

**WEST JOINT COMMITTEE****18 SEPTEMBER 2008****Subject: Alcester Conservation Area Character Appraisal****Lead Officer: Charlotte Parker**  
*Contact on 01789 260342***Lead Member/  
Portfolio Holder: Councillor S Beese**

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**Summary**

To consider the representations received on the Alcester Conservation Area Draft Character Appraisal Document and boundary extension and to adopt the revised version.

**Recommendation**

- (1) That the Alcester Conservation Area Draft Character Appraisal be amended as summarised in Option 3 and Para 2.5 and 2.6 of this report.**
  - (2) That the Draft Character Appraisal, as amended, and boundary extension be adopted and published as soon as possible.**
  - (3) That the Head of Planning Services be authorised to make changes of a minor editorial nature that may be required as a result of (1) above.**
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**1 Background/Information**

- 1.1 The Alcester Conservation Area Draft Character Appraisal and proposed boundary change was published for public consultation in April 2008.
  - 1.2 Local Planning Authorities have a duty to review the overall extent of designation in their conservation areas regularly, and if appropriate, to designate additional conservation areas.
  - 1.3 The key government guidance on all development affecting historic buildings, conservation areas and sites of archaeological interest is Planning Policy Guidance Note 15 (PPG 15) *Planning and the historic environment* (1994) and Planning Policy Guidance Note 16 (PPG 16) *Archaeology and planning* (1990). The legislation to which this guidance primarily refers is the Town and Country Planning Act 1990 ('the principal Act') and the Planning (Listed Buildings and Conservation Areas) Act 1990 ('the Act'). The Act defines a conservation area as 'an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance'. PPG 15 stresses the need for local planning authorities to define and record the special interest, character and appearance of all conservation areas in their districts. A
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clear, comprehensive appraisal of the character of the conservation area provides a sound basis for development control, for developing initiatives to improve the area and can be used to guide the form and content of new development. A clear definition of those elements, which contribute to the special architectural or historic interest of a place, will enable the development of a robust policy framework for the future management of that area, against which applications can be considered. Beyond their use as planning tools, appraisals have a much wider application as educational and informative documents for the local community.

- 1.4 It is recognised best practice that Conservation Areas should have up to date character appraisals. The percentage of Conservation Areas with an up to date appraisal has been retained by the Council as a local performance indicator.
- 1.5 This report sets out the responses received during the consultation period and recommends consequential changes to the character appraisal in response to the representations received. The West Joint Committee is requested to adopt the character appraisal as amended. It is proposed to make some changes to the document in response to representations received, and this report currently outlines these changes rather than providing precise alternative wording.
- 1.6 ***Representations received during the consultation period***
  - 1.6.1 Comments on the draft character appraisal were invited during the consultation period commencing on Monday 21 April 2008 and concluding on Friday 30 May 2008. During the consultation period responses were received from 5 separate organisations and individuals.
  - 1.6.2 A comprehensive schedule summarising the representations received together with the Council's recommended response are attached to this report as Appendix A. A summary of the key issues raised is provided below.
  - 1.6.3 All responses were supportive of the appraisal and welcomed the appraisal process.
  - 1.6.4 The draft character appraisal was designed to follow closely national guidance and requirements set out in the documents 'Guidance on conservation area appraisals' and 'Guidance on the management of conservation areas' both of which were published by English Heritage in February 2006.

## **2 Options available to the Committee**

- 2.1 Three principal options are available to the Committee:
- 2.2 **Option 1** – to adopt the Alcester Conservation Area Character Appraisal without any changes.
- 2.3 **Option 2** – to adopt the Alcester Conservation Area Character Appraisal with changes made in response to the representations received as summarised in Para 2.5 below, but with no change to the conservation area boundary.
- 2.4 **Option 3** – to adopt the appraisal, with changes made in response to the representations received as summarised in Para 2.5 below, and approve the proposed conservation area boundary extension as outlined in Para 2.6 below.

