



**Tamworth Borough Council
Town Centre Draft
Conservation Area
Management Plan
March 2017**

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Section 1: 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 or historic interest, the character or appearance of which it is desirable to preserve and 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 defensible 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. Tamworth town centre is the area under most pressure from development and the Local Plan promotes regeneration and enhancement of the physical environment to increase vitality and viability. 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 Tamworth Town Centre 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 town centre, the following are considered relevant:

SP2	To make Tamworth Town Centre a priority for regeneration to create a safe and attractive place for residents, businesses and visitors by strengthening and diversifying the town centre offer, optimising retail, leisure and housing development opportunities and increasing its liveability and by making the most of the town’s tourism and cultural offer, thus creating a positive image for the Borough.
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 The Local Plan contains policies that support heritage, the town centre and tourism. It gives priority to the town centre for development and regeneration for "town centre uses" which are defined in the National Planning Policy Framework as retail, leisure, entertainment, culture and offices. It also places considerable weight on the significance of the town centre's historic setting. Development of any scale must relate to the historic context. The following policies are considered to be relevant and the management plan will be in accordance with and complement these policies:

EC2 Supporting Investment in Tamworth Town Centre

- Town centre will be revitalised in partnership with businesses and landowners
- Town centre promoted as preferred location for development containing town centre uses along with higher density, high quality residential development
- Development should enhance the public realm and protect and enhance historic character
- Development should respect and enhance key historic landmarks
- Promotes high quality building design, open space and linkages to edge of centre locations

EC5 Culture and tourism

- Safeguard existing cultural facilities and support expansion of the Assembly Rooms as a focal point of the emerging Creative Quarter
- Promote, protect and enhance Tamworth's landscape and heritage
- Encourage leisure and cultural facilities as part of mixed use schemes in the town centre
- 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 EUS to identify potential for archaeology (need for archaeological desk based assessment)
- Development to address issues in evidence base (detailed below)
- Enhance key building and support development of Creative Quarter
- 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) and Heritage Impact Assessments (2014); development is required to address the issues identified in these, the Infrastructure Delivery Plan identifies the following specific town centre proposals:

- Improvements to the public realm in the town centre at gateways, along corridors and Creative Quarter
- Assembly Room enhancement
- 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.

Review of Relevant Evidence

1.14 The Tamworth Extensive Urban Survey (EUS) considers the historic and archaeological character of the whole town. Tamworth’s urban area was divided into 37 historic urban character areas (HUCAs), of which six are entirely or partly within the Town Centre Conservation Area. All of the town centre HUCAs are of medium to high overall heritage significance.

1.15 The Heritage at Risk Survey (2013) assessed Grade II listed buildings with the aim of assigning a risk category for each building by combining occupancy with physical condition. Of the nine buildings or structures in Tamworth classed as “at risk” or “vulnerable”, eight are located in the Town Centre Conservation Area. The national Heritage At Risk survey carried out by Historic England annually identifies one structure, the Deanery walls, a grade II listed wall which is rated as poor and category C at risk. Although not within the conservation Area, the Moat House is nearby and has an impact upon the setting of the Conservation Area. This building is also ‘at risk’ but predominantly due to occupancy, which Council are currently working with the new tenants in order to remove this building from the ‘at risk’ register.

1.16 Some of the evidence produced for the Local Plan is relevant to the town centre. The table below extracts issues relating to management of the conservation area that can be incorporated into the management plan.

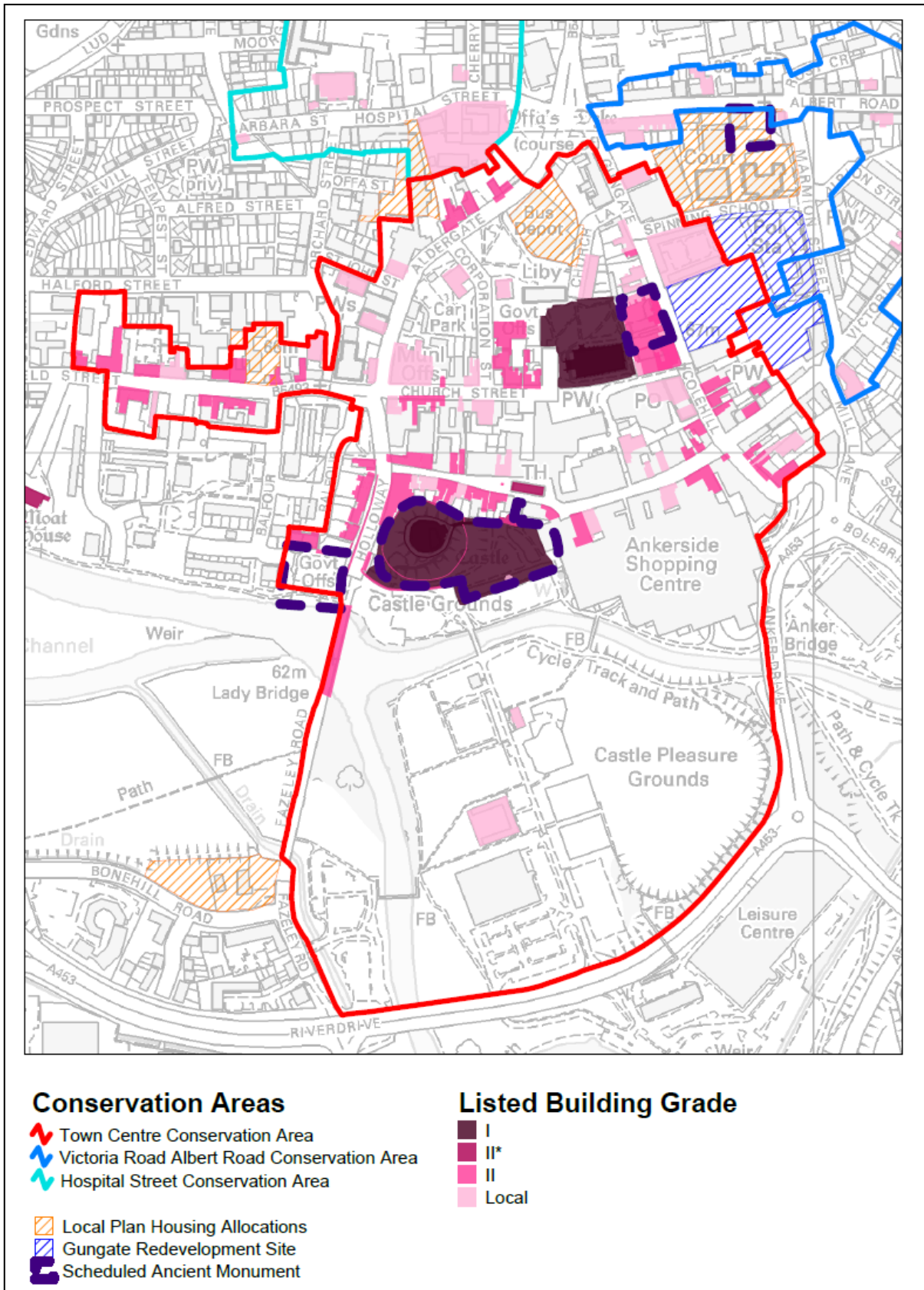
Evidence document	Implications for Town Centre Conservation Area
Town Centre Masterplan (2008)	<ul style="list-style-type: none"> • Need to preserve important views and landmark significant buildings • Some inappropriate late 20th century development

