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Arrow Cottage, Old Rectory Lane, Alvechurch, Bromsgrove

On behalf of: Mr M Athaif

Date: May 2021

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Cogent Heritage Ref: 0204

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PART I: Introduction

1. This Heritage Statement has been produced by Cogent Heritage, in consultation with Dilworth Design Ltd, DS Planning and the Applicant. The report supports an application for planning permission for the extension of the dwelling in Old Rectory Lane, Alvechurch.
2. This report should be read alongside the application drawings, Planning Statement and all other submitted information.

Heritage assets

3. Arrow Cottage is an unlisted building that is not in a conservation area and it is not locally listed (Bromsgrove District Council adopted Local Heritage List Strategy in July 2016; the Local List remains to be compiled). However, the existing building on the application site has been identified by the Council as a non-designated heritage asset during pre-application discussions relating to the proposed development. For this reason the building is treated as a non-designated heritage asset.
4. The building was reviewed for listing in 2020 and the Historic England report, dated 20 December 2020, noted in conclusion that the house is a good example of a large villa in the Arts and Crafts style for a professional person of some means, but this is not an unusual type of house, and its interest is at a local rather than national level. Despite a good roof, the plan and elevations of the building lack sufficient articulation and variety to meet the bar for national special interest for a building of this type.



Figure 1: The location of the application site (highlighted in red), from Historic England's online National Heritage List.

5. The closest listed building is the grade II listed Old Rectory, located approximately 180m from the application site, marked by a blue triangle on the map extract below, from Historic England's online National Heritage List (**Figure 1**).
6. In accordance with the guidance in Historic England's *Historic Environment Good Practice Advice in Planning Note 3* (Second Edition), which propagates a stepped approach whereby the first step is to identify which heritage assets and their settings are likely to be affected, the Old Rectory building has not been taken forward for detailed assessment. That is because no impact on the building's significance can reasonably be anticipated because of the proposed development. That is because of the relatively minor change to the setting that would result from the proposed development, combined with the nature/heritage significance of the Old Rectory, and the nature of its setting, and its relationship with the application site, including the intervening landscape between them.
7. The Alvechurch Conservation Area lies some distance to the south of the application site, with considerable intervening townscape separating it from the application site (**Figure 2**).

