

MALVERN HILLS

Conservation area appraisal

Newland



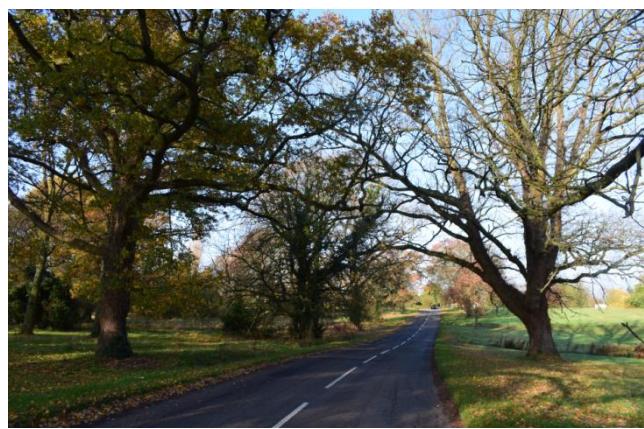
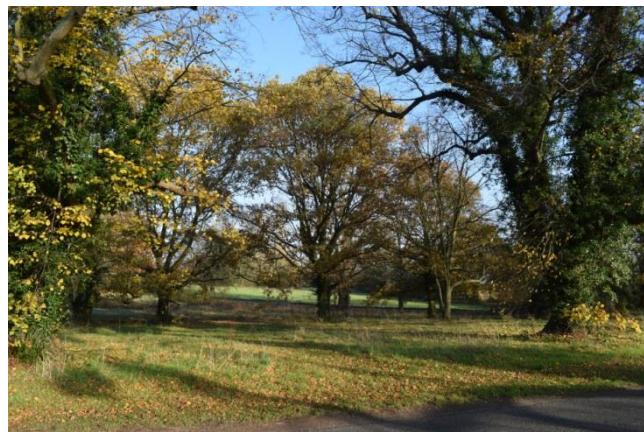
**The Newland Conservation Area Appraisal
and Management Plan were adopted by
Malvern Hills District Council as a document
for planning purposes. Executive Board
meeting of 19th November 2019 refers.**

**Malvern Hills District Council
Council House
Avenue Road
Malvern
WR14 3AF**

**Tel: 01684 862221
www.MalvernHills.gov.uk**

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1.0 Introduction

1.1

Conservation areas were established by the 1967 Civic Amenities Act in response to concerns that historic areas were being eroded through inappropriate development.

1.2

Under Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990, the statutory definition of a conservation area is an 'Area of special architectural or historic interest, the character of which it is desirable to preserve or enhance'. A conservation area may include historic town or village centres, historic parks and sites of industrial or transport interest, such as canals.

1.3

Conservation areas create a framework within which the local authority safeguards the character of a whole area by recognising the contribution that individual buildings make to the historic townscape, together with spaces between and around buildings, street patterns, trees, views and other elements such as ground surfaces and boundary treatments.

1.4

The Newland Conservation Area was designated on the 19th May 1993. The boundary was reviewed again in 2019 during the preparation of this appraisal. This appraisal identifies the special interest and character of the Newland Conservation Area, and provides guidance on how the preservation or enhancement of its character or appearance can be achieved.

Part 1 – Appraisal

1.5

Under Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 Councils must pay special attention to the desirability of preserving or enhancing the character or appearance of the conservation area.

The designation of a conservation area is no longer considered appropriate as an end in itself. For the designation to be meaningful, the process requires the preparation of an appraisal to define what is special, thereby justifying the status of the conservation area. This should also form the basis for making decisions about the future of the conservation area, ensuring its character and appearance is taken properly into account.

This appraisal begins with a summary of the special interest of the Newland Conservation Area before looking in more detail at the setting and historic development followed by a spatial and character analysis. Key issues affecting the area have been identified and management proposals to address them are proposed. The appraisal has also included a review of whether additional areas should be added to, or areas removed from, the designation. At this stage, any proposals for boundary change are put forward as the basis for further discussion and consultation.

No appraisal can ever be completely comprehensive and omission of any particular building, feature or space in this document should not be taken to imply that it is of no interest.

This appraisal and management plan have been undertaken in accordance with the recommendations of 'Conservation Area Appraisal, Designating and Management Historic England Advice Note 1 (second edition)'.

2.0 Planning Policy Context

This appraisal should be read in conjunction with the [South Worcestershire Development Plan](#) (SWDP, 2016) and [National Planning Policy Framework](#) (NPPF, 2019)

2.1

The SWDP, in accordance with the NPPF, contains historic environment policies that set out a positive strategy for protecting and managing the historic environment.

The relevant SWDP policies are SWDP6 (Historic Environment) and SWDP24 (Management of the Historic Environment).

2.2

The NPPF sets out national policies regarding the protection and enhancement of the historic environment, which play an important role in the delivery of sustainable development.

NPPF paragraphs 184-202 set out the Government's planning policy on *Conserving and enhancing the historic environment*, and more specifically policies relating to conservation areas.

Broadly, these policies seek to ensure that the character and significance of a conservation area are preserved.

2.3

Guidelines for development specify:

- New development should respect its context in design, including scale, form, proportion and detailing.
- The use of materials in accordance with those traditionally used in that particular part of the conservation area, appropriate to the age and character of the building.
- New development should be located within sites in a similar way to the general pattern of buildings in that part of the conservation area.
- Boundary walls, railings and hedges should be incorporated in the development in a similar way to those already in existence in that part of the

conservation area, using similar materials and detailing, or species.

- Signs should respect the character of the buildings and quality of the historic environment in their siting, size, materials and design.