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

	<ul style="list-style-type: none"> • Low quality and cluttered public realm • Guard rails at road junctions are barriers to pedestrian movement • Links to edge of centre retail and leisure are difficult • Identifies development opportunities
Tamworth Town Centre & Out of Centre Linkages Proposals (2011)	<ul style="list-style-type: none"> • Investigates links between the town centre, retail parks and leisure facilities • Proposals for enhancements to routes with improved public realm, pedestrian crossings, way marking, trails/walks and innovative public transport
Tamworth Town Centre & Retail Study (2011,2012, 2014)	<ul style="list-style-type: none"> • Architectural character and historic fabric is strong although marred by late 20th century development • Physical appearance of commercial buildings and quality of open spaces and landscaping rated as good • No significant environmental problems • 7 opportunity sites reviewed

1.17 The town centre contains many of the assets of greatest heritage significance and value. The map on page 8 shows the heritage assets, local plan allocations and the Gungate Precinct which is a large redevelopment site within the town centre with planning permission. Sites in the town centre 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 reinforce historic fabric.

Map showing conservation areas, heritage assets and allocations



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Section 2: Review of the Conservation Area

- 2.1 The 2008 Appraisal divided the Conservation Area into seven character zones; it identified positive and negative buildings, structures and opportunities for change. Using the information in the appraisal and the photographic record as a baseline, each character zone has been re-examined to identify which aspects have changed since 2008. Appendix 1a contains a map showing the character zone boundaries and Appendix 1b contains a summary of change, positive and negative features and opportunities for each of the zones.
- 2.2 The overall impression of the conservation area is that it has retained its historic medieval core and the street pattern is still largely intact. There is a high degree of surviving historic character and a significant number of statutorily and locally listed buildings, historic structures and monuments including the key landmarks of the Castle, St Editha's Church and Town Hall. These are listed in Appendix 2.
- 2.3 Parts of the conservation area have suffered from fragmentation of the historic street pattern and loss of buildings as a result of 20th century redevelopment and highway schemes. A significant negative feature of the conservation area is the loss of the built up frontage on the south side of Church Street opposite St. Editha's Church which resulted in the creation of the Co-op department store extension, St. Editha's Square and Middle Entry. The modern buildings impact negatively on the character and appearance of the conservation area and the setting of the Grade I listed church and Town Hall.
- 2.4 The Ankerside Centre is generally concealed behind the street frontage of George Street and is much more noticeable from the Castle Grounds where its bulk is highly visible in views towards the town centre. Other significant negative features are the tower blocks and Marmion House on Lichfield Street although only the latter is actually within the conservation area. All are prominent features and visible from many parts of the conservation area where they detract from the setting of historic buildings and views into and out of the conservation area.
- 2.5 There are small pockets of late 20th century buildings throughout the conservation area. Some like the former Palace Cinema, night club and bingo hall on Lower Gungate/Spinning School Lane are intrusive because of their bulk and appearance. The Nationwide on Market Street and several buildings on George Street have fragmented and eroded the historic street frontage. The Nationwide is particularly prominent at the entrance to the Castle Grounds and opposite the Grade II* listed Town Hall. The former court building and police station on Spinning School Lane lie outside the conservation area but their large boxy structures are visible from Lower Gungate and the Gungate Precinct site. The Magistrate's Court, police station and adjacent youth centre are allocated for housing in the Local Plan.

Changes to the conservation area

- 2.6 The majority of the character zones have experienced minimal physical change since they were appraised. Although there have been no major developments, the most significant change is the demolition of the Gungate Precinct which took place in 2011 and opened up a sizeable gap in the Lower Gungate frontage, adjacent to Guys Almshouses. This site is allocated in the Local Plan for 20,660sqm gross A1 retail goods floorspace. The redevelopment site is substantial and extends to Marmion Street on the eastern side. It has been in continuous use as a temporary surface car park since the demolition and will continue as such until the re-development starts.
- 2.7 Following the appraisal, the Council made amendments to the conservation area boundary to include two historic buildings on Orchard Street/St John's Street (Offa House and St John the Baptist Roman Catholic Church) and to exclude the surface car park at the junction of

Aldergate and Hospital Street. A number of historic buildings throughout the area were added to the local list, which will ensure that their historic significance is taken into account when considering planning applications. There may be scope to make more additions to the local list.

