

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. Minute X of the Executive Board meeting of X refers.

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Part 1: The appraisal

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.

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 before looking in more detail at the setting, historic development and 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 'Designating and Managing a Conservation Area'

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 to 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.

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 architecture around the conservation area is predominantly Victorian providing an example of one single phase of development as the area benefitted from its historic connection to the Madresfield estate.

3.3

Its importance as an open area is particularly important today as it provides a marked contrast to the modern development which encroaches around it.

3.4

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

- The area's long history as an area of common land which is still 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.

- The coherent Victorian architecture which is prevalent around the conservation area and which preserves an almost unchanged period of development.
- The location's relationship to the surrounding rural landscape and its visible relationship to the village of Newland to the north.
- The number of historic buildings both of national and local importance.
- The significant contributions of the natural environment in terms of trees, gardens, open spaces and hedgerows.

4.0 Historic Development & Archaeology

C2–3 - 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 Newlands was dedicated to St Michael.

C15 - 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 Almshouses, which now play such a prominent role in the conservation area, was laid on 22nd October 1862. As the name of the Almshouses would allude, the benefactors who funded their construction were Lord and Lady John Reginald Pindar, 3rd Earl Beauchamp of Madresfield Court. This is a manor house and estate 2 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

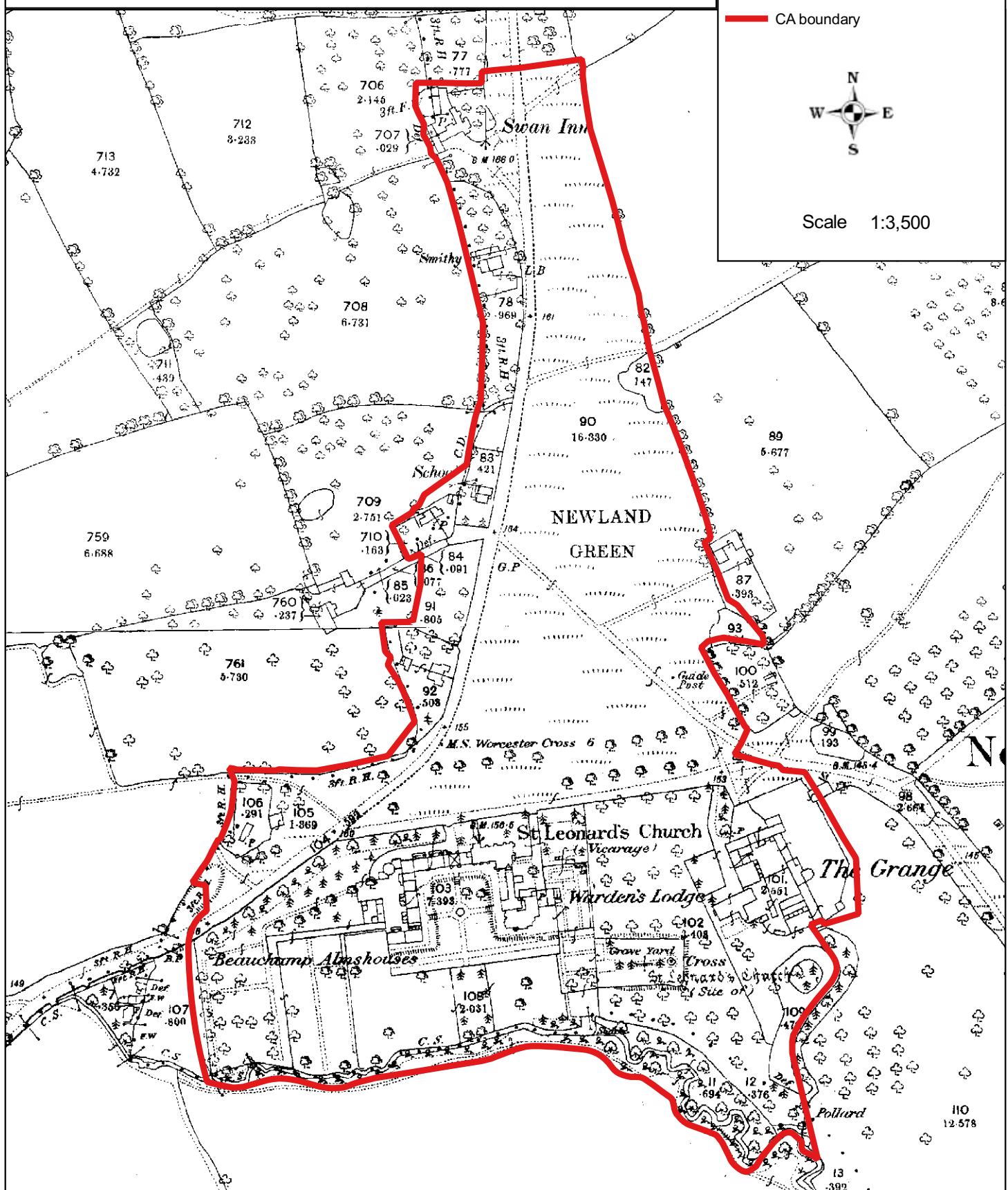
Extract from 1st Epoch Ordnance Survey Map (1843-1893)