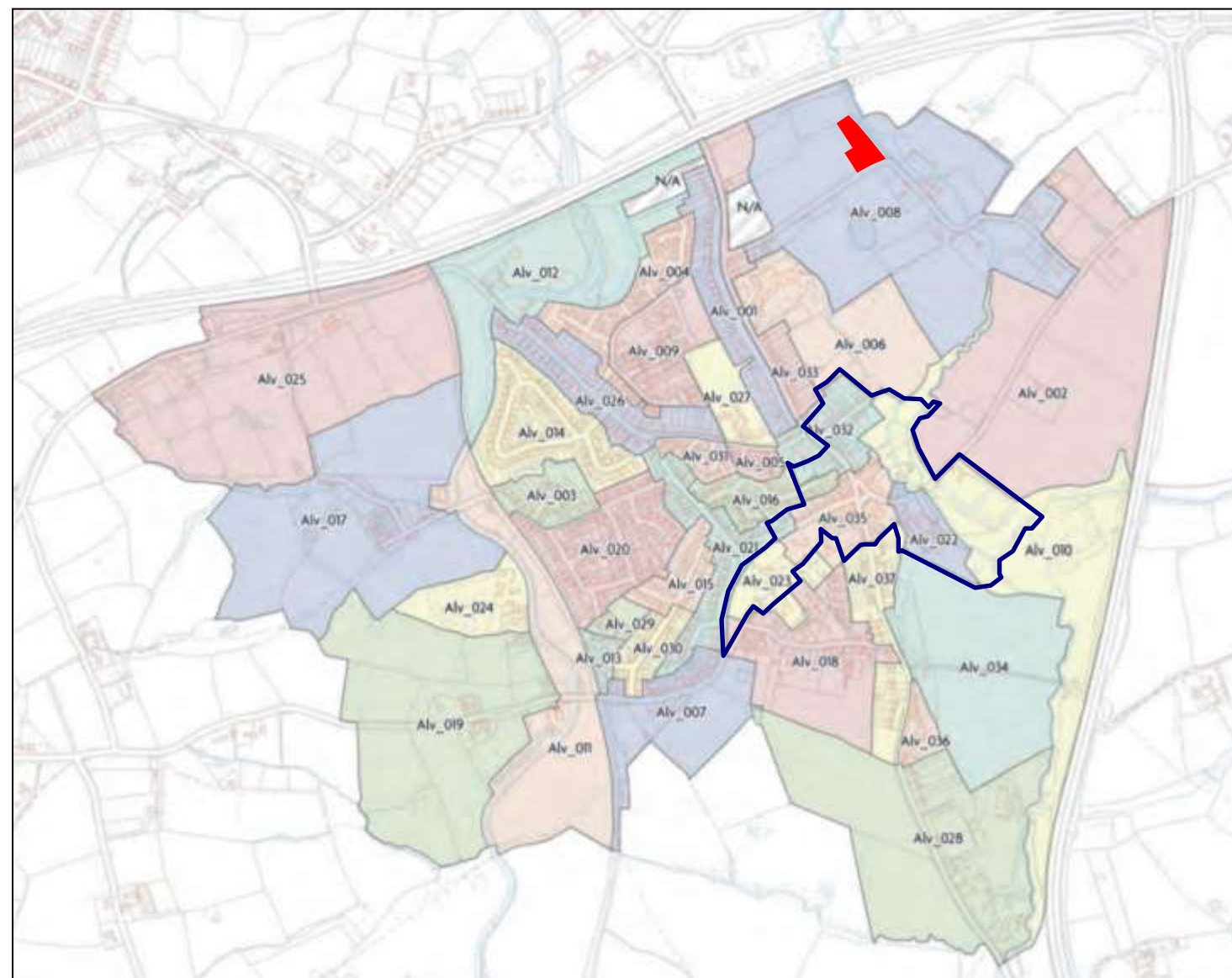


Figure 2: The location of the application site (highlighted in red) within the Alvechurch Character Area Map produced as part of Worcestershire Villages Historic Environment Resource Assessment. The Alvechurch Conservation Area is outlined in dark blue © Worcestershire Archive and Archaeology Service & English Heritage

PART I: Introduction

8. The conservation area is likewise not considered further, in accordance with 'Step 1' of the assessment process advocated in Historic England's aforementioned setting guidance.

Relevant background and proposed development

9. Certificates of Lawfulness for a Proposed Use or Development were recently issued for:
 - i. Re-roofing of existing dwelling and garage replacing thatch with tile (Ref.: 20/01620/CPL)
 - ii. Construction of 2no. two storey rear extensions and 2no. single storey side extensions (Ref.: 20/01300/CPL)
10. The proposed development seeks to improve on the 2 two storey rear extensions and 2 single storey side extensions as confirmed to be Permitted Development (shown on the image below). It is instead proposed to replace these with alterations in a more sympathetic design, which would help to articulate and bring variety to the elevations of the building. Although the extensions could be built as per the Permitted Development rights, it is considered that the proposed development would instead make for a more sympathetic relationship with the building, which would enhance it by comparison.

Purpose and scope of the statement

11. The purpose of this document is essentially twofold. It firstly provides an assessment of the significance of the existing building, and to a proportionate degree of detail to enable an understanding of the potential impacts, in accordance with paragraph 189 of the National Planning Policy Framework (NPPF).
12. The proposed works are then described and the impacts are assessed against the significance of the building, in accordance with NPPF paragraphs 189 & 190. The legislation in the Planning (Listed Buildings and Conservation Areas) Act 1990 does not apply in this case. The policy framework applicable to this application is set out at **Appendix I**. This report accords with Historic England's guidance on heritage assessments *Statement of Heritage Significance: Analysing Significance in Heritage Assets* Historic England Advice Note 12 (October 2019).
13. The assessment was informed by a site visit, undertaken in August 2020 in good weather. The photos included in this report were taken on the site visit and have not been altered, aside from cropping. Desk based documentary research was undertaken into the history and development of the building, including a map regression but. Unfortunately, only very limited information could be sourced (though in itself that is indicative of the relatively limited historic interest of the building).



PART II: Assessment of significance



PART II: Assessment of significance

Historic Background

14. The parish of Alvechurch is an ancient settlement, dating to at least 8th century, when it was granted by King Offa in 780 to the monastery of Bredon. The market was granted its charter in the 13th century; it is likely that The Square is the location of the original market.
15. The River Arrow runs through the parish from north to south and forms part of the southern boundary, while one of its tributaries forms part of the eastern boundary. Icknield Street, an ancient Roman road, runs to the eastern part of the parish; on the west side of the parish is the Worcester and Birmingham Canal, running through the western portion of the parish, with wharves south of Hopwood (one of the hamlets of the parish). There used to be brickworks on the banks of the canal, to the west of Alvechurch. The early settlement is centred around the crossing of the road from Birmingham to Redditch with the east-west road of local importance.
16. For many centuries, Alvechurch was home to the Bishop's Palace, belonging to the Bishops of Worcester, now a scheduled monument, which includes the buried and earthwork remains of the palace, the moat, fishponds and mill sites associated with it. The palace is documented from around AD 1230, although the park is recorded from about AD 1160 and manorial records survive from the time of King Offa. A number of medieval buildings survive in the heart of the village; historic photos (**Photo 1 & 2**) demonstrate the appearance of the village in the days gone by.
17. Rectory Lane, as the name suggests originates from the Old Rectory, a grade II listed building, dating to the late 15th century. The Ordnance Survey (OS) maps 1884 -1926 (**Figures 3-5**) demonstrate the development along Rectory Lane, concentrating around the Old Rectory. The maps show that the application site remained unbuilt until the 1930s.



Figure 5: Extract from 'An accurate Map of the County of Worcester Divided into its Hundreds', 1756. Alvechurch is shown as part of Norton Pershore Hundred with alternative name of Alchurh.



Photo 1: Historic photo of Alvechurch, n.d., showing The Square. Alvechurch Parish Online Archives



Photo 2: Historic photo of Alvechurch, c. 1950, showing the view down Bear Hill, towards The Square. Alvechurch Parish Online Archives

PART II: Assessment of significance

18. The 1938 OS Map (**Figure 6**) is the first to record the building, although it has been extended to the west of the front entrance. Rectory Lane follows the course of the River Arrow, with the application site located alongside the river. The location of the Old Rectory, and other buildings associated with it, suggests that perhaps this area was used for milling, in association with the Bishop's Palace. However, no clear connection has been found during the research. Arrow Cottage is not historically associated with the Old Rectory or any other buildings in the lane. It was built on a generously sized plot as a family home in the interwar years.

