

Please ask for: Matt Berry

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26 September, 2018

Dear Councillor,

CABINET

4:00 PM ON THURSDAY, 4 OCTOBER, 2018

ESPERANCE ROOM, CIVIC CENTRE, CANNOCK

You are invited to attend this meeting for consideration of the matters itemised in the following Agenda.

Yours sincerely,



T. McGovern,
Managing Director

To: Councillors:

G. Adamson	Leader of the Council
G. Alcott	Deputy Leader of the Council and Economic Development and Planning Portfolio Leader
J.T. Kraujalis	Corporate Improvement Portfolio Leader
C. Bennett	Crime and Partnerships Portfolio Leader
Mrs. C. Mitchell	Culture and Sport Portfolio Leader
J.P.T.L. Preece	Environment Portfolio Leader
Mrs. C.E. Martin	Health and Wellbeing Portfolio Leader
A.R. Pearson	Housing Portfolio Leader
Mrs. D.M. Todd	Town Centre Regeneration Portfolio Leader

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A G E N D A

PART 1

1. Apologies

2. Declarations of Interests of Members in Contracts and Other Matters and Restriction on Voting by Members

To declare any personal, pecuniary or disclosable pecuniary interests in accordance with the Code of Conduct and any possible contraventions under Section 106 of the Local Government Finance Act 1992.

3. Updates from Portfolio Leaders

To receive and consider oral updates (if any), from the Leader of the Council, the Deputy Leader, and Portfolio Leaders.

4. Minutes

To approve the Minutes of the meeting held on 23 August, 2018 (enclosed).

5. Forward Plan

Forward Plan of Decisions to be taken by the Cabinet: October to December 2018 (Item 5.1 – 5.3).

6. Church Street, Rugeley, Conservation Area; Talbot Street/Lichfield Street Conservation Area; and Trent & Mersey Canal Conservation Area: Draft Appraisals and Draft Management Plans Supplementary Planning Documents

Report of the Head of Economic Prosperity (Item 6.1 – 6.186).

7. Update on Capital Investment in Chase Leisure Centre as Part of the Council's Financial Recovery Plan

Report of the Head of Environment and Healthy Lifestyles (Item 7.1 – 7.6).

8. Upgrading Cannock Chase Public Space CCTV Technology – Application for Permission to Spend

Report of the Head of Housing and Partnerships (Item 8.1 – 8.10 + Not for Publication Appendix 3 (Item 8.11 – 8.16)).

Appendix 3 is confidential due to the inclusion of information relating to the financial or business affairs of any particular person (including the Council) and information relating to any action taken or to be taken in connection with the prevention, investigation or prosecution of crime.

No representations have been received in respect of this matter.

9. Exclusion of the Public

The Leader to move:

That the public be excluded from the remainder of the meeting because of the likely disclosure of exempt information as defined in Paragraph 3, Part 1, Schedule 12A of the Local Government Act 1972 (as amended).

A G E N D A

PART 2

10. Debt Recovery

Not for Publication Report of the Head of Finance (Item 10.1 – 10.18).

This Report is confidential due to the inclusion of information relating to the financial or business affairs of any particular person (including the Council).

No representations have been received in respect of this matter.

CANNOCK CHASE COUNCIL
MINUTES OF THE MEETING OF THE
CABINET

HELD ON THURSDAY 23 AUGUST 2018 AT 4:00 P.M.
IN THE CIVIC CENTRE, BEECROFT ROAD, CANNOCK

PART 1

PRESENT: Councillors:

Alcott, G.	Deputy Leader of the Council and Economic Development and Planning Portfolio Leader
Kraujalis, J.T.	Corporate Improvement Portfolio Leader
Bennett, C.	Crime and Partnerships Portfolio Leader
Mitchell, Mrs. C.	Culture and Sport Portfolio Leader
Preece, J.P.T.L.	Environment Portfolio Leader
Martin, Mrs. C.E.	Health and Wellbeing Portfolio Leader
Pearson, A.R.	Housing Portfolio Leader
Todd, Mrs. D.M.	Town Centre Regeneration Portfolio Leader

Councillors P. Snape, Leader of the Opposition and Conservative Group Leader, and P. Woodhead, Green Party Group Leader, were also present for the duration of the meeting.

33. Apologies

Apologies for absence were submitted for Councillor G. Adamson, Leader of the Council.

In the Leader's absence the meeting was chaired by the Deputy Leader.

34. Declarations of Interests of Members in Contracts and Other Matters and Restriction on Voting by Members

No other Declarations of Interest were made in addition to those already confirmed by Members in the Register of Members' Interests.

35. Updates from Portfolio Leaders

Culture and Sport

Official Opening of Former Stadium Site

The Portfolio Leader reminded Members that the official opening would take place at 2.00 p.m. on Wednesday, 19 September, 2018. All Members should have received an invitation to attend.

36. Minutes of Cabinet Meeting of 12 July, 2018

RESOLVED:

That the Minutes of the meeting held on 12 July, 2018, be approved as a correct record and signed.

37. Forward Plan

The Forward Plan of Decisions for the period August to October, 2018 (Item 5.1 – 5.2 of the Official Minutes of the Council) was considered.

RESOLVED:

That the Forward Plan of Decisions for the period August to October, 2018 be noted.

38. Motion Referred from Council

Consideration was given to the following Motion submitted by Councillor Ms. C.L. Wilkinson to Council on 25 July, 2018, which was referred to Cabinet for determination:

Goldfish

“We all enjoy a visit to the fair, the circus or one of the many other festivals or events held across our district. Whilst we enjoy it, animals should not suffer. Over the past few months a couple of issues have arisen in neighbouring Council areas where Goldfish are being offered as prizes in fairground games and I have been contacted by several residents concerned about this cruel and outdated practice.

Giving live animals as prizes is not against the law, unless they are giving them away to unaccompanied children:

The Animal Welfare Act 2006 in England and Wales makes it an offence to give away an animal as a prize if the person can reasonably be believed to be under 16 and is not accompanied by an adult (there are some exceptions in sections 11(3)-(6) of the Act). This is not the case in Scotland, where under the Animal Health and Welfare (Scotland) Act 2006, it is an offence to offer or give an animal to another person as a prize (whatever their age), except where it is offered in a family context.

This is not something that has been observed in our District and we note that the District Council has existing policies regarding not allowing animals performing as part of a circus. Addressing this with a positive policy statement will reinforce the Councils’ and the residents’ strong commitments to the rights of animals.

Instruct the Managing Director to ask staff to draw up a suitable policy statement to prohibit the offer of live animals as prizes at any fair, circus, festival or event held on (i) land owned by the District Council (ii) supported by the District Council in any way or (iii) licensed by the District Council.”

The Health and Wellbeing Portfolio Leader provided the following response to the Motion:

“I am proud to say the Council has, since 1992, prohibited circuses with performing animals and, indeed, any use of animals for entertainment purposes,

on Council land.

The Council's original policy statement, approved in 1992, reads '...as a matter of policy, the hiring of Council land shall not be used for the purposes of animals for entertainment.'

For the avoidance of doubt, and to reinforce the Council's commitment to animal welfare, I recommend that Cabinet approves a revision to the original policy statement as follows:

"Notwithstanding the provisions of the Animal Welfare Act 2006, Council Policy is that the use of animals for entertainment purposes, including the offering of live animals, such as fish, as prizes (irrespective of the age of the recipient) will not be permitted on Council land. Similarly, where the Council lends support to, facilitates, or endorses, events, this shall be conditional upon there being no use of animals for entertainment purposes as described above.

Provided that this Policy shall not prohibit events such as properly organised and supervised dog agility shows, or similar exhibition type events, for which prior consent will be required."

I hope Cabinet will agree the recommendation."

RESOLVED:

That the Council's policy statement, as agreed on 30 January, 1992, be amended to include the following wording:

"Notwithstanding the provisions of the Animal Welfare Act 2006, Council Policy is that the use of animals for entertainment purposes, including the offering of live animals, such as fish, as prizes (irrespective of the age of the recipient) will not be permitted on Council land. Similarly, where the Council lends support to, facilitates, or endorses, events, this shall be conditional upon there being no use of animals for entertainment purposes as described above.

Provided that this Policy shall not prohibit events such as properly organised and supervised dog agility shows, or similar exhibition type events, for which prior consent will be required."

39. Recommendations from Scrutiny Committees

Consideration was given to the following recommendation from the Wellbeing Scrutiny Committee made at its meeting held on 3 July, 2018:

Task and Finish Group – Impact of Hot Food Takeaways (Draft Minute No. 6)

"That Cabinet instructs Officers to write to the Secretary of State for Health & Social Care and the Secretary of State for Housing, Communities and Local Government expressing concern over the lack of powers available to local authorities to control the local health impact of take away premises. In particular, powers to control total numbers, locations and 'clustering' of outlets selling cheap, unhealthy food; powers to limit local advertising and promotion of unhealthy foods; powers to require clearer consumer information on the salt, fat and sugar content of take away meals."

RESOLVED:

That Officers write to the Secretary of State for Health & Social Care and the Secretary of State for Housing, Communities and Local Government expressing

concern over the lack of powers available to local authorities to control the local health impact of take away premises. In particular, powers to control total numbers, locations and 'clustering' of outlets selling cheap, unhealthy food; powers to limit local advertising and promotion of unhealthy foods; powers to require clearer consumer information on the salt, fat and sugar content of take away meals.

40. Annual Report 2017/18

Consideration was given to the Report of the Head of Governance and Corporate Services (Item 8.1 – 8.19 of the Official Minutes of the Council).

RESOLVED:

That:

- (A) The information and achievements as detailed in the Annual Report 2017/18 be noted.
- (B) The Annual Report 2017/18 be approved for publication on the Council's website.

Reasons for Decisions

The Annual Report 2017/18 presented a summary of the major events and developments in Cannock Chase during the year. As such, it provided a user friendly digest of key information to be presented to the Council's residents, partners and communities.

41. Final Accounts 2017/18

Consideration was given to the Report of the Head of Finance (Item 9.1 – 9.32 of the Official Minutes of the Council).

RESOLVED:

That:

- (A) The final accounts position for the year ending 31 March, 2018, be noted.
- (B) The financing of the capital programme as outlined in the report be approved.

Reasons for Decisions

The overall revenue account position showed net expenditure reducing by £134,000 when compared with the budget agreed by Council. The overall impact after taking into account changes in financing was an increase in transfer to balances of £470,000.

The portfolio outturn for 2017/18 showed a favourable variance of £145,000 consisting of a number of minor variations.

Income from the Business Rates Retention Scheme was £310,000 higher than anticipated following a reduction in the provision made for appeals.

Council Tax collection rates continued to improve and combined with additional properties, a further surplus of £100,000 had occurred for the Council and in accordance with regulations would be included in the 2019/20 Budget.

42. Housing Revenue Account – Final Accounts 2017/18

Consideration was given to the Joint Report of the Head of Finance and the Head of Housing and Partnerships (Item 10.1 – 10.7 of the Official Minutes of the Council).

RESOLVED:

That:

- (A) The final accounts position of the Housing Revenue Account for the year ending 31 March, 2018, be noted.
- (B) The financing of the capital programme as outlined in the report be approved.

Reasons for Decisions

The overall revenue account position showed net expenditure reduced by £0.099 million when compared with the budget agreed by Council.

Income at 31 March, 2018, was £19.914 million, broadly in line with the revised budget position of £19.895 million reported to Cabinet in January 2018.

Expenditure at 31 March, 2018, was £19.956 million, compared to the revised budget position of £20.035 million reported to Cabinet in January 2018. The £0.080 million decrease in expenditure related primarily to savings in supervision and management, and repairs and maintenance.

The final accounts therefore showed a use of working balances of £0.041 million compared with a planned use of £0.140 million, a reduction of £0.099 million.

Working balances at 31 March, 2018 were now £1.739 million compared to the £1.640 million reported to Cabinet in January 2018.

The report set out the capital outturn of £10.039 million compared to a budget of £10.635 million, a reduction of £0.596 million. Details of financing for the current year and resources available were also included.

43. Quarter 1 Performance Report 2018/19

Consideration was given to the Report of the Head of Governance and Corporate Services (item 11.1 – 11.31 of the Official Minutes of the Council).

RESOLVED:

That:

- (A) The performance information related to the Priority Delivery Plans (PDPs) as detailed in appendices 1 to 4 of the report be noted.
- (B) The actions that have been flagged as requiring amendment to the timescale, scope or timeline be noted.

Reasons for Decisions

Information for performance indicators for Quarter 1 2018/19 was included for relevant items in appendices 1 to 4 of the report.

The overall rankings for each portfolio area were detailed in section 5 of the report, indicating that 92% of actions/projects had been achieved, or were on

target to be achieved.

44. 'Swift' Smart Travel Card

Consideration was given to the Report of the Interim Head of Economic Prosperity (Item 12.1 – 12.6 of the Official Minutes of the Council).

RESOLVED:

That:

- (A) An allocation of £20,000 to secure the implementation of the 'Swift' smart card and associated infrastructure in the Cannock Chase Council area be approved, to allow Swift card readers to be located at strategic locations in the District, at the earliest opportunity.
- (B) The Head of Economic Prosperity, in consultation with the Economic Development and Planning Portfolio Leader, be authorised to work in partnership with Transport for West Midlands (TfWM) to secure the introduction of 'Swift' smart-card readers in the Cannock Chase Council area, in its capacity as a non-constituent member of the West Midlands Combined Authority (WMCA).
- (C) The finalisation of the scheme be delegated to the Head of Economic Prosperity, in consultation with the Economic Development and Planning Portfolio Leader, including the completion of an agreement to secure that the £20,000 be used for the purpose set out in decision (A), above.

Reasons for Decisions

The report sought authorisation to provide funding to allow the installation of Swift smart-card readers at suitable locations across the District, initially likely to be at Cannock and Rugeley bus stations, Hednesford and the Civic Centre, Cannock.

At the West Midlands Combined Authority (WMCA) Board meeting on 9 March, 2018, it was announced that following the successful launch of Swift in Redditch in January 2018, Cannock Chase District was next in line to receive the Swift smart-card. The Council had held discussions with Transport for West Midlands (TfWM) and bus operators to progress the implementation in the District, as detailed in the strategy set out in paragraph 5.5 of the report. The Council had engaged with Staffordshire County Council on this issue, but they had declined to work in partnership on this matter.

Evidence from the WMCA area indicated that the introduction of Swift smart travel cards on bus services would encourage the use of services, which had recently seen cutbacks in the network in both frequency and patronage.

45. Disposal of Stile Cop Cemetery Lodge, Stile Cop Road, Rugeley

Consideration was given to the Report of the Head of Housing and Partnerships (Item 13.1 – 13.5 of the Official Minutes of the Council).

RESOLVED:

That:

- (A) An open market disposal of the freehold interest in Stile Cop Cemetery Lodge, Rugeley, on terms and conditions to be agreed by the Head of

Housing and Partnerships be authorised.

- (B) Authority be delegated to the Head of Housing and Partnerships to instruct agents to market the above property for sale and to take all other actions required to implement the decision.

Reasons for Decisions

Stile Cop Cemetery Lodge was a two-storey residential dwelling attached to a single storey staff area (for use by cemetery operatives), situated at the entrance of Stile Cop Cemetery, Rugeley. Until recently, the property was occupied by a Council employed Sexton on a service tenancy agreement. The Sexton retired at the end of March, 2018 and the Lodge was now vacant.

The Council recently commissioned a condition survey report in respect of the Lodge, which indicated that it required substantial refurbishment to bring it back into a lettable condition. A refurbishment was also recommended for the staff area if it was to remain in the same location.

A disposal of Stile Cop Cemetery Lodge would necessitate relocation of the cemetery operatives' staff area within a purpose built modular building elsewhere within the cemetery site. The new building could also provide a separate room for members of the public to view records etc.

It would also be necessary to fence off the Lodge from the remainder of Stile Cop Cemetery and create a separate access and driveway to the Lodge.

External agents had expressed the view that, subject to the works outlined above being undertaken, Stile Cop Cemetery Lodge would be attractive to potential residential purchasers. The proposed sale of the above property would not only avoid ongoing maintenance and security costs for the Council, but should also generate a substantial capital receipt, the level of which would be determined by market demand.

It was therefore recommended that Stile Cop Cemetery Lodge be declared surplus to Council requirements and offered for sale on the open market.

46. Exclusion of the Public

RESOLVED:

That the public be excluded from the remainder of the meeting because of the likely disclosure of exempt information as defined in Paragraph 3, Part 1, Schedule 12A of the Local Government Act 1972 (as amended).

CANNOCK CHASE COUNCIL
MINUTES OF THE MEETING OF THE
CABINET

HELD ON THURSDAY 23 AUGUST 2018 AT 4:00 P.M.
IN THE CIVIC CENTRE, BEECROFT ROAD, CANNOCK

PART 2

47. Options for the Development of a New Cemetery and Crematorium

Consideration was given to the Not for Publication Report of the Head of Environment and Healthy Lifestyles (Item 15.1 –15.18 of the Official Minutes of the Council).

RESOLVED:

That:

- (A) Having considered the options presented in the report, Option 1 be agreed, and the Head of Environment and Healthy Lifestyles be authorised, in consultation with the Culture and Sport Portfolio Leader, to:
 - (i) Submit an outline planning application for a crematorium on the Council's site; and
 - (ii) Commence and undertake the process to identify a partner to deliver the cemetery and crematorium proposal.
- (B) Additional capital resource of £327,000 be earmarked to deliver the cemetery-only proposal if Option 1 cannot be delivered.
- (C) Further reports be received on progress of the above decisions.

Reasons for Decisions

There was a lack of burial space in the southern part of the District. The Council had been searching for many years to establish a new cemetery that would serve the burial requirements of the residents in this part of the District. Cannock cemetery had been closed to new burials since April 2006.

Planning consent for a proposed new cemetery on the Council's preferred site was granted on 28 January, 2015, and the purchase of the 50-acre site was completed on 22 October, 2015. After purchase, there remained a balance of £983,870 in the capital budget to develop a new cemetery.

Based on a revision of the original estimates reported to Cabinet on 25 August, 2016, there was a capital shortfall of circa £327,270 to establish a new cemetery on site as originally proposed, and as such, Cabinet had a number of options available to progress the scheme:

- (1) (a) To submit an outline planning application for a crematorium on the Council's site; and

- (b) To commence and undertake the process to identify a partner to deliver the crematorium proposal.
- (2) Reduce the cemetery scheme to within the current capital budget.
- (3) Provide additional capital to deliver the current scheme if the preferred option cannot be delivered.
- (4) Explore a feasibility study for the provision of a crematorium,

The detail supporting the above options was set out in paragraphs 5.25 to 5.29 of the report.

48. Urgent Repairs – Church Street Ramp, Cannock Town Centre

Consideration was given to the Not for Publication Report of the Head of Housing and Partnerships (Item 16.1 – 16.10 of the Official Minutes of the Council).

RESOLVED:

That:

- (A) Up to £200,000 be allocated from the existing Building Maintenance Reserve to undertake urgent remedial works of the service ramp due to safety concerns and the lease obligations to businesses.
- (B) St. Modwen should not be pursued to contribute to the costs identified in decision (A), above, on the grounds that legal action could be protracted with an uncertain outcome, and would not be in the Council's wider best interest.
- (C) Due to the urgency of the works required, a direct award be made to a contractor to undertake the works via a procurement waiver.
- (D) It be noted that with the agreement of the Group Leaders, the above decisions will be exempt from call-in, as any delay caused in implementing the decisions would seriously prejudice the Council's and the public's interests.

Reasons for Decisions

Issues have been highlighted previously regarding the need for remedial repairs to the MSCP and service ramp. Therefore, the Council sought affirmation from structural engineers as to the current condition and structural capabilities of both assets, i.e. the MSCP and service ramp.

Cabinet at its meeting of 12 July, 2018, agreed to fund remedial repairs to the Multi-Storey Car Park (MSCP) and service ramp. However, this decision was without the benefit of the structural engineers' report that subsequently identified more significant works and / or weight restrictions requirements for users of the service ramp.

A substantial amount of work had been carried out by specialists commissioned over a number years. No report had actually cast doubt over the loading capacity of the service ramp until recently, i.e. August 2018.

It would not possible to permanently close the ramp without alternative

agreements with Leaseholders being agreed, although a temporary closure would need to be put in place to deliver the work needed to repair the ramp.

The meeting closed at 4.40 p.m.

LEADER

FORWARD PLAN OF DECISIONS TO BE TAKEN BY THE CABINET: OCTOBER 2018 – DECEMBER 2018

For Cannock Chase Council, a key decision is as an Executive decision that is likely to:

- Result in the Council incurring expenditure or making savings at or above a threshold of 0.5% of the gross turnover of the Council.
- Affect communities living or working in two or more Council Wards.

Further information about key decisions and the Forward Plan can be found in Sections 10 and 28 of the Council's Constitution.

Representations in respect of any of matters detailed below should be sent in writing to the contact officer indicated alongside each item c/o Democratic Services, Cannock Chase Council, Civic Centre, PO Box 28, Beecroft Road, Cannock, Staffordshire, WS11 1BG or via email at membersservices@cannockchasedc.gov.uk

Copies of non-confidential items will be published on the Council's website 5 clear working days prior to the relevant meeting date.

Item	Contact Officer / Cabinet Member	Date of Cabinet	Key Decision	Confidential Item	Reasons for Confidentiality	Representation Received
Church Street, Rugeley Conservation Area; Talbot Street/Lichfield Street Conservation Area; and Trent & Mersey Canal Conservation Area: Draft Appraisals and Draft Management Plans Supplementary Planning Documents	Head of Economic Prosperity / Economic Development and Planning Portfolio Leader	04/10/18	Yes	No		
Upgrading Cannock Chase Public Space CCTV Technology – Application for Permission to Spend	Head of Housing and Partnerships / Crime and Partnerships Portfolio Leader	04/10/18	No	No		
Debt Recovery	Head of Finance / Health and Wellbeing Portfolio Leader	04/10/18	No	Yes	The report contains information relating to the financial or business affairs of any particular person (including the Council).	
Quarter 2 Performance Report 2018/19	Head of Governance and Corporate Services / Corporate Improvement Portfolio Leader	08/11/18	No	No		

Item	Contact Officer / Cabinet Member	Date of Cabinet	Key Decision	Confidential Item	Reasons for Confidentiality	Representation Received
Strategic Risk Register	Head of Governance and Corporate Services / Corporate Improvement Portfolio Leader	08/11/18	No	No		
Housing Services Annual Report 2017/18	Head of Housing and Partnerships / Housing Portfolio Leader	08/11/18	No	No		
Social Housing Green Paper	Head of Housing and Partnerships / Housing Portfolio Leader	08/11/18	No	No		
20/24 Anson Street, Rugeley	Head of Housing and Partnerships / Housing Portfolio Leader	08/11/18	No	No		
Local Plan Consultation Feedback	Head of Economic Prosperity / Economic Development and Planning Portfolio Leader	08/11/18	No	No		
Community Infrastructure Levy Financial Report and Parish Guidance	Head of Economic Prosperity / Economic Development and Planning Portfolio Leader	08/11/18	No	No		
Approval to Spend S106 Monies on Commission of Open Space Assessment and Strategy	Head of Economic Prosperity / Economic Development and Planning Portfolio Leader	08/11/18	No	No		
Cannock Town Centre Partnership	Head of Economic Prosperity / Town Centre Regeneration Portfolio Leader	08/11/18	No	No		
Skills and Innovation Hub – Engineering Academy	Head of Economic Prosperity / Economic Development and Planning Portfolio Leader	08/11/18	Yes	Yes	The report contains information relating to the financial or business affairs of any particular person (including the Council).	
Request for Flexible Retirement	Head of Governance and Corporate Services / Corporate Improvement Portfolio Leader	08/11/18	No	Yes	The report contains information relating to any individual and information which is likely to reveal the identity of an individual.	

ITEM NO. 5.3

Item	Contact Officer / Cabinet Member	Date of Cabinet	Key Decision	Confidential Item	Reasons for Confidentiality	Representation Received
Adoption of Statement of Community Involvement	Head of Economic Prosperity / Economic Development and Planning Portfolio Leader	13/12/18	No	No		
Cannock Railway Station	Head of Economic Prosperity / Economic Development and Planning Portfolio Leader	13/12/18	No	No		
Cannock Town Centre Redevelopment	Head of Economic Prosperity / Town Centre Regeneration Portfolio Leader	13/12/18	Yes	Yes	The report contains information relating to the financial or business affairs of any particular person (including the Council).	

Report of:	Head of Economic Prosperity
Contact Officer:	Angela Grove
Telephone No:	01543 464517
Portfolio Leader:	Economic Development & Planning
Key Decision:	Yes
Report Track:	Cabinet: 04/10/18

CABINET**4 OCTOBER 2018**

CHURCH STREET CONSERVATION AREA, TALBOT STREET/LICHFIELD STREET CONSERVATION AREA AND TRENT AND MERSEY CANAL CONSERVATION AREA IN RUGELEY:

DRAFT APPRAISALS AND DRAFT MANAGEMENT PLAN SUPPLEMENTARY PLANNING DOCUMENTS (SPD)

1 Purpose of Report

- 1.1 To give consideration to a number of Draft Conservation Area Appraisal updates and Draft Management Plan Supplementary Planning Documents (SPD's) for Rugeley - Church Street, Conservation Area, Talbot Street/Lichfield Street Conservation Area and the Trent and Mersey Canal Conservation Area - and to approve them for consultation.

2 Recommendations

- 2.1 That Cabinet approve the following documents for consultation:
- Draft Church Street, Rugeley Conservation Area Appraisal;
 - Draft Church Street, Rugeley Conservation Area Management Plan SPD;
 - Draft Talbot Street/Lichfield Street, Rugeley Conservation Area Appraisal;
 - Draft Talbot Street/Lichfield Street Conservation Area Management Plan SPD;
 - Draft Trent and Mersey Canal Conservation Area Appraisal;
 - Draft Trent and Mersey Canal Conservation Area Management Plan SPD.
- 2.2 That Cabinet authorise the proposed boundary extension to the Trent and Mersey Canal Conservation Area for consultation.

- 2.3 That authority for any minor amendments to the above documents prior to consultation taking place be delegated to the Head of Economic Prosperity in consultation with the Economic Development and Planning Portfolio Leader.

3 Key Issues and Reasons for Recommendation

- 3.1 Each Conservation Area in the District is supported by two policy documents – an Appraisal seeking to provide a clear definition of the special architectural or historic interest that warranted its designation as a Conservation Area and a Management Plan SPD following on from the Appraisal setting out in more detail the means by which the preservation and enhancement of the character and appearance of that Conservation Area might be pursued.
- 3.2 Members may recall that a series of such documents covering each of the District's eight Conservation Areas have been adopted in recent years. Whilst the Appraisal coverage in the District is already complete, some of the early documents now require updating, so these Draft Appraisals for Church Street, Talbot Street/Lichfield Street and the Trent and Mersey Canal Conservation Areas form updates of earlier work. None of these Conservation Areas previously had Management Plans prepared, so these Draft Management Plan documents complete the District's coverage. All the Draft documents are attached as Appendices to this report.
- 3.3 Consultation will be carried out with relevant consultees including Staffordshire County Council, Rugeley Town Council, Brereton and Ravenhill Parish Council, the Landor Society, the Inland Waterways Association, the Canal and River Trust, Historic England and local ward councillors. Occupiers of all properties in each Conservation Area will receive publicity about those documents, inviting comments. Copies will be published on the Council's website and paper copies placed in local libraries and Council offices. After the consultation period has ended the representations received will be considered and reported back to Cabinet, including suggested amendments to the documents as appropriate, before adoption.
- 3.4 These documents help fulfil the Council's duty in respect of formulating and publishing proposals for the preservation and enhancement of Conservation Areas. They also strengthen the Local Plan evidence base and help to demonstrate effective delivery.

4 Relationship to Corporate Priorities

- 4.1 This report supports the Council's Corporate Priorities as follows:
- (i) **Promoting Prosperity:** in seeking to preserve or enhance the Conservation Areas the documents support an environment that is attractive and encourages growth and economic regeneration.
 - (ii) **Improving Community Wellbeing:** in seeking to preserve or enhance the Conservation Areas the documents support an improved living environment for the local community and awareness of local history with consequent

benefits for community wellbeing particularly mental health, promoting attractive and healthy environments for people to live in and visit.

5 Report Detail

- 5.1 Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 places a duty on the Local Authority to designate Conservation Areas where appropriate. Section 71 requires the Local Authority to formulate and publish proposals for the preservation and enhancement of those Areas. Preparation of Appraisals and Management Plans are a recognised means of Local Authorities meeting their duties under the Act. They also provide a strengthened Local Plan evidence base and help to demonstrate effective delivery. The Historic England Advice Note 1 sets out more detailed guidance on the designation of Conservation Areas and their appraisal and management, noting that an Appraisal can be reviewed regularly as part of the management of a Conservation Area and can be developed into a Management Plan.
- 5.2 Appraisals are the first stage in the process and Management Plans are the next stage, putting forward specific proposals relevant to that particular Conservation Area. The Management Plan will be formally adopted as a Supplementary Planning Document and used to guide future development and change in the Area.
- 5.3 **Church Street Conservation Area** was designated in 1992 and covers one of the older, mainly residential areas around the town centre of Rugeley. Its townscape is defined by its linear street pattern focussed on Church Street, fronted by a variety of historic properties of both individual and group interest and including four listed buildings. An Appraisal of 'what matters and why' including the historic development of the Area and its positive and negative features, making recommendations for management to reinforce the positive and eliminate the negative, was adopted at Cabinet in 2006. The present Draft Appraisal seeks to update this document including references to national and local planning policy changes, recent new development and changes of use in the Area, but makes use of much of the information previously contained within.
- 5.4 **Talbot Street/Lichfield Street Conservation Area** was designated in 2002 and covers another of the historic residential suburbs around Rugeley town centre, including a number of community buildings (historic former schools, churches, public houses and a cinema) around a 'planned' street layout. An Appraisal was adopted at Cabinet in 2005, and the present Draft Appraisal seeks to update this document in a similar way to Church Street above.
- 5.5 **The Trent and Mersey Canal Conservation Area** throughout Staffordshire was designated in 1988 by Staffordshire County Council in conjunction with the Districts in view of its outstanding industrial archaeological importance, both nationally and locally. On its completion in 1777, the Canal was the greatest civil engineering project yet carried out in England. Many features of great historic interest survive along the Canal throughout the county including locks and bridges, warehouses, wharves and basins. Within Cannock Chase District the Conservation Area covers the Canal and towpath, extending out to include several historic canal side structures with a relationship to the Canal including

the warehouse at Mill Lane, cottages at The Mossley and Brewery Cottages along Armitage Road. Listed buildings within the Conservation Area include Brindley Bank Pumping Station, St Augustine's Church and Old Chancel, the railway viaduct and the arched canal bridge no. 64. An Appraisal was adopted at Cabinet in 2012. The present Draft Appraisal seeks to update this document in a similar way to Church Street and Talbot Street/Lichfield Street above.

5.6 Draft Management Plan SPD's for each of the above Areas seek to set out the means by which preservation and enhancement of the special character of each Area might be pursued. These follow on from the Council's adopted generic 'Conservation Areas Management Plan' 2014 which sets out a package of measures applicable to all of the District's Conservation Areas, including development control powers, enforcement and encouragement to repair and raise standards. The individual Management Plans seek to encourage debate on how the issues might be addressed in each Area.

5.7 Recommendations for Management include:

- the importance of retention and enhancement of buildings, boundaries and characteristic features making a positive contribution to the Area, through encouraging building owners to use traditional materials/designs for repairs eg the importance of the care and maintenance of historic garden walling
- requiring new development proposals to reflect existing building heights, materials colour and texture and encourage sensitive gap filling to reinforce strong frontages
- potential for enhancement through measures such as encouragement to accommodate modern infrastructure (eg solar panels and roof lights) in a considered and unobtrusive way, mitigating visual impacts where necessary, and new tree planting to replace existing mature specimens as they age
- working with the County Highways Authority to adopt the least visually intrusive traffic management measures.

5.8 There is no intention or power to compel, or to prevent change, merely to encourage change to happen in ways which maintain the visual quality and special interest of the Area over time. The main opportunities for enhancement are through the development management process and to make building owners aware of historic significance and encourage them to consider proposed alterations carefully. Indeed the documents make reference to a number of good new developments within the Conservation Areas as good examples to follow. The advice is contained in a Supplementary Planning Document in order to add weight to the more general heritage policies contained in the Local Plan.

5.9 **The Trent and Mersey Canal Conservation Area Appraisal and Management Plan also propose a boundary extension to this Conservation Area** which was originally suggested by the Inland Waterways Association during consultation on the previous Appraisal in 2012 and was previously highlighted in the Brereton and Ravenhill Parish Plan 2006. The Council's response then was to defer consideration of the matter until preparation of the Management Plan to

allow proper consultation to take place on the suggested boundary extension. The location of the proposal is the former Talbot canal basin, now filled in and forming an area of public open space covered by woodland at the junction of Armitage Road and Thompson Road and owned by Cannock Chase Council. In view of its historical links with the Canal as set out in the Appraisal it would fulfil the criteria of a surviving canalside feature with a relationship to the canal and would be an appropriate extension. No change in the existing use or appearance of the land is proposed, simply the boundary of the designated Conservation Area extended across Armitage Road as shown in Appendix 7 Plan 8. Consultation on the Trent and Mersey Canal Conservation Area documents also invites comments on this proposed boundary extension.

5.10 The purpose of designation of a Conservation Area is to provide a broader based form of protection for the built fabric and landscape of the area than would be available with normal planning powers. It recognises that historic and architecturally interesting buildings and structures exist within a particular urban or rural context which provides a setting for the buildings and which may have a special character or appearance which it is desirable to preserve or enhance. Conservation Area status ensures that:

- Any application for planning permission for development which would, in the opinion of the local planning authority affect the character or appearance of the Conservation Area must be given particular publicity and determined in a way which secures the preservation or enhancement of the area.
- Any person wishing to demolish a building or cut down, lop or uproot any tree must (subject to certain exceptions) first apply for consent to the local planning authority, or in the case of trees, give the authority six weeks notice of the proposed action.
- Permitted development rights which permit certain works to take place without planning permission are more restricted than in other areas.

6 Implications

6.1 Financial

There are no direct financial implications for the Council as a result of this report; any expenditure connected with the Conservation Area Appraisals and Management Plans, including staff time, will need to be contained within existing budgets.

6.2 Legal

The legal implications are generally set out in the report. Supplementary Planning Documents will be prepared under the Planning and Compulsory Purchase Act 2004 and in accordance with the Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended).

6.3 Human Resources

None.

6.4 Section 17 (Crime Prevention)

None.

6.5 Human Rights Act

None.

6.6 Data Protection

The Planning Policy Fair Processing Notice sets out how data is used in compliance with the GDPR.

6.7 Risk Management

A failure to produce Conservation Area Appraisals and Management Plans would run the risk of the Council not meeting its duty to formulate and publish proposals for the preservation or enhancement of those Areas under the Planning (Listed Buildings and Conservation Areas) Act 1990. The subsequent degrading of the District's historic assets would damage economic and environmental wellbeing.

6.8 Equality & Diversity

None.

6.9 Best Value

None.

7 Appendices to the Report

Appendix 1: Draft Church Street Conservation Area Appraisal

Appendix 2: Draft Church Street Conservation Area Management Plan SPD

Appendix 3: Draft Talbot Street/Lichfield Street Conservation Area Appraisal

Appendix 4: Draft Talbot Street/Lichfield Street Conservation Area Management Plan SPD

Appendix 5: Draft Trent and Mersey Canal Conservation Area Appraisal

Appendix 6: Draft Trent and Mersey Canal Conservation Area Management Plan SPD

Appendix 7: Plan 8 Proposed boundary extension to Trent and Mersey Canal Conservation Area

Previous Consideration

Cannock Chase Local Development Framework Conservation Areas: Appraisals and Management Plans (<i>Trent and Mersey Canal Conservation Area</i>)	Cabinet	19 April, 2012
Cannock Chase Local Development Framework: Appraisal for Church Street, Rugeley, Conservation Area Supplementary Planning Document	Cabinet	20 April, 2006
Cannock Chase Local Development Framework: Appraisal for Talbot Street/Lichfield Street, Rugeley, Conservation Area Supplementary Planning Document	Cabinet	14 July, 2005

Background Papers

None



Church Street, Rugeley Conservation Area Appraisal Draft 2018



Conservation Area Appraisal Draft Update
Church Street, Rugeley

1. Introduction

A Conservation Area is “an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance”. The Planning (Listed Buildings and Conservation Areas) Act 1990, places a duty on the local authority to designate Conservation Areas where appropriate. It also requires the local authority to formulate and publish proposals for the preservation or enhancement of these areas.

An Appraisal was first produced for Church Street Conservation Area in 2006 and this document updates its predecessor making use of much of the information contained therein. The updates comprise some rearrangement of layout to accord with the house style developed subsequently, updates to the planning policy context following national and local policy changes, and references reflecting recent development and changes of use in the Conservation Area. The changes are generally shown in bold type.

This Appraisal seeks to provide a clear definition of the special architectural or historic interest that warranted designation of Church Street as a Conservation Area through a written appraisal of its character and appearance – what matters and why.

The Appraisal is intended as a guide upon which to base the form and style of future development in the area. It is supported by adopted policy in Cannock Chase Local Plan (Part 1) 2014 CP15 seeking to protect and enhance the historic environment, policies CP12 and CP14 aiming to conserve biodiversity and landscape character and Policy CP3 seeking high standards of design.

Church Street Conservation Area was designated in January 1992. There are four listed buildings in the area, all Grade II, and many others of historic and visual interest. **Descriptions of the Listed Buildings can be found in Appendix 1. Other buildings of interest are noted within the Appraisal.** The boundary of the Area is shown on plan 1.

Church Street Conservation Area forms one of the older, mainly residential, areas around the town centre of Rugeley, a settlement first documented at the time of the Domesday survey, gaining its first market charter in 1259. During the 19th Century Rugeley developed from a busy market town into a busy industrial one and it was at this time that new streets, such as Church Street, were built up.

The overall impression of the Conservation Area is of a quiet, mainly residential area of largely Victorian buildings showing a variety of architectural detailing with some 20th Century infill development. A scattering of other uses throughout the area – a residential home, the Rectory to St Augustine’s Church, a doctor’s surgery, school and community centre – complement the residential character. Mature tree and hedge planting enhances the street scene.

Since the previous Appraisal there has been some sympathetic new infill development and some of the uses in the area have changed – the ‘bed and breakfast’ became a children’s nursery and is currently being converted to flats, the office has become a house and the public house has changed to residential use in conjunction with further residential development of its former car park and garden to the rear and side. Since the last Appraisal too a number of properties have been refurbished or converted sympathetically and the trees have matured so the overall appearance of the Conservation Area has been enhanced. Old brick boundary walls are still vulnerable, however, and there has been a further scattering of modern additions such as rooflights and upvc windows. Bin storage appears to be an issue at some properties leading to storage of wheelybins in front gardens, and whilst the difficulty is acknowledged it somewhat detracts from the appearance of the streetscene. The cleared Aelfgar school site with its temporary hoardings currently detracts from the appearance of the streetscene too and it is hoped that redevelopment in keeping with the adjacent Conservation Area will proceed without further delay.

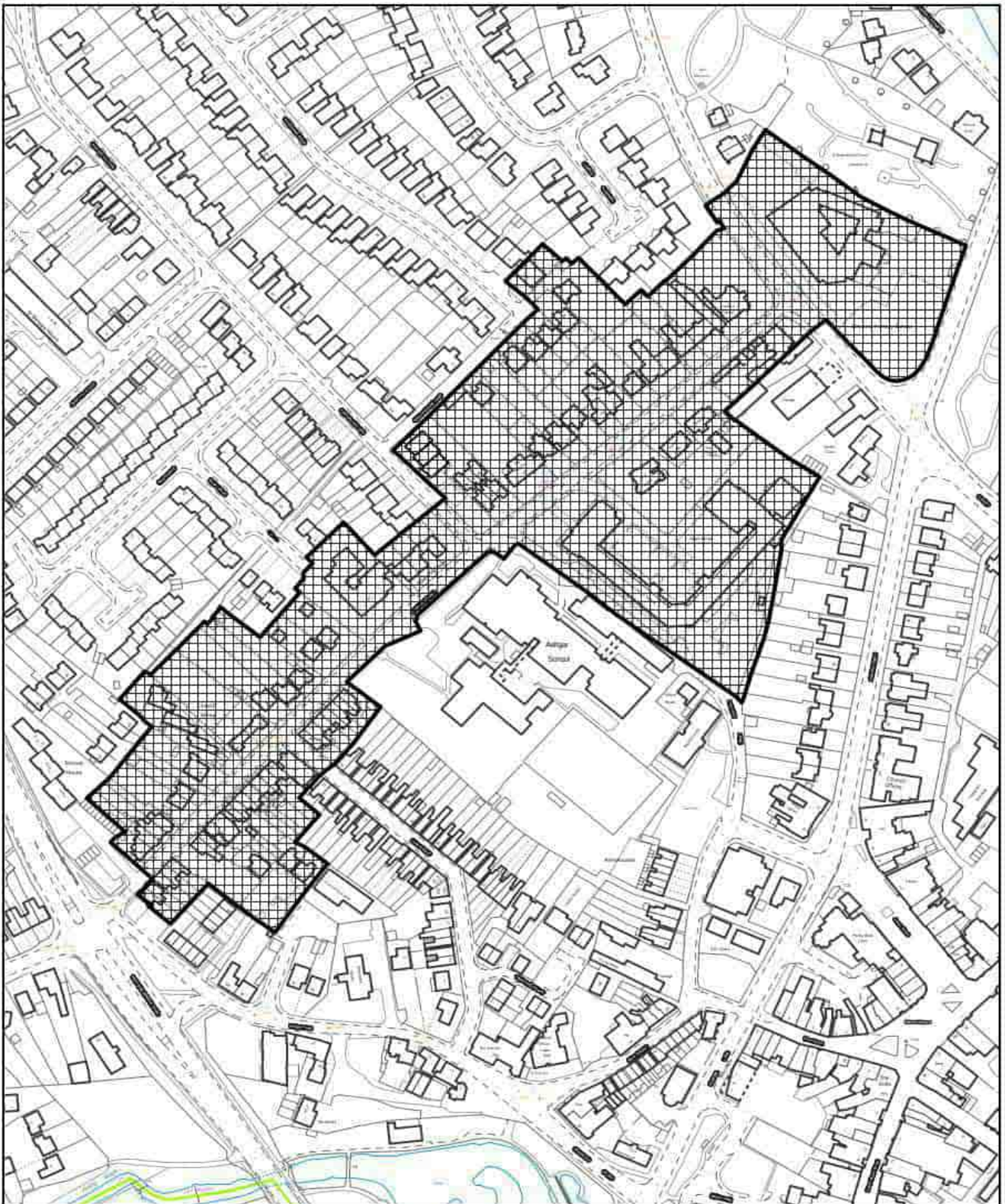
Summary of Special Interest

- **Its long history as a thoroughfare bounding the south side of Chuchfield during the Middle Ages, with Taylors Lane leading to the town centre**
- **Its historic development of well-built houses with buildings and groups of individual interest**
- **Its townscape harmonised by mass, scale, height and materials with visual interest and diversity created by design detailing and frontage treatment**
- **Its significant tree specimens and groups punctuating the street scene**

The survey work for this Appraisal update was carried out in 2018.



Plan 1: Conservation Area Boundary



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2. Planning Policy Context¹

Government policy recognises the importance of effective protection for all aspects of the historic environment through legislation and policy guidance. The Planning (Listed Buildings and Conservation Areas) Act 1990 provides specific protection for buildings and areas of special architectural or historic interest. **The National Planning Policy Framework 2018 (NPPF) provides a full statement of Government policy for the historic environment, including the recognition of significance of a variety of heritage assets, and is supported by the Planning Practice Guidance.**

The Government is responsible for compiling a List of buildings of special architectural or historic interest of national significance. There are three grades of listed buildings to give an indication of relative importance Grade I, II* and II; 94% of listed buildings are Grade II.

The Local Planning Authority is responsible for designation of conservation areas where appropriate, and has a duty to formulate and publish proposals for the preservation and enhancement of these areas. The effect of designation is broadly to bring demolition of buildings and works to trees under planning control and to restrict 'permitted development' rights which permit certain minor works to take place.

Staffordshire County Council (SCC), supported by Historic England, has undertaken an Extensive Urban Survey of Rugeley in 2012 as one of a series of 23 medieval Staffordshire towns. Their report, which forms part of the evidence base for this document, aims to characterise the historic development of the town through reference to historic sources, cartographic material and archaeological evidence. The town is subdivided into Historic Urban Character Areas (HUCA's) with a statement of archaeological, historic, aesthetic and communal value for each one, supported by more detailed descriptions and mapping. Church Street Conservation Area falls in HUCA's 4, 10, 11, 13, 16 and 20. These extracts are contained in Appendix 2. Developers are advised to consult this document and the SCC Historic Environment team at an early stage when considering schemes within the Conservation Area.

Cannock Chase Local Plan (Part 1) was adopted in 2014 and contains local planning policy including CP15 seeking to safeguard all aspects of the District's historic environment. Policies CP12 and CP14 seek to enhance biodiversity and landscape character. Policy CP3 seeks high standards of design of buildings and spaces, conservation and enhancement of the local

¹ Planning policy context correct at date of adoption of this document but may be superseded by policy updates over time.

historic environment as a stimulus to high quality design, and successful integration with trees, hedges and landscape features to green the built environment. The Local Plan includes the Rugeley Town Centre Area Action Plan which sets out a development framework for Rugeley town centre area including urban design principles and guidance for opportunity sites, one of which (RTC4 Aelfgar Centre) is adjacent to Church Street. A Design Supplementary Planning Document adopted 2016 supports Policy CP3.

This Appraisal defines the special architectural and historic interest of the Conservation Area and opportunities for its preservation and enhancement from which the Management Plan follows. It therefore contributes to fulfilling the Council's statutory duty in respect of conservation areas and supports delivery of Local Plan policy in respect of heritage assets. Once adopted it will have the status of a material planning consideration of considerable weight providing a basis for development management decisions.²

3. Development History

In the Middle Ages the principal occupation of the inhabitants of Rugeley was agriculture, carried out in three common fields – Churchfield, Upfield and Hodgeley – and in the meadows by the river. Churchfield was bounded on the south side by Church Lane, now Church Street, and stretched north along the Wolseley Road. Several of Rugeley's historic buildings stood in the area, such as Rugeley Grammar School dating from 1567, which stood on the site of the present Chancel Infants School next to the church, and the medieval tithebarn which until 1649 stood in Bow Street near the junction of Taylors Lane. In the mid 18th Century the common fields were enclosed. Taylors Lane remained the path leading from the town to Churchfield. Generally, the Church Street area appears to have remained largely undeveloped until the 19th Century, although this can only be confirmed by below ground observation.

During the 19th Century Rugeley developed from a busy market town to a busy industrial town, one of the main industries being coal mining. The canal existed from 1777, the railway from the 1850's, and the town was on a coaching route to London, Liverpool and Chester. The Church was extended and then replaced on the other side of the road with the new Church of St. Augustine's in 1823. An account of the town from about 1829 describes its neat appearance with well-built houses and recent new streets: "Church Street is building, and some of the houses are already completed in a very tasteful style... this little town is fast

² Historic England Advice Note 1 'Conservation Area Designation, Appraisal and Management' 2016

advancing into notice and its prosperity is considerably enhanced by its great thoroughfare situation and the advantages of inland navigation that it enjoys.”

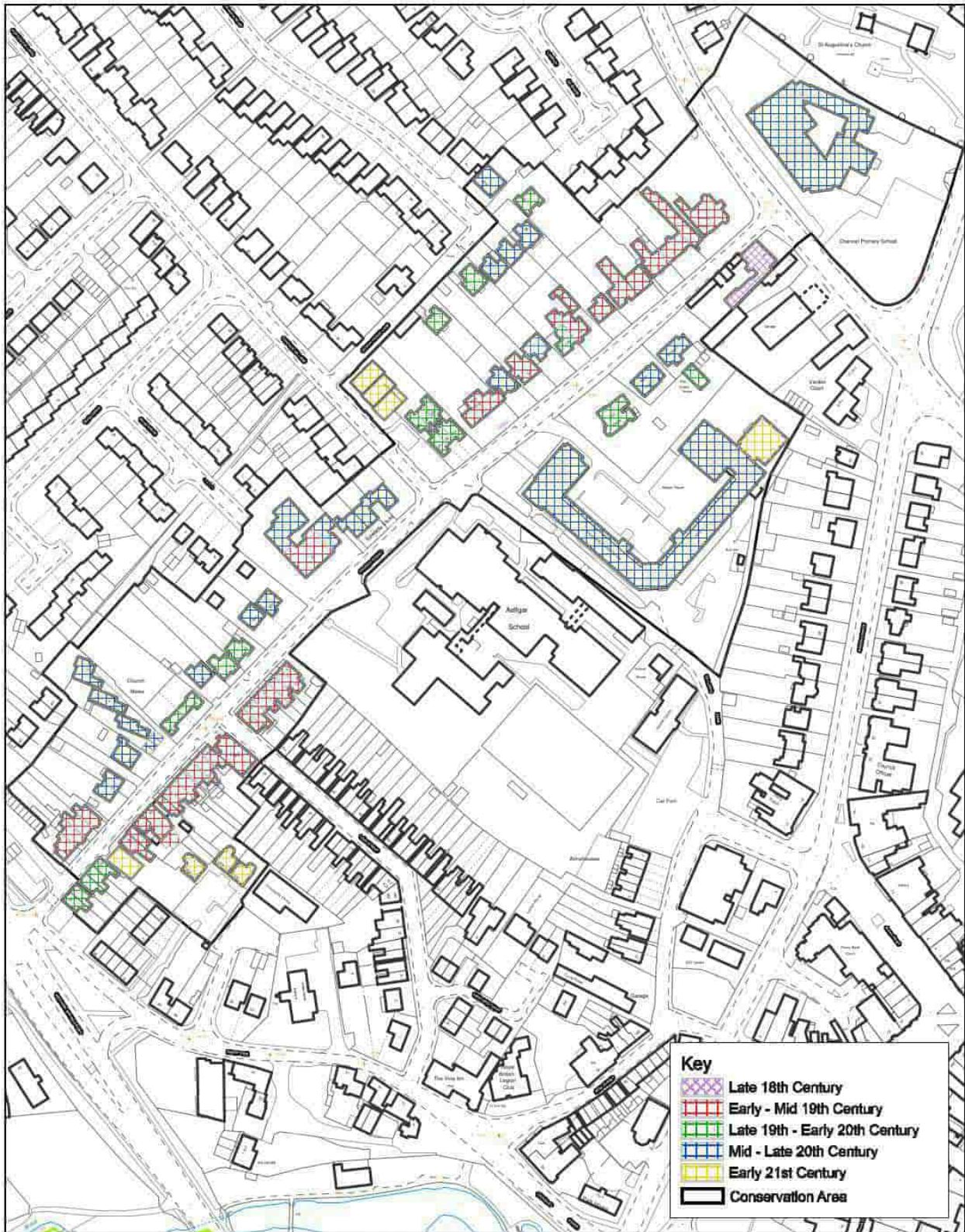
Plan 2 shows the development history of the Conservation Area. 9 Wolseley Road is the oldest building and dates from the late 18th Century. The 1840 Tithe Map shows development along most of the northern frontage of Church Street between Wolseley Road and Fortescue Lane, and scattered around the Church Street/Sheepfair junction. The site of the former Aelfgar School is shown as a pasture named Taylors Croft. By the 1880's further development had taken place along both frontages of Church Street towards Sheepfair and Lion Street had been laid out. The Primitive Methodist Chapel dates from 1870. Almshouses existed in two locations, as well as a school adjacent to 30 Church Street. Early 20th Century maps refer to allotment gardens on some of the open land, and there was still extensive open space on both sides of Taylors Lane.

The mid-late 20th Century added much infill development around Church Street, including Aelfgar House and School and the Chancel Infants School. The site of the former Aelfgar School lies outside the Conservation Area but immediately adjacent to the boundary. Modern bungalows, such as Edwards Close, were built and new houses in Coach House Lane. Some of the old coach houses were removed, other new houses and bungalows were added on former gardens, and some buildings were altered or changed their use. The old street layout and plot boundaries have largely been retained, though some of the larger plots have been subdivided. The junction of Church Street and Sheepfair was affected by the laying out of Western Springs Road in the late 1950's, and terraced houses around the junction were demolished. Infill housing has been built adjacent to 30 Church Street and a traffic calming scheme has been implemented along Church Street to slow the light but steady flow of one-way traffic.

The County's Historic Environment Record indicates areas of potential importance in increasing knowledge of the history of the town. Archaeology may exist anywhere within the boundaries of historic towns and has the potential to help understand origins, development and growth, therefore any development proposals involving the disturbance of ground within the Conservation Area may need to be accompanied by an archaeological assessment as part of a Heritage Statement to accompany the planning application.



Plan 2: Development History



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4. Townscape Character Appraisal

Location and Landscape Setting

Rugeley stands on the south bank of the River Trent on ground gently rising from the valley to the forest and heath of Cannock Chase to the west. The Cannock Chase Area of Outstanding Natural Beauty was designated in 1958 and covers an area of approximately 6,900 hectares. Its primary purpose is to conserve and enhance the natural beauty of the area, and this higher ground forms a green setting to the town. The Rising Brook flows down from the Chase to the Trent through Elmore Park and the centre of the town.

Rugeley lies roughly halfway between the County town of Stafford and the cathedral city of Lichfield, and historically most of its buildings have been concentrated along the northeast-southwest axis of the Stafford-Lichfield Road. The Trent and Mersey Canal, (itself a county-wide conservation area) runs along the eastern edge of the town, beyond which currently stands Rugeley power station with its landmark cooling towers, and further east run the River Trent and West Coast mainline railway. Waterways and routeways follow the contours between the Chase and the River, features which have determined the historic layout of the town.

Church Street runs on a south-west/north-east alignment to the north-west of Rugeley town centre, with Lion Street and Taylors Lane linking eastwards with the town centre and Fortescue Lane, leading to Coach House Lane, running off to the west. To the north-east the Conservation Area adjoins the Trent and Mersey Canal Conservation Area, to the south-east Sheep Fair/Bow Street Conservation Area and 350 metres to the south-east lies Rugeley Town Centre Conservation Area.

Spatial Analysis

Church Street exhibits features of a road laid out in the 19th Century, albeit on the line of a historic thoroughfare, with its relatively straight alignment and regular width and building lines of the houses along its frontages. It is marked on the 1840 Tithe Map. Its historic properties are predominantly substantial 2 storey, with a few 3 storey examples or 2 storey with rooms in the roofspace eg Lanrick House, 9 Wolseley Road, Copperdown and the corner of Lion Street.

At the south-west end of the street the smaller properties stand close to the road frontage giving an enclosed feel, then the central area opens out with tree planting contributing to the enclosure of the street space, with buildings such as Copperdown set in more spacious plots. Further north-east, plot sizes reduce slightly and buildings stand close together with a uniform set back from the street, assisted by tree planting, hedging and brick boundary walls for enclosure.

Historic open spaces have partially been filled with development in the 20th century, though some of this pays little respect to the Church Street frontage and building line.

The street has a 'human' scale related to the pedestrian. A coach house at the rear of 20 Church Street with recent planning permission for conversion to a dwelling, serves as a reminder that Coach House Lane historically provided access for the owner's pony and trap. Taylors Lane, by contrast, has retained its historic informality of alignment and variable width, forming a winding route between Church Street and Bow Street, still forming a useful pedestrian route to the town centre. Lion Street forms a junction with Church Street and leads back to Sheepfair, tightly enclosed with terraced housing 2 storeys high. Tithe Barn Road, named as a reminder of the medieval Tithe Barn which stood in the area until 1649, is a much more recent development leading into the area of 20th Century town expansion with its bungalows and modern estate houses, low frontages and regular planned plot layout.

Character Analysis

Townscape is the feature which distinguishes the special interest of a conservation area from the merits of individual buildings within it, including the interrelationship between buildings and spaces. It derives from appearance, history and historical associations, and its nature and quality may vary within the area. Examples are noted to illustrate features and are not intended to be comprehensive.

The townscape of Church Street Conservation Area is defined by its interesting mix of largely unaltered domestic architectural styles, representing one of the best such areas in Rugeley. Buildings range from traditional terraces at the south end to larger detached and semi-detached houses at the north end, with a variety of infill development throughout. Most of the properties face the road frontages, the terraces with little or no front gardens but the majority stand further back within enclosed gardens. Uniformity of building line and a general 2 storey height gives cohesion to the area, occasionally punctuated by larger 3 storey buildings. The diversity of architectural details throughout the area make a significant contribution to its appearance and character. Important features are shown on plans 3 and 4.