2.4

Permission may be refused for:

- The demolition of any building or structure if its loss would harm the character and/or appearance of the conservation area.
- The extension or alteration of a building where the change would damage the area's character and/or appearance.
- Development which would be harmful to the setting, character or appearance of the area.
- Development which would adversely affect, or result in the loss of, historic plots, layouts and street patterns, important views, open spaces, tree cover or boundary features within the conservation area.
- Signage which would be harmful to the character or appearance of the conservation area.

3.0 Summary of Special Interest

3.1

The Newland area has a considerable archaeological and historic interest with approximately 2000 years of human activity in the area.

3.2

The special interests of the Newland Conservation Area which justify its inclusion as a conservation area include:

3.2.1

The area has a long history of being an area of common land which is clearly evident to this day. This area of land would have been particularly important to the poorer population as an area where they could graze cattle, collect fire wood and roam in a landscape predominantly owned by larger land owners such as the Madresfield estate.

Newland

3.2.2

The coherent Victorian architecture which is prevalent around the conservation area and which preserves an almost unchanged period of development.

3.2.3

The location's relationship to the surrounding rural landscape and its visible relationship to the village of Newland to the north.

3.2.4

The number of historic buildings both of national and local importance.

3.2.5

The significant contributions of the natural environment in terms of trees, gardens, open spaces and hedgerows.

4.0 Historic Development & Archaeology

2nd – 3rd Century - To the south of the conservation area is an area identified as 'Newland Hopfields', located at North End Farm (now the site of the Malvern Shopping Centre). According to the Birmingham University Field Archaeology report the site 'makes a significant contribution to the Romano-British studies at the local, regional and national level.' (Evans & Jones, 1998, p. 67)

1068 - The Doomsday map of 1068 shows that at the time of the survey much of the lands around Worcester were owned or in the interest of the 'Church of Worcester's Manors'.

c1215 - The first church at Newland was dedicated to St Michael.

15th Century - The church was rebuilt in C15; later rebuilt again to become the Mortuary chapel of the almshouses in 1865. There was also a property called 'Church House' at Newland serving as the clergy residence until St Leonards and the Wardens house were constructed. This building was demolished c1958.

1862 - The foundation stone of the Beauchamp Almshouses, which now play such a prominent role in the conservation area, was laid on 22nd October 1862. The name of the almshouses alludes to the benefactors who funded their construction, Lord and Lady John Reginald Pindar, 3rd Earl Beauchamp of Madresfield Court; this is a manor house and estate approximately two miles south of Newland.

5.0 Spaces



Figure 1: Open common land in the northern area of Newland Conservation Area



Figure 2: Open common land in the north of the conservation area

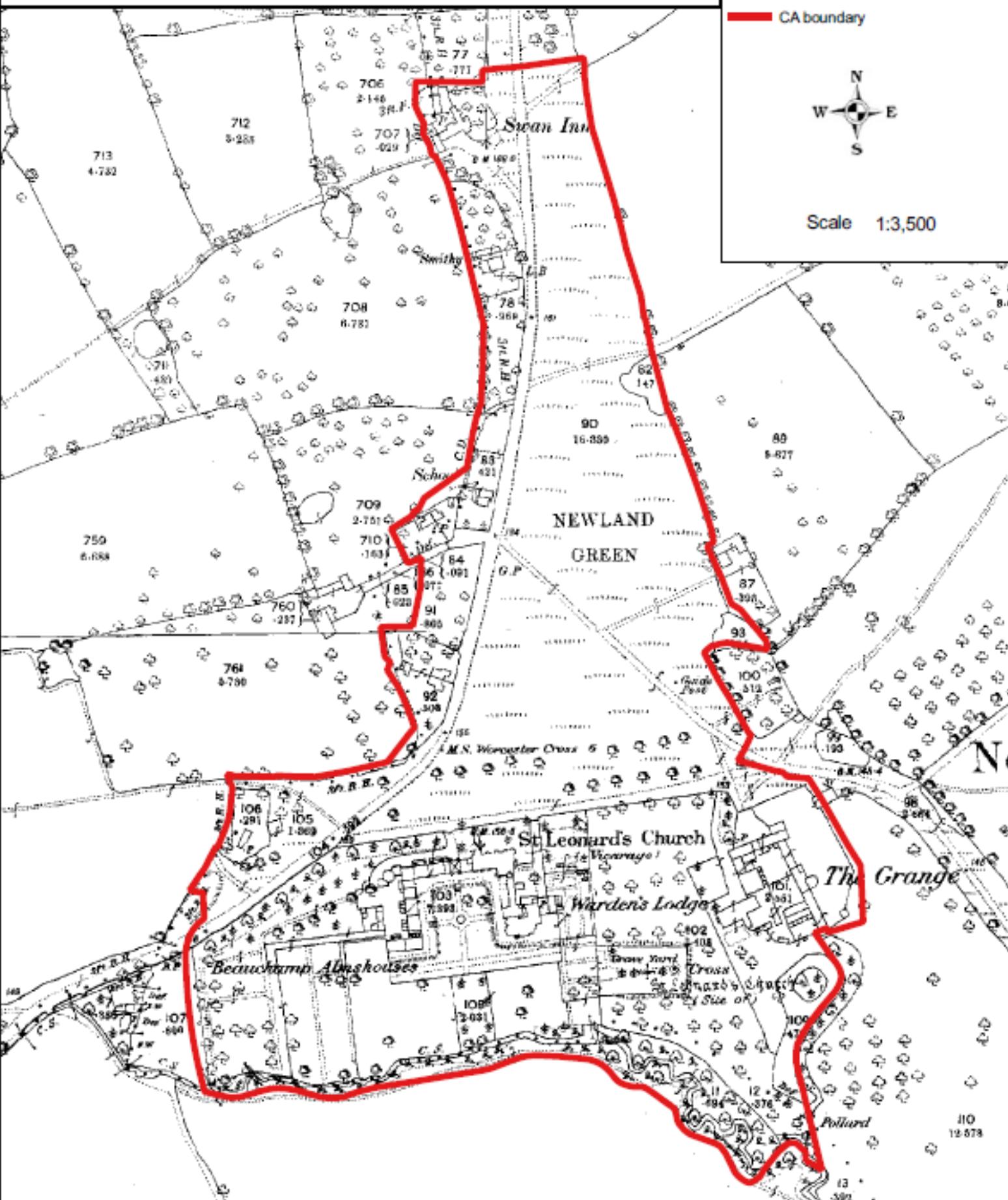
Extract from 1st Epoch Ordnance Survey Map (1843-1893)

