Telford & Wrekin Council

Severn Gorge Conservation Area Management Plan

2016

Donald Insall Associates
Chartered Architects and Historic Building Consultants

a co-operative council

Telford & Wrekin COUNCIL

Contents

Appendix

A. Ironbridge Gorge World Heritage Site designation
B. SGCA and WHS Documents Organogram
C. Maps
D. Glossary and Abbreviations

Issue date: January 2017
Prepared by: Helen Hutchinson, John Simons, Jess Holland, Sarah Butler
Checked by: Sarah Butler

Donald Insall Associates
Chartered Architects and Historic Building Consultants
Bridgegate House
5 Bridge Place, Chester CH1 1SA
01244 350 063
www.insall-architects.co.uk

Preface

Preface

Why a conservation area management plan?

Conservation is often described as the controlled management of change. During the early years of the conservation movement in Britain, the designer and activist William Morris wrote that we should aim to "*protect our ancient buildings, and hand them down instructive and venerable to those that come after us."*[1]. How this can be achieved is about striking a balance between the needs of those of us living and working today, our responsibility for the legacy of those who came before us, and the needs and interests of the generations that will follow.

All of the Severn Gorge Conservation Area is a World Heritage Site (WHS). This is the highest level of conservation designation that exists, denoting a site or area as globally significant. World Heritage Sites are however protected and controlled through the existing planning legislation, designation and management arrangements for the country where they are found. In the UK these include (among others) conservation areas, listed buildings and scheduled monuments. The Gorge was first designated as the Severn Gorge Conservation Area (SGCA) in 1971. It also became a WHS (the Ironbridge Gorge WHS) in 1986, as part of the first round of UK WHS designations along with Stonehenge and others.

Living and working in such an internationally important historic place brings many joys and privileges as well as additional responsibilities and limitations. The Severn Gorge is a very beautiful place filled with many interesting and attractive buildings and monuments. Residents can be sure that the delightful appearance and character of the area will remain for them to enjoy, but they may also need to accept limitations on what they can do to their own homes and businesses. The very fact that the Severn Gorge is so steeped in surviving history, justifying its recognition as a WHS, places this tightly knitted environment on the world map. Thus it has become a significant visitor attraction; the many visitors to the area bringing business opportunities and vitality, as well as sometimes unwelcome pressures from parking and traffic.

Change is an inevitable fact of life. The geography of the Gorge itself is very changeable, with greater risks of flooding and land movement than most places. The very foundation of its special historic interest lies in the processes of industrial innovation and change. This Conservation Area Management Plan (CAMP) is about how to achieve the best balance possible between the changes brought about by modern life and the natural passage of time, and our role today as stewards of this unique place.

The CAMP is for local residents and businesses, for the local planning authority and major landowners; it is for everyone who can play a role, however large or small, in conserving the Severn Gorge. Its focus is on the historic built environment and the purpose of the conservation area as *"an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance."*[2] In comparison, the WHS Management Plan (MP) is an overarching document which takes a more strategic and holistic approach, setting out policies for the various WHS partner organisations, and covering a much wider range of topics across the entirety of the WHS.

The CAMP is one of a suite of documents produced by organisations undertaking the largest roles in the conservation and management of the Gorge, in particular Telford and Wrekin Council (TWC), Shropshire Council (SC), the Ironbridge Gorge Museums Trust (IGMT), the Severn Gorge Countryside Trust (SGCT) and various statutory bodies. Each document has a distinct purpose in identifying the very special qualities of the Gorge and setting out how this can best be protected and managed. These range from the succinct WHS Statement of Outstanding Universal Value, the more lengthy Conservation Area Appraisal and the hundreds of individual listed building and scheduled monument descriptions, to the WHS MP, Local Plan Policies and Supplementary Planning Documents (SPDs). There is more information about these and other relevant documents in the main body of the CAMP. The Gorge is such a rich and complex place that no single report or policy can fully convey its value or set out every activity needed to retain its special qualities. (See Appendix B, SGCA and WHS Documents Organogram).

---

[1] The Manifesto - Society for the Protection of Ancient Buildings

[2] Planning (Listed Buildings and Conservation Areas) Act 1990

1 Introduction

1. Introduction

1.1 Brief description of report

This report has been prepared by Donald Insall Associates (Chester Office) (DIA) in response to a brief issued by Telford and Wrekin Council (TWC) for the production of a Conservation Area Management Plan (CAMP) for the part of the Severn Gorge Conservation Area which falls within their jurisdiction.

Following the introduction, the report sets out in sequence a brief summary of an *Understanding* of the site and its setting, followed by a resume of the *Significance* of the site and its component elements. Both of these sections draw heavily on existing documentation as it is not within the remit of the preparation of this report to consult original sources in this connection.

The report then continues with a section on *Issues: Threats and Opportunities* in connection with the site. These arise from observations by Council Officers and other staff, consultations with third parties and from observations made by DIA during field trips and associated research.

The essence of the report is contained in the following section – *Recommendations for Management.* These arise from the *Issues* section and seek to address the challenges faced, as well as to capitalise on any missed opportunities where possible. For many of the topics relating to common development control and householder matters, the Issues, Opportunities and Management Recommendations are combined into individual themed sections for ease of reference.

It is hoped that through this sequential structure, which follows the now well-understood process of CAMP production, a series of robust proposals will be formulated and which can be used as evidence base for the production of the WHS SPD in accordance with BE3 in the new Local Plan. Both this CAMP and the anticipated SPD can then be readily adopted by the relevant stakeholders.

1.2 Particulars of brief

The commission for undertaking the production of the Plan was awarded to DIA on 26th September 2016, following a competitive tender process. The brief called for a thorough examination of the existing 2004 Conservation Area Appraisal refreshed in August 2016 along with examination of other relevant documentation. This process along with observation and consultation has formed the basis of the Management Plan production process, with its main focus on the historic built environment.

The geographical area of the site to be considered is the Conservation Area which covers the gorge and falls within TWC"s boundary. However, as this cannot be seen in isolation from the surrounding geographical and historical context, attention is to be paid to the issues which are the concern also of Shropshire County Council, whose territory abuts the southern boundary of the site.

1.3 Timescale

The timescale for the production of the Management Plan has run over approximately two months, with a commencement at the end of September 2016 and submission of the final report by mid December 2016; this period includes a four week public consultation period. This was viewed by all parties as a relatively short period for the production of the Plan, however strong engagement with Conservation Officers and a generous staff allowance has allowed for this timescale to be met. The deadline selected coincides with the adoption of the revised World Heritage Site Management Plan (WHS MP) – a document which contains many shared themes and a certain overlap of actions.

1.4 Consultation process

The consultation process has been managed by TWC, but based on material produced by DIA. A pre-consultation presentation was given to the WHS Steering Group to enable initial feedback from the represented key stakeholders on the proposed approach for the CAMP. Following the subsequent preparation of the draft report, a four week consultation period was allowed. TWC Officers then moderated the responses so that coherent feedback was made which then informed a final edit of the Plan.

1.5 Limitations or restrictions of CAMP use

This report has been commissioned by TWC for its own use for the administration of planning policy and the provision of guidance on planning within the Conservation Area (CA). DIA grants licence for the use of the document for this purpose. Should sections of the Plan be quoted in other documents, authorship and date of production should be acknowledged.

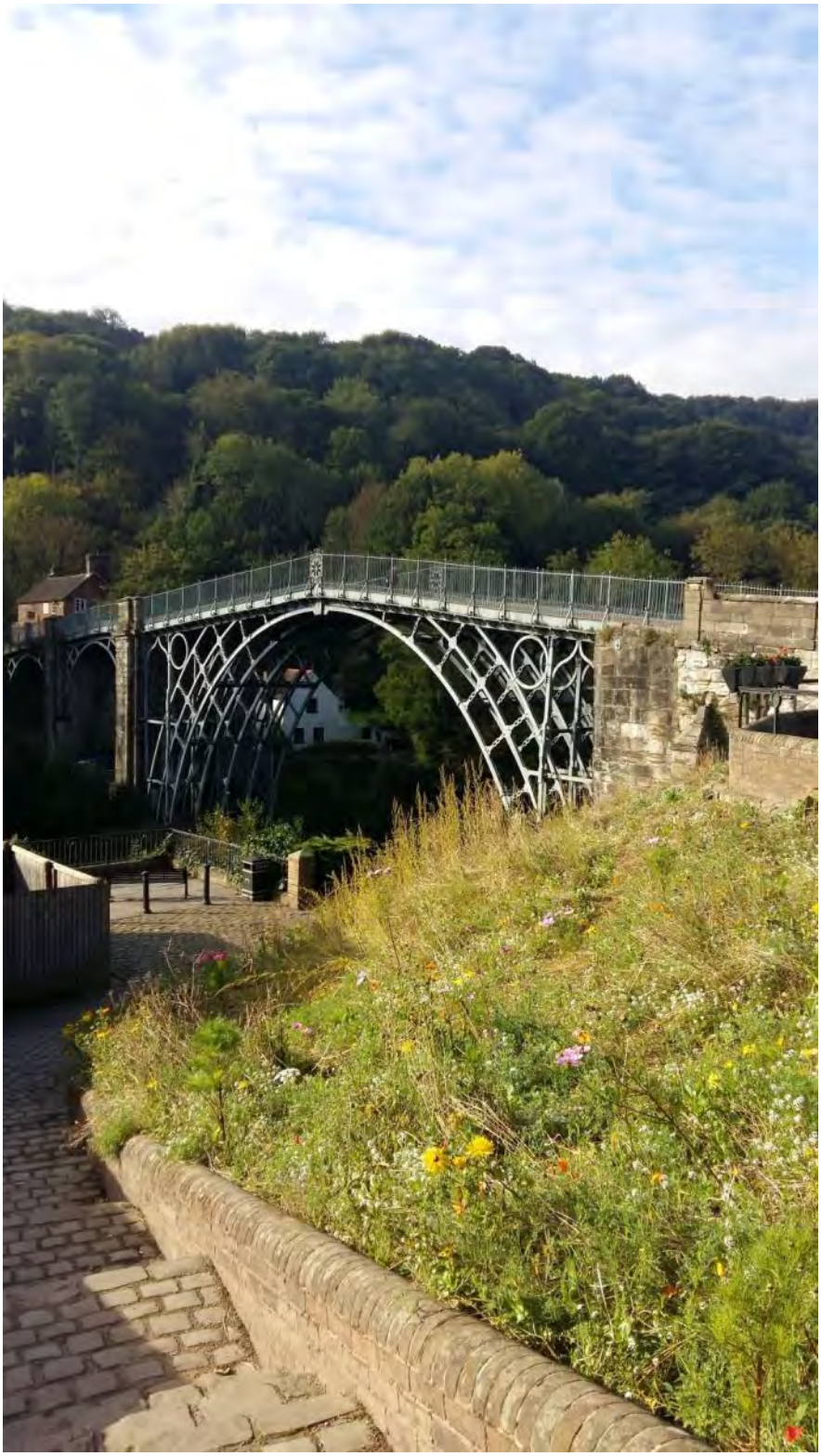


Fig 1.1 View of the Iron Bridge

2 Understanding the Site

2. Understanding the site

2.1 Location and extent of the Conservation Area

The Severn Gorge is located in the north east of the county of Shropshire and roughly between the settlement of Telford / Wellington and the Wrekin. The area lies 40 miles north-west of Birmingham and just to the south of the communication corridor formed by the east-west M54 – A5 and somewhat to the east of the north-south A49. It therefore has good road links but less effective rail links – much depleted since the late twentieth century – although there remains a regular service to Birmingham.

Fig 2.1 Location Plan – Source: Telford and Wrekin Local Plan

The CA and WHS boundaries are the same and the area lies within both Telford & Wrekin Council and Shropshire Council authority areas – see Map 1 - *Boundaries - CA, WHS, Parish* - in Appendix C.

The main settlements within the CA are Madeley to the north east, Coalbrookdale to the north, Ironbridge in the centre, Coalport and Jackfield to the east and Broseley to the south, though this last is outside the World Heritage Site (WHS).The civil parishes are The Gorge, Madeley, Brosely, Barrow and Sutton Maddock. – see Map 1 - *Boundaries - CA, WHS, Parish* - in Appendix C.

2.2 Topography and landscape

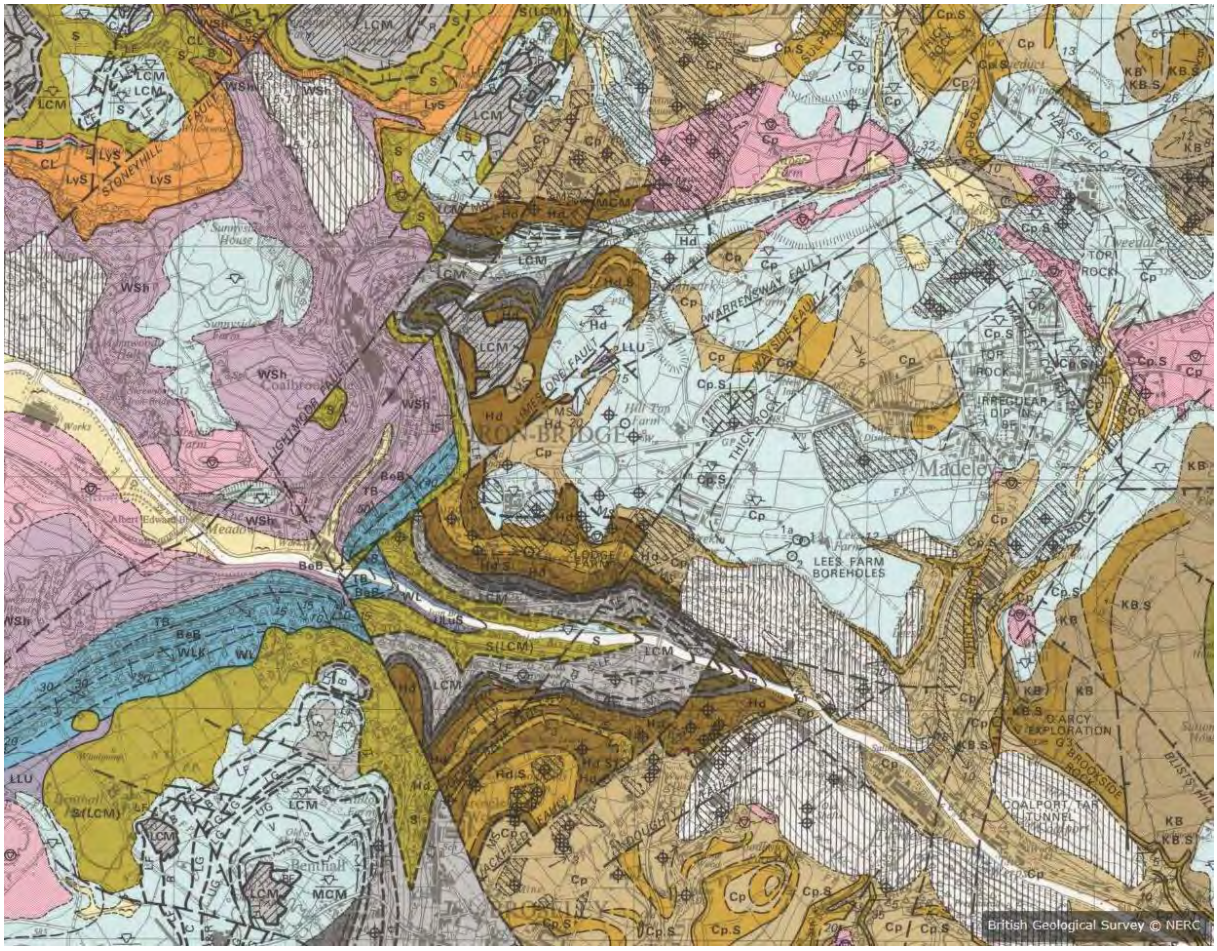


Fig 2.2 Geology of area – Source: 1:25000 Telford Special Sheet BGS copyright NERC

The Gorge itself was formed by the action of the proto River Severn cutting through the north east end of the geological ridge known as Wenlock Edge. During the Ice Age period the northerly flow of the water, (which previously discharged across the Cheshire Plain to the north), was blocked so causing a diversion of the water flow to the south east and eventually to the south, with the eventual discharge into the Bristol Channel as it is now known. Therefore the river channel, rather than the usual shallow V form follows this more deeply incised gorge. The steep slopes of the gorge and of Coalbrookdale are geologically unstable. This and mining subsidence cause regular land slippage.[3]

Either side of the narrow gorge is higher, generally level ground with an underlying agricultural use where it has not been taken over for development.

The sides of the gorge itself are naturally wooded, though much of what is visible now is secondary woodland due to earlier deforestation and replanting. However ancient woodland does survive in two SSSI areas together with pockets of ancient trees.

The narrow valley floor, where such exists, is grazing land or has been taken for development but the land is liable to flood and indeed, according to the record on the door of the aptly called Boat Inn, Jackfield, these severe flood events are now more frequent.

Geological inconsistencies give rise to land slippage along the line of the gorge and various mitigation programmes have been, or are being carried out.

Link: Topography and geomorphology of the area - TWC webpage

[3] A P Baggs, D C Cox, Jessie McFall, P A Stamper and A J L Winchester, 'Madeley: Coalbrookdale, Coalport and Ironbridge', in *A History of the County of Shropshire: Volume 11, Telford*, ed. G C Baugh and C R Elrington (London, 1985), pp. 21-23. *British History Online* http://www.british-history.ac.uk/vch/salop/vol11/pp21-23 [accessed 13 October 2016].

2.3 Historical development

The pre-Industrial era for this area was marked mainly by agriculture on the tractable areas of land and the harvesting of timber for charcoal and construction on the wooded slopes. These were both relatively low-impact uses compared with what followed.

However the unique geological characteristics provided by the gorge, whereby the river has cut down through and exposed the coal bearing strata as well as other minerals, meant that it provided readily accessible raw materials for iron production – ore, limestone and coal. It is reported that the area was producing 100,000 tons coal per annum already in Elizabethan times.[4]

Coal was lifted originally by horse powered winding engines, but these were quickly replaced by steam powered engines as the technology became available. Coal was transported down to the river on wooden railways which were gradually improved, to be replaced in the 1780s by iron tracks. Railways were supplemented from the 1760s by short lengths of canal augmented by inclined planes which raised (or lowered) the tub-boats from one canal level to another. By these means coal was brought to the river, by which it was transported to Gloucester and thence by means of linking canals to the south west Midlands. An approximate figure of 50,000 tons per annum despatched from Coalport (sic) was quoted in about 1800.[5]

Iron smelting was started by Abraham Darby I (1678-1717) in 1701 with cast iron as the main product, but with the development of coke smelting, a higher purity was obtained facilitating wrought iron, the predecessor of steel.

Natural bitumen was obtained and the „Tar Tunnel" remains as evidence of this. Limestone was extracted from mines and there was a putative cement industry. Other small industries included glass making, the production of sulphuric acid from pyrites and alkali. Abraham Darby I and his partners smelted copper and produced brass. Lead was smelted using ore from the west part of Shropshire. However none of these smaller industries continued for more than a few decades, but the production of bricks and clay based products including tiles and pottery did flourish and were of high significance.

The pioneering use of cast iron is evidenced by the iron bridge itself which has become an icon of the area, although as briefly described, this is but one component of a complex tapestry of industrial activity involving extraction, transportation, refining, manufacturing and exporting a whole range of goods from iron to porcelain.

The landscape of the gorge and surrounding area was „laid waste" by the volume and extent of industrial activity, as witnessed by drawings and paintings of the period showing the proliferation of chimneys, furnaces and waste heaps. Accommodation for workers was in low grade hovels and shacks, but gradually these were replaced by terraced housing along the sides of the main valley and its tributaries. Industrial magnates built themselves stylish Georgian houses from which to administer their enterprises; however many of them also had estates away from the pollution of the valley itself.

The peaks of coal and iron production were reached about the 1870s but from then on the area declined in importance as extraction proved more difficult and other industrial areas eclipsed the importance of the gorge. The Gorge remains as evidence of a pioneering phase in the Industrial Revolution of Britain and the wider world.[6]

The industrial significance of the area stretches well beyond the narrow strip of the Severn Gorge - to the north, coal, ironstone and clay formed the basis of life for similar industrial settlements such as Lawley, Lightmoor, Dawley and Coalmoor. The pioneering industries of the industrial age inevitably eclipse the activities of the more recent past, although twentieth century developments continue the area"s history of innovation.

In 1909 an early example of a reinforced concrete bridge was constructed over the Severn. The Free Bridge – the first toll-free river crossing and the first road bridge constructed across the Severn since the iron bridge – was

[4] Trinder p. 229

[5] Ibid p.231

[6] For fuller accounts of the extraction and manufacturing industries of the area refer to „Britain"s Industrial Revolution" by Barrie Trinder

designed by L. G. Mouchel and Partners.[7] From the 1930s the concrete began to decay and despite its grade II listing the bridge was demolished in 1993.

Post World War Two resettlement of Birmingham residents began in the late 1950s, culminating in the Telford New Town plan, a site bounded by the A5 in the north and the Severn Gorge to the south. Birmingham-based architectural practice John H. D. Madin & Partners designed a master plan of combining housing, shops and schools as a series of centres like "beads on a necklace".[8]

In 1963, contemporary with John Madin"s appointment, for the Telford new town plan, work began on the Ironbridge power station[5] located to the west of Ironbridge. Ironbridge B Power Station was built to complement an earlier power station built in the 1930s. Designed by Alan Clark of Sir Percy Thomas & Son and Landscape Architect Kenneth Booth, the building is designed to merge with its surroundings. The cooling towers are carefully sited so as not to be visible from the iron bridge and red pigment was added to the concrete to match the colour of local soil. The power station is currently scheduled for demolition; in 2010, Ironbridge B Power Station was considered for listing but failed to meet Historic England"s required criteria.[8]

The few currently (or recently active) industrial sites also include the Aga Rayburn works at Coalbrookdale and Maw"s tile works at Jackfield. Although a shadow of the activity level of previous periods, these important sites help to retain a living link to earlier periods and also a degree of economic viability.

2.4 Key Settlements and building typologies

The maps in this section show each key settlement in the CA with designated buildings and structures highlighted as follows:

- Scheduled Monument – red
- Listed Building – orange
- Local Interest – yellow

Coalbrookdale *(see Fig 2.3)*
Settlement in Coalbrookdale is known from the thirteenth century, although this was small in scale until the mid-1700s when the valley bottom was rapidly developed by the Coalbrookdale Company.

There is no evidence of formalised planning but there is a repeated pattern of dwellings clustered around forges and furnaces with institutional buildings in close proximity.

Speculative eighteenth century terraces of workers cottages are common, such as Carpenter"s Row and Tea Kettle Row.

Fashionable brick Georgian houses of the foundry owners are interspersed throughout the area and enclosed with brick boundary walls.

[7] In 1897 French Engineer Louis Gustave Mouchel (1852-1908) established the company specialising in ferro-concrete.

[8] Draft Plan cited in Alan Clawley, *John Madin* (London: RIBA Publishing, 2011), p. 80.

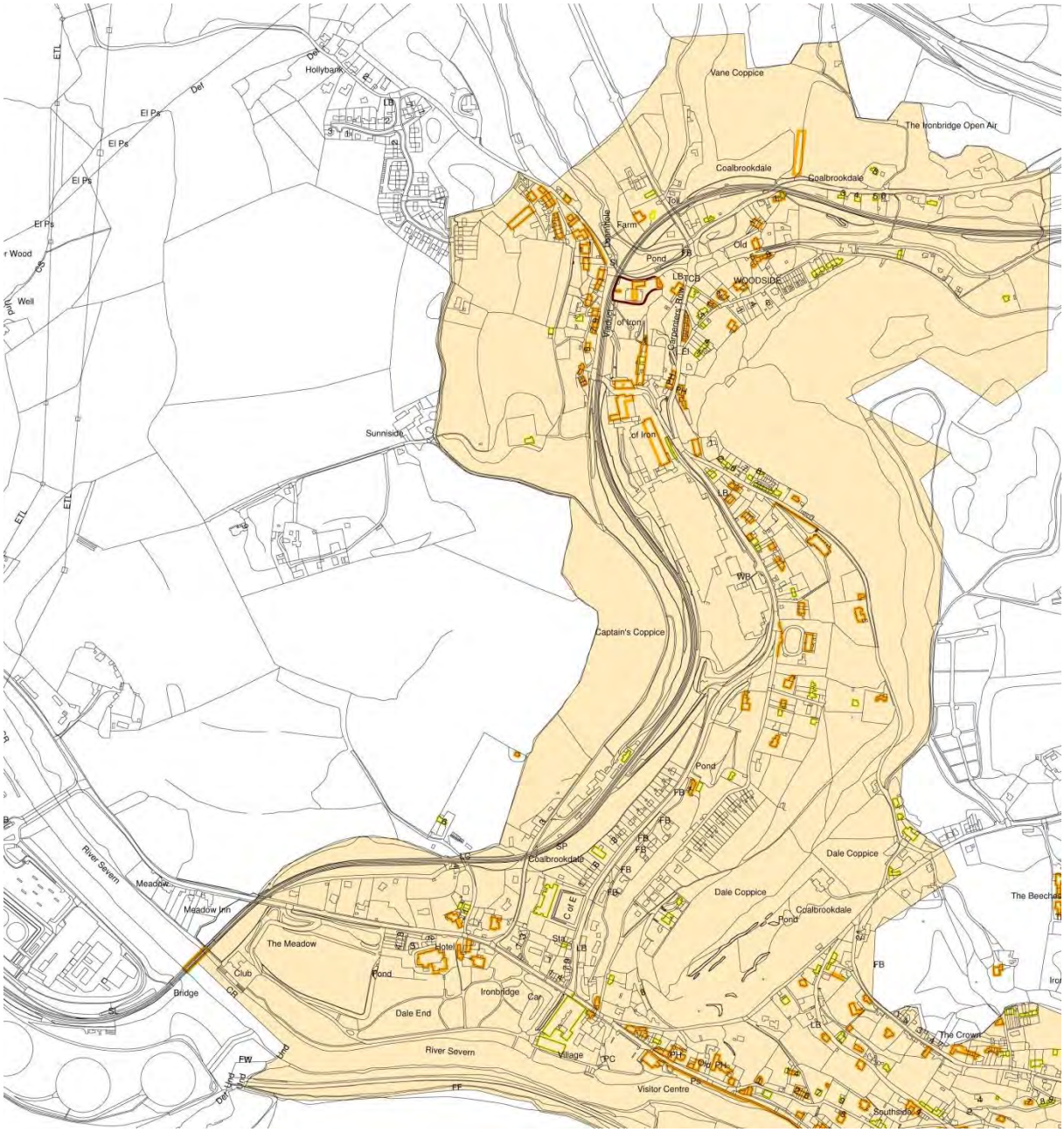


Fig 2.3 Coalbrookdale

Ironbridge *(see Fig 2.4)*
The market square and the iron bridge form the core of the settlement.

Two and three storey brick buildings, some with original shop fronts, surround the square, but, moving west these are progressively replaced with warehouses, pubs and Victorian villas of the Wharfage to the west of the iron bridge.

To the north, narrow streets are cut into the hillside with a mix of small cottages and, in Hodge Bower, larger properties set in extensive grounds. The church, situated part way up the south-facing slope of the gorge forms a prominent landmark.