Legend

— CA boundary



Scale 1:3,500



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Dare: 05/04/2019



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. In addition to a large roundabout, the growth of Malvern Link has added the Malvern Shopping Centre, a supermarket, industrial estate and residential suburbs.

5.2

Despite this 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 land around Newland and the surrounding rural landscape

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

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



Figure 4 view east of the conservation area across farm land

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 a 'buffer' of green space between Newland and the modern expansion of Malvern Link to the west is important to maintaining the rural feel, aesthetic beauty and historic significance as a rural area of common land.



Figure 5 Avenue of lime trees aligned east west across the conservation area

6.7

The avenue of lime trees to the south of the common land in front of the alms houses provides an impressive framed view across the conservation area to the fields beyond

6.8

Views along 'Madresfield' a road within the conservation area traveling NW-SE are also particularly important providing views across the common land



Figure 6 View looking NW along Madresfield

7.0 Geology**7.1**

The County of

Worcestershire consists for the most part of a wide undulating plain of red Triassic marls and Sandstone, and of 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 extends 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 east-west. 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.

8.0 Character Analysis**General****8.1**

The presence of common land has historically played an important role in urban areas, 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 pleasant relaxing wilderness; a welcome respite from the urbanised industrial estate and shopping areas beyond.

9.0 Listed Buildings

9.1

The Newland Conservation Area contains 7 listed buildings, 6 of which are located within the Almshouses site. This site is the courtyard of Almshouses constructed 1862–63, by prominent architect P C Hardwick following a donation of £60,000 received from John, 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. A red brick tower, it is rectangular on plan and features

claspings
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 being the most prominent feature
due to its height can be seen from several
different places across the conservation area.



Figure 7 The gate House of the Newland Almshouses

- 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



Figure 8 St Leonards Church, Newland

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 crocketted spire with lucarnes.

Internally the church is noted for its extensive wall paintings depicting biblical scenes.

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



Figure 9 Photo of the Wardens 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 construction 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. In the middle is 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' consists of a low boundary wall to the south Almshouses with ornate iron gates which are said to have been part of the choir gates of Cologne Cathedral (Pevsner, 1968, p. 224)
- The Grange, a grade II listed building, located to the east of the Almshouses and separated from it by a small field, is an early 19th century 3 bay house built from brick in Flemish bond under a hipped tile roof.

10.0 Other buildings & structures important to the Conservation Area

10.1

- 1 & 2 The Gables – A pair of Victorian semi-detached houses located along the A449. They are of red brick construction under a steep pitched, clay plain tile roof. 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 of 19th century construction, consisting of red brick a under clay plain tile pitched roof with projecting gabled bay.



Figure 12 The Swann Inn, Newland

- The Swan Inn – a large public house in the north of the conservation area, located at the south end of Newland village. The building retains a large open space in front used as a car park and abuts Old Worcester Road, off the A449, a historic road leading to Newland Village.



Figure 13 Stocks Cottage, Newland

- Stocks Cottage – A black and white box frame cottage possibly of 19th century origin. This building is off the A449 at the western boundary of the conservation area.