The northern frontage of Church Street between Fortescue Lane and Wolseley Road is occupied by a group of 19th Century buildings of particular interest. It includes three buildings listed as of architectural or historic interest, at 2, 4 and 20 Church Street, and a further one on the opposite corner at 9 Wolseley Road. Whilst most of this group are unlisted they contribute to the setting of the listed buildings, comprising elegant houses standing on well-sized plots enclosed by redbrick or sandstone walls and evergreen hedging. 9 Wolseley Road and Lanrick House face Wolseley Road, 3 storeys high, and high boundary walls

enclose their gardens, maintaining the sense of containment along Church Street. The remainder are 2 storey, facing Church Street, and appear to have had long rear gardens with coach houses and brick boundary walls, some of which survive along Coach House Lane. Some plots have been subdivided with modern houses built on rear gardens, either fronting Tithe Barn Road or Church Street.

These older buildings have a variety of decorative features – moulded timber doorcases, sliding sash windows, false windows, parapet walls and chimneys with attractive pots. Good examples are the doorcases at 9 Wolseley Road and 20 Church Street (see Figs. 1 and 2) and windows at 2, 4, 12, 16 and 20 Church Street and Lanrick House. No. 16 Church Street is a good example of an unaltered building and boundary treatment. The older buildings, including the substantial coach house rear of 20 Church Street, and brick walls on Coach House Lane also make an attractive enclave behind the main Church Street frontage. The opposite frontage of Church Street has good frontage boundary treatment with high brick walls which provide screening for two modern bungalows, or stone walls and hedging, and the Hollies is an attractive and little-altered building.



Doorcases Fig.1 9 Wolseley Road and Fig.2 20 Church Street

Part of the former garden of the almshouses at the junction of Church Street and Fortescue Lane has recently been developed with a small group of sheltered bungalows. They are of good contemporary design respecting their setting in scale and siting and are considered to enhance the character and appearance of the Conservation Area (Fig. 3). Their use of modern materials show how, with care, new development can complement a historic setting helping the Area evolve into the future.



Fig.3 New almshouses at junction of Church Street and Fortescue Lane

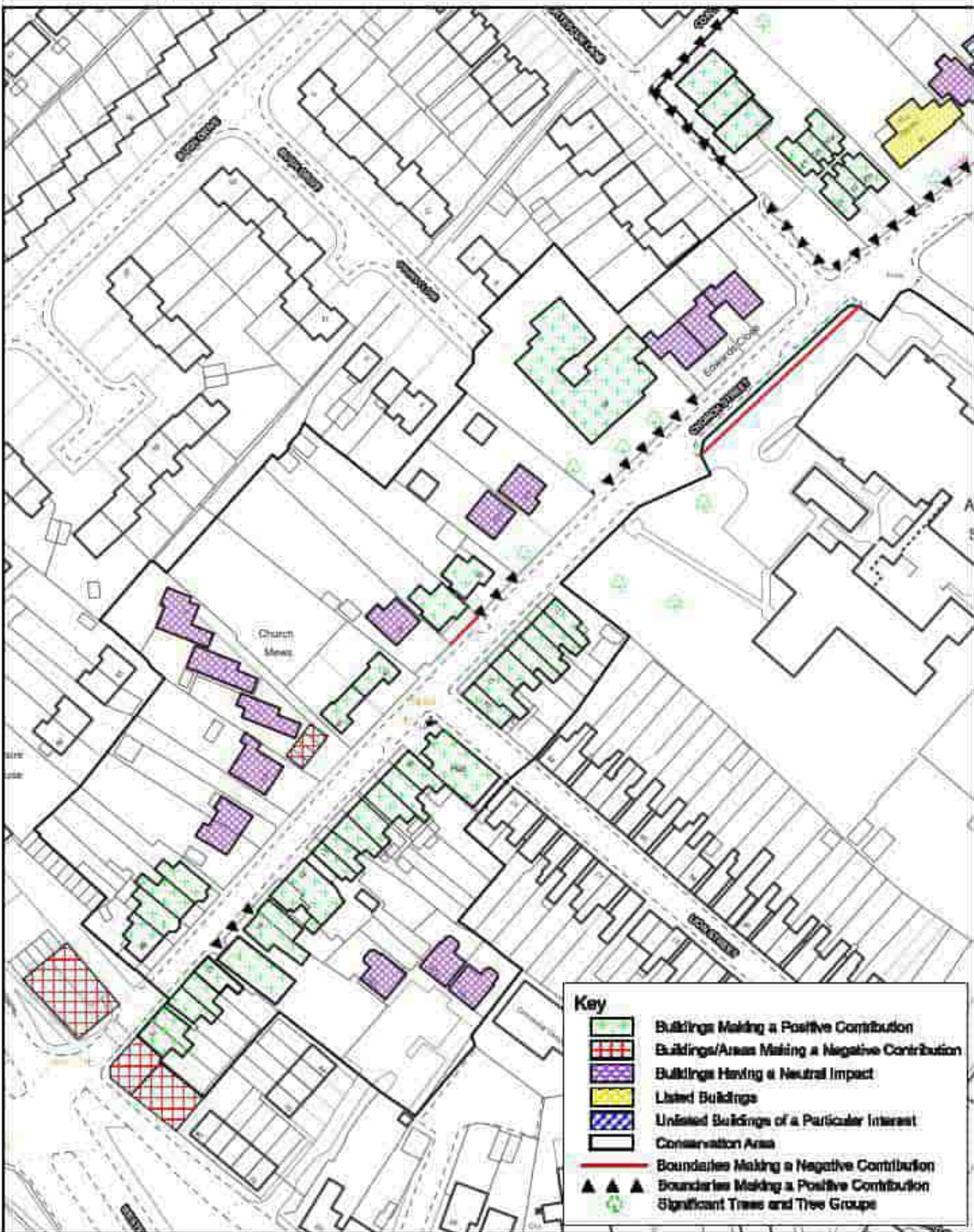


Cannock
Chase
COUNCIL

Plan 3: Townscape Appraisal - South Section



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The central part of the Conservation Area has a more open feel as a result of its more modern development layout and low or less substantial frontage boundary treatment. This area was developed post-war over previous open space and allotments, so was more open historically. Whilst excluded from the Conservation Area, the former Aelfgar School nevertheless had a significant impact upon it, and represented a poor contribution to its appearance as a result of design, scale and materials. Its railing fence in need of maintenance and large tarmac areas behind did nothing to improve the situation. The school has now been demolished and the site is currently awaiting redevelopment with potential for a proposal more in keeping with the Conservation Area. Copperdown or 30 Church Street opposite, though much extended and altered during its current use as a residential home, makes a major positive contribution to the central part of the Area with its characteristic design and detailing, high frontage red brick wall and fine gate and gateposts. The original street pattern of Taylors Lane is retained and continues to provide a useful pedestrian link between Church Street and the town centre.

At the southern end of the Conservation Area most of the development is at a higher density, characterised by short terraces, well detailed, with plots of good size. Most stand close to the back of pavement providing a strong sense of enclosure, with low walls enclosing small front gardens. It is evident that original boundary treatment would have been low brick walls with sandstone coping, topped by railings, the remains of which can still be seen. Although many of the terraced houses have replacement doors and windows, the group along the southern frontage of Church Street between Sheepfair and the Aelfgar site generally form an attractive group. They retain much of their detail – stone heads and cills to windows, semicircular door and window heads, fanlights, polychromatic brickwork patterning and string course details, dentilled eaves courses, carved bargeboards, datestones and memorial stones (in the Lion Street frontage of the Memorial Hall) and decorative roof coverings and ridge tiles. There are good examples of unaltered windows at 41 and 43 Church Street which are to be valued, but few examples of unaltered doors. 30, 32 and 34 Church Street and 60 Lion Street are all good examples of decorative roofscapes as shown in Figs. 4 and 5.



Fig.4 Decorative barge boards and finial at 60 Lion Street



Fig. 5 Decorative barge boards, tiling and finials at 32 Church Street

Within the terrace of properties near the south end of Church Street is the former Prince of Wales public house. This building has a largely unaltered front elevation, with engraved ground floor windows advertising Butler and Co., a local Wolverhampton brewery which has since disappeared. It went out of public house use in the last few years and has recently been converted to residential use in conjunction with further infill residential development to the rear and at the side as shown in Fig. 6. Care has been taken with both the conversion and new development to ensure sympathy with its conservation area context, retaining essential characteristic elements such as the engraved ground floor windows, timber doorcase etc. The new residential use is regenerating this end of the Conservation Area. At the end of the terrace at the junction with Lion Street is the former Chapel, now in use by Rugeley Physically Handicapped. This building fits well within the street scene, with its materials, scale and detailing reflecting adjacent buildings.



Fig.6 Conversion and new development at the former Prince of Wales

On the north side of Church Street opposite the chapel are the single storey Sarah Hopkins Almshouses, built in the 1930's but incorporating two stone plaques from earlier almshouses on a different site. There are other plaques with inscriptions within the Conservation Area which provide reminders of the historical associations of the area and help to reinforce its special character. Most notable are those to the Sneyd family around the boundary walls of the Sneyd almshouses at the junction of Fortescue Lane. Bequests were made in the past for the benefit of the poor of the parish, particularly by better known families, including the Sneyd family from Eaton Lodge and Sarah Hopkins. The old Rugeley Almshouse charities were amalgamated by the 1980's and the almshouses are now managed by a housing association.

Building Materials

The main unifying feature throughout the Conservation Area is the local warm orange-red brick used for the 18th and 19th Century buildings and boundary walling. Staffordshire is well endowed with clay suitable for brick and tile making and local brickyards operated into the 20th Century. Flemish bond brickwork predominates, with alternate 'headers' and 'stretchers' in each course. This is an economical yet ornamental bond. Whilst the modern infill development is often of a different form to the older buildings its scale and the use of toning brick colours helps to render it less visually obtrusive, and most is of a neutral impact on the appearance of the Conservation Area. The older buildings are roofed in blue slate or small red or blue clay tiles, and this original treatment is generally retained. Such traditional roofing materials give a texture and liveliness not found in artificial materials, and are to be valued.

There is variety in the roofscape throughout the area with varied rooflines, gables, hips and half-hips, pitched roofed dormers, decorative chimneys and pots. Some original cast iron rain water goods remain, such as at 37 Church Street, but many have been replaced with metal or plastic.

Timber windows within the Conservation Area are largely painted in the traditional white and light coloured paintwork usually looks more in keeping with the traditional finish. Doors are painted a variety of colours and add an individual dimension to the streetscene.

Boundary walls

Boundaries within the Conservation Area have considerable historic interest. In several places there are old brick walls in the local brick, and some in stonework. Typically these walls are about 1.8 metres high with blue brick saddleback copings. Retention of frontage boundary treatment and front gardens throughout the Area significantly enhances the appearance of the streetscene and contributes to the setting of the buildings.

Front garden boundaries include decorative gate posts and piers, wrought iron gates, railings, red brick walls with blue brick or sandstone copings and red sandstone walling. Good examples of boundary treatment exist at 16 Church Street (low brick wall with sandstone coping and holly hedge behind, piers with sandstone coping and wrought iron gate), see Fig. 7, The Hollies (sandstone wall and gate piers with holly hedge behind), 30 Church Street (high brick wall with sandstone coping, stone piers and wrought iron gate), see Fig. 8, and the rear of 20 Church Street (red brick wall with blue brick coping). At 8 Church Street is a wrought iron gate and gate piers as shown in Fig.9. There is a Victorian letterbox in the wall at the junction of Lion Street.



Fig.7 Front boundary at 16 Church Street



Fig. 8 Front wall, gateposts and gate at 30 Church Street



Fig. 9 Wrought iron gate and gate piers at 8 Church Street

Tree cover

Tree cover makes an important contribution to the appearance of the Conservation Area, with mature planting at intervals between and in front of buildings. Significant tree groups are found in the grounds of the Chancel Infants School, Lanrick House (evergreen oaks) and Aelfgar School. Other important

individual trees include the lime in front of 20 Church Street and the beech behind it, two copper beeches in front of no. 30 (one replanted following removal due to disease several years ago) and the London Plane outside no. 32A. A mature yew at the side of No. 61 was removed without permission some years ago, despite policy protection, illustrating how vulnerable to loss significant trees can be with consequent impact on the street scene. It was replaced with a young yew but has since been reconsidered as part of the recent new development proposals which have secured a suitable replacement tree on land to the rear of the new dwelling.

The planting of tree specimens was typical of 19th Century development where it was fashionable for substantial houses to be set in a landscaped garden. Good examples in Church Street are Copperdown Fig.10 and Lanrick House Fig.11 where mature tree planting gives a fine mature landscape setting to the buildings making a major contribution to the character and appearance of the Area.



Mature tree planting Fig. 10 Copperdown and Fig.11 Lanrick House

The group of trees at Copperdown and in the grounds of the former Aelfgar School site in full leaf create a 'green heart' to this Conservation Area. These trees also give a sense of scale to the street scene and punctuate the views. Smaller trees within the almshouses at the corner of Fortescue Lane have grown to create a prominent visual feature in recent years, together with some significant individual conifers in nearby gardens. Conservation Area designation places protection over all trees, and some trees in Church Street which make a particular contribution, such as those adjacent to no. 30 and Lanrick House, have the additional protection of Tree Preservation Orders.

Mature hedging and shrub planting around garden boundaries also contributes to the street scene, adding greenery and softening the hard lines of buildings and walls. Hedges are characteristically of holly, its dense glossy green foliage is more attractive than the duller texture of coniferous hedging. There is an important visual relationship between the public space (the street) and private space (front and side gardens) visible from the street. The planting helps both to enclose the street scene and give privacy to dwellings.

The Public Realm

There are no historic ground surfaces apparent within the Conservation Area with surfaces comprising tarmac with concrete kerbs. Street furniture, including lamp columns, is modern but modest in size and appearance, and therefore unobtrusive.

Setting and Views

At the north end of Church Street is an attractive view of St. Augustine's Church Tower, linking the street with the Church. Otherwise views in and out of the Conservation Area are fairly well enclosed by buildings and trees, the main views through the area being along Church Street. The power station cooling towers are glimpsed from Church Street beyond the town centre but their imminent demolition will impact on skyline views. The top of the Town Hall Clock Tower and Roman Catholic Church spire are also visible over the roof tops, linking Church Street with its surroundings and assisting with orientation. The main visual impact on the setting of the Conservation Area is currently the cleared site of the former Aelfgar School and future redevelopment of this site presents a significant opportunity for enhancement.

Church Street, as a linear Conservation Area, is potentially significantly affected by development of land immediately adjoining its boundaries. In particular the former Aelfgar School was identified as having a negative impact due to its lack of sympathy with the rest of the Conservation Area, although the tree planting within the site makes a significant positive contribution. The site is identified in the adopted Rugeley Town Centre Area Action Plan 2014 as an 'opportunity site', and future development has potential to draw on the character of Church Street to guide design and provide an attractive frontage whilst retaining and supplementing significant trees. Recent new development nearby on Sheepfair, for example, has sought to reflect adjacent character in terms of scale, form, materials and detailing and provides an attractive addition.

5. Loss/Intrusion/Negative Features

The character and appearance of a Conservation Area can easily be eroded as a result of unsympathetic alterations and development and the decay or removal of characteristic features. Nearly all the modern development in and adjacent to the Conservation Area was built prior to designation, and most has a neutral visual impact. Modern development, though 'of its time' is not always sympathetic to character and appearance, but conversely copying 'historic' architecture may not be the best solution. Through careful design new buildings can respect, complement and enhance the architectural character of an area. Fine buildings

of any type, style and age can enhance the visual environment and contribute to a sense of community.

The cumulative impact of many minor alterations to individual properties can also have a negative impact – special architectural or historic interest is very vulnerable to the process of modernisation. Examples are replacement windows and doors in artificial materials and non-traditional designs. Such materials tend to be bland and lacking in the rich textures and colours of natural materials and the result can be loss of diversity and subtlety affecting appearance and character, see Fig. 12. The recovering of roofs, removal of chimney stacks, boundary walling and other architectural details can have a similar impact. Many such minor works to dwellings are permitted to householders. Bearing in mind that these are the very features which help to create the distinctive character and appearance in the first place, their vulnerability is evident. The upgrading of property does not have to be at the expense of historic fabric and character.



Fig. 12 comparison of original and replacement windows

Historic brick garden walls are particularly vulnerable as they slowly deteriorate over time and become unstable or gardens are opened up to make space for car parking. Maintenance and repair of old walls with traditional lime based mortar is generally desirable to prolong their life. Demolition of frontage walls over 1 metre high falls under conservation area control enabling repair or, as a last resort, rebuilding to be secured in a way which conserves the street scene and historic value of the property, yet often with adaptation possible to meet the owners needs. For example, the frontage brick wall at Copperdown was rebuilt a few years ago due to instability of the existing wall, retaining the access points desired by the owners yet maintaining the sense of enclosure of the street. In conjunction with this one of the copper beech trees in the front garden, which had to be felled due to disease, was replaced with a new specimen, maintaining the heritage value of the property and the link with the name of the house.

The loss of part or all of original boundary treatment and hard surfacing of front gardens to provide off-street parking has detracted from the appearance and

character in parts of the area. The movement to open frontages does result in loss of the sense of enclosure and boundaries between private and public space, as well as loss of historic walling fabric. Where walls, hedges, gateposts and planting have been retained as far as possible the detrimental effect of paving and parking can be minimised. Some of the old brick and stone walling is in poor repair and appropriate maintenance to halt the progress of decay would be beneficial, both to the historic value of the property and the streetscene.

Parking space is at a premium in Church Street - on street parking is limited, with additional pressure due to the nearby school - so it is acknowledged that some property owners wish to open up gardens to create parking space. Through careful design this need not detract from historic character, and enclosure and planting may be retained in part, with minimal loss of historic fabric and use of permeable paving (in accordance with current planning requirements to minimise rainwater run off).

The double yellow lines throughout the area are very dominant in the street scene. Alternative less obtrusive ways exist to regulate on-street parking and will be explored.

6. Community Involvement

A report has been taken to the Council's Cabinet seeking approval for consultation on this Draft updated Appraisal document. Occupiers of all properties in the Conservation Area, local ward councillors, Rugeley Town Council, The Landor Society and technical consultees will receive publicity about the document, inviting comments. A copy will be published on the Council's website www.cannockchasedc.gov.uk/planningpolicy. At the end of the consultation period representations received and proposed changes to the draft in the light of those representations will be reported back to the Council's Cabinet. The Council will then adopt the updated Appraisal.

7. Conservation Area Boundaries

The boundaries of the Conservation Area generally follow rear boundaries of properties fronting Church Street. The former Aelfgar School site is excluded as it is not of any historic or architectural interest and its trees are already protected by Tree Preservation Order. The boundary includes some of the recent new dwellings rear of the former Prince of Wales but follows property boundaries so no changes to the Conservation Area boundaries are considered necessary at this time.

8.Enhancement Opportunities/Recommendations for Management

A specific responsibility is placed upon Local Planning Authorities to take account of the character of a conservation area when exercising their duties. The local distinctiveness of particular areas is greatly to be valued and needs to be reinforced in order to maintain diversity, attractiveness and historic continuity. Unless or until financial support is available as grants for building repairs or environmental enhancements the main opportunities for enhancement of the Conservation Area are through the Development Management process. This Appraisal makes recommendations on what it is desirable to preserve, and how, and sets out broad principles for enhancement which may be further developed within a Management Plan for the Conservation Area.

The Council will undertake to work with property owners to seek satisfactory solutions of issues adversely affecting the character and appearance of the Conservation Area. The intention is not to unduly restrict the individual freedom of residents but to enable the Council to have the opportunity of advising residents of the most appropriate design and materials.

The following recommendations will be taken forward into a Management Plan Supplementary Planning Document for this Conservation Area.

Recommendations

- 1: Consideration of planning applications will be informed by the description of character contained in this Appraisal, particularly the features of interest and the areas which would benefit from improvement. There will be a general presumption in favour of preserving buildings and features identified in the Appraisal as making a positive contribution to the special character and appearance of the Conservation Area.
- 2: Development proposals affecting the Conservation Area must be advertised and account taken of representations in determining each case.
- 3: Future development should retain the domestic scale of the area and take account of its special interest as set out above. New development will need to acknowledge the relationship of buildings to spaces and reflect existing architectural detailing including colour, texture and range of materials. It should also respect existing trees and hedging and maintain views towards St. Augustine's Church. Any opportunities for redevelopment of sites

highlighted as having a negative visual impact on the Conservation Area or its setting or to improve the southern approach to the Conservation Area from Western Springs Road, would be welcomed.

- 4: Traditional materials should be used in all building repair works and both hard and soft landscape elements treated sensitively:
- Where repair works fall within planning control the use of traditional materials and methods for routine repairs will be required, and elsewhere encouraged.
 - The repair/retention of boundary walls, original chimney stacks and pots, ridge tiles and other architectural details will be encouraged.
 - The use of traditional tiles or slates for re-roofing rather than artificial substitutes will be encouraged. Where necessary, window replacement should match the original design and glazing pattern and the use of traditional materials is encouraged. Timber doorcases should be retained and repaired.
 - **Where timber windows are repainted, colours should be carefully chosen; a light colour often works best and white has been used traditionally. Regular painting helps protect timber windows from the weather and although it needs regular attention the end result is far superior to a modern upvc replacement in maintaining the historic value of the property and the Conservation Area overall.**
 - **Modern additions such as rooflights, dormer windows and solar panels which fall within planning control will need to occupy unobtrusive locations and otherwise should be carefully positioned.**
 - The repair of brick and stone boundary walling (or its reinstatement where necessary in appropriate materials) and retention of railings or /hedging will be encouraged and the opening up of front gardens should be avoided. Old boundary walls are a characteristic feature locally and careful repointing in matching (usually lime) mortar will prolongue their life and enhance the historic and thus financial value of a property. Railings should be reinforced by a hedge, preferably holly, privet or beech.

- The inclusion of appropriate trees within new development will be required, especially larger, long-lived and suitably sited species, eventually to replace the older trees.
 - Highway improvements should include a consistent approach to street furniture, consideration of alternative methods to control on-street parking and replacement of tarmac footpaths and concrete kerbs with more appropriate materials.
- 5:** The Council will give consideration to the imposition of additional controls over minor development through an 'Article 4 Direction' in order to manage future changes to the many details which contribute to the special architectural and historic interest of the Area. Such powers are available under Article 4(2) of the General Permitted Development Order 1995, and the effect is that minor works to dwellings previously permitted without consent, such as small extensions, porches, replacement windows and doors, re-roofing, alterations to boundary walls, chimneys and other architectural details and the external painting of a building where the development fronts a highway would then require planning permission.
- 6:** The Council will give consideration to the use of Tree Preservation Orders to protect trees which make an important contribution to the character and appearance of the Conservation Area.
- 7:** The redevelopment of the cleared Aelfgar site with buildings sympathetic to the Conservation Area will be encouraged, including retention of existing trees and recreation of a new built frontage to Church Street using a scale, mass and materials in keeping with its surroundings together with appropriate new planting.

9. Useful information

Further advice is available on the content of the Appraisal from the Planning Policy Team, Cannock Chase Council, Civic Centre, PO Box 28, Beecroft Road, Cannock, Staffs WS11 1BG.

The principal sources of historic and local information referred to are:

- Rugeley Library Local Studies Section Clippings Files
- Joint Record Office, Lichfield (Rugeley Tithe Map 1840)
- Staffordshire County Council Historic Environment Record
- 'Looking Back on Rugeley' by Alec Neal, published by the Landor Society

- Cannock Chase Council Church Street, Rugeley Conservation Area Appraisal (adopted 2006)
- SCC Extensive Urban Survey for Rugeley 2010 (available via CCDC website)

Appendix 1: Listed Buildings within the Conservation Area

1. 2 and 4 Church Street

Grade II Listed 1972. Early C19. Red brick. The unaltered right-hand half of a terrace range with a broad shallow gable rising to apex on left; 2 storeys and 2 storeys and attic; 4 sash windows plus 3 blocked (having imitation painted glazing bars) in lined reveals and with small cornice hoods; 2 moulded wood doorcases with rectangular fanlights of small rounded panes, each with a pedimented wood porch; bold lined eaves; slates. Passageway on left-hand side with panelled stucco pilasters and rusticated arched head. NGR: SK0435318487.

2. 20 Church Street

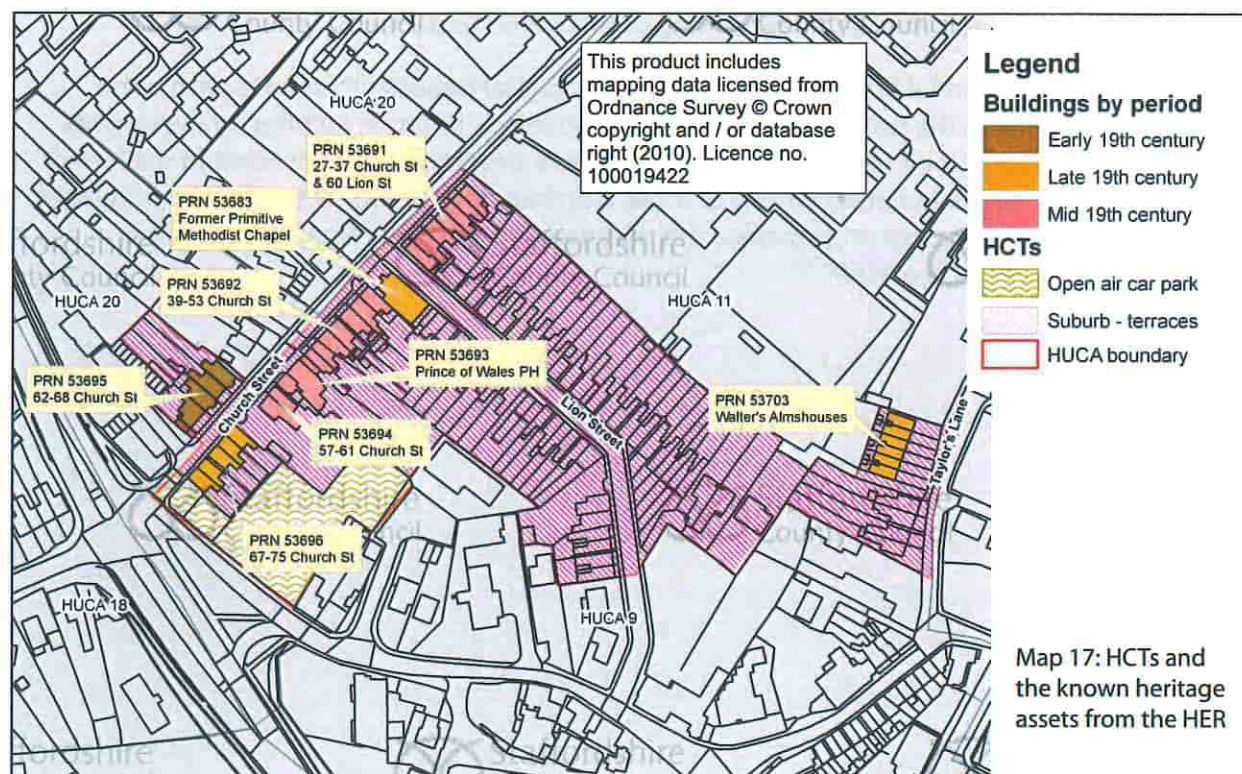
Grade II Listed 1972. Circa 1850. Red brick vicarage; 2 storeys; 4 sash windows in lined reveals with plain lintels. Front breaks forward under gable (1 window). Moulded stucco doorcase on right with cornice hood-on consoles and rectangular fanlight. Later single-storey wing on right-hand side has 1 sash window and castellated parapet. NGR: SK0425818407.

3. 9 Wolseley Road

Grade II (formerly listed as No 37) Listed 1951, amended 1972. Late C18. Red brick; 3 storeys; 5 sash windows; moulded wood doorcase with curved voluted pediment; bands; plain pilasters at sides; dentilled wood eaves; parapet. NGR: SK0439118474.

Appendix 2 Extract from Staffordshire County Council Extensive Urban Survey of Rugeley 2010

4.10 HUCA 10 – Lion Street and south of Church Street



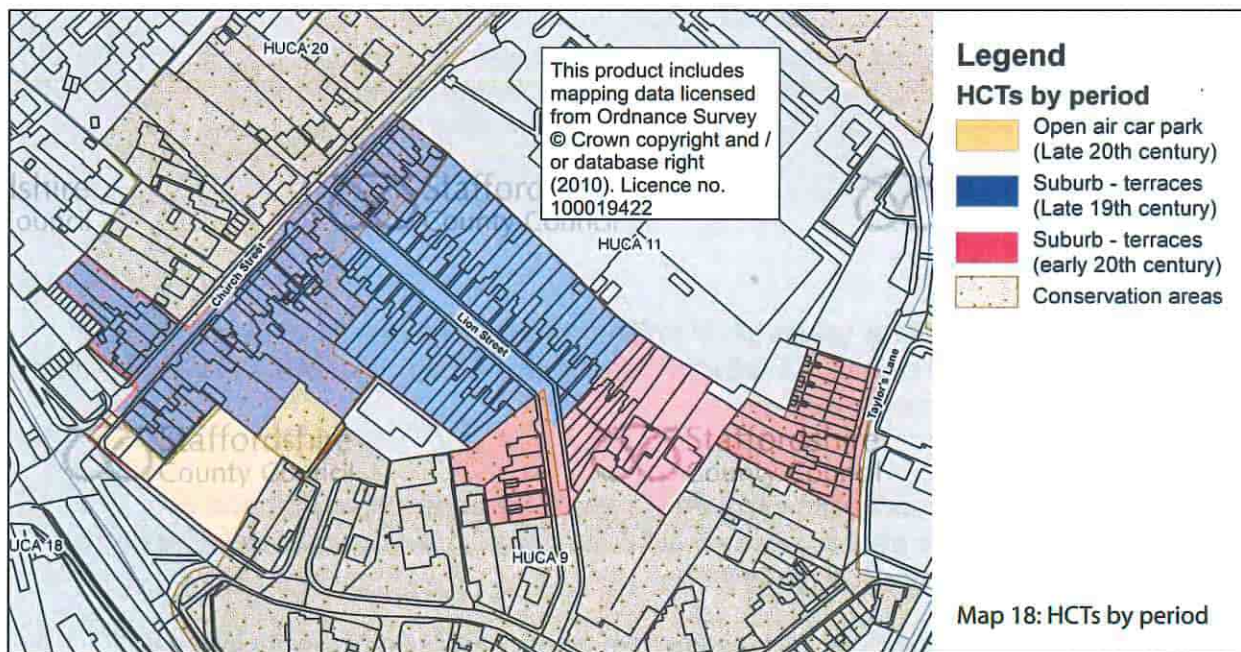
4.10.1 Statement of heritage significance and built character

The character area is dominated by red brick 19th and early 20th century terraced properties (see maps 17 and 18 for split). There is a greater diversity of periods of origin for the terraces along Church Street (as shown on map 17), however, the properties along Lion Street mostly date to the late 19th century, with the exception of those to the far south east. Walter's Almshouses in Taylors Lane were constructed of red brick in 1890 (cf. 2.6.2.2 and plate 4).

Church Street itself may have existed by at least the late 16th century. A 'Church Way' is recorded in the 1570 survey although it is not clear precisely where this ran²⁹⁶. Two suggestions have been put forward. One interpretation of this survey has suggested that 'Church Way' may have originated as a lane into Churchfield along the line of Taylor's Lane²⁹⁷. Alternatively it has been suggested that Church Street itself may represent 'Church Way'; prior to the construction of the houses it had been known as Church Lane²⁹⁸. Both of these lanes certainly existed by the late 18th century; the latter appears to have led to several route ways which cross Cannock Chase.²⁹⁹

The properties in Church Street include a former Primitive Methodist Chapel and the Prince of Wales public house³⁰⁰. All of these properties have been identified within the Church Street Conservation Area (124) as making a positive contribution to the character of the townscape. The Sheep Fair/Bow Street Conservation Area (156) also falls within the HUCA (map 18).

The earlier history of the character area is largely unknown, but it is likely to have formed part of Churchfield during the medieval period (cf. 2.4.3.2 and map 3).



Map 18: HCTs by period

4.10.2 Heritage values:

<p>Evidential value: This area had probably been dominated by agricultural activities prior to the 19th century. It is unlikely, given the subsequent intensive development, that opportunities exist to record any potential archaeological deposits. However, the historic built environment has great potential to contribute to an understanding of the cultural and social history of the town from the early 19th century and into the early 20th century.</p>	<p>High</p>
<p>Historical value: Built heritage assets are the major components in describing the character of this HUCA. It has been noted that those properties lying within the Conservation Areas make positive contributions to Rugeley's townscape</p>	<p>High</p>
<p>Aesthetic value: Taylor's Lane, and possibly Church Street, pre-dates the development of the properties within the HUCA, although Lion Street was a planned insertion into the townscape during the mid to late 19th century. The development of properties within the character area has been carried out on a piecemeal basis typical of 19th century development, where individual builders would construct various properties along one street. The inclusion of parts of the HUCA into two Conservation Areas (Church Street (124) and Sheep Fair/Bow Street (156)) confirms the importance of the historic character of this part of Rugeley's townscape. The properties beyond its boundary provide a setting and consequently any changes within this area should seek the opportunity to enhance the existing character of the wider HUCA. Change within the Church Street Conservation Area should take account of the policies identified in the Conservation Area Appraisal document³⁰¹.</p>	<p>High</p>

³⁰¹ Cannock Chase District 2006³⁰² Department for Communities and Local Government 2012. Web: <http://www.communities.gov.uk/documents/planningandbuilding/pdf/2115939.pdf>³⁰³ Ibid³⁰⁴ Ibid

Communal value: The properties largely comprise private dwellings and although the public house does provide opportunities for the community to have a closer engagement with the heritage assets, on the whole opportunities are low.

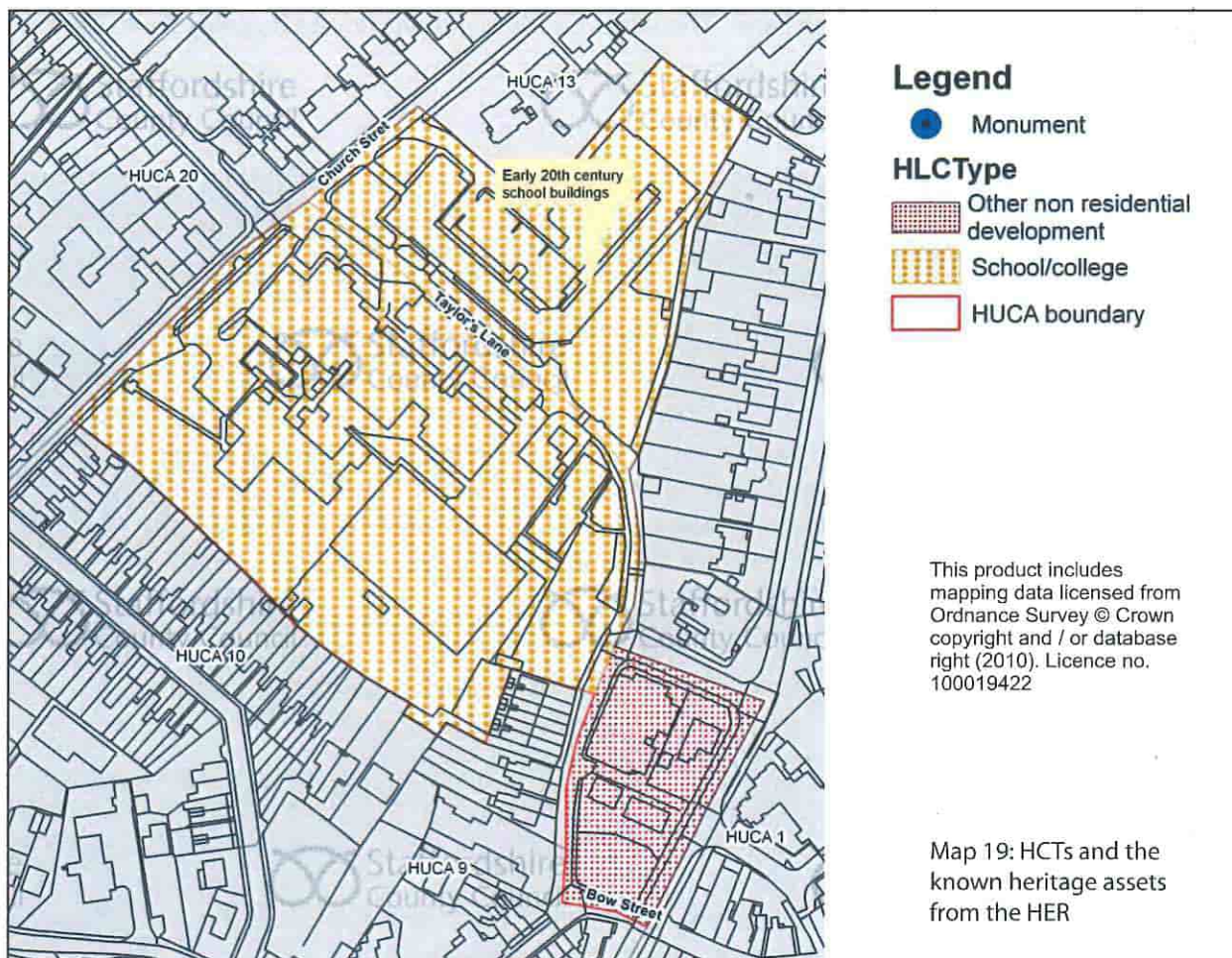
Low

4.10.3 Recommendations

The assessment of the heritage values has identified considerable historic interest within the HUCA relating to the 19th century suburban expansion of the town. The HUCA lies within and adjacent to two Conservation Areas.

- ◆ A statement of significance will be required to assess the impact of any proposed development upon the historic environment as part of any planning application to be made within this HUCA (cf. para. 128 of NPPF)³⁰².
- ◆ The sympathetic restoration or enhancement of the historic buildings, both Listed and unlisted, would strengthen the historic character and the quality of the wider townscape and the Conservation Areas for the benefit of this and future generations (Bullet Point 10 of para 17 (Core planning principles) also paras. 126 and 131 of NPPF)³⁰³. The potential for Lion Street to be included into one or other of the Conservation Areas should also be explored as it forms part of the development of this part of Rugeley. Should this not comply with the relevant policies guiding the designation of Conservation Areas the conservation and enhancement of the street should still be considered of importance as it forms part of the setting of both Conservation Areas.
- ◆ Any planned development or significant change within the area of the Conservation Areas should consult the Cannock Chase District Conservation Officer in the first instance and the Church Street Conservation Area Appraisal document where relevant. The designated heritage assets and their settings are covered under para. 132 of NPPF³⁰⁴.

4.11 HUCA 11 – Taylor's Lane



4.11.1 Statement of heritage significance

Taylor's Lane existed by at least the late 18th century and it has been suggested that it was the "Church Way" recorded in the 1570 survey³⁰⁵. The earliest known settlement in the HUCA lay on the Bow Street frontage and probably represents the limit of the town by the late 18th century and earlier. The remainder of the character area had formed one of Rugeley's open fields during the medieval period, which underwent piecemeal enclosure during the post medieval period (cf. 2.4.3.2 and 2.5.2.2).

The character area as a whole is dominated by large-scale buildings whose original function was the provision of education. The buildings to the north of Taylor's Lane, which lie within the Church Street Conservation Area (124), were constructed as a brick built school in the early 20th century (see map 19) and are largely unaltered, although they are now used as a surgery, community centre, theatre and local council offices³⁰⁶. Aelfgar School to the south of Taylor's Lane, lying outside the Conservation Area, opened in 1939, as Taylors Lane Secondary School, to serve the local community³⁰⁷.

³⁰⁸ Ibid³⁰⁹ Cannock Chase District 2000 and 2006³¹⁰ Department for Communities and Local Government 2012. Web: <http://www.communities.gov.uk/documents/planningandbuilding/pdf/2115939.pdf>³¹¹ Department for Communities and Local Government 2012. Web: <http://www.communities.gov.uk/documents/planningandbuilding/pdf/2115939.pdf>

The HCT 'Other non residential development' includes the early 20th century Territorial Army Centre, now used as the Victory Christian Centre³⁰⁸, as well as an earlier domestic property lying on the corner of Bow Street/Elmore Lane. The latter building lies within the Rugeley Town Centre Conservation Area (051).

4.11.2 Heritage values:

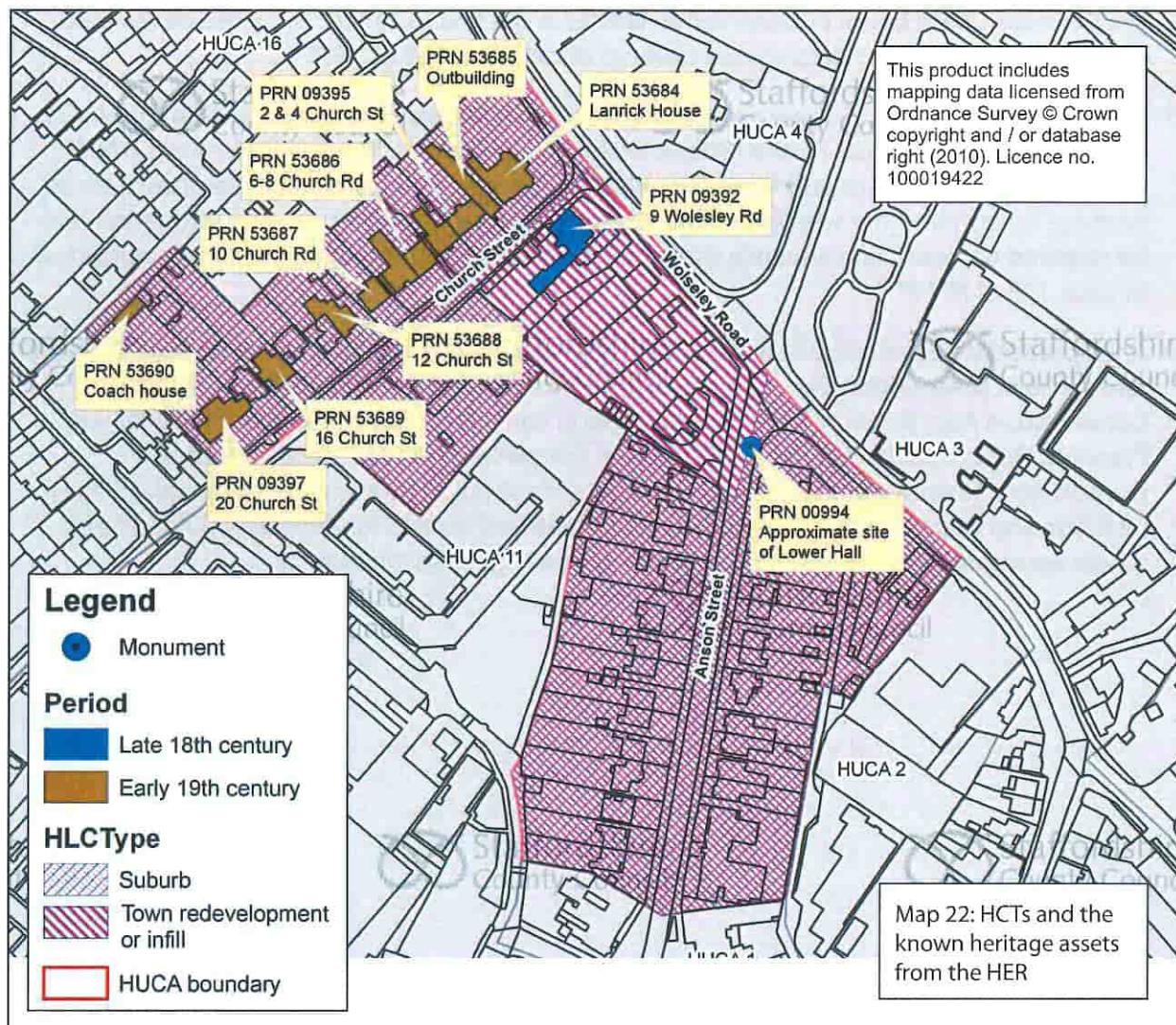
Evidential value: The HUCA offers the opportunity to understand the activities at the limit of the town from the medieval period onwards through the investigation of below ground archaeological deposits. The early 20th century former school buildings contribute to an understanding of the history of education in the town.	Medium
Historical value: The legible heritage assets within the character area include the street pattern (Taylor's Lane and Bow Street) whose origins potentially date from the medieval period. The historic built environment comprises mostly large scale public buildings dating from the early 20th century.	Medium
Aesthetic value: Parts of the character area lie within two Conservation Areas (Church Street (124) and Rugeley Town Centre (051)) and any change should take account of the policies identified in the Conservation Area Appraisal documents ³⁰⁹ . The properties beyond its boundary provide a setting and consequently any changes within this area should seek the opportunity to enhance the existing character of the wider HUCA.	Medium
Communal value: The former school now forms part of a community venue; the remaining buildings are largely not accessible to the general public.	Low

4.11.3 Recommendations

The assessment has identified a moderate historic and archaeological interest within the HUCA. This includes the potential for surviving below ground archaeological deposits, the unlisted historic buildings and the surviving historic street pattern.

- ◆ The sympathetic restoration or enhancement of the unlisted early 20th century buildings would strengthen the historic character and the quality of the wider townscape for the benefit of this and future generations (Bullet Point 10 of para 17 (Core planning principles) also paras. 126 and 131 of NPPF)³¹⁰.
- ◆ There is the potential for below ground archaeological deposits to survive within the HUCA. Where development may result in the loss of these heritage assets (whether wholly or in part) archaeological evaluation and/or mitigation may be required to record and advance the understanding of their significance; this is supported in para. 128 of NPPF³¹¹.

4.13 HUCA 13 – North end of Church Street and Anson Street



4.13.1 Statement of heritage significance

The suburban development of the HUCA can be broadly dated to three periods originating in the early 19th century (cf. map 23). However, the earliest property within the HUCA is 9 Wolesley Road, a Grade II Listed building constructed in the late 18th century³²⁸. This house lies within the HCT 'Town re-development or infill' on map 22 which generally appears to have its origins in the early 19th century, but the definition of the HCT identifies the fact that this area was probably the site of earlier settlement. The documentary sources suggest that the medieval "Lower Hall", belonging originally to the Dean and Chapter at Lichfield and later to the Chetwynd family had stood in this vicinity (cf. 2.4.4 and 2.5.1.3)³²⁹. By the mid 18th century this property was being referred to as Rugeley Hall suggesting a quite prestigious complex (cf. 2.6.1.3).

Church Street itself may have existed by at least the late 16th century as a 'Church Way' is recorded in the 1570 survey, which may refer to this street³³⁰. One interpretation of this survey, however, has suggested that 'Church Way' may have originated as a lane into Churchfield along the line of Taylor's Lane³³¹. Development along Church Street dates to the early 19th century when large prestigious properties began to be constructed, with coach houses lying to the rear of the building plots accessed by Coach House Lane. The coach house to the rear of 20 Church Street survives within the HUCA³³².



Plate 18: 20-32 Anson Street (late 19th century).

Anson Street was inserted into the townscape during the late 19th century to link the town centre with Wolseley Road and the earliest houses, lying towards the town centre, date to this period. These properties are semi-detached with terracotta detailing on the facades (cf. plate 18). The remainder of the street had begun to be developed in the early 20th century (probably during the inter war period).

4.13.2 Built Character

The HUCA is dominated by two and three storied brick built detached and semi detached houses, which largely date to three periods of origin beginning in the early 19th century (map 23). The

³³¹ Cannock Chase District 2006³³⁴ Department for Communities and Local Government 2012. Web: <http://www.communities.gov.uk/documents/planningandbuilding/pdf/2115939.pdf>

importance of much of this HUCA to the character of the wider townscape has been identified in the designation of the Church Street Conservation Area (see maps 7 and 23 showing the coverage of the Conservation Area within the HUCA).

4.13.3 Heritage values:

Evidential value: The range of historic buildings within the HUCA contributes to an understanding of the social and economic history of the town from the late 18th century onwards; representing suburban growth. There is the potential for archaeological deposits to survive associated with the site of "Lower Hall" although they may have been impacted by subsequent development.	Medium
Historical value: The historic built environment dominates the character of the HUCA, parts of which are covered by the Church Street Conservation Area. The character area also includes the Grade II listed dwelling at 9 Wolseley Road. The legibility of the differing periods of origins of the built environment within the suburbs of the HUCA enables the changes which have occurred over time to be read by the community.	High
Aesthetic value: Anson Street is the result of deliberate planning and the straightness of its line is testimony to this. The historic environment contributes strongly to the aesthetics of the HUCA and this is complemented by the designation of the Conservation Area. The properties beyond its boundary provide a setting and consequently any changes within this area should seek the opportunity to enhance the existing character of the wider HUCA. Change within the conservation area should take account of the policies identified in the Conservation Area Appraisal document ³³³ .	High
Communal value: The heritage assets of the character area can be only engaged with at street level.	Medium

4.13.3 Recommendations

The assessment has identified considerable historic and archaeological interest within the HUCA relating in particular to the built environment, although there is also the potential for below ground archaeological deposits to survive. The HUCA lies within and adjacent to the Church Street Conservation Area.

- ◆ A statement of significance will be required to assess the impact of any proposed development upon the historic environment as part of any planning application to be made within this HUCA (cf. para. 128 of NPPF)³³⁴.
- ◆ The sympathetic restoration or enhancement of the historic buildings, both Listed and unlisted, would strengthen the historic character and the quality of the wider townscape and

³³⁵ Department for Communities and Local Government 2012. Web: <http://www.communities.gov.uk/documents/planningandbuilding/pdf/2115939.pdf>

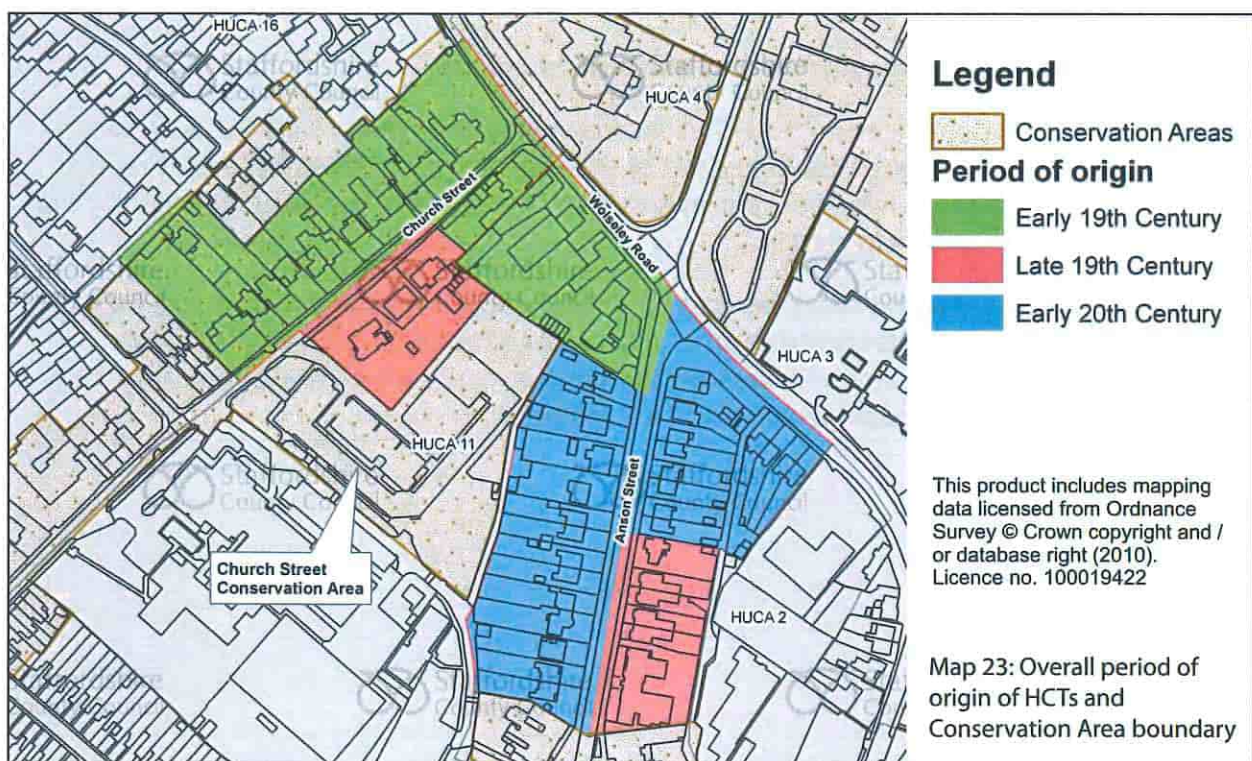
³³⁶ Ibid

³³⁷ Ibid

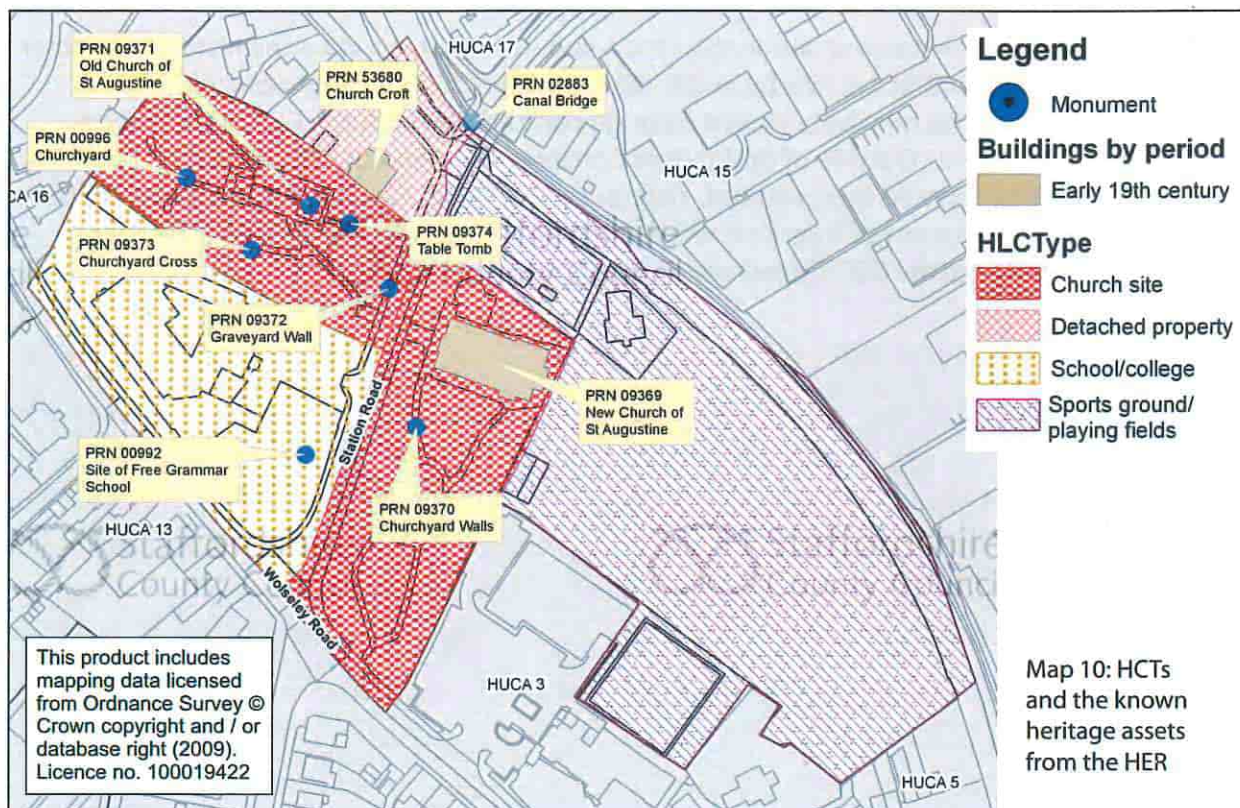
³³⁸ Staffordshire County Council. 2011. Web: <http://www.staffordshire.gov.uk/environment/eLand/HistoricEnvironment/BuiltEnvironment/ConservationintheHighwayGuidanceDocument2011.pdf>

the Conservation Area for the benefit of this and future generations (Bullet Point 10 of para 17 (Core planning principles) also paras. 126 and 131 of NPPF³³⁵). Undesignated historic buildings of particular local interest should be considered for the local list.

- ◆ Any planned development or significant change within the area of the Conservation Area should consult the Church Street Conservation Area Appraisal document and the Cannock Chase District Conservation Officer in the first instance. All of the designated heritage assets and their settings are covered under para. 132 of NPPF³³⁶. The historic buildings beyond the Conservation Area also contribute significantly to the local sense of place and provide part of the setting to both the Church Street and Rugeley Town Conservation Areas.
- ◆ There is the potential for below ground archaeological deposits to survive within the HUCA. There is also the potential for the historic buildings to retain architectural elements which could inform their origins and function. Where development may result in the loss of these heritage assets (whether wholly or in part) archaeological evaluation and/or mitigation may be required to record and advance the understanding of their significance; this is supported in para. 128 of NPPF³³⁷.
- ◆ Any appropriate development within this HUCA should look to improve the historic character and sense of place within the nearby public realm. Where this concerns work within a Conservation Area this may be achieved through consultation with the East Staffordshire Planning Department. Outside of designated Conservation Areas the SCC Historic Environment Team should be consulted. Reference should also be made to the joint English Heritage and Department of Transport volume entitled 'Streets for All: West Midlands' and where appropriate to the SCC 'Conservation in the Highways' document³³⁸.