- 2.8 Future change within the conservation area is expected through the development of other Local Plan allocations, which comprise Norris Brothers, Pheonix Special Machines and the Bus Depot. The important gateway site of the Co-op Garage and land adjacent at Bonehill Road is located immediately outside the conservation area.

Condition of the historic environment

- 2.9 Historic England conducts an annual conservation area survey which considers condition, vulnerability and expected changes. Based on the 2015 update the Town Centre Conservation Area is classed as being in “fair” condition, highly vulnerable but not at risk overall. This is based on feedback from the Council that loss of historic detail, inappropriate change, vacancies, severe dereliction, lack of maintenance and condition of the public realm are minor problems. It is important to continue to participate in the survey to monitor change to ensure that the conservation area does not become at risk.
- 2.10 General lack of investment in individual buildings is obvious throughout the conservation area with individual historic buildings displaying failing roofs and rainwater goods, slipped and missing tiles, vegetation in brickwork and gutters and peeling and rotting window frames. Appendix 3 illustrates some of the key buildings where investment is needed.
- 2.11 The frontages of 9-11 Lower Gungate have now been comprehensively repaired, but there has been little improvement of any of the other buildings and for that reason they will be a priority for enhancement.
- 2.12 The areas south of Market Street and west of Lower Gungate contain historic yards and outbuildings. The Market Street yards can be seen from the Castle keep and some of the buildings and walls are physically linked to the boundary wall of the Castle. The condition of some is very poor and the Council is in the process of investigating the feasibility of redevelopment. The Lower Gungate yards contain remnants of the Deanery Wall and are publicly visible from Lower Gungate and St Editha’s churchyard. Planning permission has been secured for reconstruction and re-use of the outbuildings and is part of the comprehensive enhancement scheme involving the Lower Gungate frontage buildings.
- 2.13 There are some good examples of surviving historic shop fronts and sympathetic modern replacements particularly along Market Street, George Street and Lower Gungate. There are also many examples of poorly designed inappropriate late 20th century shop fronts and signage which has resulted in the loss of historic components and insertion of large glass windows, infilling with modern materials and overly prominent fascias which are disproportionate to the scale of the buildings. Signage and illumination is often garish and excessive.

Vacant and underused buildings

- 2.14 There are a number of long term vacant historic buildings in poor condition. Here, lack of investment and on-going maintenance can lead to more serious structural problems. OF particular note are No.s 26a, 27, 27a 28, 29, and 30 Market Street, a group of Grade II listed buildings which although have good frontages, are derelict behind. They also have a negative impact on the character and appearance of the conservation area, business and visitor confidence and overall vitality of the town centre. It should be noted that there have been some high quality refurbishments, particularly along Lower Gungate and Lichfield Street.

- 2.15 There has been a steady stream of applications for change of use of the upper floors of a number of historic buildings to residential use. Where permissions have been implemented, vacant and underused floorspace has been brought back into positive use and the improvement works has safeguarded the short to medium term future of the buildings.

Public Realm

- 2.16 The public realm includes paving, lighting, street furniture, landscaping, heritage interpretation and road signage. Quality is varied with small areas of historic or traditional materials surviving or reinstated, but most of the conservation area has a dated paving scheme which is unsuited to the historic setting. The pedestrianised area and many of the pavements have suffered from poor quality reinstatement following works by statutory undertakers with patchy repairs in different materials. The quality of street furniture is an issue, with mismatched bins, bollards and seating and cluttered public spaces. Such areas include St Editha's Square, College Lane, Colehill and Lower Gungate. Wholesale renewal of the public realm would enable the conservation area to be redesigned with a unified character and identify. This is unlikely to happen although discrete areas may be renewed as specific projects.
- 2.17 A recent example is the Phase 1 Linkage Project which was undertaken in 2015, with the aim of improving the pedestrian and cycle links between the town centre and Ventura Park via the grade II listed Lady Bridge. The works comprised improvements to the surface of Lady Bridge and Fazeley Road with a bound gravel surface, reclaimed York stone paving over the Lady Bridge itself, public art in the form of an engraved historic timeline and complemented by new railings and lighting. On Holloway broken flagstones have been replaced and the black tarmac on Lady Bank has been replaced with bound gravel, which enhances the setting of the listed buildings. It is considered that the works represents a major positive enhancement to Lady Bridge and the wider area, including the setting of the Castle and listed buildings lining Lady Bank.
- 2.18 The junction of Lichfield Street, Aldergate and Church Street was reworked in 2015, which has resulted in the removal of a significant number of unsightly pedestrian barriers, extension of the pavements and replacement of tired slab surfacing. This has significantly improved the appearance of this prominent crossroads and helped with pedestrian movement.
- 2.19 There are other opportunities to enhance gateway locations and the greater setting to the town centre; however some of these will lie outside the conservation area.
- 2.20 The Creative and Enterprise Quarter is centred on the grade II listed Assembly Rooms, locally listed Philip Dix and Carnegie Centres and Tamworth Library. A comprehensive enhancement project will involve structural repairs to the Assembly Rooms, and an extension and refurbishment works to enhance its usability and creative use of the other buildings. It will be complemented by the creation of a new public square in the area adjacent to the Assembly Rooms. The Council has secured funding for the works to the Assembly Rooms, which will start in 2016. Staffordshire County Council will fund the public realm improvements and works to the library.
- 2.21 A number of changes have taken place within the Castle Grounds. The motte has been cleared of self seeded trees and shrubs and the banks have been replanted with a mixture of meadow grass and wildflowers. A skate park was constructed in 2010 on the site of one of the tennis courts towards the southern end of the conservation area.
- 2.22 The 2008 appraisal identified that the heritage signs around the town centre were in poor condition. A number of the signs in the Castle Grounds were replaced with new interpretation signs in 2012, funded by the Heritage Lottery Fund. There are plans to replace a number of others around the town centre such as:

- St Editha's
- Thomas Guy's Almshouses
- Town Hall
- Castle Gatehouse
- Colin Grazier

2.23 The green spaces of the Gardens of Rest, St. Editha's Churchyard and the Castle Pleasure Grounds are important and integral to the character of the conservation area. Their management and maintenance is the responsibility of the Council, although they lack up to date management plans.