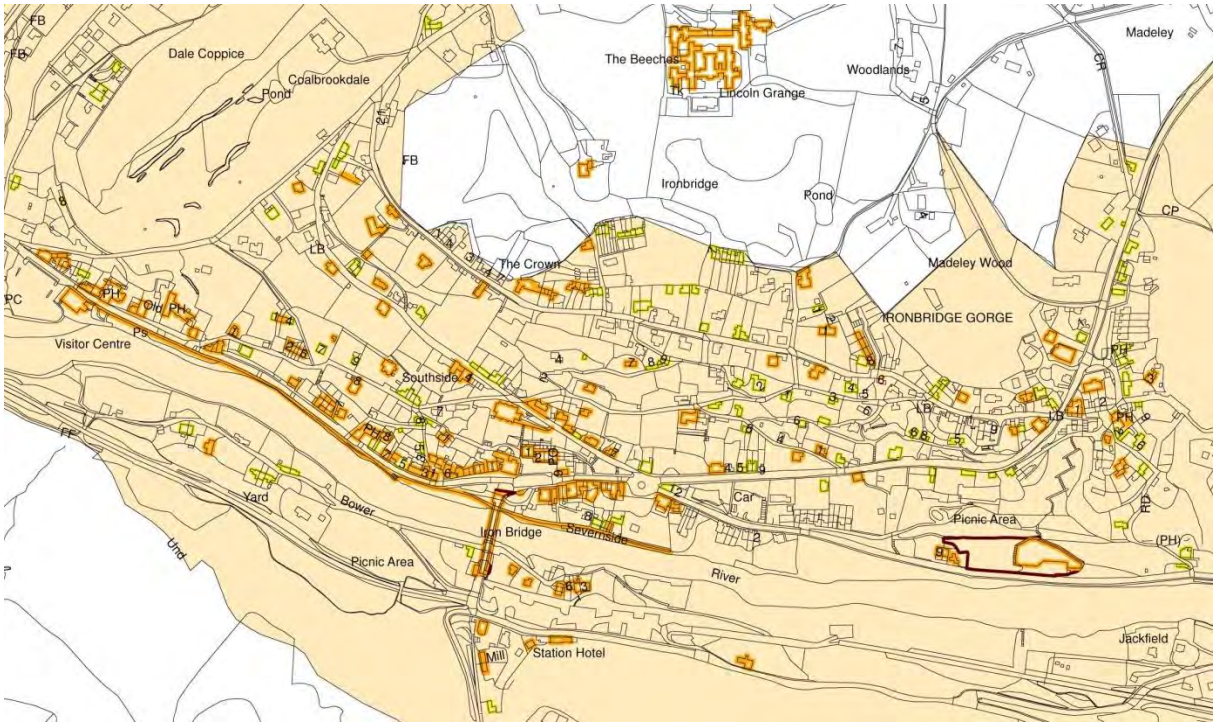


Fig 2.4 Ironbridge

Coalford and Jackfield *(see Fig 2.5)*
An unplanned settlement dominated by the remnants of the ceramic industry established in the nineteenth century.

The disused Severn Valley Railway continues to be a visible if diluted feature in the landscape and townscape of this area. (See also 5.5.2)

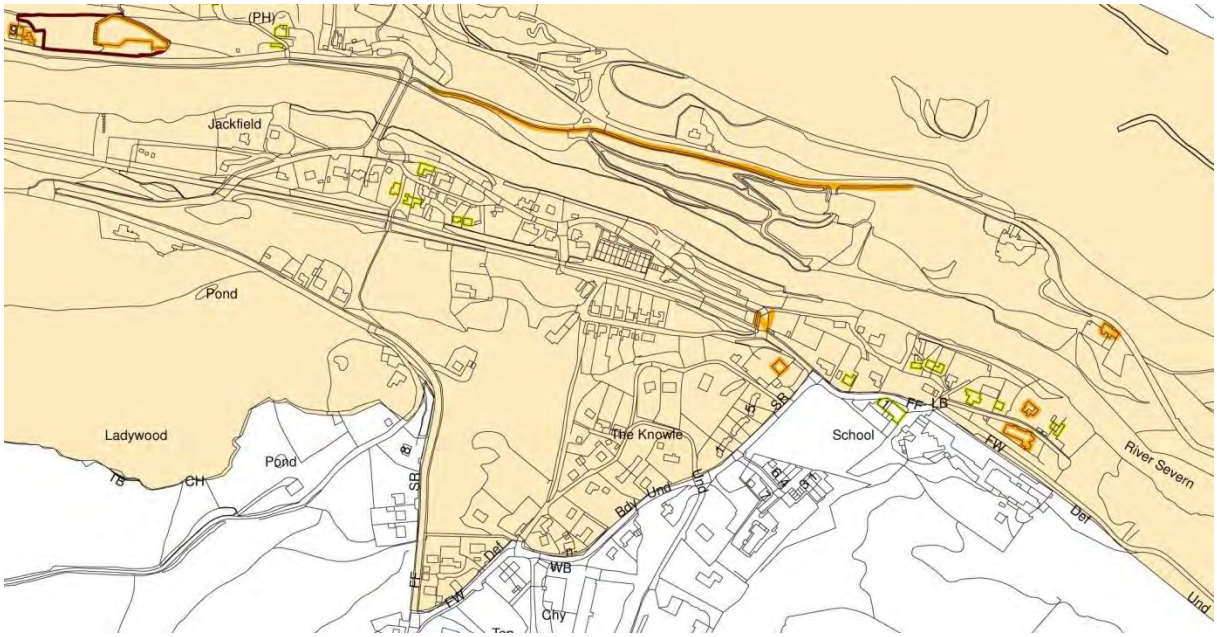


Fig 2.5 Coalford and Jackfield

Coalport *(see Fig 2.6)*
This settlement is dominated by the former ceramics factory and associated industrial buildings.

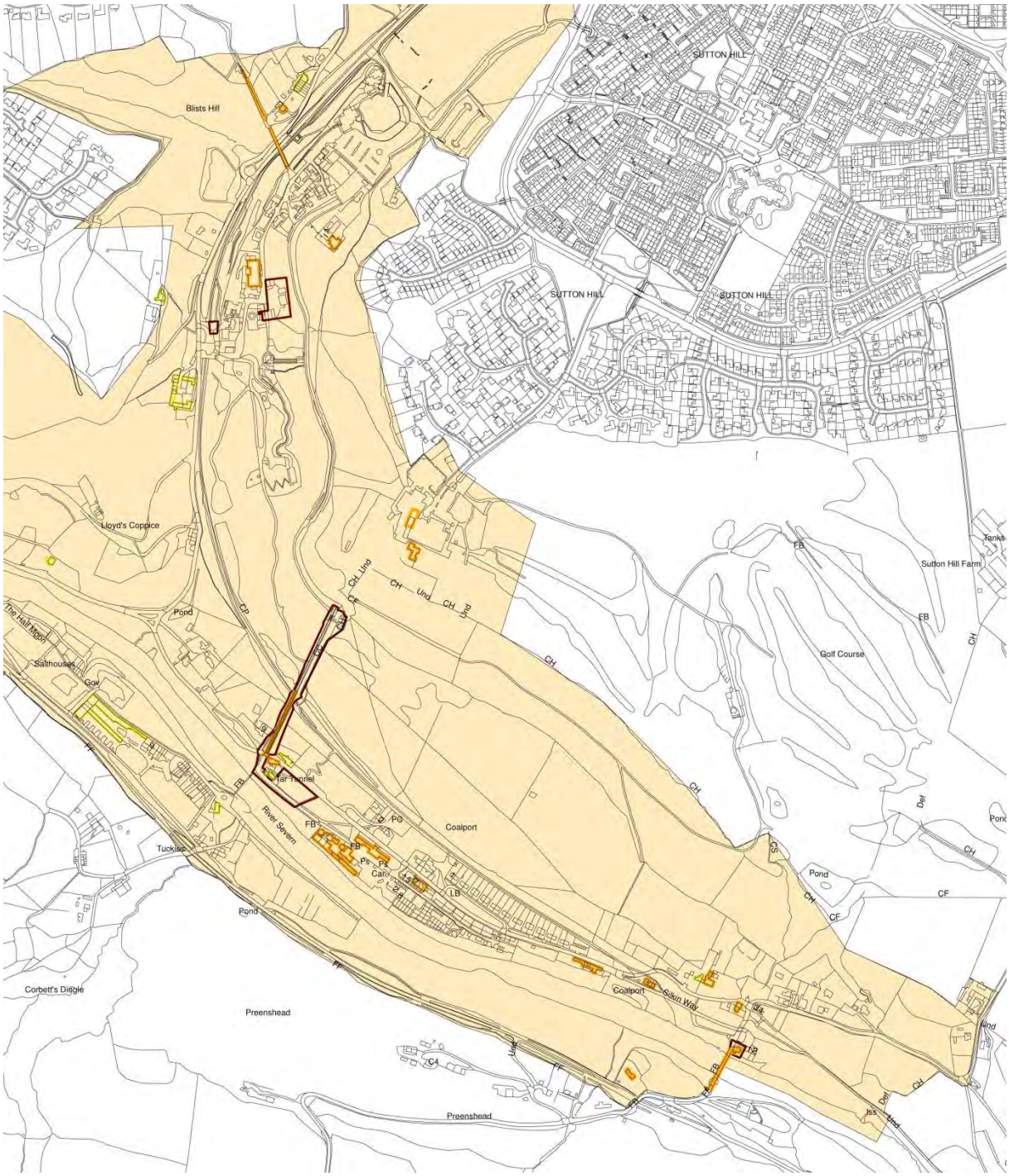


Fig 2.6 Coalport

Madeley *(see Fig 2.7)*
Madeley is the earliest significant settlement within the WHS and retains early historic structures including a two-bay medieval hall and some sixteenth and seventeenth century timber-framed houses.

Georgian and Victorian buildings of two and three storeys in local brick generally follow the line of the gently curving High Street. Some original shop fronts remain.

Madeley‟s strategic location led to its inclusion in plans for Dawley New Town in 1963 but the subsequent development of a central shopping centre together with the Parkway bypass in the late 1960‟s severed the settlement from the north and interrupted the medieval street pattern. Late twentieth century housing estates of varying quality surround the CA.

Madeley provides a link between the Severn Gorge and Telford.

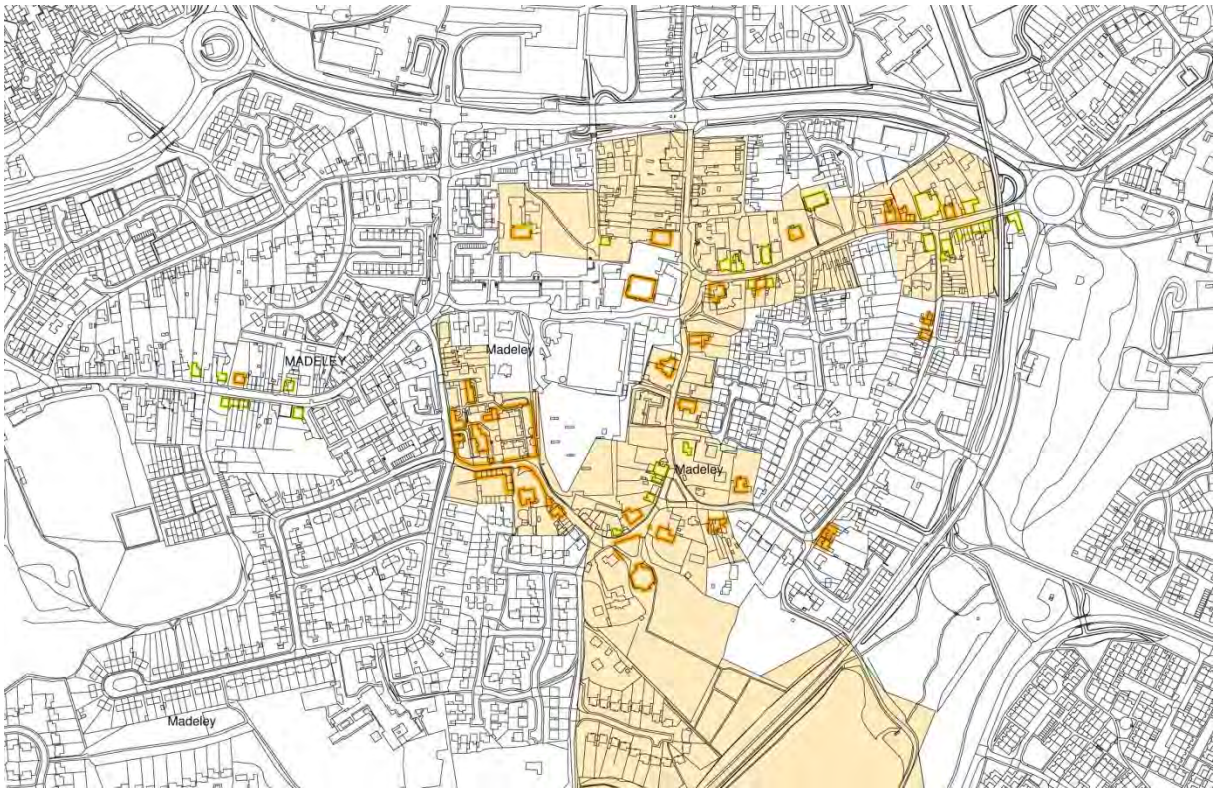


Fig 2.7 Madeley

2.5 List of governance, management and interested bodies

Responsibility for the World Heritage Site interests is governed and managed by:

- The Department for Culture, Media and Sport
- The Department for Transport, Local Government and the Regions
- Historic England*
- ICOMOS UK
- Natural England*
- The Environment Agency*
- Severn Gorge Countryside Trust*
- Telford and Wrekin Council*
- Shropshire Council*
- Five Parish Councils:
    - The Gorge*
    - Madeley*
    - Broseley*
    - Barrow
    - Sutton Maddock
- English Heritage*
- The Ironbridge Gorge Museum Trust*
- Marches Local Enterprise Partnership (LEP)*

* Represent members of the Ironbridge Gorge World Heritage Site (IGWHS) Steering Group whose purpose is to:

- Ensure effective collaboration and partnership between national, regional, local organisations and local communities to deliver a common vision
- Ensure the IGWHS is managed in line with the high standards required by its WHS status, balancing the needs of all stakeholders and local people
- Help coordinate a consistent, holistic approach by all parties to ensure a strong relationship between the protection of the WHS and its economic vitality
- Provide a forum where concerns and proposals from interested groups and expert parties can be discussed and appropriate actions can be agreed.

This is an extensive list of interested parties and it is vital to the proper conservation of the Gorge that there is co-operation and co-ordination of effort and collaborative working between **and** within the organisations.

Each organisation has a wealth of knowledge and experience which would benefit from sharing across all parties.

2.6 Complementary documents

It is anticipated that further work and documents will either be undertaken or produced as a result of actions and recommendations identified in order to complement and build on the new TWC Local Plan, the updated Severn Gorge Conservation Area Appraisal (CAA), the updated WHS MP, together with this CAMP. This work will continue to fill out the understanding of the area, particularly in relation to issues, and may include:

- Traffic and parking review as identified in the WHS MP
- Waste and recycling management in the CA
- Energy efficiency in the CA
- Review of the local list - both in additions and removals
- Statutory listing requests
- Gazetteer of all CA buildings including undesignated buildings to provide a database for recording and managing change
- Supplementary Planning Documents (SPD) – both updates and preparation of new – noted later in this document
- A single mapping data base shared by the organisations would also be extremely beneficial.

3 Significance of the Site and its Components

3. Significance of the site and it components

3.1 Historic England categories

In order to conserve a historic asset – be it a place or a simple artefact – it is essential to understand its significance within the whole spectrum of natural development and human activity. Is it unique, rare or commonplace? Does it have intrinsic value? Does it provide evidence of a particular skill or craft? Does it represent a lost art or a poorly understood period of human activity?

The rational assessment of significance is both an art and a science; it includes drawing together both hard evidence and subjective judgement. In order to provide a pathway through the process Historic England promulgates a series of four categories or areas of value, which may be applied in the assessment of the significance of historic places and buildings.

They are:

Evidential value: the potential of a place to yield evidence about past human activity.

Historical value: the ways in which past people, events and aspects of life can be connected through a place to the present - it tends to be illustrative or associative.

Aesthetic value: the ways in which people draw sensory and intellectual stimulation from a place.

Communal value: the meanings of a place for the people who relate to it, or for whom it figures in their collective experience or memory.

These are set out in full in the Historic England publication *Conservation Principles.*

Link: Conservation Principles - Historic England

In a fuller study than is possible in this Management Plan, these aspects would be assessed in some depth, with an analysis of the area, its buildings, geological and archaeological features, its landscapes and townscapes being carried out against each of these main headings. At a fairly superficial level, however, it is easy to see that the Severn Gorge site is rich in values within all of these categories. It is rich in evidence of the extraction and manufacturing industries, with many examples of early or pioneering uses of technology in these areas. It contains connections to many historical figures and events which are significant in the understanding and development of industry and construction. The number of paintings and drawings of the gorge and the river illustrate its aesthetic value and the high value put on the area (as evidenced by visitor numbers) give credence to the importance of the location to the local, national and international communities.

Prior to this more formalised way of assessing value however, aspects of the area have been assigned value or status by being identified within particular areas of legislation or under conventions or schemes of protection. Areas or sites have been afforded legal or quasi-legal protection arising from an understanding of their significance or worth.

3.2 World Heritage Site

The designation „World Heritage Site" was enshrined in a UNESCO Convention of 1972. It recognises sites of „outstanding universal value" which are worthy of protection. The list consists of places which have world significance for either their natural or cultural heritage, thus encompassing outstanding examples both of the natural world and the world of human endeavour.

Ironbridge Gorge was „inscribed" in the list in 1986 as one of the first seven World Heritage Site designations in the UK and one of 16 such sites in England. The full description and reasons for inscription in the WHS list are given in Appendix A

As part of the UNESCO Convention, governments of states within which there are World Heritage Sites are required to instigate measures for the conservation, interpretation and protection of their sites, and this endeavour is monitored by the WHS committee. In the case of UK there was existing legislation deemed to provide such protection and so no new legislation was implemented, although existing legislation is continually being reviewed and updated. Therefore, within the UK the current effective conservation of the WH sites is enacted through legislation covering (primarily) Scheduled Monuments, Listed Buildings and Conservation Areas.

The Ironbridge Gorge WHS Management Plan contains more details on the inscription of WHSs generally and the Ironbridge Gorge site in particular.

3.3 Scheduled Monuments

The earliest scheme of legislation for historic structures covered Scheduled Monuments. The scheduling of a structure or site is in itself a measure of its significance. SMs are usually non-habitable structures, and are generally sites associated with worship, transportation, former dwellings (but now without roofs), and industry; or are themselves monuments to individuals or events.

Criteria for scheduling include age, condition (in relation to age), significance within their typology and ability to provide evidence of earlier technology or culture.

There is no grading of monuments but the degree of significance of the monuments can be recognised by the fact that works are controlled by Historic England and causing wilful damage or carrying out unauthorised work to them is considered a criminal offence.

The Ironbridge Gorge World Heritage Site contains seven Scheduled Monuments: Darby Ironworks, Coalbrookdale (furnaces, forehearths and blowing house areas, The Iron Bridge, Bedlam Furnaces, Blists Hill Iron Furnaces, Lilleshall Beam Blowing Engines, Coalport Inclined Plane and Coalport Bridge.

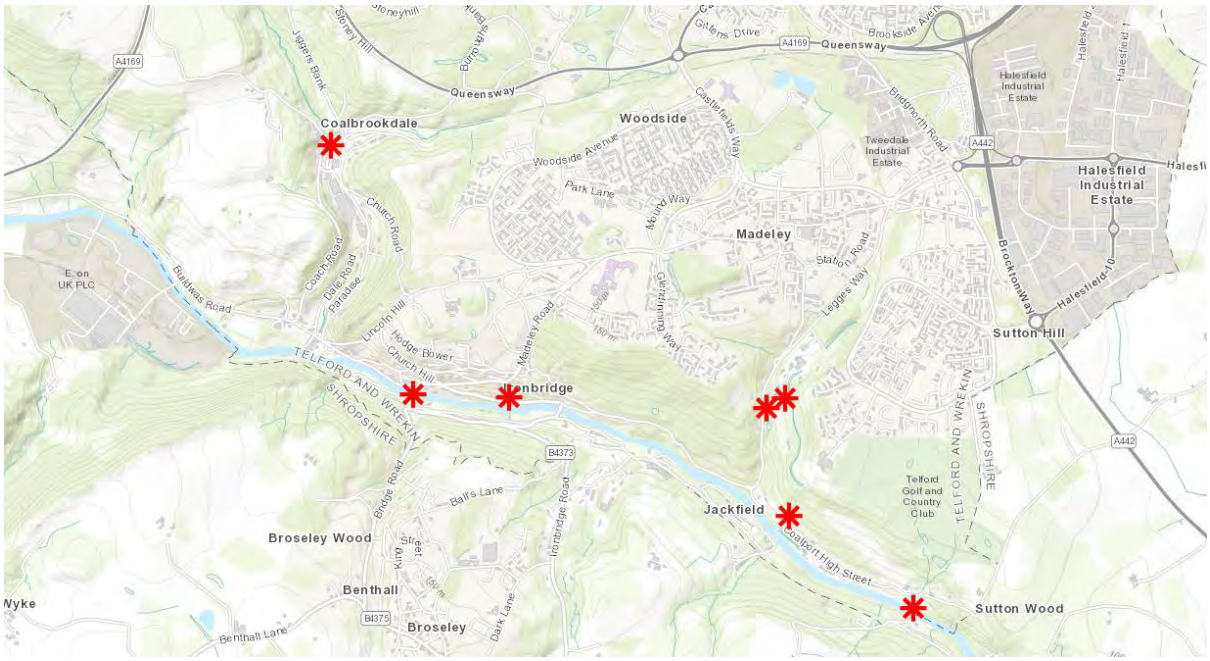


Fig 3.1 Scheduled Monuments – Source: extract from TWC Local Plan

3.4 Listed buildings (national list)

The „listing" of buildings or structures implies their inclusion on a list of properties which are of significance and which the state deems it desirable to preserve. The inclusion on this list is therefore an indicator of significance. Buildings or structures which are „listed" are subject to controls in connection with alteration (and particularly demolition) where the significant characteristics of the building are affected; the controls (the Listed Building Consent process) are designed to ensure that the essential significant characteristics of the building are preserved.

Listed buildings are graded according to significance into Grade2, Grade 2* and Grade 1. In England there are estimated around 500,000 Listed Buildings, the majority being Grade 2, with the top 5.5% being Grade 2* and the top 2.5% being Grade 1.

The Ironbridge Gorge WHS contains 273 listed buildings of which 91% are Grade 2, 8% Grade 2* and 1% Grade 1. Whilst the individual listings are evidence of the importance of the buildings themselves, the high concentration of LBs adds weight to the significance of the area as reflected in the mapping of designated buildings in the character areas shown in section 2.

3.5 Locally listed buildings

Local authorities have been encouraged in the past to keep their own „local lists" of buildings which may not be of national significance yet nevertheless have value within the local context and community. The response to this

across England is patchy, depending on the availability of resources for the survey work and effective development control.

HE guidance on this topic is available at:

Link: Good Practice Guide for Local Heritage Listing - Historic England

Local lists can be drawn up by conservation officers or planning departments on their own initiative, but quite often, where local lists have been prepared, input is made by local historical associations or amenity societies. Increasingly such lists are developed as part of the Neighbourhood Plan process. These paths to local listing are an indicator of the degree to which a local community values its built environment.

In the Severn Gorge CA there are 230 locally listed buildings at present (this list is currently under review and is available from the Historic Environment Record. Once the review is complete it will also be available online).

3.6 Conservation areas

In the 1960s, there was an increasing recognition that the value and special qualities of certain towns and villages arose from more than the values of the individual buildings therein, but also from the characteristics – the morphology and materials than of the area as a whole. This realisation came partly as a result of the wholesale destruction of historic areas by major post-war redevelopment projects.

The 1967 Civic Amenities act was the pioneer legislation in this matter as it required LAs to designate areas in their towns and villages, the character of which it was desirable „to preserve or enhance."

Designation of a particular neighbourhood as a CA therefore is a further statement of its significance, though an explanation of the *nature* of that significance was not initially required. The characteristics of an area which may result in designation as a CA include:

- An attractive street or townscape
- The extensive use of particular built form
- The use of unusual or locally characteristic materials for construction or for street surfaces or furniture
- A cluster of buildings relating to a particular occupation, industry or social movement
- Etc.

The list of possible characteristics is long, and indeed any one area may exhibit a whole range of special characteristics which together form the unique character of that area.

The Conservation Areas of Ironbridge and Coalbrookdale were first designated in 1971 and was therefore among the earlier CAs to be identified. The boundary of the CA was extended in 1980 to include the area identified today and is designated as the Severn Gorge Conservation Area.

3.7 Character areas

Within the overall CA, Telford and Wrekin Council have identified five settlements as shown in section 2. Within these areas there is a further character identification which, within the context of the overall CA, have their own special characteristics – a combination of structures or other key components which are generally not repeated elsewhere – which are especially worth conserving. They are:

Madeley: High Street; Court Street; Church Street (east), Church Street (west), Russell Road

Coalford and Jackfield: Coalford, The Knowle, Church Road

Coalport: China Works, Coalport Bridge, High Street

Coalbrookdale: Wellington Road, Darby Road, Woodside, The Ironworks, Dale Road and Dale End

Ironbridge: Market Square and High Street, The Wharfage, Bower Yard & Ladywood, Hodge Bower, Madeley Wood

So it can be argued that within the overall Conservation Area, these particular sub-areas are deemed to have a yet further distinctiveness through being particular local assemblages of structures which embody values above those of the general CA - generally based on their particular visual and historic characteristics.

3.8 Sites of Special Scientific Interest

The banks of the Gorge contain two Sites of Special Scientific Interest – Tick Wood and Benthall Edge and Lincoln Hill. This indicates a high degree of significance and in these cases refers to the highly unusual geological characteristics of the areas together with the particular nature of the habitat created and species present. See Map 2 - *Green Spaces - Wildlife Sites, Nature Reserves, SSSI's* - in Appendix C.

Significance of the site and it components

In summary therefore:

1. The CA has high significance in the areas of Evidential, Historical, Aesthetic and Communal values
2. Within the CA there is a significant number of Scheduled Monuments which are, through designation, of national significance
3. The CA contains a high proportion of nationally listed buildings to non-designated heritage assets
4. The CA contains a very large number of „locally listed" structures
5. The CA is itself a designation which indicates a particular kind of significance and, within its boundaries contains a high number of special character areas, of special value.
6. The CA contains two areas of Special Scientific Interest which indicate national importance in this field.

4 Planning Controls in Conservation Areas

4. Planning Controls in Conservation Areas

4.1 Overview

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* " as set out in the Planning (Listed Buildings and Conservation Areas) Act 1990 (Section 69). When dealing with planning applications in conservation areas the local authority is required to ensure that "*special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area*." (Section 72). Also the local authority has a duty "*from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas.* "(Section 71). The 1990 Act prevents the demolition of buildings in conservation areas without consent and allows for repairs notices for vacant buildings, in a similar way to those for listed buildings. This CAMP is an example of the sort of proposal envisaged in Section 71.

These sections of the P(LBCA) Act 1990 form the foundations for the council to help manage the built environment in such a way as to retain the special qualities of conservation areas. There are however a wide range of other pieces of legislation, national guidance and local policy which assist in this task. They deal with other types of heritage asset, such as listed buildings, additional controls to supplement those included in the 1990 Act (often called Article 4 Directions), various types of repair and enforcement notices, and advice on how to assess the impact of development on the setting of an area or building and many other related topics.