4.4 HUCA 4: Churches of St Augustine



4.4.1 Statement of heritage significance and built character

The character area is dominated by the two stone built Grade II Listed churches of St Augustine on either side of Station Road²⁵⁵. Four further Grade II listed structures are located within the churchyards of both churches including the base of a church yard cross and the stone churchyard walls²⁵⁶. The designation of these buildings and structures acknowledges their national importance.

The tower and chancel survive at the old church and appear to be of 12th century in origin; this is corroborated by the documentary evidence (cf. 2.4.4 & plate 13). It currently unknown whether an earlier church existed in the area and consequently it is difficult to state with any confidence where the settlement, recorded in the Domesday Book (1086) may have been located. The fact that the church is isolated from the heart of the town (within HUCA 1) may suggest that the earliest settlement was to be located within this character area focused around the church and that the town itself was planned later, perhaps associated with the granting of the market charter in the mid 13th century. This could only be tested through archaeological investigation and consequently this potential should be accounted for in any development proposals.

²⁵⁷ The Lander Society pers. comm.,
²⁵⁸ Ibid.,
²⁵⁹ Staffordshire HER: PRN 00992; The Lander Society pers. comm.,
²⁶⁰ Staffordshire HER: PRN 53680

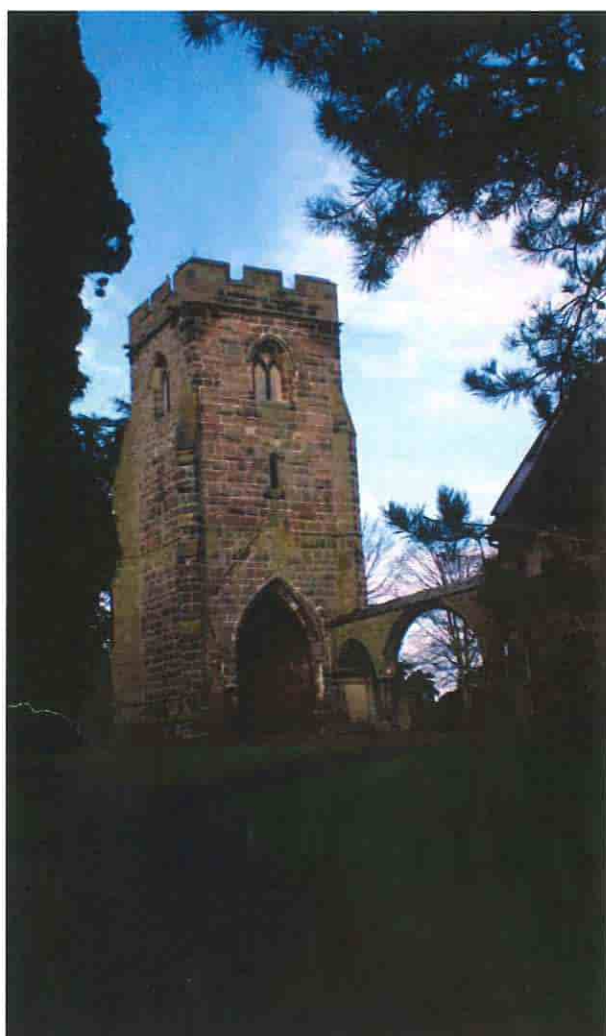


Plate 13: Remains of the old St Augustine's church

The site of the medieval vicarage may have been located within the area of the new St Augustine's (cf. 2.4.4).

The second St Augustine's church was constructed in 1823 on this new site away from its medieval predecessor (2.6.5.1 & plate 5).

A grammar school existed to the south of the old St Augustine's, which had originally been constructed in 1707, although it was rebuilt in 1820 with a master's house (cf. 2.6.2.1 and map 11)²⁵⁷. The extant school buildings were constructed of red brick with pitched tiled roofs in 1936 as part of the grammar school. They became an Infants' school in 1967 following the closure of the grammar school²⁵⁸. The earlier grammar school buildings had been demolished by the late 1950s, although the Head Master's House survived until the late 20th century²⁵⁹.

Church Croft to the north of St Augustine's old church is a large detached red brick house dating to circa 1800 and appears to have been constructed on an area of paddocks or closes²⁶⁰. It is believed to have been built by William Palmer's father and he is said to have been born there.

4.4.2 Heritage values:

<p>Evidential value: The historic buildings and structures contribute to an understanding of the spiritual life of past inhabitants of the town and their social aspirations. The churches are indicators of periods of economic prosperity. There is the potential for below ground archaeological deposits to survive which may answer questions regarding the location of the pre-town settlement at Rugeley; as well as the remains of the Grammar School and activity associated with the medieval church including the site of the vicarage.</p>	<p>High</p>
<p>Historical value: Heritage assets are highly visible within the character area with six Grade II Listed buildings and structures associated with the two religious sites. Church Croft to the north of St Augustine's old church dates to circa 1800 and is believed to be the birthplace of William Palmer, the Rugeley poisoner.</p>	<p>High</p>

²⁶¹ Department for Communities and Local Government 2012. Web: <http://www.communities.gov.uk/documents/planningandbuilding/pdf/2115939.pdf>
²⁶² Department for Communities and Local Government 2012. Web: <http://www.communities.gov.uk/documents/planningandbuilding/pdf/2115939.pdf>
²⁶³ Ibid.
²⁶⁴ Ibid.

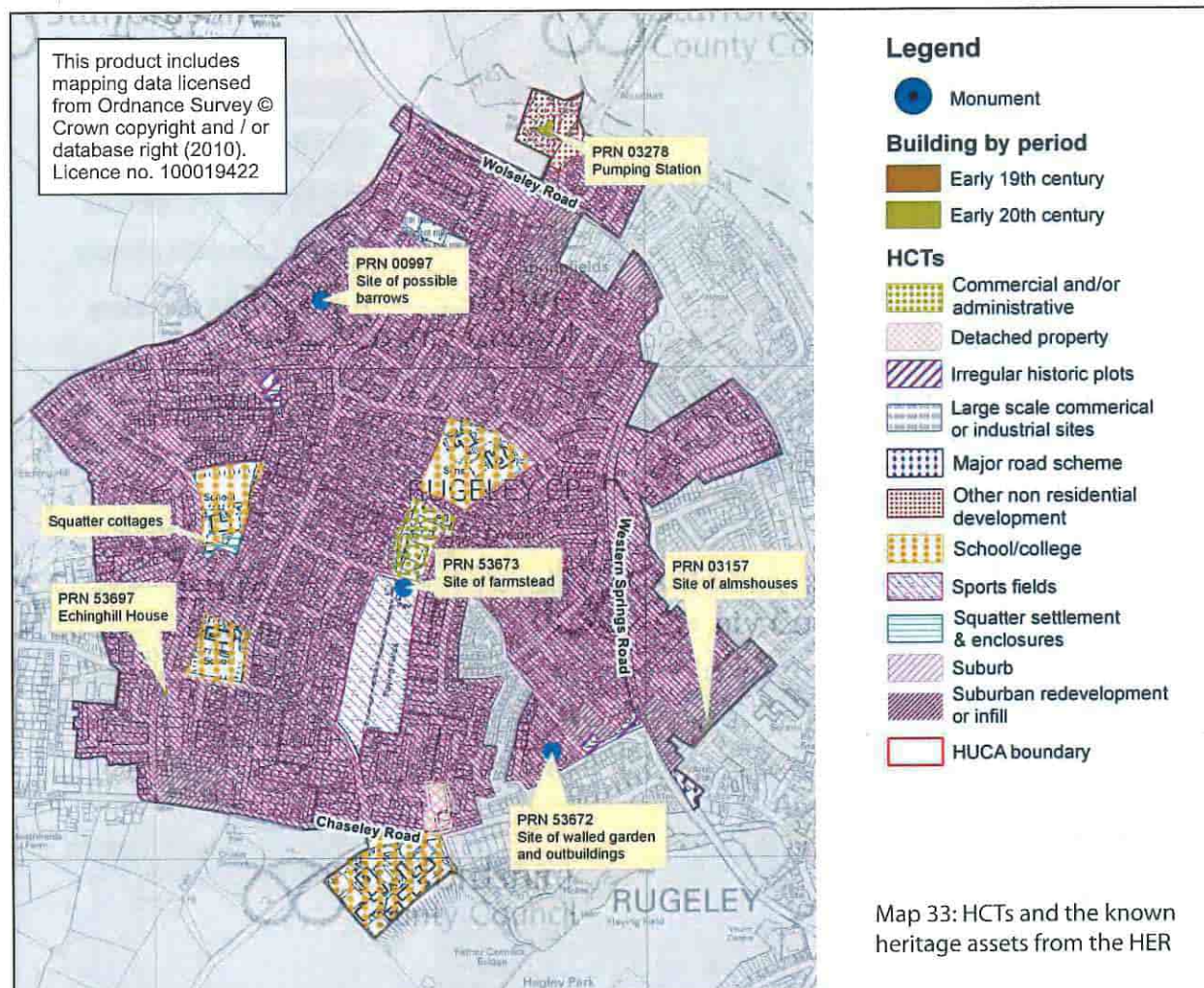
<p>Aesthetic value: The aesthetic importance of the character area to the townscape has been acknowledged in the inclusion of this area in the Trent & Mersey Conservation Area (083) including the playing field to the east (see map 11). There are elements of planning in the design and layout of the new St Augustine's Church.</p>	<p>High</p>
<p>Communal value: There is the potential for a high degree of community interaction with the heritage assets of the character area. The old church forms part of a public area and an interpretation board has been provided by the Cannock Chase Heritage Trail project to enhance the appreciation of the heritage. The new St Augustine's church is a public place of worship and the church yard is also accessible to the public. The site of the grammar school and Church Croft, however, are not accessible to the general public.</p>	<p>High</p>

4.4.3 Recommendations

The assessment of the heritage values has identified considerable heritage interest within the HUCA which includes a six Grade II Listed buildings and structures. The HUCA is also incorporated into the Trent & Mersey Conservation Area. There is also the potential for below ground archaeological deposits to survive.

- ◆ A statement of significance will be required to assess the impact of any proposed development upon the historic environment as part of any planning application to be made within this HUCA (cf. para. 128 of NPPF)²⁶¹.
- ◆ The sympathetic restoration or enhancement of the historic buildings, both Listed and unlisted, would strengthen the historic character and the quality of the wider townscape and the Conservation Area for the benefit of this and future generations (Bullet Point 10 of para 17 (Core planning principles) also paras. 126 and 131 of NPPF)²⁶².
- ◆ Any planned development or significant change within the area of the Conservation Area should consult the Cannock Chase District Conservation Officer in the first instance. All the designated heritage assets and their settings are covered under para. 132 of NPPF²⁶³.
- ◆ There is a high potential for below ground archaeological deposits to survive within the HUCA. There is also the potential for the historic buildings to retain architectural elements which could inform their origins and function. Where development may result in the loss of these heritage assets (whether wholly or in part) archaeological evaluation and/or mitigation may be required to record and advance the understanding of their significance; this is supported in para. 128 of NPPF.²⁶⁴

4.20 HUCA 20 – North western suburbs



4.20.1 Statement of heritage significance and built character

This is the largest of the Rugeley character areas and represents the main suburban growth around the town of Rugeley which mostly occurred during the late 20th century (map 34). This growth is partly associated with the construction of Western Springs Road in the late 1950s, which allowed this area to be linked to the road network. The construction of this road was also important to the survival of the historic core of the town represented by HUCA 1 (cf. 2.7.5.1).

The earliest suburbs comprising short runs of houses along pre-existing roads which date to the early and mid 20th century (map 34). However, one of the earliest surviving domestic dwellings is Etchinghill House dating to at least the early 19th century³⁵⁶.

During the medieval period the character area had mostly comprised one of Rugeley's open fields except to the far west where the heathland of Cannock Chase impinged (cf. map 3). The enclosure of this landscape probably occurred piecemeal during the post medieval period through agreement between landowners. A farmstead had been established towards the centre

of the HUCA by at least the late 19th century³⁵⁷. The land near the junction of Chaseley Road and the Hagley Road appears to have belonged to the Hagley estate as a walled garden and associated outbuildings have been identified on historic maps. These are likely to have been built to serve Hagley Hall³⁵⁸.

The heathland that once existed to the far west of the HUCA, was also gradually enclosed a process which was largely complete by the turn of the 19th century (compare maps 40 and 42 in Appendix 1). This landscape was one of small squatter enclosures and scattered cottages two of which survive to the south of Etchingill primary school and are probably of at least early 19th century date (map 34).

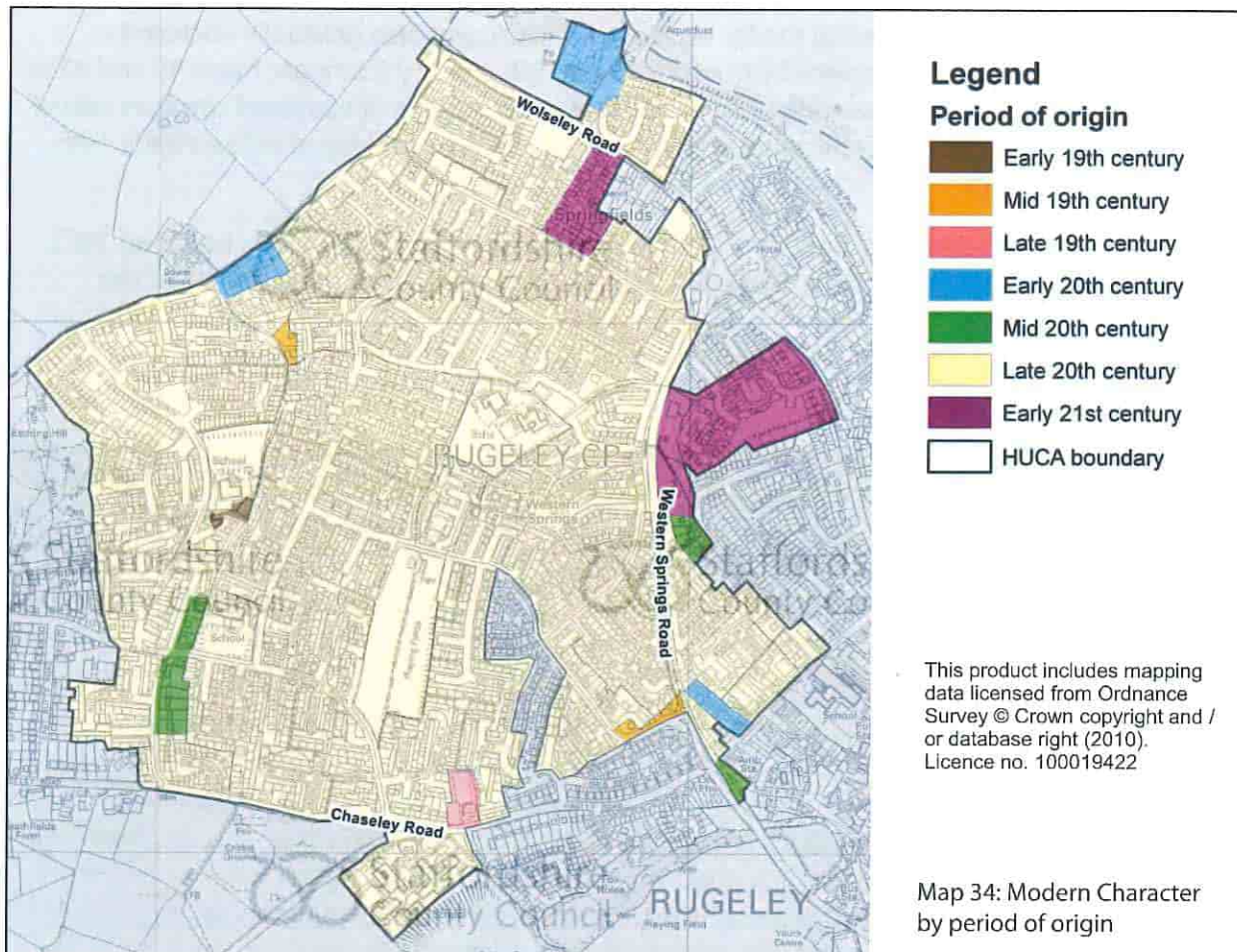
The surviving pumping station, built by the South Staffordshire Water Company between 1902 and 1907, has been designated as a Grade II* Listed building and lies to the far north of the HUCA³⁵⁹.

4.20.2 Heritage values:

<p>Evidential value: Several historic buildings survive from the period when this area was comprised of fields and squatter enclosures. The former squatter cottages in particular, although they may have been substantially altered to suit modern living, contribute to an understanding of the way in which the landscape had been utilised in the past. The Grade II* pumping house contributes to an understanding of how water was provided to households during the early 20th century, not just in Rugeley. It also represents one of a number of such buildings which survive across Staffordshire.</p>	<p>Medium</p>
<p>Historical value: There are a number of legible heritage assets, comprising historic buildings, pre-dating the suburban expansion within the character area which contribute to an understanding of the historic depth of the character area and its origins; the squatter cottages in particular. They also include the Grade II* Listed pumping station, which is of national importance. Several roads are likely to have their origins in the medieval period (Wolseley Road and Chaseley Road in particular) and their routes are legible in the townscape. Western Springs Road was conceived as an early by-pass to the town centre connecting the road from Stafford to Lichfield and facilitated the suburban development of the HUCA.</p>	<p>Medium</p>
<p>Aesthetic value: The character of the area is the result of a series of large scale housing developments associated with various services the largest of which are represented by the schools. The historic buildings, particularly the Grade II* listed pumping house make positive contributions to the aesthetics of the character area, but otherwise from a heritage perspective the value is low.</p>	<p>Low</p>

Communal value: The HUCA comprises mostly private domestic dwellings of which the majority have their origins in the late 20th century.

Low



4.20.3 Recommendations

There is a moderate historic and archaeological interest within the HUCA relating to the built environment and the historic street pattern.

- ◆ The sympathetic restoration or enhancement of the historic buildings, both Listed and unlisted, would strengthen the historic character and the quality of the wider townscape for the benefit of this and future generations (Bullet Point 10 of para 17 (Core planning principles) also paras. 126 and 131 of NPPF³⁶⁰). Historic buildings of particular local interest should be considered for the local list.
- ◆ Where alterations or changes are proposed to historic buildings, whether Listed or not, within the Conservation Area the applicant should consult with the Cannock Chase District Conservation Officer in the first instance. All of the designated heritage assets and their settings are covered under para. 132 of NPPF³⁶¹.



**Church Street, Rugeley
Conservation Area Management Plan
Supplementary Planning Document
Draft
2018**



Introduction

This area-specific Management Plan Supplementary Planning Document (SPD) follows from the Council's generic Conservation Areas Management Plan which sets out the package of measures available to the Council to apply to all of its Conservation Areas. The area-specific Plans relate to each of the individual Conservation Areas, based on the recommendations in the individual Conservation Area Appraisals, and should be read in conjunction with the generic Plan.

Church Street Conservation Area

Church Street Conservation Area was designated in January 1992 and covers one of the older, mainly residential, areas around the town centre of Rugeley. Its boundary is shown on Plan 1. Rugeley stands between Lichfield and Stafford on the south bank of the River Trent on ground rising from the valley to the forest and heath of Cannock Chase. The Rising Brook flows down from the Chase through the centre of the town. During the 19th C Rugeley developed from a busy market town to a busy industrial one and it was at this time that new streets, such as Church Street, were built up.

The townscape of Church Street Conservation Area is defined by its linear street pattern focussed on Church Street, fronted by a variety of historic properties of both individual and group interest and including 4 Listed Buildings. Its relatively straight alignment, albeit based upon a historic thoroughfare, and regular width and building lines, are enclosed by buildings ranging from substantial two storey terraces to substantial three storey detached houses in larger plots with specimen tree planting and brick garden walls. Much of the Conservation Area appears to date from the 19th and early 20th C, and the main use is residential.

Issues identified in the Church Street Conservation Area Appraisal (Draft Update)

An Appraisal for Church Street was adopted at Cabinet in 2006. A Draft Update has now been prepared and is being reported to Cabinet in conjunction with this Draft Management Plan to authorise public consultation on both. The Appraisal defines the special architectural and historic interest of the Conservation Area and identifies its negative features. These are illustrated on the Townscape Plans 3 and 4. It makes recommendations for future management and enhancement opportunities arising from this assessment, aiming to reinforce the positive features and eliminate the negative to ensure the continued quality of its special interest over time. The Management Plan takes these recommendations forward through a Delivery Plan.

Summary of Special Interest

- **Its long history** as a thoroughfare bounding the south side of Churchfield during the Middle Ages, with Taylors Lane leading towards the town centre.
- **Its historic development** of well build houses and buildings and groups of individual interest
- **Its townscape** harmonised by mass, scale, height and materials with visual interest created by design detailing and variety of frontage treatment
- **Its significant tree specimens** and groups punctuating the street scene



Main Issues

- 1. The retention and enhancement of buildings, boundaries and characteristic features** making a positive contribution to the Conservation Area, including architectural detailing which is vulnerable to decay and modern replacement (e.g. timber sash windows, timber doors, historic brick and stone boundary walls, significant trees)
- 2. The treatment of new development** and new additions of existing buildings within and affecting the setting of the Conservation Area, including building lines, design materials, hard and soft landscaping, views of landmarks, uses and densities.
- 3. The future development of the Aelfgar site** adjacent to the centre of the Conservation Area which will have a significant visual impact on the character and appearance of the Conservation Area.
- 4. The potential for enhancement** of the Conservation Area into the future to ensure that it remains an attractive place.

Delivery Plan/Targets/Resources

A package of measures as set out in the Council's generic Conservation Areas Management Plan is available to deal with the above issues in a way beneficial to the Conservation Area. Their effective use is dependant not only on the Council but on a partnership approach, including the commitment of developers, development professionals, building owners and the local community. This area-specific Management Plan seeks to stimulate debate on how the issues might be addressed.

1. Retention and enhancement of buildings, boundaries and characteristic features

The Council will encourage the retention, repair and maintenance of the following characteristic features on all buildings making a positive contribution to the Conservation Area including the unlisted buildings of particular interest:

- timber windows and doors to traditional designs and details
- predominance of brick buildings
- blue state and small red and blue clay roof tiles
- pitched and gabled roofs facing the street
- decorative window heads and cills, cream and blue brick string courses
- decorative timber finials, bargeboards and doorcases
- decorative chimney stacks and clay pots
- brick boundary walls and brick piers with blue brick cappings, timber and wrought iron gates
- informative historic plaques on building walls
- 2 storey coach houses at the rear of several properties
- traditional etched glazing to windows at the (former) Prince of Wales public house

The Council will discourage use where possible of artificial materials and non-traditional designs which are bland and lacking in the rich textures and colours of natural materials; the painting and rendering of brick buildings; the obtrusive siting of unsympathetic modern additions; the opening up of front gardens and the wide use of dormer windows and roof lights on roof slopes. It is acknowledged that owners wish to adapt their historic properties to meet modern needs and expectations but with care this can be done with respect heritage.

For example, UPVC windows can be designed to reflect the design of traditional timber windows and set back within the reveal in a traditional way; front boundary walls can usually be at least partially retained and repaired to reflect the traditional frontage position and sense of containment whilst still accommodating some parking.

Safeguarding characteristic features will require an acceptance by property owners of their intrinsic value and a commitment to invest in their property to maintain its historic value. Historic features can be slowly lost through decay and under investment as well as more rapidly through modernisation and unsympathetic over-investment.

For example, care and maintenance of brick and stone garden walls using mortar to match (usually lime based) with careful pointing and reinstatement of capping materials where missing can extend the life of the wall many years into the future, enhancing the setting of the building and the entire street scene. Careful removal of vegetation growing

in wall crevices and ivy growth will reveal the attractiveness of the structure to view and avoid damage and loss of integrity from root growth. In urban areas each property has a part to play in the overall appearance of the area.

The Council will consider the preparation of design guidance on specific issues and offer other advice on request or via its website which can be sought prior to carrying out work.

For example, regular painting of traditional timber windows in an appropriate colour helps protect from the weather and provides for a superior result to UPVC replacements in maintaining the historic value of the property and streetscene.

The Council will conduct a site survey of characteristic features with a view to progressing an Article 4(2) Direction to manage future damaging changes to unlisted dwellings which would result in certain minor works requiring planning permission. Although a significant number of windows and some doors in Church Street have already been replaced with plastic alternatives and some chimney stacks have been lost there are many remaining details still to be protected. The survey will be used to monitor change over time.

The Council will review the Conservation Area boundary from time to time to ensure it is still workable and that it encompasses a definable cohesive area with a particular character. Often a boundary will include both road frontages however the central section of Church Street covering the Aelfgar site has been excluded to date due to the extent of modern infill development not characteristic of the older parts of the Area.

The Council will pursue enforcement action where unsympathetic alterations which threaten the character or appearance of the Conservation Area are carried out without the necessary planning permission to achieve a more sympathetic result.



2. The treatment of new development

The Council will require proposals for new infill development and redevelopment to adhere to well established good urban design principles for scale, form, materials, layout, density, landscaping and boundary treatment, with the use of contemporary design and materials or more traditional options as appropriate, to reinforce the existing strong frontage of buildings onto Church Street in a well landscaped setting, reflect existing variety and detailing including colour, texture and range of materials and maintain or enhance views through the Conservation Area.

In view of the high potential for below ground archaeological deposits in the area as highlighted by the extensive urban survey, archaeological evaluation and/or mitigation may be required to record and advance understanding of their significance in accordance to the National Planning Policy Framework (NPPF)

The existing mix of uses in the Conservation Area will be maintained with any compatible additional uses considered.

The Council will apply the same principles to any opportunity sites occupied by buildings of neutral interest within or sites affecting the setting of the Conservation Area which come forward for redevelopment.

The Council will seek developer contributions in conjunction with planning permissions in accordance with the Council's SPD 'Developer Contributions and Housing Choices SPD 2015' or via the Community Infrastructure Levy charging regime to fund public realm enhancement within the Conservation Area as appropriate.

3. Future development of the former Aelfgar School site

The former Aelfgar School site is noted as an opportunity site for redevelopment within the adopted Rugeley Town Centre Area Action Plan 2014. Broad principles are set out to guide potential development in Policy RTC4, to be read in conjunction Conservation Area Appraisal and Management Plan.

Redevelopment for residential use is envisaged with new access points and a well designed built frontage to Church Street and Taylors Lane, appropriate soft landscaping and an attractive view from Anson Street and the town centre.

Taylors Lane is a historic route and should be preserved/enhanced together with pedestrian linkages between Church Street and the town centre.

Vehicular gateways to the development should be acknowledged by high quality public realm and landscaping.

Tree and Heritage Impact Assessments should inform the design and layout of the development.

4. Potential for future enhancements

The Council will consider and encourage new tree planting in appropriate locations to take over from existing specimens as they age.



The Council will consider refurbishment of traffic calming measures in partnership with the County Highways Authority – the bollards, build out and double yellow line and explore less obtrusive ways to regulate on street parking where necessary.

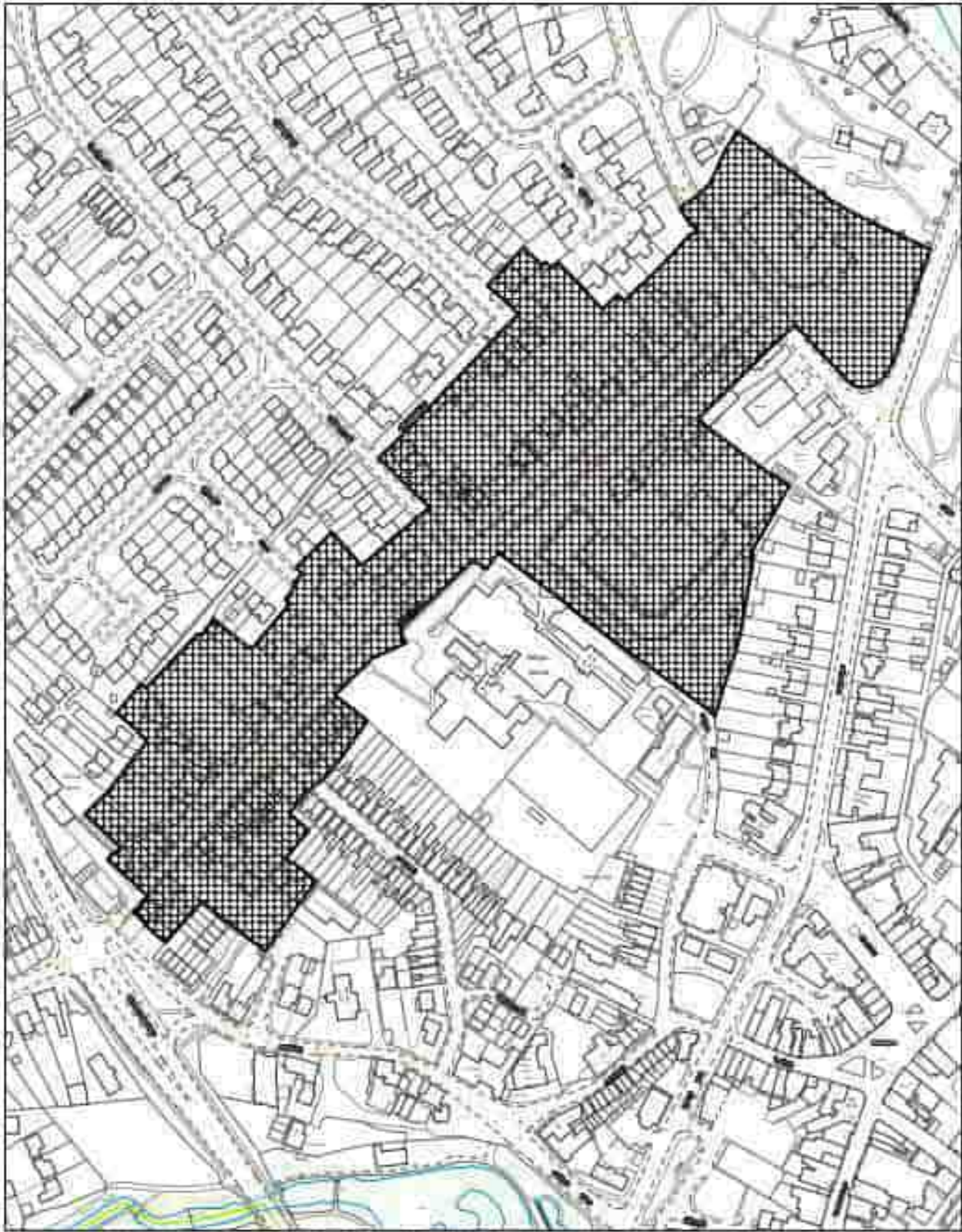
Should appropriate funding become available the option of offering financial contributions to **encourage repair of historic frontage walls** to enhance the Conservation Area could be beneficial, based on historic evidence for these features.

Monitoring

The Council will monitor progress towards the delivery of the above actions and the resultant impact on the character and appearance of the Conservation Area on a five year cycle. Some of the actions will be on-going, some will relate to specific actions which can be completed. The monitoring process together with developing Planning Policy will inform updating of the Appraisal and Management Plan over time.

Monitoring will involve further consultation with the community and may identify new issues and ideas for raising standard. Monitoring could also be carried out within the community, under the guidance of the Council.

	Plan 1: Conservation Area Boundary	
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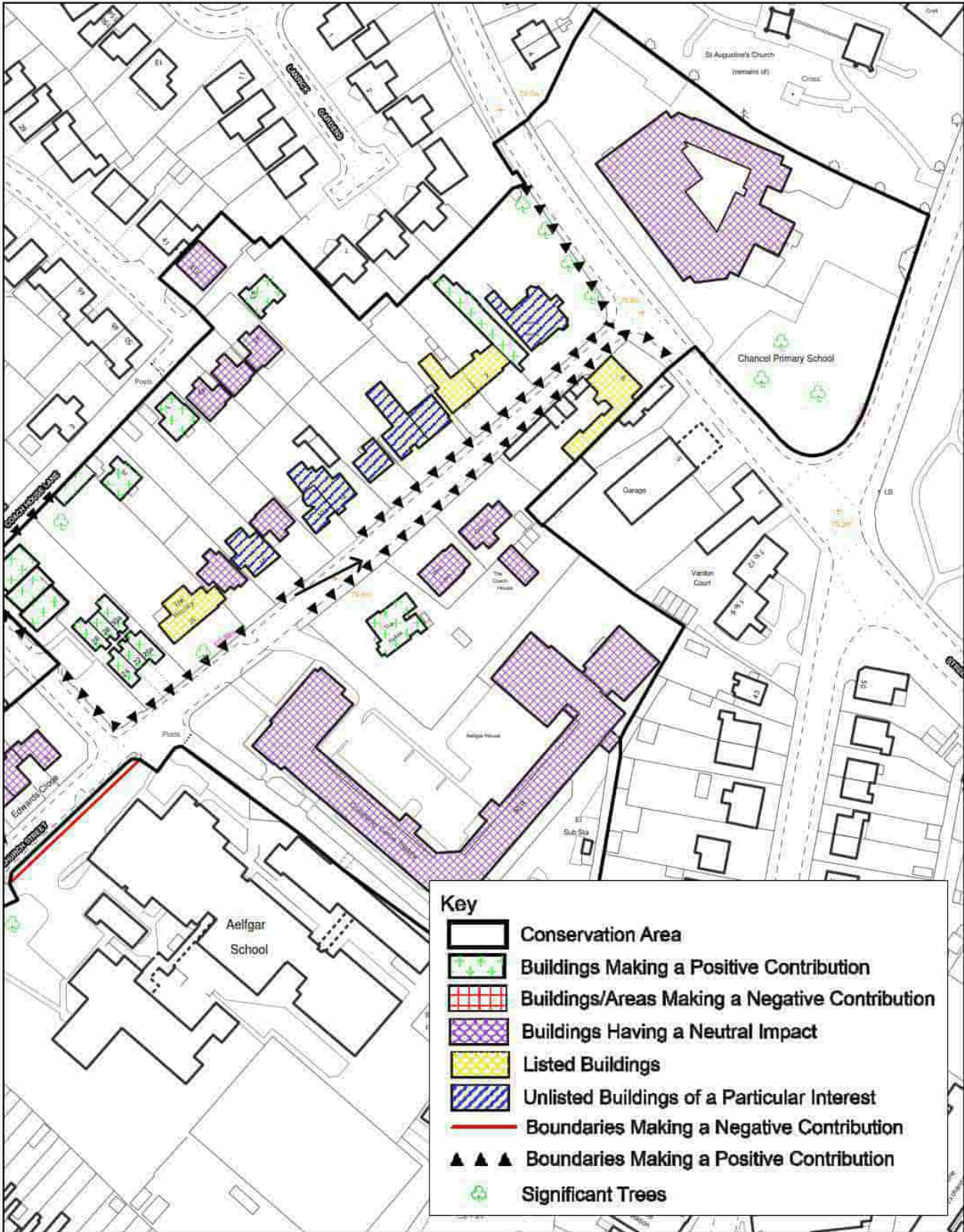


**Cannock
Chase
COUNCIL**

Plan 2: Townscape Appraisal - North Section



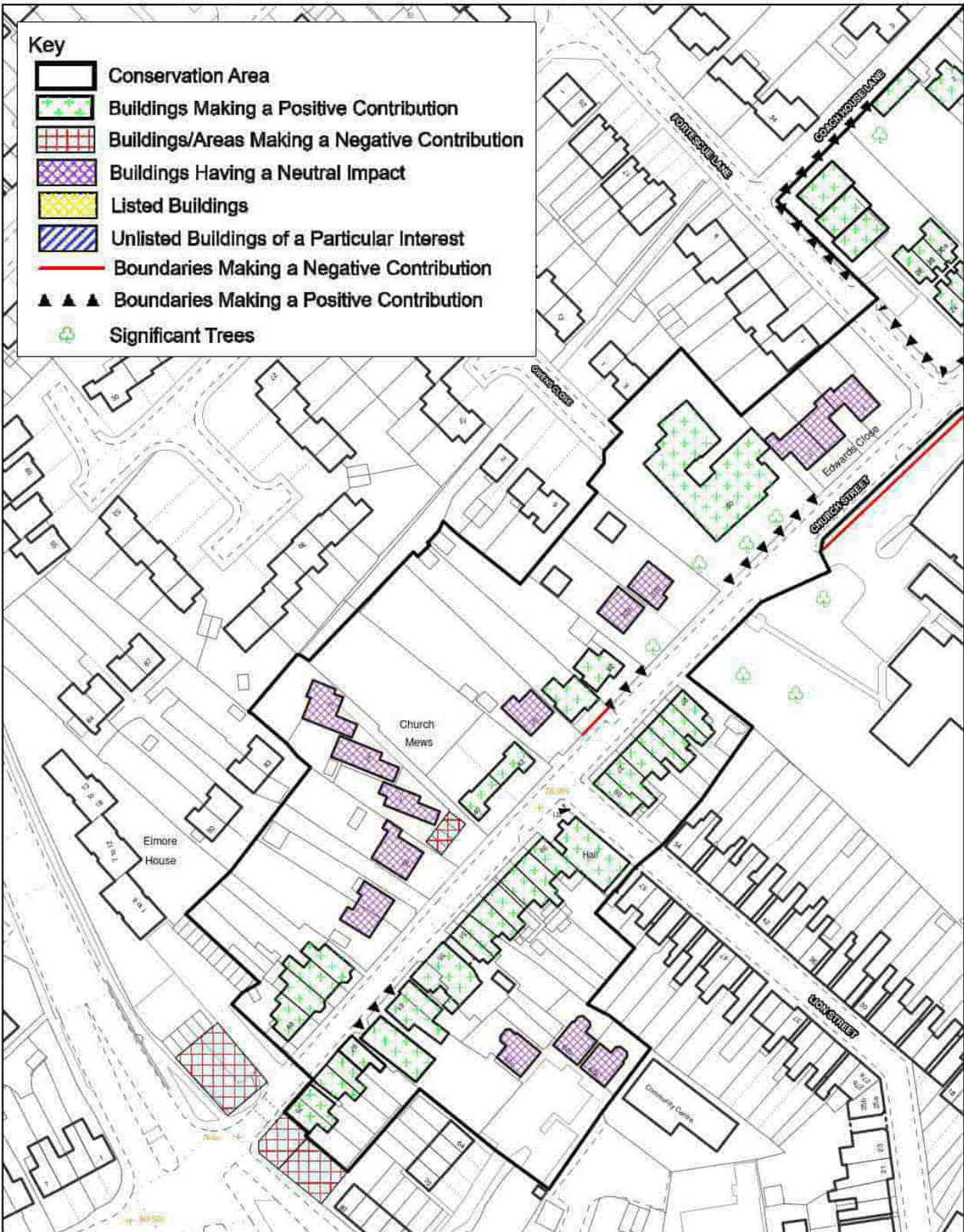
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Plan 3: Townscape Appraisal - South Section



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**Talbot Street/Lichfield Street, Rugeley
Conservation Area Appraisal
Draft
2018**



Conservation Area Appraisal Draft Update
Talbot Street/Lichfield Street, Rugeley

1. Introduction

A Conservation Area is “an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance”. The Planning (Listed Buildings and Conservation Areas) Act 1990 places a duty on the local authority to designate Conservation Areas where appropriate. It also requires the local authority to formulate and publish proposals for the preservation or enhancement of these areas.

An Appraisal was first produced for Talbot Street/Lichfield Street Conservation Area in 2005 and this document updates its predecessor making use of much of the information contained therein. The updates comprise some rearrangement of layout to accord with the house style developed subsequently, updates to the planning policy context following national and local policy changes, and references reflecting recent development and changes of use in the Conservation Area. The changes are generally shown in bold type.

This Appraisal seeks to provide a clear definition of the special architectural or historic interest that warranted designation of Talbot Street/Lichfield Street as a Conservation Area through a written appraisal of its character and appearance – what matters and why.

The Appraisal is intended as a guide upon which to base the form and style of future development in the area. **It is supported by adopted policy in Cannock Chase Local Plan (Part 1) 2014 CP15 seeking to protect and enhance the historic environment, policies CP12 and CP14 aiming to conserve biodiversity and landscape character and Policy CP3 seeking high standards of design.**

Talbot Street/Lichfield Street Conservation Area was designated in July 2002. There are two listed buildings in the area, both Grade II, 32 Talbot Street and the Church of St. Joseph and Etheldreda, and many other buildings of historic and visual interest. **Descriptions of the Listed Buildings can be found in Appendix 1. Other buildings of interest are noted within the Appraisal.** The boundary of the Area is shown on plan 1.

Talbot Street/Lichfield Street Conservation Area covers one of the older, mainly residential areas around the town centre of Rugeley. Horsefair forms the main route into the town from Lichfield to the south, and the buildings along its north-east side fall within the Conservation Area. This is a prominent, mainly commercial frontage, contrasting with the core of the Conservation Area with its quieter, predominantly residential roads, extending around the southern edge of the town centre. It is the main historic residential area of Rugeley, largely built during the 19th Century. It comprises a range of housing from traditional workers’ terraces and elegant villas to inter-war and

modern detached, semi-detached and town houses. Amongst the houses, which date from the early 19th Century to the present day, are churches and community buildings, giving the area a distinctive identity locally. Mature tree and hedge planting around the area enhances the street scene. The area is bounded to the south-east by the railway embankment, and lies 200 metres south-east of Rugeley Town Centre Conservation Area.

Since the previous Appraisal there has been some new sympathetic infill development, some of the coach houses have been rebuilt or refurbished, the Conservation Area boundary has been extended to include a former public house (now a vet's surgery) the former school has being converted to residential use and a public realm enhancement scheme has taken place along Horsefair in 2014-15. Since the last Appraisal too a number of properties have been refurbished or converted sympathetically and the trees have matured so the overall appearance of the Conservation Area has been enhanced. Old brick boundary walls are still vulnerable, however, and there has been a further scattering of modern additions such as rooflights and upvc windows.

Summary of special interest

- **Its historic development of well built houses with buildings and groups of individual interest**
- **Its historic community buildings – schools, churches, public house and cinema**
- **Its ‘planned’ street pattern forming a grid with parallel back lanes**
- **Its townscape of diverse building types and detailing**
- **Its tightly built up urban frontage to Horsefair**
- **Its substantial brick arched railway bridges and abutments on Horsefair and Arch Street**

The survey work for this Appraisal update was carried out in 2018.

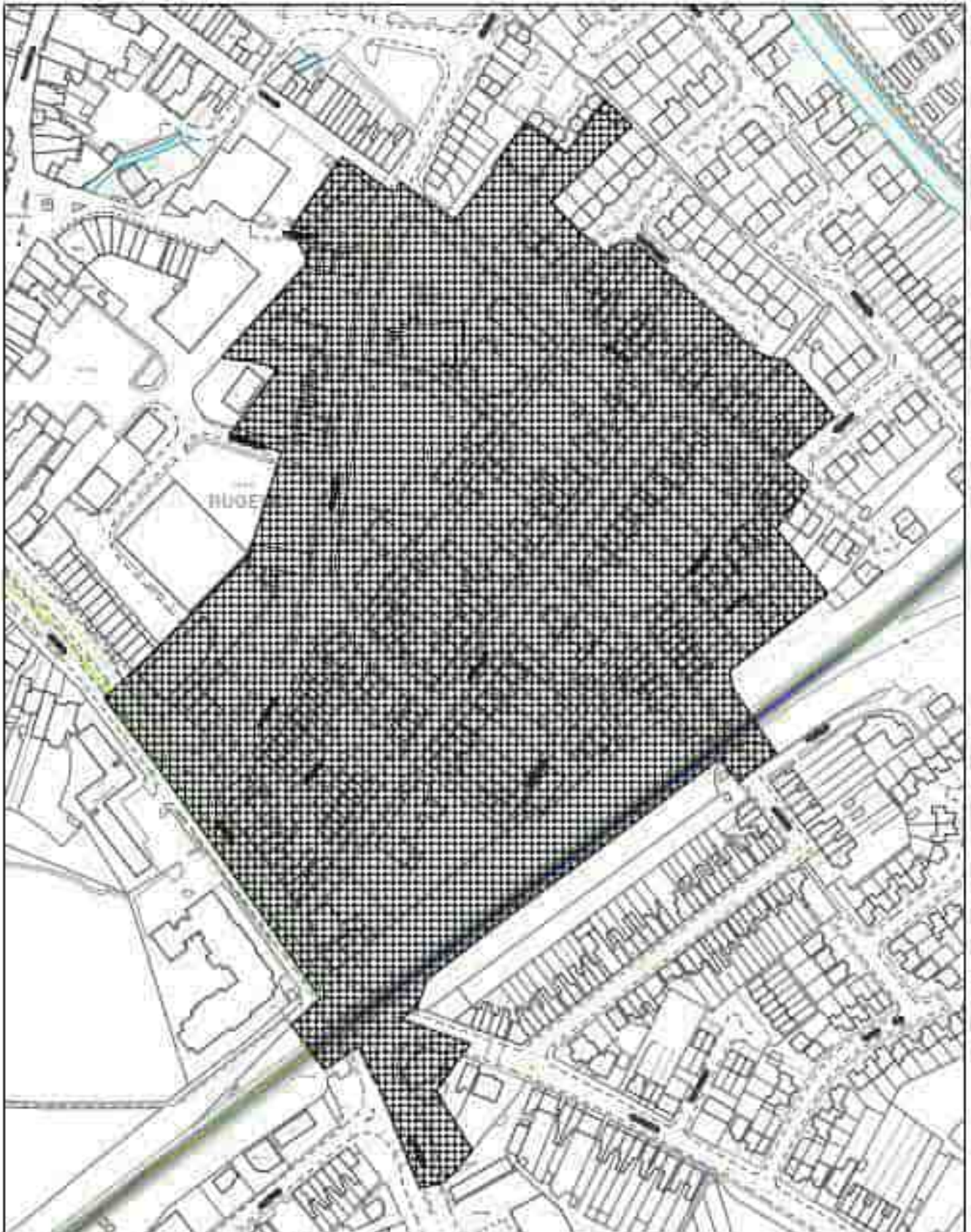
2. Planning Policy Context¹

Government policy recognises the importance of effective protection for all aspects of the historic environment through legislation and policy guidance. The Planning (Listed Buildings and Conservation Areas) Act 1990 provides specific protection for buildings and areas of special architectural or historic interest. **The National Planning Policy Framework 2018(NPPF) provides a full statement of Government policy for the historic environment including the recognition of significance of a variety of heritage assets and is supported by the Planning Practice Guidance.**

¹ Planning policy context correct at date of adoption of this document but may be superceded by policy updates over time.



Plan 1: Conservation Area Boundary



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The Government is responsible for compiling a List of buildings of special architectural or historic interest of national significance. There are three grades of listed buildings to give an indication of relative importance Grade I, II* and II; 94% of listed buildings are Grade II.

The Local Planning Authority is responsible for designation of conservation areas where appropriate, and has a duty to formulate and publish proposals for the preservation and enhancement of these areas. The effect of designation is broadly to bring demolition of buildings and works to trees under planning control and to restrict 'permitted development' rights which permit certain minor works to take place.

Staffordshire County Council (SCC) supported by Historic England has undertaken an Extensive Urban Survey of Rugeley as one of a series of 23 medieval Staffordshire towns. The report, which forms part of the evidence base for this document, aims to characterise the historic development of the town through reference to historic sources, cartographic material and archaeological evidence. The town is subdivided into Historic Urban Character Areas (HUCA's) with a statement of archaeological, historic, aesthetic and communal value for each one, supported by more detailed descriptions and mapping. Talbot Street/Lichfield Street Conservation Area falls mainly in HUCA 12 with parts in HUCA's 2, 6 and 14. These extracts are contained in Appendix 2. Developers are advised to consult this document and the SCC Historic Environment team at an early stage when considering schemes within the Conservation Area.

Cannock Chase Local Plan (Part 1) was adopted in 2014 and contains local planning policy including CP15 seeking to safeguard all aspects of the District's historic environment. Policies CP12 and 14 seek to enhance biodiversity and landscape character. Policy CP3 seeks high standards of design of buildings and spaces, conservation and enhancement of the local historic environment as a stimulus to high quality design, and successful integration with trees, hedges and landscape features to green the built environment. It includes the Rugeley Town Centre Area Action Plan which sets out a development framework for Rugeley town centre area including urban design principles and guidance for opportunity sites. A Design Supplementary Planning Document adopted 2016 supports Policy CP3.

This Appraisal defines the special architectural and historic interest of the Conservation Area and opportunities for its preservation and enhancement from which the Management Plan follows. It therefore contributes to fulfilling the Council's statutory duty in respect of Conservation Areas and supports delivery of Local Plan policy in respect of heritage assets. Once adopted it will have the status of a material planning consideration of considerable weight providing a basis for development management decisions. ²

² Historic England Advice Note 1 'Conservation Area Designation, Appraisal and Management' 2016

3. Development History

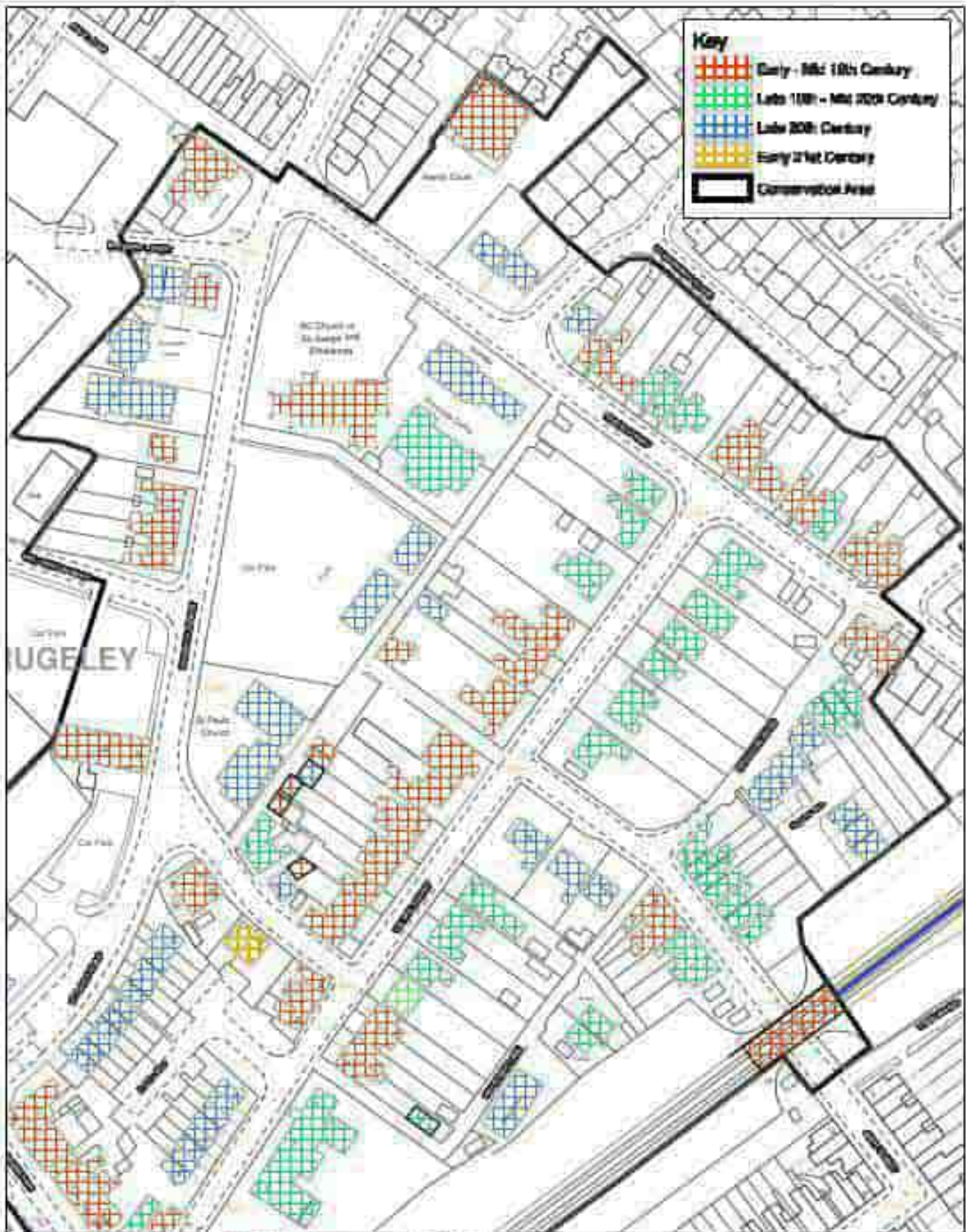
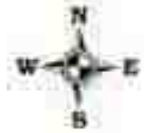
Rugeley stands on the south bank of the River Trent on ground gently rising from the valley to the forest and heath of Cannock Chase to the west. The Rising Brook flows down from the Chase to the Trent through the centre of the town.

There were mills and forges along the Rising Brook from the Middle Ages, and the industrialisation of the Rugeley area continued to modern times. The development of the town was concentrated along the north-east, south-west axis of the Stafford-Lichfield Road, of which Horsefair is one component. A rental survey of 1570 showed Horsefair (then called 'Newbold Ende') with numerous plots along it. An account in 1856 stated "in the Horsefair the houses on both sides are large, comfortable and country-looking, the trees that line the road give it a country air". A pair of 16th Century timber framed cottages survive on Horsefair just beyond the Conservation Area boundary, an indication of its earlier character. The road was the venue for the annual horsefair, dating from the Middle Ages, which became more popular during the 18th Century, with several hundred horses being brought for sale from all parts of this country and Ireland. They were tethered along Horsefair, and at its peak in the 1860's more than 1000 horses were sold. Most of the buildings fronting Horsefair today appear to date from the 19th Century, though some may have an earlier core. 'The Station' public house began life as the 'Queens Head' in the 19th Century, then became 'The Station' when the railway was built (the old station was to the west of the bridge). It was later renamed 'The Tree' in recognition of a mature tree which once stood at the corner of Horsefair and Talbot Street but was felled in a storm in 1920. It reverted to 'The Station' before changing to a restaurant and more recently a beauty salon.

The remainder of the Conservation Area appears to have remained largely undeveloped until the early 19th Century when Rugeley expanded from a busy market town to a busy industrial town, one of the main industries being coal mining. Albion Street was extended east from the Market Square across the southern end of Forge Pool with Heron's Nest Street (now Heron Street), and Talbot Street was laid out at right angles to link to the east end of Horsefair, with parallel back lanes on either side. The 1840 Tithe Map shows these roads but very little development had taken place at that date. Nos. 26, 49 and 51 Talbot Street appear to be the earliest houses, however, other plots were sold off for development soon afterwards. The former Wesleyan Methodist Church (now the Church Hall) on Lichfield Street was erected in 1839 and extended in 1870 and 1877. Plans 2 and 3 show the development of the Conservation Area.



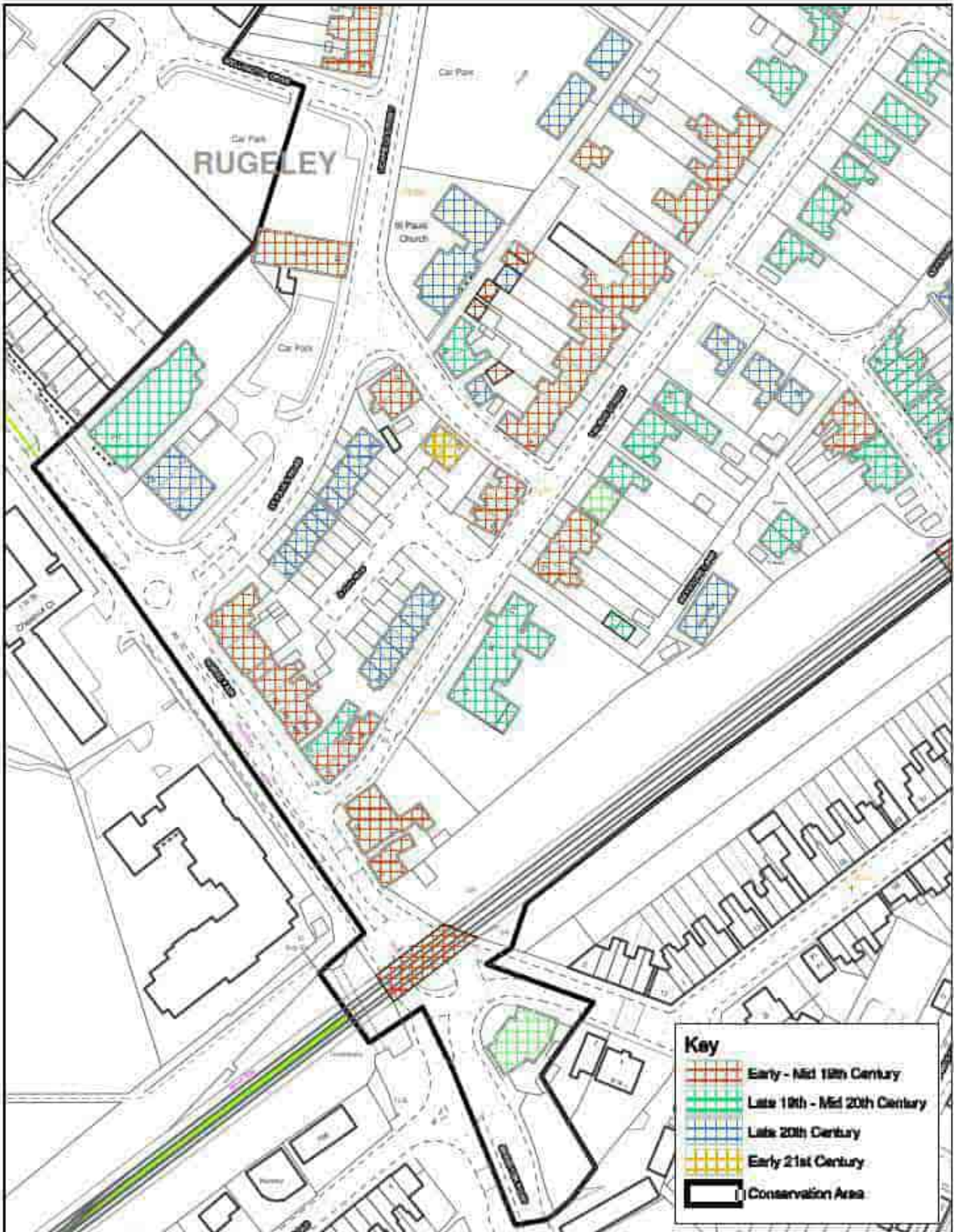
Plan 2: Development History - North Section



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Plan 3: Development History - South Section



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Between 1849-51 the Roman Catholic Church of Saints Joseph and Etheldreda was constructed, with the spire added in 1868. It was designed by Charles Hansom (brother of the designer of the Hansom cab). Other people with connections with the catholic community developed nearby. Heron's Nest was built in 1850 for the doctor to the catholic community, with his surgery attached at 44 Albion Street, and Heron Court was built in 1851 for Captain Whitgreave, a principal benefactor of the church. Heron Court was attached on its west side to the congregational church which was demolished in the 1970's. During the 20th Century Heron Court was occupied by St. Anthony's convent, and is now Rugeley Billiards Club.

