community groups as well as worship. Another community space open for reflection is The Quiet Space, set up by the local Christian churches and available to the community.

## EDUCATION

Poundbury is surrounded by a range of state schools, all of which are either rated Outstanding or Good by Ofsted. This includes two first schools, a middle school and Thomas Hardy School & Sixth Form, which is the biggest and one of the highest performing in the UK. Poundbury is served by two schools, The Prince of Wales First School and Damers First School, which relocated into a new building designed to meet their specific needs in 2017. The move to Poundbury enabled the school to improve its environmental credentials, from growing its own food to reducing waste and increasing rates of walking, cycling and scooting to school.



FAMILIES PLAYING ON THE PÉTANQUE AREA



COMMUNITY EVENT IN PUMMERY SQUARE



VOLUNTEER MUMS FROM CHEEKY MONKEYS PLAYGROUP

## ESTATE MANAGEMENT COMPANIES

- There are three Estate Management Companies ( MANCOs 1,2,3) covering various phases of development.
- The MANCOs are responsible for the upkeep of the unadopted areas of Poundbury i.e. those areas not adopted and maintained by the local authorities.
- Residential and commercial occupiers are issued with shares and voting rights for their respective MANCO areas (1 per household and 1 per 4,000ft.<sup>2</sup> gross internal floor space for commercial/retail).
- An annual estate charge is levied (currently £225 for MANCO 1, £170 for MANCO 2 and £168 for MANCO 3). Invoices & accounts are administered with independent verification.
- AGMs cover appointment of new directors, approval of accounts, and issues affecting MANCO areas e.g. street lighting, road cleaning, tree maintenance etc.
- The Affordable Housing providers are encouraged to represent their Poundbury tenants at meetings.

## POUNDBURY RESIDENTS ASSOCIATION

The Association is non-political and is for all residents of Poundbury; owners, tenants and the community generally. The PRA is managed by an elected committee of local residents and business owners who are passionate about the community spirit in Poundbury and want to work with the residents to make Poundbury a remarkable place to live, work and play.

Open meetings are held quarterly in the Brownsword Hall, Pummery Square, and usually feature an external speaker.

Agendas cover a spectrum of topical interest central to the development of the community, including environmental matters and contribution to planning decisions.

## DESIGN AND COMMUNITY CODE

The Design and Community Code provides guidance to Poundbury residents and businesses as to the original design approach and long term architectural principles. The purpose is to:

- Explain the principles underlying the development
- Give confidence to owners and occupiers that high standards will be maintained for the benefit of all
- Steer the way in which maintenance is undertaken
- Encourage any proposed extensions or alterations to complement the existing fabric

All parties are expected to comply with the Code, with further advice and clarification being provided by the Regulator (the Duchy of Cornwall, or in some instances the MANCO). The document is updated to reflect evolving issues (such as emerging environmental technology) and to provide additional clarity where required.

The Design and Community Code can be downloaded from <https://duchyofcornwall.org/poundbury.html>



POUNDBURY VILLAGE STORES, AN INDEPENDENTLY RUN SHOP IN PUMMERY SQUARE

## POUNDBURY PHASE ONE INCLUDING PUMMERY SQUARE

Pummery Square forms the ‘hub’ of Phase 1, also linking through to the Victoria Park development to the east. The permeable network of roads, alleyways and parking courtyards in Phase 1 fan out from the hub to give immediacy to the facilities within the 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 available for community, private and commercial events.

The surface of the Square belongs to the Brownsword 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, Café Octagon, The Poundbury Clinic, and a number of small boutique shops and services.

Architects: John Simpson, Leigh Brooks, David Oliver, Ben Pentreath, Philip Storey, Andy Kunz.

## POUNDBURY PHASE 2

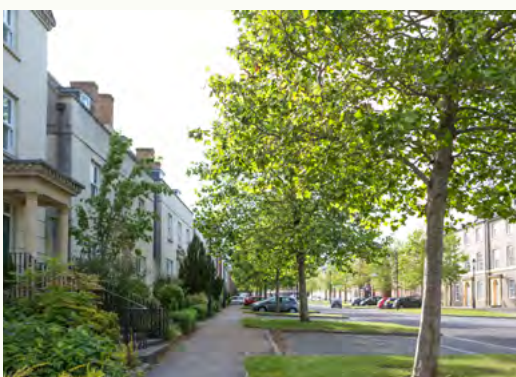
The second phase of the development was granted outline planning permission in October 1999, providing approx. 900 dwellings and 6ha of employment space over a 10 year development period. Middle Farm Way, relieving Bridport Road, was constructed in 2006. As from 2005 the Duchy has provided 35% affordable housing in Phase 2. The focus of Phase 2 is Queen Mother Square, formally opened by Her Majesty The Queen in October 2016.