Legend

CA boundary



Scale 1:3,500

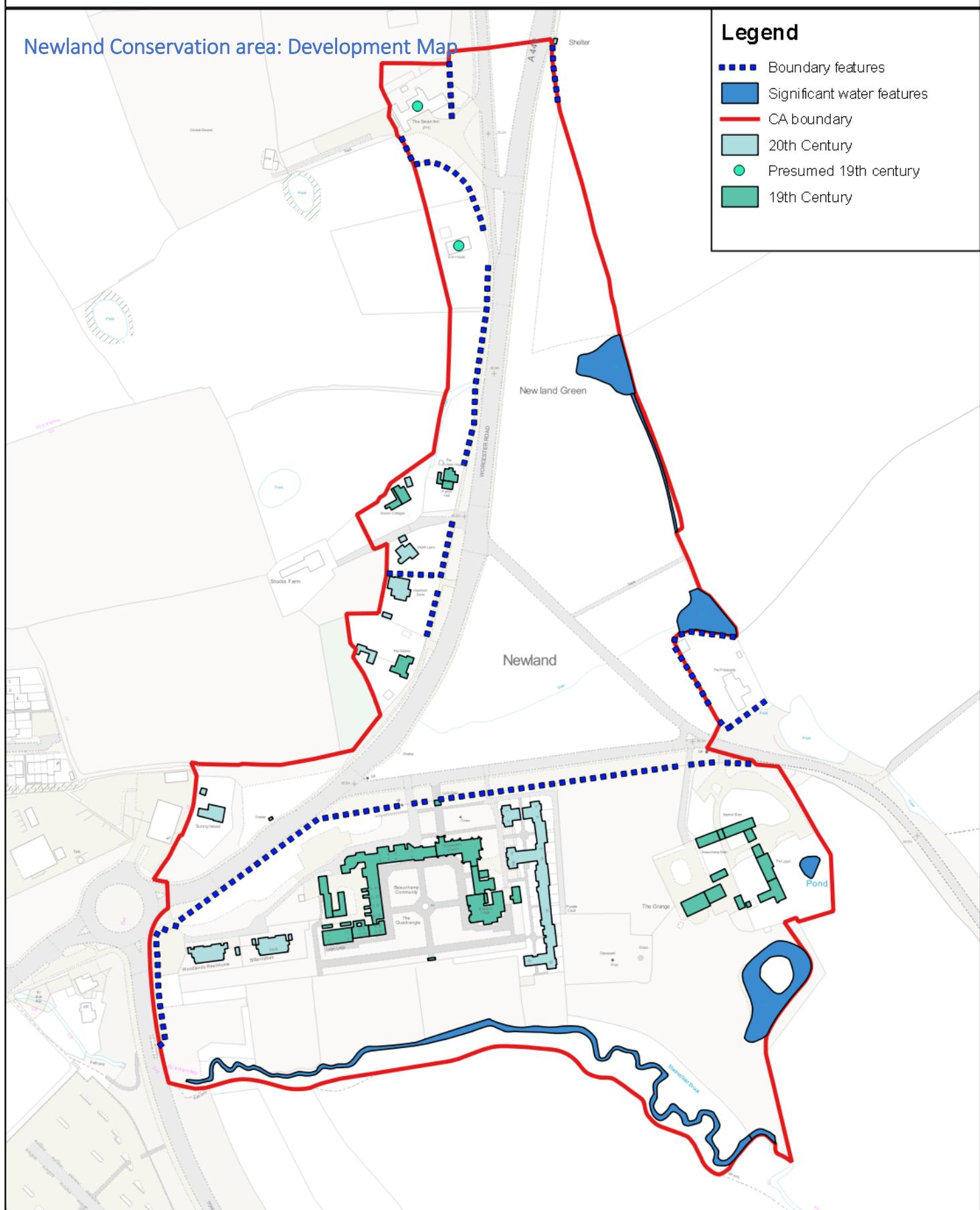


Newland Conservation Area: Development Map

Newland Conservation area: Development Map

Legend

- Boundary features
 - Significant water features
 - CA boundary
 - 20th Century
 - Presumed 19th century
 - 19th Century



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Date: 31/10/2019





Figure 3: Photo of the Beauchamp Community Almshouses showing (l-r): The Gate House and adjoining range on the north and West sides of the courtyard (Grade II), Church of St Leonard (Grade I), Wardens Lodge, Boardroom, Buildings to the east of the courtyard (Grade II*)

5.1

Newland has seen the town of Malvern Link encroach on it from the west over several decades, resulting in the town's suburbs now abutting the conservation area to the south west. The growth of Malvern Link has also added a large roundabout the Malvern Shopping Centre, a supermarket, industrial estate and residential suburbs.