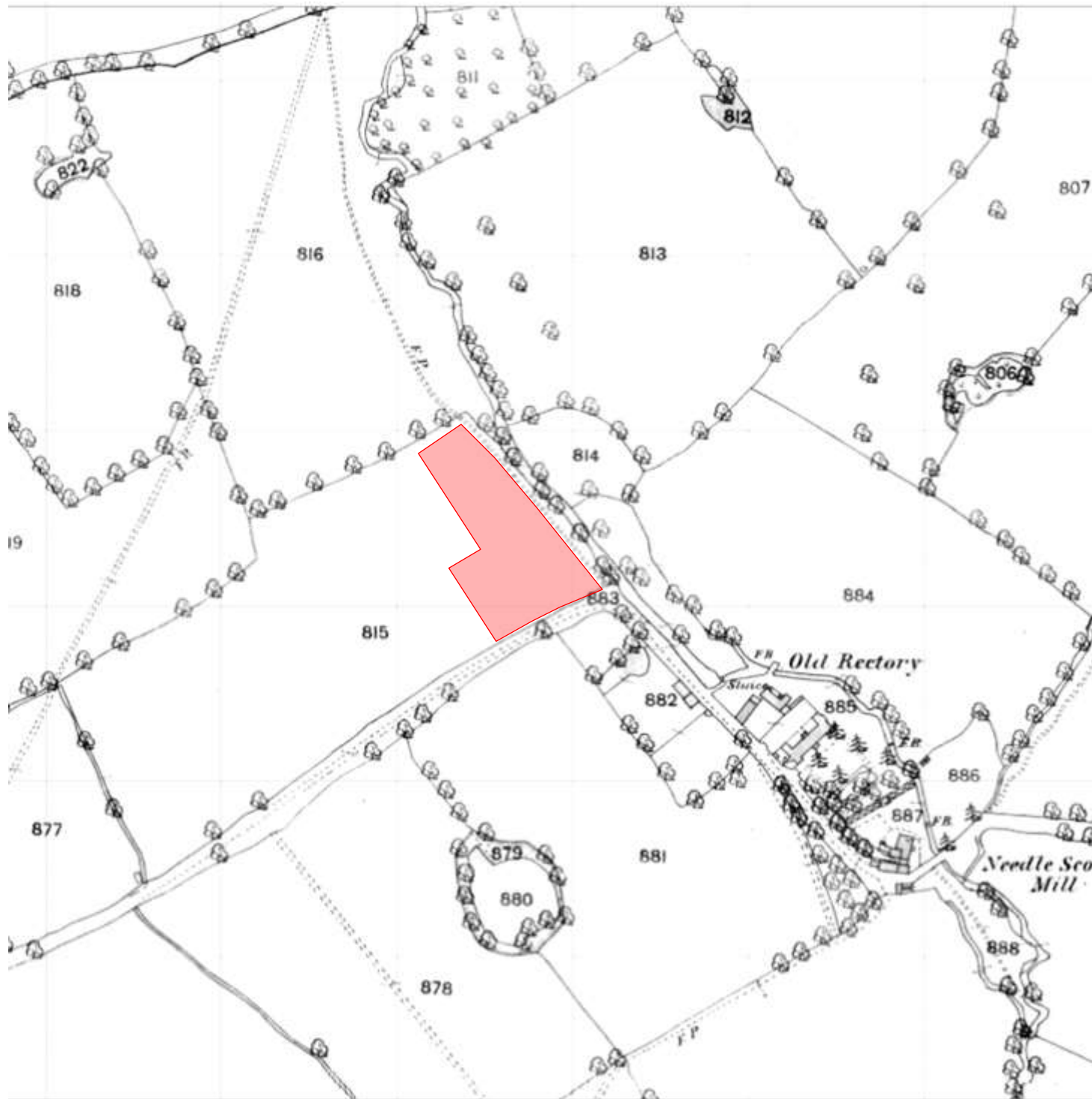


Figure 3: 1884 Ordnance Survey map extract, showing the application site highlighted in red.

The significance of Arrow Cottage

19. The significance of the cottage as a non-designated heritage asset stems from its architectural and historic interests, in the local context. The building allows understanding of the tastes and aspirations of the home builders in the 1930s.

