



Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty

B6



Area



Theme



Supplementary



Method

Background

# Historic Environment Action Plans

Background 6: People  
in the Landscape






This document forms part of a suite of documents which together comprise the Cranborne Chase and West Wiltshire Downs AONB Historic Environment Action Plans.


The HEAPs provide a summary of the key characteristics of the historic environment of the AONB at a landscape scale, they then set out the significance, condition and forces for change affecting the historic fabric and character of this special landscape and identify proactive actions to conserve and enhance these special characteristics. These summaries are divided into two groups:


1. Summaries of the historic environment of the AONB by area
2. Summaries of the historic environment of the AONB by theme


These core documents are accompanied by documents which provide background information, supplementary information and detail on the methodologies used to create these documents.

A series of icons help you navigate this suite of documents:

 **Background** - Provides an introduction to the AONB Historic Environment Action Plans and provides background information on the history and archaeology of the landscape **(B1 to B10)**

 **Area** - Summarises key characteristics of discrete geographical areas within the AONB, they then set out the significance, condition and forces for change affecting the historic fabric and character of each area and identify proactive actions to conserve and enhance its characteristics **(A1 to A12)**

 **Theme** - Summarises key characteristics of historic environment themes, each document then sets out the significance, condition and forces for change affecting the historic fabric and character of each theme and identify proactive actions to conserve and enhance its characteristics **(T1 to T14)**

 **Supplementary** - A series of documents which explore supplementary issues of relevance to the Historic Environment Action Plans **(S1 to S2)**

 **Method** - Introduces the methodology behind the production of the Historic Environment Action Plans **(M1 to M3)**

## Contents

People in the Landscape – An Introduction .....	1
Noble families associated with the AONB.....	1
Named designers associated parks, gardens and buildings of the AONB .....	2
A selection of historical figures associated with the AONB.....	3
The inspiration derived from the landscape .....	5
Travellers through the AONB landscape .....	5
References .....	6

## People in the Landscape – An Introduction

People are central to the story of the development and evolution of the AONB:

- Changes in the demographics of the population of the landscape through time can have a major influence on landscape character.
- Leading noble families shaped the estates which they owned through successive generations, and increasingly their individual sense of style and taste had a profound impact on the designed and built aspects of the landscape, supported by professional landscape and parkland designers.
- Named historical figures can become associated with particular locations giving an added dimension to their sense of place and added historical value.
- Artists, poets and writers derive inspiration from the landscape, and their work in turn spreads awareness and connection to the landscape.
- Travellers across the landscape capture moments in time and periods of great change.

## Noble families associated with the AONB

Bankes family, formerly of Corfe Castle, moved the Kingston Lacy in 1663.

Barons Arundells of Wardour created in 1605; line became extinct in 1944. The Barons took their title from Wardour Castle in Wiltshire

Earls of Pembroke (Herberts of Wilton) created 1551. Their main family seat is at Wilton House.

Earls of Somerset, created 1588; are major land holders at Maiden Bradley.

Earls of Salisbury (Cecils of Cranborne) created in 1605 by James I. The Cecil's gain control of the lordship of Cranborne Chase.

Earls of Shaftesbury, Ashleys of Wimborne St Giles created in 1672. The first earl of Shaftesbury was Anthony Ashley-Cooper. Their main family seat is St Giles House, and a manor has existed on this site since the reign of Edward I (1239-1307).

William Beckford (1709-1770) and William Thomas Beckford (1760-1844) owned the Fonthill estates.

Frekes of Iwerne Courtney, substantial local family during the 16<sup>th</sup> and 17<sup>th</sup> century at one time leased Cranborne Manor. They failed in the male line and passed the rights of the lordship of Cranborne Chase to the Pitt-Rivers family.

Hoare's of Stourhead (18<sup>th</sup> century to present), bought Stourhead in 1717 from the Barons of Stourton. They created the current house and parkland at Stourhead.

Marquesses of Bath, (Thynnes of Longleat) created 1789. Their main family seat is Longleat House.

Farquharsons, wealthy newcomers to the Cranborne Chase establishing themselves at Shapwick in 1717.

Penruddocke, wealthy local family in the 17<sup>th</sup> and 18<sup>th</sup> century, based at Compton Chamberlayne.