5.2

Despite this encroachment the green space surrounding the conservation area and associated views have remained remarkably intact. The preservation of the green space, rural setting and fields which surround the Newland Conservation Area are crucial to preserving the significance of the area, including its character, appearance and setting.

5.3

Whilst there are a small number of private dwellings and gardens around the edges of the conservation area, these do not dominate the setting due to their spacing and their relatively low numbers.

5.4

Whilst not all of these domestic gardens may be publicly accessible, they are equally important as they add to the open feeling of space which makes the area special.

6.0 Key Views & Vistas

6.1

The views both in and out of the conservation area play a vital role in the aesthetic of the area. Throughout the conservation area one is always aware of the undulating topography around Newland and the surrounding rural landscape which contributes significantly to the setting of the area.

6.2

The open space in the north of the conservation area and the almshouses complex with its towering gateway, chimney stacks and St Leonard's Church to the south, form focal points within the conservation area which draw the eye when traveling through on the A449 or when walking on Newland Green.

6.3



Figure 4 View east of the conservation area across farm land

Beyond the conservation area are expansive vistas of open countryside to the east which are

Newland

visible through the field boundaries and are critical to the setting.



Figure 5: View looking NW along Madresfield

6.4

These views are characterised by flat open fields, minor undulations in the terrain, and low hedge rows interspersed with groups of trees. These views provide the conservation area with an invaluable sense of space and add significantly to this historic site.

6.5

To the west a band of green fields has survived, despite the Newland Conservation Area's proximity to Malvern Link, with its industrial estate and suburbs.

6.6

The existence of this 'buffer' of green space between Newland and the modern expansion of Malvern Link is important to the setting of the conservation area as it visually maintains the rural feel, aesthetic beauty and historic significance of the conservation area as an area of rural common land.

6.7

These views west are visible in several key locations as indicated on the plans of the Newland Conservation Area provided with this report.



Figure 6: Avenue of lime trees aligned east west across the conservation area

6.8

The avenue of lime trees to the south of the common land in front of the almshouses provides an impressive view across the conservation area framing a view of the fields beyond on an E-W alignment

6.9

Views along 'Madresfield' a road within the conservation area traveling NW-SE also provide important views across the common land and are an historic route through the area.

7.0 Geology

7.1

The County of Worcestershire consists for the most part of a wide undulating plain of red Triassic marls, sandstone and grey gravels. It is bordered on the west by the Malvern Hills which rise to a height of 1,394 feet (425 meters) at the Worcestershire Beacon and extend northwards to the Abberley Hills with a maximum height of 928 feet (283 meters).

7.2

The geology of the conservation area comprises of 2 types of Sidmouth Mudstone alternating in 4 bands orientated E-W. There is also an area of Alluvium (clay silt and gravel) following the path of the Madresfield Brook along the southern boundary of the conservation area.

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8.0 Character Analysis

General

8.1

The presence of common land has historically played an important role within communities, providing open space where the local population have the right to roam, graze cattle, and collect wood.

8.2

The character of Newland Conservation Area is that of a rural common land on the edge of a large town with lightly wooded areas and open pasture. Part of the charm of the area lies in the contrast it provides from the denser urban area of Malvern Link which stops at the roundabout on the junction of Worcester Road and Townsend Way, immediately outside the conservation area. This rural character is reinforced by the presence of open vistas to the surrounding farmland.

8.3

Today the conservation area provides a valuable insight into the history of the area and displays fine examples of Victorian gothic architecture. The conservation area also provides a pleasant relaxing wilderness; a welcome respite from the urbanised industrial estate shopping areas and suburbs beyond.

9.0 Listed Buildings

9.1

The Newland Conservation Area contains seven listed buildings, six of which are located within the Beauchamp Almshouses complex, constructed c1862–63 by prominent



Figure 7: The Gate House of the Newland Almshouses

architect P C Hardwick following a donation of £60,000 received from Lord and Lady John

Pindar, 3rd Lord Beauchamp for the construction of the houses.

9.2

The listed buildings include:

- The Gate House and adjoining range to the North and East is grade II listed. Also functioning as a water tower the structure is rectangular on plan constructed predominantly in red brick. The tower features clasping buttresses, blind tracery detailing and a clock face. Topping the structure is a steep slated pavilion roof, set back behind the parapet wall. The tower is the most prominent feature structure within the conservation area due to its height and can be seen from multiple locations across the conservation area including all major roadways.
- The east and western detached blocks of almshouses are two individual listings constructed in the early 20th century. These are two-storey, four-gabled buildings with limestone dressing and mullioned windows. These are both grade II listed heritage assets.
- The Church of St Leonard is a grade I listed, Victorian gothic building constructed of limestone. It comprises of a nave, north porch, lower chancel and south chancel aisle under a pitched roof and south-east tower. The Tower is square on plan, broached to an octagon at first floor level. The tower is capped with a short crocketed spire with lucarnes. Internally the church is noted for its extensive wall and ceiling paintings depicting biblical scenes.



Figure 8: St Leonards Church, Newland

The church also contains a 12th century font from the parish church of St Thomas at Great Malvern.



Figure 9: Photo of the Warden's Lodge

- 'The warden's lodge, boardroom, chapel, library and attached buildings to east of courtyard' are grade II* listed and form the eastern range of the courtyard. The warden's lodge is of two storeys featuring a canted bay window and 3-light window on the first floor under a gable. To the right is a cross-wing with a square bay window on the ground floor and applied timbering to the gable. There is also a gabled timber window on the first floor and a doorway with shouldered head and three lights over on the ground floor.



