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Background

What is a management plan and why are we preparing it?

- 1.1 The Planning (Listed Buildings and Conservation Areas) Act 1990 places a duty on all local planning authorities to determine which parts of their area are of special architectural and/or historic interest, the character or appearance of which it is desirable to preserve and/or enhance. Such areas can then be designated as conservation areas. The Act also states that local planning authorities should formulate and publish proposals for their preservation and enhancement.
- 1.2 Tamworth has seven conservation areas, which were designated between 1976 and 1999. In 2007-2008 the Council undertook a programme of conservation area appraisals to define the special interest of the conservation areas, to ensure that the boundaries remained relevant and defendable and to identify potential areas for future attention. A number of recommendations from the appraisals have been implemented, including boundary amendments, addition of buildings to the local list and a number of Article 4 Directions.
- 1.3 Incremental changes over time can alter the character of a conservation area and the appraisals should be reviewed on a regular basis to identify opportunities and threats. The management plan provides the opportunity to review the appraisals and to set out a medium to long term management strategy to guide future change in a positive way that respects the historic environment. It is important to note that this management plan does not entirely supersede the Wilnecote Conservation Area Appraisal 2008, and should be read in conjunction with this document.
- 1.4 The preparation of the management plan has been guided by the Historic England document 'Understanding Place: Conservation Area Designation, Appraisal and Management' 2016. This section sets out the purpose of the management plan and the issues it will cover, the consultation strategy and review of relevant Local Plan policies and evidence.
- 1.5 The management plan will consider the following issues:
 - changes to the conservation area
 - positive and negative features
 - actions to secure the repair and full use of buildings
 - priority schemes
 - archaeology
 - green space management
 - new development
 - resources
 - monitoring
- 1.6 It is anticipated that the management plan will last for a period of five years. Although the plan contains details of proposals and initiatives it is acknowledged that some will have a longer timeframe. The management plan is not a statutory document and does not form part of the development plan, however, it will be a material consideration in decision making.

What did we do to involve people?

- 1.7 The Council is required by the 1990 Act to consult the local community on any management proposals for the conservation area. The Council's Statement of Community Involvement specifically covers the preparation of local plans and planning applications and although the management plan is not a statutory document, the intention was that the Council will broadly follow the procedure for the preparation of a supplementary planning document, which will involve a public consultation event.
- 1.8 During November 2016 January 2017, the Council undertook an 8 week consultation period in order to publicise the draft management plans and to invite views from the community, local heritage groups and statutory consultees. The consultation event was publicised by the following methods:-
 - Emails and letters to interested parties on the Planning Policy Mailing list;
 - Emails to Statutory consultees and neighbouring authorities;
 - · Letters and emails to local heritage groups;
 - Copies of conservation area appraisals and questionnaires which were made available to each of the Tamworth Borough Libraries;
 - Flyers posted on Local parish Church notice boards;
 - Details of the consultation and letters posted on the Council Website, including on the Council Launch Page;
 - Use of Council's social media platforms to publicise the consultation.
- 1.9 Details of the feedback received during the consultation period and how the Council has responded to those views are detailed in a separate spreadsheet which is published on the Conservation Area Review pages of the website.

Tamworth Local Plan 2006-2031

1.10 The new Local Plan covers the period 2006-2031. The Vision for the Local Plan builds on the identified issues and challenges and sets the spatial direction for Tamworth. The relevant parts of the Vision for heritage are the vibrant town centre and distinctive identity related to the town's history and heritage assets. The Local Plan then goes on to set spatial priorities to deliver the vision and in the context of Wilnecote, the following are considered relevant:

SP3	Working in partnership with economic stakeholders to create a diverse local economy, including regeneration of employment areas and provide appropriate education and training that will provide local job opportunities
	that will reduce the need for residents to travel outside of the Borough.
SP5	To provide a range of affordable, adaptable and high quality housing that
	meets the needs of Tamworth residents.
SP7	To encourage active and healthier lifestyles by providing a network of
	high quality, accessible green and blue linkages and open spaces and
	formal indoor and outdoor recreation facilities that meet identified needs
	and link neighbourhoods to each other and the wider countryside.
SP9	To protect and enhance heritage assets by ensuring that proposals for
	change respect the historic character of the Borough including street
	layout, surviving historic buildings, street furniture, archaeology and open
	spaces.
SP10	To create safe, high quality places that deliver sustainable
	neighbourhoods and reflect Tamworth's small scale and domestic

character using a blend of traditional and innovative design techniques.