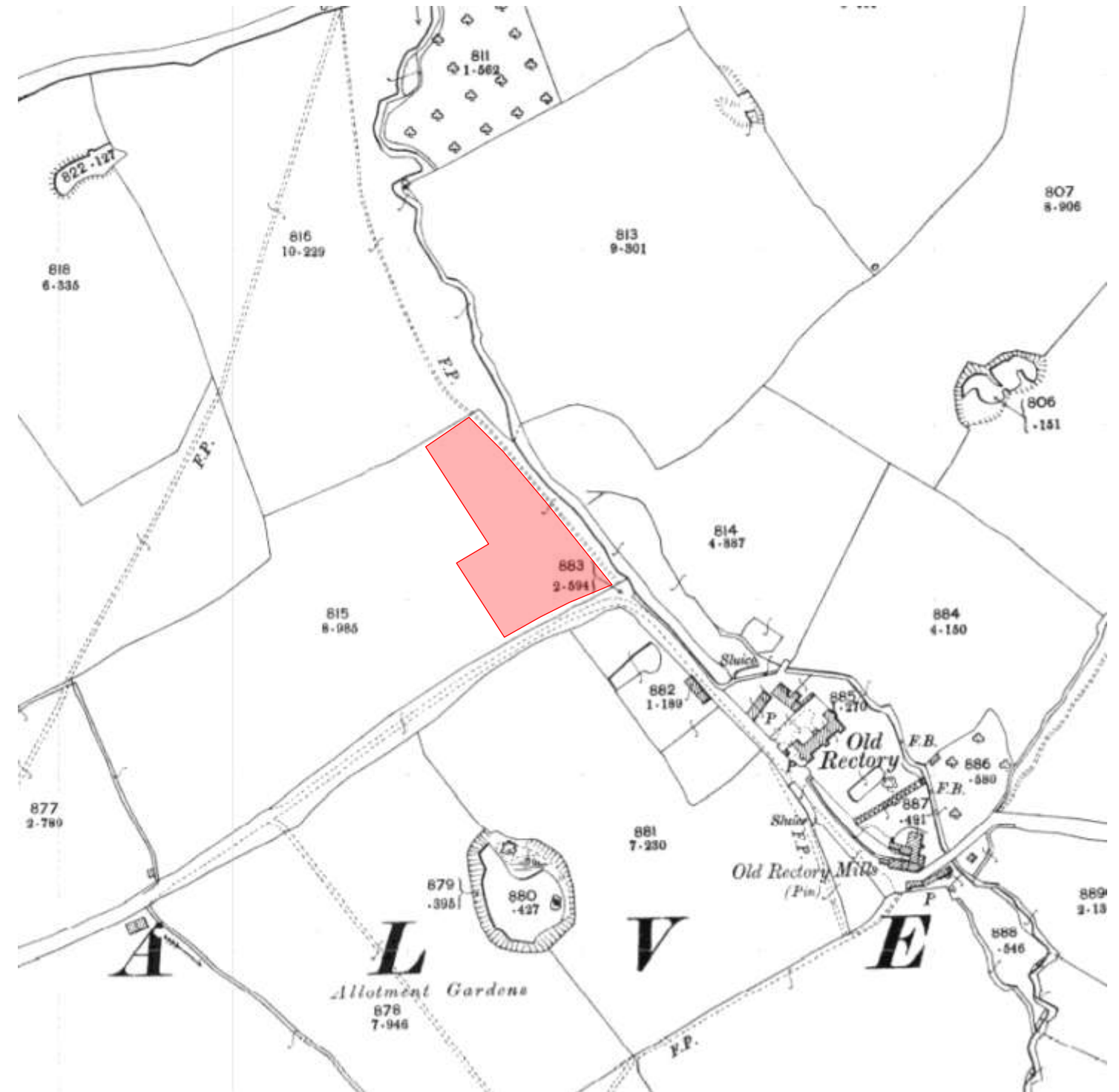


Figure 4: 1904 Ordnance Survey map extract, showing the application site highlighted in red.

PART II: Assessment of significance

20. The style of the building is a romanticised and unscholarly, though generally pleasant, version of the Arts & Crafts. The building has low and heavy thatched roofs over dark brown stained waney-edged timber cladding. While the thatched roof is probably original, it is at odds with the size of the building and the complexity of the roof form, such that it gives the building a slightly incongruous look, with the roof seemingly at odds with the building.