2.5 **Detailed responses to the representations received are provided in Appendix A.** In the light of these it is recommended that the document be adopted with the following changes:

- **Alcester Grammar School to be excluded from the proposed boundary extension (see revised map).**
- **Add view from Oversley Green (Mill Lane) to Map 10 as a red arrow, looking towards the town over the river, water meadows and fields.**
- **Views of Butter Street both north and south to be added to Map 10 as a yellow arrow– important vista within the conservation area, under Chapter 6 – Key Views and Vista.**
- **The viewpoint along School Road that has been highlighted in Map 10 will be removed.**
- **Architectural detail of some residences accessed via (some locked) doorways on the High Street, which are worthy of consideration (14A, 8A, 8C, etc) added to section 8.3.**
- **The grassed area, tree and old wall between Moorfields Road cul-de-sac and Old Rectory Gardens to be added under Chapter 9, Section 9.7.**
- **Add the suggested opportunities for development sites under Land and Building of Poor Visual Quality, Chapter 10.**
- **Include description of development at the Brooklyn Ford site, and update in document as necessary.**
- **Additional factual information and references to information, and other minor changes set out in the schedule at Appendix A.**
- **Editorial changes to improve the structure and clarity of the document and as required by key changes above.**

## 2.6 ***Boundary Extension***

2.6.1 The general appropriateness of current boundaries should also be assessed as part of the review process. Following the review of the Alcester Conservation Area Character Appraisal, it is proposed to extend the boundary to include the following:

- **The cemetery, boundary walls and trees should be viewed as a single homogenous entity; the brick/stone walls, iron gates and lychgate in particular are attractive and distinctive features fronting the road.**
- **The William Smallwood Almshouses possess architectural merit and have a strong cultural significance within the local community.**
- **Nos. 4-20 Birmingham Road (opposite the almshouses) are a mixed row of terraced houses, some from the early 19<sup>th</sup> century; Nos. 8 and 10 retain traditional timber casement windows and boarded doors.**
- **Better development control over the plot between No.4**

### **Birmingham Road and the former Minerva Works.**

- **The land to the rear of Salt Box Row (Nos. 45-54 School Road) is not presently included within the conservation area. It is recommended that this small area and the associated 2-storey brick building be added to zone 'E' within the appraisal.**

2.6.2 Further information on the extension to the boundary and a map of the conservation area boundary, illustrating the proposed extension can be found in Chapter 11 of the document.

## **3 Implications of the proposal**

### **3.1 *Legal/Human Rights Implications***

3.1.1 Upon completion of the draft Alcester Conservation Area Character Appraisal, it was issued for public consultation, in line with the District Council's Statement of Community Involvement (SCI). Once adopted the appraisal will be material consideration in the determination of development proposals in the conservation area.

3.1.2 Designation has some resource implications for owners and occupiers of property within the conservation area boundary, because of the increased statutory controls and particular requirements for the repair or alteration of existing, or construction of new, buildings. For many owners, however, the merit of designation and the tendency of development controls aimed at maintaining the character of the conservation area to sustain, or enhance, the value of property within it, may outweigh these implications.

3.1.3 If the document is adopted and there is a revision to the boundary of the conservation area, notice is given in writing to the Secretary of State and English Heritage and published within the London Gazette and at least one newspaper circulating in the district. Once adopted and printed the document will be available within the planning department and for the public to view/purchase.

### **3.2 *Financial***

3.2.1 Although there are no direct implications the extension of the boundary may generate a small number of additional applications, which should be met from existing resources.

### **3.3 *Environmental***

3.3.1 Environmental issues are fully considered within the Conservation Area Character Appraisal. The appraisal will have a positive environmental impact in ensuring the preservation and enhancement of the environment within the conservation area.