1.11 Not only does the Local Plan give weight to Tamworth Town but also the sustainable development of settlements outside Tamworth such as Wilnecote. The following policies are considered relevant to the Wilnecote Conservation Area:

EC5 Culture and tourism

- Promote, protect and enhance Tamworth's landscape and heritage
- Support appropriate re-use of historic buildings
- Promote existing tourism attractions and support additional tourism attractions linked to heritage
- Promote awareness and interest in heritage
- Improve physical links around and beyond the town centre

EN5 Design of new development

- Buildings and places to be high quality and well designed, particularly to support enhancement of the town centre and conservation areas
- Respect existing architectural and historic character but allow innovation where appropriate
- Take into account impact on significance of heritage assets
- Scale, form, massing, materials and design to conserve or enhance context
- Development to be legible and outward facing with active frontages
- Incorporate landscaping and open space

EN6 Protecting the historic environment

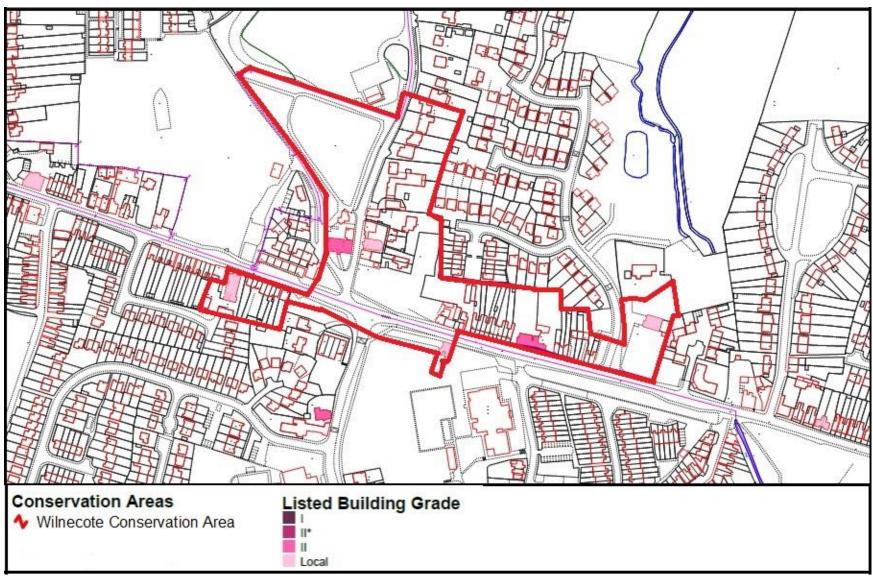
- Development affecting historic assets required to assess impact and clearly demonstrate how assets will be conserved and enhanced (heritage statement and statement of significance)
- Reference to Extensive Urban Survey (EUS) to identify potential for archaeology (need for archaeological desk based assessment)
- Development to address issues in evidence base (detailed below)
- Support enhancement of negative features and "vulnerable" and "at risk" buildings
- Support public realm improvements and use of vacant and under used historic buildings
- 1.12 The Local Plan recognises the Character Appraisals and other evidence base, including the Extensive Urban Survey (2011)¹, Heritage at Risk Survey (2013) Historic England Heritage at Risk Survey 2016 and Heritage Impact Assessments (2014); that development is required to address the issues identified in these documents as material considerations. The Infrastructure Delivery Plan also identifies the following proposals which are relevant to the Wilnecote Conservation Area:
 - Improvements to the public realm at gateways, and along corridors
 - Physical improvements to heritage at risk
- 1.13 A Design supplementary planning document (SPD) is being prepared to support the Local Plan which will provide further detailed guidance on design including specific issues for historic contexts.