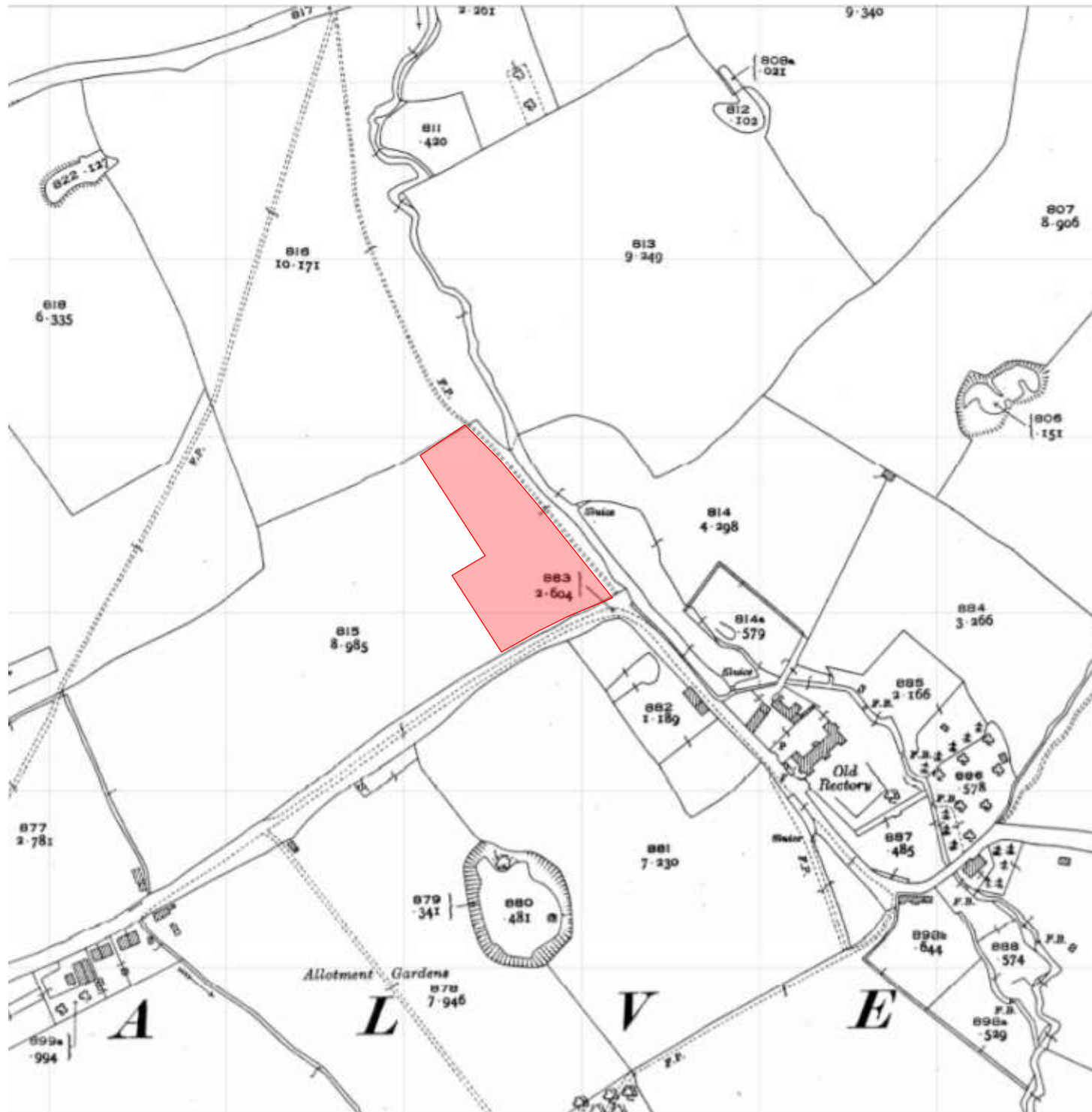


Figure 6: 1927 Ordnance Survey map extract, showing the application site highlighted in red.

21. The craftsmanship of the builders is seen throughout the house, both internally and externally. Although this assessment only considers external appearance, it is important to note that the interiors contain some carved beams and that most of these will be retained, alongside the fireplaces. These contribute much to the interest of the building.

22. The significance of Arrow Cottage is also derived from its relationship with the site: its north-eastern side is allocated a service function, where there is a small woodstore and glasshouse (**Photo 6**).

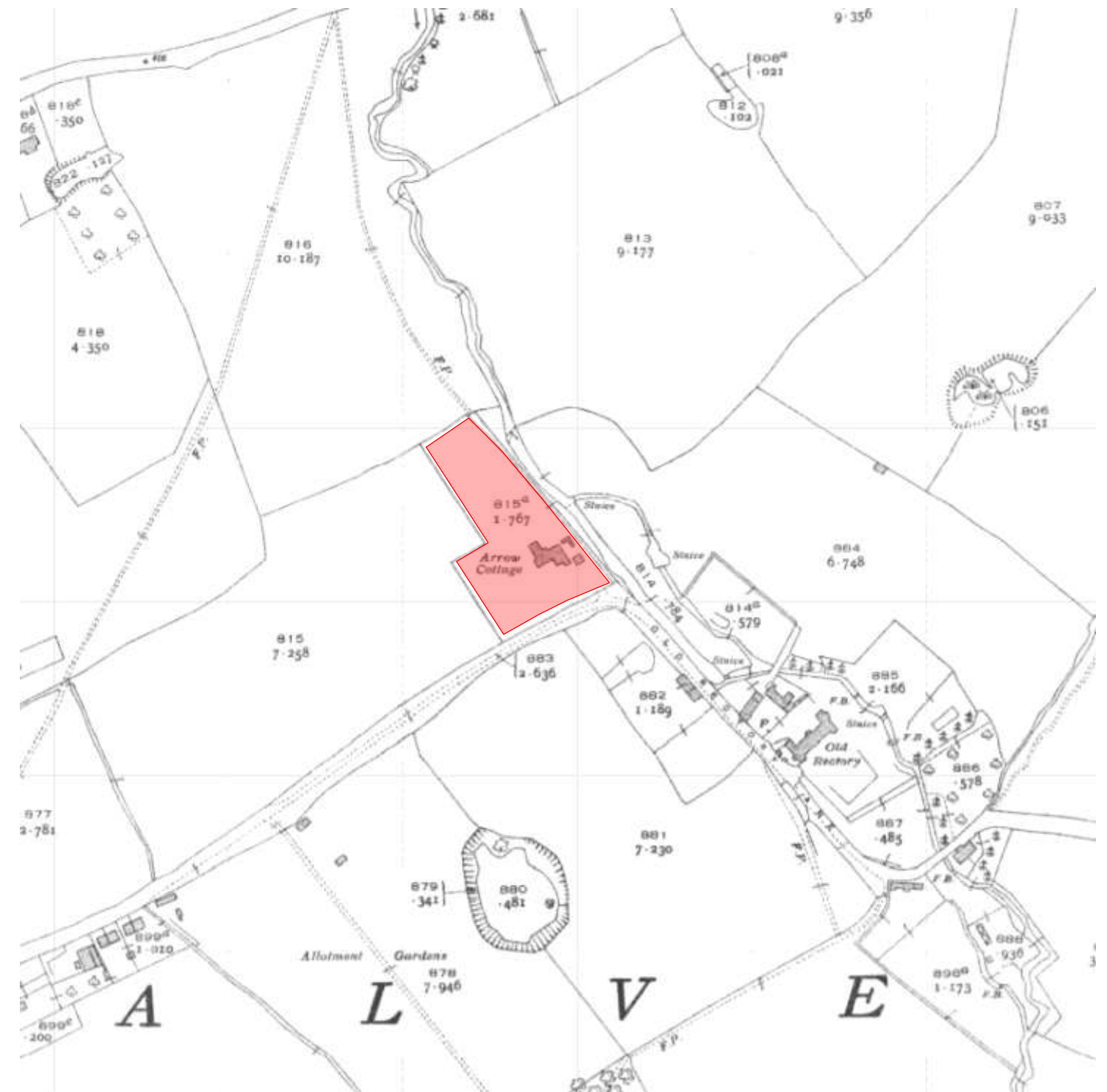


Figure 7: 1938 Ordnance Survey map extract, showing the application site highlighted in red.