### **3.4 *Corporate Strategy***

3.4.1 Conservation and enhancement of the historic built environment is a priority under Aim 2 of the new Corporate Strategy. The implementation of character appraisals is one of the key actions identified in the Corporate Strategy to achieve this aim.

## **4 Risk Assessment**

4.1 A risk of complaints if changes to the appraisal are not implemented as a result of the consultation period.

- 4.2 If the document is not adopted, decisions are being made without the benefit of an up to date appraisal of the conservation area.

## **5 Conclusion**

- 5.1 Having regard to the detailed response to representations received set out in Appendix A it is concluded that the Alcester Conservation Area Character Appraisal should be amended as stated in Option 3 and summarised in Para 2.5 and 2.6.

Pat Reid

HEAD OF PLANNING SERVICES

### Background papers:

Alcester Conservation Area Draft Character Appraisal (Stratford-on-Avon District Council, Consultation document published April 08)

Best Value Performance Plan (Stratford-on-Avon District Council, 2007/2008)

Guidance on conservation area appraisals (English Heritage published February 06)

Guidance on the management of conservation areas (English Heritage published February 06)

Planning Policy Guidance 15: *Planning and the Historic Environment*. (Department of the Environment (DOE) and Department of National Heritage, 1994)

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## Alcester Conservation Area Character Appraisal – Draft for Consultation

## Schedule of Representations Received and the Council's Response

Consultee	Section of Appraisal	Summary of Representations	The Council's Response
1. Cllr Nina Knapman - Warwickshire County Councillor and Alcester Town Council	General	A very readable and thorough document for which you should be congratulated.	Support welcomed.
		Distribution of the appraisal/consultation may have a limited impact i.e. Chamber of Trade, Court Leet, Alcester Historical Society etc may not have been aware, as well as individuals with long standing knowledge.	Chamber of Trade and Alcester Historical Society were formally consulted, alongside other key interested parties. Noted for future reference that Court Leet was not formally consulted. Advertisement was undertaken in the local press and on the District Council website to ensure residents were aware of the public consultation period.
		Car parks – Alcester – difficult to prevent such integral, functional places appearing bland – apart from more tree/shrub planting and less oversized signage.	Noted. This issue is highlighted in Chapter 10, Issues, Pressures and Threats, 10.5, Improvements Needed.
		Would like to see enforceable Design Statement conducted to prevent unseemly painting/colours/UPVC windows and doors/advertising billboards and signage etc that conflicts with ambience/appeal.	The production of a town design statement is encouraged by the District Council, as a material consideration in processing planning applications within the area. Town design statements are usually produced primarily by the local interest groups/residents, with the support and advice of the District Council.

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			<p>The Council adopted the Parish Plan for Alcester in June 2008. This was produced at the request of the Alcester Town Council and produced by a community-led steering group. The Stratford-on-Avon District Design Guide provides key design principles for shop fronts and signage.</p>
		<p>Would like to see encouragement of more sustainable materials and flood prevention measures to protect vulnerable areas in the Conservation Area. Future planning could seek to erode the 'green belt' area/playing and recreation land must be preserved against car parks everywhere, which could give a very negative impact on the Conservation Area and entry to Alcester.</p>	<p>These issues are beyond the scope of a Conservation Area Appraisal, but will be considered through the Council's Local Development Framework.</p>
		<p>Some maps are obscured by attempt to fit on A4 page, e.g. page 11.</p>	<p>Noted. Will change relevant maps to A3 folded as necessary.</p>
		<p>The Roman Catholic Church, Priory Road is not St. Benedicts but Our Lady and St. Joseph.</p>	<p>Noted, text will be amended.</p>
		<p>Supermarket is Somerfield not Gateways</p>	<p>Noted, text will be amended.</p>