¹ See https://www.staffordshire.gov.uk/environment/eLand/planners-developers/HistoricEnvironment/Extensive-Urban-Survey/Tamworth-EUS-Report-Final.pdf

Review of Relevant Evidence

- 1.14 The Tamworth EUS considers the historic and archaeological character of the whole town. Tamworth's urban area was divided into 37 historic urban character areas (HUCAs). The HUCAs within the Wilnecote Conservation Area are of high significance in terms of its Evidential, Historic and Aesthetic Value, and low regarding its communal value.
- 1.15 The Heritage at Risk Survey (2013) assessed Conservation Areas and Listed buildings with the aim of assigning a risk category for each building by combining occupancy with physical condition. Of the nine buildings, structures or designated areas in Tamworth classed as "at risk" or vulnerable", none are located in the Winecote Conservation Area. The national Heritage At Risk survey carried out by Historic England annually does not identify any heritage assets at risk within the Conservation Area.
- 1.16 The map on page 7 shows the heritage assets in the conservation area, plus local plan allocations. Sites in the vicinity of the Conservation Area are important for its setting and are very sensitive to change and there is an over-riding need for caution because development will inevitably impact on assets visually and there is high potential for below ground archaeology to be affected. An important point to emerge from the impact assessment was that development should not be regarded as negative as it offers the opportunity to improve the physical condition of assets, their setting and the reinforcing of historic fabric.

Map showing conservation areas, and heritage assets



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Section 2: Review of the Conservation Area

2.1 The 2008 Appraisal divided the Conservation Area into two character zones: 1) Holy Trinity Church and surrounding environs; and 2) Watling Street. It identified positive and negative buildings, structures and opportunities for change. Using the information in the appraisal and the photographic record as a baseline, the character zones were re-examined to identify which aspects have changed since 2008. Appendix 1 contains a summary of change, positive and negative features and opportunities for each of the zones.

Changes to the conservation area

2.2 No.36 Watling Street was identified in the 2008 Conservation Area Appraisal as having a negative impact upon the character and appearance of the conservation area due to its neglected and derelict state. The Council has been working with the owner in order to develop a scheme which contains residential to the rear and redevelops the existing building and the installation of a new shop front (Figure 1). Although not yet finished, the scheme is a positive enhancement to the character and appearance of the conservation area.



Figure 1 – 36 Watling Street

2.3 Other than small scale changes of use and residential conversions there has been minimal change in the rest of the conservation area. There has been no change to the palisade fencing along Glascote Lane which was identified as having a negative influence upon the character and appearance of the area (Figure 2). Although the palisade fencing is painted to reduce its visual impact, the fence is still unsightly and discussions need to be progressed to determine ownership and remove/ replace this fence with a more appropriate alternative, or the removal of the fence altogether. The fence would be a priority structure that would be eligible for grant assistance to rectify this negative influence.



Figure 2 - Palisade Fence, Glascote Lane.

2.4 As stated in the Wilnecote Conservation Area Appraisal 2008, there are surrounding buildings located throughout the area, such as the listed Grade II listed Manor Farmhouse and the Grade II listed Manor House along Hockley Road, and the Wilnecote Hall on Watling Street; which although contributing strongly to the historic interest of the area, do not form part of a coherent core area to allow these buildings to be included within the Conservation Area.



Figure 3 – Manor Farmhouse (Left) and Manor House (right)

2.5 Local interest groups have sought an assessment as to the potential of the Old School, New Road to be incorporated into the Conservation Area, which is a vacant building which was a former school and youth/community centre. The school has a number of unsympathetic alterations and extensions, UPVC windows, palisade boundary treatment, although the building to the east contains some authentic detailing. Although of local interest, the school buildings, like the listed buildings along Hockley Street, do not present a coherent core area of interest worthy of a

Conservation Area. It is not recommended that the conservation area is extended to incorporate these buildings.



Figure 4 - Old School New Road

2.6 Historic England has conducted an annual conservation area survey since 2009 which considers condition, vulnerability and expected changes. Based on the 2015 update the Wilnecote Conservation Area is classed as being in poor condition and highly vulnerable; however not at risk overall. This is based on feedback from the Council that loss of historic detail, lack of maintenance and the condition of the public realm are all minor problems. It is important to continue to participate in the survey to monitor change and to ensure that the conservation area does not become at risk.