PART II: Assessment of significance



Photo 3: View of Arrow Cottage from south



Photo 4: View of Arrow Cottage from south west (facing the formal garden)



Photo 5: View of Arrow Cottage from south east (the main gated entrance)



Photo 6: View of Arrow Cottage from north (service end of the garden, includes the greenhouse)

PART II: Assessment of significance

23. The formal garden is located to the south west, with the longest views of the building available from this area (**Photo 4**). Thatch fatigue is visible in this long view, with detail of that shown in **Photo 8**. The thatch will be replaced under permitted development rights. There are some pleasant Arts & Crafts details, specifically around the windows (**Photos 9-11**). This carving motif is carried through within the interior, with some of the beams reflecting similar details.
24. Despite the fine and pleasant details, the building, overall, appears wide and squat, subdued by the heavy and dark, now distressed, thatched roof. The rear has off white plain weatherboard cladding, which appears to have been added later, or replaced the original cladding, but it may always have been different, given it is the subservient service end of the house.
25. In all, it is a pleasant and traditionally detailed house, with some distinctive Arts & Crafts details and features, though the elevations of the perhaps lack articulation and variety. Whilst the building has some interest in its composition and pleasant features, in particular the window detailing, it is not a building that stands out as an exemplar of the 1930s design, or as particularly notable for its architectural merit as Arts & Crafts inspired (by the 1930s the style had been used for several decades).



Photo 7-8: Photographs showing the back entrance and the north facing dormer



Photo 9, 10, 11: Photographs showing fenestration details, with carved oak lintels

PART II: Assessment of significance

26. Some of the detailing, like the brick dentil course, is little more than a superficial 'nod' to scholarly Arts & Crafts design and principles.
27. The only document that mentions the building is the Historic Townscape Characterisation (produced by Worcestershire Archive and Archaeology Service and English Heritage), which refers to the cottage: "...represents 1930s iterations of the large-housing and wayside-cottages of Old Rectory Lane [...] of bespoke design with various, tangible historic - architectural influences...". The document also states that the cottage incorporated both thatched and tiled roofs.
28. It is clear from the brief mention that the building does not possess particular interest, and it has not been attributed to a notable architect/designer. That is not to say it is without any interest, or that it cannot be a non-designated heritage asset—the building does have some architectural interest in its pleasant modest Arts & Crafts embellishment and overall appearance, and some (albeit limited) historic interest as an interwar example of a large family house, inspired by vernacular buildings with the touch of a skilled carpenter. On the other hand, it is clear that the interest of the building, both architectural and historic, is on balance relatively limited.
29. Historic England noted that the wings are all of similar width, and combined with a flat elevational treatment the result is a relatively solid and uniform feel, particularly for the two storey parts of the house.



Photo 12: View towards the house from the gate, with the rectangular pond and fountain in the foreground

30. In particular, the Historic England noted the following:
 - i. the building is of relatively recent date and is not an exceptional or innovative example of the Arts and Crafts style house;
 - ii. despite a good roof, the plan and elevations of the building lack sufficient articulation and variety to meet the bar for national special interest for a building of this type;
 - iii. the interior details and decoration are not outstanding and not fully preserved, and the house lacks a 'set piece' room or rooms showcasing the distinctive elements of the Arts and Crafts style;
 - iv. the garage and boiler house are interesting additions, but not enough to raise the level of interest to that required for national listing; and
 - v. the house is a good example of a large villa in the Arts and Crafts style for a professional person of some means, but this is not an unusual type of house, and its interest is at a local rather than national level.
31. It may be added that the townscape role of the cottage is very limited, as it is located within a secluded, large plot, with the best façade facing the formal garden to the west.



Photo 13: The view towards the front entrance from the garden, looking east.

PART III: Impact assessment



PART III: Impact assessment

Overview and general principles

32. The proposed development can be broken down into three main components for the purposes of assessment:
- an eastern extension to the house; and
 - remodelling of the front elevation where a first floor extension, which would add articulation and variety, and provide an appropriate roofscape, bearing in mind the change of the roof from thatch to tile as per Permitted Development rights.
33. According to paragraph 197 of the NPPF, the effect on the significance of a non-designated heritage asset should be taken into account in determining applications. The same paragraph notes that a 'balanced judgement' is required, having regard to the scale of any harm, on one hand, and the significance of the heritage asset, on the other.
34. It is important to note that Chapter 16 of the NPPF, which deals with conserving and enhancing the historic environment, recognises (e.g. at paragraphs 185 and 192) that new development can make a positive contribution to local character and distinctiveness, and that this should be taken into account in determining applications.