The railway was constructed in 1859, to carry Cannock's coal to the Trent Valley, and connected Rugeley with Walsall, Wolverhampton and Birmingham. A twin brick arch bridge spans Horsefair, and Arch Street was laid out with a high arched bridge over. These remain significant visual features of the Conservation Area today.

As the town grew during the 19th Century national schools for boys, girls and infants were built in the area when a system of elementary education was established in Britain. These included the Prince of Wales Boys School in Lichfield Street in 1846 (on the site of St. Paul's Church) and The Girls Primary School in Talbot Street in 1892 (now in use as offices). The main building of the Lichfield Street school was completed in 1844 and by 1846 it was extended to take mixed infants and to add a teacher's house. The Talbot Street school opened in 1892 for mixed infants to have a school of their own, but became a girls only school in 1913 and a junior girls' school from 1939. Infants again occupied the school from January 1960 until the building closed in 1971, when most children were moved to the present Chancel Infants' School in Wolseley Road. The Talbot Street School is Rugeley's only surviving 19th Century school building and is currently undergoing conversion to residential use after periods as offices and vacancy.

By the 1880's development extended along most of the north-west frontage and part of the south-east frontage of Talbot Street, parts of Lichfield Street and part of the north-east side of Heron Street. Talbot Street had been named by the time of the 1884 OS map, perhaps after the Earl Talbot, the 19th Century owner of Brereton Colliery, and the family name of the Earls of Shrewsbury. The Talbot Arms Hotel in the town centre was renamed The Shrewsbury Arms Hotel (now The Shrew) after the Earls Talbot obtained the additional title of Earls of Shrewsbury from 1856. A Talbot is a white hound which symbolises the family and appears on the family crest. Building appears to have proceeded slowly, with plots in Talbot Street and between the school and church in Lichfield Street (now the car park) occupied by allotment gardens until at least 1917. In the early 20th Century the Keystone Works on Keystone Road was the clothing factory of George Key, who invented the 'Donkey Jacket' for workers on the 'donkey engines' draining the workings of the Manchester Ship Canal. This site was redeveloped for housing in the 1990's. Housing development between the wars infilled the allotments on Talbot Street, and in 1934 the Plaza Picture House was built, subsequently converted to a public house in 1997.

In the 1970's Horsefair was widened and the 19th Century shops on its south-west side were demolished and redeveloped as the Health Centre. The stone boundary wall in front of 22-28 Horsefair and Chestnut Court dates from the 18th Century and is listed for its historic and architectural interest, though is just outside the Conservation Area boundary. It formed a garden wall to 'The Chestnuts', the house which stood on this site. Also in the 1970's St. Paul's Road was created to link Horsefair to Lichfield Street, carrying traffic around the eastern side of the town.

Horsefair today is a busy thoroughfare, however Talbot Street is blocked to traffic near the Horsefair end, and together with the side streets remains a quiet area between the town and the railway, retaining something of its original atmosphere, a well-built, spaciouly laid out part of town. Recent residential development on Lichfield Street is in keeping with its setting.

The County Historic Environment Record indicates areas of potential importance in increasing knowledge of the history of the town. Archaeology may exist anywhere within the boundaries of historic towns, and has the potential to help understand origins, development and growth. Around Horsefair and the Lichfield Street/Albion Street junction there may be archaeological deposits as a result of their long development history and therefore any development proposal involving the disturbance of ground within the Conservation Area may need to be accompanied by an archaeological assessment as part of a Heritage Statement to accompany the planning application.

4. Townscape Character Appraisal

Location and Landscape Setting

Rugeley stands on the south bank of the River Trent on ground gently rising from the valley to the forest and heath of Cannock Chase to the west. The Cannock Chase Area of Outstanding Natural Beauty was designated in 1958 and covers an area of approximately 6,900 hectares. Its primary purpose is to conserve and enhance the natural beauty of the area, and this higher ground forms a green setting to the town. The Rising Brook flows down from the Chase to the Trent through Elmore Park and the centre of the town.

Rugeley lies roughly halfway between the County town of Stafford and the cathedral city of Lichfield, and historically most of its buildings have been concentrated along the northeast-southwest axis of the Stafford-Lichfield Road. The Trent and Mersey Canal, (itself a county-wide Conservation Area) runs along the eastern edge of the town, beyond which currently stands Rugeley power station with its landmark cooling towers, and further east run the River Trent and West Coast mainline railway. Waterways and routeways follow the contours between the Chase and the River, features which have determined the historic layout of the town.

Ground levels fall away from Horsefair towards the north east, then level out. The Conservation Area covers the south-eastern edge of the town centre as far as the high railway embankment which forms a substantial landform and physical barrier, as well as providing a green backdrop to the Conservation Area.

Spatial Analysis

The townscape of Talbot Street/Lichfield Street Conservation Area is largely defined by its regular street pattern laid out by 1840. The core of the area, Talbot Street itself, runs in a straight line north-east from Horsefair, with parallel back lanes on either side for much of its length and another lane at a right angle forming a grid pattern. Development of the grid, over time, has maintained the regularity of building line along the Talbot Street frontage and around the junction with Heron Street. This layout is reminiscent of formal 18th Century town plans and the early 19th Century beginnings of suburban development when people chose to escape from the close conditions of towns, which had grown up in an unplanned way over time, into greener more open surroundings. Within this regular layout there is a diversity of building types and detailing which make a strong positive contribution to the character and appearance of the area. Important features are shown on Plans 4 and 5.

The Conservation Area boundary was extended in 2010 to include the former 'Britannia' public house on the south side of the Horsefair railway bridge. It provides the Conservation Area with a further landmark community building at this prominent road junction which has now been converted to a vet's surgery.

The central stretch of Talbot Street has the greatest sense of enclosure with the properties either terraces or closely built and closest to the road, with well hedged/walled/fenced gardens. The listed building, no. 32, is awaiting reinstatement of a frontage iron railing which formed its historic boundary.

This strong sense of enclosure is felt again in Arch Street where terraced houses abut the pavement leading up to the railway bridge abutments. At the north end of Talbot Street the properties mostly stand on slightly wider plots. Elsewhere in the Conservation Area density varies with short terraces, both modern and historic, fronting roads opposite gardens, open spaces or community buildings on larger plots, where there is only a partial sense of containment.

Character Analysis

Townscape is the feature which distinguishes the special interest of a Conservation Area from the merits of individual buildings within it, including the interrelationship between buildings and spaces. It derives from appearance, history and historical associations, and its nature and quality may vary within the area. Examples are noted to illustrate features and are not intended to be comprehensive.

Buildings in the Conservation Area comprise a range of architectural styles dating from the early 19th Century to the late 20th. Dwellings are mainly 2 storey, some 2½-3 storey, and there are variations in roofline as buildings follow the contours of the land rising from the mainly level north-eastern part up towards Horsefair. Most of the older buildings make up short terraces or detached 'landmark' buildings whilst the newer buildings comprise a wider variety of forms. Roofs are hipped and pitched, with gable features adding variety to the roofscape. Victorian domestic architecture was more extensive in quantity than any previous period and also more varied in character. Houses not only reflected the social position of the occupant but also suggested the social position they aspired to, so the simpler houses often show architectural features copied from the houses of the social classes above.

Apart from the Horsefair frontage the Conservation Area is largely residential but with a significant number of other uses and building types, notably churches and a former school. Plot sites for dwellings are on the whole quite generous.

Buildings on Horsefair today are substantial 2 or 2½ storey red brick structures built under blue slate roofs, on irregular plots which have developed over time along the main road frontage. These buildings retain some interesting old shop fronts, including 51-55 Horsefair, and at the corner of Talbot Street is an old GR (George VI) wall postbox. Horsefair Mews retains the old carriage entrance together with its blue brick stable paving. Nos. 39-49 have broad eaves, a stone string course and window/door detailing with sash windows, making an attractive group on this prominent frontage. Commercial uses with some residential occupy this frontage, however, on the edge of the town centre pedestrian flow is low and the atmosphere has been dominated by the traffic flow on what was a dual carriageway. **Rugeley Eastern Bypass (now the A51) was opened in 2007 reducing the traffic flow on Horsefair and allowing a public realm enhancement scheme to be implemented in 2014 which replaced traffic lights with roundabouts and created new parking space. This is improving customer access to Horsefair businesses and has enhanced the streetscape of the Conservation Area.**

The brick built railway bridges on Horse Fair form a substantial and distinctive edifice at the entrance to the town centre. **The Conservation Area was extended beyond the bridges to include the former Britannia Inn in 2010 following threat of its demolition. Built in 1937 of dark red brick with dressings in white around all openings and corners in good solid 'public house' style of the time with a symmetrical concave frontage and hipped tiled roof it provides a landmark feature on a prominent road junction (see Fig 1). The building has now been converted to a veterinary practice.**



Fig. 1 Horse Fair railway bridges and former Britannia Inn

At the top of Talbot Street the elevation of no. 86 Talbot Street/55 Horsefair shows the remains of an interesting progression of built development and alterations with evidence of stone quoins, old timber door cases etc. The frontage appears to have been extended towards Horsefair in the mid 19th Century according to old maps and the elevation still retains clear evidence of this.

Some of the earliest buildings on Talbot Street are the terraced 2 and 3 storey villas and town houses along the north-west frontage. Nos. 30-40 are shown in Fig. 2. No. 32 (with cream stucco) is listed as of architectural or historic interest, and the group nos. 26-32 (evens) of which it forms part make a



Fig.2 Villas and townhouses at 30-40 and 26 Talbot Street

significant positive contribution to its setting. The main two storey house at no. 26 has a single storey element to either side with battlemented parapet walls. It has sash windows and classical detailing to window and door heads, the timber door surround being particularly attractive. Nos. 28-30 comprise a pair of three storey houses, with a two storey recessed element to either side. Wide stone surrounds emphasise the sash windows and the doorway to no. 30 retains original stone detailing while no. 28 has a decorative porch addition. The remainder of the frontage as far as the junction with Lichfield Street forms a fine group of townhouses, with their elegant sash windows, hipped roofs and arched windows and doors. The building line is indented and roof lines, with their substantial chimney stacks, vary in height, giving variety to the regular layout. No. 32, which is a Listed Building, stands forward of its neighbours, increasing its impact. It has a cream stucco render front elevation with a rusticated ground floor storey (the face lined to represent ashlar masonry to suggest solidity and enhance its visual impact) and moulded cornice on paired consoles at second floor level, a refined architectural statement. The design of these buildings is typical of the Italian villa style, with low pitched roofs and broad eaves.

A horizontal string course feature running between the storeys and the bold eaves line gives a sense of perspective to views along the frontage, but generally the proportions and pattern of detailing gives a vertical visual emphasis. Nos. 34-40 form a group of four houses matching in their design and detailing. The pair at nos. 42-44 vary the theme with a different vocabulary of detailing including ornate carved timber bargeboards above

gable features and treatment of door and window heads. A similar approach is evident at nos. 49-51 Lichfield Street.

Some of these properties retain the original 1½ storey coach houses at the rear, accessed off the back lanes, which contribute greatly to the overall historic and architectural character of the area. Fig. 3 shows some of the coach houses at the rear of Talbot Street, most of which have been refurbished or reinstated in recent years, rescuing them from their previous somewhat dilapidated condition to provide useful extra domestic accommodation. They are built of the same materials as the houses, with painted boarded doors and circular windows. The remains of former coach houses are also evident in some more modern garages and outbuildings.



Fig.3 Coach houses rear of Talbot Street properties

The Conservation Area is also characterised by a range of institutional buildings which grew up to serve the expanding population in the area during the 19th Century. These buildings are of a scale and materials which fit within the street scene despite their larger size. The former Talbot Street School maintains the building line and characteristic front boundary wall and railings enclosing the street, with attractive detailing to create visual interest to window heads, eaves and roof, particularly the delicate bell tower at the northern end, providing an eye-catching feature. The original tall windows gave light to the schoolrooms. On the rear wall a painted panel – a quote from Kipling – survived until recently from the time of its use as a school.

The site has recently been converted to residential use necessitating some alterations including replacement windows and insertion of first floor accommodation, however its new use retains its essential character whilst giving it a new lease of life and providing much needed housing. It provides an example of how change needs to be managed carefully so that conservation area designation provides a positive opportunity to preserve and enhance the area in an appropriate way with ‘conservation-led regeneration’ and new uses, rather than preventing change altogether (See Fig. 4)



Fig. 4 The former Talbot Street School, before and during conversion to residential use.

The former Wesleyan Methodist Church uses brick detailing and patterning (polychromatic brickwork in red, blue and buff, typical of the 19th Century Gothic Revival) and attractive window design to break up its large elevations and add visual interest. This treatment of the main façade is typical of such chapels; architectural treatment was focussed on the main elevation, often with arched windows, the gable treated as a pediment (survivals of classical architecture) and the name and date of the building often boldly inscribed. Although these buildings are large they do not dominate the street scene.

The Catholic Church, in white sandstone ashlar, with its splendid spire, stands in its landscaped green churchyard and is also a Listed Building. The church is an integral element of the local scene and the architecture and social history of the development of the area. Its scale and materials contrast with its surroundings and provide a focal point. In the 19th Century there was a revival of Catholicism when congregations grew large enough to warrant a Catholic church, hence the increase in number of churches from that time. The extensive surfaced car parking area south of the church however seems to detract from the setting of the building and contributes to its somewhat isolated appearance in townscape terms. The large car park in front of Heron Court has a similar effect. Heron Court, a significant 2-3 storey building in its own right, though in need of refurbishment, and Heron's Nest, display attractive features, such as stone mullioned and transomed windows and stone quoins. The high wall around the garden of Heron's Nest follows the curve of the back of pavement around the road junction, with its impressive gateway feature catching the eye in views along Lichfield Street and Heron Street. **Heron Court (see Fig. 5) was recently the subject of a Feasibility Study funded by Rugeley Partnership Scheme to explore options for a future use which would help fund its restoration. Residential use was found to be the most viable option, together with some new built development, and it is hoped that an interested developer will come forward with an inspirational scheme.**

The railway embankment, now well wooded with its two fine red brick bridges (one twin arch, the other a high single arch) forms the south-eastern boundary of the Conservation Area. Its height, level with adjacent rooftops, and bulk provide a strong physical and visual stop to development, and the bridge

arches frame views in and out of the area. The Arch Street bridge in particular forms an impressive and dominant edifice in red and blue brick, above the adjacent street scene, as shown in Fig. 6.

The remainder of the 19th Century housing comprises short terraces and pairs of well built, well detailed two storey houses. Good examples are Alma Terrace on Lichfield Street, some properties on the north-east side of Heron Street and the south-west corner of the Talbot Street/Lichfield Street junction. The characteristic set back from the road frontage behind low boundary walls or walls and railings is maintained in most cases.



Fig. 5 Heron Court



Fig. 6 View through Arch Street bridge

Alma Terrace is a particularly good example of intact detailing, with retention of original windows, roofing materials, rear outbuildings and substantial chimney stacks. It forms a pleasing composition in the streetscene and alterations have in the main been carried out sympathetically. Fig. 7 shows the front elevation of 16 Lichfield Street and Alma Terrace.



Fig. 7 16 Lichfield Street and Alma Terrace

A variety of detailing exists on other 19th Century properties in the area, including ornate carved door and window heads (e.g. 72 Heron Street shown in Fig. 8) king and queen figureheads (above the doorways of 74-76 Heron Street), modest but attractive door cases and fanlights (e.g. 26 Talbot Street

shown in Fig. 9, 44 Albion Street and 72 Heron Street), decorative ridge tiles to roofs (e.g. Herons Nest, Heron Court and the Talbot Street School), a variety of chimney pots and the use of false windows to continue the symmetry of elevations (e.g. 44 Albion Street and 46 Talbot Street).



Fig.8 72 Heron Street



Fig.9 26 Talbot Street

Lichfield Street, and its recent continuation St. Paul's Road, has a less cohesive street scene than the other roads in the Conservation Area with more scattered development and open spaces between. Houses between the former Wesleyan Methodist Church and 50 Lichfield Street were demolished to allow the St. Paul's Road link, however, the remaining well built houses nos. 50/52 and the high brick garden wall to no. 52 survive to follow the curve of the road around to join Talbot Street, modified to accommodate a pair of new houses in 2012, as shown in Fig. 10.



Fig.10 Adj to 52 Lichfield Street (before and after development)

The Plaza on Horsefair is an interesting example of 1930's cinema architecture, retaining its decorated canopy and coloured leaded light windows in its conversion to a public house. However, the adjacent modern block on the corner of St. Paul's Road and the cluttered frontage to both, including a mixture of surfacing, bollards and planters, do little to benefit its setting.

Further infill development took place in the 1920's and 30's, detached and semi-detached housing on well-sized plots. These houses are of characteristic 1930's design with hipped roofs, 2 storey curved tile hung bays and semi circular door heads. Development respects existing building lines, plot layout and scale, with a range of house designs. Use of materials similar in colour and type to the more historic development help these buildings to fit well in the streetscene. Infill development continued into the 1990's. This modern development varies in terms of the respect it pays to its surroundings, some examples more appropriate than others in terms of scale, design, materials, building line, boundary treatment and detailing. The more recent development, such as St. Paul's Mews, shows a greater sympathy for its surroundings than some of the earlier modern development of markedly different design and materials.

Building Materials

The main unifying feature throughout the Conservation Area is the local warm orange-red brick used for the 19th Century buildings and boundary walling. Staffordshire is well endowed with clay suitable for brick and tile making and local brickyards operated into the 20th Century. Flemish bond brickwork predominates with alternate 'headers' and 'stretchers' in each course. This is an economical yet ornamental bond. Some of the high garden walls and coach houses employ Old English bond, with a course of 'headers' and 'stretchers' alternating followed by three courses of stretchers. Although economical this bond is weak, and is typically used for minor buildings. The Plaza is an example of English Garden Wall bond, comprising three or five courses of 'stretchers' to one of 'headers', as is the 1920's and 1930's housing. The modern buildings often use Stretcher bond, widely used today for construction of cavity walls. The older buildings are roofed in blue slate or small red or blue clay tiles, and this original treatment is generally retained. Such traditional roofing materials give a texture and liveliness not found in artificial materials, and are to be valued.

Some buildings in the area are rendered or their brickwork painted white or cream, and 32 Talbot Street has a cream stucco finish to the front elevation. Some of the inter-war housing has tile hanging as a decorative feature to bay windows. Some buildings, such as nos. 34-40 Talbot Street, use bricks with a colour difference between the 'headers' and 'stretchers', giving a subtle patterned effect.

There is variety in the roofscape throughout the area with varied rooflines, gables and hips, the flat roofed Plaza, gable features and ridge tiles, decorative chimneys and pots. The bell tower of the former Talbot Street School and the spire of the Catholic Church also punctuate the skyline. Some properties have added rooflights in converting their roofspace but there is a general absence of dormer windows. The open views of the rear of many dwellings mean the addition of unsympathetically designed dormers could have a significant visual impact. Some cast iron rainwater goods remain, others have been replaced with metal or plastic.

Timber windows within the Conservation Area are largely painted in the traditional white, although some have been painted in a variety of greens or greys, or replaced in stained hardwood. Lighter coloured paintwork usually looks more in keeping with the traditional finish. Doors are painted a variety of colours and add an individual dimension to the streetscene.

Boundary walls

Boundaries within the Conservation Area have considerable historic interest. In several places there are old brick walls in the local brick. Typically these walls are about 1.8 metres high with blue brick saddleback copings. Some walls such as the fine wall at Heron's Nest with its Gothic gateway (See Fig.11), have sandstone copings and detailing. In Talbot Street and Heron Street there are suggestions that the original front boundary to the 19th Century houses was a low brick wall with sandstone copings topped by railings. This is typical of the period, together with the use of hedging. The original railings to the front of No. 32 Talbot Street are still in existence but have been removed for repair and are awaiting reinstatement. Nos. 38 and 44 Talbot Street have replacement railings in a similar style. Original gateposts also occur in several places providing rhythm to the street scene (See Fig.11). Retention of frontage boundary treatment and front gardens throughout the Area significantly enhances the appearance of the streetscene and contributes to the setting of the buildings.



Fig.11 Gateway at Heron's Nest and Pillar/gatepost at 32 Talbot Street

Tree Cover

Hedging and trees give a maturity and softness to the street scene, having both visual and environmental value. Significant trees are found at the corner of Talbot Street and Arch Street in the garden of 93 Arch Street (copper beech), the group in the churchyard at the Catholic Church, the holly and yew trees adjacent to Key House, the holly trees and hedge, and mature lime and sycamore trees at the former Talbot Street School, the yew tree at the side of St. Paul's Church, the holly tree at the rear of 28 Talbot Street, the evergreen

trees at the rear of 15 Talbot Street (Lawsonian Cypress, Holly and Cedar Deodara) and the pollarded limes at the front of 91 Arch Street. In addition, the self-set sycamores around the car park/service area at the rear of the Plaza have a significant impact and although not particularly good specimens, should be perpetuated in any replacement planting around this site. The self-set scrub and emergent woodland on the railway embankment is also a significant feature, providing a green backdrop to views across the Conservation Area.

Mature hedges, generally privet, holly or hawthorne, enhance the street scene along plot frontages particularly in Talbot Street, and Alma Terrace is a good example of traditional backgardens bounded by privet hedges. At the rear of 6 Talbot Street is an old hawthorn hedge, such as may have been a field boundary, possibly around the allotment gardens which occupied the site previously. In contrast to the Church Street Conservation Area, in Talbot Street almost all of the front boundaries have been retained rather than giving over front gardens to car parking.

Public Realm

There is little evidence of historic ground surfaces apparent in the Conservation Area. Granite setts were at one time still visible where later surfacing had worn away on the back lane at the rear of 34 Talbot Street providing a clue as to previous more widespread use, however this has now been resurfaced in tarmac. Elsewhere surfaces generally comprise tarmac with concrete kerbs, with modern pavements at the south end of Talbot Street. Street furniture is unobtrusive, lamp columns are modern and a mixture of metal and concrete. There are several examples of old wall mounted street lamps such as the corner of Heron Street/Keystone Road, and early blue metal street signs on buildings at the corners of Heron Street, Keystone Road (see Fig. 12) and Arch Street. Recent local support for replacement of a replica of the original historic 'antler' light fitting on the Horse Fair bridge has achieved its objective, and a distinctive piece of Rugeley's character has reappeared (See Fig.13).



Fig. 12 Historic road sign



Fig. 13 Historic 'antler' light fitting

Setting and Views

Views within the Conservation Area are largely self-contained because of its relative flatness and the strong visual stop of the railway embankment. However, from the south end of Talbot Street the view looks up over the buildings to the wooded hills beyond the town. The power station cooling towers currently feature in views to the north-east, particularly from the end of Heron Street, and the power station's imminent demolition seems likely to impact both on Rugeley's skyline as well as its economy. The spire of the Catholic Church is a significant landmark at this end of Rugeley, and can be seen from many places in the Conservation Area, above roofs and through gaps between buildings and through the Arch Street railway arch. Of more restricted importance is the bell tower on the former Talbot Street School.

The long straight roads through the Conservation Area result in long views, at the end of which buildings provide a visual stop. Buildings making a positive contribution in this context include 49/51 Heron Street in views down Talbot Street, Heron's Nest in views down Heron Street and Lichfield Street, the former Wesleyan Methodist Church in views down Lichfield Street and 50/52 Lichfield Street in views down the back lane at the rear of 2-44 Talbot Street.

The Conservation Area is adjoined by modern commercial development on the edge of the town centre and modern housing to the north-east, as well as more historic housing on the south side of the railway embankment. The recent new care home development on the opposite side of Horsefair has sought to reflect adjacent Conservation Area character in terms of scale, form, materials and detailing, as well as incorporate new tree planting.

5. Loss/intrusion/Negative Features

The character and appearance of a Conservation Area can easily be eroded as a result of unsympathetic alterations and development and the decay or removal of characteristic features. Nearly all the modern development in and adjacent to the Conservation Area was built prior to designation, and most has a positive or neutral visual impact, apart from a few examples having a negative impact such as the temporary buildings sited on the car park in Lichfield Street between St. Paul's Church and the Catholic Church, the block of shop units at 29-33 Horsefair adjacent to the Plaza, and the former Scout Hut on Keystone Lane. Existing gaps between buildings appear to be historic and therefore any proposals to develop them will require careful assessment.

The cumulative impact of many minor alterations to individual properties can also have a negative impact – special architectural or historic interest is very vulnerable to the process of modernisation. Examples are replacement windows and doors in artificial materials and non-traditional designs. Fig. 114 shows a comparison of original and replacement windows. Such materials tend to be bland and lacking in the rich textures and colours of natural materials and the result can be loss of diversity and subtlety affecting appearance and character.



Fig. 14 Comparison and original and replacement upvc windows; decay of a brick boundary wall

The recovering of roofs, removal of chimney stacks and other architectural details can have a similar impact. The Conservation Area is fortunate in retaining a high proportion of original roof coverings and windows, with the majority of buildings little altered. Painting of buildings or details in garish bright colours can also have an adverse visual impact out of character with surroundings. Many such minor works to dwellings are permitted to householders. Bearing in mind that these are the very features which help to create the distinctive character and appearance in the first place, their vulnerability is evident. The upgrading of property does not have to be at the expense of historic fabric and character.

Similarly decay of characteristic features of the area, such as some of the high brick boundary walls (see Fig. 14), makes them vulnerable to loss, which would detract from the character and appearance of the area. Also, some of the timber shopfronts on Horse Fair are showing signs of decay giving a neglected appearance to this very visible frontage. Maintenance and appropriate repair to halt the process of decay would be beneficial.

The double yellow lines throughout the area are very dominant in the street scene. The Council will give consideration to alternative less obtrusive ways to regulate on street parking.

6. Community Involvement

A report has been taken to the Council's Cabinet seeking approval for consultation on this Draft updated Appraisal document. Occupiers of all properties in the Conservation Area, local ward councillors, Rugeley Town Council, Brereton and Ravenhill Parish Council, The Landor Society and technical consultees will receive publicity about the document, inviting comments. A copy will be published on the Council's website, www.cannockchasedc.gov.uk/planningpolicy. At the end of the consultation period representations received and proposed changes to the draft in the light

of these representations will be reported back to the Council's Cabinet. The Council will then adopt the updated Appraisal.

7. Conservation Area Boundaries

The boundaries of the Conservation Area generally follow rear boundaries of properties and enclose the adjacent part of the railway embankment. On Horsefair the boundary runs centrally along the road as the properties on the opposite side are modern. The boundary was extended in March 2010 to include the former Britannia public house, now No. 1 Vets, following a local request to cover this much loved historic building. No further changes to the boundaries are considered necessary at this time.

8. Enhancement Opportunities/Recommendations for Management

A specific responsibility is placed upon Local Planning Authorities to take account of the character of a Conservation Area when exercising their duties. The local distinctiveness of particular areas is greatly to be valued and needs to be reinforced in order to maintain diversity, attractiveness and historic continuity. The main opportunities for enhancement of the Conservation Area are through the Development Management process. This appraisal seeks to indicate what it is desirable to preserve, and how, and to set out broad principles for enhancement.

The Council will undertake to work with property owners to seek satisfactory solutions of issues adversely affecting the character and appearance of the Conservation Area. The intention is not to unduly restrict the individual freedom of residents but to enable the Council to have the opportunity of advising residents of the most appropriate design and materials.

The following recommendations will be taken forward into a Management Plan Supplementary Planning Document for this Conservation Area.

Recommendations

1. Consideration of planning applications will be informed by the detailed description of character contained in this Appraisal, particularly the features of interest and the areas which would benefit from improvement. There will be a general presumption in favour of preserving buildings and features identified in this Appraisal as making a positive contribution to the special character and appearance of the Conservation Area.
2. Development proposals affecting the Conservation Area must be advertised and account taken of representations in determining each case.
3. Future development should retain the domestic scale of the area and take account of its special interest as set out above. New development

will need to acknowledge the relationship of buildings to spaces and reflect existing architectural detailing including colour, texture and range of materials. It should also respect existing trees and hedging and maintain views towards the Catholic Church spire. Any opportunities for redevelopment of sites highlighted as having a negative visual impact or allowing environmental improvements/removal of clutter along the Horsefair frontage, one of the main entrances to the town, would be welcomed.

4. Traditional materials should be used in all building repair works and both hard and soft landscape elements treated sensitively:
- Where repair works fall within planning control the use of traditional materials for routine repairs will be required and elsewhere will be encouraged.
 - The repair/retention of coach houses, chimney stacks and pots, ridge tiles, traditional shopfronts and other architectural details will be encouraged. The use of traditional tiles or slates for re-roofing rather than artificial substitutes will be encouraged. Where necessary, window replacement should match the original design and glazing pattern and the use of traditional materials is encouraged. Replacement doors should be to an appropriate panelled design and fanlights or glazing above retained.
 - **Where timber windows are repainted, colours should be carefully chosen; a light colour often works best and white has been used traditionally. Regular painting helps protect timber windows from the weather and although it needs regular attention the end result is far superior to a modern upvc replacement in maintaining the historic value of the property and the Conservation Area overall.**
 - Modern additions such as rooflights, dormer windows and solar panels which fall within planning control will need to occupy unobtrusive locations and otherwise should be carefully positioned.
 - The repair of brick boundary walling (or its reinstatement where necessary in appropriate materials) and retention of railings or hedging will be encouraged, including to side and rear boundaries exposed to view, and the opening up of front gardens should be avoided. Old boundary walls are a characteristic feature locally and careful repointing in matching (usually lime) mortar will prolongue their life and enhance the historic and thus financial value of a property.
 - The inclusion of appropriate trees within new development will be required, especially larger, long-lived and suitably sited species, eventually to replace the older trees.
 - Highway improvements should include a consistent approach to street furniture and reduction of clutter, consideration of alternative methods to control on-street parking and replacement of tarmac footpaths and concrete kerbs with more appropriate materials.

5. The Council will give consideration to the imposition of additional controls over minor development through an 'Article 4 Direction' in order to manage future changes to the many details which contribute to the special architectural and historic interest of the Area. An 'Article 4 Direction' is a procedure available to the Council to remove all or part of the 'permitted development' rights, as set out in Article 4 of the Town and Country Planning (General Permitted Development)(England)Order 2015 and the effect is that minor works to dwellings previously permitted without consent, such as small extensions, porches, replacement windows and doors, re-roofing, alterations to boundary walls, chimneys and other architectural details and the external painting of a building where the development fronts a highway would then require planning permission. The intention is not to unnecessarily restrict the individual freedom of residents but to enable the Council to have the opportunity of advising residents on the most appropriate design and materials.
6. The removal of the temporary buildings on the Lichfield Street car park together with some environmental improvements to the car park, such as tree planting to the frontage and improved boundary treatment to the rear along the back lane on Talbot Street would also enhance the Conservation Area and will be encouraged.
7. The Council will give consideration to the use of Tree Preservation Orders to protect trees which make an important contribution to the character and appearance of the Conservation Area.

9. Useful information

Further advice is available on the content of this Appraisal from the Planning Policy Team, Cannock Chase Council, Civic Centre, POBox 28, Beecroft Road, Cannock, Staffs WS11 1BG.

The principal sources of historic and local information referred to are:

- Rugeley Library Local Studies Section Clippings Files
- Joint Record Office, Lichfield (Rugeley Tithe Map1840)
- Staffordshire County Council Historic Environment record
- 'Looking Back on Rugeley' by Alec Neal, published by The Landor Society
- 'Talbot Street/Lichfield Street, Rugeley Conservation Area Appraisal' (adopted 2005) Cannock Chase Council
- SCC Extensive Urban Survey for Rugeley 2012 (available via CCDC webs

Appendix 1: Listed Buildings within the Conservation Area

1. 32 Talbot Street

Grade II, Listed 1972. Early to mid C19. Stucco; 3 storeys, the lower rusticated; 3 sash windows (later fenestration) in moulded architraves, those to ground floor with semi-circular heads and in rusticated surrounds; band; moulded cornice at 2nd floor on paired consoles; moulded wood doorcase with semi-circular head and fanlight in rusticated surround and a similar doorway in recessed bay on right-hand side; bold eaves; tiles. Nos 26 to 32 (even) form a group. NGR: SK0463617797.

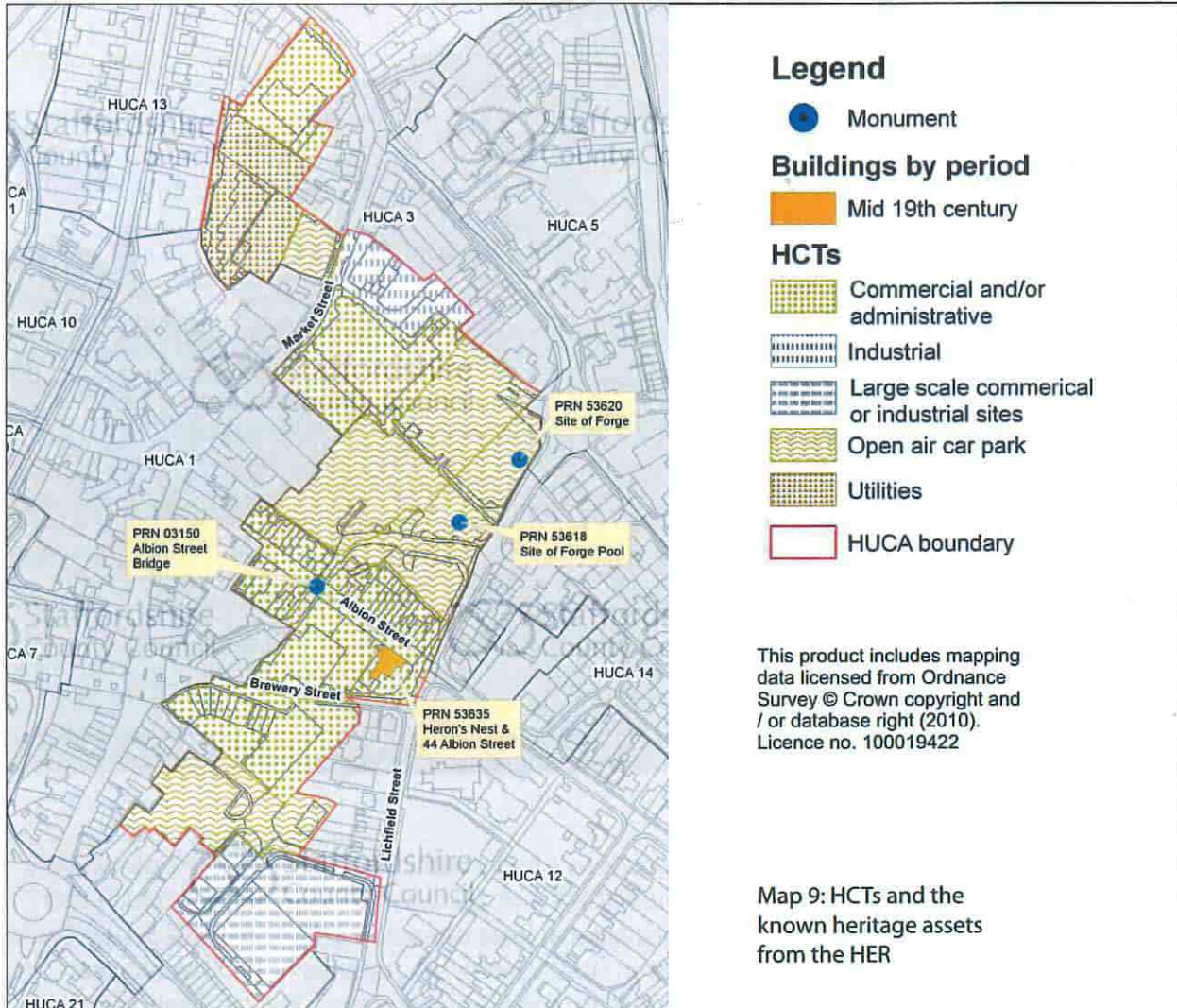
2. Church of Sts Joseph and Etheldreda

Grade II, Listed 1995. Roman Catholic church. 1849-50; by Charles Hansom. Sandstone ashlar. Plain tile roofs with stone coped gable-ends. PLAN: 6-bay nave with north and south aisles, chancel, Lady chapel on north side of chancel, vestry on south side of chancel, north and south porches and west tower. Decorated style. EXTERIOR: Nave has small 2-light clerestorey windows and low aisles with 2-light windows with weathered buttresses between; gabled north and south porch with moulded arch and statue niche. Taller Lady chapel on north side of chancel with larger 3-light windows. Large 5-light east window with foiled rose tracery. Large west tower with prominent diagonal buttresses, stair-turret with pinnacle, trefoil balustrade with small pinnacles and tall octagonal stone spire with lucarnes and thin flying buttresses; a weather-cock on spire.

INTERIOR intact, but walls have been painted, over the original decoration; original roofs, painted chancel and Lady Chapel roofs are unaltered. 6-bay arcades with compound piers, moulded capitals and double-chamfered 2-centred arches; tall chancel arch. Original High Altar, Sedilia and Piscina; elaborate 1880 Lady Altar; 5-light east window with four lights by Hardman and centre by Wailes; a Hardman window of 1860 in the Lady Chapel and a good 1860 wrought-iron memorial screen. SOURCE: Buildings of England, page 228. NGR: SK0461517918.

Appendix 2 Extract from Staffordshire County Council Extensive Urban Survey of Rugeley 2010

HUCA 2: East of Rugeley town centre



4.2.1 Statement of heritage significance

The character area is dominated by HCTs of mostly mid to late 20th century date and includes two areas of car parking to the rear of the historic plots in HUCA 1 (map 9). However, the street pattern remains one of probable medieval origin (Brewery Street and Market Street). Albion Street was inserted into the townscape in the mid 19th century and its construction is probably the result of a period of economic prosperity (cf. 2.6.1.1 and 2.6.3.4). The majority of the buildings along this street are likely to have been built shortly after its construction although many have been unsympathetically altered during the 20th century (plate 10). Further along Albion Street to the east stands Heron Court/44 Albion Street, a pair of mid 19th century domestic properties which were constructed on a grander scale than those in the rest of the street (see plate 3). The property lies within the Talbot Street/Lichfield Street Conservation Area (155) and was identified as a building of particular interest in the Conservation Area Appraisal²⁴¹. It is closely associated with the Roman Catholic Church and Heron Court, which stand opposite in HUCA 12.



Plate 10: 19th century properties in Albion Street

There is the potential for archaeological deposits to survive within the character area particularly to the rear of the historic plots that lie within HUCA 1 and also along Brewery Street, which had probably existed as a lane into the open fields from at least the medieval period (cf. 2.5.1.1). The sites of a watermill and mill pond also lie within HUCA 2 with the potential for archaeological deposits to survive. The origins of the watermill are not fully understood, but it is likely to have been the site of a paper mill by the 17th century and possibly the site of a forge prior to that; it was operating as a forge by the late 18th century at least (cf. 2.5.2.3, 2.5.2.4 and 2.6.3.2)²⁴².

4.2.2 Built character

The 19th century buildings concentrate along Albion Street and comprise small two storied terraced properties built of red brick, although many have been rendered and had modern shop fronts and windows inserted (plate 10).

The remainder of the HUCA comprises late 20th century purpose built retail units. Some have been constructed on a large scale notably within HCT 'Large-scale industrial or commercial' on map 9. A flat roofed building, Phoenix House, stands on Market Street (HCT 'Industrial' on map 9), but to the rear there are older red brick industrial buildings, some of which may have at least 19th century origins. The telephone exchange is a further large flat-roofed building standing to the rear of Market Street to the north (HCT 'Utilities' on map 9).

²⁴² English Heritage 2005; PPS 1: 18²⁴³ Department for Communities and Local Government 2012. Web: <http://www.communities.gov.uk/documents/planningandbuilding/pdf/2115939.pdf>²⁴⁴ Ibid.

4.2.3 Heritage values:

<p>Evidential value: There is the potential for below ground archaeological deposits to survive which may contribute to an understanding of the town from the medieval period onwards. The deposits may be best preserved in those areas that are currently car parks, particularly the site of the watermill. The latter could contribute significantly to an understanding of the economy of the town from the medieval period onwards. There are a number of historic buildings dating to the 19th century which also contribute to an understanding of the development of the town at this period.</p>	High
<p>Historical value: Heritage assets are legible within the HUCA particularly along Albion Street, but some have been considerably altered. The street pattern is probably little changed from the medieval period, with the exception of Albion Street which was inserted into the townscape in the early 19th century.</p>	Medium
<p>Aesthetic value: The majority of the HUCA results from piecemeal development and alteration in the 20th century, with the exception of Albion Street which is clearly a planned element within the townscape (as indicated by its straightness). The HUCA also contributes to the setting of HUCA 1 and links two Conservation Areas (Rugeley Town Centre (051) and Talbot Street/Lichfield Street (155). Consequently any enhancement and restoration of the surviving 19th century buildings would contribute significantly to the setting of the Conservation Areas and contribute to the sustainable regeneration of this part of the townscape for the benefit of the local community²⁴³.</p>	High
<p>Communal value: The HUCA lies on the edge of the commercial heart of the modern town and the heritage assets form part of the commercial activities.</p>	Medium

4.2.4 Recommendations

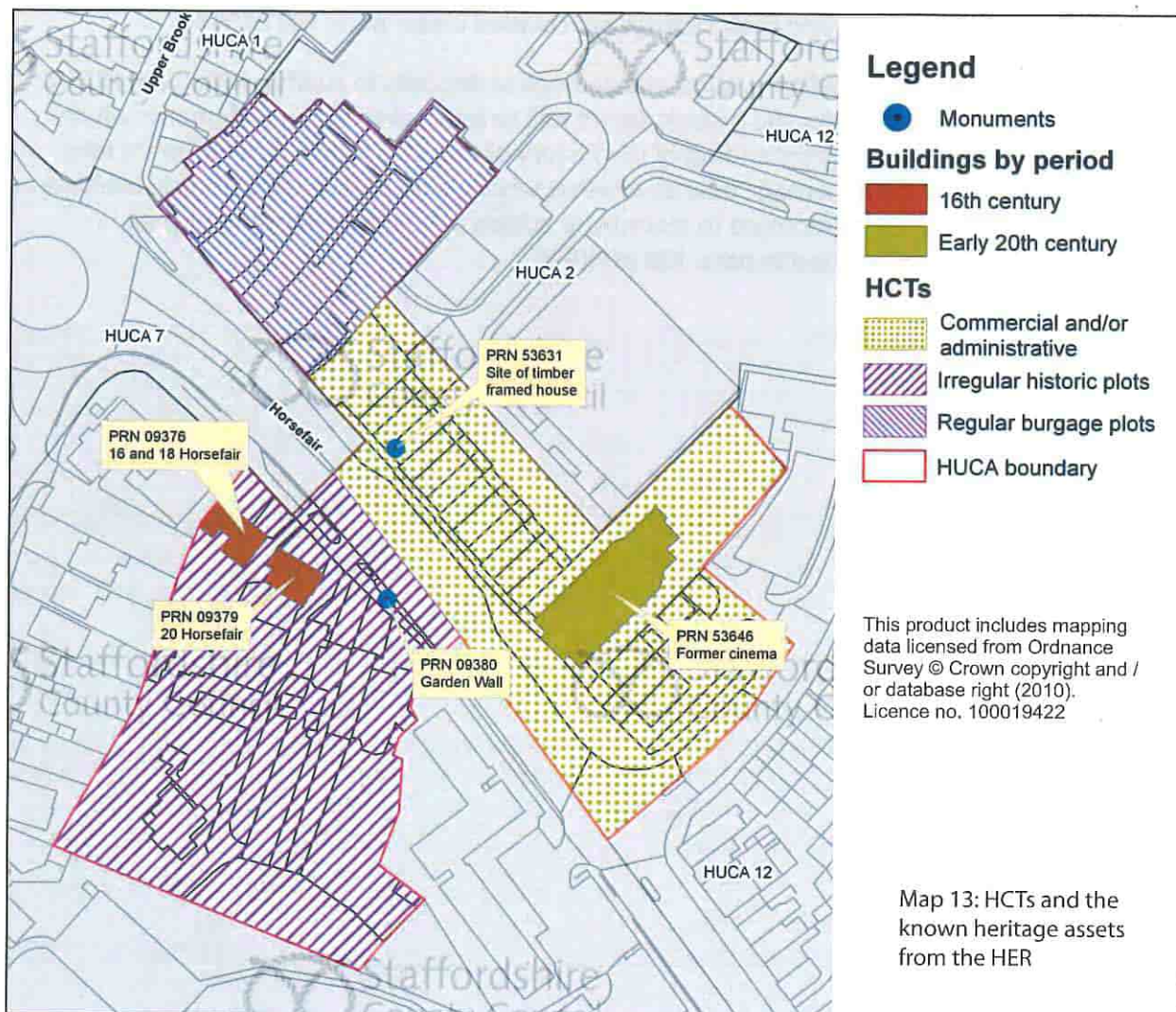
The assessment has identified heritage interests within the HUCA, which include unlisted historic buildings. These heritage assets contribute to the setting of the two adjacent Conservation Areas.

- ◆ A statement of significance will be required to assess the impact of any proposed development upon the historic environment as part of any planning application to be made within this HUCA (cf. para. 128 of NPPF)²⁴⁴.
- ◆ The sympathetic restoration or enhancement of the historic buildings, particularly the 19th century properties along Albion Street, would strengthen the historic character and the quality of the wider townscape as well as the setting of the two Conservation Areas for the benefit of this and future generations (Bullet Point 10 of para 17 (Core planning principles) also paras. 126 and 131 of NPPF)²⁴⁵.

²⁴⁶ Ibid.²⁴⁷ Ibid.²⁴⁸ Staffordshire County Council, 2011. Web: <http://www.staffordshire.gov.uk/environment/eLand/HistoricEnvironment/BuiltEnvironment/ConservationInTheHighwayGuidanceDocument2011.pdf>

- ◆ The heritage assets could make a positive contribution to economic regeneration of the town. In particular the promotion of the re-use of historic buildings to contribute to sustainable development is recommended (paras. 126 and 131 of NPPF). High quality design which is sympathetic to the historic built fabric is the key to retaining the local character of the area as identified in Bullet Point 4 of para. 17 (Core planning principles) of NPPF).
- ◆ The conservation of the historic character of the HUCA would include the retention of the historic street pattern.
- ◆ Any planned development or significant change adjacent to the two Conservation Areas should consult the Cannock Chase District Conservation Officer in the first instance. All the designated heritage assets and their settings are covered under para. 132 of NPPF²⁴⁶.
- ◆ There is a high potential for below ground archaeological deposits to survive within the HUCA. There is also the potential for the historic buildings to retain architectural elements which could inform their origins and function. Where development may result in the loss of these heritage assets (whether wholly or in part) archaeological evaluation and/or mitigation may be required to record and advance the understanding of their significance; this is supported in para. 128 of NPPF²⁴⁷.
- ◆ Any appropriate development within this HUCA should look to improve the historic character and sense of place within the nearby public realm. Where this concerns work within a Conservation Area this may be achieved through consultation with the East Staffordshire Planning Department. Outside of designated Conservation Areas the SCC Historic Environment Team should be consulted. Reference should also be made to the joint English Heritage and Department of Transport volume entitled 'Streets for All: West Midlands' and where appropriate to the SCC 'Conservation in the Highways' document²⁴⁸.

4.6 HUCA 6 – Horsefair



4.6.1 Statement of heritage significance and built character

Horsefair itself has been integrated into the 20th century western by-pass around Rugeley (cf. HUCA 5 and 7). It has its origins in at least the medieval period and has constituted part of the main route to Lichfield from at least that time. Its longevity within the wider townscape is attested by the presence of two HCTs 'Regular burgage plots' and 'Irregular historic plots' (shown on map 13). The name of the street in the late 16th century was 'Newbold End' which suggests that it forms a later element within the townscape than the north-south axis where the market place is located (cf. HUCA 1; 2.4.6). It is unclear when the name Horsefair first came into usage, but it is possible given the width of the street on historic maps that it originated as the site of the medieval fair (cf. 2.4.3.1). The possible burgage plots lying to the north of the street suggest that the area's economic potential was realised through the planning of burgage plots by the lord of the manor during the medieval period (the Bishop of Lichfield). The current buildings comprising HCT 'Regular burgage plots' are largely three storied brick buildings of probable early to mid 19th

century date. However, there remains the possibility that these properties may retain earlier fabric within their structure. The plots themselves are still visible on modern mapping although they are not obvious in the street scene.

These burgage plots had extended across the whole of the northern section of Horsefair lying within this HUCA until they were re-developed during the late 20th century. Until this period a timber framed building had stood within the HCT 'Commercial &/or administrative', which had provided a legible testimony to the history, on the northern side of the street²⁷⁴.



Plate 14: 16/18 Horsefair & 20 Horsefair

The eastern part of the HUCA, to the north of the street, forms part of the Talbot Street/Lichfield Street Conservation Area (155). The former cinema, which dates to 1934, was identified within the conservation area appraisal as "an unlisted building of particular interest"²⁷⁵.

There is little evidence of formal planning on the southern side of Horsefair (HCT 'Irregular historic plots' on map 13). However, it is clear from the two surviving Grade II timber framed buildings that this area had been developed by at least the early 16th century (plate 14)²⁷⁶. Adjacent to these properties stands a row of large houses which had been constructed upon a large plot. A boundary wall encloses the plot on its southern side adjacent to the street and this has been designated as a Grade II listed structure of probable 18th century date.

4.6.2 Heritage values:

<p>Evidential value: There is the potential for below ground archaeological deposits to survive which would contribute greatly to our understanding of the development of this HUCA within the wider townscape. This could include the origins of the burgage plots to the north of Horsefair as well as of the irregular historic plots to the south. The surviving historic buildings also contribute to an understanding of the economic and social history of the town.</p>	High
<p>Historical value: There are legible heritage assets within the character area in the form of historic buildings, which vary in date from the early 16th century through to the 1930s cinema. The former have both been identified as being of national importance and are designated as Grade II Listed buildings and the latter as an important building within the Conservation Area.</p>	High
<p>Aesthetic value: A small section of the HUCA lies within the Talbot Street/Lichfield Street Conservation Area (155) and this incorporates the former cinema. The remainder of the HUCA forms part of the setting to this conservation area and to the Rugeley Town Centre Conservation Area (051) which lies to the north west. Consequently any enhancement and restoration of the historic buildings, particularly on the north side of Horsefair, would contribute significantly to the setting of the Conservation Areas.</p>	Medium
<p>Communal value: Some of the historic buildings form part of the commercial activities within the HUCA, however, the remainder can only be appreciated from street level.</p>	Medium

4.6.3 Recommendations

The assessment of the heritage values has identified considerable heritage interest within the HUCA relating to its potential medieval origins. The HUCA is largely incorporated into two Conservation Areas and includes three Grade II Listed buildings and structures. There is also the potential for below ground archaeological deposits to survive.

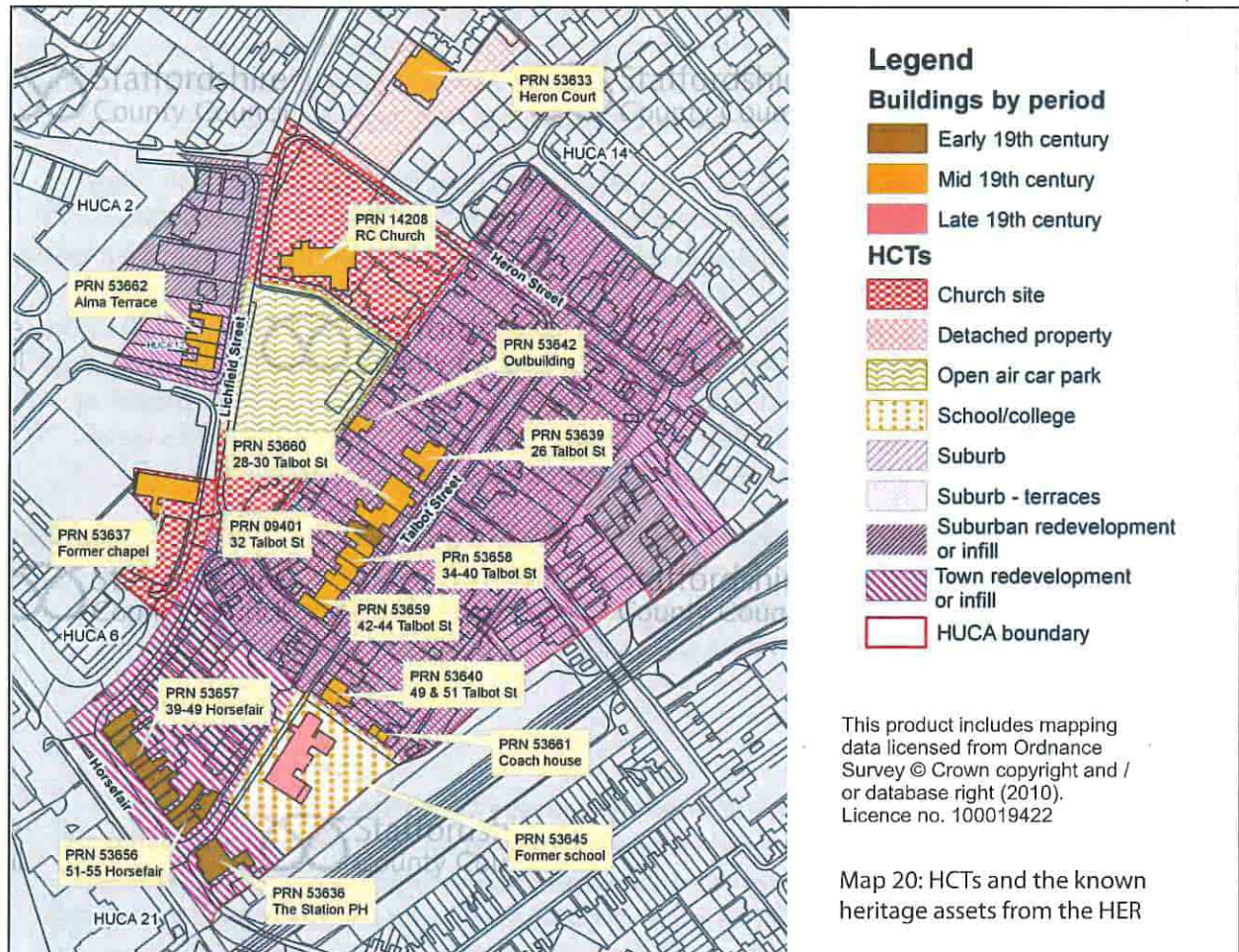
- ◆ A statement of significance may be required to assess the impact of any proposed development upon the historic environment as part of any planning application to be made within this HUCA depending upon the nature and scale of any proposals (cf. para. 128 of NPPF)²²⁷.
- ◆ The sympathetic restoration or enhancement of the historic buildings, both Listed and unlisted (particularly the former cinema), would strengthen the historic character and the quality of the wider townscape and the Conservation Area for the benefit of this and future generations (Bullet Point 10 of para 17 (Core planning principles) also paras. 126 and 131 of NPPF)²²⁸.

²⁷⁹ Department for Communities and Local Government 2012. Web:
<http://www.communities.gov.uk/documents/planningandbuilding/pdf/2115939.pdf>

²⁸⁰ Department for Communities and Local Government 2012. Web:
<http://www.communities.gov.uk/documents/planningandbuilding/pdf/2115939.pdf>

- ◆ Any planned development or significant change within the vicinity of the Conservation Areas should consult the Cannock Chase District Conservation Officer in the first instance. All of the designated heritage assets and their settings are covered under para. 132 of NPPF²⁷⁹. Reference should be made to the Talbot Street/Lichfield Street Conservation Area Appraisal where it falls within the eastern portion of the HUCA.
- ◆ There is a high potential for below ground archaeological deposits to survive within the HUCA. There is also the potential for the historic buildings to retain architectural elements which could inform their origins and function. Where development may result in the loss of these heritage assets (whether wholly or in part) archaeological evaluation and/or mitigation may be required to record and advance the understanding of their significance; this is supported in para. 128 of NPPF²⁸⁰.