Archaeology

2.24 The town centre is an area exhibiting great heritage significance in terms of legible and archaeological heritage assets. In addition to the Scheduled Monument of Tamworth Castle, two less obvious Scheduled Monuments exist in the form of the Medieval Deanery and Saxon Defences. There is high potential for above and below ground archaeology to survive across the conservation area and although sporadic archaeological work over time has revealed evidence of archaeology which is recorded in the Historic Environment Record, the full extent of the resource is unknown. 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 town centre.

Assessment of Conservation Area Boundary

2.25 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 Town Centre Conservation Area:

- Integration of new development
- Condition of historic buildings
- Quality of shop fronts
- Vacant and under-used buildings
- Archaeology
- Quality of public realm

Integration of new development

3.2 It will be a challenge to integrate new development in a way that respects historic character and does not cause unacceptable harm. Appendix B of the Heritage Impact Assessment contains detailed site assessments of the allocated sites and it is possible that a small number of additional sites will come forward as windfalls. The sensitivity of the town centre location will require a specific design solution to respond to the historic buildings and streetscape and potential below ground archaeological remains. There has been some loss or fragmentation of the historic environment on most of the streets and development provides the opportunity to consolidate historic character by restoring a built up frontage or tackling buildings on the priority enhancement list. Broad principles that would apply to all sites are:

- Specific design solution for each site to include careful use of materials and detailing
- Gap site development to reflect existing small scale domestic architecture
- Maintain important views of listed buildings and open spaces
- Strengthen frontage where it has 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

3.3 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

3.4 There has been some recent investment in parts of the conservation area with structural improvements and shop front facelifts taking place to historic buildings, a number of which have been grant assisted by the Council. Improvements are generally instigated by the owners and done on a piecemeal basis with no overall comprehensive programme. It would

be more effective to put in place an enhancement programme that targets specific buildings or groups of buildings, each year. This is likely to work best if the Council is able to offer a grant towards the works as an incentive to owners to participate.

- 3.5 There is also an issue regarding lack of knowledge with regards to the maintenance and works required to historic assets. Guidance showing appropriate levels of maintenance and care of listed buildings can be beneficial to raising awareness and care for heritage assets.
- 3.6 The council will continue to undertake reviews and assessments of the Conservation Area and heritage assets within the Conservation Area to ensure that preventative measures can be employed to avoid buildings becoming ‘at risk.’ Where communications with owners has been ineffective, the Council will utilise its legal powers to ensure that necessary works are undertaken to safeguard the future of heritage assets.
- 3.7 The buildings 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.

Quality of shop fronts

- 3.8 A shop front enhancement project would target listed and locally listed buildings with the objective of restoring existing historic shop fronts that are in poor condition and reinstating traditional style shop fronts where they have been removed. It is anticipated that this will have the dual impact of enhancing the character and appearance of individual buildings within the conservation area and raising business and visitor confidence in the town centre.
- 3.9 The opportunities outlined above will be subject to discussion with the owners during the management plan consultation exercise to find out their intentions. Appendix 3 contains details of the buildings that would benefit from shop front enhancement.

Vacant buildings

- 3.10 Long term vacant buildings have a negative impact on business and visitor confidence and town centre vitality and viability; they are also often less well maintained than occupied buildings. There are also vacant underused upper floors which could be put to productive use, either as part of the ground floor business or converted to separate uses including residential. It is proposed that the Council works with owners to investigate potential uses and provides advice on the need for planning permission and other procedures.

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
- Undertake a number of guidance notes that promote the preventative maintenance and proper care of historic assets.
- Encourage the retention of historic shop fronts and work with applicants to ensure new shop fronts and signage preserve and enhance the conservation area
- Instigate a shop front enhancement project subject to funding
- Work with owners to identify opportunities for productive use of vacant

buildings and floorspace

- 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

- 3.11 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 Town Centre 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

- 3.12 Development within the conservation area could result in loss or fragmentation of surviving archaeological remains and for this reason, early discussion with the County 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

- 3.13 Responsibility for provision and maintenance of the public realm is split between the Borough Council and Staffordshire County Council. 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. Funding is by no means assured and although a number of projects

have been identified, funding has not been fully secured. It will be necessary to work with the County Council to identify opportunities for funding as projects are identified and agreed.

- 3.14 A co-ordinated approach and agreement with statutory undertakers to reinstate to a satisfactory standard using appropriate materials should be investigated.
- 3.15 A street clutter audit would identify areas where rationalisation would enhance the conservation area. It will be necessary to work with Staffordshire County Council as the responsible agency for street lighting and signage

Management action 5: Enhance the public realm

- Complete the programme of heritage interpretation panels
- Work with Staffordshire County Council to identify opportunities for public realm improvements which could be included in the CIL 123 project list
- Work with statutory undertakers to agree an approach to highway reinstatement
- Produce management plans for the Castle Grounds, St Editha's Churchyard and Garden of Remembrance
- Undertake street clutter audit in line with Historic England guidance
- The Council will work with all the stakeholders to work towards achieving high quality and coherent style of public realm which will enhance the character and appearance of the conservation area.

Section 4: Funding and resources

- 4.1 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.
- 4.2 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 original 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.
- 4.3 The concept of a joint Business Improvement District (BID) for the town centre and Ventura is being pursued with local businesses. It has the potential to bring in additional funding to spend on projects in the two areas, which could include public realm improvements. Although the Council is steering the process in the early stages it will ultimately be business led and decisions on what to spend funds on will be up to them.
- 4.4 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
- Support the development of a BID for the Town Centre/Ventura Retail Park
- Develop a list of streetscape improvement projects which can be added to the CIL Regulation 123 list.