HOLMEAD WALK



WOODLAND CRESCENT PLAY AREA



PEVERELL AVENUE EAST



AERIAL PHOTOGRAPH OF POUNDBURY MAY 2018

## SOUTH WEST QUADRANT

This 4 ha site forming the remainder of Phase 2, is situated between Bridport Road and Middle Farm Way with views towards historic Maiden Castle. Planning approval was granted in 2006 for 190 homes including a mixture of shared ownership and rented accommodation, shops, offices and restaurants. The focal point of the development is the Buttermarket with small retail units and workshops lining the square to provide an artisan flavour. Regular community events take place in the Buttermarket including Christmas markets and Easter egg hunts, mainly organised by local businesses.

The development was built by CG Fry & Son Ltd & Morrish Builders.

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

## PARKWAY FARM

Parkway Farm is a 2ha site south of Middle Farm Way. This site is being developed for heavier industrial uses (B2), which are ideally separated from residential areas.

Weymouth College moved its Centre of Vocational Excellence in Stonemasonry Skills to Parkway Farm in 2008. Here, in addition to stone masonry, students learn traditional craft skills such as conventional construction techniques including plastering, wall tiling and plumbing. Stonemasonry students from all over Europe travel to attend the school.

In 2016 the Dorset Centre for Creative Arts opened, offering short art courses and specialising in traditional skills such as Viking jewellery and bronze casting, as well as creative writing and film making classes.

Architects: David Oliver and Lionel Gregory Architects



WIDCOMBE MEWS



INGLESCOMBE STREET



STONEMASONRY APPRENTICE



VIEW OF QUEEN MOTHER SQUARE TOWARDS ROYAL PAVILION



QUEEN MOTHER SQUARE



WAITROSE



DUCHESS OF CORNWALL INN

## QUEEN MOTHER SQUARE

This square is the central hub and heart of Poundbury. Built to commemorate Her Majesty Queen Elizabeth, The Queen Mother, it features 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.<sup>2</sup> of offices and 11 flats. There are also over 100 underground car parking spaces.

In 2011, Newborough House on the south side of the square was completed, providing a café, offices and residential apartments.

On the east side, Strathmore House includes eight grand apartments above two retail units in a classical building designed by Quinlan Terry.

On the south east corner stands 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 and was formally opened by HRH The Duchess of Cornwall, in October 2016.

Bowes Lyon Court sits behind this, as the flagship retirement scheme for McCarthy & Stone.

The final building, due to be completed in 2019, is the Royal Pavilion, which comprises of 20 luxury apartments with a health spa on the ground floor.







DORSET FOOD & ARTS FESTIVAL HELD EVERY AUGUST IN QUEEN MOTHER SQUARE





NORTH EAST QUADRANT, MAY 2019



## POUNDBURY PHASES 3 AND 4

Outline planning permission was granted by West Dorset District Council in September 2011 for this part of Pounbury (44 hectares), which covers the northern and western perimeters. This includes 1,200 dwellings, a new four-form, 20 classroom entry first school to replace Damers First School premises in Dorchester, and alterations to the Monkey's Jump Roundabout (Dorchester Bypass).

## THE NORTH EAST QUADRANT

On completion in 2020, this quadrant will have delivered 550 homes (generating an average density of 33 dwellings/ha) ranging from five-bedroom houses to one-bedroom apartments. 35% of the homes are built for affordable rent, shared ownership and discounted homes for first time buyers.

The site covers 15.8ha of which 0.65ha are green space within the development boundary. This includes 5,000m<sup>2</sup> of employment space.

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

The homes in Pounbury's newest square Crown Square opened in April 2018.

In 2017 Damers First School relocated to its new home in the North East Quadrant, on the edge of The Great Field. The school now has the space required to grow into a four form entry first school for 600 pupils.

The school was designed by Dorset County Council in accordance with baseline principles, but features many innovative spaces such as an eco space for children to grow plants, outdoor reading areas and access onto Dorchester's largest green space, The Great Field.



HAYWARD SQUARE WITH A BUILT IN BIRD BOX ON THE TOP RIGHT OF YELLOW BUILDING

## FUTURE DEVELOPMENT OF THE NORTHERN QUADRANTS

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.

In the Northern Quadrant construction of the 350 homes has commenced. 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, some 5,800 residents, and created 3,500 jobs.



PROPOSED CROWN AND MARKET SQUARE



PROPOSED VIEW OF THE NORTH WEST QUADRANT



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*“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.”*

**HRH The Prince of Wales, 2016**

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# Aerial Map of Poundbury

May 2019



NORTH WEST QUADRANT - PHASE 4

SOUTH WEST QUADRANT - PHASE 2

PARKWAY FARM AND  
POUNDBURY BUSINESS CENTRE

QUEEN M...