The 2012 National Planning Policy Framework gave greater emphasis to historic buildings and features not covered by listing or other such designations (known as non-designated historic assets) and very importantly set out a way to achieve the balance that is often necessary between conservation and other benefits. Alongside this the over-riding duty within a CA remains to "preserve or enhance" the conservation area.

At the other end of the scale the NPPF also sets out how the importance of a WHS and the various elements that contribute to its value should be considered in the planning process. Paragraph 132 of the NPPF says that "*When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation. The more important the asset, the greater the weight should be*." WHS status signifies the highest possible level of significance.

Historic England has issued a short series of three Historic Environment Good Practice Advice in Planning Notes, on local plans, decision making and setting. These support and expand on the historic environment sections of the NPPF.

The following sections of Chapter 4 describe the main provisions and planning policies used by the local council in protecting conservation areas. It is not a definitive or legal guide; rather it gives an insight into the complex web of planning control, what it can achieve and its limitations

4.2 The 1990 Act

The P(LBCA) Act 1990 brought together earlier legislation regarding listed buildings and conservation areas. Like most legislation it is a long and complex document.

Link: Planning (Listed Buildings and Conservation Areas) Act 1990

The key provisions in terms of managing the historic environment are as follows:

Listed Buildings

A "listed building" is a building of "*special architectural or historic interest"* included on a national list compiled on behalf of the relevant Secretary of State. This task is generally undertaken by Historic England and ratified by the Department of Culture, Media and Sport. Listing generally covers the whole building, inside and out, and any curtilage structures such as boundary walls, gates and even detached outhouses.

Listed Building Consent is needed for most alterations to a listed building. In the words of the 1990 Act "*no person shall execute or cause to be executed any works for the demolition of a listed building or for its alteration or extension in any manner which would affect its character as a building of special architectural or historic interest, unless the works are authorised*." Unauthorised work to a listed building is a criminal offence.

When considering an application for Listed Building Consent the council has a duty to "*have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest".*

If a listed building falls into serious disrepair, the council has powers to ensure that urgent repairs are undertaken, and in certain cases has the power to acquire the building and find a new owner who will repair it.

Listed places of worship generally have separate controls under a scheme known as “ecclesiastical exemption”.

There is separate legislation concerning scheduled monuments and registered parks and gardens, but these are not discussed here. These include The Historic Buildings and Ancient Monuments Act 1953 and the Ancient Monuments and Archaeological Areas Act 1979.

Conservation Areas

The key provisions are set out in Section 4.1 above, the main objective being to “preserve and enhance” the character and appearance of the conservation area. This applies equally to applications for planning permission affecting existing buildings (either historic or not) and for entirely new developments. Unlike listed building controls, the interior of buildings in a conservation area are not protected.

Whether or not planning permission is needed for work such as alteration, demolition or extension to an existing building is a complex matter. The local planning department should always be consulted to find out if permission is needed. In the Severn Gorge CA additional controls were brought in to supplement the basic cover provided by the 1990 Act. These are called Article 4 directions.

The Severn Gorge CA was a relatively early designation, coming in 1971, just a few years after the introduction of conservation area legislation in the 1967 Civic Amenities Act. Such early designations were often accompanied by relatively short descriptions. Telford and Wrekin commissioned a Conservation Area Appraisal in 2004 and are currently reviewing it in the light of recently published guidance by Historic England on Conservation Area Designation, Appraisal and Management (2011 and Advice Note 1 and 2 in2016). Conservation area appraisals set out to: demonstrate the areas special interest; explain the value of the area to the local community; to form the basis for sound decision making; and assist in developing proposals for protection and enhancement.

4.3 Article 4 Directions

When conservation areas were first introduced in the late 1960s the pressure for domestic extensions and alterations in particular was quite small. Since then car ownership has increased, satellite TV has been invented, the passage of time brings with it the need for periodic renewal of major building elements such as roofing, double glazing has become widespread and there has been an increasing emphasis on the need for energy conservation measures in buildings. Shopping habits have changed and many other social and economic factors have emerged which impact on the historic buildings which make up so many conservation areas. Many of these small changes do not usually require planning permission and are known as “permitted development”

In many conservation areas their special character and appearance was being lost through the cumulative effect of numerous small changes. This was becoming a threat to the character and appearance of the Severn Gorge CA and in 1998 Telford and Wrekin Council obtained an Article 4(2) Direction to control many of these small changes. This was updated in 2012 and clarified in 2015. Planning permission is therefore now needed for a range of alterations such as

- alterations to, replacement of or new external windows, doors,
- fences, walls and gates,
- extensions, porches, outbuildings,
- roof materials, chimneys and flues,
- paving and driveways,
- installation of solar panels and satellite dishes.

Wherever they front onto or are visible from a highway, waterway or open space. The aim is not necessarily to prevent these types of work, but to ensure that they are done to a high standard and are sensitive to the conservation area.

Link: Article 4 Direction Notice - TWC webpage

4.4 National Planning policy Framework

This document (NPPF) deals with a wide range of planning issues and how the legislation should be interpreted. It takes a broad view of sustainability, including energy efficiency, conservation and the wider environment.

In paragraph 126 of the NPPF it states “*the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation*”.

In relation to conserving and enhancing the historic environment (NPPF Section 12) it makes clear that heritage assets are irreplaceable and should be conserved in a manner appropriate to their significance. It expands the definition of “heritage assets” to include unlisted buildings, those outside conservation areas as well as

archaeology and landscapes that may not be covered by scheduling, or registration. It reflects recent thinking in conservation which develops ideas such as “special architectural or historic interest” and “character or appearance” to a wider concept of “significance”. It adds to language of the 1990 Act (which used words such as preserve) to include the idea of “retaining significance”.

The importance of setting, as well as of individual buildings or monuments, is also discussed. Setting is more than the idea of a static view point; it is described as the environment in which an historic asset is experienced.

The NPPF asks for applicants and developers to assess the level and nature of special interest or significance of their site or building, to agree this with the local planning authority and to take this into account in the design of their scheme.

It offers advice on how to form difficult judgements by describing the difference between “substantial harm” to an historic asset and “less than substantial harm”. It recognises the need for balance between any such harm and a range of other conservation or wider public benefits. The greater the significance of an asset and the contribution any individual element makes, the greater weight should be given to its conservation when that balanced judgment is made.

It recognises (paragraph 138) that “*Not all elements of a World Heritage Site or Conservation Area will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm … or less than substantial harm …, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole*.”

The statement of Outstanding Universal Value and the CAA set out those elements that contribute to their value. When dealing with planning applications in the Severn Gorge CA the impact on the significance and authenticity the WHS must also always be considered.

Link: NPPF Section 12 Conserving and enhancing the historic environment

4.5 Local Plan

Telford and Wrekin is currently in a state of transition between its old and new Local Plans. Once fully adopted the new Telford & Wrekin Local Plan will replace the Core Strategy (2007) and the policies which were saved from the Wrekin Local Plan (2000), the Central Telford Area Action Plan (2011), the Shropshire and Telford & Wrekin Minerals Local Plan (2000) and the Shropshire and Telford & Wrekin Joint Structure Plan (2002). The new Local Plan has been through public consultation and has been submitted to the Planning Inspectorate. Public hearings are due in early 2017.

Chapter 9 of the emerging Local plan deals with the Built Environment and Heritage. Throughout the chapter the importance of the historic environment and its benefits to the local quality of life are emphasised. All the policies from BE1 to BE10 are relevant to the Severn Gorge CA.

Link: Chapter 9 of Local Plan - TWC webpage

Of particular relevance is Section 9.2 Historic Environment. There are separate policies for the Ironbridge Gorge WHS (BE3), Listed Buildings (BE4), Conservation Areas (BE5), buildings of local interest (BE6) and Archaeology and scheduled monuments (BE8), each accompanied by discussion and explanation. Also important is Section 9.3 dealing with unstable land, which is a particular issue in the Gorge.

These policies on the historic environment build on the principles of the 1990 Act and the NPPF, explaining in some detail the sort of proposals that will be supported and those that will not. The importance of the WHS and the role of the conservation area designation (including the Article 4(2) Direction) in managing both small scale development and bringing a wide holistic view is highlighted.
Together they aim to balance the protection and enhancement of its Outstanding Universal Value with its role as a tourist destination, as a residential area and its importance to the local economy.

4.6 Supplementary Planning Guidance

Councils frequently produce supplementary planning guides, which provide useful information for householders and developers on particular topics. These answer frequently asked questions and illustrate good practice. These have less status than the Local plan policies but are generally considered to be material considerations in assessing planning applications. Telford and Wrekin has a number of such documents, known as SPDs. At present with reference to the historic environment only a Shopfront design guide has been produced. Others are soon to be published including documents for residential alteration and specific guidance for properties in the Wold Heritage Site.

4.7 Neighbourhood Plan

Neighbourhood planning is a relatively new right given to communities introduced through the Localism Act 2011. Local communities can influence development in their areas through the production of Neighbourhood Development Plans, Neighbourhood Development Orders and Community Right to Build Orders. These can be formally adopted by Local Council"s as planning policy.

The Madeley Neighbourhood Development Plan was adopted by Telford and Wrekin in 2015. It covers topics such as housing, green space and public spaces, the local economy (including tourism), local character and transport and recreational routes.

The Madeley NDP recognises both the benefits and potential pressures brought by tourism. It also highlights the concern of local people about the slow erosion of local identity through incremental small scale losses, such as the loss of historic shop fronts. It has specific policies for different character areas.

4.8 Enforcement and Other Powers

When work is carried without the necessary planning permission or listed building consent, or deviates from the approved design, enforcement action can be taken to put the situation right. Telford and Wrekin Council has an Enforcement Policy which deals with breaches of planning control such as:

- Unauthorised building works
- Unauthorised change of use of property or land
- Non-compliance with condition(s) attached to a planning permission

Their enforcement team will also investigate:

- Unauthorised works to a Listed Building
- Unauthorised display of advertisements
- Untidy land
- Unauthorised works to protected trees or trees within a Conservation Area
- Unauthorised demolition within a Conservation Area
- Unauthorised removal of a hedgerow
- High Hedges

In all but the most serious of cases, the planning enforcement team will try to resolve breaches of planning control through negotiation, instead of taking formal enforcement action. They will not however unnecessarily delay commencing formal enforcement action where it is necessary. It should be noted that unauthorised work to a listed building is a criminal (not civil) matter.

There is a variety of notices to deal with poorly maintained land or buildings. These include:

- Section 215 Notices for improvements to untidy land that is affecting local amenity,
- Urgent Works Notice. This is a notice served by a local authority (or Historic England) under Section 54 of the Planning (LBCA) Act 1990 to carry out basic works urgently needed to protect a listed building or one in a conservation area. If the owner does not act quickly to do the work the Council may do so instead and reclaim the costs.
- Repairs Notice. This is a notice under Section 47 and 48 of the P(LBCA)Act 1990, requiring owner of dilapidated listed buildings and vacant buildings in conservation areas to carry out repairs. In extreme circumstances when an owner does not comply this can lead to a Compulsory Purchase Order (CPO) which allows the Council to acquire a building, usually to pass it on to a new owner who is willing and able to carry out the necessary repairs.

Historic England has published a useful guide to these powers titled Stop The Rot.

Link: Stopping the Rot - A guide to enforcement action to save historic buildings - Historic England

2011-2016 Enforcement Statistics

Enforcement Notices	19
215 Notices	2
Planning Contraventions	2
Breach of Conditions	5
LBC Enforcement	6
Appeals	7
Prosecutions	4

The Section 215 Notice:

The use of the Section 215 Notice (under the Town & Country Planning Act 1990) appears particularly low when considering it is a versatile and effective power in its own right and in conjunction with other powers.

Section 215 Notices are discretionary and action can be taken against land **and** buildings. They can be used in conjunction with other powers eg

- LBC repair notices or dangerous structure notices
- Alongside a Section 330 notice requiring clarification of ownership
- Alongside a Planning Contravention Notice in order to obtain information relating to lawful use

They are relatively straight forward to use and are highly effective when used in the following ways:

- As a threat or informal mechanism for cleaning up sites
- When used in relation to listed buildings and their settings
- When used in the enhancement of conservation areas
- Proactive use together with a wide interpretation of the scope leads to wider regeneration objectives

They can be effectively used on a wide range of sites or buildings, including: large vacant industrial sites; town centre street frontages; rural sites; derelict buildings; semi-complete development; rundown residential properties; overgrown gardens; planting, clearance, tidying and enclosure; demolition; re-building; external repairs; and re-painting

Many of the issues that need to be addressed with local residents and owners in the Severn Gorge CA fall within these categories.

4.9 National Guidance Documents

There are numerous national and even international standards and guidance documents relating to conservation of the built environment. They reflect developing understanding of what people value and the best ways of protecting them. The most important of these in relation to conservation areas include:

- Historic England"s Historic Environment Good Practice Advice in Planning Note 1 (Local Plans)
- Historic England"s Historic Environment Good Practice Advice in Planning Note 2 (Managing Significance in Decision Making)
- Historic England"s Historic Environment Good Practice Advice in Planning Note 3 (Setting of Heritage Assets)

These three documents can be found on line at:

Link: Historic Environment Good Practice Advice in Planning Notes 1, 2, 3 - Historic England

Also of importance are:

- The Government"s (CLG) on-line planning guidance at:

  Link: The National Planning Policy Framework and relevant planning practice guidance

- BS 7913 (2013) Guide to the Conservation of Historic Buildings

5 Threats and Opportunities

5. Threats and Opportunities

5.1 The WHS Management Plan; Challenges Overview

The following list summarises the strategic challenges, issues, opportunities and objectives covered in the WHS MP that will be discussed in the context of the built environment and historic environment in this report.

Although there will inevitably be some cross over between the two management plans it is not the remit of this report to address those matters associated with the wider management remit of tourism, visitor experience and associated parking pressures.

5.1.1 Conservation of the historic fabric:

- must support a modern living community
- conserve the historical authenticity of place
- provide an attractive experience of the historic past
- maintain a very green natural landscape

5.1.2 Traffic and parking issues:

- Narrow roads and steep hills
- Limited land space for parking provision within the settlement areas
- Public transport connectivity
- Traffic management surveys, signage and enforcement

5.1.3 Land stability:

- Underlying geology and past extraction activities
- Gorge topography
- Erosion through change of land use and vegetation
- Trigger events: flooding, changes in groundwater levels
- Inappropriate development
- Monitoring and management

5.1.4 Tourism and visitor management:

- Leading tourist destination with all the associated opportunities and threats
- The need for an on-going robust management structure, policies and systems in order to effectively address and control the physical impact of high visitor numbers on the historic environment – IGWHS Steering Group, CMP"s, Guidance documents etc.
- The balance of visitor (public) to residence (private) in all aspects.
- On going effective partnering between TWC (Destination Management Plan), the IGMT and SGCT.
- The need for high quality public services – transport, parking, public conveniences, waste management

5.1.5 Natural environment including River Severn and its banks:

- Management of the natural change to the environment
- Flood prevention measures
- Management and maintenance of woodland, grasslands, and watercourses (streams, pools, canals and river)
- Management and maintenance of public paths and bridleways (erosion, overgrown by vegetation, blocking illegally by locals
- Continuing research on ALL of the historic environment within the Gorge

5.1.6 Community resilience:

- Understanding and Community engagement with the WHS Outstanding Universal Values through education, learning, demonstration, stewardship and volunteering
- Increase in use of digital communications through gradual improvement in broadband and mobile connectivity
- Retaining and enhancing community facilities to benefit the local population.
- Information packs and public consultation to inform on appropriate change within the CA and WHS.

5.2 Controlling change in the historic built environment

The CAMP deals primarily with the historic built environment, both conservation of the existing historic fabric and also the impact of new development on the fabric, character and appearance of the conservation area. This serves to address many, but not all, of the issues raised by the WHS MP.)

The following sections will look at threats and opportunities facing existing and new buildings within the CA/WHS, together with development beyond the boundary that has the potential to impact on the CA/WHS:

Buildings:
Residential and smaller commercial buildings; redundant buildings and change of use; landmark buildings, civic buildings and religious buildings and museum sites and key monuments.

Public realm, and property boundaries:
Landslip, flood and retaining walls; woodland management; historic roads and public footpaths; street furniture and signage; walling and fencing; hedges; railings and gates; waste and recycling management

Infrastructure and traffic management:
Primary roads; rail; waterways – river, canals, streams and pools; bridges; public and private transport and parking;

Views and setting:
Protection of views; development pressures outside the WHS / CA; Power station site

Social and economic:
Local economy; tourism and interpretation

The planning system:
Current management and legislative framework; recording and communicating

5.3 Buildings

5.3.1 Residential and smaller commercial buildings

The great majority of the properties within the CA are residential, ranging in scale from the original modest cottages and terraced houses to the „set-piece" Georgian houses set within their own grounds. One of the particular attributes of the area is the way these buildings, originally accommodating very different social classes, exist „cheek by jowl". The richness is further emphasised by the fact that the original factories or industrial sites were also in quite close proximity. The Severn Gorge settlements are therefore very representative of early industrial communities, perhaps prior to the enlightened actions of some of the later social reformers and entrepreneurs.

It is not possible or desirable to turn these small enclaves into museums or to try to freeze them so that worthwhile economic activity is excluded; that way leads to an unhappy decline. The whole thrust of conservation policy must be to retain the essence of the character of the communities, whilst allowing the buildings to be occupied and used in a viable way.

This particular section of the Plan looks at the characteristics of the surviving residential buildings and sets out recommendations for their repair and maintenance as well as providing guidance for the form and materials for new residential development within the neighbourhood.

The section considers basic materials and forms, looking at good and poor examples, and also considers how new installations which arise from improved thermal standards or changing technology can be happily accommodated within the setting of the Severn Gorge CA.

A key factor to consider when undertaking change – whether it be through replacement or addition – is that the majority of properties within the Severn Gorge CA are typically viewed from all directions owing to the topography, the layering quality of the settlements, cross and long views through the Gorge. This makes roofscape a particularly characteristic element of the Conservation Area, and as such the impact value of roofscape in the Gorge is very high. The integrity of the historic environment therefore must be considered in the round. Often there will not be a „back of house" to tuck away the modern paraphernalia to serve our needs today: roof lights, solar and photovoltaic panels, communication – TV and broadband, bins, cars etc.

Below is a snap shot of the wide variety of historic and traditional domestic properties which illustrate the level of diversity in: ***type, built form, scale, materials, architectural language and detail*** through the Gorge and within the CA.

Fig 5.1 A selection of domestic properties across the Gorge to show the wide variety and richness in traditional and historic architectural design and detailing.

5.3.1.1 Roofs – roof forms and roof coverings

A few buildings survive from the pre-industrial period and these need slightly separate policies.

The majority of the buildings are from the middle to late Industrial period. Their roofs are almost always covered by locally made plain clay roofing tiles with a 37.5-45 degree pitch to suit these tiles. Originally the tiles were hand-made and hence have a subtle variety of colour within the overall range – mainly described as purples and browns. In the late Georgian and Victorian periods when there was a greater use of pattern and ornament there is a greater emphasis on the use of tiles of selected colours and also the use of patterned tiles, mainly scalloped.

Fig 5.2 Roofscape across the Gorge showing typical purple and brown clay tiles

Fig 5.3 Shallow pitched slate roof to the Market Buildings

The use of slate on a smaller number of buildings is evident, typically those of a Classical or Italianate style where a lower roof pitch was desired. The Market Buildings to the north side of the square in Ironbridge has a slate roof. These are the exception and should not generally be imitated but are part of the area.

Fig 5.4 Coloured banding with scalloped tiles – Church of St Mary the Virgin, Salthouse

Fig 5.5 Patterned tiling - 20 and 21, Buildwas Road, Coalbrookdale

In humble buildings the typical treatment of the edges is the simplest needed to achieve weathertight-ness – small gable projections and simple eaves overhangs with plain planted fascia or gutters on brackets driven into the brickwork.

Later and more "polite" houses typically have bolder verge and eaves treatments with decorative brick banding to eaves and verges, more or less elaborate bargeboards, eaves overhangs and fascia.

Roof treatments for repairs or alterations should respect the „class" of the building to which they belong. Buildings should not be made more grand than they originally were.

Roof Works

1. In new work or alterations the proposed roof form should sit within the existing roofscape of the building and the area in a considered, respectful way – enhancing the grain, texture and colour of the place. Inappropriate tiles and materials should not be used.
2. On small structures like porches and adjoining „outhouses" care should be taken to reference the status, period and style of the building. Shallow pitches, sheet materials or felt coverings are not typical to the area and a robust statement of justification would be required for the undertaking of these treatments together with an exemplary design.
3. When undertaking repairs, salvage and re-use existing tiles as far as possible (particularly where there are scalloped or other decorative tiles (ridges, hips, etc)
4. Use tiles for new or make-up work that match the appropriate original roofing tile, whether this is historic handmade or historic machine-made of appropriate colour size and laying pattern
5. Incorporate decorative tiles in accordance with local tradition
6. The use of roof lights should be resisted unless a discrete and unobtrusive location can be justified. Use flush-type „conservation" roof lights with glazing bars for larger openings
7. Avoid bargeboards for simple cottage – type buildings
8. Ensure dormers have appropriate barge board treatment

5.3.1.2 Rainwater good and chimneys

Cheap cast iron was an early product of the area and was widely used in construction for pipework and gutters and for fencing and gates.

Any original ironwork with the „Coalbrookdale" stamp has its own inherent value and should be retained in service. Repairs should be in a similar material.

In new developments cast iron or cast aluminium should be considered.

Domestic chimneys are evidence of the prolific use of coal for heating dwellings. They are often a significant external feature and some very tall (due to the topography and the need to provide a good draw), typically being on the end gable in single vernacular properties or within the roof on the ridge line on more complex buildings. The level of brick decorative embellishment often reflects the status of the building. They should be retained along with any historic chimney pots present. More massive chimneys are evidence of wood-burning and occasionally have ovens alongside. All features should be preserved.

Other Roof Features

1. Retain where possible existing lead and cast iron rainwater goods and hoppers including traditional gutter brackets.
2. Use cast iron or cast aluminium for new rainwater goods and external plumbing
3. Paint rainwater goods in an appropriate recessive colour, unless lead downpipes are used.
4. Retain existing chimneys and pots. When capping a chimney pot use appropriate vented clay caps.
5. Consider incorporating authentic chimneys in new schemes, a good reference point is the residential scheme at Reynolds Wharf, Coalport. Avoid pastiche or fake dummy chimneys in inappropriate materials.

5.3.1.3 External wall treatments

A few examples of timber framing and stone building remain within the area, but the majority of the buildings are constructed of locally produced brick. The tradition of brick making was strong and survived until very recently. There are good examples of early brick of a modest kind but also of higher quality coloured and banded brick which illustrate well the skill of the brick maker (e.g. the former Police Station in Ironbridge). Generally the brick is harmonious and is of a good standard and stands as solid evidence of its status.

There are a number of examples where buildings are rendered over externally, probably as part of a fashion where the character of the materials was less important than the overall form. However rendering of existing

brickwork should character of the area. More recently again brickwork has been painted; this again should be resisted.

Historically lime mortar was used in brickwork until the late 19th/ early 20th century production of Portland Cement. In general lime mortars are more sympathetic to the character and strength of brickwork and the repointing of old buildings, or indeed the construction of new should be in lime mortar.

Colours for repainting where walls are already painted should be from a palette which complements the rest of the structure and the area, avoiding bright white, primary or secondary colours. Soft stone and earth colours are generally more suitable.

Fig 5.6 Distinctive blue brick seen in a number of buildings throughout the Gorge

Fig 5.7 Painting and rendering can fundamentally alter the character and appearance of a building.

External Walls

1. Do not paint previously unpainted surfaces
2. Do not render un-rendered walls
3. Any proposed removal of existing paint decoration from masonry must be carefully considered, tested and carried out by a specialist experienced in conservation work
4. For new work use appropriate matching brick and bond.
5. Point new and re-point existing where required with lime mortar and ensure that the type of pointing reflects the original for example flush pointing, tuck pointing etc.
6. Use appropriate traditional colours for re-decorating existing painted surfaces

5.3.1.4 Doors and windows

There is no doubt that the proportions, detailing and materials of doors and windows are a major constituent in forming the character of most historic buildings. The evolution of window design has generally been gradual but with occasional rapid introduction of an invention (e.g. the sash window) or technology (the use of cast iron window frames) To change the proportions, detailing or materials invariably has a major effect on the character of the buildings, and when poorly considered, as is often the case, the alteration is deleterious.

Windows in the area are of both casement and sash types. The polite Georgian houses have tall, small-paned Georgian windows, where - with the development of glass technology - the panes become fewer down to two and then one per sash, as seen in many Victorian buildings. In considering works to these properties, many of which are listed the character of the prevailing window style should be retained. Repairing and overhauling traditional windows is simple and well understood for experienced conservation contractors.

Fig 5.8 Traditional "ladder" casement windows. This example includes iron opening casements. Some traditional ladder windows have timber casements.

Fig 5.9 Typical small paned sliding sash windows of Georgian character. The meeting rails and glazing bars are very slender and the sashes have no "horns" at the end of the meeting rail.

Vernacular and industrial buildings have casement windows, often in rows to provide additional lighting where intensive hand work was being carried out. Initially these would have been entirely wooden, but with the development of iron, particularly wrought iron, its use for opening casements (perhaps augmented by wood to give a glazing rebate) emerges. There is no reason why these windows should not be repaired, where necessary, and retained. The question of improved energy efficiency is discussed below.

A particular characteristic of iron production in Coalbrookdale was the making of cast iron window frames. These appear initially with heavy diamond pattern glazing but as glass technology improved the glazing became rectilinear and the pane size increased. Individual windows can be of considerable area and were employed in factories and semi-industrial buildings (e.g. Museum of the Gorge - the barge warehouse on the Wharfage).

Fig 5.10 Cast iron windows are a very distinctive feature in the Gorge

Although these windows pose their own challenges for repair and maintenance and particularly for energy efficiency they are so distinctive and typical of the area that all examples should be retained and conserved.

Non-designated heritage buildings and early to mid-20th century buildings within the Severn Gorge CA have been impacted by the inappropriate use of replacement uPVC windows and inappropriate modern window details – Historic England regards the piecemeal loss of traditional windows as one of the single biggest threat to Conservation Areas:

"*The loss of traditional windows from our older buildings poses one of the major threats to our heritage. Traditional windows and their glazing make a hugely important contribution to the value and significance of historic areas. They are an integral part of the design of older buildings and can be important artefacts in their own right, often made with great skill and ingenuity with materials of a higher quality than are generally available today.*

Windows are particularly vulnerable elements of a building as they are relatively easily replaced or altered. Such work often has a profound affect not only on the building itself but on the appearance of street and local area." Traditional Windows(HE publication)

Traditional timber windows are a key feature of the Severn Gorge Conservation Area, traditional Ironbridge flush fitted "ladder casements" and sliding sash windows are part and parcel of the historic fabric of the site. This character is under threat from piecemeal alteration, particularly from inappropriate window alterations or replacements. The Article 4 Direction helps to control this by ensuring that replacement windows do not adversely affect the setting of the Conservation Area (World Heritage Site). Under this direction replacement of windows visible from a Highway, Byway, Waterway or Open Space are likely to require planning permission.