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		Three Cooks at entrance to High Street is now Hemming and Peace Funeral Services.	Noted, text will be amended.
		Brooklyn Ford site is in process of development – multi-usage.	This needs to be updated in document – with description of development added. Approved development is a mix of uses that includes residential, retail and offices.
	Positive contribution to the character of the Alcester Conservation Area.	<p>The diversity of harmonious 'ancient' buildings from St. Nicholas Church, Church Street, Malt Mill Lane etc, from black and white timber-framed dwellings to Georgian and Victorian. The mature trees and open spaces, which add value to the area and must be preserved. The natural 'gateways' to Alcester like Minerva Mill, Birmingham Road. Old lampposts that are still dotted around.</p> <p>Ancient milestones at Gunnings Bridge, Oversley etc.</p>	<p>Noted, it is the council's opinion that these points are covered within the draft document.</p> <p>Ancient milestones at Gunnings Bridge and Oversley fall outside of the Alcester Conservation Area boundary.</p>
	Negative impact on the character of the Conservation Area.	Piecemeal modern intrusions that are badly designed with unsympathetic proportions and materials (as listed in pages 96 onwards). Unsuitable boundary treatments – negative effect of car parks.	Noted. Is covered within document, under Chapter 10, Issues, Pressures and Threats.

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		Dilapidated state of some significant buildings down the tueries – Bulls Head/Market. Over signage on car parks and unfriendly park signage.	
	Chapter 6 - Key Views and Vistas.	Agree with key views and vistas. However, would like to add view from Oversley Green (Mill Lane) looking towards the town over the river, water meadows and fields.	Support Welcomed. Viewpoint will be added under a red arrow – view looking into the Conservation Area.
	Chapter 7 – Character Zones.	Agree with analysis of the general 'character zones'. I know that Oversley Green is a hamlet of Alcester but there are some residences worth noting there also. Same applies to Kings Coughton (Beauchamp Court)	Support Welcomed. Oversley Green is considered as a separate settlement from Alcester, and therefore if deemed appropriate would have its own designated Conservation Area. Oversley Green has a number of residences worth noting –a number of listed buildings and this provides sufficient protection of these. Beauchamp Court is listed in its own right, this listing ensures stricter controls over this building than a Conservation Area designation could.
	Chapter 8 – Architectural and Historic Qualities of Buildings.	Very thorough. However, there are some residences accessed via (some locked) doorways on the High Street which may be worthy of consideration (14A, 8A, 8C, etc)	Support Welcomed. Architectural detail will be added to section 8.3.

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	Chapter 8 – Key unlisted buildings.	Agree with buildings included as key unlisted buildings, apart from the corrugated iron roof sheds, at the back of Salt Box Row – fail to see what value they add to the street scene but keep the whitewashed store.	Support Welcomed. Salt Box Row Nos. 45 – 54, School Road are included as key unlisted buildings and a proposed additional area to east of Salt Box Row is included, which is the store adjacent to No. 45 School Road. The corrugated iron roof sheds to the rear of Salt Box Row are not mentioned as being of interest.
		The Field House, Allimore Lane, over old railway bridge should be included in the Conservation Area. 22 and 24 Henley Street (Old Police Station House, next to Abbey Fields) if not included. Mausoleum on Oversley Green by bridge on old Stratford Road.	Field House is separate from the main historic settlement of Alcester, with modern infill development between the two. An extension of the conservation area to include it could not be justified. 22 and 24 Henley Street (Old Police Station House, next to Abbey Fields) are already included within the Conservation Area. Oversley Green is considered as separate from the main historic settlement of Alcester.
	Chapter 9 – Contribution made by green spaces, trees, hedges and boundary treatments.	Agree with identified areas, but front gardens add too.	Support welcomed. Noted, contribution of front gardens is mentioned in Chapter 9.
	Chapter 10 – Opportunities for development.	Back of Salt Box Row Cottages – yard.	Noted, text will be added.
		Back of Barclays Bank – garden – Market Tuery.	Noted, text will be added.