Archaeology

2.7 There is high potential for above and below ground archaeology to survive in the Wilnecote Conservation Area, particularly around the Roman Road (Watling St) and within the earlier buildings in the area which can inform their historic origins and function to the area. The Heritage Impact Assessment recommends that a desk based archaeological assessment is undertaken for all allocated sites, which is reflected in Policy EN6. This would also extend to any windfall sites that come forward within the conservation area.

Historic environment

2.8 Most of the buildings in the conservation area are in good structural condition and the main issue is the loss of individual historical elements, the cumulative effects of which have eroded the character of the conservation area. The Council is able to control specific changes to a small number of residential dwellings in Wilnecote through an Article 4 Direction, however there are many residential and commercial properties that have had unsympathetic alterations such as UPVC replacement windows. On Watling Street, a number of the original terraced dwellings have lost

their front gardens and boundary walls to off-street parking, as well as the installation of UPVC windows and altered fenestrations which has eroded the character of the street from one which was originally symmetrical (Figure 4). The buildings do however exhibit evidential and historic value in that they represent the 19th Century construction of worker's cottages along this section of Watling Street.



Figure 5 - 20-34 Watling Street

2.9 To the edge of the conservation area there are also a number of workers cottages, similar to those further along Watling street. Only no's 147-159 have been incorporated into the conservation area, as these cottages retain their front wall, albeit there is a mix of fenestration and materials. These buildings would however be an appropriate project to spend grant funding to reinstate sympathetic original materials.



Figure 6 - 147-159 Watling St

Public realm

- 2.10 The quality of the street surfacing is poor throughout the conservation area with a variety of materials being used and patchy and uneven reinstatement, often in different materials, following work by statutory undertakers. The quality of the street lighting is also of a quality that is not wholly appropriate to a conservation area.
- 2.11 At the junction of Hockley Road and Watling Street, the school boundary wall is suffering from a lack of maintenance which negatively impacts upon the character and appearance of the conservation area (see Figure 7)



Figure 7 – Wall at the corner of Hockley and Watling Street requires cleaning and repairing of wall

Assessment of Conservation Area Boundary

2.12 It is considered that the Conservation Area boundary as current, fulfils the role of designation for a conservation area. As such, it is recommended that the Conservation Area boundary is retained.

Section 3: Managing the future of the conservation area

- 3.1 This section sets out proposals for managing the conservation area, including projects and initiatives which have arisen from the issues identified in the conservation area appraisal and review. It also sets out guidance for new development, although this will be provided in greater detail in the Design Supplementary Planning Document. Section 2 identified the following issues as being of particular concern for the Wilnecote Conservation Area:
 - Integration of new development
 - Condition of historic buildings
 - Archaeology
 - Quality of the public realm

Integrating new development

- 3.2 There are no allocated sites for development within the conservation area and limited opportunities for windfall development. For any development that does come forward, the sensitivity of the location will require a specific design solution to respond to the historic buildings and streetscape and potential below ground archaeological remains.
- 3.3 Broad principles that would apply to all sites are:
 - Specific design solution for each site to include careful use of materials and detailing which are appropriate for a conservation area;
 - Development to reflect existing small scale domestic architecture;
 - Maintain important views of historic assets and open spaces;
 - Strengthen frontages where they have become fragmented
 - Foundations to take into account potential for below ground remains, to be informed by desk based archaeological assessment and fieldwork if necessary
 - Take the opportunity to restore and enhance heritage assets by reinstating historic materials, detailing and craftsmanship
- 3.4 The Council will be preparing a Design supplementary planning document (SPD) to provide further detail to the Local Plan policies. The intention is to have guidance which will cover shop fronts, signage and advertisements and materials. Other relevant topics include new residential and commercial development.

Management action 1: Guide new development

Produce Design SPD to guide new development, including heritage contexts

Condition of historic buildings

- 3.5 Although the condition of most buildings in the conservation area is reasonable and there has been some investment, there are individual buildings and structures that have been neglected or have been subjected to inappropriate/unsympthetic changes.
- 3.6 The buildings and structures listed in Appendix 3 are identified for enhancement. This will include general improvements to roofs, rainwater goods, windows and shopfronts

and more specialised works including stonework reconstruction and railing reinstatement. The recommended works for each building are set out in Appendix 3.