Figure 10: Photo of grade II listed gates to the south of the Almshouses

- The grade II listed 'Walls and two pairs of Gates' to the south of the almshouses courtyard consists of a low boundary wall with ornate iron gates. These are said to have been part of the choir gates of Cologne Cathedral (Pevsner, 1968, p. 224)
- The Grange is a grade II listed dwelling, located to the east of the almshouses constructed in a classical style. The building dates from the early 19th century and consists of a 3 bay brick built house in Flemish bond under a hipped tile roof.

The Grange incorporates a range of outbuildings forming a steading and is separated from the almshouses by a small field.

10.0 Other buildings and structures important to the Conservation Area

10.1

- 1 and 2 The Gables are a pair of Victorian semi-detached houses located along the A449 Worcester Road. They are constructed of red brick under a steep pitched, clay plain tile roof with gable ends. Notably both properties still have original casement windows with integral glazing bars.



Figure 11: The School House and Parish Hall, Newland

- The School House and Parish Hall are a 19th century red brick building with a clay plain tile pitched roof and a projecting gabled bay. The building also retains much of the historic external joinery including porch, windows and finials.



Figure 12: The Swan Inn, Newland

- The Swan Inn – a large public house in the north of the conservation area, located on Old Worcester Road at the south end of Newland

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village. The building retains a large open space in front used as a car park as well as land behind. The build also retains its original plan as marked on the Epoch 1 Ordnance Survey map (1843-1893).



Figure 13: Stocks Cottage, Newland

- Stocks Cottage is a black-and-white box frame cottage possibly of 19th century origin. The building also appears to have several phases of development evident in the changes in timber framing and the addition of dormer windows. This building is located off the A449 at the western boundary of the conservation area.

Whilst the building is notably the only 'black-and white' building in the conservation area, there is also a timber framed side chapel to St Leonards Church of similar construction. The side chapel has purportedly been reconstructed using timbers from an earlier church.

20th Century development:

10.2

20th century development has seen the addition of several individual houses within the conservation area interspersed between the historic buildings. These are predominantly along the west side of the conservation area abutting Worcester Road. On the whole however, the conservation area has seen little modern development.

10.3

Pyndar Court, a small development of retirement houses to the east of the almshouses, is perhaps the largest modern addition to the conservation area. These dwellings are constructed of red brick

under clay tiled roofs. They have stone detailing around the windows including sills and lintels, high gables and black fascia boards. This new development does however contain modern uPVC double glazing which is not normally considered appropriate in this setting. Some projecting faces also have applied timber cladding. Pyndar Court has been designed in such a way as to be sensitive to the vernacular style of the Almshouses and other historic buildings within the conservation area.

10.4

Other modern additions have been less successful at integrating with their historic setting. These 20th century insertions within the conservation area are mainly individual dwellings in an overtly modern style seen in many suburbs across the country. The buildings are often of red brick and rendered construction, including clay tile roofs and modern uPVC double glazing. These buildings are typically set back from the road with large front gardens, a feature uncharacteristic of the historic buildings around them.

10.5

Whilst Newland village has seen more modern development along Stocks Lane this is area is not within the conservation area.

10.6

There have been several large developments on the outskirts of the conservation area including housing, retail and industrial development. These are part of the expansion of Malvern Link to the south west. This expansion has resulted in the upgrading of the highway's infrastructure including the addition of a roundabout abutting the boundary to the south west and the insertion of street furniture ill-suited to the conservation areas historic character.

10.7

Despite the proximity of recent developments, they are relatively unobtrusive within the conservation area and as a result external development has not so far affected the key views out of the conservation area.

11.0 Design & Materials

11.1

The buildings in the conservation area are predominantly Victorian with a consistent character established using a predominantly gothic inspired architectural style and materials throughout the area as outlined in this report. This creates a coherent local vernacular within the conservation area. Good examples of which include: The almshouses, St Leonard's Church, The Gables and The School House and Parish Hall

11.2

In addition, there are examples of standalone architecture which are also of interest. Examples of this include The Grange and Stocks Cottages.

Walls

11.3

The buildings within the conservation area are predominantly of brick construction, often using a mixture of English and Flemish bonds. There are

however, as previously discussed, several examples of timber framed structures including Stocks Cottages, formerly a pair of box frame cottages but now one dwelling, and the side chapel at the almshouses which is timber framed with wind braces and brick infill.



Figure 15: Photo of square headed trefoil windows at The Gables.

Roofs

11.4

St Leonards Church and the almshouses all have high slate roofs with decorative ridge tiles and finials. The Gate House tower roof and St Leonards are particularly prominent examples of

this. In contrast the roofs on other historic buildings are predominantly constructed using clay plain tiles. Decorative ridge tiles and finials still remain on many of these Victorian buildings also. This use of materials and detailing is essential to maintaining the character of this conservation area.

Windows

11.5



Figure 14 (L - R) Windows from West range of the almshouses
Skylight from the almshouses window from St Leonards Church;
window from Pyndar Court

The almshouses have predominantly three light mullioned windows, with flush stone sill bands and blank trefoil heads to the ground floor facades around the courtyard.

Other fine examples of historic windows can be seen in the Gables which contain shouldered (square headed trefoil) casement windows under a shallow pointed arch. Furthermore, the Parish Hall and School House retains its original casement windows some with integral glazing bars.

Doors

11.6

The large main gates to the almshouses within the Gate House/ clock tower are constructed of timber planks

The entrance to The Grange is of note as it is unique within the conservation area as a Palladian residence. The door features a Doric pilastered door casing with triangular pediment and a fluted frieze.