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		Back of Select and Save – small area used as car park.	Noted, text will be added.
		Old Fire Station site, Old Stratford Road.	Noted, text will be added.
	Chapter 11 – Management Proposals – Boundary Extensions.	The boundary should be extended, as it is vital to encourage more visitors to Alcester to enhance the local economy. Any loss of heritage would detract from the town's viability and sustainability for the future. We need protection from 'bad, unsympathetic design' and erosion by mass marketing stores – individuality of the shops/residences needs to be preserved.	Support Welcomed.
		Conservation Area boundary should be extended to include pockets of Oversley Green as stated previously and maybe other hamlets such as King's Coughton, Kinwarton? Field House, Allimore Lane.	Oversley Green and King's Coughton are considered as separate settlements from Alcester, and therefore if deemed appropriate would have their own designated Conservation Area. Oversley Green and King's Coughton have a number of residences of note – a number of listed buildings and this provides sufficient protection of these. Field House is separate from the main historic settlement of Alcester, with modern infill development between the two.

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		<p>In order to preserve the integrity and future of the town, I feel extremely strongly that all areas currently covered by Conservation Area designation should remain.</p>	<p>Noted. All areas currently covered by Conservation Area designation are remaining following this appraisal.</p>
		<p>Some management proposals will be difficult to implement and could meet owner resistance due to cost implications.</p>	<p>Accepted. For many owners, however, the merit of designation and the tendency of development controls aimed at maintaining the character of the conservation area to sustain, or enhance, the value of property within it, may outweigh these implications.</p>
		<p>I feel a Design Statement should be initiated and there should be more power to stop unsympathetic 'home improvements/developments/signage' that impact the street scene, including greater teeth for Stratford District Council Enforcement for those who infringe planning/request retrospective application. Also more positive reform against backland development of gardens in the Conservation Area and adjacent to it.</p>	<p>Please see previous comments regarding the production of a town design statement.</p>
<p>2. David Willatts - Governors Alcester Grammar School</p>	<p align="center">General</p>	<p>It would have been better if those who did the survey had made contact with residents/organisations affected by the proposals, if only to alert local people that something was going on. To pick it up in the local press is not really sufficient if you are to get the support of local people.</p>	<p>Noted. Although all of those affected by the Conservation Area are not notified individually, the advertisements in the local press and within the District Council website is considered sufficient to notify local people.</p>

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			<p>Key organisations within Alcester are also formally consulted and hence local people will be alerted. Any properties affected by an extension to the boundary are notified out of courtesy on adoption of the document.</p>
		<p>When I visited the Stratford District Council Area Office in Alcester there was only one copy of the report available. There were no simple handouts/leaflets available. More should have been available.</p>	<p>In order to minimise paper usage with numerous copies of the document being printed, one copy for people to look over at each location was deemed sufficient. The document is available to download from the District Council website, and therefore available for people to print out for themselves.</p> <p>It is disappointing that leaflets were unavailable on your visit to the District Council Area Office in Alcester. The procedure put into place was that if leaflets ran out at the area office, more were available to be delivered by phoning the District Council offices in Stratford. Leaflets should also have been available at the Alcester Library and Information Centre.</p>
		<p>Very detailed document – it would have been better to have a summary.</p>	<p>Noted. Once the document is adopted a summary in the form of a broadsheet will be produced.</p>
		<p>Not well labelled and when bound into the hard copy versions, detail is hidden.</p>	<p>Accepted. This will be amended for the final document.</p>