Management action 2: Enhance the condition of historic buildings

- Engage with owners and tenants to encourage regular building maintenance, with a particular focus on priority buildings
- Promote the retention and reinstatement of historic features including timber windows
- Review the buildings at risk survey on a regular basis (every 5 years)
- Where appropriate, the Council will utilise its legal powers to ensure necessary works are carried out to ensure the safeguarding of the heritage asset

Local List

3.7 The heritage impact assessment highlighted the potential for additions to the local list, although the appraisal process in 2008 resulted in a fairly comprehensive review of the local list and additions were made in the Wilnecote Conservation Area at the time. Along with the public consultation of the Conservation Area Appraisal reviews, the Council will be undertaking a review of the Local List. This will involve inviting nominations from local heritage groups and the general public against criteria set out by the Council. The final decision on local list additions will be subject to Cabinet approval.

Management action 3: Maintain and review Local List

• Review the Local List in consultation with the public

Safeguarding archaeology

3.8 Development within the conservation area could result in loss or fragmentation of surviving archaeological remains and for this reason, early discussion with the Country Council Historic Environment Team is recommended. The Local Plan requires a desk based archaeological assessment to accompany planning applications to identify the potential for archaeology and guide discussions about the scope and scale of any preservation and mitigation.

Management action 4: Safeguard archaeology

- Engage with the Staffordshire County Council Environmental Advice Team and Historic Environment Record at an early stage to enable the production of up to date desk based assessments
- Record any archaeological structures revealed through assessments and development on the Historic Environment Record and consider opportunities

to interpret discoveries

Enhancing the public realm

3.9 Responsibility for provision and maintenance of the public realm is split between the Borough Council and Staffordshire County Council. Renewal of the public realm would enable the area to be redesigned with a unified character and identify. Works other than routine maintenance can be partly funded through Section 106 contributions; however there is the potential to add heritage projects such as streetscape improvements as part of CIL contributions. Larger projects will require funding applications to various sources including the local enterprise partnerships and Heritage Lottery Fund. It will be necessary to work with the County Council to identify opportunities for funding as projects are identified and agreed.

Management action 5: Enhance the public realm

- Work with Staffordshire County Council to identify opportunities for public realm improvements
- Undertake street clutter audit in line with Historic England guidance
- Work with statutory undertakers to agree an approach to highway reinstatement

Funding and resources

- 3.10 The Borough Council has a number of officers whose remit includes heritage and the town centre. The Council will work with partners and engage with businesses and building owners to enhance the conservation area. This may take the form of advice, identifying funding opportunities and promoting the town centre. Project teams could also be formed to co-ordinate and manage specific projects when needed.
- 3.11 The Council operates a modest conservation grant scheme which is used as match funding to support building owners and tenants undertaking structural repairs and restoration of historic features. This is available to all statutorily and locally listed buildings throughout the Borough and historic unlisted buildings within conservation areas. It could be used to part fund the projects identified in the management plan, however, demand already exceeds availability and with competition from projects in other conservation areas, progress will be limited to a small number of projects every year. There is scope to review the way the grant scheme operates to target priority schemes in the conservation areas.
- 3.12 There is also the potential to include heritage projects as part of the project list to be funded as part of Community Infrastructure Levy (CIL) contributions. Predominantly consisting of streetscape improvements the levy charged on new build housing, retail and commercial developments can assist with funding towards improvements. Any potential projects will be required to be added to the Regulation 123 list.

Management action 6: Resourcing Improvements

- Review operation of grant scheme to target priority schemes in the conservation areas arising from management plans
- Develop a list of streetscape improvement projects which can be added to the CIL Regulation 123 list.