Napier family owned a house at Long Crichel since Tudor times; Sir William Napier rebuilt the house after a fire in 1742 and when and when Humphrey Sturt inherited the estate in 1765 he extensively remodelled the house.

### **Named designers associated parks, gardens and buildings of the AONB**

Robert Smythson (c1536-1614) English architect, designed the mansion at Longleat and remodelled Old Wardour Castle.

Sir John Vanbrugh (1664-1726) English architect, was commissioned to build a large country house at Eastbury in 1716. Today only the kitchen and servants quarters remain

John (ca 1668–1770) and William Bastard (ca 1689–1766) English architects, rebuilt Long Crichel after a fire in 1742; and the brothers' nephews and heirs, Thomas, Benjamin and James, collaborated to enlarge the shell of Crichel House in 1771-73.

Colen Campbell (1676-1729), Scottish architect who built Stourhead between 1721-4 in the Palladian style.

Charles Bridgeman (1690-1738) English garden designer, created early 18<sup>th</sup> century formal gardens and parkland at Eastbury House

Henry Flitcroft (1697-1769), English architect built the Temple of Flora at Stourhead in 1745.

Lancelot 'Capability' Brown (1716-83) English Landscape architect, laid out extensive parkland at Longleat, gave advice and inspired many of the other parklands in the AONB.

James Paine (1717-1789) English architect, who designed and built New Wardour Castle 1770-1776 including the chapel.

Robert Adam (1728-1792) neoclassical architect, interior designer and furniture designer. The window surround and frieze on the porch of the Old Rectory, Donhead St Mary is by Robert Adam and derives from Bowood House, Wiltshire.

James Wyatt (1746-1813) English architect, designed the interiors for the new house at Long Crichel during the 1770s, and built the neo-gothic Fonthill Abbey, 1795 – 180, for William Beckford.

John Soane (1753-1837) English architect, added to New Wardour Castle chapel.

Humphry Repton (1752-1818) English Landscape architect, prepared a Red Book for Longleat.

Jeffry Wyattville (1766-1840) English architect, built Phillips House, Dinton.

Charles Fowler (1792-1896) English architect, built St Michael and All Angels at Teffont Evias between 1824-6.

Thomas Henry Wyatt (1807-1880) British-Irish architect, carried out alterations, building and repairs to many churches in the Wiltshire area of the AONB.

Sir George Gilbert Scott (1811-1878), English architect, designed, renovated and built several churches in the AONB as well as building the rectory at Teffont Evias.

William Butterfield (1814-1900), English architect, restored several churches in the AONB.

John Loughborough Pearson (1817-1897), English architect in the gothic revival style, built St John the Evangelist, Sutton Veny between 1866-8.

Phillp Webb (1831-1915, English architect — sometimes called the 'Father of Arts and Crafts Architecture, designed Clouds House in the 1880s.

Thomas Mawson (1861-1933) British garden designer, created the formal gardens at Boveridge.

Gertrude Jekyll (1843-1932) British garden designer, created the planting scheme for Boveridge.

Edward Doran Webb (1864-1931), English architect, designed New Town Church 1911.

Alison (1928-1993) and Peter Smithson (1923-2003) architects, several examples of their modernist designs exist in the Vale of Wardour.

### **A selection of historical figures associated with the AONB**

King Alfred (849-899) was King of Wessex between 871 and 899. The rallying of troops for the Battle of Ethandun is associated with the area on the Wiltshire, Dorset and Somerset border near Penselwood. A boundary stone known as 'Egbert's Stone' is

associated with the gathering. The association was reinforced, marked by the building of King Alfred's Tower in 1772 on the Stourhead estate.

King John (1167-1216) is one of the Medieval Kings known to have hunted across Cranborne Chase. His name is still associated with King Johns House, a former hunting lodge in the village of Tollard Royal.

Sir John Davies (1539-1626) is associated with the area, and was an English poet and lawyer.

Sir Christopher Wren (1632-1723) was born and grew up in East Knoyle, where his father was rector. Little survives to celebrate the birthplace of this great architect, although the store above which he was born is known as 'Wren's Shop'. Sir Christopher Wren's Master Mason, Edward Strong, was also born in East Knoyle where he built a cottage and farm.