Impact assessment

35. **The eastern extension.** The plans shown below (**Figures 8-9**) illustrate the extent of the extension at the Ground Floor level. The extension will mostly be focused on the north eastern part of the house, where the existing rear yard behind the garage will be absorbed into the proposed building footprint to create kitchen/laundry and utility room. This extension will involve the demolition of the existing wood/coal store (**Photo 6**), which is currently overgrown and not in use (and which would in any event be lost as per the Permitted Development rights scheme). The comparison of the Permitted Development scheme and proposed plans below points to the largely retained western part of the house, which is more formal in terms of its relationship with the plot and contains more features of interest, such as fine Arts & Crafts detailing. The majority of detailing is to be retained, both internally and externally; the new owner is a carpenter and is planning to match the existing features in the proposed extension. This will include the window detailing as shown in **Photos 9-11**.



Figure 8 : Permitted Development rights Ground Floor plan, showing extensions in red (Ref.: 20/01300/CPL)

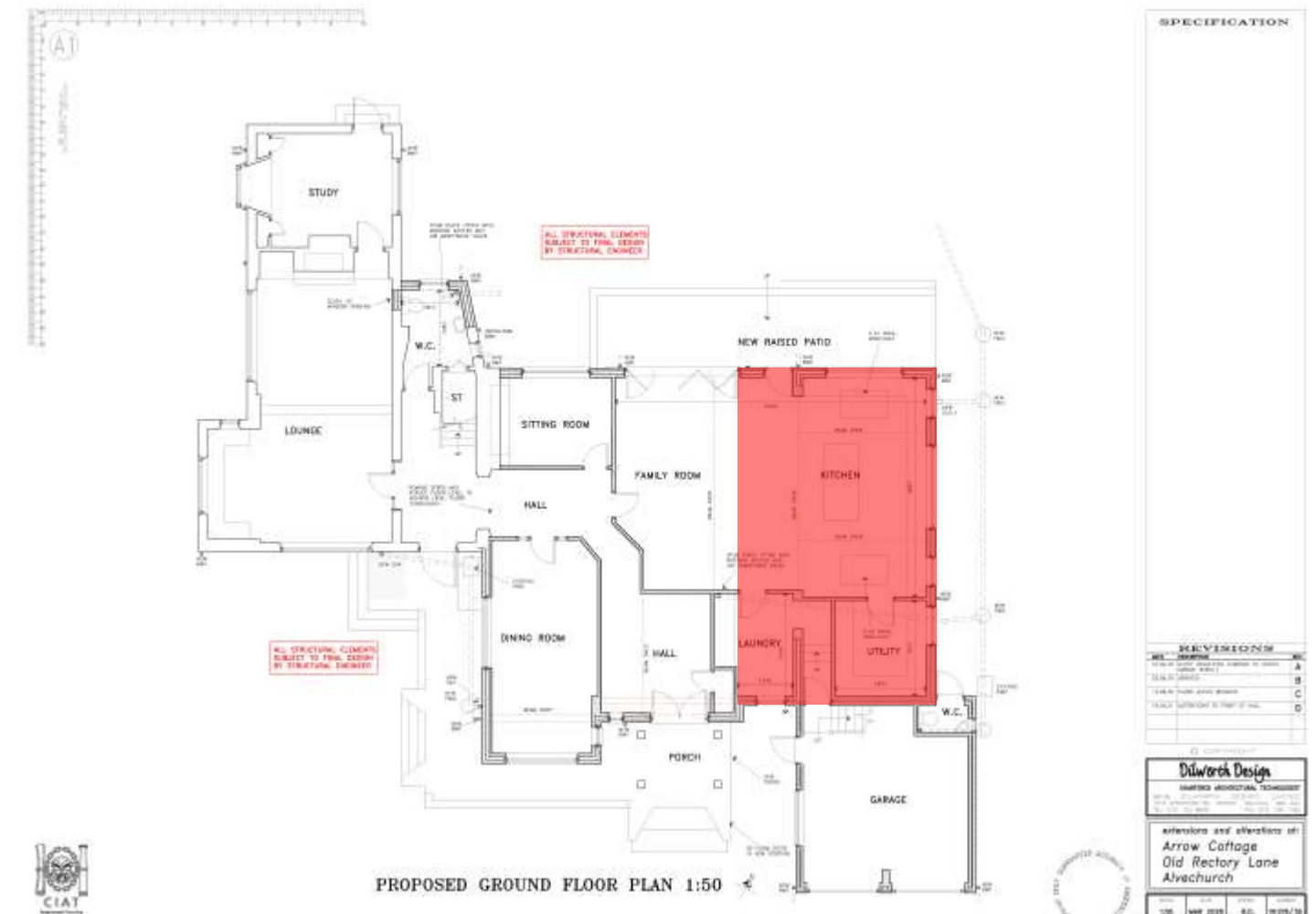


Figure 9: Proposed Ground Floor plan, showing extension in red

PART III: Impact assessment



Figure 10 : Permitted Development rights side and rear extensions, rendered for ease of identification (Ref.: 20/01300/CPL).



Figure 11: Proposed side and rear extensions, rendered for ease of identification.



Figure 12: Proposed remodelling to the front elevation, rendered for ease of identification.