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	Chapter 11 – Management Proposals – Boundary Extensions.	The boundary as shown on map 16, page 111 cuts through the buildings of Alcester Grammar School. It is shown going through the Administration Block and then to the boundary wall. It would be more logical to show it running along the boundary wall all the way from the road. It does not make much sense to include the entire Grammar School site in the Conservation Area. There are too many modern buildings in the school complex to realistically say it merits conservation status.	Accepted. An improved map showing the existing boundary and proposed extension is needed.  Due to the amount of modern buildings within Alcester Grammar School grounds it is not considered that the site requires conservation area status. The Alcester Grammar School site will be just outside the boundary of the conservation area, which will afford it the protection that is deemed necessary. Therefore the proposed boundary extension will be revised to exclude the Alcester Grammar School site. (See revised map).
3. Robert Lea - Alcester Resident	General	Some maps are a little small, larger spreads or additional detail maps would improve.	Noted. Maps will be improved as necessary for final document.
	Positive contribution to the character of the Alcester Conservation Area.	The variety of building styles and materials comprising the streetscapes. Specific buildings are irrelevant, individual buildings of merit can be found in every town. A Conservation Area should be exactly that i.e. an area where all features receive due consideration.	It is the council's opinion that all the features that define the special character within the Conservation Area receive due consideration within the document.

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<b>Consultee</b>	<b>Section of Appraisal</b>	<b>Summary of Representations</b>	<b>The Council's Response</b>
	<p>Negative impact on the character of the Conservation Area.</p>	<p>The whole area of Bulls Head Yard and its flanking car parks.</p> <p>Bulls Head Yard is probably the most used access point to the town and a busy pedestrian way from High Street to Moorfield Road and beyond, yet it is constantly litter strewn, surfaced with uneven patches of tarmac, inadequately drained and I have never yet seen the Moorfield Road end swept or indeed receive any maintenance. The whole area looks inner city rather than market town. How has 'Conservation' allowed this to happen?</p>	<p>Issues such as litter and maintenance are not covered within the scope of the Conservation Area Appraisal. Responsibility for maintenance of areas depends largely on the ownership.</p> <p>The issues raised will be forwarded to the street scene team within Stratford-on-Avon District Council.</p>
		<p>The High Street is arguably the epicentre of the Conservation Area yet the shopfronts include those which are entirely inappropriate and just about all are disfigured by redundant signs, remains of old signs, unsecured wires, cabling and power points, steel brackets, hooks for bunting etc. Do all of these have the appropriate planning and listed building consents? If they do then there would seem little point to having a Conservation Area and if they do not then it would seem that many are not taking any notice of it, so why bother extending it?</p>	<p>Many advertisements in conservation areas will require Advertising Consent to be displayed.</p> <p>Further guidance on shop fronts and signage is provided in the Stratford-on-Avon District Design Guide, Appendix B.</p> <p>For listed buildings, Listed Building Consent would normally be required for signage and other additions, which would affect the fabric of the building.</p>



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	Chapter 6 - Key Views and Vistas.	The draft appraisal describes Butter Street as part of the 'towns historic core' yet it is not included. Views of Butter Street both north and south should have been included.	Noted. Views of Butter Street both north and south to be added as a yellow arrow – important vista within the conservation area, under Chapter 6 – Key Views and Vista.
		<p>I cannot imagine a visitor standing in the positions indicated considering the following to be a key view and vista or a highlight of their visit.</p> <ol style="list-style-type: none"> <li>1. The front of the Baptist Church and the blank wall of Dorset House.</li> <li>2. School Road punctuated with modern houses and bungalows.</li> <li>3. Cross roads, a gateway leading to some grass and trees. Bulls Yard and car parks probably the most used and observed entry point to the town should be a key view or vista but obviously requires much improvement and a halt to the uncontrolled despoliation that occurs here.</li> </ol>	<p>The viewpoint of the front of the Baptist Church is included as the view of the Church building is framed by flanking buildings and is a valued feature within the conservation area. A photo illustrating this viewpoint can be found on page 37 of the document.</p> <p>Accepted. The viewpoint along School Road that has been highlighted within the document will be removed.</p> <p>The cross roads leading towards the gateway to the cemetery is considered appropriate for inclusion. Areas for Improvement are included within the document, under Land and Buildings of Poor Visual Quality.</p>
	Chapter 7 – Character Zones.	Disagree with the identified character zones. There is no need for zones. A Conservation Area should be exactly that i.e. an area. All within it should be accorded the same protection and importance.	All identified character zones are accorded with the same protection and importance. The document gives an overview of the character of the settlement as a whole, and also goes into more detail about the character of each area, these areas assist in creating the unique character of the whole.