William Thomas Beckford (1760-1844) was an English novelist, profligate and art collector. He enhanced the estates at Fonthill and built Fonthill Abbey, most of which collapsed under the weight of its poorly-built tower.

William Barnes (1801-1886) was a poet born near Pentridge in 1800 and was later a rector and schoolteacher at Mere. He wrote many poems in Dorset dialect and reflected on county life and character.

Lieutenant-General Augustus Henry Lane Fox Pitt Rivers (1827–1900) inherited Rushmore in 1880 when Horace, the sixth and last Lord Rivers died. With his inheritance, General Pitt-Rivers was able to indulge in his main interest – that of archaeology. Pitt-Rivers is known as the 'father of archaeology'.

Heywood Sumner (1853-1940), a member of the Arts and Crafts Movement who retired to the edge of the area in 1902. In addition to writing a series of topographical books, Sumner rapidly became a leading archaeologist, continuing the high standards of excavation and recording established by Pitt-Rivers. His experience as an illustrator is reflected in the fine prints, maps and plans that many of his publications contain.

Sir Anthony Eden (1897–1977) was British Prime Minister from 1955 to 1957. He retired to Alvediston and is buried in the churchyard.

Rolf Gardiner (1902-1971) took over Gore Farm from his uncle the composer Henry Balfour Gardiner (1877-1950) in 1924 and bought Springhead, Fontmell Magna in 1933. Rolf Gardiner was one of the pioneers of the organic farm movement and a founder of the Soil Association.

Cecil Beaton (1904 – 1980) was an English fashion and portrait photographer. For fifteen years between 1930 and 1945, Beaton leased Ashcombe House in Wiltshire, where he entertained many notable figures.

Sir John Eliot Gardiner (1943- ) is an English conductor born at Fontmell Magna, Dorset.

### The inspiration derived from the landscape

James Thomson (1700-1748) poet, was inspired by the parks and gardens at Eastbury.

William Chafin (c. 1818) country parson, who collected anecdotes of life on the Cranborne Chase.

Argentinean born W H Hudson (1841-1922) based his book *A Shepherd's Life* (1910) on his conversations with a shepherd named Dawes from Martin. In this book, Hudson renamed the village Winterbourne Bishop.

Thomas Hardy (1840 – 1928) described the Cranborne Chase in his novel *Tess of the D'Urbervilles* (1891).

Desmond Hawkins (1908 – 1999) was an author, editor and radio personality and wrote the definitive book about the Cranborne Chase (1980).

Edwin Smith (1912-1971) photographer of English gardens, landscapes and architecture worked in the AONB.

Antiquarians and Archaeologists have explored ancient monuments of the Cranborne Chase and West Wiltshire Downs since the 15th century. This is explored further in Overarching Topic C: History of Archaeological Discovery

### Travellers through the AONB landscape

William Camden (1551-1623) was an English antiquarian, historian, and officer of arms. He wrote the first topographical survey of the islands of Great Britain and Ireland including the counties of Wiltshire, and Hampshire.

John Aubrey (1626-1697) was an English antiquarian and writer. He wrote topographical descriptions of the county of Wiltshire. These were later incorporated into a manuscript called "The Natural History of Wiltshire" in 1846.

Celia Fiennes (1662 -1741) was an English traveller born in Wiltshire whose travel writings include descriptions of travels between the market towns across the edge of the AONB.

William Cobbett (1763 – 1835) saw himself as a champion of traditional rural society against the transformation due to the Industrial Revolution. He took to riding around the country on horseback making observations of what was happening in the towns and villages. *Rural Rides*, first appeared in serial form in the *Political Register* running from 1822 to 1826. It was published in book form in 1830. It features descriptions particularly of the chalk river valleys of the AONB.

Daniel Defoe (1659-1731) was an English writer, journalist, and pamphleteer. His three volume travel book; *Tour Through the Whole Island of Great Britain* was published between 1724 and 1727, and was innovative partly because Defoe had actually visited the places he described. His descriptions of the downland of the AONB are particularly evocative.

Sir Frederick Treves (1853-1923) was a prominent British Surgeon who in 1906 wrote a book exploring the history of the Highways and Byways of Dorset.

In 1928 E Hutton wrote a similar book for Wiltshire entitled the Highways and Byways in Wiltshire.