MOTHER SQUARE

DAMERS FIRST SCHOOL

NORTH EAST QUADRANT - PHASE 3

THE GREAT FIELD

PHASE 1





DUCHY PROJECT MANAGER PETER JAMES AT RAINBARROW FARM



## SUSTAINABILITY

The concept of sustainability has been at the heart of the Poundbury masterplan from the outset. Many different methods of improving and advancing carbon reductions have also been explored.

### ANAEROBIC DIGESTATE - RAINBARROW FARM

Rainbarrow Farm is the UK's first commercial biomethane-to-grid plant, currently generating enough gas to flow to 5,320 houses mid winter and 59,150 houses mid summer. A significant upgrading process in 2019 means the output is expected to increase to power 7,250 houses in winter and 80,600 houses in summer by the end of 2019.

Biogas produced at Rainbarrow Farm was first cleaned and injected as biomethane into the National Grid on 11 October 2012. A joint venture partnership was formed (JV Energen LLP) between the Duchy of Cornwall, a local farmer who needed more sustainable break crops and fertiliser sources, and Active Business Partnerships. JV Energen, The Duchy of Cornwall were presented with the UK's first ever Green Gas Certificates. A recent development at Rainbarrow Farm means that the digestate - the material left at the end of the AD process - can be sold and used as a nutrient rich bio-fertiliser, which helps farmers and gardeners to reduce reliance on more costly, oil derived fertilisers.

### ELECTRIC CAR CHARGING POINTS

There are two public car charging points in Queen Mother Square. The unit is a Ropec Securicharge and tokens can be purchased in the garden centre and restaurant for £1, with more planned across the site.

### BUILT IN BIRD BOXES

Bird boxes are being incorporated in the build programme with the aim of providing one box per house on the remaining phases of development. The boxes attract swifts and are comprised of Schwegler swift boxes on rendered buildings and Cambridge swift boxes in masonry walls of stone and brick. The RSPB is auditing the boxes with hopes to inform future government policy regarding incorporating bird boxes into future development in the UK.



AN ART EXHIBITION AT THE RESTORED JUBILEE HALL



### PLASTIC FREE MOVEMENT

In 2018 the independent butcher shop the Brace of Butchers opened an extension called Naked Brace. The plastic free shop invites customers to bring their own containers and buy fresh market vegetables, grocery staples, local honey and milk supplied by local farmers. The latest scheme is boomerang bags, where the community is invited to make the bags and continually reuse. Damers First School's Eco Crew have been helping the community to start a Refill Poundbury scheme alongside Litter Free Dorset, which allows people to fill up water bottles in a number of businesses around Poundbury, reducing plastic waste. The eco-campaigners have also led a movement to inspire Dorchester to become Plastic Free after making passionate requests to councillors, businesses and the wider community.

### INNOVATIVE TECHNOLOGY

A Poundbury based eco-company has been working on a range of sustainable energy solutions for residents. This includes power walls that can help homeowners become more sustainable by generating electricity by sunlight in the day and powering the home in the evening. Other homeowners have had electric car and bike charging points installed. A popular e-bike shop in Poundbury champions the benefits of e-bikes in the community. A Poundbury based eco-energy company offers a solar slate product that has an aesthetic appeal, a wall battery and even an external solar office design, which also powers the home.

### RESTORING THE JUBILEE HALL

In Queen Mother Square, the Jubilee Hall incorporates structural elements of The Royal Jubilee Hall from the nearby town of Weymouth.

The original Jubilee Hall was erected in 1887 with much local pride to commemorate the 50 year reign of HM Queen Victoria. Having served as a music hall and theatre and despite a spirited campaign from local environmentalist Dr Geoffrey Poole, it was demolished in 1989 to make way for a town centre retail development in Weymouth. The Duchy of Cornwall and Woodpecker Properties recovered the historic cast iron columns and brackets and incorporated them in the modern Jubilee Hall in Kings Point House.





HRH THE PRINCE OF WALES BEING SHOWN DAMERS FIRST SCHOOL'S ECO GARDEN BY SCHOOLCHILDREN

## WHAT OTHER PEOPLE HAVE SAID ABOUT POUNDBURY

*“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

*“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.’