Contrary to popular belief, properly maintained timber windows can have a life span in excess of 60 years, can be „A" rated for energy efficiency and a more environmentally sustainable material than uPVC; timber is also a naturally insulating material. Timber can be repaired simply and effectively and at reasonable cost if defects, breakages or rot occur, unlike other materials which may require the window to be replaced entirely. People are often drawn to the idea of "no maintenance" solutions such as uPVC, but it should be remembered that uPVC in reality cannot often be maintained or repaired in many cases which is why the life span of uPVC is generally around 25-35 years. Double glazed timber windows are equally able to provide significant thermal upgrading. In general, uPVC is not a traditional material for windows, its appearance often differs noticeably from traditional timber in a variety of ways:

- It is an intrinsically modern material, a product of the petro-chemical industry which seeks to imitate the traditional and therefore is not historically authentic
- Thicker profile – not as thermally efficient a material as timber so requires air pockets within the material to raise the efficiency
- Casements are mostly modern storm-seal closures rather that the traditional flush fit, which is comparatively bulky
- Often does not replicate delicate detailing such as lamb mouldings, joints and glazing bars
- Does not replicate the true finished appearance of timber/paint or the grain of wood
- Is normally only available in bright white or wood-grain effect and does not accept alternative paint finishes
- Generally open on a wide angle pivot rather than a traditional close hinge which is a highly visible feature (particularly in summer).
- Often fitted flush to the brickwork rather than rebated behind which traditionally gives depth.
- Not an environmentally sustainable material, unlike appropriately sourced timber
- Does not support the preservation of traditional building skills and craftsmanship

Historic: This genuine timber sash window includes softly reflective old glass, interesting and 3D details in the frame, elegant proportions and a traditional painted finish. It sits well with the mellow brick wall and painted stone sill.

Modern uPVC replacement: This uPVC window is flat, shiny and harsh in appearance. The proportions are ungainly. It appears alien to the historic brickwork around it.

Fig 5.11 These are indicative images (not necessarily from within the Gorge areas) of the inherent concern over replicating traditional timber in uPVC, taken from TWC Windows Guidance

The Council therefore, generally resists the use of uPVC in the World Heritage Site because of the piecemeal erosion of character and the threat that represents to this highly sensitive landscape. In prominent sites within the Severn Gorge Conservation Area that are regarded as being of high significance or sites that are prominently visible it is unlikely that uPVC will be supported in any form. Significance can relate to the areas relative importance or the contribution made by the setting and context of the place, places such as the Ironbridge Character Areas (CAA Fig.3.5) or the Coalbrookdale Character Areas (CAA Fig3.4).

TWC has issued guidance on the repair and replacement of windows and doors for listed buildings, local interest buildings and conservation areas:

Link: Telford & Wrekin Council Windows and Doors Guidance - TWC Website

This guidance sets out what steps are required when considering window or door replacement. uPVC should not be regarded as a first or only option, repair of existing timber and replacement timber should be fully considered in the first instance. Where sites are not in significant or prominent locations, proposals will have to demonstrate how they address the concerns raised above with regard to the loss of traditional timber and the design concerns associated with uPVC.

Doors and Windows

1. Review current TWC Doors & Windows Guidance and consider adoption as an SPD.
2. To further support this, a formal design guide will be drafted (due 2017 and subject to separate public consultation) which will address design concerns and map out areas of significance.
3. Repair and retain original timber doors and windows or use exact replica timber replacements
4. Retain and repair cast iron windows.
5. Where windows have been replaced inappropriately and are due for replacement the preference is to revert back to the original intended design
6. Door and window patterns must reflect period, style and use of building - for example - typically simple boarded doors for worker cottages, panelled doors for the higher status homes.
7. Avoid enlarging window openings, particularly on front elevation
8. In new work maintain appropriate opening : solid ratios
9. Avoid all plastic or plastic/composite replacements in designated buildings.
10. The use of „matching" plastic/composite replacements in non-designated heritage buildings should be strongly resisted.
11. Avoid applied glazing bars or glazing bars set within double glazing
12. Avoid fanlights and fancy glazing within the actual panelled door.
13. Avoid the use of stained timber; use paint in traditional colours
14. Retain historic glass in existing single-glazed windows.
15. Fixing glass should be carried out with a simple traditional puttied struck bedding, on all historic buildings, In particular, this putty detail must be used on traditional and historic windows in listed buildings and where possible in locally listed buildings. Timber beading should be avoided as this is not a traditional detail, with the exception of windows to contemporary style buildings.
16. When considering upgrading the thermal value of an opening - draught strips and secondary glazing are to be a first priority before double glazing will be considered.
17. Double glazing should only be considered appropriate where:
    i) a robust statement of justification for replacement can be proven against the relative historical significance of the property;
    ii) existing glazing bars can accommodate the DG system without a change of section/profile;
    iii) and where there is no surviving historic glass.

5.3.1.5 Changing environmental standards, technology and communications

The Severn Gorge has always been blessed with abundant sources of locally obtained energy. Initially the Gorge was cloaked with native forest, providing timber and, as skills developed locally produced charcoal. From the 16th century onwards until the late 20th century, coal was available locally from readily worked seams. In the 1930s the area became the home of the Ironbridge coal powered, electricity generating station. This source provided the National Grid, rather than just the locality. Thus, in general, abundant cheap fuel has been the norm.

The late 20th century realisation that energy from coal, oil and gas was at a premium and becoming more at risk of geopolitical intervention encouraged consideration of improved thermal efficiency. Among the stock of existing buildings, older, traditionally built structures were often classed as the culprits, leading to pressure to demolish and replace with new buildings or upgrade by over-cladding, replacing windows and insulating roofs. The SPAB, particularly have taken pains to disprove this generalisation and to promote measures to improve thermal efficiency in historic building stock, the fact that the use of good quality secondary glazing is now an accepted practice in planning terms is a good example of this changing approach.

The retention of existing buildings and their components, and their effective maintenance and repair as opposed to rebuilding or replacement, is, in itself a sustainable solution, when compared to the substantial energy requirements to construct new buildings and in the manufacture of many new materials.

The best approach is to start with sensitively improving the energy efficiency of an historic property before looking for opportunities to generate energy. This is achieved through measures either to improve the thermal efficiency of the building fabric and/or through improving the efficiency of existing building services – heating, lighting and power .

Once these have been given due consideration and appropriate improvements have been made then, and only then, should renewable energy generation be reviewed within the Severn Gorge CA. Further guidance on energy efficiency in historic buildings can be obtained from Historic England and the Society for the Protection of Ancient Buildings:

Link: Historic England - advice on your historic property and saving energy

Link: SPAB - advice on energy efficiency for the older property

Link: SPAB Briefing - Energy efficiency in old buildings

Fig 5.12 The highly reflective surface of solar panels can be visually intrusive, distracting from the historic roofscape or soft, brown tiles

In line with Historic England advice, it is generally not considered sympathetic to a building"s appearance to have a solar panel or other equipment fixed to any of its main elevations. or roof slopes. Roof mounted PV arrays are currently the most visually intrusive type of energy generation, and therefore in sensitive landscapes they can be particularly problematic in respect of their visual impact.

As noted earlier the value of roofscape in the Gorge is very high; therefore the potential impact of solar panels is also very high. PV panels are unmistakeably modern and their reflective surfaces can make them highly visible in an otherwise mellow and traditional roofscape.. Further guidance on this is available from Historic England in their leaflet on small scale solar electric energy and traditional buildings:

Link: Historic England - Small scale solar electric (photovoltaics)energy and traditional buildings

In the field of communications and security the use of satellite dishes, antennae, cameras, alarms and other similar equipment has grown. In the historic environment the same criteria apply for installing these „everyday" fixtures as for roof lights and energy panels.

Discrete, unobtrusive locations should be chosen, along with installations which are kept to the minimum for the purpose required.

With ever emerging technology installations of today may yet be superseded by something less visually intrusive but for the moment their location in the Conservation Area has to be very carefully considered.

Energy conservation, generation and communications technology

1. Allow for the preparation of a SPD to cover energy efficiency in the Severn Gorge Conservation Area (WHS).
2. Use of solar/PV panels to be limited to inconspicuous areas.
3. TVs to make use of communal aerials where possible or satellite dishes to be in inconspicuous locations.
4. Fittings should not damage the historic building fabric when installed or removed.

5.3.2 Redundant buildings, buildings at risk and change of use

To avoid the risk of accumulating redundant buildings it is important that a viable economic community is sustained to ensure that the local population and residents can afford to remain within the gorge. A redundant building is not only at risk of potentially rapid deterioration through decay and vandalism but it sends out a visible sign of neglect and decline. Ensuring a strong and active economy means that the demand for a variety of uses and space is maintained and stable.

Vacancy and the uncertainty of future uses, whether they will be capable of sustaining the fabric or whether they bring destructive pressures, threaten all the key areas of importance. Potential problems do not just relate to those buildings that are vacant now but to the future and significance of the whole area.

The Severn Gorge Conservation Area has seen a great deal of change. What was once a thriving centre of production of goods is now much more directed to a service economy, with just a small and significant remnant engaged in production.

To a large extent the industrial building stock has been adopted by the IGMT and English Heritage and the guardianship, care and protection of these is generally well managed.

Buildings which are more susceptible to vacancy range through places of worship, institutions, schools, large residential properties and commercial buildings.

The larger scale properties can often remain redundant for very long periods (c25 years) owing to failure in finding a use that is appropriate for the historic property and at the same time viable. For example, an assemblage of redundant industrial buildings, including The Wing Shop, on the Aga Rayburn site in Coalbrookdale which are prominently visible. These would benefit from securing a long-term viable use.

The following are properties noted to be vacant or underused: either redundant, marketed with planning approval for redevelopment, or in progress of being re-developed. Each has different issues that require addressing.

The Wing Shop

Fig 5.13 The Wing Shop and twinned cottages to the front of the Aga-Rayburn factory.

Non-designated heritage assets - this grouping of the large industrial unit adjacent to the small cottages provides a typical situation within the Gorge industrial landscape. At present they have little to no presence or even negative impact, owing to the warehouse"s current condition, on the area. It would be beneficial both to the buildings and the street scene if they could have a programme of conservation repairs undertaken.

Former Church of England School

Fig 5.14 Church of England School, St Luke's Road, Ironbridge:

Also known as The Blue School, this building is Listed Grade II. It is underused and in a deteriorating state of repair. The building is split into two or more units, with parts in residential use. It is a distinctive building which is in urgent need of safeguarding.

The Grove

Listed Grade II - with approval for conversion to 4 single and 3 double bedroom units. This application was accompanied by a thorough and detailed heritage statement and impact assessment appropriate to its significance but more importantly providing a robust justification for the degree of development – a total of seven units.

This level of reporting should be encouraged for the majority of designated sites within the CA. Following detailed analysis of the historical development the report could demonstrate that the proposed conversion would not have a detrimental impact on the existing building.

Fig 5.15 The Grove, Coalbrookdale - c1838 - Change of use to housing

At the Grove, dating from around 1838, the scale, form and massing of the building, together with surviving traditional features to the external elevations contributes significantly within the built landscape of Coalbrookdale, particularly as it is sited prominently on one of the main routes into the CA and WHS.

The variety of detailing provides evidence of the different stages of historical development and requires protection during the design and implementation of the conversion of The Grove. These features include:

- Appropriate brown/purple clay tiles over steeply pitched roofs
- Seven chimney stacks
- North street gable – stepped corbel brick work to verge with string course returning into bay
- South street Gable – simplified verge detail
- East eaves with corbelled brick dentil detail
- Sash windows – with and without horns depending on location – and varying glazing bar division dependent on period. The glazing bars are fine.
- Variety of casements around the building – both good and bad
- Two styles of iron railings to boundary
- Four panelled door with moulded upper panels and flush beaded lower panels
- Timber door case with pilasters and cornice and plain fanlight over
- Canted double height bay to north elevation addressing the approach along Wellington Road

Most past phases of development at the Grove were carried out to a high standard using traditional materials. It is this richness and knitting together of these past styles and details that is so important to retain and protect. Any new alterations to buildings such as this should be of equally good quality and sensitivity.

The pressure to potentially over develop sites in order to provide a viable scheme is a continuous threat to the grain and context of the CA. This frequently has a negative impact on the existing historic buildings considered for re-development. In new developments there is invariably a push for increased number of units, extra floors, rooms in roofs etc.

Woodside House Barns

Fig 5.16 Woodside House Barns, Coalbrookdale.

Woodside House is Grade II listed and the coach house and barns were part of the listed building curtilage. Within the last five years the house has been overhauled and sold on. A scheme is now underway to convert the barns to a new house and form a separate plot, with a new access to a further plot (from the remaining gardens of the main house) behind the barns, presumably for a later development.

The issue here is not whether the conversion is appropriate but more about large gardens and sites becoming subdivided. This is a particular concern as there are a considerable number of larger houses which served the owners of the industries within the Gorge. These are an important part of the grain of the place, the social hierarchy and social status of the industrial revolution. Great care must be taken to avoid the overcrowding of properties set in the landscape

The Old Printing Works, Bath Road

This is another redundant building central to Ironbridge. It is an eyesore both because of the condition of the dilapidated building, but also due to the overgrown state of the site. Currently the poor state of the site is having a negative impact on the core of the WHS. Every effort should be undertaken to assess whether the building could be re-used.

Any potential development on this site must respect the line of several views and the setting of the church above. This site is on a direct line between the Iron Bridge and the Church of St Luke. There is a defined set of distinctive and characteristic views both from the bridge viewing north to the church and the slopes beyond and equally from the upper slopes and church terrace down to the bridge and river. These are shown on Map 3 - *Characteristic Views* - in Appendix C. ***Any proposed development should not impact on this line of views or on the context that these views encapsulate.***

The Crown Inn

The former Crown Inn (listed grade II) has been vacant for a number of years. Consent to convert it to residential use was granted in late 2014. Some work appears to be in progress but the building remains essentially vacant. Numerous repairs are needed and the appearance of the building detracts from the wider area.

Fig 5.17 The Crown Inn

Whether or not a building has been changed during its lifetime, the significance of the building should be a key determinant in assessing and if necessary adapting the building to bring it back in to use. Such assessment is an essential exercise at the scale of individual buildings in order to understand the relative importance or significance of the building as a whole and also its constituent elements.

Listing or Scheduling a structure is an indicator of value, but may not be fool proof as new physical evidence comes to light or new research advances understanding of a building type or its locality.

It is now a requirement of most public funding bodies that a Conservation Management Plan (or Statement) is prepared prior to the carrying out of works to any structure of reasonable significance. Equally NPPF requires a heritage assessment to accompany LBC applications. This preparation of such a plan/statement includes making judgements in order to determine the buildings significance and the degree of conservation effort that is required.

Given the general significance of the Severn Gorge as a whole it is recommended that, where buildings have become redundant, and prior to redevelopment, an individual CMP, or at least a Conservation Statement is prepared as a guide to further action.

Redundant buildings and change of use

As a general guide, for buildings of any scale or significance the following should apply:

1. Principal structural walls should be retained and repaired with appropriate materials
2. Principal roof trusses and framing elements should be retained and similarly repaired
3. Original roof coverings should be retained (or, in the case of sheet materials replaced with an appropriate alternative, perhaps offering higher insulation standards)
4. Original architectural features, fixtures and fittings should be retained
5. Original glazing opening patterns and lights should be retained and repaired where possible
6. Where possible (and consistent with a changed use) material evidence of the buildings original use should be kept – be it industrial, civic, or religious.

HE buildings at risk register:
Bedlam Furnace, The Gorge – a major project of conservation repair together with the introduction of a permanent protective canopy over the monument is in progress.

Church of St Mary the Virgin, Salthouse Road, Jackfield – removed from the register following conservation repairs carried out under an awarded funding scheme. It is understood that a new use/user has been identified and agreed but not yet implemented.

Buildings At Risk register

1. Set up a local Buildings at Risk register
2. Allow for undertaking a survey to identify potential buildings at risk both through neglect or vacancy
3. Consider implementing enforcement notices on buildings suffering from neglect and dilapidation.
4. Where required provide a development brief for the larger or more sensitive sites.
5. Provide guidelines for conservation statements, heritage and impact assessments.
6. Provide a SPD for buildings at risk.

5.3.3 Landmark buildings

Fig 5.18 Aerial view of Power Station Source: Geograph.org.uk

As referred to in the „views" section, there are a few key buildings which are significant because of their location and context and consequently may be informally designated as "landmarks". Ironbridge church, the iron bridge itself and the power station towers are examples. In some cases these buildings and structures are, or have the potential to be „icons" or representatives of the wider area. In other cases they are simply the focus of a particularly strong view, and their loss would be readily noticed and perhaps mourned.

Where the future of any such building is brought into question – either through major alteration or even total demolition the impact of the change on the identified view should be assessed. An Environmental Impact Assessment (including view appraisal) is now a requirement for large scale development, but it would be appropriate in certain instances within the Gorge to require this type of assessment to be made, prior to determining any applications which appear to have significant impact on views.

5.3.3.1 Civic and Institutional buildings

Civic and public institutions, and the buildings which house them, are statements about our culture, governance and civility. They are often physical markers within the townscape providing focal points and nodes. The architectural materials and language used in these buildings typically reflect a level of status, pride and, in many cases, power.

Coalbrookdale Institute is a case in point. It was established in 1853 by the Coalbrookdale Company as a literary and scientific institute located on the hill overlooking the foundries with its grand iron gates a testament to the skill and craftsmanship founded at the Coalbrookdale works.

The Old Police Station and Court Room in Ironbridge displays equal care in choice of material, detailing and embellishment – a building of stature and order befitting its function and proximity to the centre of Ironbridge.

A building whose function was neither civic nor institutional is Severn Wharf Building, The Wharfage. It is considered here non-the less because what should be a simple industrial working building has been raised in status and presence through its flamboyant design in a rich Gothic style. Built by the Coalbrookdale Company between 1838-47 it is thought that the decoration was perhaps an attempt to publicise the company and its main enterprise of the time of art castings. Or perhaps it was the proximity to the Iron Bridge which required a building of more stature.

Other civic buildings are the Anstice Working Men"s Club & Institute in Madeley and Lincoln Grange (The Beeches) originally the Madeley Union Workhouse built in 1871. Both of these are outside the CA but they still contribute to its setting.

In general the significance of these modest scale buildings is in the external appearance, with perhaps the exception of dedicatory plaques or memorials which often witness to social history. As for industrial buildings the importance of the constituent elements of these buildings should be assessed prior to making changes.

5.3.3.2 Religious and educational buildings

Whilst in use, religious buildings, although they may be listed, are exempted from secular LB control. All the principal denominations operate their own internal system which parallels LB control, but is able to take into account the distinct emphases and requirements of that denomination. The Anglican „Ecclesiastical Exemption" scheme is the most widely encountered, but Methodists (historically often known as Wesleyan) and other free churches operate a parallel system. Material changes externally, however, may constitute development and as such will require planning approval as well.

There can be an issue however when church buildings are declared redundant. Madeley has strong associations with early Methodism and it is unfortunate that one of the key chapel buildings associated with „Fletcher of Madeley" is now redundant. Fletcher is an example of a local figure that has arguably international significance and so buildings and sites associated with him require particular care and attention.

In determining the future of the former chapel and other Fletcher related buildings, there should be presumption to retain physical evidence which links back to Fletcher and the social and religious movement of which he was a part.

Fig 5.19 Fletcher Methodist Church. A typical non-conformist, neo Classical "chapel" style building.

Fig 5.20 Wesleyan Infant School in Gothic Revival style with polychromatic details.

The important role played by churches in the promotion of education is also of note in the Gorge. Buildings such as the former CoE school on St Lukes Road and the former Wesleyan Infant School on Wesley Road are good examples of this type. The Grade II listed Wesleyan Infant School has been converted to residential use. The frequency of roof lights and the type of sash windows do not sit well in this conversion. Windows are so distinctive to both the character areas and this building type that great care is required when considering a change of use as to the appropriate replacement.

Fig 5.21 Another former Wesleyan Chapel now converted to offices. Built in an Italianate style and located prominently on the junction of Wellington Road and Church Road in Coalbrookdale. An inscribed stone tablet at the entrance records that the building was erected to commemorate the centenary of the death of John Fletcher, the evangelical vicar of Madeley.

It is arguable that the significance of early Methodism in the area is not well understood. It has been said in the past that, but for Methodism, England would have suffered the revolution that beset France. The social work of the Methodist society helped to alleviate the sufferings of the poor, to feed them, to educate them, and where the established church remained more or less indifferent to their plight the Methodists sought to meet their material and spiritual needs.

Further guidance on the reuse of this particular building type and development involving historic buildings more generally is available from Historic England:

Link: Historic England - Nonconformist Places of Worship

Link: Historic England - Advice in constructive conservation

5.3.4 Museum sites and key monuments

Museums play a particularly important role in the Severn Gorge CA as they help to record and interpret the rich history of the area to local residents and visitors alike. It is not part of this document to make any kind of appraisal of the success or otherwise of the Trust in its key roles.

What is important is that both the Trust and TWC should be leading by example and demonstrating exemplar outcomes in management, maintenance and change.

Fig 5.22 Severn Wharf Building and Warehouse, Coalbrookdale - mid/late C19 built in a Gothic style - originally serving the Coalbrookdale Company. Now the Museum of the Gorge, one of the ten Ironbridge Gorge Museums in the care and management of IGMT.

Museums and monuments

All sites should have:

1. Up to date CMP"s and/or conservation statements.
2. Active management and maintenance systems and recording.
3. Regular programme of maintenance work by appropriately experienced contractors
4. Monitoring of vacant properties – both during a new letting period and/or whilst empty.
5. Plans to ensure that there are no redundant or vacant significant buildings – for example – Carpenters Row.
6. Delivering exemplar public realm areas

5.3.5 New Design in Historic Settings

Perhaps one of the most difficult topics in historic areas is the design of new buildings. Most people are agreed that small extensions and alterations to historic buildings are best carried out in traditional materials and should "fit in" with their host and wider setting.

When it comes to larger developments opinions diverge. Some people prefer to follow the design principles and materials of existing buildings in the area while others feel that new buildings should be of entirely their time; the traditional versus the Modern. Most would agree that new buildings in historic settings should be of "good quality", but what does that really mean?

It is hard for us today to appreciate how shocking some 18th and 19th century buildings were in their time. The impact of the furnaces, railways and large factory buildings to Georgian people must have been almost overwhelming. The Iron Bridge itself was cutting edge design, on a par with the London Eye or the Shard in London today! People then were less nostalgic about their history. Conservation as we know it did not exist.

Although there were great strides in technology and design during the 18th and 19th centuries there were limitations which seen from today give the buildings of that era a degree of coherence; for example predominantly brick walls, stone details, relatively small windows divided into panes, and pitched roofs covered in tile or occasionally in slate. Buildings were mainly rectangular. These materials were used in a variety of ways but they retained a certain common thread. Another feature of these materials is their longevity; they age gracefully and last 10s or often 100s of years. The range of building materials today is much wider; plate glass, metal sheet, timber cladding, plastics and concrete, as well as more traditional ones. We now have steel frames and other materials that allow buildings to be almost any shape.

So should our new buildings be innovative like the Iron Bridge was? Or should we be more modest and allow the triumphant monuments of the past to shine out and keep our new buildings in the background?

Fig 5.23 The design of these new houses pays close attention to the design of simple 19th century houses and cottages in the Gorge, in their proportions, form, detail and materials. They are a good example of "neo Georgian" but do not pretend to be old. Their form, colour and texture sits well with the overall character and appearance of the area

The significance of the Severn Gorge and the WHS in particular lies to a large extent in the industrial monuments and the landscape (natural and manmade) in which they sit. Anything which detracts from this should be avoided. The majority of new buildings, especially "every-day buildings" (such as houses and shops) need to sit within and become part of this background. Occasionally there is the need for a really major new building or structure, such as the Jackfield Bridge. Projects like this, by their very nature, cannot sit in the background. They are unavoidably prominent and their important public role gives them a reason to be bold. Rather like the churches and public buildings of the past, they become new landmarks. They deserve prominence but should not seek to dominate the scene or detract from the key historic monuments and the dramatic gorge landscape.

Modest background buildings are most easily achieved by following local patterns and materials but it is important that they do not pretend to be old. This would undermine the authenticity of the genuinely historic. For small buildings, blending in with the overall townscape and landscape scene can be achieved in a number of ways; using pitched, tiled roofs, brick walls and domestic window patterns is the most obvious and often the best. Paying attention to the colour and texture of surrounding buildings is however equally important. The wrong brick or the wrong tile can stand out like a sore thumb. In the hands of an experienced designer sympathetic form and colour can sometimes be achieved with other materials and modern detail, such as timber cladding and a well-crafted metal roof. Choosing materials that will age gracefully is also important, as is the way a building sits on its site and in the overall street scene.

For larger schemes it is their context and their function which will determine the best design approach. The Reynolds Wharf residential scheme at Coalport pays great attention to the adjacent historic industrial buildings and has taken inspiration from the original layout of buildings on the site, as well as from domestic buildings within the wider area. The use of brick and tile, pitched roofs, small windows and orthogonal layout makes for a composition that complements its very prominent site. It is traditional in form and detail but does not pretend to be old, it has successfully avoided pastiche.

5.24 The new houses at Reynolds Wharf use traditional forms, materials and details. The overall layout and street scene reflects the "hard edged" industrial character of the area.

By contrast the new building Fusion at Jackfield Tile Works (just over the boundary into Shropshire but visible from within the TWC area) is unashamedly modern. It has been constructed on the footprint of the original building which was a foundry of non ferrous metals. Due to the restrictions on buildings within the World Heritage Site it was given special permission to be built to house creative artisan"s to manufacture, design and inspire by way of the courses they offer. It is clad in standing seam metal roofing and a variety of wall materials including timber. It stands in deliberate contrast to the historic buildings. However, as it sits behind them it has little impact on the character of Jackfield more widely.

Fig 5.25 View from a neighbouring drive off Church Road of the new Fusion building set behind the main Jackfield Tile Works.

At the Coalbrookdale Museum site, the Old Furnace is housed in a large glazed structure with an oversailing roof. Attempting to provide a building to protect this monument using a traditional form of building would have posed huge technical difficulties and resulted in potential confusion between what was old and what was new.

Fig 5.26 It is hard to imagine how the protection of the Old Furnace could have been achieved other than by using modern design and technology. As a key monument in the Severn Gorge the creation of a striking and iconic design was appropriate.

Aesthetic judgements are inevitably subjective. However careful analysis of context and a clear understanding of the significance of a site and its setting will always provide a sound starting point for good design. In such an important location engaging a good designer and skilled building contractors, even for modest proposals, is a small investment that will pay dividends.

New build design

1. For small to medium scale buildings and extensions in general the materials, massing and detailing should be sympathetic to their immediate setting. This will usually be by close reference to existing traditional forms and details but in some exceptional cases could be a well detailed modern alternative.
2. Very careful selection of materials for small and medium scale projects is important so that colour, scale, tone and texture sit comfortably in their wider setting. Actual samples should be viewed in situ before approval.
3. The applicant should always demonstrate that they have understood the significance of the site and how this has informed their proposals.
4. Larger projects, including those for public buildings as well as large commercial or domestic schemes, should be designed on the basis of careful analysis of their context, including a detailed historic building and area analysis. Their design should stem from a full and sophisticated understanding of their context and the brief. Ideally, a detailed impact assessment should also be required for any such larger projects.
5. For all new build projects materials and details should be designed with longevity in mind. Materials which weather poorly or require frequent repair or replacement should be avoided.

Land for development

Where applications for developing vacant sites are made within the CA/WHS it is recommended that as part of the Design and Access Statement, or as a separate report, a heritage statement and preferably also an impact assessment is undertaken for the context that the proposed development will affect:

1. To identify whether the proposed site was always vacant and as such to justify why it should be developed upon now.
2. To establish if the land has been previously built on, what was the building and its use.
3. To understand how the vacant site sits within the historic environment in the past and now – and to demonstrate that the development will preserve and/or enhance the context of the historic setting.
4. To investigate the likelihood of potential archaeology on the site.