This building is markedly the only black and white building in the conservation area. There is however 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 in addition to the aforementioned small development of house to the east of the Almshouses. On the whole

however, the conservation area has seen little modern development.

10.3

Whilst the new houses within the conservation area are mainly individual dwellings, they are characterised as being of red brick construction under clay tile roofs, often with modern double glazing.

10.4

There have been several large developments on the outskirts of the conservation area including housing, retail and industrial development. These are predominantly located to the south west between Newland and Malvern Link. This has also meant the upgrading of the highway's infrastructure including the addition of a roundabout abutting the boundary to the south west.

10.5

Despite the proximity of recent developments, they are relatively unintrusive on the key views out of the conservation area.

10.6

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

10.7

There is also a small development of houses on land directly to the east of the almshouses. As they are in very close proximity, the design of this new development appears to have been inspired by the almshouses. These buildings include red brick under clay tiled roofs with stone detailing around the windows. They also feature high gables, black fascia boards and modern UPVC double glazing with glazing bars. Some projecting faces have applied timber cladding.

11.0 Design & Materials

11.1

The buildings in the conservation area are predominantly Victorian. They have a consistent use of certain materials and style throughout the area often with gothic influences in their design. These create a coherent local vernacular within the conservation area. Good examples of these include: The Almshouses, St Leonard's Church, The Gables, 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 bond methods. There are however several examples of timber framed structures. Stocks Cottages, which was originally constructed as two cottages are of 'black and white' timber box frame construction. There is also another example of timber framing used in the construction of a side chapel at the Almshouses.

Roofs

11.4

Within the Newland Community the buildings have high slate roofs. The gate house tower roof and St Leonards are particularly prominent example of this. In contrast, outside the Newland Community the roofs on historic buildings are predominantly clay plain tiles. Decorative ridge tiles and finials still remain on many of Victorian buildings. It is important to retain these original features.

Windows

11.5

The Almshouses have mullioned windows, mostly of three lights, with flush stone sill bands and blank trefoiled heads to the ground floor.

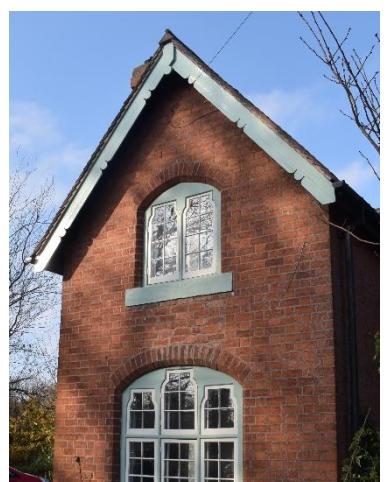


Figure 14 Photo of square headed trefoil windows at The Gables.

Other good examples of historic windows can be seen in the Gables which contain shouldered (square headed trefoil) casement windows under a shallow pointed arch. Also, the Parish Hall and School House which still retain 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 15 Examples of metal fencing and gates within the conservation area

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.
- 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 course 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.