4.12 HUCA 12 – Lichfield Street and Talbot Street



4.12.1 Statement of heritage significance

The character area had formed one of Rugeley's open fields in the medieval period, known as Hodgeley (cf. 2.4.3.2 and map 20). The morphology of the later field system suggests that it was enclosed piecemeal during the post medieval period (cf. 2.5.2.2 and map 38 in Appendix 1). It is not known precisely when Lichfield Street was constructed, but it is marked upon mid 19th century historic maps. The morphology of both Heron Street and Talbot Street suggest 19th century origins and the fact that Lichfield Street leads into Talbot Street, may suggest the former is of a similar period. Horsefair lying to the south of the HUCA has at least medieval origins representing the main route to Lichfield (cf. 2.4.3.1, 2.4.6 and HUCA 6 for further information).

The significance of the character area to the wider Rugeley townscape has been acknowledged in the designation of the Talbot Street/Lichfield Street Conservation Area. Two Grade II Listed buildings are located within the character area; 32 Talbot Street and the Roman Catholic Church of St Joseph and St Etheldreda³¹². The latter is closely associated with the large brick built property opposite known as Heron Court which was constructed in 1851 by the co-founder of the church³¹³. From the early 20th century the property was utilised as a convent, which closed in

³¹⁴ The Landor Society pers. comm.
³¹⁵ Staffordshire HER: PRN 53637
³¹⁶ Staffordshire HER: PRN 53645
³¹⁷ Third edition 25" OS map (1918)
³¹⁸ Cannock Chase District 2005
³¹⁹ Cannock Chase District 2005
³²⁰ Staffordshire HER: PRN 14206 and 53645
³²¹ Cannock Chase Council 2005: plan 4

1963 (cf. 2.7.4.2)³¹⁴.

Two further churches lie within the HUCA; a former Wesleyan Methodist Chapel initially constructed in 1839³¹⁵ and St Paul's Church, which was built in the late 20th century upon the site of a 19th century school (map 20). A former school still survives on Talbot Street, built circa 1892, and is the only school dating to the 19th century to survive in Rugeley³¹⁶ (cf.2.6.2.1).

Map 20 indicates an area assigned HCT 'Town re-development or infill' along Horsefair. These properties appear to have early 19th century origins, although Yates' map of Staffordshire (1775) suggests that settlement may have existed in this area by the late 18th century. It is not currently clear whether settlement extended this far east along Horsefair in the medieval and post medieval periods. However, it is possible that these 19th century properties were re-built upon the site of earlier settlement or that elements of earlier structures may survive within the extant buildings. To the rear of the Horsefair frontage lies a further area of 'Town re-development or infill' which map 21 shows was constructed in the early 21st century. These properties were largely built upon the rear plots or gardens which existed by at least the 19th century.

The HUCA also contains two areas assigned HCT 'Suburban re-development or infill' (cf. maps 20 and 21) which both date to the late 20th century. The area to the west, comprising modern housing and fronting onto Lichfield Street, was constructed upon the site of 19th century properties. To the east the modern houses were built upon the site of an early 20th century clothing factory³¹⁷.

4.12.2 Built character

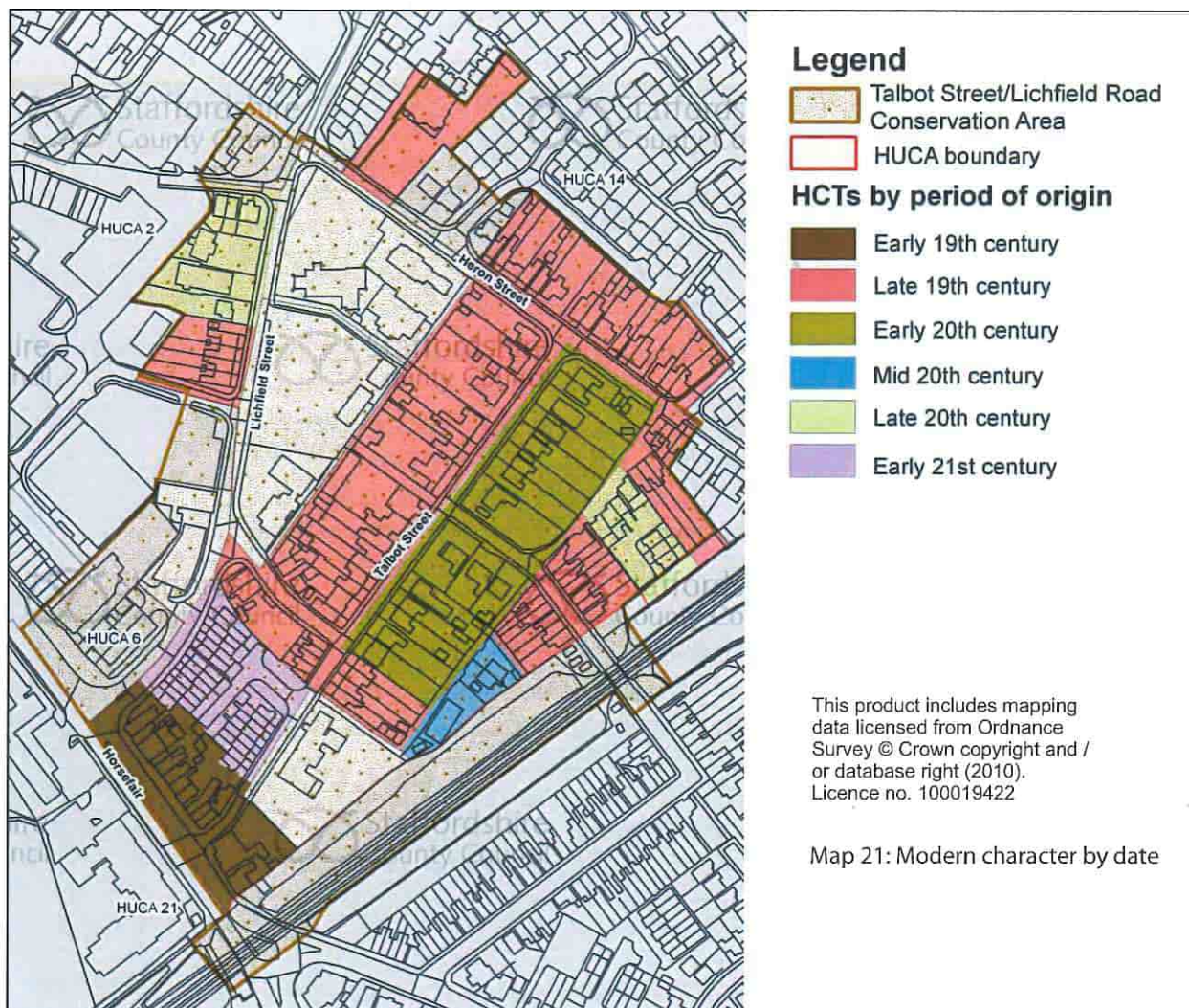
Map 21 reveals that the HUCA is largely contiguous with the Talbot Street/Lichfield Street Conservation Area. The character area is dominated by suburban development mostly dating from the late 19th and early 20th century and comprising large detached and semi detached brick built houses (map 21). Some of the houses are associated with surviving brick built coach houses which lie in the alleyways to the rear of the building plots³¹⁸. Within the HCTs shown on the modern character map there are individual properties of earlier date which have been highlighted within the Talbot Street/Lichfield Street Conservation Area appraisal³¹⁹. The housing is associated with a regular street pattern characteristic of 19th century suburban development.

Complimentary to the 19th century character are the non-residential buildings notably the Roman Catholic Church and the former school (map 20)³²⁰. The church steeple and the school bell tower have both been identified within the Conservation Area appraisal as important 'sky line' features within the wider townscape (plate 7 and 2.7.3.2)³²¹.

Three areas of late 20th and early 21st century re-development are also located within the HUCA as shown on both maps 20 and 21.

4.12.3 Heritage values:

<p>Evidential value: The range of historic buildings within the HUCA contributes to an understanding of the social and economic history of the town from the early 19th century onwards. There is the potential for below ground archaeological remains and the extant buildings to inform an understanding of the extent of the medieval and/or post medieval town along Horsefair.</p>	<p>Medium</p>
<p>Historical value: The historic built environment dominates the character of the HUCA and its extent is largely contiguous with Talbot Street/Lichfield Street Conservation Area. The character area also includes two Grade II listed buildings one of which, the Roman Catholic church steeple, is predominant within the wider townscape. The legibility of the differing housing types and the other associated buildings which served the community during the 19th and early 20th century enables the history of the HUCA to be read from street level.</p>	<p>High</p>
<p>Aesthetic value: The regular street pattern is largely the result of deliberate planning, although development along the streets was largely piecemeal and is typical of 19th century suburban development (cf. maps 20 and 21). The historic environment contributes strongly to the aesthetics of the HUCA and this is complemented by the designation of the Conservation Area and the two Grade II Listed buildings which are nationally important buildings. Change within the conservation area should take account of the policies identified in the Conservation Area Appraisal document³²².</p>	<p>High</p>
<p>Aesthetic value: The majority of the heritage within the HUCA can only be appreciated at street level. However, St Joseph and St Etheldreda Roman Catholic Church is likely to be valued within the community for both its historic and spiritual contributions.</p>	<p>Medium</p>



4.12.3 Recommendations

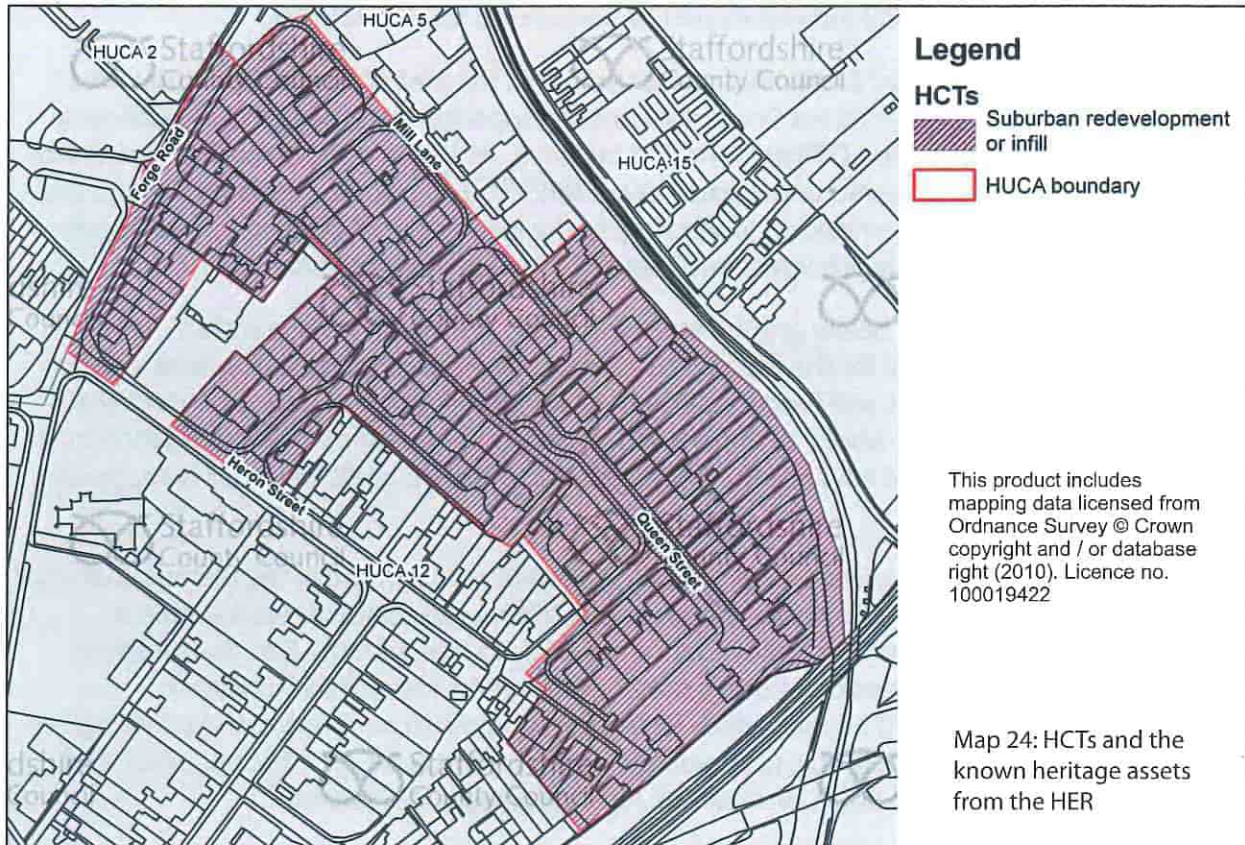
The assessment has identified considerable historic and archaeological interest within the HUCA relating in particular to the built environment. The historic significance of this area of early suburban expansion has been identified through the creation of the Talbot Street/Lichfield Street Conservation Area.

- ◆ A statement of significance will be required to assess the impact of any proposed development upon the historic environment as part of any planning application to be made within this HUCA (cf. para. 128 of NPPF)³²³.
- ◆ The sympathetic restoration or enhancement of the historic buildings, both Listed and unlisted, would strengthen the historic character and the quality of the wider townscape and the Conservation Area for the benefit of this and future generations (Bullet Point 10 of para 17 (Core planning principles) also paras. 126 and 131 of NPPF)³²⁴. The coach houses are of particular local historic interest. Undesignated historic buildings of particular local interest should be considered for the local list.

³²⁵ Ibid³²⁶ Ibid³²⁷ Staffordshire County Council, 2011, Web: <http://www.staffordshire.gov.uk/environment/eLand/HistoricEnvironment/BuiltEnvironment/ConservationintheHighwayGuidanceDocument2011.pdf>

- ◆ Any planned development or significant change within the area of the Conservation Area should consult the Talbot Street/Lichfield Street Conservation Area Appraisal document and the Cannock Chase District Conservation Officer in the first instance. All of the designated heritage assets and their settings are covered under para. 132 of NPPF³²⁵.
- ◆ There is the potential for below ground archaeological deposits to survive within the HUCA. There is also the potential for the historic buildings to retain architectural elements which could inform their origins and function. Where development may result in the loss of these heritage assets (whether wholly or in part) archaeological evaluation and/or mitigation may be required to record and advance the understanding of their significance; this is supported in para. 128 of NPPF³²⁶.
- ◆ Any appropriate development within this HUCA should look to improve the historic character and sense of place within the nearby public realm. Where this concerns work within a Conservation Area this may be achieved through consultation with the East Staffordshire Planning Department. Outside of designated Conservation Areas the SCC Historic Environment Team should be consulted. Reference should also be made to the joint English Heritage and Department of Transport volume entitled 'Streets for All: West Midlands' and where appropriate to the SCC 'Conservation in the Highways' document³²⁷.

4.14 HUCA 14 – Between Mill Lane and Heron Street³³⁹



4.14.1 Statement of heritage significance and built character

The character area is dominated by the HCT 'suburban redevelopment or infill' (map 24) which comprises domestic dwellings exhibiting a mix of scale and form. However, the overall regular street pattern, dating to the mid 19th century survives. Queen Street has been truncated by the 20th century redevelopment (plate 19).

The initial development of this character area occurred along the regular street pattern during the mid 19th century with the construction of small terraced houses. A foundry had been constructed in Heron's Nest Street by the early 20th century and earlier 19th century industrial sites may also have been present within the HUCA (plate 19).

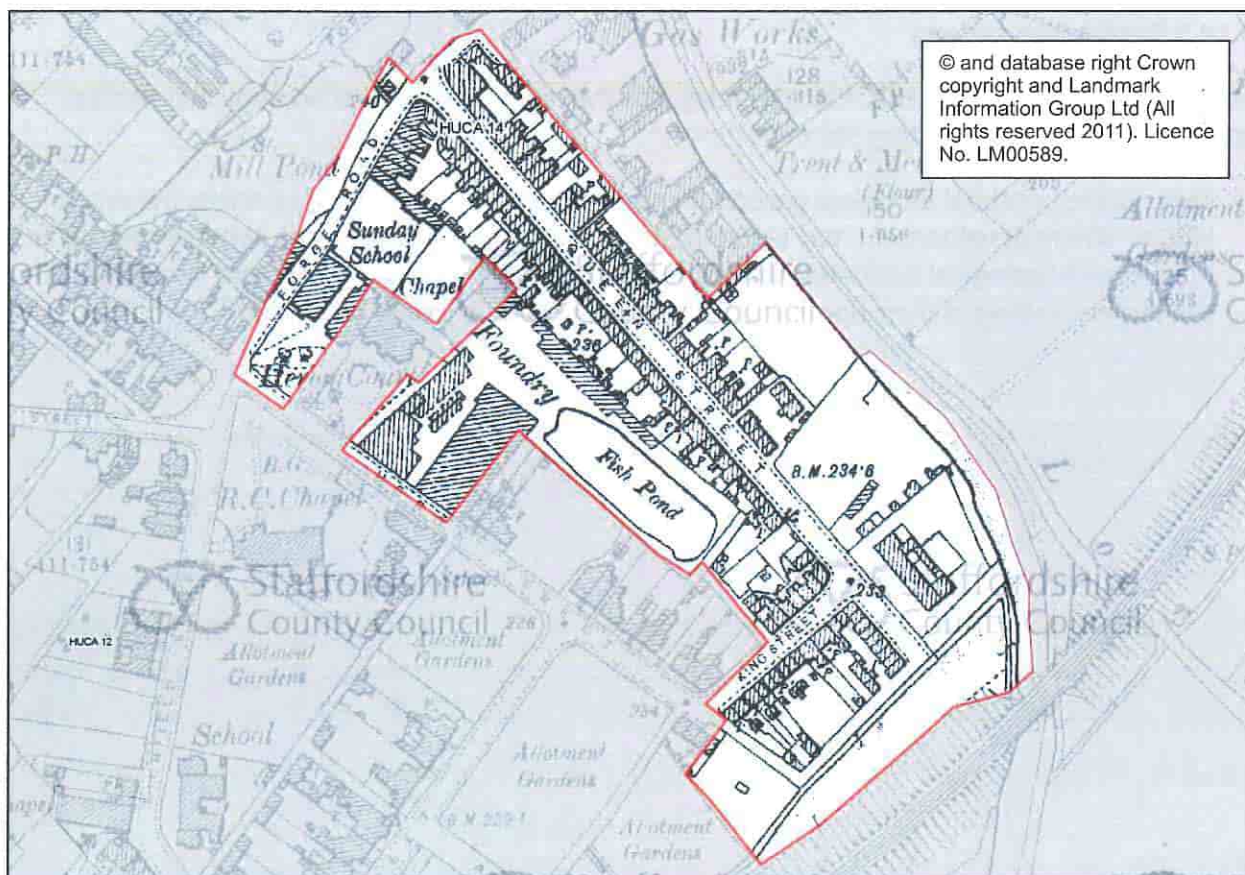


Plate 19: Second edition 25" OS map (1884)

4.14.2 Heritage values

<p>Evidential value: There is the potential for below ground archaeological deposits to survive relating to industrial activity dating from the late 19th century. However, the intensive re-development within the character area may have reduced their potential to survive across much of the HUCA.</p>	Medium
<p>Historical value: The vestigial of the historic street pattern is the only legible heritage asset surviving within the character area and this has been impacted by the 20th century redevelopment.</p>	Low
<p>Aesthetic value: There are elements of planning in the surviving portion of Queen's Street although its truncation and redevelopment has compromised its legibility and consequently its contribution to the historic aesthetics of the townscape.</p>	Low
<p>Communal value: The character area has few legible heritage assets.</p>	Low

4.14.3 Recommendations

The historic interest of the HUCA largely relates to the below ground archaeological potential and the legibility of the history street pattern.

- ◆ There is the potential for below ground archaeological deposits to survive across the entire HUCA. Where development may result in the loss of these heritage assets (whether wholly or in part) archaeological evaluation and/or mitigation may be required to record and advance the understanding of their significance; this is supported in para. 128 of NPPF³⁴⁰.



**Talbot Street/Lichfield Street, Rugeley
Conservation Area Management Plan
Supplementary Planning Document
Draft
2018**



Introduction

This area-specific Management Plan Supplementary Planning Document (SPD) follows from the Council's generic Conservation Areas Management Plan which sets out the package of measures available to the Council to apply to all of its Conservation Areas. The area-specific Plans relate to each of the individual Conservation Areas, based on the recommendations in the individual Conservation Area Appraisals, and should be read in conjunction with the generic Plan.

Talbot Street/Lichfield Street Conservation Area

Talbot Street/Lichfield Street Conservation Area was designated in 2002 and covers one of the older, mainly residential, areas around the town centre of Rugeley. Its boundary is shown on Plan 1. Rugeley stands between Lichfield and Stafford on the south bank of the River Trent on ground rising from the valley to the forest and heath of Cannock Chase. The Rising Brook flows down from the Chase through the centre of the town. During the 19th C Rugeley developed from a busy market town to a busy industrial one and it was at this time that new streets, such as Talbot Street and Lichfield Street were built up.

The townscape of Talbot Street/Lichfield Street Conservation Area is defined by its historic development of well built houses and community buildings (historic school, churches, public houses and cinema, many no longer in their original uses) around a 'planned' street pattern. Its diverse building types and detailing include the tightly built up Horsefair frontage, two substantial brick arched railway bridges and abutments and significant tree planting including the wooded railway embankment which creates a green 'backdrop'. The Conservation Area includes Rugeley's Catholic Church and buildings constructed by people with connections to the Church, such as Heron Court. Much of the Conservation Area appears to date from the 19th and early 20th C and its main use today is residential.

Issues identified in the Talbot Street/Lichfield Street Conservation Area Appraisal (draft update)

An Appraisal for Talbot Street/Lichfield Street was adopted at Cabinet in 2005, however a draft updated Appraisal has now been prepared and is being reported to Cabinet in conjunction with this Draft Management Plan to authorise public consultation on both. It defines the special architectural and historic interest of the Conservation Area and identifies its negative features. These are illustrated on the Townscape Plans 4 and 5. It makes recommendations for future management and enhancement opportunities arising from this assessment, aiming to reinforce and positive features and eliminate the negative to ensure the continued quality of its special interest over time. The Management Plan takes these recommendations forward through a Delivery Plan.

Summary of its Special Interest

- **Its historic development of well built houses** with buildings and groups of individual interest
- **Its historic community buildings** – schools, churches, public house and cinema
- **Its ‘planned’ street pattern** forming a grid with parallel back lanes
- **Its townscape of diverse building types** and detailing
- **Its tightly built up ‘urban’ frontage to Horsefair**
- **Its substantial brick arched railway bridges** and abutments on Horsefair and Arch Street



Main Issues

1. **The retention and enhancement of buildings and characteristic features** making a positive contribution to the Conservation Area, including architectural detailing which is vulnerable to decay and modern replacement (e.g. timber sash windows, timber doors, historic brick walls and boundary treatment, significant trees)
2. **The treatment of new development** and new additions to existing buildings within and affecting the setting of the Conservation Area, including building lines, design, materials, hard and soft landscaping, views of landmarks, uses and densities.
3. **The potential for enhancement** of the Conservation Area into the future to ensure it remains an attractive place. Conservation of some of the community/larger buildings to alternative uses poses specific issues in meeting modern requirements whilst retaining essential features of character and appearance such as window design etc. Changes will need to be balanced against the positive impacts of bringing vacant buildings back into use, albeit with alterations to appearance.

Delivery Plan/Targets/Resources

A package of measures as set out in the Council's generic Conservation Areas Management Plan is available to deal with the above issues in a way beneficial to the Conservation Area. Their effective use is dependant not only on the Council but on a partnership approach, including the commitment of developers, development professionals and the local community. This area-specific Management Plan seeks to stimulate debate on how the issues might be addressed.

1. The retention and enhancement of buildings, boundaries and characteristic features

The Council will encourage the retention, repair and maintenance of the following characteristic features on all buildings making a positive contribution to the Conservation Area including the unlisted buildings of particular interest:

- timber windows and doors to traditional design and details
- predominance to brick buildings
- blue slate and small red and blue clay roof tiles
- pitched, gabled and hipped roofs, mostly facing the street
- decorative window heads and cills and quoin detailing
- some polychromatic (multi coloured) brickwork detail
- cast iron or cast metal rainwater pipes and gutters
- brick boundary walls, some high and enclosing private gardens, with blue brick cappings
- mature garden hedges and tree specimens
- 2 storey coach houses at the rear of some properties
- some decorative barge boards
- bay windows, some 2 storey

This would strengthen the historic character and quality of the wider townscape for the benefit of this and future generations.

The Council will discourage use where possible of artificial materials and non traditional designs which are bland and lacking in the rich textures and colours of natural materials, the painting and rendering of brick buildings, the obtrusive siting of unsympathetic modern additions, the opening up of front gardens and the wider use of dormer windows and roof lights in roof slopes. It is acknowledged that owners wish to adapt their historic properties to meet modern need and expectations, but with care this can be done with respect for heritage.

For example, UPVC windows can be designed to reflect the design of traditional timber windows and set back within the reveal in a traditional way; front and rear boundary walls can usually be at least partly retained and repaired to reflect the traditional position and sense of containment whilst still accommodating some parking.

Safeguarding characteristic features will require an acceptance by property owners of their intrinsic value and a commitment to invest in their property to maintain its historic value. Historic features can be slowly lost through decay and

under investment as well as more rapidly through modernisation and unsympathetic over-investment.

For example, care and maintenance of brick garden walls using mortar to match (usually lime based) with careful pointing and reinstatement of capping materials where missing can extend the life of the wall many years into the future, enhancing the setting of the building and the entire street scene.

The Council will consider the preparation of design guidance on specific issues and offer other advice on request or via its website which can be sought prior to carrying out work.

For example, regular painting of traditional timber windows in an appropriate colour helps protect from the weather and provides a far superior result to UPVC replacement in maintaining the historic value of the property and streetscene.

The Council will conduct a site survey of characteristic features with a view to progressing an Article 4 Direction to manage future damaging changes to unlisted dwellings which would result in certain minor works requiring planning permission. Although a significant number of windows and some doors in Talbot Street have already been replaced with plastic alternatives and some chimney stacks have been lost there are many remaining details still to be protected. The survey will be used to monitor change over time.

The Council will review the Conservation Area boundary from time to time to ensure it is still workable and that it encompasses as definable cohesive area with a particular character.

The Council will pursue enforcement action where unsympathetic alterations which threaten the character or appearance of the Conservation Area are carried out without the necessary planning permission to achieve a more sympathetic result.



2. The treatment of new development

The Council will require proposals for new infill development and redevelopment to adhere to well established good urban design principles for scale, form, materials, layout, density, landscaping and boundary treatment, with the use of contemporary design and materials or more traditional options as appropriate, to reinforce the existing strong frontage of buildings onto Talbot Street and surrounding streets, and the layout of the back lanes, in a well landscaped setting, reflect existing variety and detailing including colour, texture and range of materials and maintain and enhance views through the Conservation Area.

In view of the high potential for below ground archaeological deposits in the area as highlighted by the Extensive Urban Survey, **archaeological evaluation and/or mitigation may be required to record and advance understanding of their significance** in accordance with the National Planning Policy Framework (NPPF).

The existing mix of uses in the Conservation Area will be maintained with any compatible additional uses considered.

The Council will apply the same principles to any opportunity sites occupied by buildings or neutral interest within or sites affecting the setting of the Conservation Area which come forward for redevelopment.

The Council will seek developer contributions in conjunction with planning permissions in accordance with the Council's SPD 'Developer Contributions and Houses Choices SPD 2015; or via the Community Infrastructure Levy charging regime to fund public realm enhancement as appropriate in order to improve historic character and sense of place with the nearby public realm.



3. Potential for future enhancements

New tree planting in appropriate locations, particularly if former community buildings are converted to residential/other uses, as they tend to be on larger plots with space to accommodate trees and this follows the character of Victorian specimen tree planting.

Consideration of new street signing in the Conservation Area with the County Highway Authority to strengthen sense of identity.

Consideration of traffic calming/parking restrictions with the County Highway Authority to explore the least obstructive ways to regulate on street parking.

Should appropriate funding become available the option of offering a financial contribution to the repair of historic frontage walls to enhance the Conservation Area could be beneficial, based on historic evidence for these features.

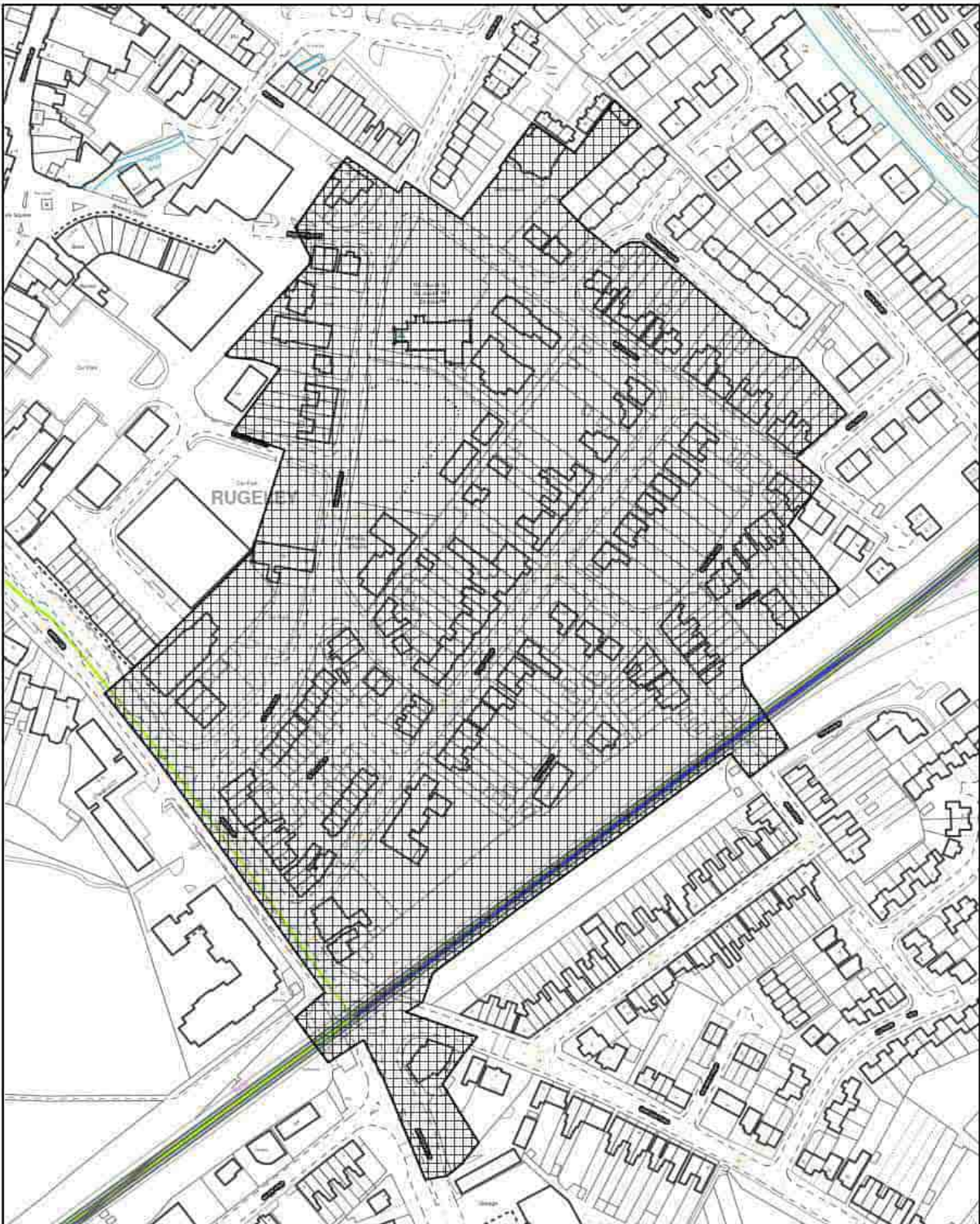
Monitoring

The Council will monitor progress towards the delivery of the above actions and the resultant impact on the character and appearance of the Conservation Area on a five year cycle. Some of the actions will be on-going, some will relate to specific actions which can be completed. The monitoring process together with developing Planning Policy will inform updating of the Appraisal and Management Plan over time.

Monitoring will involve further consultation with the community and may identify new issues and ideas for raising standards. Monitoring could also be carried out within the community, under the guidance of the Council.



Plan 1: Conservation Area Boundary



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Plan 4: Townscape Appraisal - North Section



Key	Buildings Making a Positive Contribution	Conservation Area
Buildings Making a Negative Contribution	Boundaries Making a Negative Contribution	Boundaries Making a Positive Contribution
Buildings Having a Neutral Impact	Significant Trees & Tree Groups	Visual Stop
Listed Buildings	Sky Line Feature	View
Unlisted Buildings of Particular Interest		

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Trent and Mersey Canal Conservation Area Appraisal Draft 2018



Conservation Area Appraisal Draft Update
Trent and Mersey Canal:
Cannock Chase District

1. Introduction

A Conservation Area is “an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance”. The Planning (Listed Buildings and Conservation Areas) Act 1990, places a duty on the local authority to designate Conservation Areas where appropriate. It also requires the local authority to formulate and publish proposals for the preservation or enhancement of these areas.

An Appraisal was first produced for the Trent and Mersey Canal Conservation Area through Cannock Chase District in 2012. This document updates its predecessor making use of much of the information contained therein. The updates comprise some rearrangement of layout to accord with the house style developed subsequently, updates to the planning policy context following national and local policy changes, and references reflecting recent development and changes of use in and adjacent to the Conservation Area. The changes are generally shown on bold type.

This Appraisal seeks to provide a clear definition of the special architectural or historic interest that warranted designation of the Trent and Mersey Canal as a Conservation Area through a written appraisal of its character and appearance – what matters and why.

The Appraisal is intended as a guide upon which to base the form and style of future development in the area. It is supported by adopted policy in Cannock Chase Local Plan (Part 1) 2014 CP15 seeking to protect and enhance the historic environment, policies CP12 and CP14 aiming to conserve biodiversity and landscape character and Policy CP3 seeking high standards of design.

The Trent and Mersey Canal Conservation Area was designated on 6th May 1988 by Staffordshire County Council in conjunction with the District Councils and it runs throughout Staffordshire. The section running through Cannock Chase District is marked on Plan 1. **There are nine listed buildings in the Cannock Chase part of the Conservation Area and many others of historic and visual interest. The Listed Buildings are: Brindley Bank Pumping Station and St Augustine’s Church Grade II*; the churchyard walls to St Augustine’s, the Old Chancel and its churchyard walls, cross and tombstone, the Viaduct and Canal bridge no. 64 all grade II.** Descriptions of the Listed Buildings can be found in Appendix 1 and other buildings of interest are noted within the Appraisal.

The boundaries of the Conservation Area generally follow the boundaries of the Canal and its towpath, but extend in places to include adjacent buildings and groups of historic and architectural interest which are broadly linked historically or in character with the Canal. The Canal was completed in 1777 and is of outstanding industrial archaeological importance, being the first of the major inland waterways which were to form the basis of the nation's principal transport and communications system in the late 18th and first half of the 19th Centuries.

The Conservation Area covers Brindley Bank Pumping Station in the north of the District, follows the Canal southwards extending around the Anglican Old Chancel and St Augustine's Church in their churchyards with St Augustine's Field, runs to the east of Rugeley town centre, including the former Old Mill/Canal warehouse, and on again to include the group of cottages at The Mossley and Old Brewery Cottages in the south. **The waterway continues to be well used by leisure boats and the towpath by walkers; it forms a green corridor winding through the largely built up area.**

Since the previous Appraisal new development has taken place adjacent to the Canal within its setting; this includes the Tesco store and associated public realm and access improvements (still in progress) around the Leathermill Lane Canal Bridge designed to enhance links between Tesco, Rugeley town centre and the Canal; residential development on the former Bradbury and Brown site at Brereton and near to the A51 canal bridge; and further commercial development on the Towers Business Park. Schemes have included associated planting, landscaping and public realm works designed to enhance pedestrian and cycle links across the area. The unforeseen closure of Rugeley Power Station and its imminent demolition has potential to significantly change the landscape setting and hinterland of the Conservation Area by removal of the landmark cooling towers and infrastructure, but brings with it significant potential for enhancement of pedestrian and cycle links between replacement new housing and business uses and Rugeley town centre via the Canal corridor.

Summary of Special Interest of the Trent and Mersey Canal

Conservation Area:

- Its long history as an inland waterway still evident in its winding linear layout following the contour with associated buildings and structures
- Its diverse building types and buildings/groups of individual interest
- Its predominantly quiet 'green' character with 'nodes' of activity at crossing/access points
- Its extensive tree cover with significant specimens and groups

The survey work for this Appraisal update was carried out in 2018.



PLAN 1: TRENT AND MERSEY CANAL ROUTE THROUGH STAFFORDSHIRE



2. Planning Policy Context¹

Government policy recognises the importance of effective protection for all aspects of the historic environment through legislation and policy guidance. The Planning (Listed Buildings and Conservation Areas) Act 1990 provides specific protection for buildings and areas of special architectural or historic interest. The National Planning Policy Framework 2018 (NPPF) provides a full statement of Government policy on the historic environment, **including the recognition of significance of a variety of heritage assets, and is supported by the Planning Practice Guidance.**

The Government is responsible for compiling a List of buildings of special architectural or historic interest of national significance. There are three grades of listed buildings to give an indication of relative importance, Grade I, II* and II; 94% of listed buildings are Grade II.

The Local Authority is responsible for designation of conservation areas where appropriate, and for formulating and publishing proposals for the preservation or enhancement of these areas. A conservation area is “an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance”. The effect of designation is broadly to bring demolition of buildings and work to trees under planning control and to restrict ‘permitted development’ rights which permit certain works to take place.

Staffordshire County Council (SCC), supported by Historic England, has undertaken an Extensive Urban Survey of Rugeley in 2012 as one of a series of 23 medieval Staffordshire towns. Their report, which forms part of the evidence base for this document, aims to characterise the historic development of the town through reference to historic sources, cartographic material and archaeological evidence. The town is subdivided into Historic Urban Character Areas (HUCA’s) with a statement of archaeological, historic, aesthetic and communal value for each one, supported by more detailed descriptions and mapping. The central part of the Trent and Mersey Canal Conservation Area bounds or falls partly within HUCA’s 4, 5, 14, 15, 16 and 17. These extracts are contained in Appendix 2. Developers are advised to consult this document and the SCC Historic Environment team at an early stage when considering schemes within/adjacent to the Conservation Area.

Cannock Chase Local Plan (Part 1) was adopted in 2014 and contains local planning policy including CP15 seeking to safeguard all aspects of the District’s historic environment. Policies CP12 and CP14 seek to enhance biodiversity and landscape character. Policy CP3 seeks high standards of design of buildings and spaces, conservation and enhancement of the local historic environment as a stimulus to high quality design, and successful

¹ Planning policy context correct at date of adoption of this document but may be superseded by policy updates over time.

integration with trees, hedges and landscape features to green the built environment. The Local Plan includes the Rugeley Town Centre Area Action Plan which sets out a development framework for Rugeley town centre area including urban design principles, guidance for opportunity sites including RTC8 which has now been partly developed as the Tesco store and Public Realm Enhancement and Transport policies relevant to the Canal. A key strand of the Area Action Plan is the reinvigoration of the Trent and Mersey Canal corridor as a leisure destination alongside the regeneration of the town centre. A Design Supplementary Planning Document adopted 2016 supports Policy CP3.

This Appraisal defines the special architectural and historic interest of the Conservation Area and opportunities for its preservation and enhancement from which the Management Plan follows. It therefore contributes to fulfilling the Council's statutory duty in respect of conservation areas and supports delivery of Local Plan policy in respect of heritage assets. Once adopted it will have the status of a material planning consideration of considerable weight providing a basis for development management decisions².

3. Development History

The Trent and Mersey Canal was built as a cross-country canal through the North Midlands and completed in 1777. It was engineered by James Brindley as part of his 'Grand Cross' plan to connect the principal rivers of England by linking the rivers Thames, Severn, Mersey and Humber by inland waterways. It runs for 93 miles from the Trent Navigation at Shardlow to the Bridgewater Canal at Preston Brook, and was also known as the Grand Trunk Canal. It makes connections with the Coventry Canal, Staffordshire & Worcestershire Canal, the Shropshire Union Canal's Middlewich Branch, the Weaver Navigation, the Caldon, and the Hall Green Branch, which connects to the Macclesfield Canal.

The canal cost £300,000 to build but saved money and benefited the local economy as trips costed over two thirds less by canal at that time compared to transport by road. Staffordshire had no navigable rivers to use as an alternative means of transport, so the Canal was important in the transportation of goods such as coal and pottery, enabling smoother and quicker transport than the alternative rough roads. In Rugeley the coal mines were connected to the Canal by tramways linked to wharves, and the Canal raised the profile of the town and increased its prosperity.

By the 1860's the canal trade started to decline due to competition from the North Staffordshire Railway Company for commercial traffic, being a cheaper and quicker means of transport. By the 1860's the Canal had lost much of its business, and over the next hundred years there was a steady decline in commercial traffic. In 1948 the Canal was nationalised and since 1963 has been

² Historic England Advice Note 1 'Conservation Area Designation, Appraisal and Management' 2016

under the control of British Waterways, a public body which exists to maintain and develop the Canal and the inland waterway network to fulfil its economic, social and environmental potential. Today it is leisure traffic that helps to maintain the Canal as a functioning transport link, together with residential boats. The Canal corridor is a valuable asset for walking, cycling and angling.

North section: Brindley Bank Pumping Station/River Trent Aqueduct to Station Road (B5013) bridge shown on Plan 2: The Canal enters the District and takes a sharp bend after the Aqueduct over the River Trent. Brindley Bank Aqueduct (in Lichfield District), a four-arched structure, was built by James Brindley and whilst the Canal follows the land contours as far as possible this crossing was made at 90 degrees to the River because the technology to build skew arches had not then been developed. The Canal then makes a 90 degree bend at the foot of Brindley Bank to resume the contour. The nearby Brindley Bank Pumping Station was built by the South Staffordshire Water Works Company in 1907 (Fig. 1). This Edwardian pumping station is a grade II* Listed building containing a 105' long steam pumping engine and has most recently been used as the South Staffordshire Water Museum. It is an imposing and substantial red brick building with terracotta dressings and a slate roof, built in 'Tudorbethan Revival' style (a style of architecture reviving Elizabethan, Jacobean and Tudor elements). It stands within an informal landscaped setting adjacent to the former Waterworks Cottage. The Pumping Station was converted to electric pumps in 1969 when the boiler plant to the rear was removed and the chimney was demolished.



Fig. 1 Brindley Bank Pumping Station



Fig. 2 Old Chancel

Originally built in a rural location the site now stands on the north-west edge of the built-up area of Rugeley, though the open space within the site preserves a degree of its former open setting. A disused wharf which used to be connected to the Pumping Station by a tramway lies at the bottom of the slope below the building and now forms a wide bend in the Canal, full of reeds. The Canal provided easy access to supplies of coal. Other wharves existed at intervals along the Canal and by the mid-19th Century there were twelve wharves along

the Rugeley section. Historic maps indicate the existence of cranes in some places, such as here at Brindley Bank, giving a flavour of the former busy industrial nature of the Canal corridor which is perhaps hard to imagine today. The 'Bloody Steps' that run down from the Pumping Station to the Canal towpath at Brindley Bank were connected with the murder of Christina Collins in 1839. She had set out by canal boat to travel from Liverpool to London, but near Rugeley she was attacked and drowned. It is said that as her body was pulled from the water her blood ran down the flight of steps and the spot is still rumoured to be haunted to this day. Two boatmen were convicted of her murder and hanged at Stafford, and her body was buried in the graveyard at St Augustine's Church.

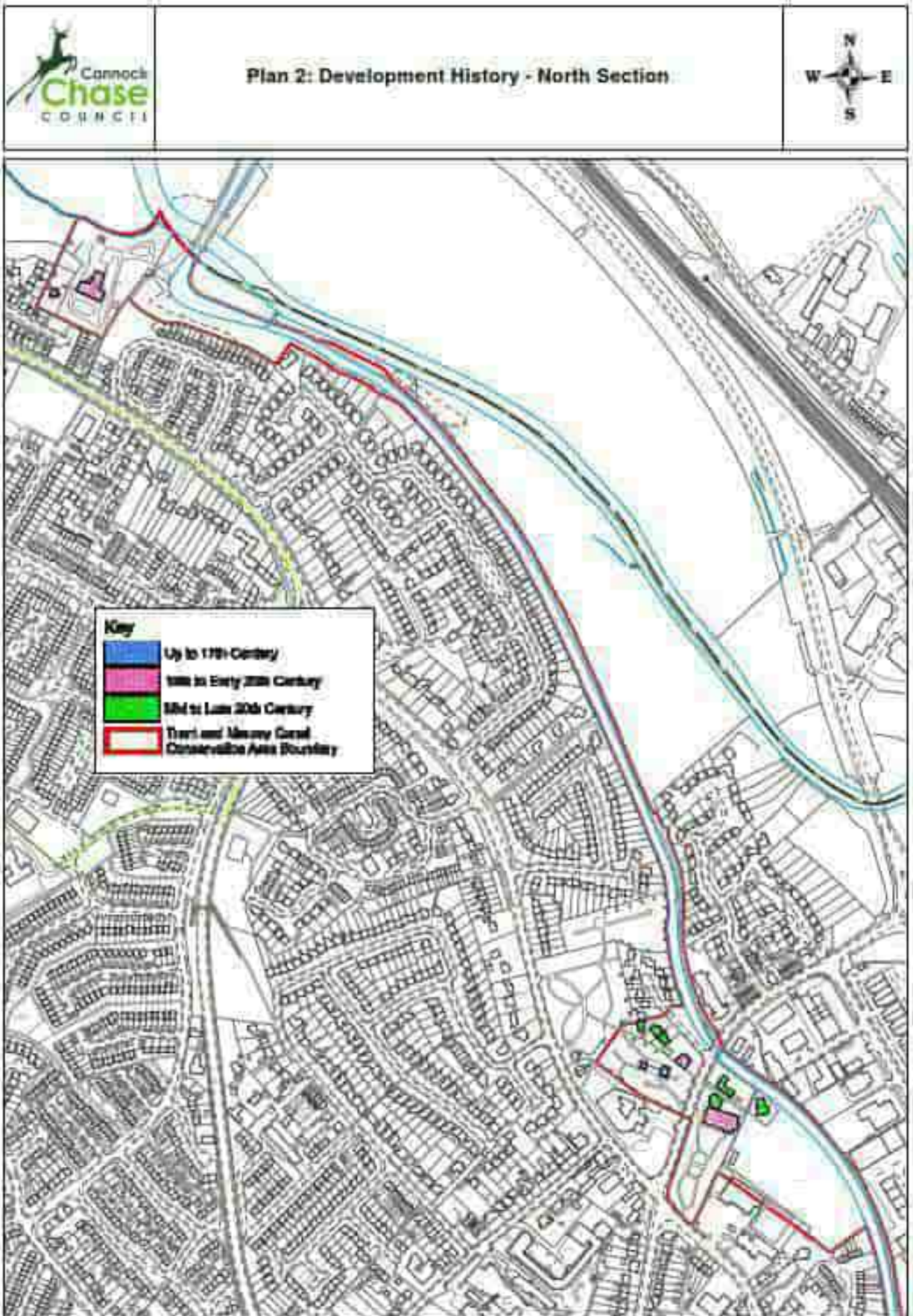
Milepost 34 at Brindley Bank is a 1984 replacement for an original post. The Trent and Mersey Canal Society have reinstalled many lost mileposts. The original 1819 cast iron mileposts were made in Stone and assisted in the collection of tolls.

A group of old buildings, including a canal-side cottage with a datestone of 1841, stand north of the churchyard on the west bank of the Canal. This group originally formed part of the Churchdale House Estate, and there is believed to have been a cobbled yard and wharf for the use of the Estate. These are outside but adjoin the Conservation Area.

The remains of the old Church of St Augustine (the 'Old Chancel') are grade II Listed and sit in an enlarged graveyard that abuts the Canal (Fig. 2). The Early English tower is intact, and the Norman and Early English north aisle arcade connects with the chancel and north chapel, which contain memorials to the Weston family. First mention of a church in Rugeley was in 1189. It was extended and then replaced with a new church on the opposite side of the road in 1822, due to the state of the much altered old one which had become too small for the growing town. The Old Chancel is at the northern extremity of the town centre, close to the site of former historic buildings such as Rugeley Grammar School dating from 1567 and the medieval tithe barn which stood until 1649. The remains of the Church stand in the green setting of the churchyard amongst some fine mature and young trees. Within the churchyard stand two further Listed structures: the stone table tomb of sisters Elizabeth Cuting and Emma Hollinhurst dating from 1696, the slab carved in semi-relief with two effigies depicted in linen shrouds; also a churchyard cross dating from the late 14th Century comprising the lower part of a plain stone shaft set on a square base and step, and known as a 'weeping cross', with a kneeling place for penitents hollowed out at one corner of the base.

Between the Church and the Canal stands Church Croft, an elegant Georgian house, thought to have been built in 1800. Its grounds have since been developed with modern housing. The house was the residence of the Palmer family and birthplace of Dr William Palmer, the 'Rugeley Poisoner'.

On Station Road are several Cannock Chase Heritage Trail information boards with further historic information about the Churches and Canal.



Central section: Station Road (B5013) bridge to Love Lane railway viaduct shown on Plan 3:

Rugeley's current Parish Church of St Augustine of Canterbury, built 1822-23 with 1904 additions in a Perpendicular Gothic style, is a grade II* Listed building that replaced the medieval Parish Church on the opposite side of Station Road (named as Colton Road in the original List description). It is built in ashlar masonry (blocks of dressed, cut, squared and finished stone) with slate roofs. The church stands in a green churchyard bounded by low stone walls and contains some fine mature and young trees. In the churchyard are the graves of Christina Collins and John P. Cook, one of the victims of the 'Rugeley Poisoner'. Its tower dominates the surroundings. Behind the Church is St Augustine's Field, a community owned playing field and open space run by a local charity, which creates an important open green area between the Canal and the town centre and contributes to the setting of the listed Church.

Milepost 33 is a 1984 replacement for an original post.

The old house and converted Canal warehouses near Leathermill Lane bridge have been sensitively restored. The residential accommodation and traditional red brick Canal bridge form an attractive gateway to the town centre from the Canal. The bridge is one of three similar which cross the Canal in the District, all narrow hump-backed examples with a single low semi-circular arch (see Bridges section).

The derelict Old Mill/canal warehouse built in 1863, shown in Fig. 3, is a prominent 3 storey building that is currently disused and in need of repair. It is named on the 1887 OS map as Trent and Mersey Mill, and the gable fronting the Canal still has a date plaque and the remains of the steam powered lifting gear connected with its use as a corn mill. It is considered to be a locally important canal building which could satisfactorily be given a new use. An ancillary cottage stands beside it, helping to enclose the yard.

The substantial grade II listed railway Viaduct which crosses the Canal was built in the mid-19th Century. The single span structure is made of rough stone with a brick lined semi-circular arch, dramatically skewed. It has rusticated stone voussoirs (wedge-shaped blocks forming the arch) and a rolled stone cornice (top moulding). The railway was constructed to carry Cannock's coal to the Trent Valley and connected Rugeley with Walsall, Wolverhampton and Birmingham. A branch line served Leahall Colliery (now the site of The Towers Business Park) and the concrete bridge, built in the 1950's, but now truncated, still crosses the Canal south of the Viaduct.

South section: Love Lane railway viaduct to Lea Hall Road (A51) shown on Plan 4:

Standing beyond the Conservation Area boundary the Power Station currently dominates the skyline and can be seen along the whole length of the Canal (Fig. 4). The Power Station shared a site with Lea Hall Colliery which supplied its coal via a conveyor. Rugeley 'A' Power Station was closed in 1995 and is being redeveloped, Rugeley 'B' opened in 1972 and was closed in 2016. It

was a coal-fired power station, commissioned in the 1960's, and its output was enough to meet the needs of half a million homes. It was a major town employer with its four massive cooling towers. Lea Hall Colliery was the first colliery planned and sunk by the National Coal Board. In 1954 two shafts were begun and sunk to a depth of 396 metres through eleven seams of Cannock Chase coal. The Colliery first produced coal in 1960 and closed in 1990. Its site, along a significant length of the Canal, is being redeveloped as The Towers Business Park.