5.4 Public realm and property boundaries

5.4.1 Public Realm

Definition: For the purposes of this document public realm is defined as any publicly owned streets, pathways, right of ways, parks, and publicly accessible open spaces. Public and civic buildings are considered in section 5.3 and infrastructure in section 5.5; both of these are key in their contribution to the overall public realm and no one aspect should be considered in isolation.

Taken together these „public" elements form the physical framework within which privately owned land holdings are located; however visually there should be no distinction between the two, so that efforts to conserve the private should be matched by similar endeavour in public spaces.

Maintaining the quality of the public realm in the Severn Gorge area is vital if there is to be success in creating an environment in which people want to live and work but also to visit and experience.

This section examines the wider natural and landscape features together with street furniture and ground surfaces in greater detail and makes observations on the issues related to each topic

The Ironbridge Gorge World Heritage Site ***Public Realm Guide*** provides a well-structured document concerning ground surfaces, street furniture and planting and can be found on TWC website. It establishes clear guidelines which would form a good basis for a SPD:

Link: The Ironbridge Gorge World Heritage Site Public Realm Design Guides Parts 1, 2 and 3 - TWC website

It is recommended that this document, dated 2011, is reviewed and updated – not all recommendations are necessarily appropriate today as a greater understanding of the place continues to be established. For example – although the report acknowledges that stone paving slabs are not a historic surface treatment of the area it indicates that it would be an appropriate surface treatment in the main public/civic spaces. We would suggest that materials more reflective of the area – clinker (equivalent), brick and cobbles should be considered as a priority.

The discrepancy between the control of building works in conservation areas and the mechanisms for work affecting the public realm has long been recognised. This is a product of the development control system which operates in the UK, and the potential for divergent approaches makes it especially important that highway authorities, statutory undertakers and utility companies work in close collaboration with planning and heritage agencies when working in historic areas. Achieving a balance between safety for vehicles and pedestrians, efficient public utilities, clarity for road users, enforceable traffic management and the appearance of the street scene is an important part of historic area management requiring particular expertise and judgement.

The Department for Transport (DfT) and Historic England (HE) have both recognised this. They have worked together and individually on guidance for traffic engineers dealing with sensitive historic areas. For example,

"*Traffic signs and markings cannot be varied from a prescribed type without the authorisation of the Secretary of State. However, the Traffic Signs Regulations and General Directions 2002 offer Highway Authorities a great deal of scope in providing signs to suit sensitive environments, without the need for DfT approval" (HE, 10 Streets for All Practical Case Studies)*

In addition to the TWC Public Realm Guide there are several projects in other historic towns and cities where alternative approaches to surfacing, signage, street furniture and other aspects of the public realm have been implemented, have these have been published as case studies. There is guidance on this topic from the Department for Transport and Historic England as well as other bodies such as the Historic Towns Forum. Examples can be seen on line, including:

Link: Historic England - Streets for All Practical - Ten Case Studies

Link: Government - Manual for streets

Link: Government - Traffic Signs Manual - Chapter 3

Link: Historic England - Streets for All: West Midlands

5.4.1.1 Land stability, flooding and retaining walls

Land stability

The effects of extensive activity and mining, with the steep slopes and peculiar geology of the site, all contribute to significant problems with land slippage and flooding. The impact on the historic environment tends to be non-reversible not only because of the scale of the natural event but also what it removes in the process, both in itself and also the subsequent stabilisation works.

Within the CA there are a number of locations where there is striking evidence of the impact of landslides: The most recent being at Jackfield with the stabilisation works just completed:

Fig 5.27 View south east across river with works in progress
Source: TWC

Fig 5.28 View towards the St Mary's Church following the completion of stabilisation works. Source: Shropshire Star

To all intents and purposes the landscape has been reinstated and trees have been planted – but the characterful rough and rugged roads of the area have been re-aligned and re-surfaced and as such a visual impact and this has brought change on the CA.

Landslides can also lead to consequential loss of buildings leaving gap sites in settlements, potentially available for re-development once the land is stabilised – for example in Ironbridge the swathe of land running NW to SE down the slope to the roundabout near the Former Police Station and Courtroom.

Equally properties can be abandoned following instability in an area and the associated impact of this on the properties structure as seen, for example in the Jockey Bank area. To safeguard the stability of future development, consultants on behalf of TWC have carried out two studies on instability in the Gorge to understand the geotechnical constraints and assist with this and stability conditions throughout the CA, to ensure that the built environment and landscape are managed and protected:

Link: Iron Gorge Land Instability: Ground Behaviour Study of Ironbridge and Coalbrookdale - TWC Website

Land stability

In the main - successful reinstatement of ground and streets tends to hide this ever-present problem. In mitigating against further slippages and in making good the result of land-slips, care needs to be taken to ensure that designs for solutions seek to „mend" gaps in the street scene and that revetments do not become dominant.

Flooding

Flooding seems to be a phenomenon which occurs with increasing frequency and appropriate flood defence measures may be considered where necessary in high risk areas including in both Ironbridge and Coalbookdale. The latter has been designated as a Rapid Response Catchment by the Environment Agency due to the speed at which water levels can rise during heavy rainfall and the severity of potential impacts of flooding on residents and its assets. Along with engineering solutions, flood risk in the Conservation Area should be an important design consideration and should be in line with any future Sustainable Drainage Developer Guidance documents and the Council's Local Flood Risk Management Strategy:

Link: TWC Planning Policy & Strategy - Local Flood Risk Management Strategy

However, designing „out" flood disasters can, if care is not taken, result in designing „in" intrusive elements, structures and massing of developments that have an impact on the historic grain of a place. Flood defence engineering requires extra vigilance when designing in the context of a CA and WHS and the sensitivity of the area should be considered at the outset of the design process.

Fig 5.29 Integrated flood alleviation to new development, Foundry Mews, at Dale End

The recent Foundry Mews development at Dale End overcame the flood risk issue by raising the ground floor of all the proposed units, combined with an overflow connection to the watercourse downstream to provide additional capacity. This is an example of where a balance has been struck to allow for the complex flood related measures facing development in the Conservation Area. On a more domestic scale, flood protection measures can also be considered but consent may be necessary.

The deployment of temporary flood barriers protects The Wharfage when the river is in flood . Due to their demountable nature there are no permanent fixtures and fittings that could potentially have impacted on the Listed Wharfage walls and also visually on the appearance and character of the CA. Although it inevitably causes closure of a main thoroughfare the flood defences are vital in protecting the historic built environment of the residential dwellings and businesses, and does allow businesses to remain open as usual.

Flooding

1. Whilst security of people and property is essential, it is vital again that alleviation measures are sensitive to the local scene and do not result in massive retaining walls and other visually intrusive built features or unnecessarily cause permanent separation between public (or private) open spaces and the river itself.
2. Wherever possible long term measures to reduce surface run off and minimise flood severity should be pursued through wider land and water course management measures.

Retaining walls

Retaining walls are a characteristic feature of the CA and because of the land stability issues retaining walls can cause problems if not properly maintained. TWC has cyclical programmes of maintenance for retaining walls in their ownership, including the monitoring of walls in critical locations.

Due to the nature of the landscape in the Gorge, many domestic gardens and some open spaces are steeply sloped and therefore retaining structures are used to terrace gardens and as boundary treatments. The visual and engineering implications of this are evident in terms of scale, materials and contrast with the natural landscape. The prevailing materials of the retaining walls are brick (see also 5.4.2) and local stone which contribute positively to the street scene.

Fig 5.30 Typical brick retaining walls in Coalbrookdale, note the raked brick coursing to the rear wall which follows the slope.

Fig 5.31 Typical brick and stone retaining walls in Coalbrookdale. Subsequent brick buttressing has been added – a traditional solution to strengthening.

Fig 5.32 Typical brick and stone retaining walls in Coalbrookdale.

Fig 5.33 Natural garden in contrast to terraces – retaining wall at base (Wellington Rd)

Fig 5.34 Terraced gardens, Wellington Rd, Coabrookdale.

Fig 5.35 Replacement retaining wall after failure of terraced garden. Steep slope impacts on scale of retaining wall.

Retaining Walls

1. New retaining walls should be faced in locally typical materials, specific to their location within the CA. Other methods should be considered, such as ground anchors and land reinforcement, to reduce the need for large new wall structures.
2. Repairs to existing walls should be carried out in matching materials and reuse original materials whenever possible.

5.4.1.2 Parks, Nature Reserves, SSSI"s and Woodland Management

Fig 5.36 View across grazing land to wooded slopes of the Gorge, Coalbrookdale

Within the settlement areas there are various pockets of recreational green open space, such as the small Green and adjacent play area opposite the „public realm" gateway to the Coalbrookdale Museum of Iron; the picnic area adjacent to The Foundry and the south bank of the Iron Bridge; Southside Gardens, Jockey Bank / Madely Green, Dale End Park and the Meadow Recreation Ground to the west of Ironbridge and finally the new landscaped area in Jackfield alongside the river bank which was created following recent stabilisation works.

The Gorge CA has a rich network of woods, and open spaces, many used for recreational activity – e.g. walking and cycling. A number of these are designated as local nature reserves, such as Lodge Field and the Beeches. Much of the woodland is managed by the Severn Gorge Countryside Trust (SGCT). See Map 2 - *Green Spaces - Wildlife Sites, Nature Reserves, SSSI's* in Appendix C.

These areas are generally well managed and it is not within the remit of this document to comment in depth on these matters. However, it should be noted that felling or lopping of trees in a conservation area is controlled under the Planning (LBCA) Act 1990 and requires permission, in addition to the control of work to any trees covered by a Tree Preservation Order. Trees are such an important part of the character of the Gorge, including many individual trees as well as woodland areas, it is important that all work to trees, by householders and developers as well as larger landowners, is well managed

Manmade features in green spaces

1. It is important to consider the impact of the „accoutrements" of activities within open space and woodland– signage and direction indicators, play equipment and associated buildings.
2. Sensitive design is key, and coherent signage, perhaps developed in parallel with that used for identifying historic industrial sites is desirable.

5.4.1.3 Ground Surfaces

Major vehicle and pedestrian routes within character areas suffer from dis-jointed design policy. Whilst some have very deliberately chosen surface materials to maintain historic characteristics, other roads utilise differing surfaces side by side which can create confused messages for users.

Some schemes are well designed and coherent, such as the brick pavements along the Wharfage, Tontine Hill and High Street in Ironbridge. In other areas less coherent planning of surface treatments is found including the excessive use of a wide range of brick paviors for pavements and private driveways which may be inappropriate to their location and creating a disjointed and harsh visual environment.

A varied palette of materials if handled well can create an appealing environment and enhance the character areas – see Figs 5.37 to 5.45.

Fig 5.37 Brick paving to pavements - High Street, Tontine Hill and the Wharfage - Ironbridge

Fig 5.38 Random coursed stone setts with edge and banding detail to pedestrian area adjacent the Iron Bridge

Fig 5.39 Pedestrian brick paving with building margins highlighted to Severn Bank, Ironbridge

Fig 5.40 Mixed palette: different brick paving to demark areas, timber sleepers, hoggin, etc blended to create a harmonious space – Coalport China Museum

Fig 5.41 Brick paving, random stone paving, cast iron kerbs to pedestrian/private areas at Reynolds Wharf

Fig 5.42 Cobble setts, stable blocks edging cast iron gulley grates, brick paving – Jackfield Tile Museum

Fig 5.43 Brick paving to Darby House coach and stable yard, Coalbrookdale

Fig 5.30 clinker/gravel drive with discrete timber sleepers set into slope to stabilise surface, Coalbrookdale

Fig 5.31 Traditional brick paving and cottage garden with mixed productive and ornamental planting

Fig 5.44 Narrow lanes run through the Gorge and are an important character of the WHS.

Fig 5.45 Rural lanes of clinker with grass verges are also a typical feature of the Gorge.

Introduction of additional hard landscaping and re-surfacing not only erodes the character of areas but also compounds flooding and rapid water run off problems. Recent developments in sustainable urban drainage should be considered in new public and private paving schemes.

In public areas and for large landscaping schemes which include hard landscaping elements the TWC Public realm Guide, HE and DfT guidance should be used to inform the design.

Ground surface treatments

1. Retain native planting and avoid use of overtly formalised planting.
2. Avoid widening of narrow lanes to aid vehicular access. Ensure curtilage structures are repaired on a traditional like-for-like basis.
3. For driveways, hard standing, lanes and paths, it is important to maintain the local material palette of brick, cobblestone and compacted earth for surface finishes (type, colour and texture vary within each character area). Avoid use of overtly modern or inappropriate surface materials, such as York stone, concrete, timber kerbs, asphalt and cementitious mortar.
4. For main roads conventional asphalt is usually appropriate. Pavement designs may vary depending on the nature of the settlement or other characterisicts of their localtion.
5. Salvage and re-use surviving traditional materials as far as possible.

5.4.1.4 Street furniture and signage

Fig 5.46 Engine Row, School Road, Coalbrookdale - the cottages are named after 'Resolution', a 102 hp steam engine which stood to the west of the cottages until circa 1821. The engine pumped water to the Upper Furnace Pool.

In common with most compact settlements, where there is a mix of commercial activity, traffic, light industry and leisure activity there is a proliferation of differing street furniture, signage and service infrastructure. In the case of the Severn Gorge CA there is the additional complement of signage and markers relating to the heritage sites.

By its nature signage is intended to attract attention, whether to warn or to inform. Much highways signage is regulatory, however, as elsewhere, a proliferation of additional signs causes confusion which makes them self-defeating and can also detract from the very location or service they are trying to highlight.

Such an example is „A" boards, which can be controlled under Planning or Highways legislation where they are located on the public Highway. A discretionary informal agreement is in place which allows for a *single* signboard per business *providing* it does not obstruct pedestrians or vehicles on the Highway or footpath. Highways and Planning Enforcement have the power to remove „A" boards where necessary, for example due to proliferation or obstruction of the Highway. Apart from signage there is the usual melange of service poles, waste bins, white and yellow lines, seats and other minor incidental „furniture".

The traditional material for handrails, bollards and similar street furniture is iron (usually cast, but also some wrought iron), which resonates with the industrial history of the area and the visual character of most of the built up areas (although not all existing historic street furniture was made locally). In some parts of the gorge there is a more rural character where timber fences, simple park railings and agricultural features are more prevalent. Greater concern with public safety means that there are more railings today than in the past, protecting drops and water courses. Maintenance of street furniture is a considerable task.

Fig 5.47 Railings to Wellington Road, Coalbrookdale - a simple robust design produced by Glynwed Foundries which in 1969 took over what was the original Coalbrookdale Company founded by Abraham Darby in 1709, now the Aga-Rayburn Factory.

Fig 5.48 Railings – to green spaces in Coalbrookdale:
Left: plain railings with braced flat iron post to steps between Wellington Road and Church Road
Centre: plain railings with round post and simple finial to Upper Furnace Pool
Right: plain railings with square post and ornate finial to New Pool bridge

Street furniture and signage

1. Retain any historic street and traffic signs and avoid excessive use of new signage.
2. Whilst individuality of signage relating to commercial outlets should not be inhibited, the control of scale and number is important. The revision of the current Shop Fronts & Signage SPD is encouraged to encompass the different families of signage.
3. Where it impinges unduly on the street scene the burial of services should be encouraged. Within the Madeley area it was noted that there are electricity poles with pointed finials; their replacement with modern equivalents should be resisted.
4. Maintain use of simple painted ironwork for handrails, railings, street furniture and street signage, especially in built up areas. Avoid use of overtly modern or inappropriate handrails and signage, such as timber, galvanised or non-ferrous metal where possible.

5.4.2 Property boundaries

Boundaries are typically formed from local materials of iron, stone and brick, which were all in abundant local supply. Dressed buff coloured sandstone is used infrequently for high status buildings and boundaries, although this has not aged well in the formerly heavily-polluted environment.

Residential properties are generally enclosed by garden brick walls finished with a soldier course or half-round brick. Flemish, English and garden wall bonds are common; stretcher bonds are a modern intervention and should be resisted. Gate piers and boundary walls to larger houses are occasionally finished with dressed stone to illustrate wealth.

Fig 5.49 A simple but highly decorative Gothic cast iron railing on a brick and stone wall around a Victorian house

Fig 5.50 Wrought iron Art Nouveau gates to a private residence

The height of traditional boundary walls is greatest alongside main thoroughfares, where gardens are often screened from pedestrian view and where there are often traditional timber boarded doors set into the brick wall.

Woodside

Darby Road

Fig 5.51 High brick walls with doors set in and topped with half round brick or brick on edge set on brick string course

A problem facing the Gorge area is the interface between public and private realms, particularly with the warren of foot paths and snickets that run through the settlements. As a result there is often little privacy afforded the residents of the Gorge – rooms can be looked into and gardens are often overlooked. It is little wonder that there is a proliferation of barriers – often executed in inappropriate and unsightly materials (close boarded fencing and concrete posts) and/or planting (often the dreaded Leylandii). In many cases these interventions are unauthorised and have a severely detrimental impact on the appearance of amenity space.

The character and appearance of the CA is being compromised by an increasing number of inappropriate boundary treatments. Generally, in a domestic environment, these are not considered traditional and have negative impact on the setting. These can be particularly problematic around C20 development, where more traditional boundary treatments were not used. Harsh, modern fencing should be resisted as it is visually intrusive. Soft boundary treatments may be preferable as an alternative.

Fig 5.52 Simple brick wall with saddle coping. The simple design sits well with the vernacular cottage which it encloses.

Fig 5.53 Simple railing with post and decorative finial set on half round brick coping plinth wall to Woodside gardens

Fig 5.54 Soft hedging to gardens along Paradise

A multitude of iron railings, handrails, gates, lamp brackets, door furniture, gratings and structural beams and lintels of varying style and complexity are evident throughout the Gorge. Historically, simple straightforward design was used to all residential properties except for the largest villas and institutional buildings, where more decorative designs displayed wealth. Modern, off the peg and often crudely detailed decorative metalwork, such as railings, urns and lighting, has begun to erode the overall quality of ironwork within the Gorge and should be resisted.

Fig 5.55 St Luke's church - cast iron railings in need of repair, square shafts topped by bold finials on a stone plinth

Fig 5.56 Ornate and enriched cast iron gates to the Wesleyan Chapel, Coalbrookdale

Fig 5.57 Simple iron railing gate on square posts with decorative capping School Road, Coalbrookdale

Fig 5.58 Ornate Gothic style gate, Belmont Road, Ironbridge

Fig 5.59 Simple iron gate with decorative finial - Darby Road, Coalbrookdale

Fig 5.60 Harsh, solid and non-traditional boundary treatments in a historic setting to be avoided. Coalbrookdale

Hillside properties often have spectacular views across the Gorge. Modern viewing platforms, patios, structures and wrap-around decks adjacent and independent from dwellings are becoming commonplace. They vary in design, use of materials and quality of execution and in many cases either look like a flimsy add-on or are so heavily engineered as to be over powering. This accumulation of a feature alien to both the industrial and natural landscape if not managed will become an evasive rash across the slopes of the Gorge. Incorporation of these features should only be considered if they are discrete, subservient and can be integrated into the landscape. They require planning approval as they are classified as “development” and so should be afforded tight control.

Conversely, neglected gardens and unmarked patches of ground adjacent to highways are also commonplace, sometimes leading to appropriation by residents. This problem could be managed through the proactive use of the Section 215 Notice with other powers used to ascertain ownership and lawful use.

Boundary treatments

1. Retain and plant native species. Avoid use of overtly formalised and inappropriate planting.
2. Maintain local material palette of brick and buff coloured sandstone (type, colour and texture vary within each character area). Avoid use of overtly modern or inappropriate materials, such as new stone, concrete and cementitious mortar.
3. Maintain use of simply painted ironwork for handrails and railings .High quality, traditional and robust designs should be used. New handcrafted designs may also be considered. Avoid use of overtly modern or inappropriate railings and fences, such as close boarded timber, unpainted galvanised or non-ferrous metal.
4. Salvage and re-use existing materials as far as possible. Broken cast iron, for example, can be repaired and damaged items should not be automatically replaced.
5. The scale and design of boundary treatment should be appropriate to the setting and use of the site.
6. Garden structures and landscaping require consent and should be constructed of appropriate materials. Introduction of additional hard landscaping should be avoided.

5.5 Infrastructure and Parking

This section reviews transportation, parking and service provision within the CA and covers the physical and visual impacts of foul water and storm water drainage,, water, gas and electricity supplies, communications, waste and recycling) and their impact on the historic built environment.

The WHS MP highlights the key issues associated with the need to service the 4,000-strong local population in their daily lives and also the pressure associated with the visitors to the attractions of the WHS:

- Narrow roads and steep hills
- Limited land space for parking provision within the settlement areas
- Public transport connectivity
- Traffic management surveys, signage and enforcement

To assist with good and sensitive management of services and infrastructure there is a need to ensure that those responsible, namely other council departments, utility providers etc, for maintaining and installing the infrastructure and services are made aware of the Outstanding Universal Value of the WHS and the importance of engaging with and adopting policies, management and guidelines advocated for the CA.

In the area of public transport there is the opportunity for improvement in general provision and specifically for the transport for visitors to further relieve traffic pressure in the core historic areas.

TWC already have in place Local Transport Policy 44 which states that “The Council will use the Transport Asset Management Plan and Borough Towns Initiative to de-clutter highways of unnecessary signs and road markings”.

More information on the Local Transport Policies can be found at:

Link: TWC - Local Transport Plan 2011 - 2026 Strategy

5.5.1 Primary roads, steep hills, narrow and historic lanes

The network of historic routes (roads and paths) can be divided into three categories:

- The principal roads which tend to follow the line of the river and the lowest line along the main valleys which feed into it
- Leading off these roads there is a maze of narrow roads and lanes which tend to follow the contours of the valley-sides, particularly on the south facing slope above Ironbridge itself. Both these categories of road are available to wheeled traffic.
- the third category of routes consists of the footpaths which provide the fine-grain links between the roads. Footpaths tend to be narrower and may cling precariously to valley sides, or because there is less limitation on gradient they simply run directly up the slope (as in the footpath up to Ironbridge church).

It should be noted that these categories are descriptive of roads within the Gorge and are not the same as the strategic hierarchy of roads (such as Motorways (SRN), Trunk Roads (SRN), Primary Routes (PRN), District and Local Distributor roads, Neighbourhood and Access roads) identified in the new Telford and Wrekin Local Plan. Policies regarding the wider area’s road hierarchy and the design of streets can be found in the Consultation version of the Local Plan (Sections 8.1.4 and 8.1.5) at: Council Local Plan 2011 - 2031

Link: TWC Local Plan 2011 - 2011 - 2031

5.5.1.1 The Gorge’s principal roads

The primary routes are the east-west Ironbridge bypass (A4169) which runs to the north of the site, the east west access road which runs along the Severn valley floor (B4380), and the two main link roads which run between them, through Coalbrookdale (Jiggers Bank / Dale Road) ,through Madeley (B4373) and continuing to Broseley. In addition there is a secondary feeder from Much Wenlock to the south which connects to the (A4169), just west of the CA.

Due to the steeply sloping topography even some of the principle roads can present difficulties for larger vehicles.

5.5.1.2 Historic roads and lanes

The settlement roads and lanes are tight, constricted and literally zigzag up the slopes of the gorge with narrow awkward junctions. Lanes can quickly become blocked and impassable, in particular when over-sized vehicles attempt to use them or when there is other congestion.

Some of the narrow lanes such as Belle Vue Road and St Luke’s Road in Ironbridge along with School Road and Woodside road suffer from parking pressures and over-use. In Ironbridge where larger vehicles attempt access for delivery, this often causes damage to curtilage structures due to constricted routes. However, the hillside areas are subject to a Traffic Regulation Order. See Figs

Private parking is discussed further in Section 5.5.5

Fig 5.60 Restricted access to the narrow lanes serving the hillside

Fig 5.61 The boundary wall on a steep corner bears the scars of many vehicle impacts

Fig 5.62 Parking on former road verges provides off road spaces for residents but can undermine the street scene. Alternative surfacing, such as reinforced grass may be more appropriate.

Fig 5.63 The public car park on the south side of the Iron Bridge is currently underused. The majority of vehicular routes to the Gorge come from the north side of the river.

5.5.1.3 Footpaths and snickets

The network of footpaths across the settlements and woodlands beyond together with the snickets in Ironbridge and Coalbrookdale provides comprehensive public pedestrian access throughout the area.

Neglect or abandonment of footpaths has been recognised as common in some areas, particularly Ironbridge and Coalbrookdale and is already prioritised by Parish Councils in partnership with TWC. Regular maintenance is required to allow ease of use and also to prevent appropriation by neighbouring residents.

Snickets in Ironbridge and Coalbrookdale provide pedestrian access through the residential areas of former workers houses, creating areas where the distinction between private and public realm is not clear. These are part of the distinctive character of the Site that must be retained without dilution of purpose and to prevent appropriation by neighbouring residents.

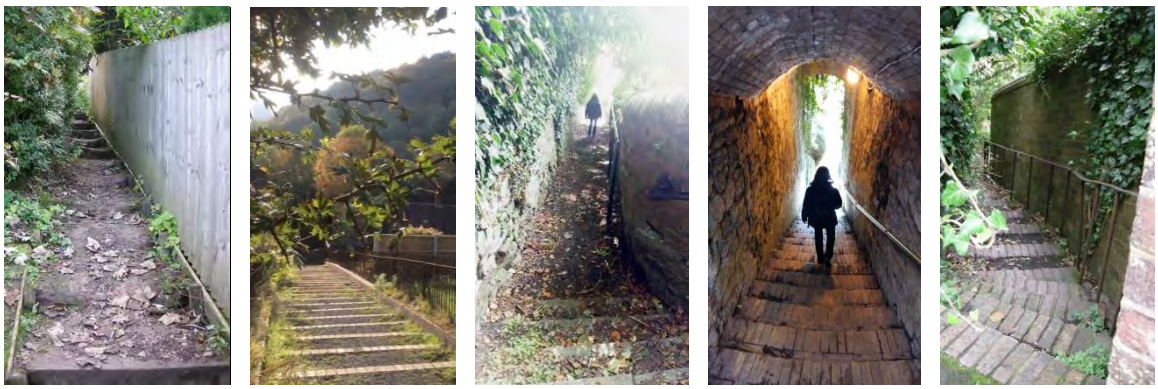


Fig 5.64 A selection of stepped paths and snickets across the Gorge

Roads and Parking

1. The sensitivity of the Gorge environment means that through traffic should generally be encouraged to use the northern by-pass largely, which is largely achieved.
2. Stakeholders should be encouraged to work collaboratively to have timed deliveries may also be desirable to reduce the incidence of larger vehicles being in the main visitor areas at peak times.
3. There is a problem concerning access to the core area (Iron Bridge). Pressure on the core area is experienced while there remains under-used car parking just a few metres from the bridge approach on the south side. A more holistic approach to the handling of visitor traffic would be ideal to mitigate the pressure of car-borne visitors this key area.
4. Periodic reviews of parking, signage and transport connectivity will help to solve the ever increasing pressure of traffic in the area. One such survey was completed in Summer 2016 and at the time of writing is being analysed. *(Each periodic survey should ideally include: the different types of use (public, commercial, private); the volume and flow for each use (daily and peak times etc) ; the levels of vehicle ownership, private parking arrangements (off road, hard standing or garage), permit parking, public car park; and bus services*.
5. There may be potential for a shuttle service to be coordinated with the heritage attractions using perhaps mini-buses or historic trams or buses. The existing park and ride service, which operates in peak season, is currently under review. *The costs of such services are typically subsidised. The level and sources of funding for such services require regular review.*
6. Consider options for a stricter access management policy for the steep and narrow residential lanes with restricted width, steep slopes or awkward junctions

5.5.2 Rail

Within the Gorge area there are sections of two rail lines, one long closed and the other currently still operational:

Severn Valley Railway:
Following the line of the river, on its south bank is part of the Severn Valley railway which currently terminates at Bridgnorth. This is a historic route, replacing the earlier river-borne barges used to carry coal and iron to the south west Midlands. Started in 1858, the Severn Valley line linked Hartlebury with Shrewsbury, 40 miles away via Stourport-on-Severn, Bridgnorth, Coalport, Ironbridge, Buildwas, and Berrington.