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			The concept of character zones is put forward under the Guidance on Conservation Area Appraisals produced by English Heritage, February 2006.
	Chapter 8 – Architectural and Historic Qualities of Buildings.	Alcester's frontages are of course very nice but then so are those of thousands of country towns throughout England. What makes Alcester special is the survival of period rear elevations, outbuildings and gardens in some areas. These should be given more attention.	Conservation Area legislation is principally concerned with the special character and appearance of the settlement i.e. the impression of the town that can be obtained from the public domain. Listed building legislation (properly administered by skilled and experienced practitioners) provides adequately for the protection for the fronts, backs and insides of Alcester's listed buildings even without the additional protections conferred by conservation area status.
	Chapter 9 – Contribution made by green spaces, trees, hedges and boundary treatments.	The grass, tree and old wall between Moorfields Road cul-de-sac and Old Rectory Gardens should be added.	Noted. To be added under Chapter 9, Section 9.7.
4. Roger Jackson	General	I had intended to complete the consultation form, but it would have taken over an hour and I simply don't have the time. If the response is poor, I suggest this may be the reason and it may be worth considering an easier-to-complete questionnaire in future.	When putting together the public consultation questionnaire, we did research Conservation Area Appraisal questionnaires used by other councils throughout the country, they do tend to be fairly in depth, simply as a result of the relatively large amount of information contained within the finished document. The consultation form is extensive, however it is not

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			<p>necessary for the consultee to complete every section of the form and the questions serve as tools to prompt useful responses on each area of the document. If appropriate the consultee can fill in just one section, or all of the sections, as they deem appropriate. We are also able to receive letters/emails or phone calls from interested parties and we would take into account any comments submitted in this way. However, perhaps this fact should be made clear on the form, so that consultees can be aware that they only need fill in the sections of the form that they feel necessary, or even just complete the section on further comments. We will look into this issue for future consultation.</p>
	<p align="center">Chapter 11 – Management Proposals – Boundary Extensions.</p>	<p>I am in favour of the extension as proposed. My only query is why the Conservation Area doesn't include the archaeological site between Bleachfield Street, the old Stratford Road and the river. The Vision for Alcester project has been examining how we may bring this area into our heritage attraction and it certainly is worthy of conservation.</p>	<p>We fully endorse the general importance of this area, but feel that Conservation Area status is not the most appropriate form of protection, as this area is already identified as a Scheduled Ancient Monument. A Scheduled Ancient Monument is defined in the Ancient Monuments and Archaeological Areas Act 1979 and the National Heritage Act 1983 as a protected archaeological site or historic building of national importance.</p>

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<b>Consultee</b>	<b>Section of Appraisal</b>	<b>Summary of Representations</b>	<b>The Council's Response</b>
<p>5. Councillor Susan Adams Alcester Ward Member</p>		<p>Concerns voiced regarding the inclusion of the cemetery in the boundary extension. How would this impact on potential maintenance of the cemetery?</p>	<p>Trees in Conservation Areas have special protection because of the contribution they make to the character and setting of the area. Tree surgery work on any species of tree, including fruit trees, from simple pruning to crown reduction, thinning or felling, should not proceed unless you have given six weeks' prior notice using the notification form Trees in a Conservation Area.</p> <p>Permission may also be required to remove a hedge or significantly reduce its height, if it has not been regularly maintained</p> <p>Conservation Area Consent would be required for the removal of pre-1925 tombstones. The purpose of Conservation Area Consent is not to prevent change, but to ensure that changes preserve or enhance the existing character of the area.</p>