Other historic exterior doors throughout the conservation areas are generally either 4 or 6 panelled timber doors.

Other features

11.7

The numerous chimneys of the almshouses are prominent from several vantage points in the conservation area. They feature gauged brick shafts of rubbed brick in a variety of patterns



Figure 16: Photo of chimney at the almshouses

There are also historic examples of metal fencing including 'estate fencing' to the northern boundary of the almshouses and iron gates

Ground surface

11.8

Whilst the modern road surfaces and associated pavements are predominantly tarmac, the conservation area is mainly laid to grass with mixed often deciduous hedgerows and trees forming a canopy in the lower part of the common land and a boundary to the conservation area.

Local Details

11.9

There are local building details and other features in the Newland Conservation Area which contribute to its character and special interest and which are important to retain.

- Clay plain tile roofs
- Brick walls constructed using English Bond
- Extensive natural hedgerows and other boundary treatments including estate fencing.
- Large spaces of green land between houses creating a relaxed, rural character.
- The open common land
- Original windows, some retaining square headed trefoil casements.
- Natural stone detailing around windows and doors, on band courses and on chimney stacks.
- Rural views out of the conservation area.
- Decorative ridge tiles and finials.

12.0 Boundaries

12.1

The northern boundary is drawn to include the outbuildings of The Swan Inn. It crosses the main A449 road in a projected straight line until it reaches the bus shelter.

12.2

The eastern boundary follows and includes the field boundary to the east of Newland Green. It then follows the garden boundary of, but does not include 'The Pheasant' before crosses the lane and following the hedgerows and fence boundaries of The Grange to include the farmstead, lake and garden until it reaches Madresfield Brook.

12.3

The southern boundary follows the public footpath south of Madresfield Brook to include the strong tree line until it reaches Townsend Way.

12.4

The western boundary follows the eastern edge of the Townsend Way, skirting but not including the roundabout. It then follows and includes the rear garden boundaries of properties fronting the A449 Worcester Road. These properties include Sunnymead, The Gables, Hawthorn Dene, Heath Lawn, The School House, Elm House and The Swan Inn.

13.0 Natural Environment

13.1

The natural environment makes a significant contribution to the character and appearance of the Newland Conservation Area. It is therefore vital to the character of the area that these green spaces are retained.

13.2

The most dominant feature of the Newland Conservation Area is Newland Common, which

has remained almost unchanged in its size since the ordnance survey maps of 1884.

13.3

Prominent views out of the conservation area include the cricket pitch to the north west, open fields to the east (see figure 1) and west and the views to the south of the almshouses across Madresfield Brook.

13.4

In addition, private amenity spaces around the private dwellings, almshouses and in front of the Swan Public House play a vital role in the open rural feel of the area.

13.5

There are many trees in the conservation area that have a significant visual amenity: for example, the trees on the southern part of the common land to the north of the almshouses, the tree lined field boundary of the open common land and thicket of trees in the centre of the open pasture in the north of the common (see figure 2)

13.6

There is one tree within the conservation area which is protected by a Tree Preservation Order (TPO). This is a large pine tree to the east of the almshouses.

13.7

In addition, all trees in a conservation area not protected by a TPO are protected under section 211 of the Town and Country Planning Act (1990).

13.8

Our Landscape Team can provide further information with regard the type of works which need to be notified or need consent, the procedures and the likelihood of getting consent for the proposed works. The contribution of the tree to the character and appearance of the conservation area will be a factor in the consideration of a notification or application.

14.0 Enhancement opportunities

14.1

There are features that compromise or detract from the character and appearance of the Newland Conservation Area. These include:

- **Replacement of doors and windows.**

It is important for the continued upkeep of the conservation area that those buildings, both listed and unlisted, which retain original historic fabric such as windows and doors retain these.

There are several examples of both 19th and 20th century dwellings which contain modern double glazing. Whilst these are more appropriate on 20th century buildings, they should not be taken as a precedent for the alteration of other buildings and the loss of historic fabric.

Where doors and windows are replaced every effort should be made to select a design which is appropriate to the character of the property and character of the conservation area.

- **Roof lights and dormer windows:** A few roof-lights and dormer windows have been inserted to the detriment of the conservation area.

- **General maintenance** including the upkeep of the elevation, gardens, verges and paths which face onto the road or other publicly accessible location are important to maintain in order to retain the character and aesthetic of the conservation area.

- **New Buildings** - Some developments integrate better into the historic environment than others. Some exhibit design characteristics that are different to the established characteristics of the area. The purpose of highlighting these buildings is not necessarily to aim at their redevelopment, but to guard against them becoming too dominant through future additions or alterations. These buildings will not be regarded by the Council as a

guide or precedent for future development proposals.

- **Television aerial and satellite dishes** positioned in prominent locations within the conservation area can detract from the sites character.

We would welcome the opportunity of discussing the scope for improving these features.

15.0 Neutral Areas

15.1

There are some properties within the conservation area which, in their present form, neither enhance nor detract from its character or appearance.

We will be careful, however, to guard against these properties and areas becoming too dominant

16.0 Threats

- **Development:** - The Newland Conservation Area has seen some 20th century development along the western boundary of the area. These are largely individual dwellings. There are also instances of infill development on land associated with historic properties important to the character of the conservation area. Due to the conservation area's small size and relatively few dwellings it is particularly sensitive to further change.

SWDP56 outlines 56.84ha (gross) of land, on the outskirts of the conservation area to the North West for the development of '*sustainable, well designed mixed-use urban extension*' which could diminish the setting of the conservation area.