Section 5: Monitoring and Review

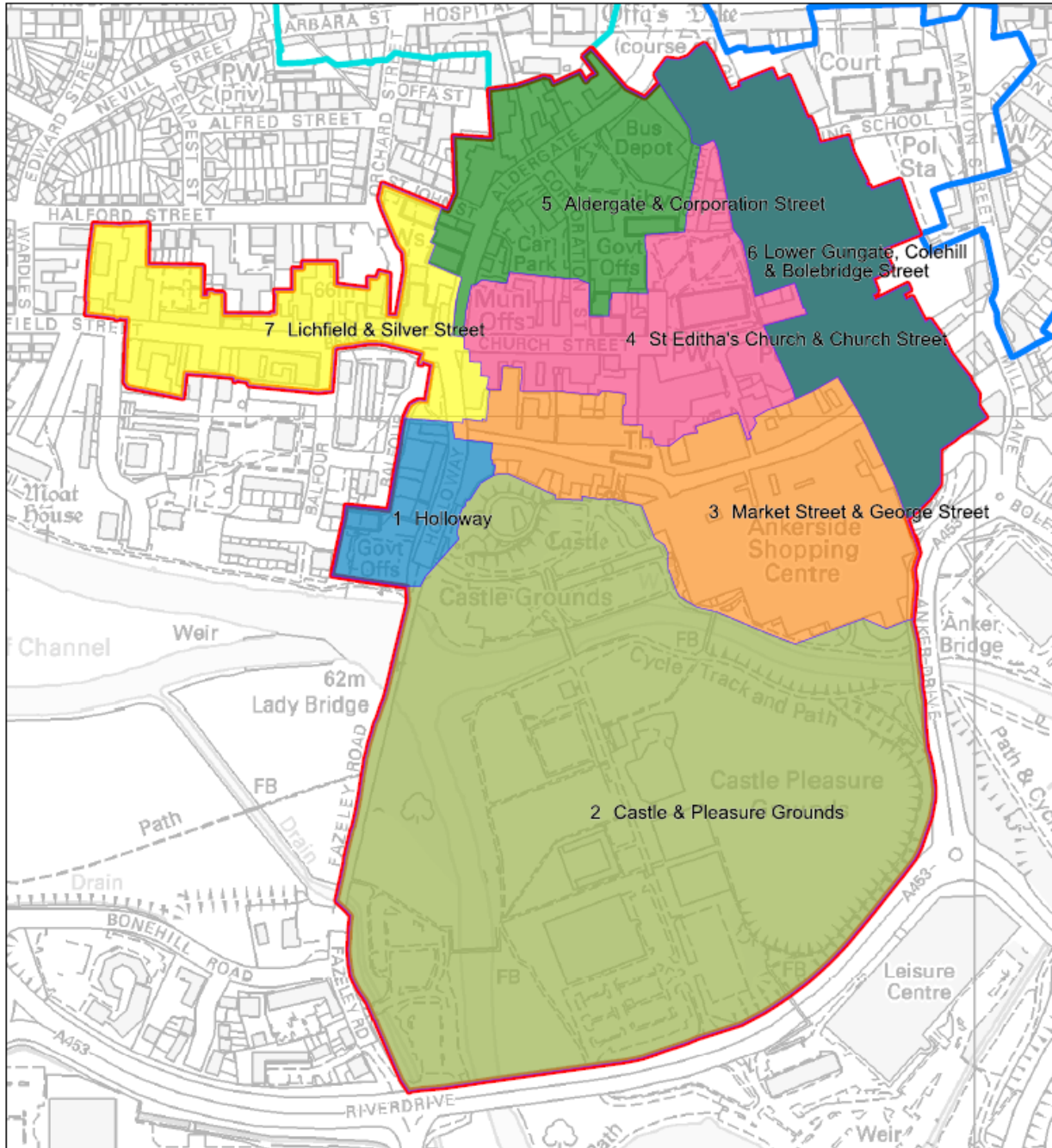
- 5.1 The intention is to monitor changes to the conservation area to assess the effectiveness of the management plan. A dated photographic record will be produced to show the changes to the conservation area since the appraisal was undertaken in 2008, using the original photos for comparison. A formal review will be carried out on a five yearly basis.
- 5.2 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.
- 5.3 These monitoring actions will need to be set up alongside the Local Plan monitoring framework.

Management action 7: Monitor and review changes

- 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 1a: Map showing Conservation Area boundary with character zones



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Appendix 1b: Review of the conservation area by character zone

Character Zone 1 - Holloway	
Change since 2008	<ul style="list-style-type: none"> Resurfacing of Lady Bank to replace tarmac with bound gravel
Positive features	<ul style="list-style-type: none"> Intact street pattern and high degree of surviving historic character Majority of buildings are statutory listed Some good quality paving materials
Negative features	<ul style="list-style-type: none"> Loss of boundary walls to rear of buildings on west side of street to create car parking
Opportunities	<ul style="list-style-type: none"> Reinstate a more sympathetic paving treatment on Lady Bank Repair stone paving materials where damaged
Character Zone 2 – The Castle and Pleasure Grounds	
Change since 2008	<ul style="list-style-type: none"> Skate park installed Castle motte re-landscaped to remove the trees and shrubs Opening up of footpath from the Lodge/Stables to the Castle Change of use of the children’s play facility at the former swimming pool to cycle hire workshop New signage and interpretation boards Significant public realm enhancement to Lady Bridge and Fazeley Road
Positive features	<ul style="list-style-type: none"> Castle, Grade I and scheduled ancient monument Groupings of statutory listed buildings, walls, monuments and locally listed buildings Pleasure Grounds is a major open space River Anker
Negative features	<ul style="list-style-type: none"> Intrusion of Snow Dome, Holiday Inn, Ankerside Centre, Namco/Arena gym, car parks Lighting and car park height barriers
Opportunities	<ul style="list-style-type: none"> More sympathetic lighting and screening of car parks Co-ordinated street furniture Tree parking to River Drive boundary for noise and screening of Snow Dome Reduce street clutter
Character Zone 3 - Market Street and George Street	
Change since 2008	<ul style="list-style-type: none"> Minimal Some shop front improvements
Positive features	<ul style="list-style-type: none"> South side of Market street relatively intact historically Groupings of statutory and locally listed buildings including landmark Town Hall grade II*
Negative features	<ul style="list-style-type: none"> Poor quality and inappropriate paving materials Long term vacant buildings Late 20th century buildings and Ankerside shopping centre Unsympathetic shop fronts and signage Poor quality street furniture Street clutter
Opportunities	<ul style="list-style-type: none"> Incorporation of street lighting directly onto buildings (as at western end of Market Street) to reduce street clutter