The line and track bed of this railway within the CA has lost some sections of line to other uses namely:

- Ironbridge (south bank) - demolished, now a public car park
- Coalport - demolished, now a private house

The remaining sections are used as a recreational route and form part of the *Severn Valley Way*, *Walk the Gorge* and other established routes.

If the physical challenges could be overcome, allowing the existing preserved heritage railway line to be extended from Bridgnorth as far as Ironbridge (and possibly further to connect to the rail system in the Shrewsbury area) it would be beneficial on two counts:

- It would provide the potential to expand the visitor economy – especially as Severn Valley Railway have recently received the green light to undertake a major development project in improving both the historic attraction and visitor experience at Bridgnorth Station
- It would also have the effect of reducing numbers of vehicles arriving in the Gorge.

Great Western Railway:
Following the Coalbrookdale valley and veering to the west is the branch line serving the power station and which joins the Wolverhampton to Shrewsbury line at Madeley Junction. It is now largely redundant following the closure of the power station in 2015.

The railway cuts through the heart of Coalbrookdale forming gateways across roads entering the CA/WHS together with the brick viaduct which curves as it descends forming a dramatic part of the local scene. The line crosses the river via the listed Albert Edward railway bridge opened in 1864 as part of the extended Wellington and Severn Junction Railway and which linked Wenlock, Craven Arms and Lightmoor.

The (still functioning) railway connection to the Ironbridge Power Station has the potential to offer another long-term sustainable route into the Gorge, if connected by an adequate linked transport system. The Telford Steam Railway operates a small section of this former line in Horsehay.

Fig 5.65 The Great Western Railway viaduct – a significant heritage structure and integral part of the WHS

Former Great Western and Severn Valley Railway lines

1. It is recommended that a conservation appraisal is undertaken of the Great Western railway line and its designation reviewed, bearing in mind the significant role it played in the continuation of industry and provision of power in the area. This line and associated structures is currently only acknowledged as a non-heritage asset.

2. In conjunction with the potential re-development of the power station site explore opportunities to:
   - Provide a strong public transport link that takes passengers through the heart of the WHS underpinning the traffic management strategy (see section 5.5.5).
   - Review opportunities to allocate part of the power station site as a link and arrival site to the WHS, potentially removing and planning for some of the growing pressures associated with the WHS today.
   - Support stakeholders in exploring a heritage railway link from the new arrival node along the length of redundant Severn Valley Railway line south of the river into Ironbridge and/or the line through Coalbrookdale.

5.5.3 Waterways – pools and rivers

The river, surviving sections of canal, pools and water courses are literally an embedded part of the historical environment.

Undoubtedly the key feature of the Gorge is the river Severn itself. The action of the river (or its predecessor) formed the Gorge and exposed the mineral deposits; it was the medium for exporting much of the product of the area; the iron bridge which crosses it is now the icon of the area and it forms one of the significant wildlife habitats of the CA.

The Coalport canal linking the foot of the Hay inclined plane to the river and the stepped pools and linking watercourses are part of the surviving industrial landscape. These are important relics, now valued also for their ecological interest.

However, as highlighted in the Conservation Area Appraisal the areas of slow moving and static water can also have problems due many being silted up. TWC manage pools in their ownership using silt-traps that have been installed, working with the SGCT and their Management Plan when necessary:

Link: SGCT - Lydebrook Dingle and Loamhole Dingle Management Plan - 2010 - 2029

Many pools are in private ownership and like all of the pools in the Gorge access to these are difficult and so are often not de-silted on a regular basis. In extreme cases, enforcement legislation is available to statutory bodies although it is rare that this would be necessary to use.

Upper Furnace Pool

New Pool

Fig 5.66 Pools and water courses were key elements of early industrial development. They are now important for ecology and landscape value as well as being of historic and archaeological interest.

Waterways, pools and rivers

1. Celebration of the benign and adverse faces of the river should be a key part of the interpretation of the Gorge.
2. Towpaths were a part of the industrial landscape as was transport on the river – Explore the opportunity to reinstate towpaths and ferry crossings to help with visitor movement and as an extension to the visitor experience.
3. Maintenance and interpretation of these important pieces of the industrial heritage is essential.

5.5.4 Bridges

Within the CA there are five crossings over the river:

- Albert Edward railway bridge (listed Grade II – now redundant)
- Iron Bridge (SM and listed Grade I - now pedestrianized)
- Jackfield road bridge (1993 replacement)
- War memorial foot bridge (1922)
- Coalport road bridge (SM and listed II*)

There are a number of other bridges in the CA in addition to those crossing the Severn, such as the Grade II listed Lee Dingle Bridge near Madeley. They are all very different in their characteristics and each has its own significance. The story and importance of the Iron Bridge is well enough known, however the other historic crossings are less well understood despite the differing roles that each structure has played in the place.

A major conservation project is underway for the Iron Bridge, under the care of English Heritage (EH) and as a scheduled monument will be closely monitored by Historic England (HE). A CMP by David de Haan (EH) dated July 2011 together with the Public Realm Design Guide by Colin Davis Associates for TWC, HE and SC dated August 2011 provide a comprehensive summary of issues and recommendations.

Bridges

1. Management plans and guidance documents should be adopted and used for any works to the Iron Bridge by the project team as they should provide the first point of reference and review on both the approach and philosophy of conservation repair and renewal.

2. It is good practice for these principal crossing points and other important bridges to have CMPs, particularly for the Coalport Bridge and Albert Edward railway bridge as they are less well understood even though their significance nears that of the main bridge. Equally the Memorial bridge would benefit from a conservation appraisal.

5.5.5 Parking

5.5.5.1 Public parking

The steep gradients and tightly-planned space within much of the Gorge can give rise to serious problems if additional parking is to be provided on the valley slopes. Retaining walls, guard rails and traffic calming measures, which are an inevitable requirement if additional parking on any scale were to be considered, involve complex engineering and high levels of visual impact. .Currently, some of the flatter land alongside the river continues to be allocated as parking zones. Either way any new large car parking area would have a significant impact.

As an alternative to ever greater car parking provision, focusing on ways of bringing visitors in via public transport or shuttle services should be encouraged.

See also Section 5.5.1 above regarding traffic and public parking issues.

5.5.5.2 Private parking

Residential parking is a significant problem in the built up areas of the Site. There is a paucity of flat land for parking and many streets are narrow. Residents within the Gorge are provided with a permit for two cars per household to allow parking within any public car park. Whilst there is data for permits issued, there is currently no data to show how these are used (eg, which car parks, peak times etc.)

However, inevitably residents wish to park next to their property which has led to a loss of front gardens and green „edge" sites.

Fig 5.67 Only a few properties such as this example have an historic area of hard standing suitable for parking

Parking spaces and driveways. These are generally formed using retaining walls and hard landscaping that erodes the character of the Site, either by building out from the valley side or by eating into garden areas. These parking platforms may also further compound issues with land slippage and subsidence.

These areas of hard-standing are often used for much-needed storage, leading to a general accumulation of refuse bins, firewood and other clutter. The solutions typically used on sloping sites adjacent to highways, especially when engineered to meet modern standards, have a huge detrimental impact and lead to a loss of physical historic boundaries. Where garden spaces do not allow, appropriation of public land for private use may also an issue.

Garaging. A proliferation of garage structures can be found throughout the Gorge. Many appear located almost randomly, sometimes at obscure angles to boundaries and buildings presumably to facilitate access. Design of

these structures is often crude, with flat roofs, wide double door openings, low pitch roofs, modern construction, dilapidated sheds etc.

In addition it is not clear what use many of these garages are serving. While some are used for cars others are clearly used as domestic storage or even in some instances converted into accommodation.

Recycling and bins: The CA is plagued with bins – particularly the set of large recycling bins provided to each household. With space at a premium it is easiest to leave the bins out in the public realm rather than store them discretely within the curtilage of the property.

In many cases the narrow streets, lanes and back alleys become obstructed by waste bins. It is desirable that the timing of collections is such that bins are left in view for the minimum period of time before and after emptying.

The proliferation of these plastic tubs does have an impact on the overall setting of the public realm, views and environment.

Discussion and examples: For most people car ownership and use is an essential part of life, in contrast to the 18th, 19th and earlier 20th centuries when most people lived within walking distance of their work. Food was more basic and much was home grown or bought very locally. Today work, shopping, education and leisure frequently require vehicular transport and public transport is often not adequate to meet people"s needs.

From the early days of car ownership to the present when car ownership is widespread, facilities for parking and garaging have gradually been introduced into the Gorge. Many of the examples in this section predate the introduction of the Article 4 direction and therefore did not require consent. Some may even pre-date the designation of the conservation area. Other examples have been carried out more recently and with the benefit of planning permission.

The purpose of this section is to highlight the difficulty of accommodating cars within the Gorge in a sensitive manner and look for ways in which this can be achieved in the future. In each example the issues, both positive and negative, are discussed. The section then concludes with recommendations for moving forward with a strategy for dealing with new proposals for parking, on an individual basis and more strategically.

Example A: large retaining structures and platforms

Fig 5.68 In order to create a level area for a garage a platform has been built out over the sloping ground. The garage becomes a very prominent feature in the street scene.

Fig 5.69 Similarly, a flat area for parking could not be accommodated without building out wards over the valley side. This is a particularly large area.

Fig 5.70 Viewed from a footpath below the massive retaining wall, in this case mainly concrete block, becomes a prominent and unattractive feature. Historic retaining walls are a feature of the area but are generally mellow brick or stone.

Where the creation of an individual parking platform is the only solution then any retaining walls should be in sympathetic materials and the surface area should be kept to an absolute minimum.

Example B, scattered garages

Fig 5.71 It is unclear which property these garages belong to or the ownership of the land where they stand. Here level space has been found by cutting into the wooded slope above the road. Fortunately the lie of the land means that they are barely visible from the main road at the bottom of the valley. The wooded and rural character of the street is undermined by this suburban element.

Fig 5.72 These garages are built on land on the downhill side of the road. In this location any retaining structures supporting the garages / parking bays are screen from view by the wooded slope below. The impact on the street scene however is considerable.

Ad hoc consents for individual garages, especially when these front onto the street, lead to a confused street scene. Assessment of the actual or potential cumulative impact of such proposals should be considered before more are permitted. The position of garages in relation to the landform, views from other locations and the screening effects of woodland also need to be considered.

Garages are often not used for cars but for other purposes. While this cannot be controlled, the use of sheds in gardens as opposed to garages facing the street should be considered by householders as an alternative. Hardstanding for a car has less visual impact than a garage of the same footprint.

Example C, garages in prominent locations

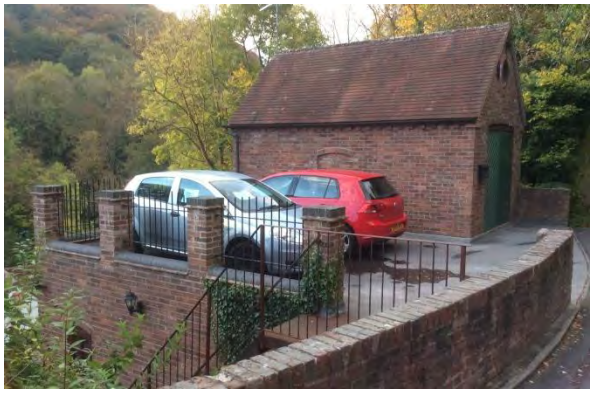


Fig 5.73 This garage serves a house set below the road. It is carefully designed using materials and details that sit well within the conservation area.

Fig 5.74 From the valley bottom the garage and its supporting structure are very prominent. One or two garages of this type can be absorbed within the area but if many were constructed they would begin to severely damage the appearance and character of the Site.

Garages should be designed with as much care and attention as a new house or domestic extension. Their impact on the overall character and appearance of the area can be considerable despite their relatively small size. Car ports are not widespread within the conservation area. In some locations, in particular in rural locations, a well- designed carport may sometimes be a preferable solution compared to a more solid garage.

Example D, impact on the street scene

Fig 5.75 A nicely detailed wall using locally distinctive materials, but the impact of a large open area on the street frontage undermines the character of the street. In this area the frontages alternate between high boundary walls / building frontages and green gardens spaces behind low walls.

Fig 5.76 This large shared parking area serves many properties but this finish is unappealing. Striking a balance between the retaining the informal nature of many streets but avoiding scruffy areas of unclear ownership can be difficult.

Fig 5.77 Terraces properties have little space for parking and sloping ground means no flat areas. Differing approaches have been used by properties to resolve the parking issue leading to a visually confusing scene of different retaining walls, fencing, drives and some surviving gardens.

Fig 5.78 This view shows the street before some of these driveways were created. A softer and more coherent amenity space.

Fig 5.79 Similarly this shows the low dwarf wall with trimmed hedge and gate – a pleasing boundary appropriate to the area.

Fig 5.80 A small parking bay serving a terraced property, simply surfaced to match the road and with no splayed walls. The bays are marked out with brick pavers. This solution is quite unobtrusive and sits well in the overall street scene

The creation of new parking spaces should always respect and reinforce the historic form of the street scene. Sometimes parking within the domestic curtilage is the best solution while in other areas minor adaptation to allow on street parking is preferable.

Parking areas shared between a number of properties can avoid the piecemeal and cluttered effect of numerous individual approaches. Where these can be set comfortably into the street scene shared parking has many advantages. However, large surfaced areas and wide breaks in boundary walls can create too much openness.

For terraced properties a co-ordinated parking design or a communal parking approach may be helpful. In some such streets a design guide to ensure a common, unified approach may be helpful. Originally such terraces would all have had the same boundary treatment but this has been eroded over many decades.

Example E, Hidden garages

Fig 5.81 A narrow drive between two houses gives access to a garage at the rear. This has been achieved on a relatively small plot. It has no impact on the main street scene and from above blends into the general roofscape.

Fig 5.82 A number of historic buildings built on the downhill side of the road have roofs which abut boundary walls. This garage does the same, so blending into the overall form of the area. The brick colour might however be more sympathetic to the old boundary wall.

Existing features of the street scene can offer clues as to how garages can be incorporated with minimal impact. Where access and space allow removing parking from the street frontage should be the preferred option. Applying modern visibility splays can be very damaging to the historic fabric and to the overall street scene and should be avoided wherever possible.

Even when largely hidden from view the choice of materials and details for garages remains important.

Example F, Bin storage

Fig 5.83 Lining the road

Fig 5.84 In a dedicated area, but still prominent in the street

Recycling and waste management are essential services but the impact of wheelie bins on the street scene is considerable. Alternative containers which are easier to store and more frequent collections, especially for smaller properties, are used by some local authorities. Creating attractively designed screens or placing bins behind hedges, solid gates and low walls can all reduce their impact. Green roofed “bin-ports” may also be suitable. Off-the-shelf bin stores would be almost as intrusive as the bins themselves.

Private parking, garages and bin storage

1. Collect data to assess the quantity and usage of parking permits in relation to available car parking facilities.
2. Use data on car ownership to inform parking guidance in the local plan and its implementation for housing in the SG Conservation Area.
3. Parking spaces and structures require consent. The curtilage of listed and locally listed buildings should not be altered to provide new vehicular access.
4. Introduction of additional hard landscaping should be avoided.
5. Maintain local material palette of brick, stone and compacted earth for surface finishes for drives and parking bays (type, colour and texture vary within each character area). Avoid use of overtly modern or inappropriate surface materials, such as York stone, concrete and cementitious mortar.
6. Reinforced grass may be suitable in some locations, in particular where parking sits within a grass verge.
7. Guidance on retaining walls should be followed wherever these are created.
8. Garages and car ports should be designed and assessed with as much care as other domestic extensions or new buildings.
9. Create an SPD for design of considered bin storage/screening; parking bay surface treatment and garaging associated with the various residential settlements and typical street forms in the Gorge.
10. Review recycling containerisation and management.

5.6 Views and Setting

5.6.1 Protection of views

The following should be read in conjunction with the Severn Gorge Conservation Area Views Plan in Appendix C.

Many views within, across and around the gorge are characterised by the unusual juxtaposition of industrial or urban with the heavily wooded slopes surrounding. There are also open green spaces, such as gardens, allotments, riverside grazing, a few perimeter fields and the recreational pockets noted in section 5.4.1.4; but these are relatively limited in area and are also frequently seen against a wooded backdrop. **This is one of the key areas of landscape significance and should be protected.**

Fig 5.85 View from Woodside across valley to wooded slopes beyond

Fig 5.86 View of the Tower of Holy Trinity Church set against a wooded backdrop.

Many of the streets themselves are rather closed in by high boundary walls, the walls of buildings or by trees and so there are relatively few places from which open views of the CA are obtained. When travelling the zigzagging lanes by foot or car glimpses of longer and wider views are revealed. Panoramic views are achieved from some of the upper slopes and partial, glimpsed and surprise views from many of the elevated roads. It is an area of contrasts and ever changing character as one moves along and through the Gorge. **This contrast between the enclosed and expansive nature of the area is another key characteristic and should be preserved.**

The degree of enclosure of the public realm spaces means that when there are open views along and across the valleys they are of greater significance and, firstly the view point itself needs to be maintained, but also the content of the view needs to be carefully managed to retain or enhance the significant features.

There are wide views from Lincoln Hill – with the power station cooling towers nestled in the wooded valley - a modern twist on the form of the Coalport kilns.

Fig 5.87 View of Power Station cooling towers from Lincoln Hill

The views up and downstream from the bridges are important particularly for visitors and help to give an understanding of the overall „shape" of the valley and the importance of the river in the story. Where the river banks are becoming overgrown with tree or shrub growth this should be managed, so that views of important sites are not obscured.

The key kinetic (moving) view is that obtained along the Wharfage, as the urban fabric of Ironbridge unfolds and as the view of the Iron Bridge itself is progressively revealed. The fabric of the buildings on the north side of the Wharfage is often obscured by the tree planting –whether the trees are „in leaf" or not. The presence of so much greenery between the river and the Wharfage should be questioned as this does not reflect the „harder" nature of the landscape in this particular location in the industrial period. The name Wharfage itself gives the key to its historic character.

Another important kinetic view is that obtained when descending to the Gorge through the settlement of Coalbrookdale. This is characterised by a series of repeated glimpses across the valley.

Although there are limited points to cross the railway line on foot, they do afford a wide open view of the valley sides and settlement. As such changes which impact on the historic environment in this corridor should be given very careful consideration and avoided where there is a clear detrimental visual impact.

Fig 5.88 Valley view along railway line

Protection of views

1. Maintain contrast between buildings and wooded areas; limit the amount of new clear open space created and take opportunities to plant up vacant land as appropriate.
2. Prevent too much opening up of street „corridors" by the creation of wide openings into properties, the removal of boundary walls and the removal of tree screens or hedges.
3. Consider carefully the content of key views, including the setting of any buildings in the view, and take opportunities to conserve and enhance.
4. Manage riverside vegetation and trees to retain views of important buildings and sites.
5. Consider the nature of the river front of the Wharfage and manage planting/ trees to permit dynamic views of the bridge.
6. Investigate „undiscovered" views: perhaps planned views – for example between the houses of the industrialists and their factories, or between important houses and the river.

5.6.2 Development pressures outside the WHS/CA

The main body of the CA contains little land which might be regarded as developable on any significant scale, not only because of the topography and woodland but also because of the significance and sensitivity of the historic built and natural environment. There are however pockets which could come under pressure to be developed. As part of the green network there are grazing fields below the Church of Holy Trinity and to the west of Chapel Lane in Jackfield. Also as mentioned in section 5.3.2 there is potential development associated with both redundant buildings and the dividing of large gardens.

However beyond the CA to the north there is open land. The first is that which lies around The Beeches, a site which has approval for a scheme of 89 units (53 new build and 36 through conversion), with the new build lying to the north east of the listed property. It would not take much for the gap north towards Telford to be closed by further development. To the south this would be more difficult as there is an existing nature reserve and two further nature reserve areas proposed in the emerging TWC Local Plan. To all intense and purposes this is the provision of a buffer.

There is a swathe of land either side of the southwest/northeast B4373, both within and outside of the CA. This is a large area of land and is enticingly related to the Beech Road and Wrekin View „modern" housing areas. Consequently this could be a strong pressure point.

In general, the top of the Gorge where it levels out as a plateau provides a natural line of demarcation. This will continue to work well provided the tree screen remains as a continuous foil. This may not be a threat, but there are already one or two locations where newer properties appear on the skyline when viewed from the valley floor. The impingement on the view may actually be very small, but the impact can be quite great as the seeming unending drift of woodland is suddenly curtailed. To that end **any infringement of the edges which affect views from the valley should be discouraged.**

Setting of the Conservation Area

1. Prevent development which causes unnecessary additional intrusion into the woodland zones.
2. Control development along the skyline of the valley (north and south sides) where roofs or infrastructure may break the illusion of continuing woodland or interrupt the sky-line. This could be done by having a height limit for developments close to the skyline and/ or the requirement for additional tree planting.

5.6.3 Power station site

The power station site is discussed briefly in the historical development section of this report. It is evident that its design was very carefully considered by leading architects and landscape practitioners of the day. They have taken into account the appearance and setting of the cooling towers in the development of the site and this work is evident in the way that, although the structures are so massive they do not dominate the CA. Indeed for the most part it is just the tops of the towers which appear over surrounding trees.

The cooling towers are an integral part of the industrial landscape and are embedded in the natural landscape. Often when moving around the CA – there is the constant „now you see me, now you don't" – which is surprising considering their scale and size.

Fig 5.89 View of cooling towers from Lincoln Hill

Fig 5.90 View of cooling towers from Ironbridge

In the light of the architectural, industrial and landscape significance of the site any proposal to demolish the structures should be carefully considered due to its impact on the WHS.

HE has now turned down a listing application twice for the site, although it acknowledges the site"s local significance. However, this also has to be set in the context of issues of viability too.

The main thing to grasp is this change could be an enormous opportunity for the CA/ WHS. The rail transport link and the location of the site on the periphery of the CA/WHS lends itself to becoming a possible gateway with all the associated supporting facilities to serve the WHS. As such it could take pressure away from the actual historic environment – a sound conservation approach. However, infrastructure pressures from any development on the site must be understood at the earliest opportunity due to constraints of the Gorge.

It is suggested that a record of the power station site should be undertaken including a series of professional photographs in and around the Gorge to capture these gentle giants before they sadly – no doubt – disappear.

It is imperative that the WHS Steering Group and its key stakeholders are proactive in acknowledging and talking about the power station and how it is viewed from many places in the Gorge. To retain the iconic towers after being turned down by HE for listing twice brings into question its national significance.

If at any stage permission to demolish is given, then any redevelopment of the site should be carried forward in a way that the landscape impact on the CA as a whole is minimal.

5.7 Social and economic

5.7.1 Current management

The WHS through its" inscribing on the World Heritage List has national government support, bringing with it commitment to the conservation and protection of the Cultural and Natural Heritage of the site in situ in perpetuity.

The Department for Culture, Media and Sport (DCMS) has overall responsibility for Government policy on the Cultural heritage and the Department for Environment, Food and Rural Affairs (DEFRA) for the Natural Heritage. Policies and practice are delivered through Historic England for the Cultural heritage and Natural England for the Natural Heritage.

Together they are responsible for ensuring that the WHS is in compliance with the World Heritage Convention – in other words that the recommendations concerning the protection at national level, of the Cultural and Natural Heritage are met.

Telford & Wrekin Council is the principle managing authority for the Severn Gorge Conservation Area and, as such, also for the Ironbridge Gorge World Heritage Site.

The WHS Steering Group represents key stakeholders but has no statutory weight nor the authority to make management decisions. However, it is an important strategic body promoting a co-ordinated approach to maintenance, change and investment in the area in order to support preservation of the OUV. A number of statutory bodies are represented on the WHS Steering Group.

5.7.2 Community Engagement

The Gorge is home to numerous residents, to large and small businesses and visitor facilities. While businesses and visitor facilities often benefit greatly from the existence of the WHS (in many cases that is the main reason they exist) it is local residents who may sometimes find greatest difficulty in reconciling the various advantages and disadvantages of living in such an area. These are not unique to the Severn Gorge CA; many ordinary people live in popular holiday or tourist destinations and experience the same conflicts as the owners of an historic building. Living in such places can be frustrating as well as delightful.

In all these situations having good information and developing an enthusiasm for the location and / or building in question is often the best way to maximise their benefits and overcome any problems. Sometimes this requires some additional effort from the individuals in question but organisations such as the local council, town councils, residents groups and voluntary sector amenity and special interest groups can help enormously. These bodies can provide information and advice, represent local people"s views, listen to their concerns and share knowledge and experience to the benefit of all.

5.7.3 The Visitor Economy

The WHS Steering Group provides a forum for an exchange of information, ideas, experience and advice. There is a lot of cross over between the information that is required by TWC and that which is required by the WHS Steering Group. To have a central common point/database of information would facilitate the management of the combined site.

For example in undertaking this report having access to statistics on visitor numbers, museums, leisure and outdoor recreation etc. could have assisted in a better understanding of the service requirement and demands.

Managing, maintaining and protecting the built environment in the context of over 545,000 visitors per annum with potentially increasing footfall is no mean feat in the context of a simple site.

Put this amount of human traffic into a very complex and beautiful setting and there will be an impact. The area has very little flexibility in all sorts of ways; land, topography, space, stability, accessibility etc. As numbers increase the pressure rises and this is why it is crucial that an alternative solution to people movement is arrived at.

Increase in visitor footfall probably results in more parking which could result in pressure to loose boundary treatments, increase harsh landscaping treatments etc. Similarly general wear and tear on the CA itself inreases together with increased maintenance requirements for historic sites. A typical issue is the loading on the Iron Bridge outside major festivals and events when there are stewards in place. At present there is no management or control of visitor numbers on the bridge during the peak summer season.

The success of the WHS as a visitor attraction could lead to the risk of the area becoming swamped by visitors and support services to the detriment of the historic environment, its landscape and special interest. Over time there is a risk of it becoming a pastiche of itself.

There is however no doubt that the museums, walking tours and sights contribute to local economy and jobs, potentially providing many local people with a reason for living and working in the Gorge.

5.7.4 Local Residents and Services

As the Gorge is a such a complex site to manage, the more well designed statistical analysis of visitor and residential populations that can be undertaken the better. This would help inform and gain a greater understanding of the dynamics of the population and would be beneficial in balancing the residents" requirements with those of the visitors. Monitoring the demographics of the area, number of residents, householders or rentals etc. could provide useful markers.

The change from an industrial employment base to a more commuter economy adds further pressure on roads and parking.