Fig. 3 Canal elevation of Old Mill, Mill Lane. Fig.4 View of cooling towers

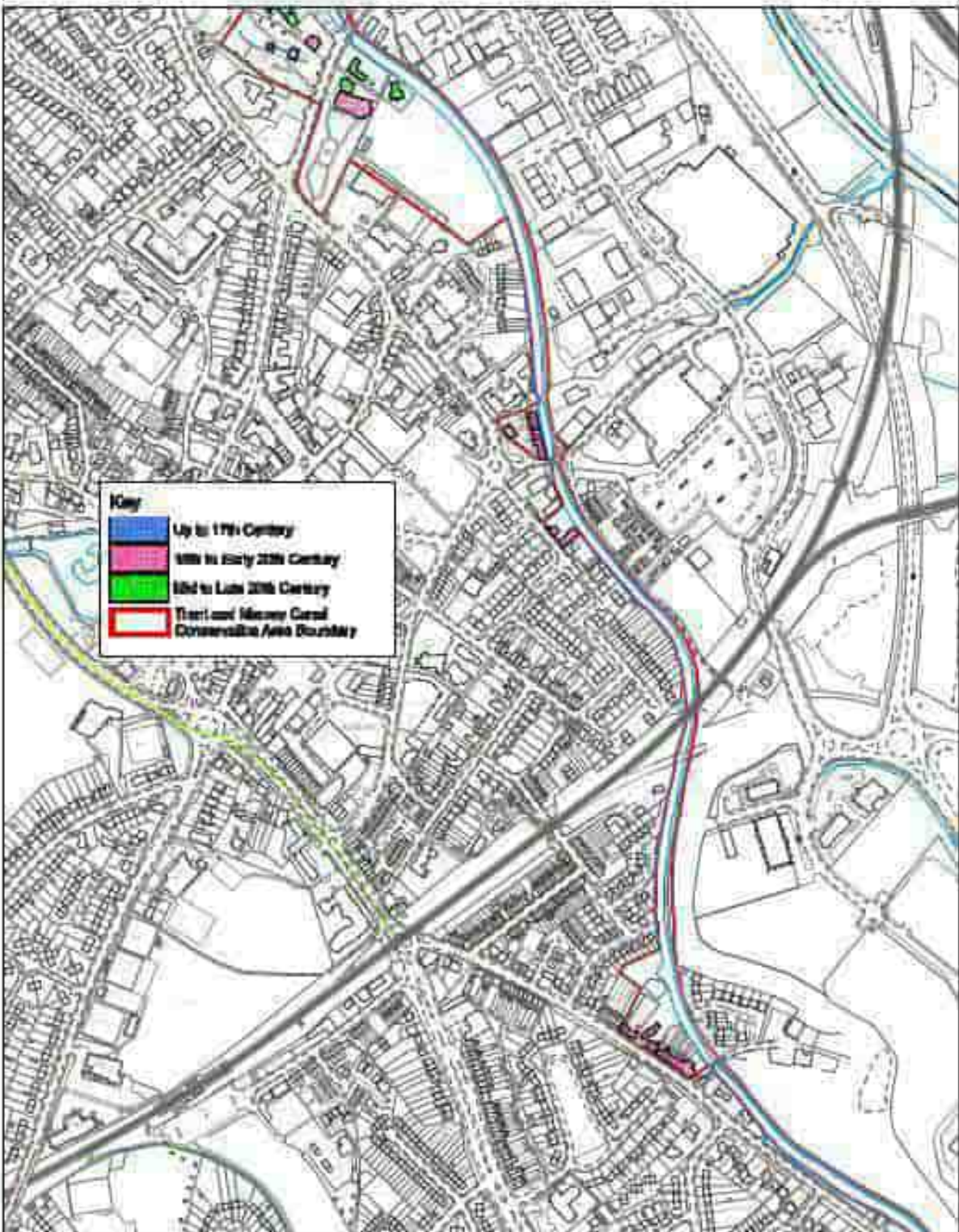


Fig.5 Mossley Tavern and Cottages

The Mossley Wharf was once a large transit point between horse-drawn wagons and the mines. The Mossley Tavern and workers cottages extend between Armitage Road and the Canal and were built following the introduction of the wharf, the buildings are typical of the design and construction used in the District in the 19th Century, shown in Fig. 5. Numbers 67-71 Armitage Road existed by 1840, and were angled at the entrance to the coal wharf, possibly as a check office and home of a wharf supervisor. The adjacent cottages have a date stone reading 'Mossley Place 1850', and The Mossley Tavern, now much altered, probably dates from about that time. These buildings face Armitage Road and back onto the Canal, adjacent to the second red brick canal bridge, Bridge 65. This is a little altered hump-backed bridge of the late 1760's. Once it led to

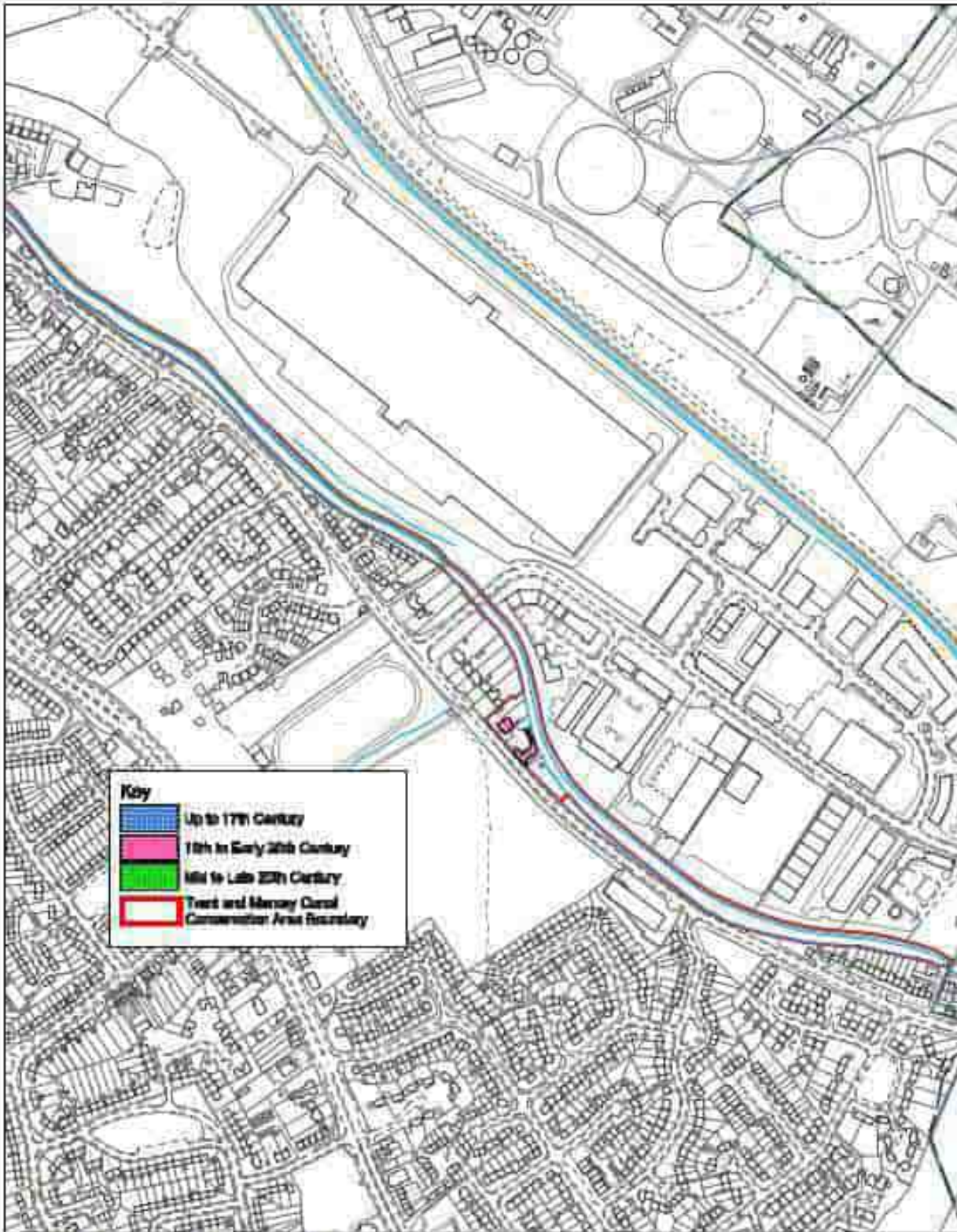


Plan 3: Development History - Central Section



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	Plan 4: Development History - South Section	
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farmland, but groups of cottages were built on both sides of the bridge when a horse drawn tramway began bringing coal from Brereton Hayes Colliery to The Mossley Wharf in the 1820's. The earliest cottages built over the bridge have now been replaced with modern houses. Behind the cottages at the Mossley is the former coal wharf, lately dredged out and reinstated as a 'winding hole' where boats can be turned, shown in Fig 6. Despite having been subject to a certain amount of cosmetic alteration, the buildings at The Mossley together retain strong group value. The Mossley Tavern is the only canal-side public house in the District.

Bridge number 64 is the third traditional late 18th Century red brick canal accommodation bridge and is a Listed building but currently disused, being inaccessible and overgrown. It is another hump-backed bridge with stone copings (cap stones) and corner piers, and once led to Leafields Cottages and farmland until made redundant by the building of Leahall Colliery in the 1950's (it was accessible from Armitage Road until the 1980's).



Fig. 6 The former Mossley Wharf



Fig. 7 Milepost 32

Tramways such as the 'Ginnie Wagons' ran from Brereton Levels down through Brereton village across Main Road by 1808, linking to the canal basin (later called the Talbot Basin – the Earls Talbot family controlled the Brereton Collieries) - which seems to have been dug c.1810. At the end of the 19th Century a tunnel was built under Main Road in the village which enabled the steam powered rope haulage system to be extended to the Basin. The tunnel has been used as a pedestrian underpass and was filled in during 2003. The old basin (now an area of open space and trees on the south side of Armitage Road by the junction of Thompson Road) has been dry since the removal in the 1920's of a hump-backed bridge on Armitage Road which linked it to the Canal. It is currently outside the Conservation Area however is recommended for inclusion in it with a boundary extension (see Part 7 of this Draft Appraisal update). This once busy site, where barges were loaded with coal brought by the 'Ginnie Wagons' from the Brereton pits between c. 1811 and 1924, first by horses but latterly by gravity on a single wire rope attached to a steam driven winch at the Brereton Levels.

Milepost 32 is a 1983 replacement for an original post and is shown in Fig. 7.

The Old Brewery Cottages on Armitage Road adjacent to the Canal form a mainly intact example of early 19th century housing provided by an employer for his workers as an integral part of a small industrial enterprise. A map of 1820 appears to show the site in use as an iron foundry, including the land occupied by 143, 145 and 147 Armitage Road, however by 1834/5 the premises had become a brewery. The siting may have benefited from the transport links provided by the Canal. The cottages today remain much as built in the early 19th Century despite some modernization of themselves and their surroundings.

On the opposite side of Armitage Road at the junction of Thompson Road is a small area of woodland which occupies the site of the former Talbot canal basin. This is noted in Brereton and Ravenhill Parish Plan 2006 Appendix 1 'List of buildings etc of particular value to the local community' as 'the dried up basin...is what remains of a once busy site where barges were loaded with coal brought by 'ginnie wagons' on a narrow gauge railway from the Brereton pits between 1811 and 1924, first by horses but latterly lowered some three quarters of a mile across fields and under Main Road Brereton by St Michael's Church by gravity on a single wire rope attached to a steam driven winch at the Brereton levels. The old basin has been dry since the removal in the late 1920's of a hump backed bridge on the Armitage Road that crossed its link to the canal.' The land is currently in use as public open space within the ownership of Cannock Chase Council.

The Canal leaves the District just before the modern road bridge carrying the A51 Rugeley By-pass.

The County's Historic Environment Record indicates areas of potential importance in increasing knowledge of the history of the town. Archaeology may exist anywhere within the boundaries of historic towns and has the potential to help understand origins, development and growth, therefore any development proposals involving the disturbance of ground within the Conservation Area may need to be accompanied by an archaeological assessment as part of a Heritage Statement to accompany the planning application.

4. Townscape Character Appraisal

Location and Landscape Setting

The Trent and Mersey Canal runs for a distance of just over 2 miles (3.6 km) through Cannock Chase District along the contour of the south bank of the River Trent, on ground gently rising from the valley to the forest and heath of Cannock Chase to the west. The Cannock Chase Area of Outstanding Natural Beauty was designated in 1958 and covers an area of approximately 6,900 hectares. Its primary purpose is to conserve and enhance the natural beauty of the area, and this higher ground forms a green setting to the historic market town of Rugeley.

The town lies roughly halfway between the County town of Stafford and the cathedral city of Lichfield, and the Canal runs along the eastern edge of the town. Beyond the Canal to the east currently stands Rugeley Power Station with its landmark cooling towers, soon to be demolished, and further east along the Trent Valley run the River Trent and West Coast mainline railway. Waterways and routeways follow the contours between the Chase and the River, features which have determined the historic layout of the area.

Spatial analysis

The Canal Conservation Area comprises a predominantly linear landscape feature with little variation in topography as it passes through the District. The width of the Canal and its towpath is fairly uniform throughout. The Canal is crossed by seven substantial bridges, both road and rail, all but two still in use. Access to the Canal for pedestrians and cyclists is available beside all the working road bridges.

North section: As the Canal enters the District from the north after flowing across the Aqueduct over the River Trent it makes a 90 degree bend in front of an area of higher ground, Brindley Bank, which rises five or six metres above the Canal. From there southwards the land on both frontages becomes generally level and the Canal curves gently as it meanders through the District without the need for locks. The northern section of the Canal is abutted by residential gardens all along the west bank with open country on the east side, then gardens about the east side too. It has a spacious, semi-rural/suburban setting and a sense of containment is mainly provided by mature trees along the boundaries.

Central section: The central section running past Rugeley town centre as far as Leathermill Lane is bounded either by gardens or the green space of St Augustine's Field to the west and modern industrial units on Power Station Road to the east, then residential and commercial properties on both sides near the town centre. This section has a more urbanised setting, though still with significant tree groups in places, and fencing and large buildings closely about the Canal boundary. Love Lane runs south from Leathermill Lane beside the Canal on a bank about two metres higher which helps to contain the waterway at this point. The Canal turns beneath the substantial Viaduct and modern bridge, after which views open up again.

South section: The southern section after the railway Viaduct is bounded by residential gardens and part of Armitage Road to the west and the developing Towers Business Park, with a small residential frontage development near the Mossley, to the east. Ground levels here are mostly at Canal level apart from tree-planted banking within the Towers site, and again the waterway has a more open, semi-rural/suburban feel with tree cover dominant.

Within the Conservation Area boundaries the pumping station and churches stand as significant buildings within their own large green spaces, partly screened in views from the Canal by mature trees. The substantial three storey

Old Mill in the central section which stands on the Canal bank together with its adjacent cottage, is prominent in views at this point, as is the imposing structure of the Viaduct.

Character Analysis

Townscape is the feature which distinguishes the special interest of a Conservation Area from the merits of individual buildings within it, including the inter-relationship between buildings and spaces. It derives from appearance, history and historical association, and its nature and quality may vary within the area. Examples are noted to illustrate features and are not intended to be comprehensive.

The Canal Conservation Area is defined by its well planted appearance, with buildings standing in a mature landscape. Some buildings within the Conservation Area are individually distinctive in design, form and materials, recognised by their Listed status. Those relating most closely to the construction and operation of the Canal tend to be unified by their traditional red brick construction and close proximity to the waterway.

The Pumping Station, Church and cottages retain their original uses; the Old Chancel largely stands a ruin and the Old Mill is vacant and in a dilapidated condition. The waterway itself remains in use as a transport route, today for leisure purposes rather than commercial, and is a valuable asset to the area.

North section shown on Plan 5: The northern section of the Canal is mostly rural in character. To the eastern side is the flat floodplain of the River Trent with arable fields between the River and the Canal which add to the rural feel. Some mixed woodland areas of oak, alder and ash at intervals, thinning to a hedgerow with mature and young trees, borders the east side of the Canal. The West Coast Main Line railway embankment and Rugeley Bypass (A51) can be seen in the distance. The western side of the Canal is bordered by a raised escarpment that runs through the gardens of houses that sit on the bank above the Canal. Brindley Bank Pumping Station is visible through the trees. Some good willows, sycamore and a line of pine trees stand at intervals along the waterway, together with other mixed groups of trees, however there are significant stretches at the rear of properties on Albany Drive and Old Eaton Road with little or no tree cover and where consequently the visual impact of garden decking etc is much greater and the environmental and ecological value is lower. Tree Preservation Orders cover some of these tree groups. As the Canal approaches the Station Road bridge the bank descends nearer the water level. Further significant trees stand in the churchyard around the Old Chancel, including cedar, yew and oak, and in the garden of Church Croft.

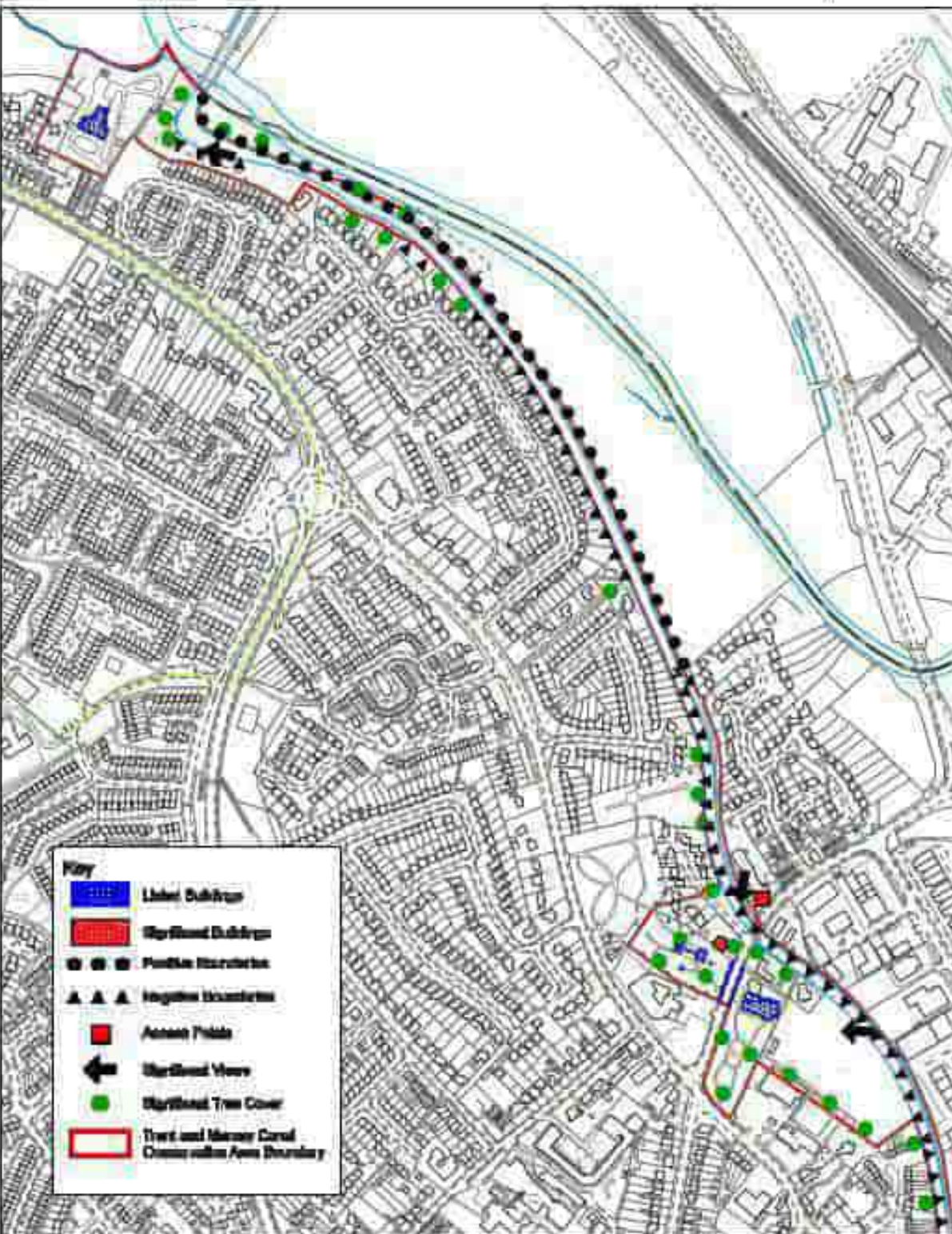
Central section shown on Plan 6: The central section of the Canal is more built up and runs past Rugeley town centre. The eastern edge of the Canal north of Leathermill Lane is bordered by industrial premises separated from the Canal by a mixed hedge, sparse and gappy in places, with some trees. A high conifer



Cannock Chase
COUNCIL

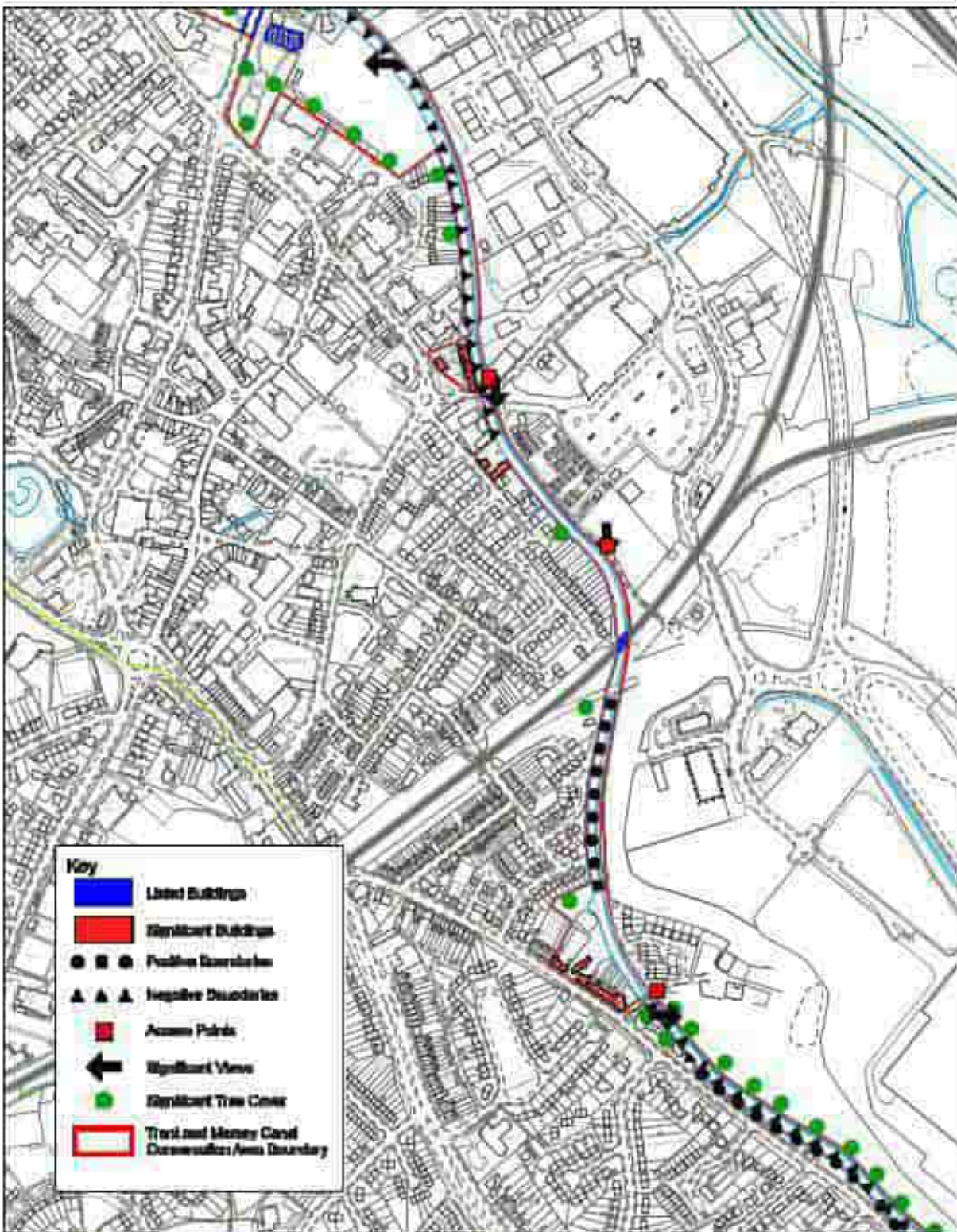
Plan 5: Townscape Appraisal - North Section





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 <p>Cannock Chase COUNCIL</p>	<p>Plan 6: Townscape Appraisal - Central Section</p>	
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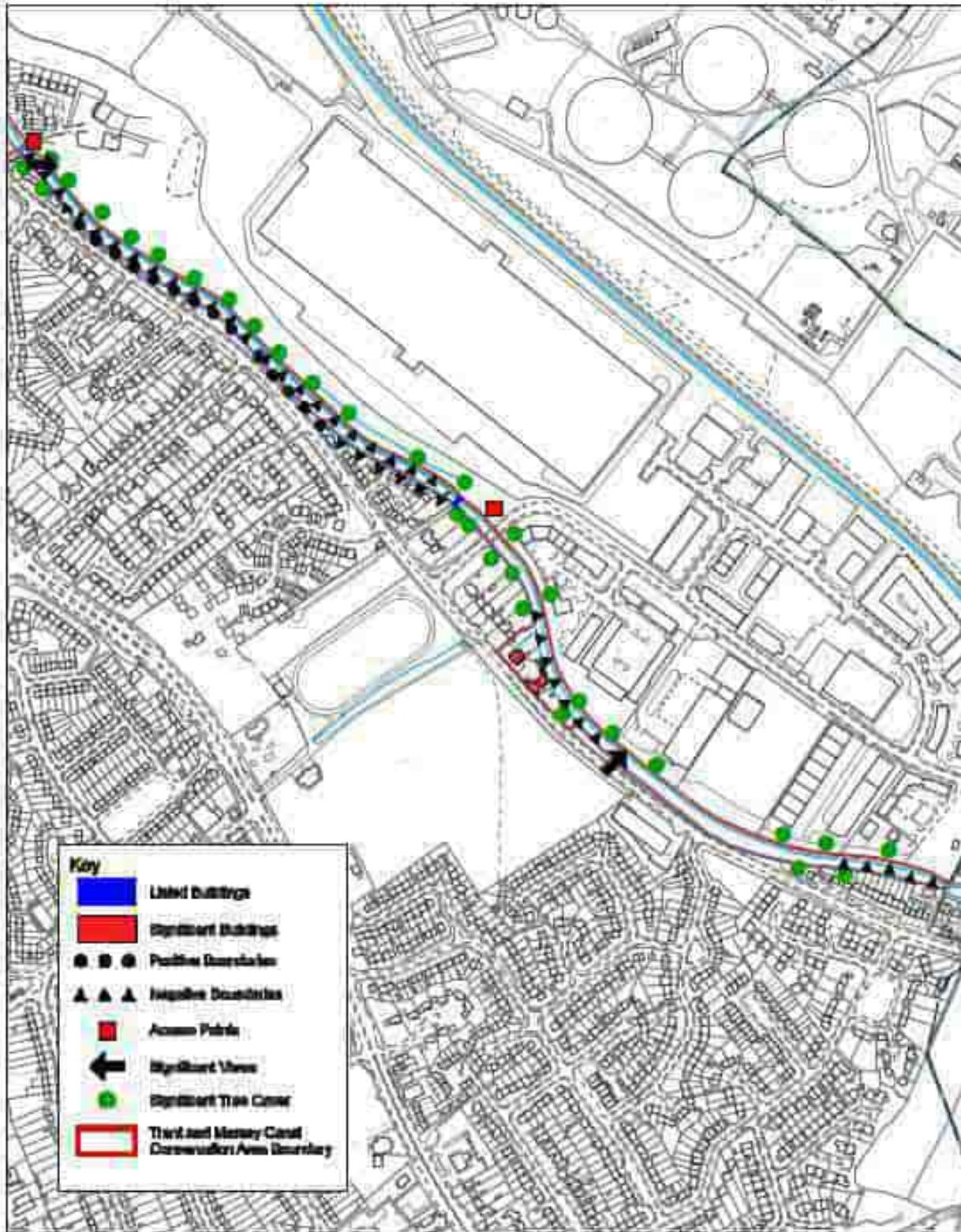
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hedge stands at the rear of Tannery Close which screens the industrial property but has an overbearing visual impact on the Conservation Area. The new Tesco store is set well back from the canal behind a paved public realm scheme leading towards and over Leathermill Lane Bridge. It stands low in the landscape and together with its signage is considered to have a neutral impact on the setting of the Conservation Area. South of Leathermill Lane is a mobile home park, several houses and a large open former industrial site. A bank topped by a hedgerow with a few gaps and Love Lane separate these properties from the Canal. The western side of the Canal, north of Leathermill Lane bridge, accommodates St Augustine's Church, St Augustine's Field and residential properties, including converted canal warehouses. Commercial premises, a derelict mill/canal warehouse and modern houses line the bank south of the bridge. A good stand of mature sycamore, lime, holly and ash trees along the Canal and a fine group of trees in the Churchyard, including plane, copper beech and yew, make a strong positive contribution to the Conservation Area. A well-shaped horse-chestnut at the rear of property in Queen Street forms a good feature of this section of the waterway. A Tree Preservation Order covers the willows at the rear of properties on Phoenix Close and trees within St Augustine's Field. Pedestrian access to the towpath is available by Leathermill Lane Bridge and Love Lane near the Viaduct.

South section shown on Plan 7: The listed railway Viaduct dominates the southern part of the Canal at this point and creates a definitive boundary line. This stretch of Canal runs through the urban area but has a more tranquil appearance due to the established vegetation along the banks. The western side of the Canal is bordered by Armitage Road from The Mossley for most of its length with areas of housing and commercial premises. On the south side of the Viaduct extensive mature tree growth on the former railway embankment creates a green interlude, and there is also a small pocket of flat land beyond the housing near The Mossley with several isolated trees including a good ash rear of houses on Armitage Road.

Hedging and a high earth embankment covered with young tree planting separates the developing Towers Business Park from the eastern side of the Canal. The embankment continued beyond The Mossley behind a significant group of very mature and massive poplar trees interspersed with cherry, ash and oak until recently, however the poplars have lately been felled for safety reasons and replacement tree planting has been carried out. There are views of the Power Station cooling towers and the Business Park development through the trees.

	<p>Plan 7: Townscape Appraisal - South Section</p>	
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Key	
	Listed Buildings
	Significant Buildings
	Positive Designations
	Negative Designations
	Access Points
	Significant Views
	Significant Tree Cover
	Third and Mowsey Canal Conservation Area Boundary

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A recent pedestrian access leads down to the towpath from Wheelhouse Road and nearby on the western side of the Canal stands a recent residential development, Woodbury Walk, on the site of a former motor garage, which has been designed in sympathy with its canalside setting. Mature tree planting has been retained and supplemented and new fencing and hedging helps screen the car parking which is located between and behind the buildings. The appearance from the Canal towpath is of traditionally designed red brick buildings in a well planted setting and overall the development contributes positively to the setting of the Conservation Area. Beyond Wheelhouse Road Bridge the Business Park development stands closely beside the Canal boundary. Behind Leahall Business Park an older high conifer screen has rather an overbearing visual impact. Boundary fencing along this stretch is mostly metal palisade fencing which has a harsh appearance however further along the Business Park buildings are screened by a planned 10metre wide landscaped buffer of young mixed native tree and shrub planting with more attractive 'weldmesh' type fencing.

Further south a significant group of mature poplars, willow, sycamore and birch trees in gardens rear of properties on Armitage Road(south of Wheelhouse Road), willows near Brewery Cottages and groups of willow, ash, birch and alder separating the Canal from Armitage Road all make their contribution. Tree Preservation Orders cover a poplar at The Mossley, limes at Wheelhouse Road, poplars rear of Leahall Business Park and an ash rear of a dwelling in Regency Court.

A new housing development on both sides of the Canal infills the remaining land astride the District boundary with Lichfield west of the A51 bridge. This resumes the domestic suburban character of other parts of the Canal after the larger scale Business Park properties and their curtilages, and is considered a neutral impact on the Conservation Area setting.

Trees and hedges: The mature trees and hedges which line the Canal corridor and soften the individual buildings create a continuous strong positive green feature, having both visual and environmental value, see Fig. 8. Conservation Area status places protection over trees within its boundary, though many of those which bound and overhang the Canal are growing on land beyond the boundary, so unless they are covered by separate Tree Preservation Orders or are growing directly on the bank are beyond the scope of its protection. Some trees and groups which make a particular contribution to amenity along the edges of the Conservation Area are covered by Tree Preservation Orders. The green Canal corridor also has an important ecological role as a wildlife route, including bat foraging area. Waterbirds and other wildlife make use of the corridor which forms a rural route through the urban area.

Trees also help to segregate the tranquillity of the Canal corridor from the surrounding activity and traffic. Views of nearby buildings and landmarks are possible between the trees, with more open views through bare deciduous trees in winter, the branch structure itself continuing to add visual variety. In some places the tree canopy joins overhead to create a green tunnel. In most places it

is more intermittent allowing outward and inward views but still softens the visual impact of the surroundings, so where it is wholly missing buildings and ancillary structures on the banks seem particularly visible and intrusive. The tree and hedge cover make the Canal a pleasant and attractive place to be, and many



Fig. 8 The green corridor in the south section. Fig. 9 Access by Leathermill Lane Bridge with poor surfacing and gradient

householders have created seating areas by the water. There is interplay of light and shade from the overhanging trees which adds to the tranquil atmosphere. Where management of existing trees requires their careful removal, perhaps due to decay or over-maturity, appropriate replacement planting will be the key to maintaining the character and appearance of the Conservation Area into the future. Some of the more important trees and tree groups, as well as the significant gaps, are highlighted in the character analysis sections.

Bridges: There are three traditional hump-backed brick bridges crossing the Canal (Fig. 10). One is Listed (Bridge 64, near Wheelhouse Road), a further one (Bridge 65, at The Mossley) is a little altered original and a third (Bridge 66, at Leathermill Lane) has been partly rebuilt. The bridge at The Mossley has been strengthened with metal supports on the south side. The Listed bridge once led to cottages and farmland east of the Canal which was developed as Leahall Colliery in the 1950's when the bridge became (and remains) redundant. Some of the bridge structures show evidence of wear on the underside from ropes pulling horse drawn barges, such as on the bridge at Leathermill Lane. There are two modern concrete road bridges (carrying Station Road and Wheelhouse Road). The railway crosses the Canal on a Listed stone arched Viaduct, and there is a disused concrete railway bridge adjacent which carried the colliery branch line. The bridges frame views along the Canal corridor, and the traditional ones create attractive reflections in the water.



Fig. 10 (upper row from left) Bridge 64, 65, 66;(lower row from left) Listed railway Viaduct and disused concrete bridge

Sound and light: Traffic noise intrudes at various locations, also the sound of passing trains in the north section where there are more open views across fields to the mainline railway and By-pass. Otherwise the soft sounds of canal boats, lapping water and birds predominate. Illumination is limited to light spill from adjacent street lighting and from a few industrial units and some garden lighting. The Canal is essentially a dark corridor, favouring wildlife such as bats.

Building materials

The most characteristic building material in the Conservation Area is the dark orange-red brick used for the canal bridges, cottages and old Mill. The churches are built of white sandstone, as is the Listed railway bridge. The brick bond used for the canal bridges and Old Mill is English bond – alternate courses of all ‘headers’ and all ‘stretchers’ on each row. This is considered to be the strongest bond because no continuous vertical joints are formed in the brickwork. It was popular where structural strength was considered important. The cottages at The Mossley are built in Flemish bond – alternate ‘headers’ and ‘stretchers’ on each course. This is a decorative bond introduced in the 17th Century for more important buildings and by the 18th Century was used increasingly for smaller buildings. Its greater economy in the use of brick (the proportion of ‘stretchers’ is greater) made this bond popular. The brickwork of most of the cottages at The Mossley and Brewery Cottages has been painted or rendered in light colours. Staffordshire is well endowed with clay suitable for brick and tile making, and local brickyards operated into the 20th Century. The modern buildings adjacent to the Canal are built in Stretcher bond, widely used today for the construction of cavity walls, where all the bricks are ‘stretchers’, except for a ‘header’ in alternate courses at the quoin.

Traditional roof coverings in the Conservation Area include red and blue clay tiles and blue slate. Such materials give a texture and liveliness not found in artificial materials and are to be valued. There were small paned cast iron window frames in some of the windows at Brewery Cottages until a recent modernisation. Some remnants of cast iron rainwater goods also remain.

The public realm

The Canal towpath is accessible to the public from various points along its length beside the road bridges. At Wheelhouse Road a new fenced and surfaced access path has been created recently in conjunction with adjacent new development on The Towers, improving accessibility at the south end of the Canal which previously was very limited. Elsewhere some of the access points would benefit from improvements to surfacing and gradient, such as the area shown in Fig. 9. A scheme is in progress currently to create this improvement largely funded by the Tesco developer contribution. The central section of towpath is generally surfaced with a 'Bredon gravel' type self-binding finish, and it varies in width. A well made section is shown in Fig. 11. In the north and south sections the path has a more natural finish appropriate to its rural character, but is inclined to be muddy. Beneath the older canal bridges there is a surface of stone setts to withstand more intensive use.



Fig. 11 Well made footpath surface and canal edging in the central section.
Fig. 12 Green 'weldmesh' type fencing along the towpath rear of The Towers BusinessPark.

Street furniture includes mileposts, benches and signage, with information boards at intervals giving brief historical and tourist information. Mostly this is focussed on the central section of Canal. There are three replica cast iron mileposts along the Canal, reinstalled by the Trent and Mersey Canal Society in the 1970's and 1980's. The original 1819 cast iron mileposts were made in Stone and assisted

in the collection of tolls. One south of The Mossley reads 'Shardlow 32 miles' and 'Preston Brook 60 miles'.

The waterway has a variety of edging along its length including stone blocks near Leathermill Lane, modern metal sheet piling in many locations and coir rolls between Leathermill Lane and The Mossley. The latter seek to provide a more natural edge whilst resisting wash from boat traffic and encourage regrowth of vegetation. In a few areas there appears to be just a natural turf edge however this is being eroded by boat wash and will soon need repair. The Canal corridor has been the subject of several improvement schemes in the past – in the north section a scheme to improve the edging and towpath, benches and tree/hedge planting took place in the early 1990's; the central section was similarly improved in the early 2000's. The southern section of the Canal remains to be considered for similar improvements, which should aim to preserve its character. In the north and south sections there appears to be less human activity than in the central section, though with regular use by walkers and anglers. Activity may increase along the southern section as new housing is developed between Brereton and Armitage.

Visitor moorings exist mainly along the central section of Canal close to Rugeley town centre, with occasional boats moored at other locations. The frequent passing of colourful canal boats brings great vitality and a sense of long tradition to the Conservation Area.

Towpath surfaces in some locations would benefit from repair or resurfacing in a similar manner to the good existing sections, with care taken in the north and south sections to preserve the rural feel. Notice boards and street furniture would benefit from an update to enhance the attraction of the area to visitors and encourage boaters to stop and visit Rugeley, in conjunction with proposed enhancement of pedestrian links to the town centre.

Boundary treatment

Along the Canal corridor much boundary treatment is good, with hedgerows or traditional railings, and also modern green 'weldmesh' type fencing to some of the industrial units which is appropriate to give a secure but attractive finish, see Fig. 12. In other places, however, fencing such as metal palisade is poor and would benefit from replacement with a more suitable secure and attractive alternative or at least planting up to provide better screening. The electricity substation at Leathermill Lane bridge would benefit from being shielded from view with fencing or hedging next to the towpath entrance to camouflage its obtrusiveness. The new housing estate access road at The Mossley has a standard metal crash barrier fronting the Canal (in the middle of the hedgerow) that looks out of place. Replacement with a hedgerow and wooden bollards would be a visual improvement, or at the very least it could be painted green.

The setting of the Conservation Area

Historically the Canal largely ran through open countryside with scattered cottages, apart from the central section close to the town where a tannery, gas works and the Trent and Mersey Mill (noted as a flour mill in 1882) stood nearby during the 19th Century. Other warehouse buildings once stood upon the banks. Southwards The Mossley formed the focus of a settlement of cottages, with some limekilns, and there was a further similar group around the wharf and basin at Lea Hall.

In a linear Conservation Area the surroundings and setting to either side have potential to make a very significant impact on its character and appearance. The presence or absence of trees and hedges, the close proximity of open countryside or urban development, the quality and condition of adjacent buildings and curtilages, including boundary treatment and an array of garden landscaping, all have an impact on the appearance of the Conservation Area.

Views out of the Canal Conservation Area are extensive in places and more limited by mature tree growth and higher ground levels in others. In particular, views of the St Augustine and Old Chancel church towers though the trees near Station Road, and the spire of Sts Joseph and Etheldreda's Church nearer the town centre add interest and a vertical dimension. The four cooling towers of Rugeley Power Station form a landmark in views, particularly from the south section of the Canal; following the recent closure of the power station their demolition is imminent. Otherwise there are attractive views along the Canal corridor as it turns between the trees, framing boats, bridges etc.

Today the northern section of Canal has a suburban or semi-rural setting, running mainly between modern residential property with gardens and open countryside. The central section has an urban setting with commercial or residential development on either side as it passes the edge of the town centre then the south section reverts to a suburban or semi-rural setting, bounded by residential property with gardens and the landscaped Towers Business Park.

5. Loss/Intrusion/Negative features

The character and appearance of a Conservation Area can easily be eroded as a result of unsympathetic alterations and development and the decay or removal of characteristic features. Modern development, though 'of its time' is not always sympathetic to character and appearance, but conversely copying 'historic' architecture may not be the best solution. Through careful design new buildings can respect, complement and enhance the architectural character of an area. Fine buildings of any type, style and age can enhance the visual environment and contribute to a sense of community.

Modern infill development, residential and commercial, occupies significant lengths of Canal frontage in some locations, and though almost all is outside the Conservation Area it has a visual impact on its setting. The more recent development has sought to better respect its canal-side location, for example, as The Towers has developed east of the south section of the Canal, buildings have

been required to present a more attractive elevation to the Canal, with a significant soft landscaping zone and restrictions on outside storage, so that generally the view from the towpath is more attractive than some other sections of the Canal, such as the rear of industrial units on Power Station Road. The recent residential development on the former Bradbury and Brown site on Armitage Road has also achieved a sympathetic result, integrated into its waterside setting with its design, tree retention and appropriate fencing and planting.

The cumulative effect of many minor alterations to older residential properties can also have a negative effect. Special architectural interest is very vulnerable to the process of modernisation, much of which is permitted without the need for any planning permission and the result can be loss of diversity and subtlety, affecting character and appearance. The recovering of roofs, removal of chimney stacks and other architectural details and the replacement of traditional timber windows in artificial materials and to non traditional designs can have a similar impact. The loss or decay of distinctive local features, such as those noted in this Appraisal, can detract from special architectural and historic interest. Remaining features often tend to be the remnants of what once existed in the area. Bearing in mind that these are the very features which helped to create the distinctive character and appearance in the first place, their vulnerability is evident. The upgrading of property does not have to be at the expense of historic fabric and character, conversely retention of appropriate detailing reinforces special interest. The Conservation Area is fortunate in retaining buildings and structures of architectural and historic significance.

Keeping historic buildings in use is the key to keeping them in a good state of repair. Restoration of the Old Mill and improvements to the boundaries of properties facing this central section of the Canal will be encouraged to improve this gateway to the town centre. Any potential for bringing the Listed bridge back into some use or making it accessible will also be considered.

The visual impact of the huge range of domestic paraphernalia in gardens abutting the Canal is quite significant from the towpath and the presence of planting can help to soften its impact on views along the Canal. Open storage in commercial yards is visible in some places, so permissions for recent commercial developments have sought to control the extent of open storage with screen fencing, planting and in some cases prohibition. There is also currently light spill into the Canal corridor from certain sites which is having an observable effect on bat activity. New tree and hedge planting, particularly in areas where little exists, and a sensitive approach to any lighting will be encouraged.

A Management Plan will be prepared following from this Appraisal update which will seek to address the detailed issues raised.

6. Community Involvement

A report has been taken to the Council's Cabinet seeking approval for consultation on this Draft updated Appraisal document. Occupiers of all properties in the Conservation Area, local ward councillors, Rugeley Town Council, Brereton and Ravenhill Parish Council, The Landor Society and technical consultees will receive publicity about the Document, inviting comments. Copies were sent to British Waterways, The Inland Waterways Association and the Trent and Mersey Canal Society for comments. A copy was published on the Council's website www.cannockchasedc.gov.uk/planningpolicy. At the end of the consultation period representations received and proposed changes to the draft in the light of those representations will be reported back to the Council's Cabinet. The Council will then adopt the updated Appraisal.

7. Conservation Area Boundaries

The boundary of the Conservation Area follows the boundaries of the Canal corridor with extensions to cover nearby significant buildings and groups. The boundary was reviewed during preparation of the previous Appraisal in 2012 and, following no objections raised to the proposal to exclude from the Conservation Area a small area of modern infill housing in Church Croft Gardens to align with current plot boundaries and make more sense in that location during consultation on the Appraisal, this change was made. The suggestion to extend the Conservation Area boundary to include the former Talbot Basin, in view of its historical links with the Conservation Area as set out in the Development History section of this Appraisal update, was also made at that time by the Inland Waterways Association. In order to consider this suggestion fully it was resolved to consider it and consult on it now through these Draft documents. The proposed change is shown on Plan 8 in Appendix 3.

8. Enhancement Opportunities/Recommendations for Management

A specific responsibility is placed upon Local Planning Authorities to take account of the character of a Conservation Area when exercising their duties. The local distinctiveness of particular areas is greatly to be valued and needs to be reinforced in order to maintain diversity, attractiveness and historic continuity. The main opportunities for enhancement of the Conservation Area are through the development management process and in conjunction with the Canal and River Trust. This Appraisal seeks to indicate what it is desirable to preserve, and how, and sets out broad principles for enhancement.

The Council will undertake to work with property owners to seek satisfactory solutions of issues adversely affecting the character and appearance of the Conservation area. The intention is not to unduly restrict the individual freedom of residents but to enable the Council to have the opportunity of advising residents of the most appropriate design and materials.

The following recommendations will be taken forward into a Management Plan Supplementary Planning Document for the Conservation Area:

Recommendations:

1: Consideration of planning applications will be informed by the detailed descriptions of character contained in this Appraisal, particularly the features of interest and the areas which would benefit from improvement. There will be a general presumption in favour of preserving buildings and features identified in this Appraisal as making a positive contribution to the special character and appearance of the Conservation Area.

2: Proposals affecting the Conservation Area must be advertised and account taken of representations in determining each case.

3: Future development should take account of the special interest of the area as set out in the Appraisal. New development will need to acknowledge the relationship of buildings to spaces and the waterway frontage and reflect existing architectural detailing, including colour, texture and range of materials. It should also respect existing trees. Any opportunities for enhancement of areas highlighted as having a negative visual impact would be welcomed.

4: Traditional materials should be used in all building repair works and both hard and soft landscape elements treated sensitively:

- Where repair works fall within planning control the use of traditional materials for routine repairs will be required, and elsewhere encouraged.
- The repair/retention of original chimney stacks and pots, ridge tiles and other architectural details will be encouraged.
- **Where timber windows are repainted, colours should be carefully chosen; a light colour often works best and white has been used traditionally. Regular painting helps protect timber windows from the weather and although it needs regular attention the end result is far superior to a modern upvc replacement in maintaining the historic value of the property and the Conservation Area overall.**
- Re-roofing should use traditional tiles or slates rather than artificial substitutes. Where necessary, window replacement should match the original design and glazing pattern.
- Ongoing repair and maintenance of boundary walls is encouraged.

5: Opportunities for public realm improvements will be pursued which should include a consistent approach to street furniture and reduction of clutter, with the inclusion of appropriate and suitably sited trees. Environmental and boundary treatment improvements in key locations will be sought, including management of existing planting as appropriate. Owners of property adjacent to the Canal will be encouraged to carry out appropriate tree planting. The Council will work with the Canal and River Trust to ensure that vegetation along the Canal is managed to strike a balance between the needs of the functioning waterway and attractive environmentally rich surroundings. The character of the Canal will be respected, in particular the semi-rural character of the north and south sections, with minimal

street furniture and appropriate towpath surfacing and waterway edging. Care should be taken that, in encouraging public use of the waterway, its benefit to wildlife is not reduced. Opportunities will be taken to improve signage to link the towpath to the wider public footpath and cycle network through the surrounding countryside. Improvements to towpath surfacing and waterway edging will be sought in appropriate locations, particularly in the southern section of the Canal.

6: The Council will undertake to work with property owners and the Canal and River Trust to seek satisfactory solution of issues adversely affecting the character and appearance of the Conservation Area. In particular, the potential of the Old Mill and the Listed canal bridge will be explored.

7: Opportunities to improve pedestrian/cycle links between the Canal and its surroundings, particularly Rugeley town centre and including enhanced access to the towpath at key locations will be pursued. Improved boat mooring facilities to encourage boaters to stop and visit the town and other local facilities will be encouraged. New mixed use development on the former Power Station site (including in Lichfield District) which is c. 300m north of the Canal would benefit from a network of pedestrian and cycle links, including to the Canal, to connect development with the surrounding area and provide residents and employees with an attractive route to shopping and leisure facilities in Rugeley town centre.

8: Opportunities to enhance the setting of the Conservation Area and views in and out will be pursued. New development visible from the Canal corridor will respect its character including appropriate boundary treatment and planting, with use of 'sustainable lighting' to avoid increasing light levels within the dark corridor. Occupiers of properties close to the Canal corridor will be encouraged to avoid lighting which spills into the corridor to avoid adversely affecting wildlife. Lighting of new development close to the Canal should be designed to avoid light spill into the Canal corridor. Lighting of existing properties bordering the Canal will be encouraged to follow sustainable principles. Loss of the Power Station cooling towers will leave a gap in the wider landscape setting of both the Conservation Area and the town; perhaps there will be an opportunity for replacement with a new landmark building.

9. Useful Information

Further advice is available on the content of this Appraisal from the Planning Policy Team, Cannock Chase Council, Civic Centre, PO Box 28, Beecroft Road, Cannock, Staffs WS11 1BG.

The principal sources of historic and local information referred to are:

- Rugeley Library Local Studies Section Clippings Files
- Staffordshire County Council Historic Environment Record
- 'Looking Back on Rugeley' by Alec Neal, published by The Landor Society.
- Brereton and Ravenhill Parish Plan draft List of Buildings and Features of Importance and Interest within the Parish (2005)

- Public information boards along the Canal (some provided by the Trent and Mersey Canal Society)
- SCC Extensive Urban Survey for Rugeley 2010
- Websites:
 - www.heritagegateway.org.uk
 - www.imagesofengland.org.uk
 - www.waterscape.com/canals-and-rivers/trent-and-mersey-canal
 - www.cannockchasedc.gov.uk/site/heritagetrail/trent.html
 - www.staffspasttrack.org.uk/exhibit/archivesmillenium/1700-1800.html
 - www.tmc-mileposts.co.uk

Appendix 1: Listed Buildings within the Conservation Area

1. Brindley Bank Pumping Station, Wolseley Road

Grade II* Listed 2006 Water pumping station. 1902-07, by William Vaudrey, the engineer of the South Staffordshire Waterworks Company. Constructed of brick with terracotta dressings and a slate roof. The building is of T-shaped plan comprising the principal east-west range of the engine house with a lower projecting rear boiler house. It is in Tudorbethan Revival style, of two storeys, with attic and basement. The near symmetrical front is of seven bays with the left of centre entrance bay set forward. There is a continuous drip mould, plinth and brick corbel table interrupted only by the entrance bay. There are small finial gables to end, central and entrance bays with coped parapet. The principal Tudor arched doorway has a stopped label mould raised above a dated panel, and 2 leaf doors. The chamfered mullion windows have plate glass casements, those to the ground floor are 4 light with transoms. At first floor the gabled bays have 4 light windows with diamond panels to bays between with hood moulds over. The entrance bay has a long 2 light double transomed window with a 4 light window to the gable, the other gables have single slit windows. Each reveal has a central buttress flanked by 2 light transomed windows and 5 light attic windows. The architectural treatment continues to the rear with the central projecting top lit boiler house which has Tudor-arched doorways, drip mould and mullioned and transomed windows.

Interior: Large open engine house containing a 1907 Hathorn Davy horizontal duplex steam engine with bell cranks and tail rods working pumps extending the full length of the building. Brick pilasters at each side support the gantry crane. Within the basement at the front of the engine house is a circa 1914 iron removal plant comprising six mechanical sand filters. To the rear is the boiler house which, although having lost its boilers, is intact with the same architectural treatment as the engine house.

History: The South Staffordshire Waterworks Company (SSWC) was founded in 1853. The pumping stations for the company were all designed in house and as such Brindley Bank fits in to a recognisable sequence with other SSWC pumping stations Maple Brook and Pipe Hill, both near Lichfield. The building was designed to house two engines, although only one was installed. The pumping station is situated close to a branch of the Trent and Mersey canal which facilitated access to supplies of coal. In the early C20 sand filters for iron removal were installed in the basement, beneath the vacant area for the second engine. The pumping station was converted to electric pumps in 1969, still in operation today, at which point

the boiler plant to the rear of the site was removed and the chimney demolished.

Summary of Importance: This is an important Edwardian pumping station housing a horizontal engine of rare surviving type and in excellent condition, and notable for its fine Jacobean style design. This is an unusual but successful design of engine house for a large steam engine, assessed as of clear national importance and graded for the technical historic interest of the engine. SK0380119487. National Grid Reference: SK 03798 19484.

2. Church of St Augustine of Canterbury, Colton Road

Grade II* Church. Listed 1972, amended 2003. 1822-23. Attributed to H J Underwood of Oxford in a loosely Perpendicular Gothic style. E end additions in Perpendicular style by Frank Pearson c.1904; fittings of the late C19 and early C20. There is evidence of an

intention to rebuild the nave. Ashlar masonry with slate roofs; cast iron roof trusses to the nave. Plan of 5-bay clerestoried nave, galleries on 3 sides; lean-to N and S aisles with gallery stairs at the W ends and a W tower/porch. The E end consists of the chancel with a 2- and single-storey SE organ chamber-cum-vestry roofed at right angles to the chancel. N chancel chapel with a gabled W/E roof. The 1820s and 1904 phases are contrasting, with the later phase carefully balancing the earlier. The 1820s phase has windows with flat-faced, hollow-moulded, uncusped tracery. Very tall 2-stage W tower with polygonal buttresses and an embattled parapet. The tower has a Tudor arched W doorway with an 1820s 2-leaf door and large 4-light Tudor-arched window above with intersecting tracery. The belfry windows are equally large, Tudor arched and traceried. The lean-to aisles have plain parapets and set-back buttresses and 3-light 1820s windows with 2-light Y-traceried windows to the clerestory. The S side has Tudor-arched doorways in the W and E bays with 1820s doors. The W ends of the aisles are more or less flush with the W wall of the tower and curve inwards to it. Frank Pearson's eastern arm is commandingly tall from the S and substantial and picturesque relative to the nave and tower. The chancel is very tall with angle buttresses with gables, a 5-light Perpendicular style E window with a crocketed ogee hoodmould and a 4-light window on the S side. The N chancel chapel is buttressed with high-set Perpendicular style traceried windows. The chapel has a NW turret with a pyramidal stone slate roof. The organ chamber-cum-vestry block on SE side is gabled to the S with a parapet. Square-headed ground floor windows with cusped lights; a 2-light traceried window in the gable of the 2-storey portion, which has a lateral E side stack.

Interior: 1904 chancel arch on responds with clustered shafts. 1904 arch springers indicate unexecuted plans to rebuild the nave. Blind Gothick arch to the

tower above the gallery. Arcades with tall quatrefoil-section piers and Tudor arches. Shallow-pitched nave roof divided into panels by moulded members, the panels painted, with slender cast iron roof trusses with vertical struts in the spandrels with the arched braces. The galleries have timber frontals decorated with relief Gothic arched motifs. The W gallery is supported on two cast iron columns. Canted chancel roof divided into panels by moulded ribs. Triple arcade of depressed arches on quatrefoil columns between the chancel and NE chapel which has a depressed arched roof also divided into panels. Sanctuary reredos carved in Italy and given in 1930. The sanctuary wood panelling incorporating timber sedilia is also probably c.1930. Alabaster font given to the church in 1874 has a round bowl with a carved cornice on carved alabaster stem with green marble shafts and a moulded alabaster base. 1907 polygonal timber pulpit on an octagonal timber stem with timber shafts. The pulpit has pierced traceried sides and a carving of St Augustine. Choir stalls and frontals with elaborately-carved ends decorated with blind tracery, the seats with poppyhead finials. Nave benches with square-headed ends with recessed panels. The Eastern arm of the church has a set of windows by Kempe.

Historical Note: Building materials from the old church were sold in the 1820s to fund the new building. The cost of the nave and tower was £6,501.

Extra Information: Both Pevsner and the old list description attribute the 1820s design to H J Underwood of Oxford. Rugeley is not in Colvin's list of Underwood's works and is somewhat earlier than any of his buildings therein listed. Underwood exhibited at the Academy in 1822 and 1823 and was sent to Oxford in 1830 by Sir Robert Smirke, in whose office he worked. Colvin describes him as making a 'modest reputation' as a Gothic Revivalist. St Augustine's is a large town church in a cleared churchyard. It is sited on the opposite side of the road to the ruined medieval parish church and adjacent to the Trent and Merseyside canal. The 1822-3 nave, aisles and tower are historically important as an early, ambitious and large-scale example of Gothic Revival, with its galleries intact. The 1904 eastern arm by Frank Pearson both contrasts with and carefully balances the earlier work. Sources: Pevsner, Staffordshire, 1974, 228 The Parish Church of St Augustine of Canterbury Rugeley, n.d. Colvin, H., A Biographical Dictionary of British Architects 1600-1840, 1995 edn. NGR: SK0452618524.

3. Remains of Old Church of St Augustine, Colton Road

Grade II, Listed 1972. Ruined and derelict, set in graveyard. The Early English tower, buttressed and embattled, is intact. The north aisle arcade, Norman and Early English, remains and connects with the chancel and north chapel, both roofed and well restored and now used as a Sunday school. Contains a good brass of 1566 and good early C17 and early C18 mural monuments and tablets, all to the Weston family. NGR: SK0446218580.

4. Graveyard wall of Old Church of St Augustine

Grade II, listed 1972. Graveyard wall of old Church of St Augustine. A low wall of stone, probably from the demolished church, on the east side of graveyard. NGR: SK0449018551.

5. Churchyard walls, piers and gates of St Augustine's church

Grade II, listed 1972. Churchyard walls, piers and gates of St Augustine's Church. Low ashlar walls with plain rounded copings, on the west and south sides of churchyard; 4 later stone gate piers; a pair of wrought iron gates with a single gate on each side. NGR: SK0448518499.

6. Churchyard cross in graveyard of Old Church of St Augustine

Grade II, listed 1972. Churchyard Cross in graveyard of old Church of St Augustine. The lower part of a plain stone shaft set on a square base and step. A weeping cross having a kneeling place for penitents hollowed out at one corner of the base. NGR: SK0444118566.

7. Tomb of Elizabeth Cuting and Emma Hollinhurst in graveyard of old Church of St Augustine

Grade II, listed 1972. Tomb of Elizabeth Cuting and Emma Hollinhurst in graveyard of old Church of St Augustine. An interesting stone table tomb of 1696. The slab is carved in semi-relief with 2 effigies depicted in linen shrouds. Listing NGR: SK0447618572.

8. Viaduct over Trent and Mersey Canal SK0485 1780

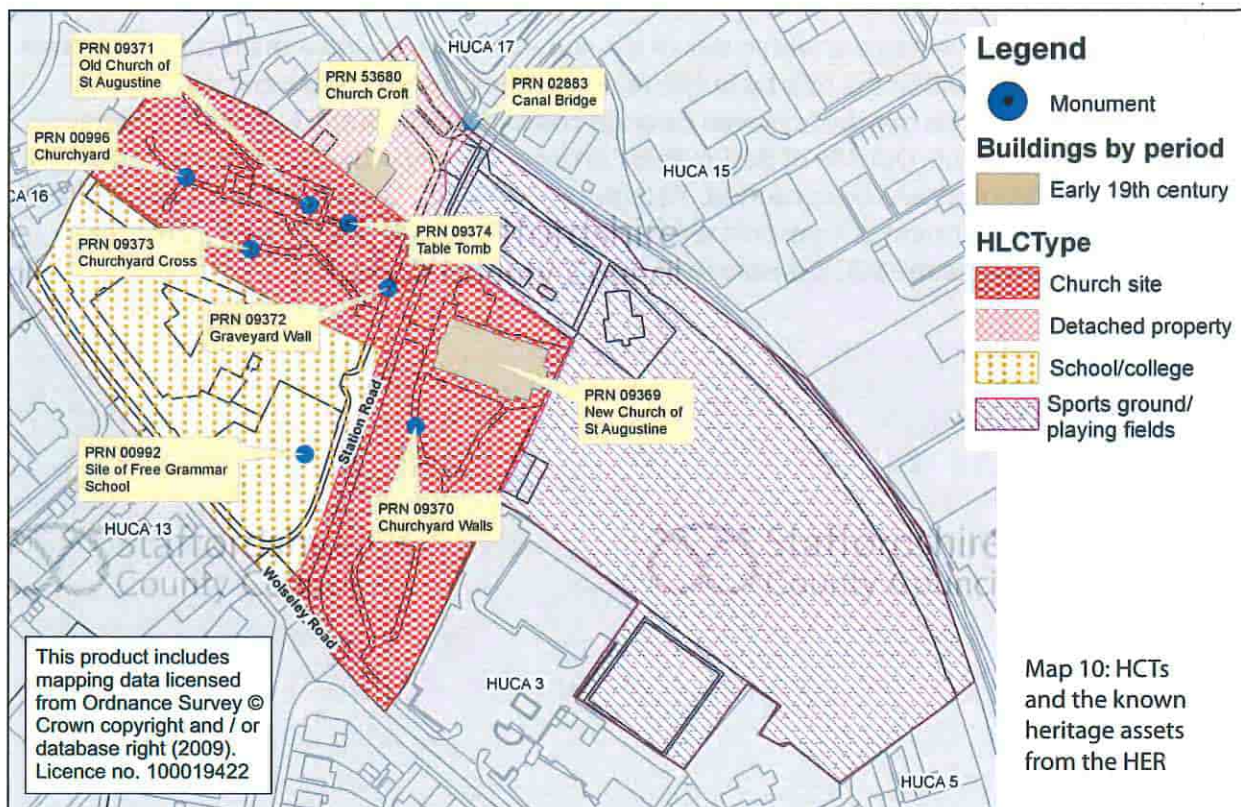
Grade II, listed 1995. Viaduct over Trent and Mersey Canal. Mid C19. Coursed, rough-textured stone with brick arch soffit. Single span with towpath. Semicircular headed arch dramatically skewed. Rusticated stone voussoirs. Roll-moulded stone cornice above crown. 3 C20 concrete buttresses to north towpath side. NGR: SK0489817862.