	<ul style="list-style-type: none"> • Sympathetic redevelopment of group of listed vacant buildings on south side of Market Street, including rear courtyards and access from Castle Gatehouse adjacent to Nationwide • Replacement paving scheme • Redesign seating area to east of Town Hall • Shop front improvements
Character Zone 4 - St. Editha's Church and Church Street	
Change since 2008	<ul style="list-style-type: none"> • Minimal change
Positive features	<ul style="list-style-type: none"> • St. Editha's Church • Groupings of statutory and locally listed buildings • Important open space of St Editha's Churchyard precinct and significant mature trees
Negative features	<ul style="list-style-type: none"> • Middle Entry and St. Editha's square • Group of poorly maintained properties at western end of Church Street • Street clutter and modern buildings in College Lane • Poor quality and inappropriate paving materials
Opportunities	<ul style="list-style-type: none"> • Replacement paving scheme • Reinstatement of stone copings and railings to St. Editha's Church boundary wall • Landscaping scheme for Church precinct, particularly to southern boundary, replacement of poor quality/broken paving • Sympathetic redevelopment of Middle Entry and St. Editha's Square (long term aspiration), short term aspiration to improve and reconfigure street surfacing and furniture • Restoration of Co-op foodstore shop front • Shop front replacement to western end of Church Street • Reinstatement of railings to White House boundary wall
Character Zone 5 – Aldergate/Corporation Street	
Change since 2008	<ul style="list-style-type: none"> • Tourist Information Centre moved to Phillip Dix • Amendment of conservation area boundary to exclude car park on Lower Gungate/Hospital Street junction • Amendment of boundary to include Catholic Church and Offa House on Orchard Street • Installation of new shop front and forecourt works to 14 Aldergate has greatly improved the frontage to this prominent gateway location
Positive features	<ul style="list-style-type: none"> • Gardens of Rest is an important open space • Groupings of statutory and locally listed buildings
Negative features	<ul style="list-style-type: none"> • Surface car parks on Aldergate and Lower Gungate • Intrusion of Marmion House and tower blocks • Intrusion of Tamworth Library
Opportunities	<ul style="list-style-type: none"> • Creative Quarter project and redevelopment of the Assembly Rooms

Character Zone 6 - Lower Gungate/Colehill/Bolebridge Street	
Change since 2008	<ul style="list-style-type: none"> • Demolition of Gungate Precinct • Loss of outbuilding to rear of 3-3A Lower Gungate • Enhancement of a number of listed and locally listed buildings on Lower Gungate
Positive features	<ul style="list-style-type: none"> • Groupings of statutory and locally listed buildings • Little Church Lane • Views to St. Editha's Church
Negative features	<ul style="list-style-type: none"> • Late 20th century buildings along east side of Lower Gungate (north of Spinning School Lane) • Fragmentation of historic street pattern at lower end of Bolebridge Street • Poor quality paving materials • Deterioration of Deanery Wall • Over-scaled lighting columns • Brick cladding to 1 Little Church Lane • Poor quality and inappropriate paving materials • Gap site and large surface car park on site of former Gungate Precinct • Damage to tree planters on Colehill • Street furniture clutter
Opportunities	<ul style="list-style-type: none"> • Gungate redevelopment to restore the street frontage • Redevelopment of courtyard to rear of 3-3A Lower Gungate and sensitive restoration and reuse (subject to an extant planning permission) • Rationalisation of street furniture • Shop front improvements • Replacement paving scheme • Enhance gateways to make more welcoming
Character Zone 7 - Lichfield Street/Silver Street	
Change since 2008	<ul style="list-style-type: none"> • Amendment of conservation area boundary to include Offa House and Catholic Church • Enhancement and bringing back into positive use of long term vacant listed buildings (110-111 Lichfield Street) • Junction improvements at Aldergate/Lichfield Street/Church Street/Silver Street junction which has resulted in the removal of the pedestrian barriers and public realm enhancements
Positive features	<ul style="list-style-type: none"> • Concentration of statutorily and locally listed buildings
Negative features	<ul style="list-style-type: none"> • Intrusion of Marmion House and tower blocks • Loss of historic frontages, particularly on south side of Lichfield Street • Long time vacant listed buildings
Opportunities	<ul style="list-style-type: none"> • Improve seating area adjacent to Marmion House • More landscaping • Screening of car park on south side of Lichfield Street • Enhance gateway to make more welcoming • More sympathetic shop fronts and signage