- **Incremental erosion of character** - This can occur through cumulative small changes, such as insertion of roof-lights, replacement windows, doors and roof coverings. Newland has been affected by such changes. These have diminished the quality of buildings, their settings and their contribution to the conservation area.

- **Traffic and Movement** - Traffic predominantly passes through the conservation area on the A449 between Malvern Link and Worcester. This is a single carriageway with some limited street lighting in the south of the conservation area approaching the roundabout. There are two other smaller sections of the Madresfield Road which cross the common land. This road is unlit and bordered on both sides by green spaces and trees important to the character of the conservation area.

The encroachment of insensitive street furniture such as railing, signs, lighting and bins etc. are a potential concern. Such additions should be carefully considered in order that additions are sensitive to the areas historic character.

17.0 Issues

The appraisal has highlighted the following pressures and problems on the conservation area

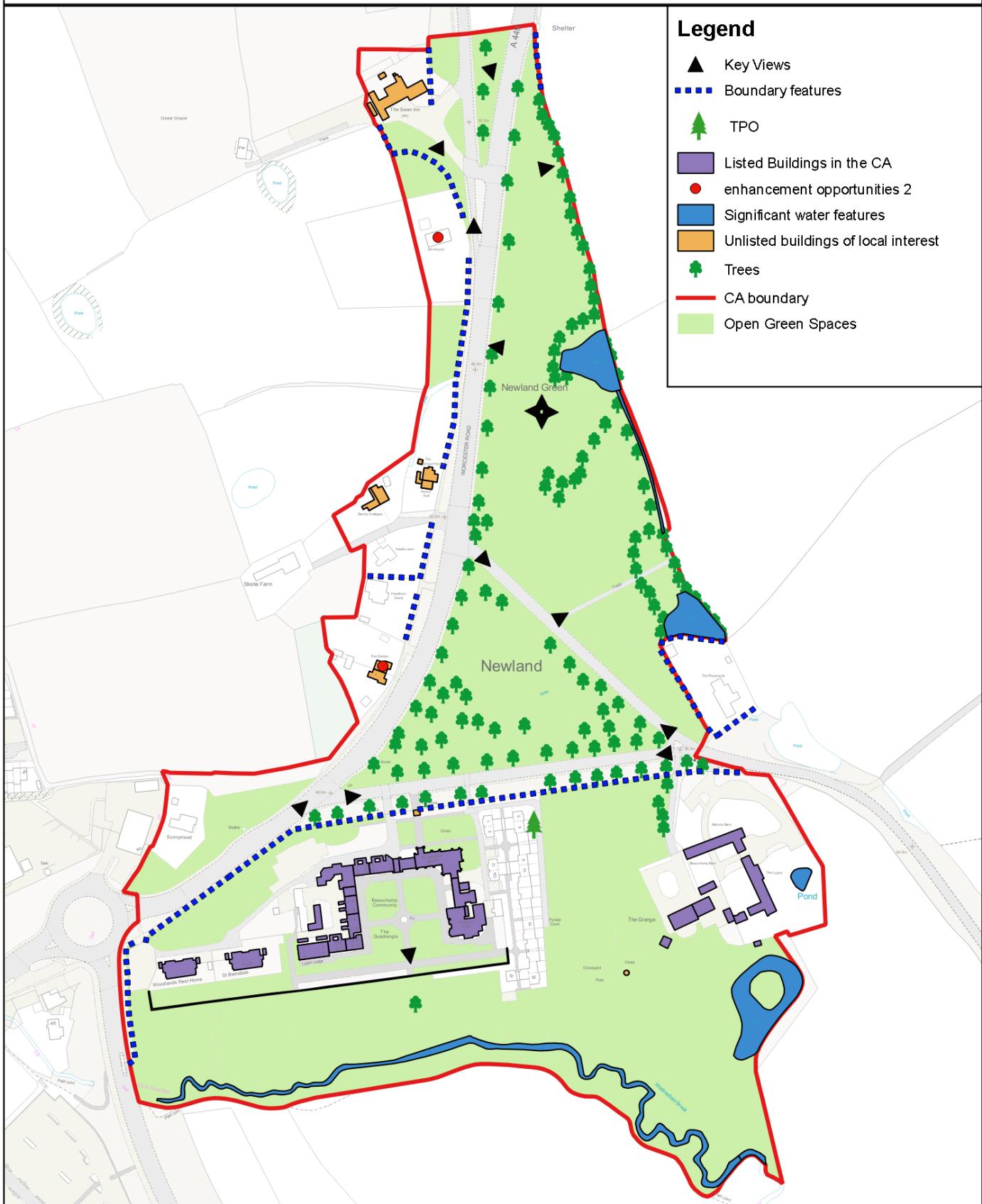
- Design of new buildings and possible pressures caused by new development on the boundary of the conservation area.
- Inappropriate insertion of new extensions and roof-lights.
- Infill development on land associated with existing historic dwellings.
- Building maintenance and repair

The Management Proposals in Section 2 consider how these might be addressed to ensure the continuing preservation and enhancement of the character and appearance of the conservation area.

NOTE

Although it is intended that this appraisal should highlight significant features of the conservation area which are important to its character or appearance, omission of a particular feature should not be taken as an indication that it is without merit and unimportant in conservation and planning terms.

Newland Conservation Area: Appraisal Map



Legend

- ▲ Key Views
- Boundary features
- ▲ TPO
- Listed Buildings in the CA
- enhancement opportunities 2
- Significant water features
- Unlisted buildings of local interest
- ▲ Trees
- CA boundary
- Open Green Spaces

Part 2: Management Proposals

1.0 Introduction

These management proposals are a mid- to long-term strategy for preserving and enhancing the Newland Conservation Area, addressing the issues arising from the appraisal.