9. Trent and Mersey Canal Bridge no 64 SK0537 1708

Grade II, listed 1995. Bridge No 64 off Armitage Road. Canal accommodation bridge. Late C18. Red brick with stone coping. Single span with towpath and humped back. Segmental headed arch. Swept wings terminating in piers at all 4 corners. Stone springing stones. Minor repairs include replacement of top course of bricks on north elevation in engineering brick. The Trent and Mersey Canal was built between 1766 and 1777 by James Brindley and Hugh Henshall. NGR: SK0539517089.

**Appendix 2 Extract from Staffordshire County Council Extensive Urban
Survey of Rugeley 2010**

4.4 HUCA 4: Churches of St Augustine



4.4.1 Statement of heritage significance and built character

The character area is dominated by the two stone built Grade II Listed churches of St Augustine on either side of Station Road²⁵⁵. Four further Grade II listed structures are located within the churchyards of both churches including the base of a church yard cross and the stone churchyard walls²⁵⁶. The designation of these buildings and structures acknowledges their national importance.

The tower and chancel survive at the old church and appear to be of 12th century in origin; this is corroborated by the documentary evidence (cf. 2.4.4 & plate 13). It currently unknown whether an earlier church existed in the area and consequently it is difficult to state with any confidence where the settlement, recorded in the Domesday Book (1086) may have been located. The fact that the church is isolated from the heart of the town (within HUCA 1) may suggest that the earliest settlement was to be located within this character area focused around the church and that the town itself was planned later, perhaps associated with the granting of the market charter in the mid 13th century. This could only be tested through archaeological investigation and consequently this potential should be accounted for in any development proposals.

²⁵⁷ The Lander Society pers. comm..

²⁵⁸ Ibid.

²⁵⁹ Staffordshire HER: PRN 00992; The Lander Society pers. comm..

²⁶⁰ Staffordshire HER: PRN 53680

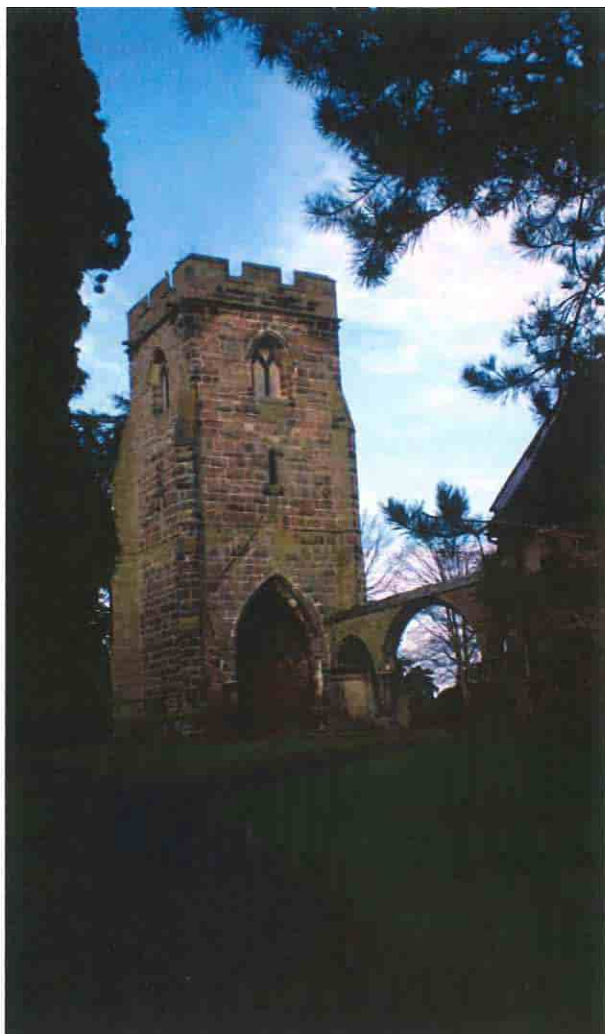


Plate 13: Remains of the old St Augustine's church

The site of the medieval vicarage may have been located within the area of the new St Augustine's (cf. 2.4.4).

The second St Augustine's church was constructed in 1823 on this new site away from its medieval predecessor (2.6.5.1 & plate 5).

A grammar school existed to the south of the old St Augustine's, which had originally been constructed in 1707, although it was rebuilt in 1820 with a master's house (cf. 2.6.2.1 and map 11)²⁵⁷. The extant school buildings were constructed of red brick with pitched tiled roofs in 1936 as part of the grammar school. They became an Infants' school in 1967 following the closure of the grammar school²⁵⁸. The earlier grammar school buildings had been demolished by the late 1950s, although the Head Master's House survived until the late 20th century²⁵⁹.

Church Croft to the north of St Augustine's old church is a large detached red brick house dating to circa 1800 and appears to have been constructed on an area of paddocks or closes²⁶⁰. It is believed to have been built by William Palmer's father and he is said to have been born there.

4.4.2 Heritage values:

<p>Evidential value: The historic buildings and structures contribute to an understanding of the spiritual life of past inhabitants of the town and their social aspirations. The churches are indicators of periods of economic prosperity. There is the potential for below ground archaeological deposits to survive which may answer questions regarding the location of the pre-town settlement at Rugeley; as well as the remains of the Grammar School and activity associated with the medieval church including the site of the vicarage.</p>	<p>High</p>
<p>Historical value: Heritage assets are highly visible within the character area with six Grade II Listed buildings and structures associated with the two religious sites. Church Croft to the north of St Augustine's old church dates to circa 1800 and is believed to be the birthplace of William Palmer, the Rugeley poisoner.</p>	<p>High</p>

²⁵⁸ Department for Communities and Local Government 2012. Web: <http://www.communities.gov.uk/documents/planningandbuilding/pdf/2115939.pdf>
²⁵⁹ Department for Communities and Local Government 2012. Web: <http://www.communities.gov.uk/documents/planningandbuilding/pdf/2115939.pdf>
²⁶⁰ Ibid.
²⁶¹ Ibid.

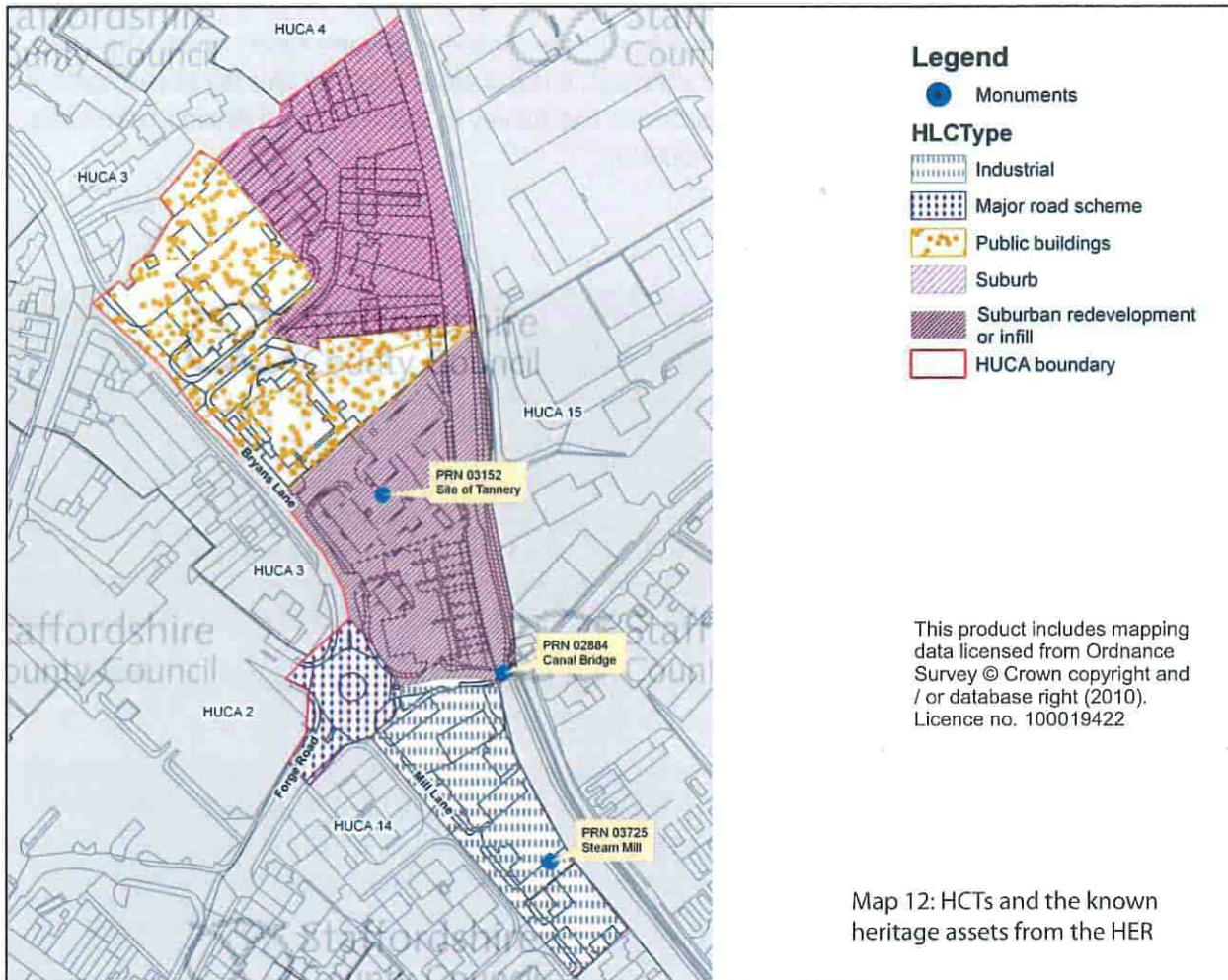
<p>Aesthetic value: The aesthetic importance of the character area to the townscape has been acknowledged in the inclusion of this area in the Trent & Mersey Conservation Area (083) including the playing field to the east (see map 11). There are elements of planning in the design and layout of the new St Augustine's Church.</p>	<p>High</p>
<p>Communal value: There is the potential for a high degree of community interaction with the heritage assets of the character area. The old church forms part of a public area and an interpretation board has been provided by the Cannock Chase Heritage Trail project to enhance the appreciation of the heritage. The new St Augustine's church is a public place of worship and the church yard is also accessible to the public. The site of the grammar school and Church Croft, however, are not accessible to the general public.</p>	<p>High</p>

4.4.3 Recommendations

The assessment of the heritage values has identified considerable heritage interest within the HUCA which includes a six Grade II Listed buildings and structures. The HUCA is also incorporated into the Trent & Mersey Conservation Area. There is also the potential for below ground archaeological deposits to survive.

- ◆ A statement of significance will be required to assess the impact of any proposed development upon the historic environment as part of any planning application to be made within this HUCA (cf. para. 128 of NPPF)²⁶¹.
- ◆ The sympathetic restoration or enhancement of the historic buildings, both Listed and unlisted, would strengthen the historic character and the quality of the wider townscape and the Conservation Area for the benefit of this and future generations (Bullet Point 10 of para 17 (Core planning principles) also paras. 126 and 131 of NPPF)²⁶².
- ◆ Any planned development or significant change within the area of the Conservation Area should consult the Cannock Chase District Conservation Officer in the first instance. All the designated heritage assets and their settings are covered under para. 132 of NPPF²⁶³.
- ◆ There is a high potential for below ground archaeological deposits to survive within the HUCA. There is also the potential for the historic buildings to retain architectural elements which could inform their origins and function. Where development may result in the loss of these heritage assets (whether wholly or in part) archaeological evaluation and/or mitigation may be required to record and advance the understanding of their significance; this is supported in para. 128 of NPPF.²⁶⁴

4.5 HUCA 5: Between Bryans Lane/Mill Lane and the Trent & Mersey Canal



4.5.1 Statement of heritage significance and built character

There are few heritage assets surviving within the character area. The exceptions include the buildings associated with the steam mill on Mill Lane, although these have been significantly altered²⁶⁵. The steam mill was constructed circa 1863 to grind corn and now lies within the Trent & Mersey Canal Conservation Area (cf. 2.6.3.2).

The northern boundary of the HUCA follows the Trent & Mersey canal, which was constructed by James Brindley in the late 18th century (cf. 2.6.4.2). A bridge takes Leather Mill Lane over the canal which was constructed circa 1771²⁶⁶. The presence of the canal probably encouraged the development of one of the largest of Rugeley's industrial complexes from the late 18th century onwards; the Phoenix Tannery (cf. 2.6.3.4)²⁶⁷. Much of the tannery site had been demolished by the early 1970s and 'Public buildings' comprising a magistrates court was constructed on part of the site in the late 20th century (see map 12). The remainder of the site was demolished in the 1990s to make way for housing development (HCT 'Suburban redevelopment and infill' on map 12)²⁶⁸.

²⁶⁸ D(W) 1734/2/3/38²⁶⁹ Ibid.²⁷⁰ Department for Communities and Local Government 2012. Web: <http://www.communities.gov.uk/documents/planningandbuilding/pdf/2115939.pdf>

Beyond the site of the tannery and canal the character area was dominated by fields which survived until they were developed in the late 20th century ('Suburb' on map 12).

Bryan's Lane has at least late 16th century origins; it is recorded as Bryan's Lake Lane in the 1570 survey and settlement is recorded along it; although it is not clear whether this lay to the north or south of the lane²⁶⁹. A 'gib croft' is also recorded in the survey in the vicinity of Bryan's Lake Lane, perhaps suggesting the site of a place of execution²⁷⁰.

4.5.2 Heritage values:

Evidential value: The line of Bryan's Lane is at least late 16th century in origin and by the late 18th century had become the focus of a tanning industry. There is the potential for below ground archaeological deposits associated with this industrial activity and possibly with settlement to survive dating to at least the post medieval period, although in both cases this is likely to have been impacted by more recent development. The survival of the steam mill buildings upon the side of the canal contribute to an understanding of the importance of the latter to the development of industry within the wider Rugeley area.	Medium
Historical value: The legible heritage assets of the character area are comprised of the canal with its bridge and the remains of the steam mill on Mill Lane.	Medium
Aesthetic value: The canal is important to the aesthetics of the character area and this is demonstrated by the Conservation Area, parts of which lie within the HUCA. The majority of the character area is dominated by piecemeal late 20th century development and re-development.	Medium
Communal value: The canal is an important public amenity and could be used to interpret the heritage of this character area including the importance of the former industries.	Medium

4.5.3 Recommendations

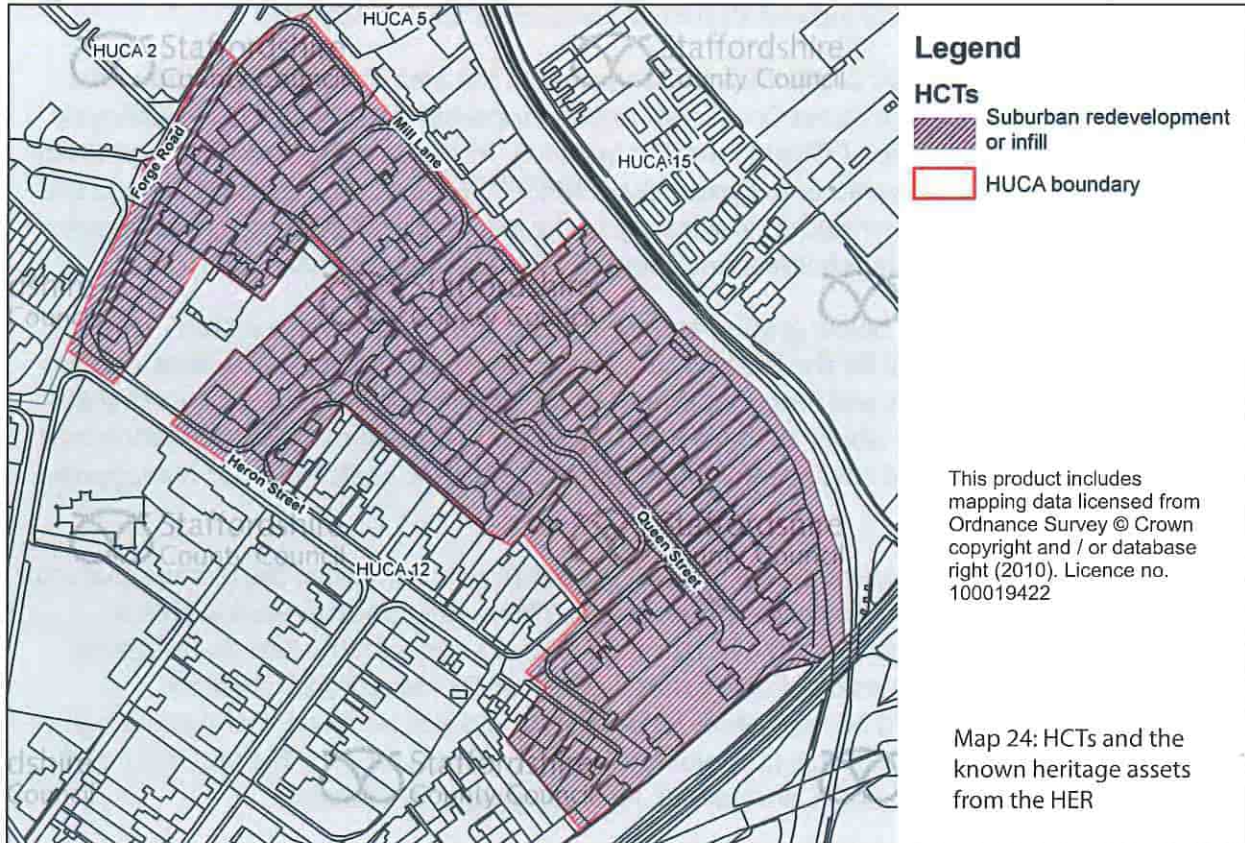
Heritage interests have been identified within the HUCA in the form of currently undesignated historic buildings and structures as well as the potential for surviving below ground archaeological deposits. Parts of the HUCA lie within or adjacent to the Trent & Mersey Canal Conservation Area.

- ◆ The sympathetic restoration or enhancement of the historic buildings, notably the mid 19th century steam mill, would strengthen the understanding of the industrial archaeology of the town and the quality of the wider townscape for the benefit of this and future generations (Bullet Point 10 of para 17 (Core planning principles) also paras. 126 and 131 of NPPF)²⁷¹.

²⁷² Department for Communities and Local Government 2012. Web: <http://www.communities.gov.uk/documents/planningandbuilding/pdf/2115939.pdf>
²⁷³ Department for Communities and Local Government 2012. Web: <http://www.communities.gov.uk/documents/planningandbuilding/pdf/2115939.pdf>

- ◆ Any planned development or significant change within the vicinity of the Conservation Area should consult the Cannock Chase District Conservation Officer in the first instance. The designated heritage asset and their settings are covered under para. 132 of NPPF²⁷².
- ◆ There is the potential for below ground archaeological deposits to survive within the HUCA. There is also the potential for the historic steam mill to retain architectural elements which would contribute to an understanding of the history of this site. Where development may result in the loss of these heritage assets (whether wholly or in part) archaeological evaluation and/or mitigation may be required to record and advance the understanding of their significance; this is supported in para. 128 of NPPF²⁷³.

4.14 HUCA 14 – Between Mill Lane and Heron Street³³⁹



4.14.1 Statement of heritage significance and built character

The character area is dominated by the HCT 'suburban redevelopment or infill' (map 24) which comprises domestic dwellings exhibiting a mix of scale and form. However, the overall regular street pattern, dating to the mid 19th century survives. Queen Street has been truncated by the 20th century redevelopment (plate 19).

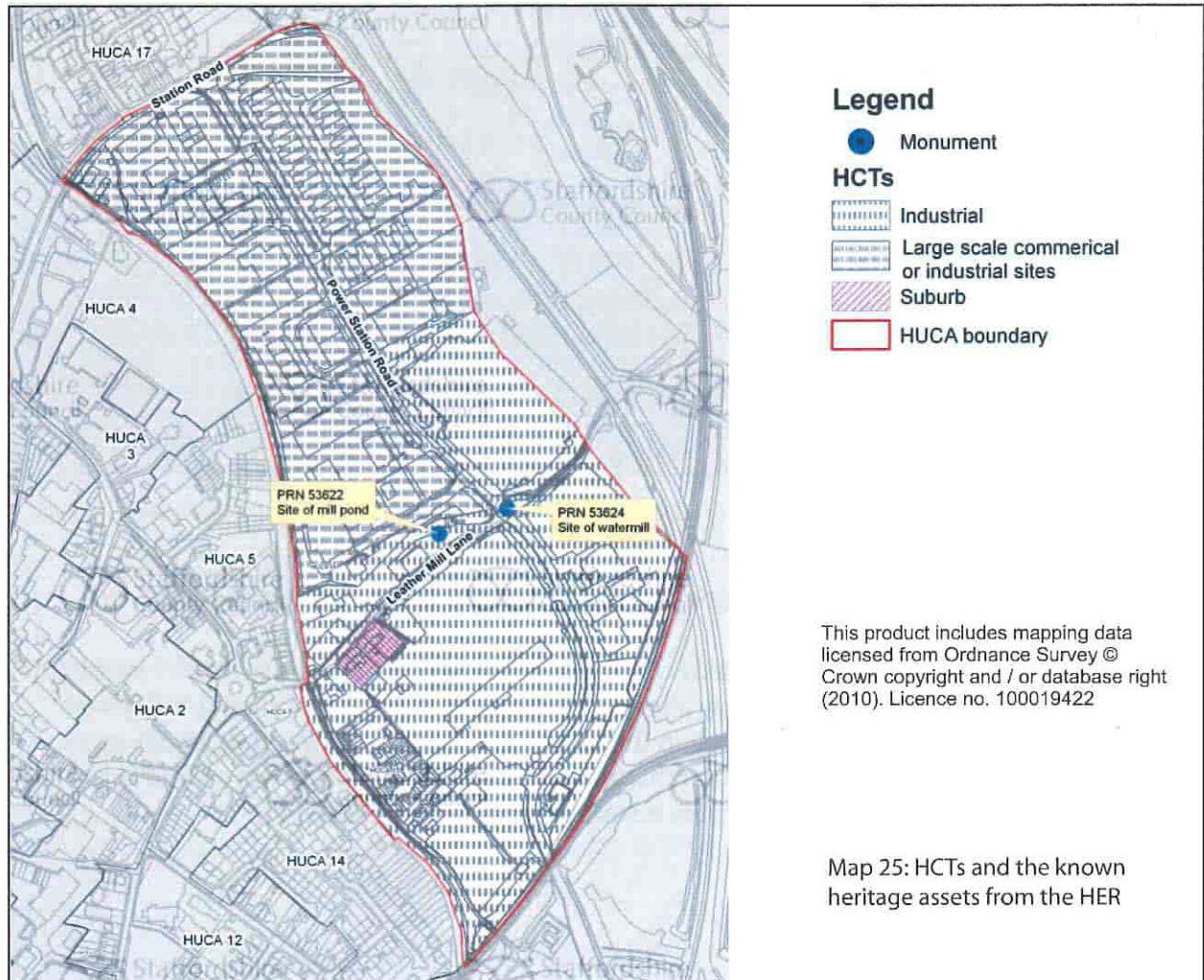
The initial development of this character area occurred along the regular street pattern during the mid 19th century with the construction of small terraced houses. A foundry had been constructed in Heron's Nest Street by the early 20th century and earlier 19th century industrial sites may also have been present within the HUCA (plate 19).

4.14.3 Recommendations

The historic interest of the HUCA largely relates to the below ground archaeological potential and the legibility of the history street pattern.

- ◆ There is the potential for below ground archaeological deposits to survive across the entire HUCA. Where development may result in the loss of these heritage assets (whether wholly or in part) archaeological evaluation and/or mitigation may be required to record and advance the understanding of their significance; this is supported in para. 128 of NPPF³⁴⁰.

4.15 HUCA 15 – Power Station Road



4.15.1 Statement of heritage significance and built character

The character area lies within the Trent Valley and is dominated by industrial complexes of varying scale, but all dating to the late 20th century. The exception to this industrial landscape is the group of mid 20th century houses which stand on Leather Mill Lane.

Map 3 suggests that the southern portion of the HUCA had probably originated as part of one of the open fields belonging to Rugeley manor (cf. 2.4.3.2). Leather Mill Lane is likely to have originated as a field lane into the open field system. The remainder of the HUCA has been identified within the EUS project as comprising the HCT 'Miscellaneous floodplain fields' by at least the post medieval period (map 38 in Appendix 1). It is likely that these fields had served as meadow from the medieval period onwards.

A watermill is known to have existed along Leather Mill Lane by at least 1803, but had been demolished by the turn of the 20th century³⁴¹.

4.15.2 Heritage values:

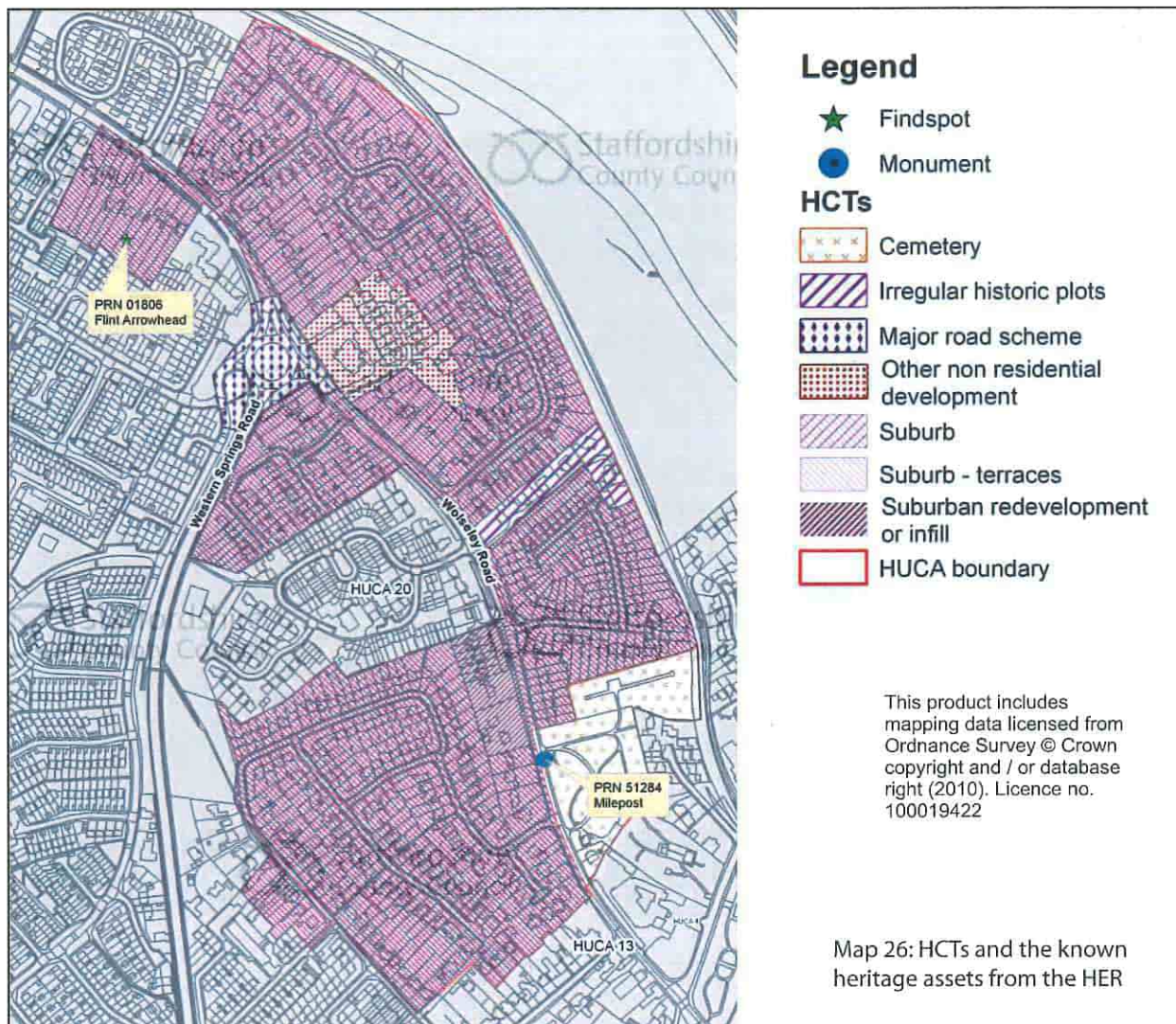
Evidential value: There are few heritage assets located within the character area. It is possible that archaeological deposits survive associated with the watermill which may elucidate its origins and function.	Low
Historical value: There are no legible heritage assets within the HUCA.	Low
Aesthetic value: The aesthetics comprise 20th century development.	Low
Communal value: There are few known heritage assets to enable community engagement.	Low

4.15.3 Recommendations

There are currently few recognised historic or archaeological interests within the HUCA.

- ◆ Overall there is a low potential for below ground archaeological deposits to survive within the HUCA. However, further research may alter our understanding of this potential and where development may be deemed to result in the loss of heritage assets (whether wholly or in part) archaeological evaluation and/or mitigation may be required to record and advance the understanding of their significance. This is supported in para. 128 of NPPF.³⁴²

4.16 HUCA 16 – Wolseley Road



4.16.1 Statement of heritage significance and built character

The character area is comprised primarily of domestic dwellings mostly dating to the early and mid 20th century (map 27). The mid 20th century suburban expansion corresponds with the development of the Western Springs Road in the late 1950s and the associated construction of the large road roundabout (HCT 'Major road scheme' on map 26 and cf. 2.7.5.2). A number of early 20th century semi-detached properties fronting onto the western side of Wolseley Road (HCT 'Suburban redevelopment or infill' on map 26) represent the redevelopment of properties dating from the mid to late 19th century, although one detached house of this date also survives.

The cemetery to the south east of the HUCA lies adjacent to the churchyard of the medieval St Augustine's church (see HUCA 1) and has its origins in the mid 19th century.

The character area had largely formed part of one of Rugeley's medieval open fields, known as Churchfield (cf. 2.4.3.2 and map 3). The field system was gradually enclosed piecemeal during the post medieval period (cf. 2.5.2.2).

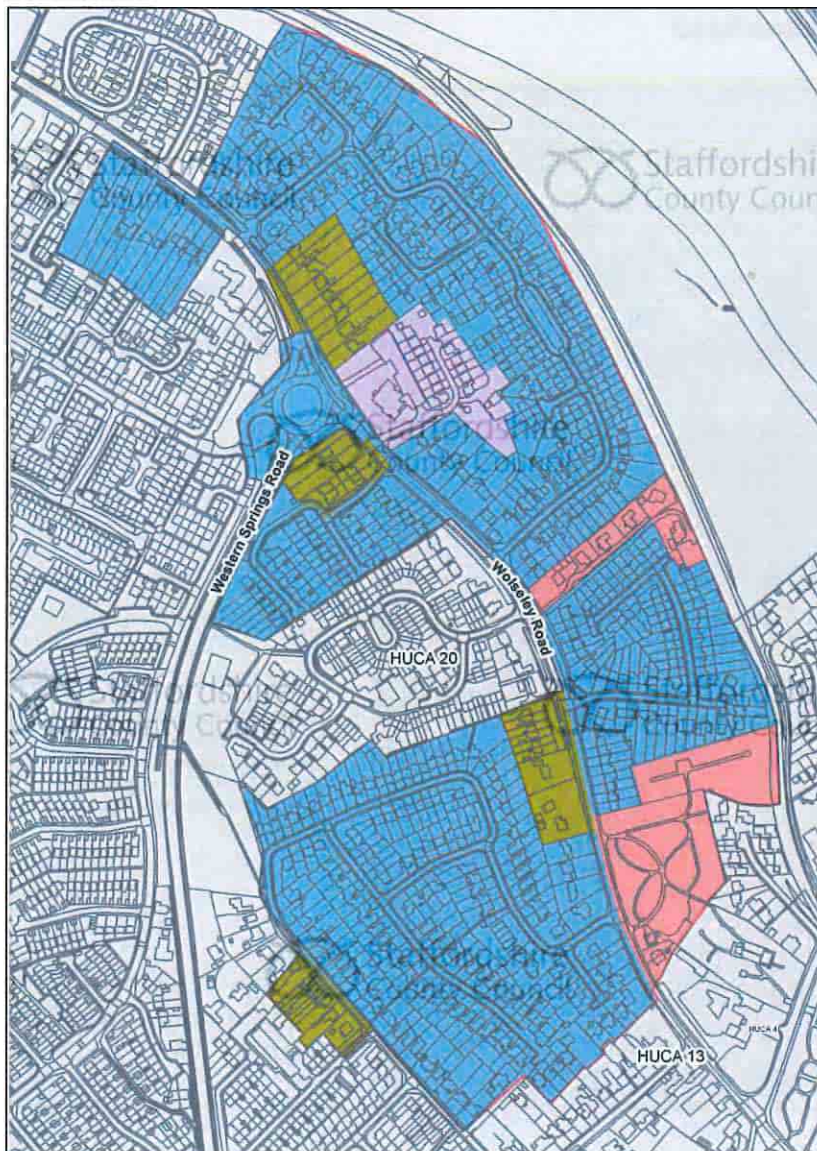
4.16.2 Heritage values:

<p>Evidential value: The line of Wolseley Road has at least medieval origins and continues to be the main route from Rugeley town centre to Stafford. The origins of the character area are primarily agricultural and the subsequent intensive development suggests that the potential for significant archaeological deposits to survive is low. The development of the suburbs throughout the 19th and 20th centuries contributes to an understanding of the social and economic history of the town as a whole.</p>	<p>Low</p>
<p>Historical value: There are a number of historic buildings surviving which appear to date from the 19th century. The legibility of the differing periods of origins of the built environment within the suburbs of HUCA enables the changes which have occurred over time to be read by the community.</p>	<p>Medium</p>
<p>Aesthetic value: The historic buildings contribute to the historic aesthetics of the townscape, but overall the predominant character is one of 20th century housing development.</p>	<p>Low</p>
<p>Communal value: The HUCA comprises mostly private domestic dwellings and from a heritage perspective its value is limited.</p>	<p>Low</p>

4.16.3 Recommendations

There are generally low historic and archaeological interests within the HUCA with the exception of the surviving 19th century properties.

- ◆ The sympathetic restoration or enhancement of the historic buildings would strengthen the historic character and the quality of the wider townscape for the benefit of this and future generations (Bullet Point 10 of para 17 (Core planning principles) also paras. 126 and 131 of NPPF)³⁴³. Historic buildings of particular local interest should be considered for the local list.



Legend

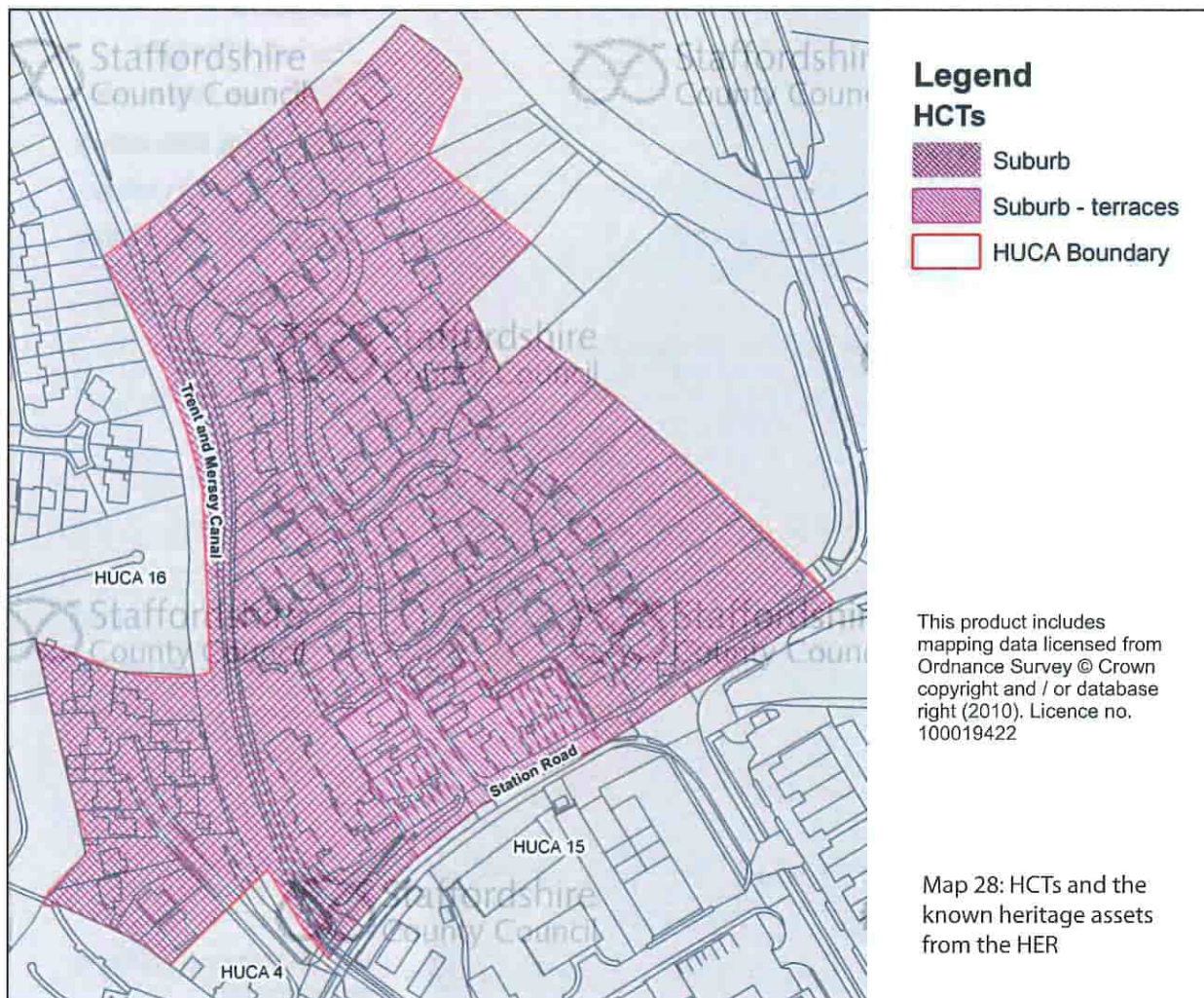
Period of origin

- Late 19th century
- Early 20th century
- Mid 20th century
- Early 21st century
- HUCA boundary

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Map 27: Modern character by period of origin.

4.17 HUCA 17 – North west of Station Road



4.17.1 Statement of heritage significance and built character

The HUCA had comprised one of Rugeley's open fields during the medieval period, which documentary sources suggest may have been Churchfield (cf. (cf. 2.4.3.2 and map 3). During the post medieval period the landscape was enclosed piecemeal through the agreement of landowners.

Station Road leads down the hill from the site of the churches (cf. HUCA 4) to Colton Mill Bridge over the River Trent. The road leads to Colton Mill Bridge, which existed by the mid 17th century, and may have been the location of a ford in the medieval period (cf. 2.4.5, 2.5.5, 2.6.4.1)³⁴⁴.

The earliest development within the HUCA comprises the 'Suburb – terraces' on map 28. The remaining 'Suburbs' were constructed upon the surviving field system in the late 20th century.

4.17.2 Heritage values:

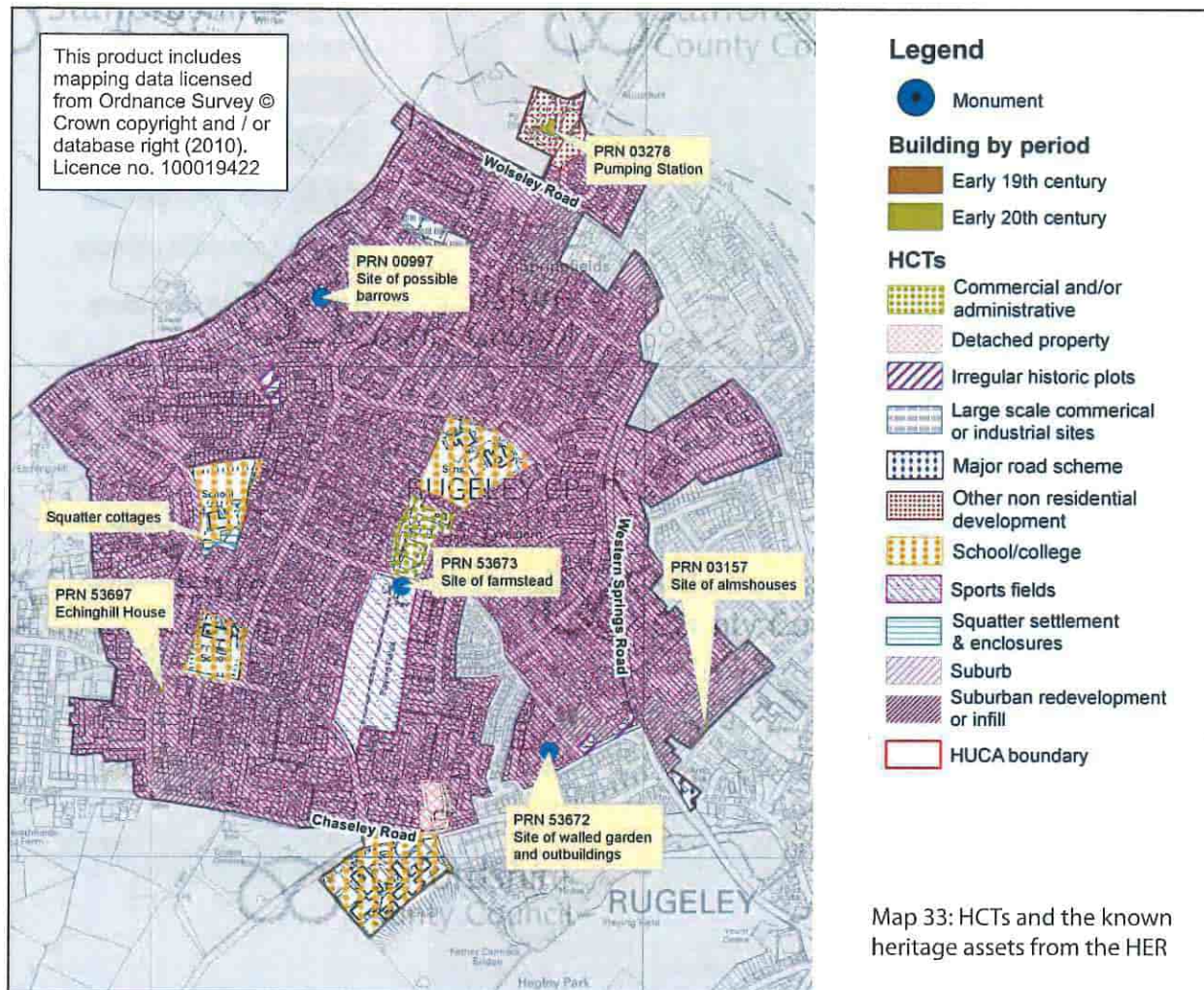
Evidential value: The HUCA largely comprised agricultural land prior to the late 20th century and the later intensive housing development suggests that there are few opportunities for archaeological deposits to be recorded. The terraced houses could contribute to an understanding of the town's social and economic development from the 19th century.	Medium
Historical value: The surviving 19th century terraces contribute to the legibility of Rugeley's suburban development from the 19th century onwards.	Medium
Aesthetic value: Both the terraces and the late 20th century suburbs were the result of planning, but from a heritage perspective their values is limited.	Low
Communal value: The HUCA comprises mostly private domestic dwellings and from a heritage perspective its value is limited.	Low

4.17.3 Recommendations

There are generally low historic and archaeological interests within the HUCA with the exception of the surviving 19th century properties.

- ◆ The sympathetic restoration or enhancement of the historic buildings would strengthen the historic character and the quality of the wider townscape for the benefit of this and future generations (Bullet Point 10 of para 17 (Core planning principles) also paras. 126 and 131 of NPPF)³⁴⁵. Historic buildings of particular local interest should be considered for the local list.

4.20 HUCA 20 – North western suburbs



4.20.1 Statement of heritage significance and built character

This is the largest of the Rugeley character areas and represents the main suburban growth around the town of Rugeley which mostly occurred during the late 20th century (map 34). This growth is partly associated with the construction of Western Springs Road in the late 1950s, which allowed this area to be linked to the road network. The construction of this road was also important to the survival of the historic core of the town represented by HUCA 1 (cf. 2.7.5.1).

The earliest suburbs comprising short runs of houses along pre-existing roads which date to the early and mid 20th century (map 34). However, one of the earliest surviving domestic dwellings is Etchinghill House dating to at least the early 19th century³⁵⁶.

During the medieval period the character area had mostly comprised one of Rugeley's open fields except to the far west where the heathland of Cannock Chase impinged (cf. map 3). The enclosure of this landscape probably occurred piecemeal during the post medieval period through agreement between landowners. A farmstead had been established towards the centre

of the HUCA by at least the late 19th century³⁵⁷. The land near the junction of Chaseley Road and the Hagley Road appears to have belonged to the Hagley estate as a walled garden and associated outbuildings have been identified on historic maps. These are likely to have been built to serve Hagley Hall³⁵⁸.

The heathland that once existed to the far west of the HUCA, was also gradually enclosed a process which was largely complete by the turn of the 19th century (compare maps 40 and 42 in Appendix 1). This landscape was one of small squatter enclosures and scattered cottages two of which survive to the south of Etchinghill primary school and are probably of at least early 19th century date (map 34).

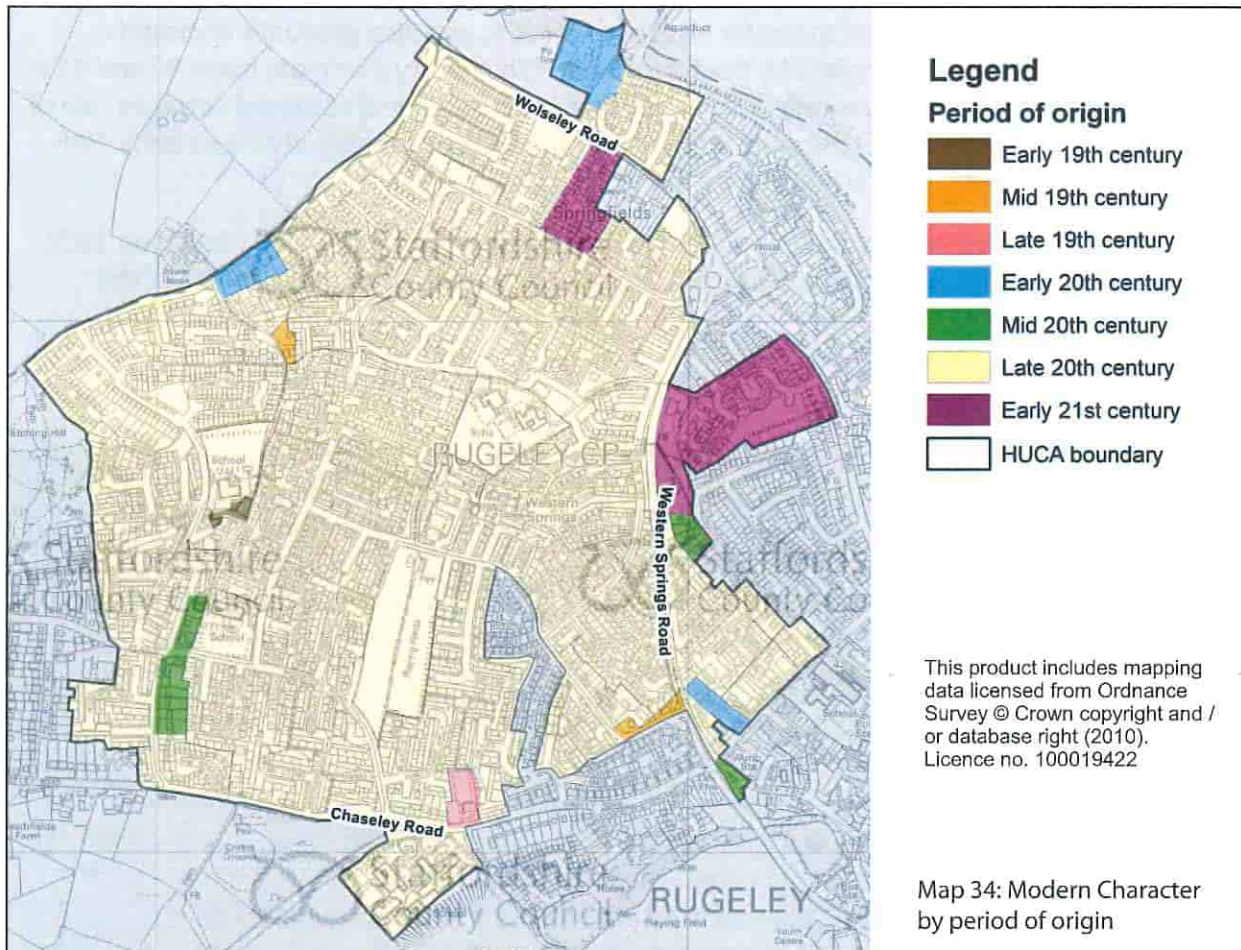
The surviving pumping station, built by the South Staffordshire Water Company between 1902 and 1907, has been designated as a Grade II* Listed building and lies to the far north of the HUCA³⁵⁹.

4.20.2 Heritage values:

<p>Evidential value: Several historic buildings survive from the period when this area was comprised of fields and squatter enclosures. The former squatter cottages in particular, although they may have been substantially altered to suit modern living, contribute to an understanding of the way in which the landscape had been utilised in the past. The Grade II* pumping house contributes to an understanding of how water was provided to households during the early 20th century, not just in Rugeley. It also represents one of a number of such buildings which survive across Staffordshire.</p>	<p>Medium</p>
<p>Historical value: There are a number of legible heritage assets, comprising historic buildings, pre-dating the suburban expansion within the character area which contribute to an understanding of the historic depth of the character area and its origins; the squatter cottages in particular. They also include the Grade II* Listed pumping station, which is of national importance. Several roads are likely to have their origins in the medieval period (Wolseley Road and Chaseley Road in particular) and their routes are legible in the townscape. Western Springs Road was conceived as an early by-pass to the town centre connecting the road from Stafford to Lichfield and facilitated the suburban development of the HUCA.</p>	<p>Medium</p>
<p>Aesthetic value: The character of the area is the result of a series of large scale housing developments associated with various services the largest of which are represented by the schools. The historic buildings, particularly the Grade II* listed pumping house make positive contributions to the aesthetics of the character area, but otherwise from a heritage perspective the value is low.</p>	<p>Low</p>

Communal value: The HUCA comprises mostly private domestic dwellings of which the majority have their origins in the late 20th century.

Low

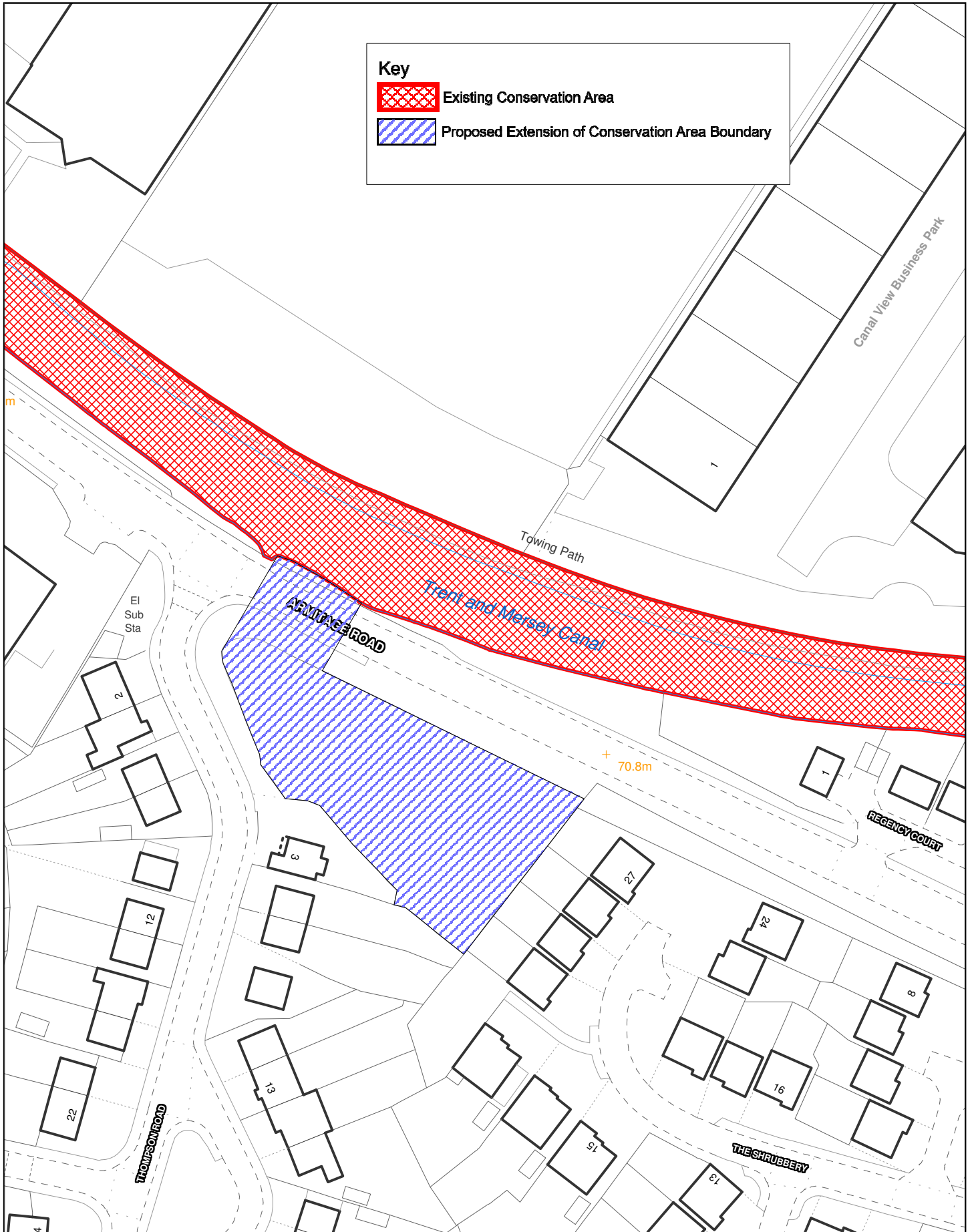


4.20.3 Recommendations

There is a moderate historic and archaeological interest within the HUCA relating to the built environment and the historic street pattern.

- ◆ The sympathetic restoration or enhancement of the historic buildings, both Listed and unlisted, would strengthen the historic character and the quality of the wider townscape for the benefit of this and future generations (Bullet Point 10 of para 17 (Core planning principles) also paras. 126 and 131 of NPPF)³⁶⁰. Historic buildings of particular local interest should be considered for the local list.
- ◆ Where alterations or changes are proposed to historic buildings, whether Listed or not, within the Conservation Area the applicant should consult with the Cannock Chase District Conservation Officer in the first instance. All of the designated heritage assets and their settings are covered under para. 132 of NPPF³⁶¹.

Appendix 3 Plan 8: Location of Former Talbot Basin





**Trent and Mersey Canal
Conservation Area Management Plan
Supplementary Planning Document
Draft
2018**



Introduction

This area-specific Management Plan Supplementary Planning Document (SPD) follows from the Council's generic Conservation Areas Management Plan which sets out the package of measures available to the Council to apply to all of its Conservation Areas. The area-specific Plans relate to each of the individual Conservation Areas, based on recommendations in the individual Conservation Area Appraisals, and should be read in conjunction with the generic Plan.