Appendix 2: Heritage assets in the Town Centre Conservation Area


Statutory Listed Buildings	Grade
St. Editha's Church, Church Street	I
Tamworth Castle, Holloway	I
Causeway walls north east of Castle, Holloway	I
Town Hall, Market Street	II*
11 Aldergate	II
12 & 13 Aldergate	II
14 Aldergate & attached outbuildings	II
15 Aldergate	II
16 & 17 Aldergate	II
2 Bolebridge Street 3,4 & 4a Bolebridge Street	II
5 - 9 Bolebridge Street (consecutive)	II
10 Bolebridge Street	II
10 Church Street	II
21 Church Street	II
Wall north of 29 / 30 Church Street (part of Deanery Wall)	II
66 & 67 Church Street	II
68 Church Street	II
70 Church Street	II
71 Church Street	II
Bank House, Church Street	II
Monument 48m north of Tower of St. Editha's Church	II
Shorthose Monument, St. Editha's Church	II
Old Stone Cross Public House, Church Street	II
Tamworth Arts Centre, Church Street	II
The White House, wall & railings, Church Street	II
1 Colehill	II
8 & 9 Colehill	II
10 Colehill	II
11 Colehill	II
Assembly Rooms, Corporation Street	II
1 George Street	II
3, 4 & 5 George Street	II
17 George Street	II
36 & 36a George Street	II
37 George Street	II
Castle Hotel, Lakins & Bow Street Runner, Holloway	II
Lady Bridge, Holloway	II
Wall & railings east side of Ladybank	II
Coach house & wall extending to Holloway Lodge	II
Holloway Lodge, Holloway	II
Ethelfleda Statue 13.5m east of Holloway Lodge	II
Upper Lodge north east of castle, Holloway	II
Urn 20m south east of Holloway Lodge, Holloway	II
Urn 12m south west of Upper Lodge, Holloway	II
Urn 44m south east of Castle, Holloway	II

Wall east of Holloway Lodge, Holloway	II
1 King Street	II
Brewery House, 1 Ladybank	II
Bowling Club & terrace wall, Holloway	II
Front wall, railings, gate, Brewery house, Lady Bank	II
2 Lady Bank	II
3 & 4 Lady Bank	II
5 Lady Bank	II
6 & 7 Lady Bank	II
8 Lady Bank	II
9 Lady Bank	II
17 & 18 Lichfield Street	II
19 Lichfield Street	II
20 & 21 Lichfield Street	II
22 Lichfield Street	II
28 Lichfield Street	II
29 Lichfield Street, Masonic Rooms	II
71, 72 & 73 Lichfield Street	II
92 Lichfield Street	II
The White House, 93 Lichfield Street	II
The Manor House, 95 Lichfield Street	II
103 & 104 Lichfield Street	II
110 & 111 Lichfield Street	II
116 & 117 Lichfield Street	II
Former Peel School, Lichfield Street	II
5 & 7 Lower Gungate	II
9 & 11 Lower Gungate	II
Wall to west south west of 9 Lower Gungate, Deanery Wall	II
15 Lower Gungate	II
21 Lower Gungate	II
1 Market Street	II
2 & 3 Market Street	II
6 Market Street	II
7 Market Street, Market Vaults Public House	II
22 Market Street	II
26a, 27 & 27a Market Street	II
28 & 29 Market Street	II
30 Market Street	II
32,33 & 33a Market Street	II
34 Market Street	II
Sir Robert Peel Statue, Market Street	II
1 Silver Street	II
3 & 5 Victoria Road	II
Unitarian Chapel, Victoria Road	II
Scheduled Ancient Monuments	
Tamworth Castle	
Saxon Defences	
Medieval Deanery	
Locally listed Buildings	
1 Aldergate, White Lion Public House, Aldergate	

Central Methodist Church, Aldergate	
Former Congregational Chapel, Aldergate	
Bolebridge Mews, Bolebridge Street	
The Pavilion, Castle Grounds	
Band Stand, Castle Grounds	
Open Air Baths, Castle Grounds	
21-31 Church Lane	
1-8 Church Street	
14 Church Street	
15 Church Street	
29 Church Street	
59 Church Street	
63 Church Street	
72 Church Street	
3 Colehill	
5 Colehill	
5 College Lane	
St Editha's Church Hall, College Lane	
Carnegie Centre, Corporation Street	
Drill Hall, Corporation Street (Philip Dix Centre)	
7-8 George Street	
15-167 George Street	
31/31a George Street	
33 George Street	
27 Lichfield Street	
97, 97A and 98 Lichfield Street	
Little Church Lane (both sides)	
3a Lower Gungate	
19 Lower Gungate	
23-25 Lower Gungate	
27-33 Lower Gungate	
Guy's Almshouses, Lower Gungate	
The Globe Public House, Lower Gungate	
11 Market Street	
12-13 Market Street	
31 Market Street	
35 Market Street	
36 Market Street	
38 Market Street	
Offa House, Orchard Street	
St John's Roman Catholic Church, Orchard Street	
10 Silver Street	
11 Silver Street	

Appendix 3: Recommended works for priority buildings

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.


67-72 Church Street			
Roof	x	Windows	x
Chimney		Doors	
Rainwater goods	x	Shopfront/signage	x
Brick or stonework		Architectural details	
Other	x	Wall, gate & railings	
Poor pointing, unsympathetic additions (boiler pipe)			
Works required: poor cement pointing has led to fractured brickwork, needs to be re-pointed in lime, opportunities should be taken to remove unsympathetic repairs such as boiler pipe through roof plan and moved to more discreet location; windows suffering lack of maintenance (particularly 71) needs to be repaired and repainted in breathable paint; some slipped slates which need to be replaced, missing rainwater goods and downpipes need to be replaced; paint flaking off façade, potentially due to non-breathable paint being use, repaint with breathable paint.			
			

Colin Grazier, Church Street			
Roof		Windows	X
Chimney		Doors	X
Rainwater goods	x	Shopfront/signage	
Brick or stonework, pointing	x	Architectural details	
Other?		Wall, gate & railings	
Works required: Gutters are blocked with weed growth evident in guttering, clear gutters, and replace section of downpipe which is missing. Windows and doors need to be repaired/re-painted in breathable paint.			