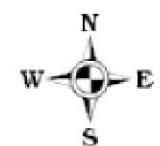
12.2

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

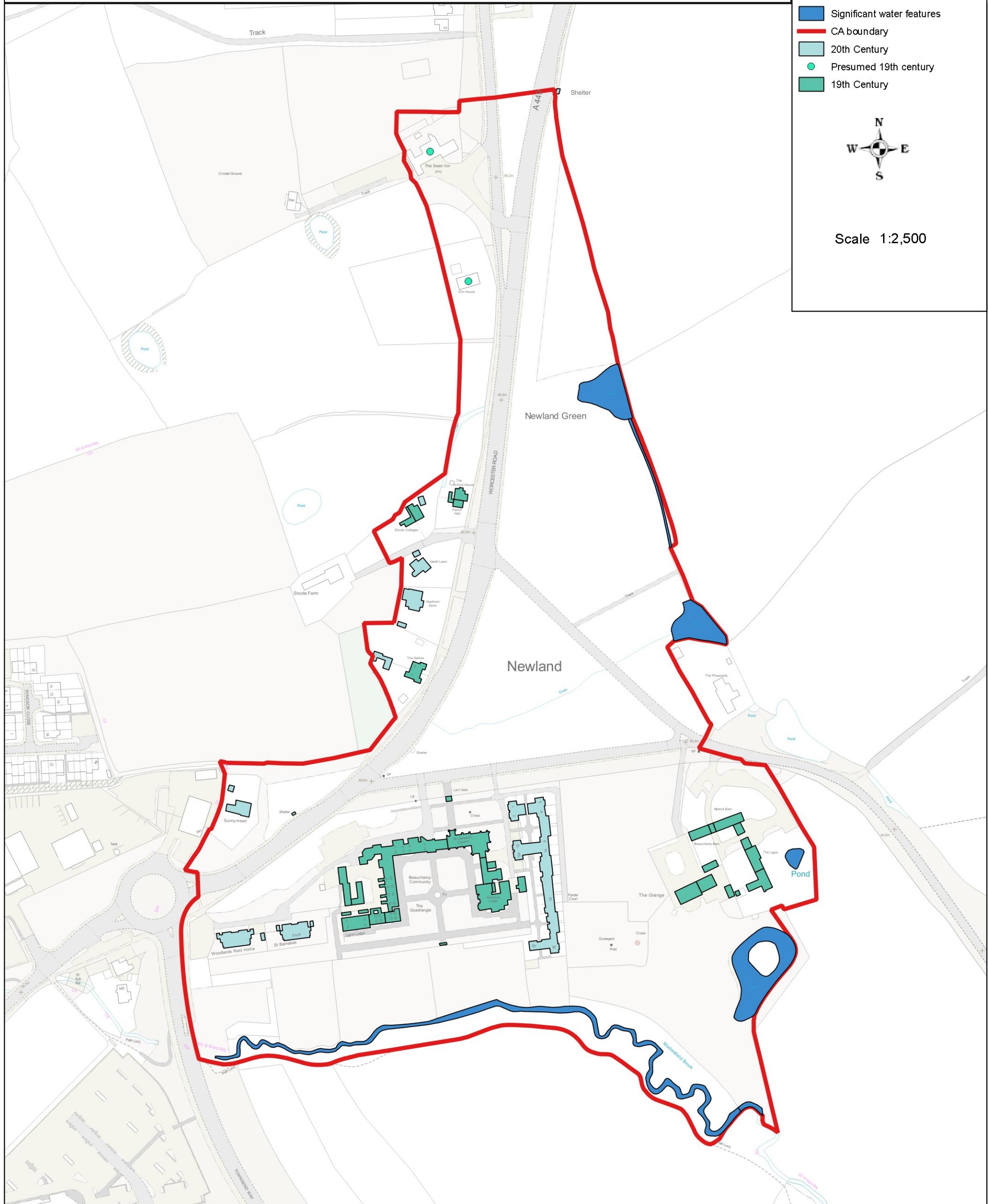
Newland Conservation Area: Development Map

Legend

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



Scale 1:2,500



12.3

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

12.4

The western boundary follows the eastern edge of the new road and roundabout. It then follows and includes the rear garden boundaries of properties fronting the A449. 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

13.2

The most dominant feature of the Newland Conservation Area is Newland Common, which has remained almost unchanged in its area 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, including those 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 to this, the type of works which would need to be notified or need consent, the procedures and the likelihood of getting consent for the 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

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.

- **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 front elevation, gardens, verges and paths which face onto the road are important to the 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.

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

15.0 Neutral Areas

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 in the form of individual dwellings. It also has 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, as identified on the policy map, 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.