Section 4: Monitoring and Review

- 4.1 The intention is to monitor changes to the conservation area to assess the effectiveness of the management plan. A dated photographic record has been produced to show the changes to the conservation area since the appraisal was undertaken in 2008, using the original photos for comparison. A formal review will be carried out on a five yearly basis.
- 4.2 The Council will continue to participate in the Historic England annual conservation area survey and take appropriate advice and action if the conservation area is revealed as being at risk.
- 4.3 These monitoring actions will need to be set up alongside the Local Plan monitoring framework.

Management action 7: Monitoring and Review

- Produce a dated photographic record to monitor changes to the conservation area
- Continue to participate in the annual conservation area survey produced by Historic England
- Monitor changes in the conservation area and modify the management actions where necessary to secure positive change

Appendices

Appendix 1: Review of the conservation area by character zone

Charac	ter Zone 1 – Holy Trinity Church and surrounding environs
Change since 2008	Addition of one building to the Local List
Positive features	 Trinity church and Glascote Lane which is lined by trees and surrounded by larger dwellings which retain much of their original detailing; High degree of intact Victorian character along Glascote Lane;
Negative features	Palisade fencing along Glascote Lane
Opportunities	 Public realm improvements Removal of palisade fence for a more appropriate wall/ removal altogether
	Character Zone 2 – Watling Street
Change since 2008	 Addition of two buildings to the Local List Amendment of boundary to include Methodist church and adjacent terraced housing. Redevelopment of 36 Watling Street
Positive features	 Trees on northern side of Watling Street provides positive character; Historic assets and terraced properties along Watling Street reinforce historic character;
Negative features	 Loss of character and street frontage through loss of boundary treatment and changes to fenestration positions and materials; Loss of original timber windows on majority of properties Poor quality public realm, in particular street and pavement surfacing Lack of maintenance to boundary walls, such as the Walting Street frontage of the school.
Opportunities	 Redevelopment of sites outside conservation area could enhance the setting of the conservation area and help restore a street frontage Reinstatement of timber windows, boundary walls and sympathetic detailing

Appendix 2: Heritage assets in the Wilnecote Conservation Area

	Listed Buildings	Grade
1	Queen's Head Public House, Watling Street	II
2	Holy Trinity Church, Glascote Lane	
	Locally listed Buildings	
3	Tamworth Seventh Day Adventist Church, Watling Street	Local listing
4	The Globe Public House, Watling Street	Local listing
5	Congregational Church, Glascote Lane	Local listing









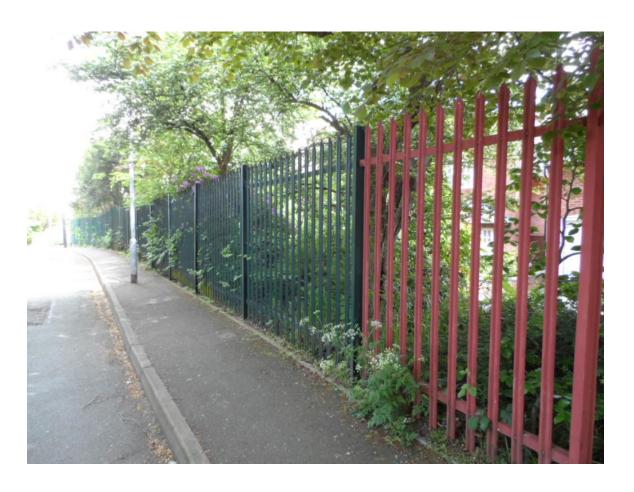


Appendix 3: Recommended works for priority buildings/ Structures

This section describes potential problems and recommendations for alleviating the identified problems. Some of the works to rectify problems may require planning and/or listed building consent, so please check with the Development Management Team or Conservation Officer at Tamworth Borough Council before undertaking any works described in this plan.

Palisade Fencing, Glascote Lane				
Roof chimney	Windows			
Chimney	Doors			
Rainwater goods	Shopfront/signage			
Brick or stonework	Architectural details			
Other?	Wall, gate & railings	Х		
Works Poquired: Pomovo existing policeds fonce and either leave open or replace				

Works Required: Remove existing palisade fence and either leave open or replace with a more sympathetic replacement.



vs .
15
ont/signage
ctural details
ate & railings x
_

Works Required: Repair/ replace missing segments of wall and remove weeding and re-point where appropriate