## References

- Aubrey, J 1969 *The natural history of Wiltshire*, David and Charles, Newton Abbot  
 Barnes, W 1962 *The poems of William Barnes*, Centaur Press, Arundel  
 Chafin, W 1818 *Anecdotes of Cranborne Chase* publisher unknown  
 Cobbett, W 1922 *Rural rides*. Cambridge University, Cambridge  
 Defoe, D 1722 *A tour through England and Wales in 1722*, Everyman.  
 Hardy, T 1968 edition *Tess of the d'Urbervilles*, Macmillan, London  
 Hawkins, D 1993, *Cranborne Chase*, Dovecote Press, Stanbridge, Wimborne, Dorset  
 Hudson, W H 1910, *A shepherd's life*, Macdonald Futura Press, London  
 Hutton, E 1928, *Highways and byways in Wiltshire*, Macmillan, London.  
 Treves, F 1906, *Highways and byways of Dorset*, Macmillan, London

Version 1 December 2010. Written by Emma Rouse, HEAP Officer  
 © Cranborne Chase and West Wiltshire Downs AONB

All photographs copyright AONB office; Nick Smith; Tracy Rich & Carolyn White  
 All Map content property of the AONB Office  
 All base mapping with the permission of the Ordnance Survey  
 © Crown Copyright. All Rights Reserved (100049050) 2010.



Background	B1	Introducing the Cranborne Chase and West Wiltshire Downs AONB Historic Environment Action Plans
	B2	Description of the Archaeology of the AONB by Time Period
	B3	History of Archaeological Discovery
	B4	Land Use
	B5	Local Distinctiveness
	B6	<b>People in the Landscape</b>
	B7	Major Historical Events, Trends and Fashions
	B8	Designated Heritage Assets
	B9	Full List of Historic Environment Actions
	B10	References and Glossary
Area	A1	Longleat to Penselwood Hills and Kilmington Common
	A2	Sutton Veny, Cold Kitchen Hill and Zeals Knoll
	A3	Chalk River Valleys
	A4	Northern Wylde and Ebbel Valley Sides
	A5	West Wiltshire Downs
	A6	Great Ridge and Grovelly Woods
	A7	Fovant Terrace and the Area Between Chalbury and Woodlands
	A8	Chalk Escarpments
	A9	Vale of Wardour
	A10	Wooded Chalk Downland of the Cranborne Chase and Chetterwood
	A11	Downland Hills
	A12	Southern Downland Belt
Theme	T1	Ancient Boundaries and Land Ownership
	T2	Farms and Farming
	T3	Fields in the Landscape
	T4	Historic Parks and Gardens in the Landscape
	T5	Hunting Landscapes
	T6	Industry in the Landscape
	T7	Landscapes of Militarism, Commemoration & Defence
	T8	Landscapes of Prehistory
	T9	Open Land
	T10	Routeways in the Landscape
	T11	Settlement in the Landscape
	T12	Water in the Landscape
	T13	Woodland and Trees in the Landscape
	T14	Historic Features of Local Value
Supplementary	S1	Planning and Historic Landscape Character: A Guide for the Cranborne Chase and West Wiltshire Downs AONB
	S2	Forces for Change Operating on the Historic Environment of the Cranborne Chase and West Wiltshire Downs AONB at a Landscape Scale and their Past, Current and Future Impacts
Method	M1	Creating Historic Environment Action Plans for Protected Landscapes
	M2	Creating and Describing Historic Environment Areas
	M3	Creating and Describing Historic Environment Theme

Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty



## Historic Environment Action Plans

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

This document forms part of a suite of documents which together comprise the Cranborne Chase and West Wiltshire Downs AONB Historic Environment Action Plans, or HEAPs for short. The HEAPs provide a summary of the key characteristics of the historic environment of the AONB at a landscape scale, they then set out the significance, condition and forces for change affecting the historic fabric and character of this special landscape and identify proactive actions to conserve and enhance these special characteristics.



**AONB Office,  
4 Castle Street,  
Cranborne,  
BH21 5PZ  
Tel: 01725 517417  
email: [info@cranbornechase.org.uk](mailto:info@cranbornechase.org.uk)**

**[www.ccwwdaonb.org.uk](http://www.ccwwdaonb.org.uk)**