The potential for gentrification could lead to loss of the authenticity of the industrial place. No doubt some will argue that the CA is well on the way to gentrification: the soft woodland slopes compared to bare industrial land; the clear air and water compared to the smoke and pollution; the museum and exhibition pieces compared to the rawness of the industrial machinery; and so on.

The need to achieve a balance between essential services and community facilities for residents (school, pubs, food shopping, financial and other services, local health facilities, places of worship, community halls etc.) and the provision of tourist oriented services (cafes, restaurants, gift shops etc.) remains an on-going challenge.

5.7.5 Industry

The character of the Gorge is rooted in industry and the remaining industries in the Gorge contribute much to that character. However, poor transport links for heavy goods vehicles and the physical constraints of the Gorge may threaten the long term viability of existing industry or its attractiveness to other manufacturers. The close proximity and balance between residential and industrial land uses is part of the character of the area and the OUV of the WHS.

Metal based manufacturing remains at Aga Rayburn works and retention of industries like this should be encouraged. The extent of other small industries and artisan small businesses is beyond the remit of this report. The point is to again have an understanding the local workforce and how best to keep them in the area. The closure of the power station is and will continue to have an effect on the area – what will replace it by way of job provision or will the work force disperse to where the jobs are?

5.8 Boundaries

5.8.1 CA/WHS Boundary

The WHS MP states that a review of the WHS boundary was undertaken as part of the completion of the WHS Plan. Extensions to the area were considered for both Madeley to the north and Broseley to the south, together with a review of the need for buffer zones. In the event, no changes were recommended as the proposed changes were not seen as reflecting or complementing the Outstanding Universal Values. Although no formal report was made detailing fully the analysis of the proposed boundary changes, minutes were documented to indicate the reasoning for the decision.

Fig 5.91 Spot the conservation area boundary above; it is somewhere in this field! Development sites such as the old hospital and new housing estates encroach into areas like this and such developments could pose a threat in the not-too distant future.

Due to the above, a full review of the CA boundary has not been undertaken – however this CAMP gives the opportunity to raise a number of queries that justify the need for a further assessment of the CA boundary. The purpose and legislative implications of a CA boundary are different from those of a WHS boundary.

In a number of cases the boundary appears to follow arbitrary lines on the ground, for which the reasoning is not clear. It is possible that with each edition of the boundary map discrepancies have crept in and now need correcting. Perhaps the land which the boundary crosses is owned by one of the main land owners (such as TWC, IGMT or SGCT) and as such the exact location of the line within this land was considered to be inconsequential provided that ownership does not change. It is also the case that early conservation areas were drawn up with less guidance than is available today.

The main reason for needing to clarify these CA boundary anomalies and rationalise the boundaries is that if faced in a planning appeal situation the arbitrariness of the line would fail to provide a strong case against any action or dispute. A check of current land ownership would also be timely

The inclusion of fields and woodlands at the periphery of the CA, currently *inside* the boundary, indicates the contribution these spaces make to the setting of the built form. Inclusion demonstrates that such spaces make a positive contribution to the character and appearance of the area. Where similar open spaces are current *outside* the boundary it can be seen (often wrongly) as indicating that they do not contribute to the CA or the setting of the built form. Where such spaces are inside a CA boundary they form part of the designated asset, rather than being only part of the setting of the asset. In planning terms “setting” may be given less weight than parts of “the asset”.

Enlarging the CA boundary in some places, beyond that of the WHS, would increase protection of the WHS

5.8.2 Buffer Zones

The setting of the CA/WHS is a key part of its character. Within the guidance and management of a WHS the phrase “buffer zone” has a very specific meaning. The UNESCO *Operational Guidelines* seek protection of “the immediate setting” of each World Heritage Site, and of “important views and other areas or attributes that are functionally important as a support to the Property”. The UNESCO guidelines suggest designation of a buffer zone wherever this may be necessary. A buffer zone is defined as an area surrounding the World Heritage Site which has complementary legal restrictions placed on its use and development to give an added layer of protection to the World Heritage Site. A defined buffer zone forms part of the setting of a World Heritage Site.

Fig 5.92 A view from Hodge Bower into a field that is part inside and part outside the CA. Open spaces like this are extremely important to the character and appearance of the CA

The Ironbridge Gorge WHS does not have a formalised buffer zone and it is not proposed that one should be submitted to the World Heritage Committee. At the time when it was inscribed the use of buffer zones was not established practice. However, the notion of a “buffer” as land which forms the setting of an asset (either the WHS or the CA) is helpful in defending against encroaching development of a form or scale that would begin to impact on its significance. In many places a “buffer” of agricultural land, woodland and other open space is included in the existing CA and WHS boundary, but in other places the boundary omits these important spaces.

It is often appropriate to protect the setting of CAs and WHSs in other ways, for example by the protection of specific views and viewpoints. Other landscape designations may also prove effective in protecting setting. One such area of vulnerability that has been identified is north east of the Beeches site. This area is however designated as an existing nature reserve and the Local Plan calls for a further two which have now been adopted. Together these will help to create a “buffer” against development spreading from Telford area.

At the same time of reviewing the boundary, the informal “buffer” zone and its effectiveness should be assessed.

5.8.3 TWC and SC Boundary

It is worth noting that the CA was designated by Shropshire County Council and that the majority of the conservation area was „moved“ into the control of the newly established Wrekin Council in 1974 as part of Local Government reorganisation. A further change took place in 1998 when it became a unitary authority entitled Telford & Wrekin Council, and Shropshire County Council was superseded by the current Shropshire Council. The CA was then enlarged in around 1980 by TWC. These changes have resulted in the CA (and WHS) effectively being split between Shropshire Council (5%) and Telford & Wrekin Council (95%).

The shared boundary that passes through the southern areas of the WHS can result with the boundary dividing buildings on one side of a road from buildings on the other, or one half of a bridge being under TWC jurisdiction and the other half with SC.

One would think that this would not cause undue problems particularly in the context of the collaborative Steering Group. However issues do arise in that each authority has differing powers of enforcement. TWC has strengthened their controlling powers over the CA with a robust Article 4 Direction, while at the time of writing this CAMP Shropshire Council does not have an equivalent measure in place. The impact of this is, for example, that buildings on one side of a road under permitted development could change windows to uPVC, locate satellite dishes on front elevations, and erect a high boarded fence etc, whereas the properties on TWC"s side of the road would require planning permission for the same works. As relocating Council boundaries is not practical the best way of overcoming this discrepancy would be for SC to put in place an equivalent Article 4 Direction

Conservation Area Boundary

It is considered appropriate to reassess the extent of the CA to reflect:

1. Housing and other development pressures
2. Consistency of inclusion / exclusion of land forming the setting of the built form and other key aspects of the historic environment.
3. Other forms of protection for the setting of the CA
4. The growing significance of twentieth century development within the area
5. Rationalising delineation to accord with actual property boundaries
6. The recommendations of the Madeley Neighbourhood Plan

6 Recommendations for Management

6 Recommendations for Management

The existence of the Severn Gorge Conservation Area provides the primary planning tool for managing much of the World Heritage Site, the highest possible form of heritage designation. This is no ordinary conservation area.

In the following section the Issues; Threats and Opportunities identified in Chapter 5 are summarised and the boxes contain policies, primarily for action by Telford and Wrekin Council"s planning department in partnership with other key stakeholders.

The recommendations are set out in boxes below, with brief reasons for the recommendations in italics. Detailed proposals and guidance for specific features of the SGCA are set out in Chapter 5, following directly from the Issues identified. These are cross referenced below and will form the basis of the future SPD advice and design guides. They provide guidance for both applicants and planning officers in the design and assessment of individual proposals, including the frequent, small scale applications relating to dwellings and small businesses, as well as larger schemes. The majority of proposals set out in here in Sections 6.2 to 6.7 are specific actions recommended for TWC and their partners, or for those involved in large or complex proposals.

The purpose of all these recommendations is to better ensure that the character and appearance of the Severn Gorge CA is preserved and enhanced, and that its multiple themes and levels of significance are retained for the benefit of this and future generations.

6.1 WHS Issues and Action Plan

This CAMP is being produced in parallel with a new WHSMP and the two documents seek to co-ordinate their complementary roles. All the issues identified in the draft WHSMP which relate to the historic built environment are reflected in the CAMP and many of the resulting actions and policies dovetail together.

6.2 General development pressures

In addition to the normal requirements of keeping an up to date local plan and monitoring its effectiveness, Telford and Wrekin can also act to manage potential excessive pressures for development within the SGCA.

- Require developers to describe the significance of any heritage asset, including its setting, affected by a development proposal. This description should be in proportion to its significance and the impact of the development and in line with NPPF paras. 128 & 129. For large schemes, for demolition or schemes affecting particularly significant sites consideration should be given to producing a Heritage Impact Assessment, in line with ICOMOS Guidelines, BS 7913 (Conservation of Historic Buildings) and HE guidance, in addition to a Heritage Statement setting out the significance of the site. *Reason: Agreeing the significance of a site or building at the outset is the first step towards producing proposals which are in sympathy with their location. Commissioning a Heritage Statement, appropriate to the scale, significance and potential impact of a site before design work begins is more likely to result in well informed designs.*

- Provide development briefs for large or prominent vacant sites. *Reason: Rather than reacting to proposals briefs can set out clearly the Council's expectations and provide clarity for owners and developers. Such briefs can also reduce the risk of a site acquiring a market value out of line with its true commercial potential.*

6.3 Buildings

6.3.1 Residential and small commercial buildings: features, technology and environmental issues

- See guidance in Section 5.3. *Reason: This advice forms the basis and indicates the intent of future SPD advice and design guides.*
- Produce SPD design guides for typical elements of historic buildings within the CA including doors and windows, roof materials, car parking and garages, extensions and porches etc. *Reason: Guides of this type provide useful information for home owners, local businesses, contractors and agents. They can improve the quality of proposals coming forward in planning applications. They also illustrate the expected standard of work, support the refusal of inappropriate schemes and assist in enforcement action.*
- Produce SPDs for each settlement within the Gorge, reflecting character areas and locally distinctive building elements. *Reason: As well as typical historic details found throughout the Gorge each settlement has its own unique character and character areas. These need to be understood and reflected in the design of alterations or other proposed development.*
- Produce SPD design guides specific to the SGCA for energy efficiency and related technology (including solar panels) and communications technology. *Reason: Ensuring greater energy efficiency and comfort is important but the techniques that need to be used to achieve this in historic buildings are substantially different than those for new buildings. The visual impact of new technologies within the SGCA, with its particular topography and building types also needs careful consideration.*

6.3.2 Redundant buildings and changes of use

- See detailed guidance in Section 5.3 on retention of particular building features.
- Provide development briefs for large or prominent vacant buildings, where possible in partnership with the current owner. *Reason: Rather than reacting to proposals such briefs can set out clearly the Council's expectations and provide clarity for owners and developers. Development briefs can reduce the risk of a building acquiring a market value out of line with its true commercial potential. Conversely, they can also point out opportunities to "unlock" difficult buildings that may not be readily apparent.*
- Require developers to produce a Heritage Impact Assessment for major development proposals involving a change of use, in line with NPPF. *Reason: Agreeing the significance of a building at the outset is the first step towards producing proposals which are in sympathy with the building. The effect of change on that significance must also be demonstrated for large or complex proposals.*

6.3.3 Landmark, civic and religious buildings

- Require developers to produce a Heritage Statement (and ideally also a Heritage Impact Assessment) for development proposals that will affect the setting of key landmark buildings, in line with NPPF. *Reason: Even relatively small developments in close proximity to important buildings can adversely affect their setting. Producing a Heritage Statement, appropriate to the importance of the landmark building and potential impact of a site, before design work begins is more likely to result in well informed designs.*
- Support civic, institutional and religious buildings to remain in their original use where possible. Where changes of use are required encourage designs and uses that do not degrade their former status. *Reason: Maintaining their public profile through their function as well as their physical presence is desirable. Conversion to other uses can pose challenges, such as through domestication of their setting when converted to residential use.*

6.3.4 Museums and historic monuments

- Ensure that there are up to date CMPs for all key monuments. *Reason: As well as facilitating the best conservation practice in their day-to-day care the CMP process also allows for the anticipation and careful planning of new work, such as improving access or providing new facilities.*
- Ensure that regular condition surveys and planned maintenance programmes are in place. *Reason: The many schedules monuments and key industrial sites are essential to the character of the conservation are and to the value of the WHS. Their maintenance is an essential task and also sets an example for other buildings throughout the CA.*

6.4 Public Realm, Infrastructure and Property Boundaries

6.4.1 Public realm (See box below)

6.4.2 Infrastructure (See box below)

6.4.3 Traffic (See box below)

- Continue and develop multi-disciplinary Local Authority working groups to coordinate highway improvements, utilities works, major infrastructure, flood and river management, public transport etc. *Reason: The coordination of physical works that do not require planning permission or impact on traffic, but is within the control of TWC and other major stakeholders, should be carried out in a manner compatible with the importance of the CA.*
- Review and re-publish the public realm design guide. *Reason: The adoption of shared design principles for works in the public realm, most of which do not require planning permission, will help in preserving and enhancing the street scene.*
- Produce best practice guidance for the CA including utilities installations, upgrades, repairs and road-works. Work with the major local utility companies to encourage a partnership approach. *Reason: The provision of good design principles for utilities work affecting the public realm, most of which are not controlled planning permission, will help to preserving the street scene.*
- Continue to monitor, pursue funding and provide technical and design advice for landslip and retaining wall works (for private property and public land). *Reason: Land movement is an unavoidable feature of the Gorge and requires active management in order to protect people and property. The visual prominence of retaining walls and the contribution of historic examples to the CA means that their repair and replacement, and the design of new retaining walls, must be carried out with great sympathy to their location. The cost of such works and their technical complexity means that support, especially for private landowners, is highly desirable.*
- Continue to undertake periodic traffic, signage and parking surveys (residential, business and visitor). *Reason: Providing adequate parking for those who need it while at the same time reducing the impact of traffic and number of car journeys through the Gorge is a complex task.*

6.4.4 Boundaries and gardens (walls, hedges, railings and gates)

- Produce SPD design guides for typical building elements within the CA including boundary treatments such as walls, gates, railings and hedges. *Reason: Property boundaries form the highly visible interface between the public and private realm. In such a steeply sloping area, criss-crossed by so many paths and tracks, the majority of boundaries, whether front, rear or side are also visible. The traditional forms used in the SGCA are highly distinctive but are vulnerable to damage, incremental loss and poor repair. New boundary treatments can have a disproportionate impact on the CA if inappropriate designs and material are used.*

6.5 Views and setting

6.5.1 Protection of views

- See detailed guidance in Section 5.5 on the protection and enhancement of views and the nature of views and inter-visibility within the CA.

6.5.2 Development outside the Conservation Area

- See detailed guidance in Section 5.5 on the protection and enhancement of the perimeter and skyline of the CA.
- Review the boundary of the CA. *Reason: The boundary of the CA is currently the same as that of the WHS. However their purposes are slightly different and they need not remain the same. Slight adjustment to increase the extent of the CA (for example to bring in parts of some fields or other open spaces by rationalising the boundary to follow hedges or other features on the ground) would add further protection and control to the setting of the WHS and buildings within the CA.*

6.5.3 The Power Station

Although the Power Station is outside the Conservation Area and within the jurisdiction of Shropshire Council it has a huge impact on the WHS/CA.

- Work with stakeholders to encourage community engagement. *Reason: The Power Station site does not only have a visual impact on the CA, but a social impact and this should be recognised*
- Work with stakeholders to be proactive in looking for opportunities to explore re-using existing transport links. *Reason: Historic transport links and associated infrastructure that extends into CA have heritage values and presents opportunities both for interpretation and for traffic/travel management*
- Explore with Shropshire Council retention of any viable heritage assets on site. *Reason: The Power Station site has a selection of a more adaptable structures that may be worthy of retention, e.g. The Pump House and bridges.*
- Work with stakeholders including Shropshire Council to understand and address pressures on local infrastructure arising from future redevelopment

6.6 Social and Economic Factors

Heritage is only of value because people value it. Part of its character resides in the fact that houses remain homes and a place built on industry continues to offer employment in manufacturing. The many visitors who come to enjoy and learn now provide a substantial part of its economic base.

- Facilitate occasional residents Q&A events, work closely with parish and town councils and the local media. *Reason: Engagement and openness helps to promote enthusiasm and greater appreciation for the unique qualities of the SGCA and understanding of the complexities of its care and management.*
- Work with Woodlands and Museum Trusts and other local voluntary sector groups to further promote volunteering, craft training etc for local residents. *Reason: Active engagement brings a new pool of human resources and enhances public appreciation of the area's heritage.*

- Support the continued use of the Aga / Raeburn site in its existing use. *Reason: The continuation of manufacturing in the Gorge maintains it as a living and working place. This particular industry has tangible links to the origins of the area, hinting at the noise, sights and smells of earlier industry and keeps metal working skills alive.*

- Support new and existing manufacturing and creative industries within the CA. *Reason: The loss of manufacturing would detract from one of the existing characteristics of the CA.*

- Support new and existing tourist and visitor related businesses within the CA. *Reason: The economic benefits of so many visitors ensures the economic viability and maintenance of numerous buildings and monuments.*

- Support new and existing local services within the CA. *Reason: Without a vibrant and diverse local community the CA would become little more than a visitor attraction, leading to considerable loss of character.*

6.7 The planning system

As well as the day-to-day implementation of policy through advice and development control, the planning system requires a solid underpinning of data and occasional proactive interventions. Making the best use of the available legislative framework will bring the best outcomes for the historic environment.

- Following best practice guidelines periodically review and re-issue CAA and CAMP based on current guidance, with review of boundaries and up to date mapping. *Reason: A sound and comprehensive CAA is the foundation of effective development control within a CA.*

- Recognise the involvement of other parties in the development management process who may not have conservation training and promote the use of the CAMP and other existing future guidance to assist. *Reason: To ensure all decision makers are consistent in the planning process and understand the harm incremental change can have on the CA.*

- Create a database / gazetteer for all buildings in the CA. *Reason: This record provides information about the number, type, age and quality of buildings in the area overall. Individual buildings can be assessed for their contribution to the CA. It also provides a benchmark for individual development control decisions and possible future enforcement action if unauthorised works occur.*

- Review local list for buildings within CA, perhaps with assistance from local volunteers. *Reason: This task could be closely linked to the creation of a database (see above). With basic training and supervision volunteers could undertake much of the research, recording and analysis to rationalise, edit and augment the existing local list.*

- Review buildings at risk and derelict / untidy sites and consider support for owners or the use notices as appropriate. *Reason: A proactive approach to owners in difficulty and problem buildings can often prevent further decline and damage. Research on the use of such powers indicates their high level of effectiveness and the low level of risk they pose for the LA.*

- Support Shropshire in the introduction of Article 4 directions for their part of the Severn Gorge and Broseley CAs. *Reason: A consistent and rigorous approach to development control in all part of the Gorge will better preserve and enhance its character and appearance. This will also avoid the current unfairness to homeowners in the different LA areas of the Gorge.*

7 Appendix

APPENDIX

A - Ironbridge Gorge World Heritage Site designation

B - SGCA and WHS Documents Organogram

C - Maps

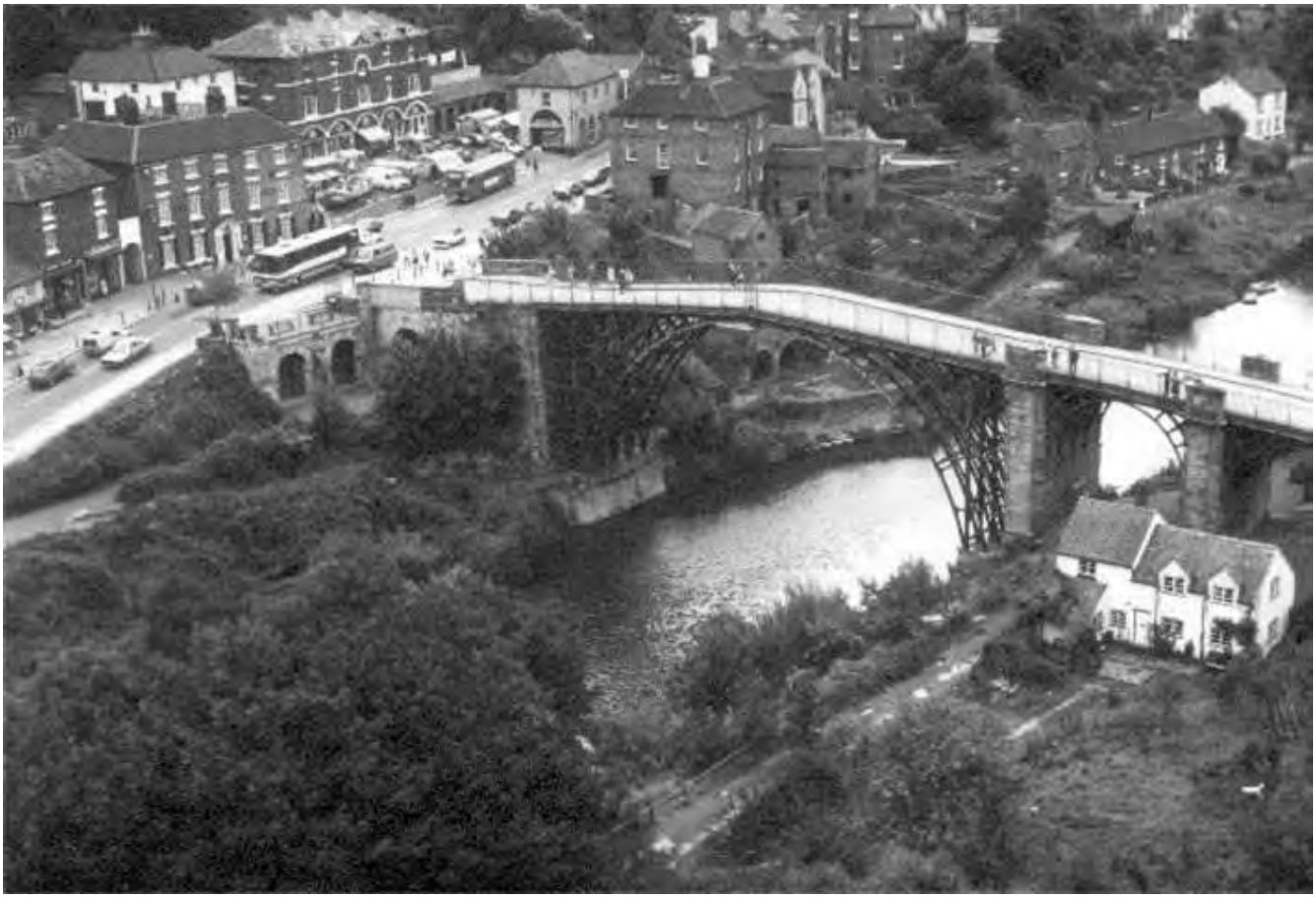
D - Glossary of Acronyms and Terms

APPENDIX A - Ironbridge Gorge World Heritage Site designation

Severn Gorge Conservation Area Management Plan

Ironbridge Gorge

Ironbridge is known throughout the world as the symbol of the Industrial Revolution. It contains all the elements of progress that contributed to the rapid development of this industrial region in the 18th century, from the mines themselves to the railway lines. Nearby, the blast furnace of Coalbrookdale, built in 1708, is a reminder of the discovery of coke. The bridge at Ironbridge, the world's first bridge constructed of iron, had a considerable influence on developments in the fields of technology and architecture.



Outstanding Universal Value

Brief synthesis

The Ironbridge Gorge World Heritage property covers an area of 5.5 km^2 (550 ha) and is located in Telford, Shropshire, approximately 50 km north-west of Birmingham. The Industrial Revolution had its 18th century roots in the Ironbridge Gorge and spread worldwide leading to some of the most far-reaching changes in human history.

The site incorporates a 5 km length of the steep-sided, mineral-rich Severn Valley from a point immediately west of Ironbridge downstream to Coalport, together with two smaller river valleys extending northwards to Coalbrookdale and Madeley.

The Ironbridge Gorge provided the raw materials that revolutionised industrial processes and offers a powerful insight into the origins of the Industrial Revolution and also contains extensive evidence and remains of that period when the area was the focus of international attention from artists, engineers, and writers. The property contains substantial remains of mines, pit mounds, spoil heaps, foundries, factories, workshops, warehouses, iron masters" and workers" housing, public buildings, infrastructure, and transport systems, together with the traditional landscape and forests of the Severn Gorge. In addition, there also remain extensive collections of artifacts and archives relating to the individuals, processes and products that made the area so important.

Today, the site is a living, working community with a population of approximately 4000 people as well as a world renowned place to visit. It is also a historic landscape that is interpreted and made accessible through the work of a number of organisations, in particular, the Ironbridge Gorge Museum Trust (established in 1967 to preserve and interpret the remains of

the Industrial Revolution within the Ironbridge Gorge) and the Severn Gorge Countryside Trust (established in 1991 to manage the woodland, grassland and associated historic structures in the Gorge).

Within the property, five features are highlighted as of particular interest. It was in Coalbrookdale in 1709 that the Quaker Abraham Darby I developed the production technique of smelting iron with coke which began the great 18th century iron revolution. There still remains a high concentration of 18th and 19th century dwellings, warehouses and public buildings in Coalbrookdale. In Ironbridge, the community draws its name from the famous Iron Bridge erected in 1779 by Abraham Darby III. At the eastern end of Ironbridge stand the remains of two 18th century blast furnaces, the Bedlam Furnaces, built in 1757. In Hay Brook Valley, south of Madeley, lies a large open-air museum which incorporates the remains of the former Blists Hill blast furnaces and Blists Hill brick and tile works. Also of importance is the spectacular Hay Inclined Plane, which connected the Shropshire Canal to the Coalport Canal, which in turn linked with the River Severn. The small community of Jackfield on the south bank of the River Severn was important for navigation, coal mining, clay production, and the manufacture of decorative tiles. Located at the eastern end of the property and on the north bank of the River Severn, industrialisation came to Coalport in the late 18th century and the area is remembered principally for the Coalport China Works.

Criterion (i): The Coalbrookdale blast furnace perpetuates in situ the creative effort of Abraham Darby I who discovered the production technique of smelting iron using coke instead of charcoal in 1709. It is a masterpiece of man's creative genius in the same way as the Iron Bridge, which is the first known metal bridge. It was built in 1779 by Abraham Darby III from the drawings of the architect Thomas Farnolls Pritchard.

Criterion (ii): The Coalbrookdale blast furnace and the Iron Bridge exerted great influence on the development of techniques and architecture.

Criterion (iv): Ironbridge Gorge provides a fascinating summary of the development of an industrial region in modern times. Mining centres, transformation industries, manufacturing plants, workers' quarters, and transport networks are sufficiently well preserved to make up a coherent ensemble whose educational potential is considerable.

Criterion (vi): Ironbridge Gorge, which opens its doors to in excess of 600,000 visitors yearly, is a world renowned symbol of the 18th century Industrial Revolution.

Integrity

The boundary of the property is clearly defined by the steep sided Gorge and encompasses an extraordinary concentration of mining zones, foundries, factories, workshops and warehouses which coexist with the old network of lanes, paths, roads, ramps, canals and railroads as well as substantial remains of traditional landscape and housing. The ironmasters' houses, the workers' living quarters, public buildings and infrastructure are all within the five identifiable areas of Coalbrookdale, Ironbridge, Hay Brook Valley with Madeley, Jackfield and Coalport, which are enclosed by a common boundary. The well preserved historic fabric is well supported by detailed historic archives and collections of manufactured goods. The technologically revolutionary Iron Bridge spanning the River Severn Gorge is the focal point of the property and, together with the attributes above, includes all that is necessary to convey the former pioneering intense industrial past within its green landscape and thus the Outstanding Universal Value of the property.