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

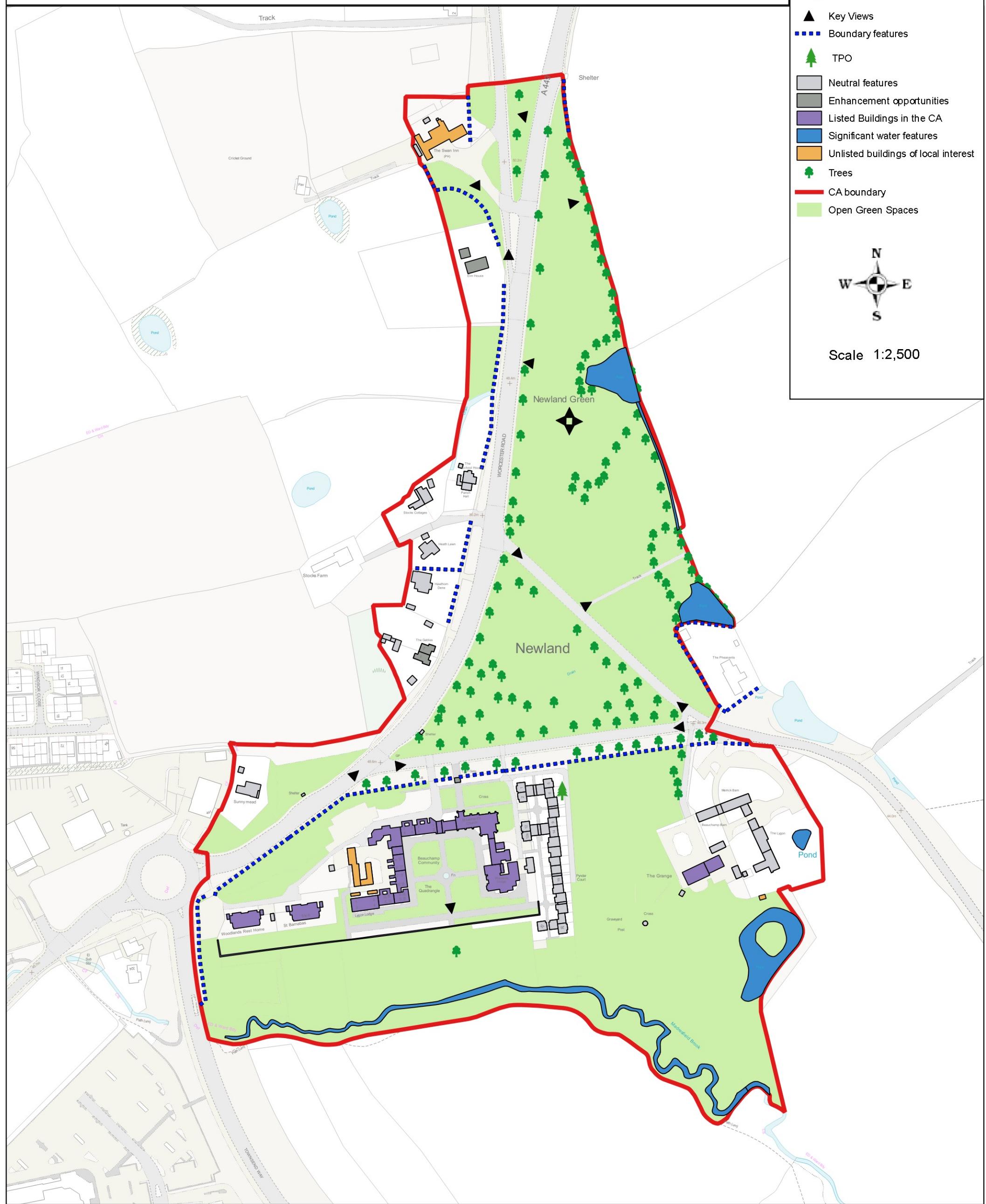
Newland Conservation Area: Appraisal Map

Legend

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



Scale 1:2,500



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.

Part 2: Newland Conservation Area Management Proposals

1.0 What are Management Proposals for?

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.

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Appendix 01

1.0 Statement of Community Involvement

Introduction

1.1

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

1.2

A report to the Council's Committee on **##date##** explains the reasons for preparing 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.

1.3

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

1.4

Community involvement has taken the form of:

- Briefings with bodies, councils, **##insert##**

- Public meetings **##insert##**

Consultation

1.5

The consultation period began on **##insert##** and ended on **##insert##**

Consultation was by:

- A public meeting **##insert##**
- Publication of the draft appraisal, management proposals & proposed conservation area boundary changes 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: **##insert location##**
- Letters to Newland residents affected by the review of the conservation area, Newland Parish Council, Historic England, Worcestershire County Council, Worcestershire County Highways, **##insert others##**

Consultees

1.6

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

Publicity

1.7

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

- Posters placed **##insert locations##**
- Letters to residents affected by the conservation area review on **##insert date##**
- A public meeting held at **##insert location and date**