These proposals are prepared in accordance with our duty under Section 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990 to formulate and publish proposals for the preservation and enhancement of our conservation areas.

2.0 Management Proposals

1.0 Design of new buildings and Intrusion of new development.

The character of the conservation area is vulnerable to continued encroachment of new development.

Action

We will:

- Assess new development proposals against the Newland Conservation Area Character Appraisal in addition to our Local Plan, policies on conservation areas, the South Worcestershire Design Guide, National Planning Policy Framework and supplementary planning documents including the Residential Design Guide.

2.0 Loss of architectural features and materials and inappropriate replacements

Some buildings have been adversely affected by the use of inappropriate modern materials or replacement of historic doors and windows with poor quality substitutes such as uPVC or stained timber.

Action

We will:

- Consider the need for Article 4 directions to bring such works under planning control, to ensure that the special qualities of unlisted buildings of local significance are protected.
- Seek retention of historic fabric where opportunities arise through development proposals
- Address unauthorised works to buildings through enforcement action where appropriate, in accordance with our Enforcement Policy.

3.0 Building maintenance & repair

The neglect of historic buildings and features undermines the quality of individual buildings and the area.

Action

We will:

- Advise owners/occupiers of buildings of appropriate repair where opportunities arise, and the need for prior consent for works, where relevant
- Seek retention of historic fabric where opportunities arise through development proposals
- Address unauthorised works to buildings through enforcement action where appropriate, in accordance with our Enforcement Policy.

3. Article 4 Directions

What is an Article 4 Direction?

3.1

An Article 4 Direction is an Order that the District Council can make to provide long-term protection against unsympathetic alterations to unlisted dwellings in Conservation Areas by restricting certain "permitted development" rights. This means that alterations that formerly did not

require planning permission would need permission in the future. This would only apply to elevations or parts of a property which front public roads, rights of way or public open spaces. It would not normally affect the rear of a property or the rear garden, and does not affect interior alterations.

Why consider them for Newland?

3.2

The Conservation Area at Newland has been designated in recognition of its special architectural and historic interest and a desire to preserve its character and appearance.

Although many alterations to all types of buildings can be controlled in a Conservation Area by planning permission, changes can still take place to unlisted dwellings and their sites which are "permitted development", i.e. they do not require planning permission. These can damage the character and appearance of the Conservation Area.

There are many buildings in the Newland Conservation Area which, although not listed, have qualities of age, style and materials which are locally distinct and which make a positive contribution to the character and appearance of the Conservation Area. That many of these properties retain much of their original character and appearance is to the credit of those owners who have carefully preserved them. There is, however, no guarantee as to their future and these properties are vulnerable to future change.

An Article 4(2) Direction will be considered for Newland. If implemented it would mean that the works covered by the Direction would no longer be permitted development and planning permission would be required to carry out those particular changes in future. We would check to see if what was proposed would harm the character or appearance of the Conservation Area. If not, permission would usually be granted. There would be no planning fee for any planning application required as a result of an Article 4 Direction.

If an Article 4 Direction is considered suitable for Newland a separate consultation process will take place with the owners of any properties affected. All views expressed would be taken into account in making the decision on whether to proceed with the direction.

4.0 Statement of Community Involvement

Introduction

4.1

This statement is a summary of community involvement and public consultation undertaken by Malvern Hills District Council in respect of the Newland Conservation Area Appraisal and Management Proposals and proposed changes to the Newland Conservation Area boundary.

Background

4.2

A report to the Council's Executive Committee on 31st October 2019 explains the reasons for preparing a character appraisal and management plan for the Newland Conservation Area. Specifically, the character appraisal and plan is drafted in accordance with the requirements of Malvern Hills District Council imposed by the Planning (Listed

Buildings and Conservation Areas) Act 1990, to:

- Keep its conservation areas under review;
- Prepare policies and proposals for the preservation and enhancement of the character or appearance of its conservation areas;
- Pay special attention to the desirability of preserving or enhancing the character or appearance of the conservation area in exercising its planning functions.

4.3

The preparation and publication of conservation area character appraisals and management proposals is a key step in the Council's fulfilment of these duties.

Community Involvement

4.4

Community involvement has taken the form of:

- Briefings with bodies, councils,
- Public meetings 6th June 2019

Consultation

4.5

The consultation period began on 3rd June 2019 and ended on 26th July 2019

Consultation was by:

- A public meeting 6th June 2019
- Publication of the draft appraisal, management proposals on the Malvern Hills District Council website, accompanied by an electronic feedback form
- Placing of the same documents for public inspection during the consultation period at: Malvern Hills District Council reception area, The Council House, Avenue Road, Malvern
- Notifications Newland residents affected by the review of the conservation area, Newland Parish Council, Historic England, Worcestershire County Council, Worcestershire County Highways.

Consultees

4.6

The following were consulted on the draft appraisal and management plan:

- Newland Parish Council
- District Council Member for Newland
- Newland Conservation Area residents
- Worcestershire County Council
- Historic England
- The Madresfield Estate

Publicity

4.7

- Notice of the public meeting and consultation was given by way of:

- Posters placed at the Newland Community, Noticeboard Board within the conservation area, lamp posts and bus shelters within the conservation area.
- Letters to residents affected by the conservation area review on
- A public meeting held at The Newland Community
- Information of the Malvern Hills District Council Website
- Documents placed at The Council House and on the Council Website

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