The Trent and Mersey Canal Conservation Area

The Trent and Mersey Canal Conservation Area was designated on 6th May 1988 by Staffordshire County Council in conjunction with the District Councils and it runs throughout Staffordshire. This section running through Cannock Chase District is marked on Plan 1. There are nine listed buildings in the Cannock Chase part of the Conservation Area and many others of historic and visual interest. The Listed Buildings are: Brindley Bank Pumping Station and St Augustine's Church, Grade II*, the churchyard walls to St Augustine's, the Old Chancel and its churchyard walls, cross and tombstone, the Viaduct and Canal bridge no. 64, all Grade II. Descriptions of the Listed Buildings can be found in Appendix 1 and other buildings of interest are noted within the Appraisal.

The boundaries of the Conservation Area generally follow the boundaries of the Canal and its towpath, but extend in places to include adjacent buildings and groups of historic and architectural interest which are broadly linked historically or in character with the Canal. The Canal was completed in 1777 and is of outstanding industrial archaeological importance, being the first of the major inland waterways which were to form the basis of the nation's principle transport and communications system in the late 18th and first half of the 19th Centuries.

A proposed extension to the Conservation Area boundary is recommended in the Draft Appraisal update and noted as an opportunity for enhancement of the Conservation Area in this Draft Management Plan.

Issues identified in the Trent and Mersey Canal Conservation Area Appraisal (Draft Update)

An Appraisal of the Trent and Mersey Canal was adopted at Cabinet in 2012. A draft Update has now been prepared and is being reported to Cabinet in conjunction with this Draft Management Plan to authorise public consultation on both. The Appraisal defines the special architectural and historic interest of the Conservation Area and identifies negative features. These are illustrated on the Townscape Plans 5, 6 and 7. It makes recommendations for future management and enhancement opportunities arising from this assessment, aiming to reinforce the positive features and eliminate the negative to ensure the continued quality of its special interest over time. The Management Plan takes these recommendations forward through a Delivery Plan.

Summary of Special Interest

- **Its long history** as an inland waterway still evident in its winding linear layout following the contour with associated buildings and structures
- **Its diverse buildings** types and buildings/groups of individual interest
- **Its predominantly quiet 'green' character** with 'nodes' of activity at crossing/access points
- **Its extensive tree cover** with significant specimens and groups



Main Issues

1. **The retention and enhancement of buildings, boundaries and characteristic features** making a positive contribution to the Conservation Area, including architectural detailing which is vulnerable to decay and modern replacement, and encouragement for bringing vacant or underused historic buildings back into appropriate use.
2. **The retention of mature tree planting and other vegetation** adjacent to the waterway, with appropriate management, especially on land adjacent to but outside the Conservation Area where the trees are not protected by the designation yet contribute significantly to its appearance and character.
3. **The treatment of new development** and new additions to existing buildings both within and affecting the setting of the Conservation Area, including building design and layout in relation to the waterway frontage and to existing buildings making a positive contribution to the Conservation Area, materials, boundary treatment and hard and soft landscaping. Inclusion of appropriate soft landscaping will be a particular aspiration in mitigating visual impacts.
4. **The potential for enhancement for the Conservation Area into the future.**

Delivery Plan/Target/Resources

A package of measures as set out in the Council's generic Conservation Area Management Plan is available to deal with the above issues in a way beneficial to the Conservation Area. Their effective use is dependant not only on the Council but on a partnership approach, including the commitment of developers, development professionals, building owners and the local community. This area-specific Management Plan seeks to stimulate debate on how the issues might be addressed.

1. Retention and enhancement of building, boundaries and characteristic features

The Council will encourage the retention, repair and maintenance of all buildings including their characteristic features making a positive contribution to the Conservation Area, including unlisted buildings of particular interest. Repairs using traditional materials and methods are recommended.

Safeguarding characteristics features will require an acceptance by property owners of their intrinsic value and commitment to invest in their property to maintain its historic value. Historic features can be slowly lost through decay and under investment as well as more rapidly through modernisation and unsympathetic over-investment.

The Council will encourage owners to bring back into use vacant or underused historic buildings which make a positive contribution to the Conservation Area to help secure their retention and maintenance into the future and contribute to the regeneration of Rugeley. In particular the potential of the Old Mill and the Listed canal bridge 64 will be explored.

The sympathetic restoration of the Old Mill would strengthen the understanding of the industrial archaeology of the own for the benefit of the community. There is potential for the Mill to retain architectural elements which would contribute to an understanding of the history of the site and any proposals should be supported by a heritage/archaeological evaluation to record and advance understanding of its significance.

The Council will seek the repair and maintenance of towpath surfacing and waterway edging using appropriate materials and methods in conjunction with the Canal and River Trust. In particular repair and improvement of the southern section of towpath, currently in poor condition, will be sought.

The ongoing repair and maintenance of boundary walls of brick and stone will be encouraged. For example, care and maintenance of brick and stone boundary walls using mortar to match (usually lime based) with careful pointing and reinstatement of capping materials where missing can extend the life of the wall many years into the future. Careful removal of vegetation growing in wall crevices and ivy overgrowth will reveal the attractiveness of the structure to view and avoid damage and loss of integrity from root growth.

The Council will consider the preparation of design guidance of specific issues and offer other advice on request or via its website which can be sought prior to carrying out work. For example, regular painting of traditional timber windows in

an appropriate colour helps protect from the weather and provides a far superior result to UPVC replacements in maintaining the historic value and appearance of the property and streetscene.

The Council will review the Conservation Area boundary from time to time to ensure it is still workable and that it encompasses a definable cohesive area with a particular character.

The Council will pursue enforcement action where unsympathetic alterations which threaten the character or appearance of the Conservation Area are carried out without the necessary planning permission to achieve a more sympathetic result.



2. Retention of tree planting and other vegetation

The Council will encourage the retention and appropriate management of the extensive tree cover which extends along both waterway and towpath boundaries through the District, creating a 'green corridor' through the built up area. The majority of this planting is unprotected, unless covered by separate Tree Preservation Orders, being located in gardens or other land beyond the Conservation Area boundary.

Retention of hedging and native shrub planting forming an understorey below the trees and in many places forming an appropriate towpath boundary will also be encouraged.

The Council will encourage owners of property adjacent to the Canal, working with the Canal and River Trust, to ensure that vegetation along the Canal is managed to strike a balance between the needs of the functioning waterway and attractive, environmentally rich, surroundings.

3. The treatment of new development

The Council will require proposals for new development and new additions to existing buildings within or affecting the setting of the Conservation Area to adhere to well established good urban, design principles for scale, form, materials, layout, density, landscaping and boundary treatment. In particular building design and layout in relation to the waterway frontage and to existing buildings, materials, boundary treatment and landscaping will be key considerations. Developers are advised to engage in pre-application discussion with the Council at an early stage. Tree and Heritage Impact Assessments should inform the development of any scheme.

New development will in most cases require its visual impact in the Conservation Area ‘softening’ by means of retention of existing tree and other planting within the site and/or mitigation with new planting. This will require an acceptance by developers of the need to allow space for tree growth taking a long term view.

Appropriate uses will maintain the quiet and largely dark nature of the waterway corridor, avoiding ‘light spill’ from adjoining property.

The Council will seek developer contributions on conjunction with planning permissions in accordance with the Councils SPD ‘Developer Contributions and Housing Choices SPD 2015’ or via the Community Infrastructure Levy charging regime to fund public realm enhancement within the Conservation Area and footway/cycleway links to it from the wider area.

There is potential for below ground archaeological deposits in the vicinity of the Canal as highlighted by the SCC Rugeley Extensive Urban Survey, therefore archaeological evaluation and/or mitigation may be required to record and advanced understanding of their significance in accordance with the National Planning Policy Framework (NPPF)



4. The potential for enhancement of the Conservation Area into the future

The Council will encourage owners of property adjacent to the Canal to carry out appropriate tree planting with environmental boundary treatment improvements in key locations.

The Council will work with the Canal and River Trust in respecting the character of the Canal, in particular the semi rural nature of the north and south sections, with minimal street furniture and appropriate towpath surfacing and waterway edging.

The Council will work with the Canal and River Trust in ensuring that, whilst encouraging public use of the waterway and towpath its benefit to wildlife is not reduced.

Opportunities will be taken to improve pedestrian/cycle links between the Canal and its surroundings, particularly Rugeley town centre and existing routes and trails, such as Cannock Chase Heritage Trail. Improved boat mooring facilities to encourage boaters to stop and visit the town and other local facilities will be encouraged.

The future redevelopment of the former Rugeley Power Station site for mixed usus (including in Lichfield District) 300m north of the Canal offers potential for new footway/cycleway links with the Canal to connect development with the surrounding area and provide future residents and employees with an attractive route to shopping and leisure facilities in Rugeley Town Centre.

Inclusion of the former Talbot Basin within the Conservation Area boundary, as proposed in these Draft documents, would offer opportunity for an additional historic element enhancing significance and related interpretation of the historic environment, improving awareness of local history in the community.

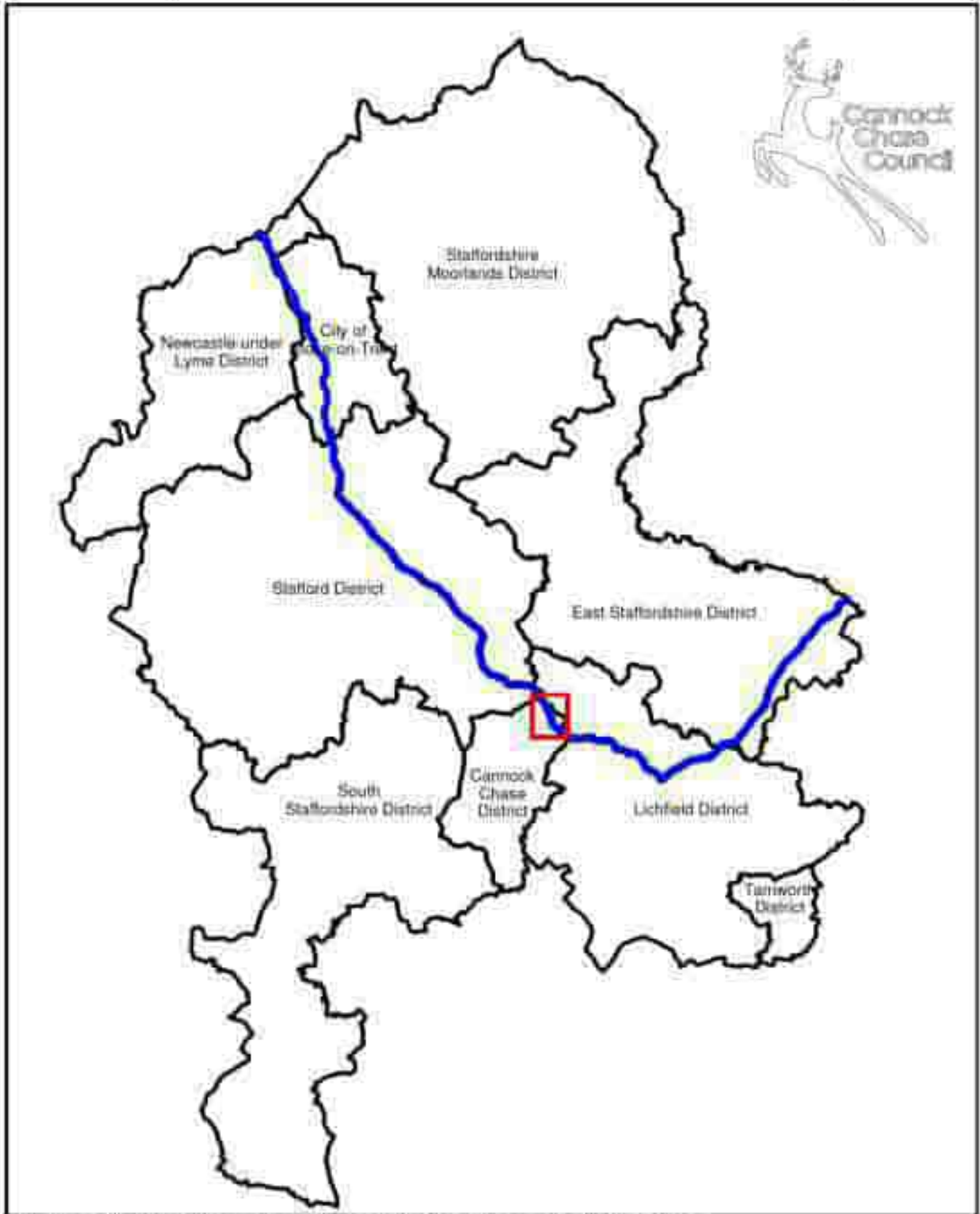
Monitoring

The Council will monitor progress towards the delivery of the above actions and the resultant impact on the character and appearance of the Conservation Area on a five year cycle. Some of the actions will be on-going, some will relate to specific actions which can be completed. The monitoring process together with developing Planning Policy will inform updating of the Appraisal and Management Plan over time.

Monitoring will involve further consultation with the community and may identify new issues and ideas for raising standards. Monitoring could also be carried out within the community, under the guidance of the Council.



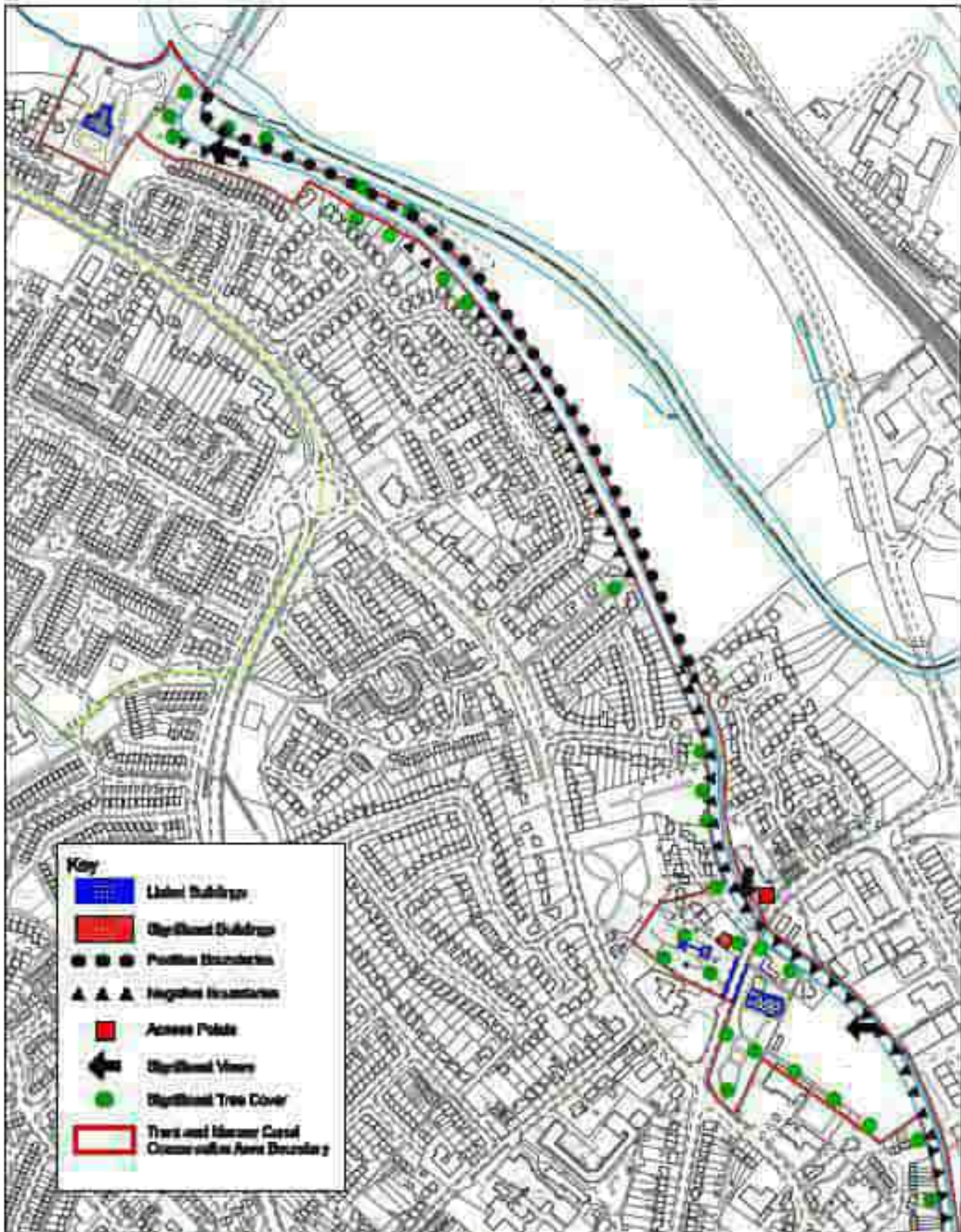
PLAN 1: TRENT AND MERSEY CANAL ROUTE THROUGH STAFFORDSHIRE



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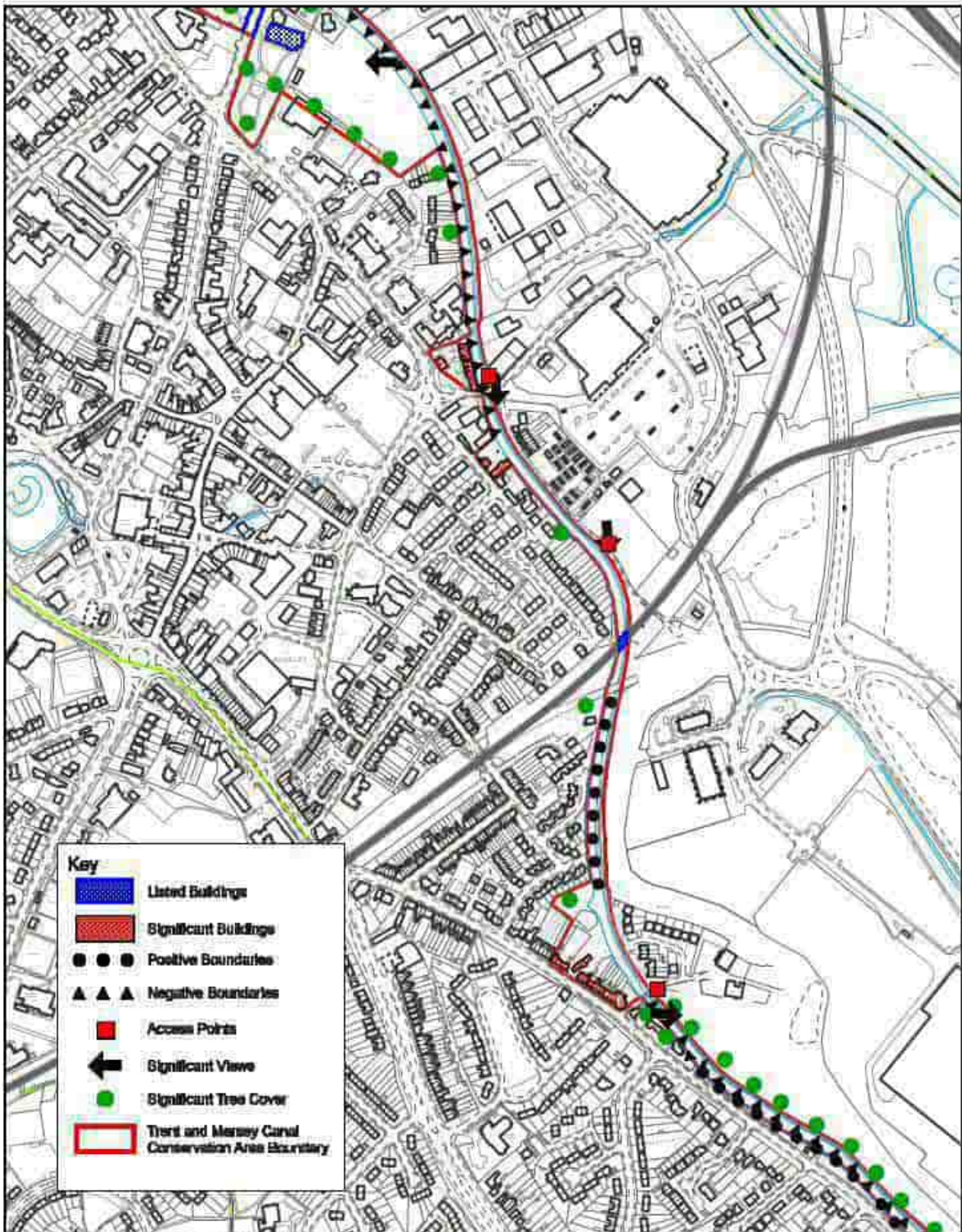


Plan 5: Townscape Appraisal - North Section

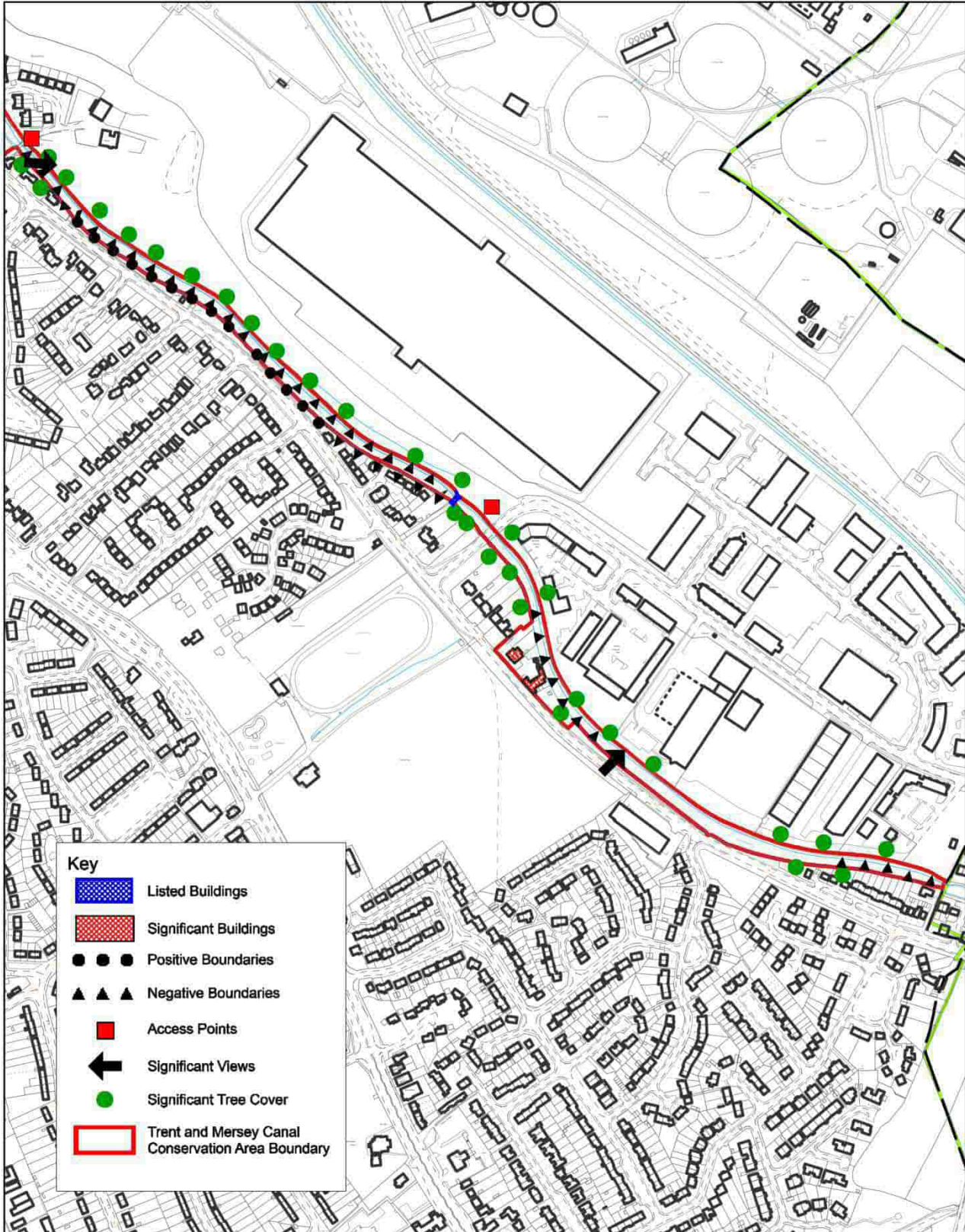


Key	
	Listed Buildings
	Designated Buildings
	Positive Boundaries
	Negative Boundaries
	Access Points
	Designated Views
	Significant Tree Cover
	Trent and Mersey Canal Crosswalks Area Boundary

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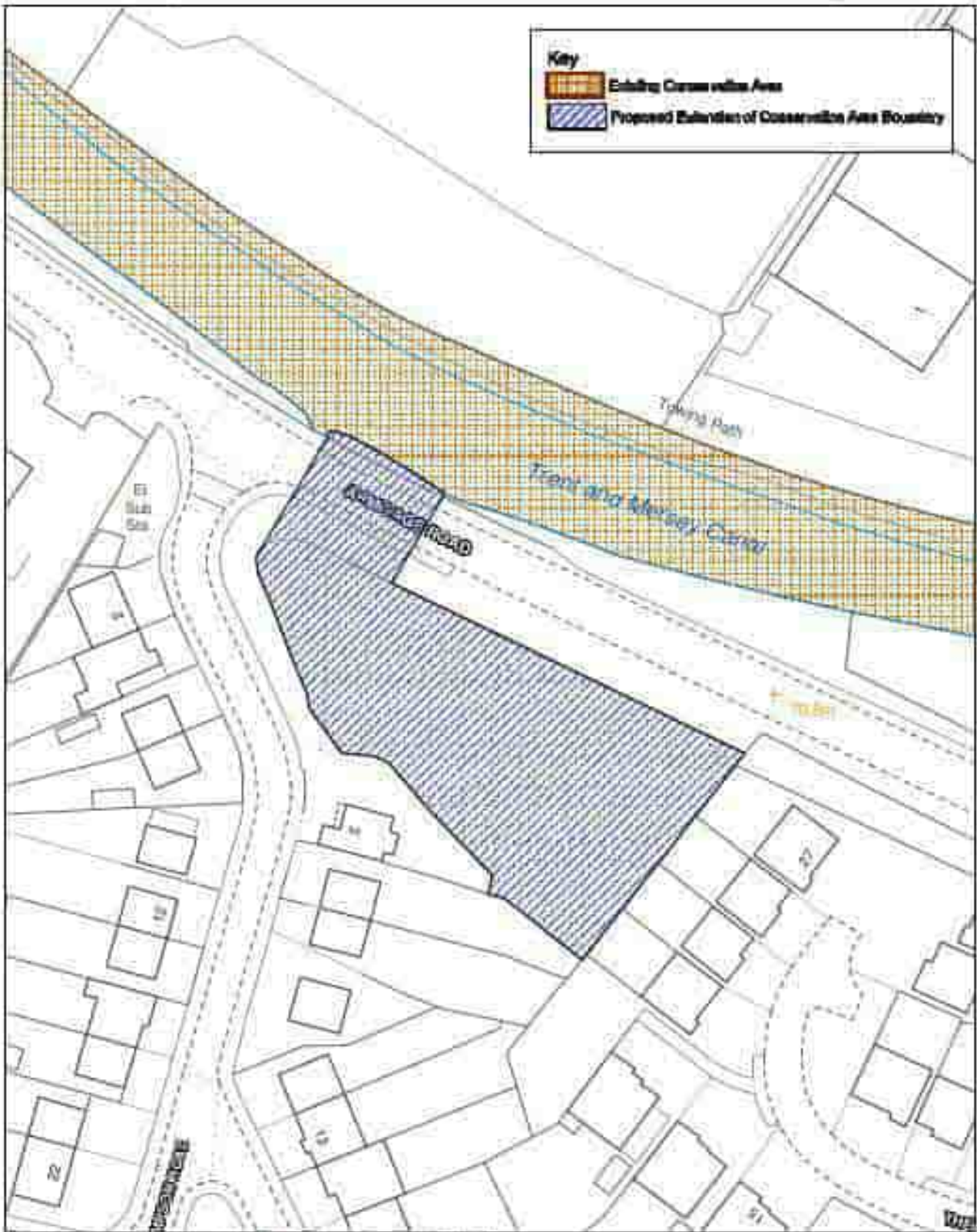
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Plan 8: Location of Former Talbot Basin

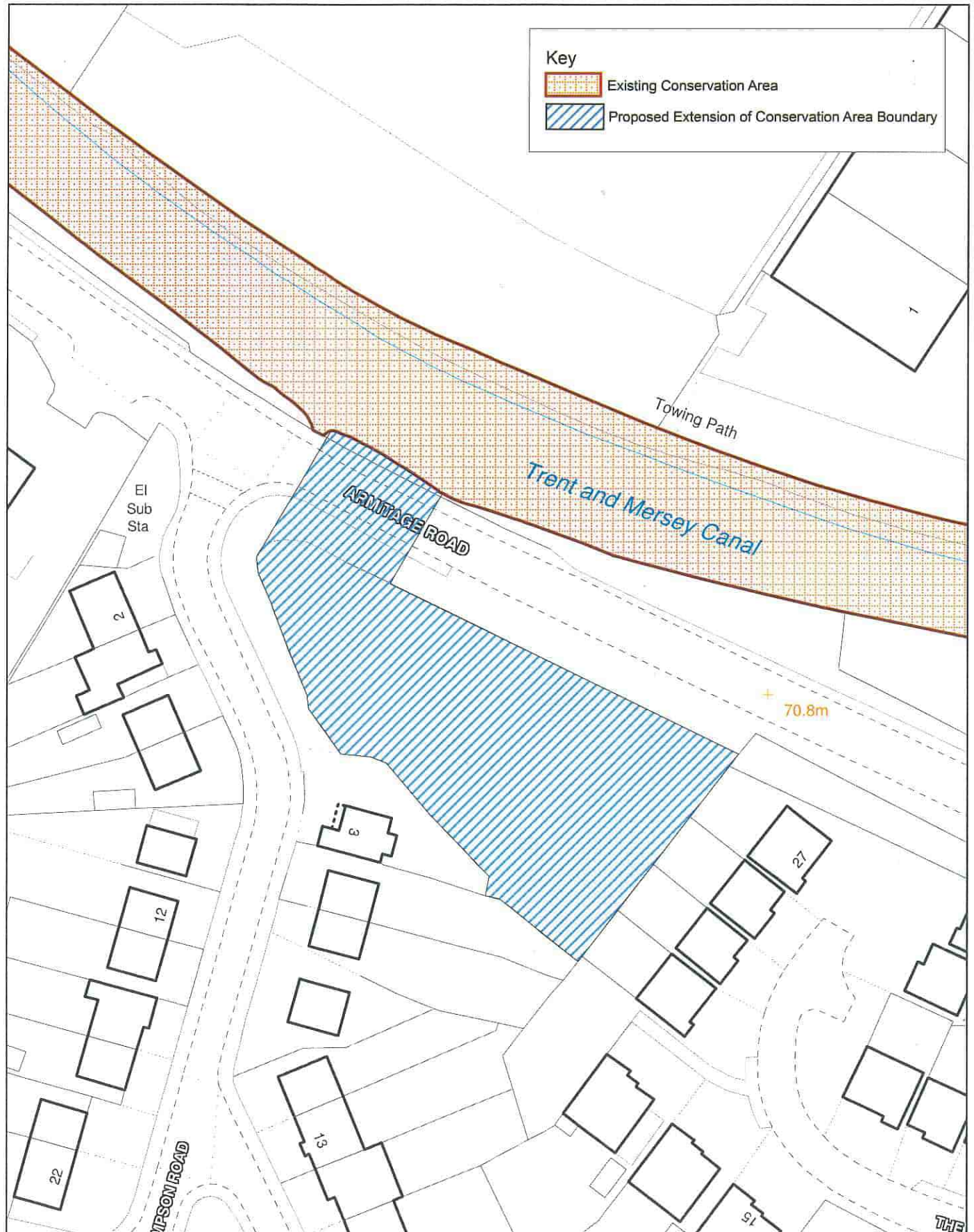


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Plan 8: Location of Former Talbot Basin

Appendix 7



Report of:	Head of Environment and Healthy Lifestyles
Contact Officer:	Mike Edmonds
Telephone No:	01543 464 416
Portfolio Leader:	Culture and Sport
Key Decision:	No
Report Track:	Cabinet: 04/10/18

CABINET
4 OCTOBER 2018
UPDATE ON CAPITAL INVESTMENT IN CHASE LEISURE CENTRE AS PART
OF THE COUNCIL'S FINANCIAL RECOVERY PLAN

1 Purpose of Report

- 1.1 To update Cabinet on Inspiring Healthy Lifestyles (IHL) capital investment proposal in respect of Chase Leisure Centre.

2 Recommendations

- 2.1 That Cabinet consider and agree to act as guarantor for IHL up to £1,000,000 in order to deliver their preferred capital investment proposal previously determined by Cabinet on 25th January 2018 and in order to deliver the minimum required level of savings of £50,000 per annum from 2019-20 to the Council.
- 2.2 To establish a new equipment bond for a fixed term (5 years) into which IHL will be required to contribute an annual sum circa £10,550 per annum equivalent to the reduction due on their current pension bond payment. This will mitigate the potential additional risk in relation to the fitness equipment and will be refundable upon confirmation of the full equipment payment by IHL and their funder.
- 2.3 To delegate authority to the Head of Environment and Healthy Lifestyles in consultation with the Portfolio Leader for Culture and Sport to agree and facilitate all actions (Bond Agreement including terms and conditions and mechanism for releasing payment etc) required to implement the capital investment at Chase Leisure Centre.

3 Key Issues and Reasons for Recommendation

- 3.1 Cabinet at its meeting held on 25th January 2018 agreed to act as guarantor for IHL in order to secure the capital funding solution required to deliver their preferred capital investment proposal and deliver the minimum required level of savings of £50,000 per annum to the Council from 2019-20. The extent to which

the Council agreed to act as guarantor (for the capital cost only) was estimated to be in the region of £521,891, with IHL separately funding (leasing) any new fitness equipment.

- 3.2 Since Cabinet's decision on the 25th January 2018 IHL have been working with their preferred funder and the Council to agree and finalise the legal documents necessary to release the capital investment required delivering the agreed project.
- 3.3 During these discussions it has come to light that the only way IHL's funder would provide the funding required was for there to be a fairly equal balance between equipment and capital works within the scope of the funding agreement. For this reason the equipment costs have to be included in the agreement, resulting in a requirement for the Council to act as guarantor for the estimated capital works (£522,268) and the equipment (£472,918), the total value of which is circa £1,000,000.
- 3.4 Given IHL's preferred funding agreement which now requires the Council to act as guarantor for up to £1,000,000, Cabinet are asked to consider the implications and confirm their agreement to this change. The full legal and financial implications are set out in the appropriate sections of this report.

4 Relationship to Corporate Priorities

- 4.1 One of the key Council's aims and priorities seeks to increase access to physically active and healthy lifestyles as a way of contributing to improving health and wellbeing of all those who participate (better health outcomes). Any investment that encourages access and use of leisure and culture facilities will assist in contributing to increasing participation in physical activity.
- 4.2 Implementation of the Council's Financial Recovery Plan and delivery of the savings required is intended to minimise the impact on the delivery of the Council's corporate priorities.

5 Report Detail

Background

- 5.1 Cabinet at its meeting on 15th December 2016 proposed a series of saving options to deliver a balanced budget in 2019-20 in accordance with the £1.6 million saving requirement identified as part of the Financial Recovery Plan process.
- 5.2 Part of the FRP process included reviewing the existing contract for culture and leisure with the Council's provider, Inspiring Healthy Lifestyles, in order to deliver significant savings, circa £210,000 up to 2019-10 through a reduction in its management fee.

- 5.3 Part of the management fee reduction, circa £70,000 p.a. was identified by improvements to and streamlining of IHL's operational budgets. These savings were delivered in 2017-18 as proposed.
- 5.4 The balance of the savings to be achieved required IHL to develop their preferred capital investment proposal to deliver a minimum of £50,000 revenue savings by 2019-20 for the extended contract term. Over the proposed extended contract period this equates to a savings target of £650,000.
- 5.5 Cabinet at its meeting held on 25th January 2018 agreed to act as guarantor for IHL in order to provide the capital funding solution to deliver their preferred capital investment proposal. This option, (Option 2) included refurbishing the gym, introducing virtual fitness programmes to the existing studio, converting the bowling green to an indoor cycling studio (Les Mills Trip), functional studio and multi-purpose studio. This also included the provision of bowling mats to provide a programme within the sports hall. The extent to which the Council would act as guarantor (for the capital cost only) was estimated to be in the region of £521,891, with IHL separately funding (leasing) any new fitness equipment.

Update

- 5.6 Since Cabinet's decision on the 25th January 2018 IHL have been working with their preferred funder and the Council to agree and finalise the legal documents necessary to release the capital investment required delivering the agreed project.
- 5.7 However, during these discussions it has come to light that the only way IHL's funder would provide the funding required was for there to be a fairly equal balance between equipment and capital works within the scope of the funding agreement. For this reason the equipment costs have to be included in the agreement, resulting in a requirement for the Council to act as guarantor for the estimated capital works (£522,268) and the equipment (£472,918), the total value of which is circa £1,000,000.
- 5.8 Given IHL's preferred funding agreement which now requires the Council to act as guarantor for up to £1,000,000, Cabinet are asked to consider the implications and confirm their agreement to this change. The full legal and financial implications are set out in the appropriate sections of this report.
- 5.9 The risk for delivering the annual revenue savings still sits with IHL and not the Council. IHL will be responsible for identifying any additional operational efficiencies to bridge any gap between the revenue impact of the project and the management fee reduction required by the Council.

6 Implications

6.1 Financial

- 6.1.1 The current budgets reflect the proposed savings identified within the report including the investment proposal reduction. IHL have currently guaranteed the £50,000 per annum with the risk of generating the income sitting with them. In

order for IHL to obtain funding from their preferred funder they require the Council to be guarantor in the event of any default. Although the guarantor figure is higher than previously stated the equipment that IHL are replacing is contained within their original business plan.

- 6.1.2 The original proposal submitted by IHL in January 2018 required the Council to act as Guarantor for its capital investment; the additional requirement to act as a Guarantor for the Fitness Equipment has arisen following subsequent discussions with IHL and their funder.
- 6.1.3 This is purely on a one off nevertheless in light of the remedies involved in the unlikely case that IHL do not comply with the funding obligations (and the additional Waiver requirement) it is felt prudent that a refundable bond is maintained by the Council.
- 6.1.4 IHL currently make a non refundable Indemnity Pension Bond to the council that is reviewed on an annual basis. A reduction in the bond of £10,550 per annum is now due and it is therefore recommended that in order to reduce the impact on IHL that this is held, and accumulated, as a refundable bond to be repaid after 5 years.

6.2 Legal

- 6.2.1 The Council has been asked to act as Guarantor for IHL in order for IHL's preferred source of funding (hereinafter "the Funder") to provide the capital funding solution.
- 6.2.2 The risk to the Council is likely to be minimal and liability will only fall to the Council in the event that IHL fail to comply with their obligations under the funding agreement and the agreement is terminated. Should IHL fail to comply, the Council would be given 6 months in which to make a decision on which of the following courses of action to take:
 - a) To take over IHL's obligations and liabilities under the agreement, provided that the Council are able to retain any revenues received from the Leisure Centre, subject to the agreement of IHL; or
 - b) For the Council to arrange for an alternative service provider to replace IHL to take over the contractual obligations, subject to the Funder's agreement; or
 - c) To terminate the agreement with the Funder and pay any outstanding sums as a result of the termination.
- 6.2.3 In addition, the Council is also required to execute a Waiver Form in its capacity as landlord of the Leisure Centre as part of the agreement with the Funder to act as Guarantor for IHL. The Waiver Form is a separate document whereby the Council agrees not to seize, sell or claim a right over any of the equipment that IHL will be hiring under their agreement with the Funder, and that the equipment shall not in any way constitute part of the Leisure Centre and shall remain separate. The equipment may be removed by the Funder at any time from the Leisure Centre, provided that in doing so any damage to the Leisure Centre is made good. The Waiver Form also contains an undertaking to be given by the

Council to the Funder not to create a charge or encumbrance over the Leisure Centre without giving the Funder prior written notice and not to sell, lease or dispose of the Leisure Centre without requiring the purchaser, lessee or dispose to grant a similar waiver to the Funder.

6.2.4 Given the scale of the contractual relationship with IHL and the relatively small value of the capital funding that is being sought, the risk to the Council of being financially liable in the event of a breach by IHL would seem small under the circumstances. Added to this and by way of assurance to the Council, IHL have provided an extensive list of local authorities that have entered into similar agreements with other trusts and the Funder.

6.3 **Human Resources**

None

6.4 **Section 17 (Crime Prevention)**

None

6.5 **Human Rights Act**

None

6.6 **Data Protection**

None

6.7 **Risk Management**

Many of the risks associated with this option relate to the provider, IHL being able to deliver the capital investment and level of savings required by the Council. However, IHL will be responsible for identifying any additional operational efficiencies to bridge any gap between the revenue impact of the project and the management fee reduction required by the Council. There is a risk for the Council in acting as Guarantor for IHL and their capital funding proposal but this is mitigated to some degree given IHLs track record of delivering such projects.

6.8 **Equality & Diversity**

None

6.9 **Best Value**

The partnership with IHL has already delivered significant savings and secured additional capital investment in its facilities. This option will the deliver additional savings identified in the Council's FRP and continues to demonstrate the Council's commitment to providing value for money services.

7 Appendices to the Report

None

Previous Consideration

None

Background Papers

25 January 2018 – Cabinet Report – Additional Capital Investment in Culture and Leisure Services as part of the Council's Financial Recovery Plan.

15 December 2016 – Cabinet Report – Feedback from the Public Consultation on the Financial Recovery Plan and Approval of Saving Options.

Report of:	Head of Housing and Partnerships
Contact Officer:	Kerry Wright
Telephone No:	01543 464 368
Portfolio Leader:	Crime and Partnerships
Key Decision:	No
Report Track:	Cabinet: 04/10/18

CABINET
4 OCTOBER 2018
UPGRADING CANNOCK CHASE PUBLIC SPACE CCTV TECHNOLOGY –
APPLICATION FOR PERMISSION TO SPEND

1 Purpose of Report

- 1.1 To seek Cabinet permission to spend in relation to upgrading Cannock Chase Public Space CCTV Technology funded from a capital allocation of £50,000.

2 Recommendations

- 2.1 That Cabinet grants permission to spend £55,000 towards the upgrading of Cannock Chase Public Space CCTV Technology (£5,000 available from existing Revenue Budget).

3 Key Issues and Reasons for Recommendation

- 3.1 The CCTV cameras were installed in 1998. The majority of the current analogue public space CCTV cameras located across the District are beyond the normal life expectancy and support for this type of equipment. The cameras are listed in Confidential Appendix 3, attached to this Report.
- 3.2 Some units have already failed and been repaired on a number of occasions. Due to the age of the equipment, the cameras can't be covered under any maintenance contracts thus making any repairs that are carried out expensive. The CCTV Maintenance Budget has been significantly overspent as detailed below:

2016 – 2017 Budget £7,990 Outturn £14,852 £6,862 overspent.

2017 – 2018 Budget £8,150 Outturn £27,877 £19,727 overspent.

2018 – 2019 Budget £12,150 £15,435 estimated overspend to date.

- 3.3 The Council therefore faces a decision to either:
- (a) Continue maintaining the existing cameras on an ad hoc basis and in an uneconomical manner
 - (b) Be aware of the outage risks and potential repair costs
 - (c) To invest in the replacement of cameras to obviate the risks.

The outcome of the Audit was discussed with Staffordshire Police and the CCTV Operatives and all were in agreement that the 26 cameras that have been deemed as essential to replace should take priority over the other cameras.

- 3.4 The approved capital programme includes an allocation of £50,000 for the upgrade of the CCTV cameras. There is an existing Revenue Budget (Community Safety Hub) of £5,000 that would fund the shortfall of the full £55,000 required to replace the 26 essential cameras, as identified in Appendix 3 of this Report.
- 3.5 At the time of the review, there were a total of 91 cameras across the District. A full audit review of each individual camera's condition, access and image has been conducted. The consultants appointed to conduct this review have summarised the priority order for the replacement of cameras using a Must Do (Essential), Should Do (Desirable) and Could Do (Optional) approach:
- Must Do (Essential) = 26 cameras
 - Should Do (Desirable) = 14 cameras
 - Could Do (Optional) = 8 cameras
- 3.6 The spend of £55,000 will only cover the cost of replacing the essential 26 cameras and it is anticipated that the works will be completed within this financial year.
- 3.7 The Revenue Budget of £12,150 for repairs and maintenance will be necessary to fund works that may be required due to vandalism / criminal damage and repairs to cameras that have not been upgraded.
- 3.8 A request for additional funding from the Capital Programme to replace the 14 desirable cameras and the 8 optional cameras will be subject to a report in the near future. A review of de-commissioning certain cameras will also be included in this report.

4 Relationship to Corporate Priorities

- 4.1 This report supports the Council's Corporate Priorities of Promoting Prosperity and Community Wellbeing.

- 4.2 This report also supports the Community Safety Delivery Plan 2017 -2020 and Police Crime Commissioners Community Safety Priorities.
- 4.3 The Strategic Priorities for Cannock Chase's Community Safety Delivery Plan are:
- Domestic Abuse
 - Anti-social Behaviour
 - Drugs (supply and possession)
 - Missing Children
 - Vulnerability
- 4.4 The Police and Crime Commissioner for Staffordshire's (PCC) Community Safety Priorities are:
- Early Intervention – tackling the root causes before they become a problem;
 - Supporting Victims and Witnesses – making it easier for victims and witnesses to get the support they need locally;
 - Managing Offenders – preventing offending in the first place and reducing the likelihood of re-offending;
 - Increasing Public Confidence – making sure everything that happens in partnership contributes to individuals and communities feeling safer and reassured.

5 Report Detail

Background and Context

- 5.1 In December 2016 independent consultants were commissioned to carry out a technical study and appraisal of the existing CCTV system operating across the District.
- 5.2 The technical study comprised of the following:
- A camera by camera audit and assessment
 - Advice on most appropriate locations for cameras to improve the surveillance operation
 - Advice on the condition of cameras and priority order for replacement of cameras

- Advice on communication links servicing the cameras, with suggested alternative options including the use of wireless technology
 - Review of any associated support contracts with suppliers, vendors and communication providers.
- 5.3 All existing cameras are analogue units. A combination of dome cameras, 'shoe box' cameras and bullet cameras are deployed across the District. The majority of the cameras are Pan, Tilt, Zoom (PTZ) cameras, allowing operators to view the areas around the camera location and zoom into areas of interest. Some of the cameras have integral Infra Red (IF) lighting to enable better vision in night time conditions.
- 5.4 The consultants carried out a night time visit to the old CCTV control in November 2016. During this visit, it was observed that some of the older cameras deliver poor quality images and suffer from noise/grainy images and ghosting within the scene, particularly where lighting levels are low. This is still the case with the new control room. Lighting co-ordination is a fundamental component of a successful public space CCTV scheme and this has been taken into consideration whilst conducting the audit and presenting the findings.
- 5.5 Across the District, CCTV cameras record images continually over the 24 hour period and are monitored 24 / 7, 365 days a year.
- 5.6 CCTV is a deterrent to crime and with systems such as the Councils, CCTV footage is frequently utilised by the Police, resulting in perpetrators of crime being brought to Justice.
- 5.7 Staffordshire Police request approximately 30 reviews of footage per calendar month.
- 5.8 Areas of surveillance where CCTV has been particularly useful include:
- 5.9 Night Time Economy – linking in with the Councils Licencing department, Staffordshire Police and both Cannock and Rugeley pub watch.
- To tackle and prevent anti-social behaviour through effective communication and the prompt reporting of anti-social behaviour and criminal activity.
 - To promote a sense of security for customer and staff.
 - To improve police/licensee liaison by providing effective communications through Two-way radio and CCTV.
- 5.10 Business Crime – using the CCTV cameras and Store-net radios to address shoplifting in the District. Reducing crime and disorder, shoplifting and anti-social behaviour.
- 5.11 In addition, the Council also receives approximately 2 requests for evidence per month from insurance companies regarding road traffic collisions.

- 5.12 Some recent examples of how CCTV has either played a role in, or has been the main source of evidence in, criminal cases in the District are attached at Appendix 3.

Camera Review

- 5.13 Attached (Appendix 3) is a summarised priority list for the recommended replacement of cameras, using a Must Do (Essential), Should Do (Desirable) and Could Do (Optional) approach to camera replacement.
- 5.14 A further decommissioning project will take place to identify those cameras from the desirable and optional lists, reviewing which CCTV cameras need to be decommissioned, if any, moving forward. This has already been considered as part of the essential camera identification for upgrades.

Proposal

- 5.15 The proposal for consideration is for the upgrade / installation of 26 cameras identified as essential with 'Hybrid' CCTV cameras. Cameras will need to function in both analogue mode now and IP mode at some point in the future.
- 5.16 Operationally, the camera solution must be fully integrated with the Avigilon VMS, provide HD (1920 X 1080) image quality in IP mode and be feature rich to meet the daily needs of the system operators in respect of range, tracking speed, field of view, pre-sets, tours and masking. The reliability of the camera should be backed by the manufacturer with a standard 3 year warranty, with options to extend to 5 years. An initial quote has been received from a provider in order to understand the costs of such a project.

Recommendation

- 5.17 It is recommended that Cabinet grants permission to spend £55,000 towards the upgrading of Cannock Chase Public Space CCTV Technology, starting with the essential 26 cameras as outlined within Appendix 3 of this Report.

6 Implications

6.1 Financial

£50,000 has been allocated in the approved Capital Programme to fund the replacement of failing CCTV cameras.

The cost of £55,000 has been identified to replace the most urgent cameras. The shortfall in budget approved will be funded from a contribution from the Community Safety Hub Revenue Budget for 2018-19.

There is an existing Revenue Budget of £12,150 for repairs and maintenance of CCTV cameras. This will need to be retained to fund unexpected repairs arising from vandalism, to the majority of cameras that are not being replaced as part of this capital project.

6.2 Legal

There is no legal requirement for the Council to operate a CCTV Service.

6.3 Human Resources

None

6.4 Section 17 (Crime Prevention)

The upgrade of the cameras will enhance service delivery for prevention and detection of crime and disorder.

6.5 Human Rights Act

None

6.6 Data Protection

The CCTV Service is compliant with Data Protection requirements.

6.7 Risk Management

None

6.8 Equality & Diversity

None

6.9 Best Value

The CCTV maintenance budget has consistently been over-spent since 2016; upgrading the essential cameras should reduce the over-spend.

7 Appendices to the Report

Appendix 1: Staffordshire Police Letter of Support

Appendix 2: CCTV Case Studies

Appendix 3 CCTV Cameras Locations (Not for Publication)

Previous Consideration

None

Background Papers

None

Appendix 1

Cannock Local Policing Team – Supporting Letter

Dear Colleagues,

On 14th January 2018 CCTV moved into the Civic Centre Cannock. Since that date Staffordshire Police have made approx. 400 requests for viewing access and downloads of images for evidential purposes.

This department is one of the cornerstones of district partnership working, it links together Police, Community Safety, the night time economy and the business store watch initiative managed through PABCIS. Beyond that it is an intelligence gathering tool, capable of surveying huge areas of the district on a scale that cannot be emulated by other partners. The financial costs of a good quality, well managed CCTV system are far outweighed by the benefit to the communities in which they are located.

The 400 requests in an 8 month period equates to almost 1 a day, showing the value to the Police of an effective modern CCTV system. Often the images allow officers to establish exactly what happened and ensure quicker identification of offenders. Additionally an operator can review footage while an officer is still at the scene and identify all involved. The system also allows monitoring of various community assets such as the new developments and refurbishments in Hednesford Park and the Pye Green Stadium site.

The value of the CCTV can be broken down into three distinct areas:

- Evidential- Where images captured by CCTV are used as part of the evidence presented to the CPS
- Prevention – where the Operators and Partners use the cameras in a proactive manner to identify known offenders operating in the district and then raise awareness with Pub watch, Store watch and Police. Supporting ASB legislation by monitoring breaches of CPNs & CPNWs.
- Intelligence – Proactive use of the systems to monitor areas where criminality is occurring, IE, Shoplifters, Purse theft, town centre violence. The systems also support officers looking for missing persons, allowing for review of areas, establishing last movements, area searches and possible sittings. Working with Neighbourhood Action Teams (NAT) on identification of cross border criminals involved in County Lines.

Regards,

Chief Insp. Sarah Wainwright
Cannock Local Policing Team

Appendix 2**CCTV Case Studies****Evidential use**

During the World Cup campaign of 2018 evaluation of football related incidents carried out at weekly Threat and Grip (T&G) meeting indicated that Hednesford was an area of concern. Tasking from T&G was for operators to monitor Market St Hednesford and report incidents. After the next fixture police were called to an assault outside licensed premises on this street. CCTV images assisted with identification of offenders giving officers a clear picture of what had happened prior to their arrival. Additionally due to existing sharing protocols linked with the Pub Watch banning submission these can also be shared with members. The footage from this incident gave CCDC and police licensing teams sufficient evidence to visit, discuss and take action where required in relation to the management of the licensed premises during events.

Several reports were received in the spring of 2018 after a number of town centre businesses in Rugeley were the victim of criminal damage. The damage had occurred overnight and was deliberate and malicious with many taking to social media to voice their outrage. The investigating officer was able to identify the two offenders from CCTV at targeted business, but it was the footage on Town Centre CCTV that linked to the offenders to all four incidents. Footage was copied and taken as evidence. This additional imagery greatly assisted the Police in securing a conviction for Criminal damage and compensation for the victims.

The Pye Green Stadium site is a known hotspot for ASB involving the use of off road bikes. Using intelligence from reports by members of the public, operators monitored the area at key times. This resulted in footage being obtained by CCTV of a known offender committing further offences. This evidence from CCTV was of huge assistance to Police in bringing action against the offender .

Prevention use

Cannock Town centre has experienced ASB from a group of adults who congregate in the town centre for a number of years, their behaviour causes offence to members of the public and has had a negative impact on town centre traders. Using Crime and ASB legislation, PCSO's have issued the majority with Community Protection Notice Warnings (CPNW). These warnings are the first stage of a process designed to address this type of ASB. If recipients fail to heed the warnings and continue with their behaviour then a further Notice can be issues (CPN). A breach of this constitutes an offence and can result in a fixed Penalty Notice (FPN) or court appearance. Through the Community Safety Hub we advise CCTV of all current CPNW, CPNs, providing copy of conditions and images of offenders. CCTV then monitor and report back on breaches. This CCTV footage is used to progress to next stage and where appropriate issue FPN or report for court summons. By issuing and progressing these notices quickly we are starting to impact on their behaviour and because these notices last 6 months it has also become a preventive measure that can be monitored by CCTV as part of daily business.

Intelligence Use

County Lines is the name given to the spread of Organised Crime Groups (OCG) drug supply activity. With our close proximity to the West Midlands, the district has seen a rise in drug related incidents attributable to County Lines. Cannock Neighbourhood Action Team (NAT) use the CCTV system to gather intelligence on possible offenders, assisting with images of those suspected of involvement, locating vehicles and town centre addresses they use. This intelligence is shared beyond local officers with the information going up to County and regional level.

Locally the work of CCTV has resulted in arrests of West Midlands males involved in drugs supply into Cannock Chase, identification of vulnerable young people, missing from care homes outside of the County and used by the OCG for the trafficking and dealing of drugs.

Staffordshire Police wholeheartedly support the upgrading of the CCDC CCTV system.

Great work from the CCTV team

Our CCTV team who moved into the Civic Centre earlier this year have shown in the last few months how working closely with the police has highlighted and even prevented crimes in our District, thanks to their quick thinking and observations, when both on and off duty.

In April this year a group of Eastern Europeans from Leicester who were known by police, as they had previous convictions for theft from a person, were spotted by our CCTV operator. The Eastern Europeans looked like they had targeted an elderly lady. Thanks to the quick action from the CCTV operator they were quickly located and stopped by a police officer. The vehicle used for this potential crime had no insurance and was ceased by officers. The CCTV operator not only prevented a crime from happening, but also got an uninsured vehicle off the road.

And in May a CCTV operator who was off duty, spotted a vehicle that was completely overloaded with scrap. The CCTV operator informed the control room, who supported the police to locate the vehicle.

The flatbed truck was located on Moss Street in Cannock and was found to be piled up to nearly 20ft high with scrap.

The truck was led to the nearest scrap yard and the driver was reported for a number of traffic offences.



And finally, a Pubwatch Radio report one 4am in the morning to CCTV advised them of a possible drink driver in Cannock. They provided details and CCTV tracked the vehicle while officers responded. The vehicle was stopped on Danilo Road in Cannock and police confirmed that the driver was over the legal limit, following a positive breath test. A further search of the vehicle revealed a bag of white powder (believed to be cocaine). The driver was charged with drink driving and received a community resolution for possessing drugs.



Our CCTV operatives, although located in our building, are often behind closed doors monitoring the CCTV cameras 24 hours a day, across the District. The articles above show the great work they are doing in conjunction with the police and that they are always on the look out even when they are not on duty. Brilliant work everyone, well done!