*“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

*“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. 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





*“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”.*

Richard Rees, Savills Research on The Value of Placemaking, 2016

*“It’s phenomenally successful, popular and has risen in value. Having seen for myself its beautiful homes and huge sense of community, it’s clear to me this experiment is a real success.*

*What I love about Poundbury is the fact it’s thrown out the rulebook. It certainly takes inspiration from the past but I think it could be a blueprint for the future”*

Phil Spencer, History of Britain in 100 Homes for Channel 4, 2019

*“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

*“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, 2015



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## POUNDBURY CONTACTS

### **PRESS OFFICERS, DUCHY OF CORNWALL**

Amanda Foster MVO & Lucy Matthews  
Clarence House  
Stable Yard Gate  
London SW1A 1BA  
T: 0207 834 7346  
F: 0207 925 0795

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### **DUCHY OF CORNWALL**

Poundbury Farmhouse  
Poundbury Farm Way  
Dorchester  
Dorset, DT1 3RT  
T: 01305 250533  
F: 01305 250547  
E: poundbury@duchyofcornwall.org

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### **POUNDBURY DEVELOPMENT DIRECTOR**

Andrew Hamilton MVO  
c/o Poundbury Farmhouse

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### **ESTATES DIRECTOR, DUCHY OF CORNWALL**

Ben Murphy  
c/o Poundbury Farmhouse

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### **POUNDBURY MANAGEMENT TEAM**

Jason Bowerman, Development Manager  
Peter Lacey, Poundbury Project Manager  
Christine Walsh, Poundbury Business Manager

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### **CG Fry & Son Ltd**

The Green  
Litton Cheney  
Dorchester, Dorset, DT2 9AW  
T: 01308 482545  
F: 01308 482249  
Sales: 01305 259 600  
E: sales@cgfry.co.uk  
www.cgfry.co.uk

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### **Morrish Builders**

Unit 5, Upton Industrial Estate  
Upton, Poole  
Dorset BH16 5SL  
T: 01202 623 420  
F: 01202 632 448  
Sales: 01305 213 745  
Commercial Enquiries: T: 01202 661 177  
www.morrish-builders.co.uk

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### **ZeroC Holdings Limited**

Suite B, Kings Point House, 5 Queen Mother Square,  
Poundbury, Dorchester DT1 3BW  
T: 01305 250 427  
E: enquiries@zeroholdings.co.uk  
www.zeroc.co.uk

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### **Woodpecker Properties**

Derek Newell  
Linen Hill Farm  
Bachelors Lane  
Holtwood  
Wimborne, Dorset, BH21 7DS  
T: 01258 841155

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### **Dorset Council**

Dorset Council  
South Walks House  
South Walks Road  
Dorchester, Dorset, DT1 1UZ  
T: 01305 251 010

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### **AFFORDABLE HOUSING PROVIDERS**

#### **Aster Housing Association**

T: 0333 400 8222  
www.aster.co.uk

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#### **The Guinness Partnership**

T: 01392 822 902  
www.guinnesspartnership.com

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#### **East Boro Housing**

T: 01202 883 503  
www.ebht.org.uk

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#### **Hastoe Housing Association**

T: 01305 250 103  
www.hastoe.com

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#### **Stonewater**

T: 01202 319 119  
www.stonewater.org

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#### **Magna Housing Association**

T: 01305 216 000  
www.magnaha.org.uk

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#### **Yarlington Housing Group**

T: 01935 404500  
www.yhg.co.uk

### Chairman, Poundbury Resident's Association

William Gibbons

T: 01305 341 415

E: [enquiries@poundburyresidentsassociation.uk](mailto:enquiries@poundburyresidentsassociation.uk)

W: [www.poundburyresidentsassociation.uk](http://www.poundburyresidentsassociation.uk)

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### The Brownsword Hall, Poundbury

A meeting hall and community space available for hire and capable of seating approximately 100 people. For bookings:

T: 01305 753867

Email: [brownswordhall@aol.com](mailto:brownswordhall@aol.com)

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For further information, you may find it helpful to refer to the following Websites:

[www.duchyofcornwall.org](http://www.duchyofcornwall.org)

[www.princeofwales.gov.uk](http://www.princeofwales.gov.uk)

[www.princes-foundation.org](http://www.princes-foundation.org)

[www.youtube.com/theroyalchannel](http://www.youtube.com/theroyalchannel)

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DUCHY of CORNWALL

# POUNDBURY

## WEBSITE COMING SOON

[www.poundbury.co.uk](http://www.poundbury.co.uk)

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Poundbury Business Friends: An informal group of Poundbury Businesses working together to promote each other organically, through word of mouth and by reputation. A map and business details are available in all Poundbury shops and businesses. For enquiries or to participate in the map scheme, please contact:  
E: [join@discoverpoundbury.co.uk](mailto:join@discoverpoundbury.co.uk)





DUCHY of CORNWALL  
**POUNDBURY**