None of the key industrial attributes are under threat, but the overall mining landscape is vulnerable to land instability resulting from mining, underlying geology and incremental changes, which over time could impact the character of the valley. The landscape is a crucial part of the property, and it needs to be managed as a coherent whole, with key views across the valley identified and protected.

Authenticity

The decline of the industries and the prosperity of the area at the end of the 19th and start of the 20th centuries in a way helped to protect most of the urban fabric within the property and its landscape. The different types of dwellings, industrial buildings and structures did suffer from a degree of neglect following the decline in prosperity. However, in recognition of the area"s unique industrial heritage significant late 20th century investment reversed this decline. With careful attention to details, materials and techniques, most of the historic buildings, structures and urban and rural patterns have retained their essential and authentic historic character, although, some industrial monuments await conservation work.

In 2010, nearly 1 million people visited the Ironbridge Gorge and its museums. The Victorian Town Open Air museum at Blists Hill was established before inscription and incorporates scheduled industrial monuments, reconstructed 19th century buildings and new buildings based on local examples. Care is taken to ensure that the relationship between the original buildings and monuments on the property and the other structures, which do not form part of the historic attributes of the property is clearly stated ensuring authenticity is not compromised.

Protection and management requirements

The UK Government protects World Heritage properties in England in two ways. Firstly, individual buildings, monuments, gardens and landscapes are designated under the Planning (Listed Buildings and Conservation Areas) Act 1990 and the 1979 Ancient Monuments and Archaeological Areas Act and secondly, through the UK Spatial Planning System under the provisions of the Town and Country Planning Acts.

Government guidance on protecting the Historic Environment and World Heritage is set out in the National Planning Policy Framework and Circular 07/09. Policies to protect, promote, conserve and enhance World Heritage properties, their settings

and buffer zones are also found in statutory planning documents. World Heritage status is a key material consideration when planning applications are considered by the Local Planning Authority. The Telford & Wrekin Core Strategy contains policies to protect the property. This Strategy is replaced by a Local Plan covering a period of approximately 25 years.

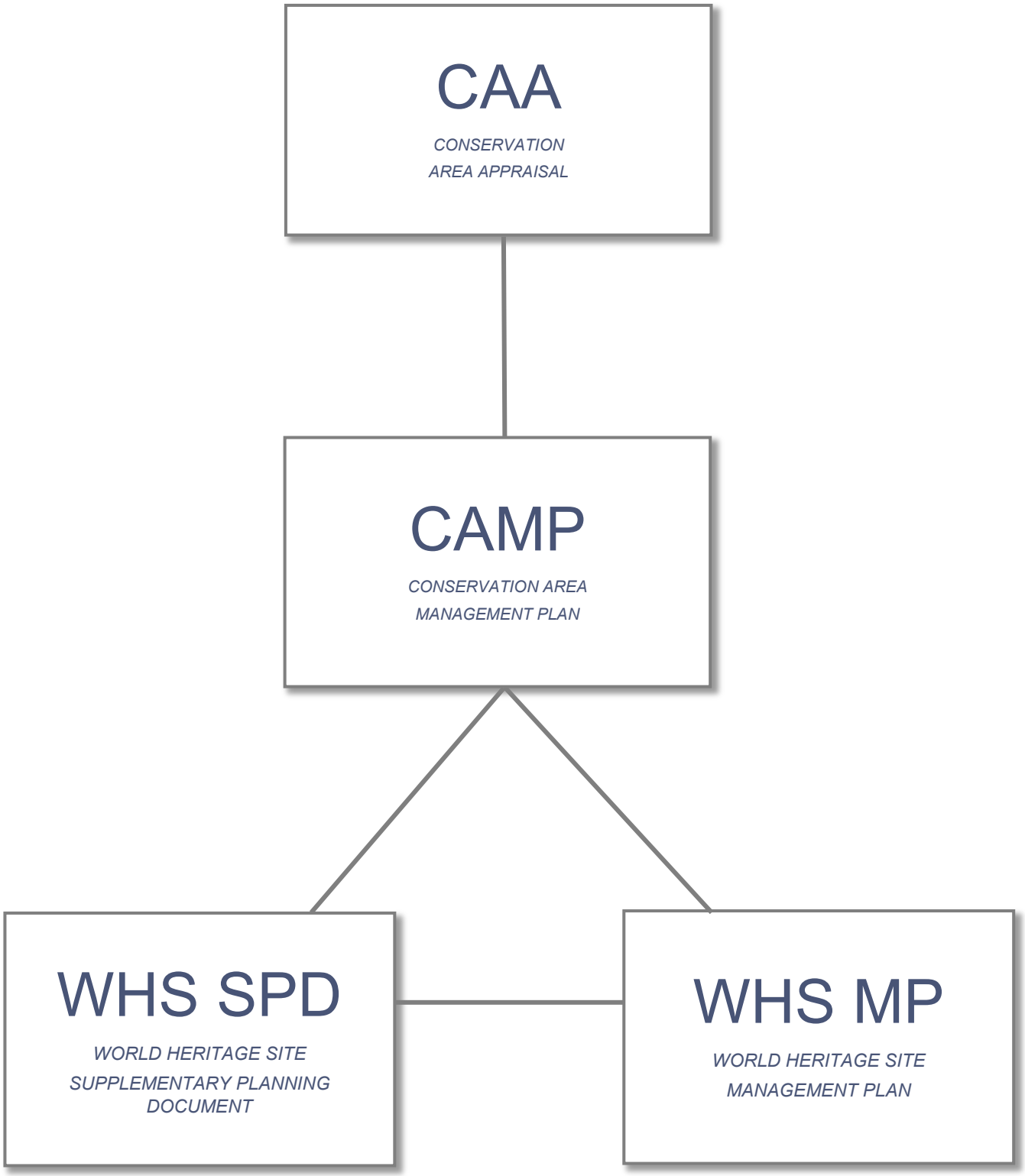
The property lies predominantly in the boundary of Telford & Wrekin Council with a small south-east portion within the Shropshire Council boundary. The entire site is a designated Conservation Area and there are over 375 listed buildings of which two are Grade 1 and eighteen are Grade 2*. In addition, there are 7 Scheduled Ancient Monuments. There are two Sites of Special Scientific Interest within the World Heritage property.

Added control over changes to the property is achieved through an Article 4 (2) Directive for the Conservation Area, which withdraws permitted rights for certain development. Additional controls under a wider Article 4(2) Directive will be implemented in 2013 as an improved management tool to prevent damaging incremental change.

The Ironbridge Gorge World Heritage Site Management Plan is under regular review every ten years. Boundaries and protection mechanisms will be reviewed as part of the management plan process. The delivery of the management plan will be implemented by all partners, in conjunction with and on behalf of, Telford & Wrekin Council and overseen by a World Heritage Site Steering Committee by which the key stakeholders are represented. The day to day management activities are carried out at local level by Telford & Wrekin Council together with diverse organisations, agencies, and owners who have various management responsibilities within the property.

There is a need to ensure that management of the property covers the whole area within the boundaries, including the rich ensemble of minor buildings and the encompassing landscape that together give the major structures such as the Iron Bridge and the Old Furnace at Coalbrookdale their extraordinary social and economic context. The management plan review will look at ways this can be achieved. Land instability resulting from previous mining activity and underlying geology is a significant factor in the Gorge and some stabilisation took place. A comprehensive, holistic management approach is required and works are planned as part of a major phased stabilisation programme. An Environmental Impact Assessment, including heritage assessment, will be undertaken to inform the design process.

There is also a need to promote wider understanding of the scope and extent of the property and its inter-related attributes. A visitor and interpretation centre enables visitors to understand the geographical and geological context to the property and visitors are encouraged to visit the various museums and villages and to walk along the river and the slopes of the Gorge. Additional visitor facilities include upgrading visitor accommodation and a Park and Ride facility. This complements the comprehensive high quality interpretation and education service provided by the ten Ironbridge Museums and the Ironbridge Institute.


CAA
CONSERVATION AREA APPRAISAL
CAMP
CONSERVATION AREA MANAGEMENT PLAN
WHS SPD
WORLD HERITAGE SITE SUPPLEMENTARY PLANNING DOCUMENT
WHS MP
WORLD HERITAGE SITE MANAGEMENT PLAN

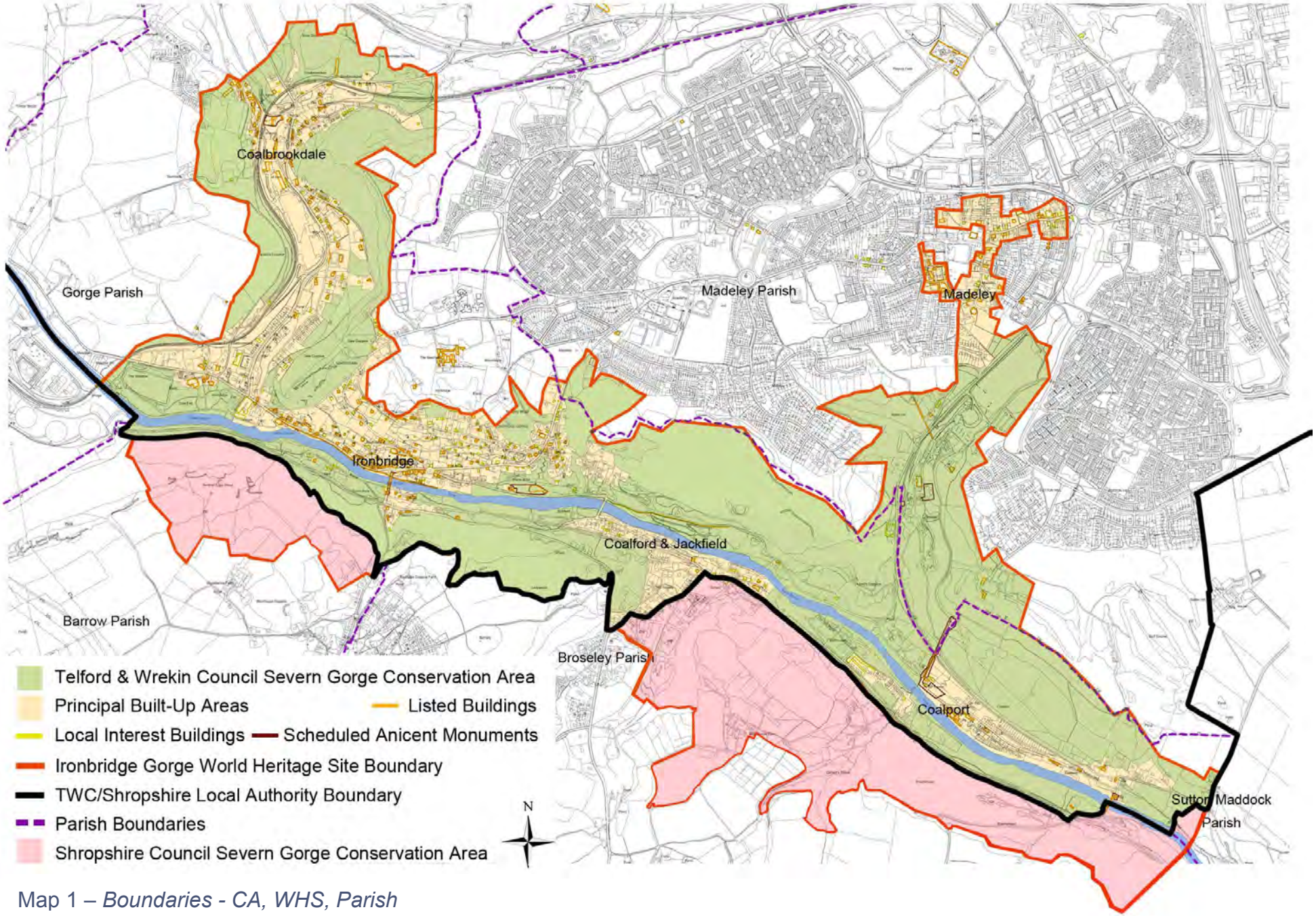
APPENDIX C - Maps

Severn Gorge Conservation Area Management Plan

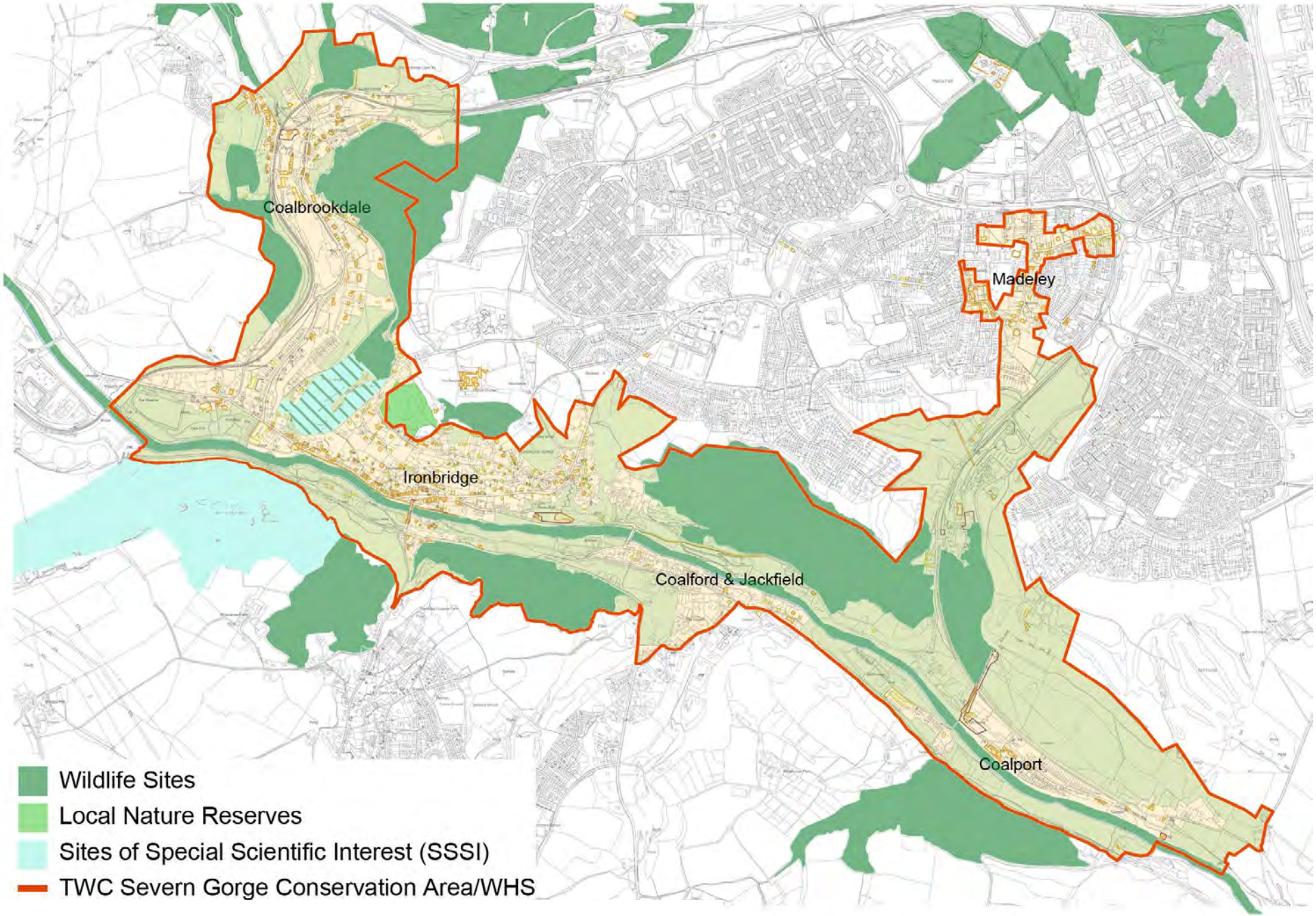
Map 1 – *Boundaries - CA, WHS, Parish*

Map 2 – *Green Spaces - Wildlife Sites, Nature Reserves, SSSI's*

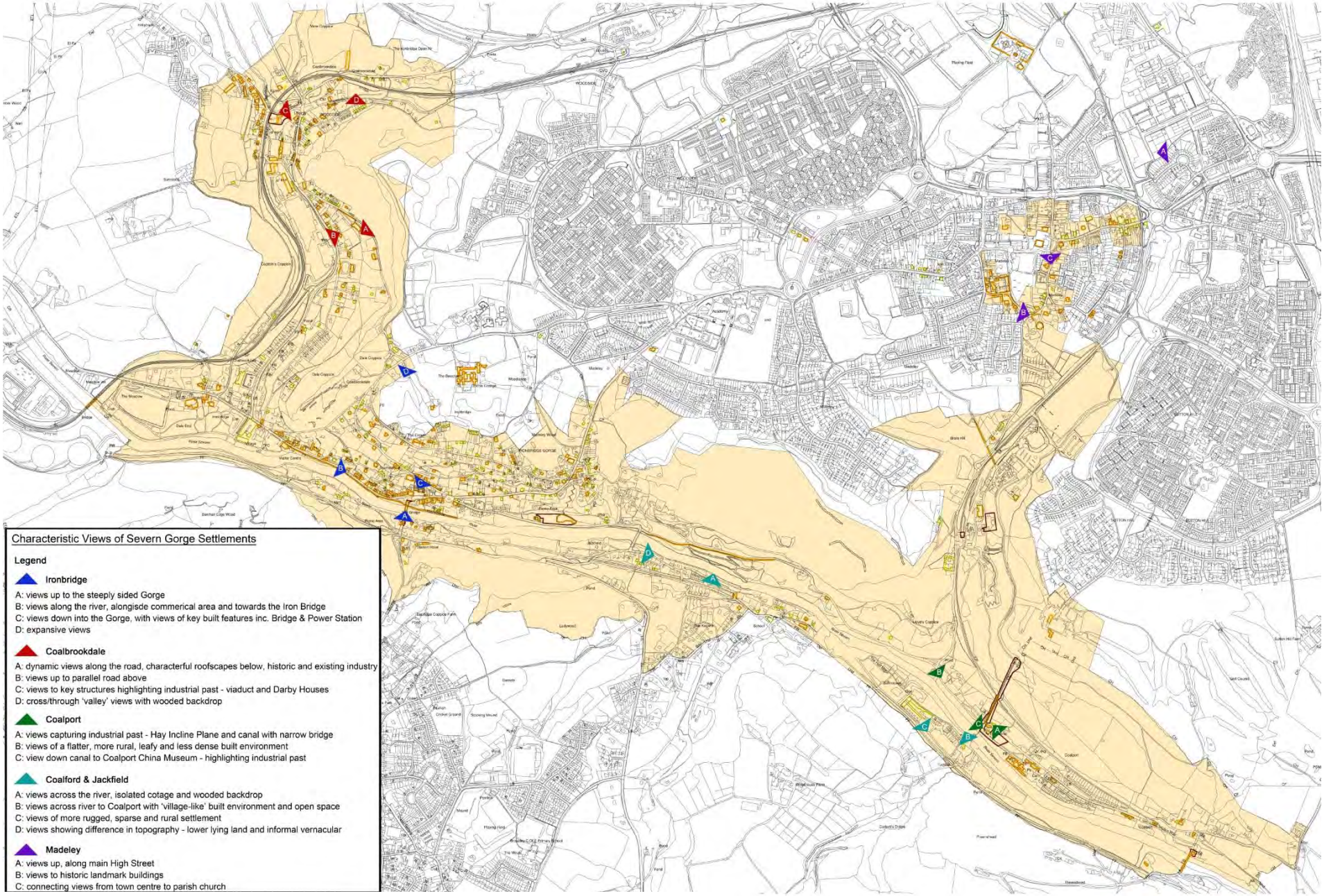
Map 3 – *Characteristic Views*



Map 1 – *Boundaries - CA, WHS, Parish*



Map 2 – *Green Spaces - Wildlife Sites, Nature Reserves, SSSI's*



Map 3 – *Characteristic Views*

APPENDIX D - Glossary of Acronyms and Terms

Severn Gorge Conservation Area Management Plan

Abbreviation	*Formal term*	*Definition*
A4D	Article 4 Direction	A measure, instigated by a local authority, whereby classes of work which would normally be permitted under planning legislation General Development Orders are brought within the control of the planning department
BAR	Building at risk	A buildings register, maintained by local authorities (supported by Historic England) which includes buildings and structures which are at risk from decay, collapse or other loss. It usually sets out a degree of risk and indicates the type of action which is deemed necessary to remedy the problem
CA	Character area (not to be confused with CA below)	An element of a conservation area which has its own distinctive character or special interest
CA	Conservation Area	An area, designated by the local authority, the character of which it is desirable to preserve or enhance
CAA	Conservation Area Appraisal	A report which assess the character and effectiveness of the CA at a particular time
CAMP	Conservation Area Management Plan	A document which sets out how the area is to be preserved or enhanced and usually follows on from an appraisal
CS	Conservation Statement	A document which fulfils the general role of a CAMP, but is more concise in form and is generally applicable to smaller sites or individual buildings
CPO	Compulsory Purchase Order	A legal instrument for the compulsory purchase of land by a local authority or government agency for a defined purpose and at a fair rate
EH	English Heritage	The national body, which is the owner or guardian and (generally) the manager of the national collection of historic monuments
	Gazetteer	A document, usually a supplement to an appraisal or management plan, which sets out in a structured way, all the key information concerning a category of sites, for the purpose of monitoring and cross-referencing
GDO	General Development Order	An order, under national planning legislation, which sets out the classes of development which are „permitted development" and hence do not normally require the issue of formal planning consent
HE	Historic England	The organization which instigates and oversees national policy in connection with the historic environment, including listing and scheduling, and carries out research and promotion work and advises government in these areas

Abbreviation	*Formal term*	*Definition*
	Heritage Statement	A document accompanying an application for Listed Building Consent which sets out the significance of a building or site and sets out how the development has been designed so as to minimize the impact of the significance
ICOMOS	International Council for Monuments and Sites	The non-governmental international organization dedicated to the conservation of the world"s historic monuments and sites
IGMT	Ironbridge Gorge Museums Trust	
IGWHS	Ironbridge Gorge World Heritage Site Steering Group	The body charged with the management of the WHS
	Inclined plane	A sloping railway track which is used for the raising or lowering of trucks or barges between railways or sections of canal
	Intervention	An imprecise term which covers any change to a particular building, site or setting through a decisive act rather than through progressive change
LB	Listed building	A building of architectural and/or historic interest which is protected by inclusion on a list of such buildings maintained by Historic England. The building will be graded – Grade 1 for the most important, Grade 2* for the next most important or Grade 2 for the remainder which comprises about 95% of the total.
LBC	Listed building consent	An approval for the carrying out of works to a listed building (which would otherwise constitute a criminal offence) issued bythe local authority and following consultation with a set list of national and local amenity bodies and organisations (as appropriate to the type and level of listing of the building
	Locally listed building	A building which is not quite of sufficient merit to be included on the national list but nevertheless is a key contributor to the character of an area, or has specific local associations which make it worthy of protection
LEP	Local Enterprise Partnership	A consortium of local authorities, charitable and other organisations set up with the purpose of establishing and developing businesses at a local level
	Lime	A (generally) locally produced material obtained by „burning" limestone which was used as a constituent of mortars, renders, plasters and paints. It has the virtue of being easy to use, readily recycled and along with other locally produced materials forms a key component of the local vernacular style
LP	Local Plan	A document prepared by or on behalf of the local authority setting out its planning policy for a forthcoming fixed period; it will include policy concerning the natural environment, conservation, highways, building development among a wide range of other topics

Abbreviation	*Formal term*	*Definition*
NDP	Neighbourhood Development Plan	A form of plan instigated under the Localism Act 2011, whereby parishes (generally) can, through a formal process establish their own criteria concerning levels and types of development and other issues which normally come within the remit of the Local Plan
NPPF	National Planning Policy Framework	Issued in 2012, this document sets out the governments objectives in the administration of planning and in some cases clarifies and seeks to streamline certain processes and to support sustainable development
P(LBCA) Act 1990	Planning (Listed Buildings and Conservation Areas) Act 1990	A consolidating act which brought together previous diverse pieces of legislation into one Act of Parliament
	Portland Cement	A product which gained popularity as a mortar constituent from the late 19th century and is generally used as a replacement for lime. Its main virtue is ease of use, however it is an energy hungry product which is not generally recyclable and as a material in construction tends to mitigate against the local vernacular
	Public realm	A term used to describe the parts of a site which are (generally) not within private ownership and includes roads, paths, open spaces, signage, ground surfaces etc.
OUV	Outstanding Universal Value	The statement which accompanies the inclusion of a site within the list of World Heritage Sites and sets out the reasons for its inclusion
PV	Photo-voltaic	A panel (usually roof – mounted) which produces electricity by the capture of solar energy
	Repairs notice	A notice issued under Sns 47 and 48 of the P(LBCA)Act 1990 requiring owners or occupiers to carry out urgent repairs to listed buildings
SC	Shropshire Council	
Sn215	Section 215 notice	A notice under the planning acts which a local authority can issue to owners or occupiers for the tidying up of land or buildings which are deemed to be harmful to the amenity of an area
Sn330	Section 330 notice	A notice under the planning acts, requiring an owner or occupier to declare their legal interest in land or buildings and to provide further information to assist in the prevention of a breach of planning policy
SGCT	Severn Gorge Countryside Trust	
SM (or SAM)	Scheduled (ancient) monuments	A monument (generally an earthwork or roofless building or structure) which has historic interest and which is protected by inclusion on a schedule of such structures. Unauthorised works (including repairs) to a scheduled monument constitute a criminal offence

Abbreviation	*Formal term*	*Definition*
	Significance	The attributes of a building or site which give it importance above others. In a conservation context, significance is usually assessed in a more or less formalized way under a number of categories such as social, historical etc. and the significance can be graded from local to national or above
SPD	Supplementary Planning Document	A document which sets out a particular policy specific to a site or area which can be used as material evidence in determining any relevant planning application. The content of the document will have been prepared with this specific intent and will require to be formally adopted as one of its suite of planning documents by the authority concerned.
SPG	Supplementary planning guidance	The general content of the document referred to above
SSSI	Site of Special Scientific Interest	A site which has special interest for biological or geological reasons due the presence of a particular plant or animal species or as the location of a particularly special habitat or ecology or rock formation. The site has legal protection and the causing of harm constitutes a legal offence
SPAB	Society for the Protection of Ancient Buildings	A campaigning body which seeks to conserve historic buildings through sensitive and careful repair and maintenance and promotes the use of traditional materials and craftsmanship where appropriate
TWC	Telford and Wrekin Council	
WHS	World Heritage Site	A site, considered to be of „world importance" inscribed in the Unesco list; the majority of sites are man-made, but the list does include sites which are of supreme interest for their natural phenomena
WHS MP	World Heritage Site Management Plan	A document prepared by (or on behalf of) the management committee for each site which sets down how the site is to be managed in order to maintain and enhance its value
UNESCO	United Nations Education, Scientific and Cultural Organisation	A specialized agency of the United Nations. Among its roles is the maintenance of the register of World Heritage Sites, the monitoring of their condition and the consideration of new sites for addition to the register
	Urgent Works notice	A notice issued under Section 54 of the P(LBCA) Act 1990 requiring an owner or occupier to carry out basic works for the protection of a listed building
	Vernacular (buildings)	Buildings for which there is no known designer and whose form and construction arises from a local tradition

Telford & Wrekin Council

Severn Gorge Conservation Area Management Plan

2016

Supported by Historic England