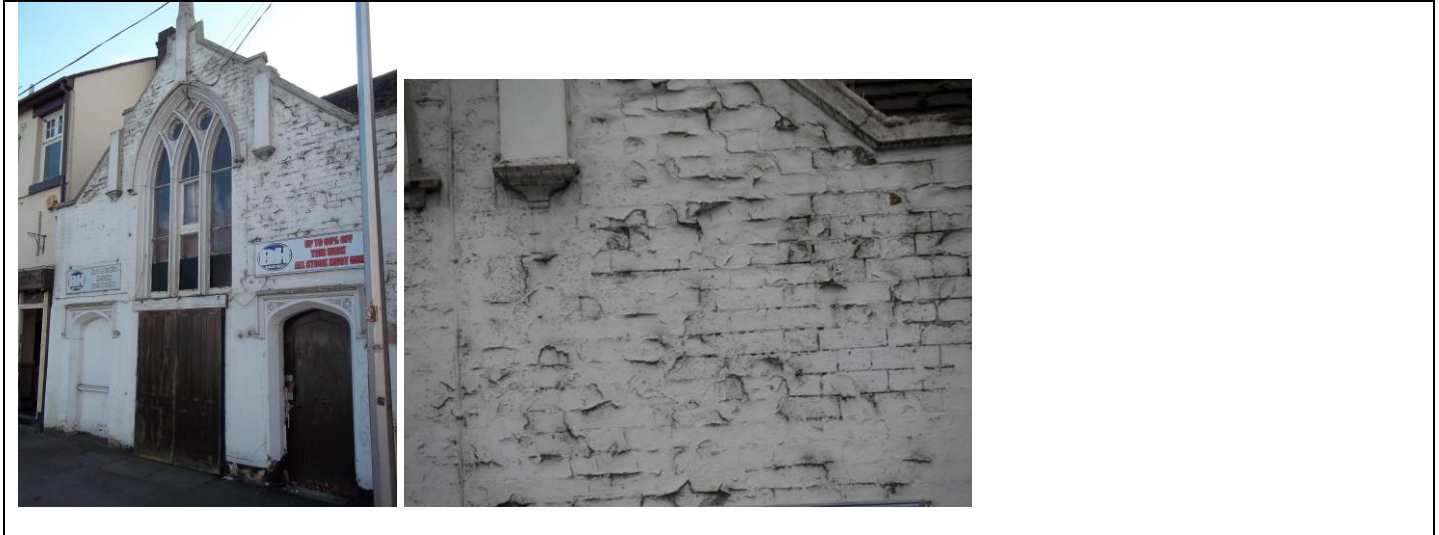


White House, Church Street			
Roof		Windows	
Chimney		Doors	
Rainwater goods		Shopfront/signage	
Brick or stonework, pointing		Architectural details	
Other: Vacancy	x	Wall, gate & railings	X
Works required: Find tenant to building, railings to the rear repaired and repainted			



St Editha's Church Hall, College Lane			
Roof	x	Windows	x
Chimney		Doors	
Rainwater goods		Shopfront/signage	
Brick or stonework		Architectural details	
Other? Render	x	Wall, gate & railings	
Works required: Repair/replace with suitable lime based render, repair roof, windows and interior decoration of 1 st floor			
			
1 King Street			
Roof		Windows	x
Chimney		Doors	
Rainwater goods		Shopfront/signage	
Brick or stonework		Architectural details	
Other ?		Wall, gate & railings	
Works required:			

17 Lichfield Street			
Roof	x	Windows	x
Chimney		Doors	x
Rainwater goods		Shopfront/signage	
Brick or stonework		Architectural details	
Other? Paintwork blistered	x	Wall, gate & railings	
Works required: remove and repaint façade in breathable paint, replace slipped slates, clear guttering which has weed growth replace missing rainwater goods.			



18 Lichfield Street			
Roof	x	Windows	x
Chimney		Doors	x
Rainwater goods		Shopfront/signage	
Brick or stonework		Architectural details	
Other? Vacant	x	Wall, gate & railings	

Works required: obtain occupancy for building; repair slipped slates, repair and replace iron railings, clear guttering



19 Lichfield Street			
Roof		Windows	X
Chimney		Doors	X
Rainwater goods		Shopfront/signage	
Brick or stonework		Architectural details	
Other? Vacant	x	Wall, gate & railings	
Works Required: obtain occupancy/use for building, replace missing rainwater goods, repair and repaint windows and doors, and surrounds wit breathable paint.			



28 Lichfield Street			
Roof		Windows	
Chimney		Doors	
Rainwater goods		Shopfront/signage	
Brick or stonework	x	Architectural details	X
Other? Vacant	x	Wall, gate & railings	X

Works Required: Flaking render on parapet which may be a sign that guttering is blocked and leaching through brickwork causing the blistering paint. Façade in general state of lack of maintenance, repair and replace with lime based render



Deanery Wall, Lower Gungate			
Roof		Windows	
Chimney		Doors	
Rainwater goods		Shopfront/signage	
Brick or stonework		Architectural details	
Other, what? Weed growth, stabilisation issues	x	Wall, gate & railings	
Works Required: Remove vegetation, apply herbicide treatment, stabilise wall.			

26A, 27, 27A, 28, 29, 30 Market Street			
Roof	x	Windows	x
Chimney	x	Doors	x
Rainwater goods	x	Shopfront/signage	
Brick or stonework	x	Architectural details	x
Other? Historic outbuildings derelict	x	Wall, gate & railings	x
Works required: Although shopfronts are in good condition, behind is largely derelict. Represents an interesting group of listed buildings which appear to have 16 th Century origins with timber framing to the rear to the rear and have been re-fronted in the 19 th Century, but the plan form and outbuildings appears to be intact, but in a derelict state. Group backs onto Castle walls. The group to buildings requires substantial investment to much of the building fabric to the rear to bring shops and buildings back into use.			

31 Market Street			
Roof		Windows	x
Chimney		Doors	
Rainwater goods		Shopfront/signage	
Brick or stonework	x	Architectural details	
Other? Dormer windows boarded up, no glass apparent	x	Wall, gate & railings	
Works required: repair dormer windows and replace glass and repaint, cills deteriorating and require repair and repainting with a breathable paint.			



38 Market Street

Roof		Windows	x
Chimney		Doors	
Rainwater goods		Shopfront/signage	x
Brick or stonework	x	Architectural details	
Other?		Wall, gate & railings	

Works required: Repair and replace flaking paint to infills with breathable paint.