36. The images above (**Figures 10 & 11**) show the side and rear extensions, as per the Permitted Development scheme, and as proposed. It is clear that the proposed extensions would be far more sympathetic to the non-designated heritage asset, and a notable enhancement compared with the Permitted Development scheme. Perhaps one of the more interesting features of the building is at the 'service' end of the building: the stair tower with the tall vertical window, the only Art Deco feature in the entire building, nodding to the prevalent architectural movement at the time (by this time the Arts & Crafts movement had largely run its course). The small corner tower, nestled within an L-shape, as seen above would be better preserved as part of the proposals.
37. The upward extension is mostly located to north east and south east. These extensions will not alter the overall height of the building - the roofline will remain the same. The front porch will be rebuilt in a similar location, following the extension of the wing facing the drive. The extension in this part will result in twin hipped roofs with dormers breaking the eaves line in an informal arrangement the echoes the Arts & Crafts inspired 'cascading' roofs. The existing structure to the east of the porch is a later modification, added between the 1938 and 1969 OS maps. The structure to the west was also added later (between the 1938 and 1969 OS maps). The extension will add articulation and variety to the elevation.
38. Because of the alteration that has already occurred here, and the informal design of this part of the house, coupled with the fact there are no significant features and the design of the proposed extension is compatible with the main building, this will preserve the significance of the non-designated heritage asset.

PART III: Impact assessment

39. The building's description in the Historic Townscape Characterisation would remain unchanged due to this modification. It is also relevant that the design of the building is only very broadly in an Arts & Crafts style, but with little evidence of a scholarly approach. The changes are proposed at part of the building that has historically already been altered. Because of that, the building inherently lends itself more easily to the extension as proposed. The house would remain a good example of a large villa in the Arts & Crafts style, with the extensions as proposed marking a new chapter in its evolutionary narrative.
40. **Conclusions.** Taking all of this together, the proposed development will preserve the architectural interest of the locally important building, which would remain a pleasant, traditionally detailed house in a loose Arts & Crafts style. The changes would be far more sensitive and preferable when compared with the Permitted Development scheme. Most of the changes are part of the adaptation of the house to the modern standards and needs of the new family. The significance of Arrow Cottage as a non-designated heritage asset will be preserved and enhanced as a result of the proposals, especially when compared with the Permitted Development scheme.

PART IV: Summary and conclusions



PART IV: Summary and conclusions

44. Arrow Cottage is not locally listed, but it has been identified as a non-designated heritage asset during the pre-application discussions. It has some interest, derived from its pleasant (though not particularly scholarly or remarkable) Arts & Crafts architecture. According to the Historic Townscape Characterisation (produced by Worcestershire Archive and Archaeology Service and English Heritage) it *"...represents 1930s iterations of the large-housing and wayside-cottages of Old Rectory Lane [...] of bespoke design with various, tangible historic - architectural influences..."*.
45. Historic England described the house as a good example of a large villa in the Arts and Crafts style for a professional person of some means, but not unusual. Historic England also considered that the plan and elevations of the building lack articulation and variety to set them apart as noteworthy.
46. The building forms part of the local distinctiveness of the Old Rectory Lane, but it is a relatively insignificant building with a limited presence, and best appreciated from its generously sized plot. On the whole, the significance of the building as a non-designated heritage asset is limited. The juxtaposition of two types of timber cladding, thatch, brick and timber frame points to the fact that the building was originally designed to have as many materials being revived in Arts & Crafts tradition as it was possible at the time.
47. It is clear that the proposed extensions would be far more sympathetic to the non-designated heritage asset, and a notable enhancement compared with the Permitted Development scheme. The front porch will be rebuilt in a similar location, following the extension of the wing facing the drive. The extension in this part will result in twin hipped roofs with dormers breaking the eaves line in an informal arrangement that echoes the Arts & Crafts inspired 'cascading' roofs. The extension will add articulation and variety to the elevation.
48. Taking all of this together, the proposed development will preserve the architectural interest of the locally important building, which would remain a pleasant, traditionally detailed house in a loose Arts & Crafts style. The significance of Arrow Cottage as a non-designated heritage asset will be preserved and enhanced as a result of the proposals, especially when compared with the Permitted Development scheme.
49. Because there would be no harm, the proposed development would preserve and enhance the significance of Arrow Cottage as a non-designated heritage asset. There is, therefore, no conflict with local and national policy.



Planning (Listed Buildings and Conservation Areas) Act 1990

CHAPTER 9

A Table showing the derivation of the provisions of this consolidation Act will be found at the end of the Act. The Table has no official status.

ARRANGEMENT OF SECTIONS

PART I

LISTED BUILDINGS

CHAPTER I

LISTING OF SPECIAL BUILDINGS

Section

1. Listing of buildings of special architectural or historic interest.
2. Publication of lists.
3. Temporary listing: building preservation notices.
4. Temporary listing in urgent cases.
5. Provisions applicable on lapse of building preservation notice.
6. Issue of certificate that building not intended to be listed.

CHAPTER II

AUTHORISATION OF WORKS AFFECTING LISTED BUILDINGS

Control of works in respect of listed buildings

7. Restriction on works affecting listed buildings.
8. Authorisation of works: listed building consent.
9. Offences.

Applications for listed building consent

10. Making of applications for listed building consent.
11. Certificates as to applicant's status etc.
12. Reference of certain applications to Secretary of State.
13. Duty to notify Secretary of State of applications.
14. Duty of London borough councils to notify Commission.
15. Directions concerning notification of applications etc.
16. Decision on application.

A



National Planning Policy Framework

APPENDIX 1: Legislation, Policy and Guidance

The National Planning Policy Framework

1. The revised National Planning Policy Framework (the NPPF) was published in February 2019 and constitutes guidance for local planning authorities and decision makers. Applications for planning permission must be determined in accordance with the local development plan, unless it is silent or material considerations indicate otherwise. The NPPF is a material consideration.
2. Section 16 of the NPPF deals with conserving and enhancing the historic environment, in paragraphs 184 to 202. The NPPF places much emphasis on heritage 'significance', which it defines in Annex 2 as:
"The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting."
3. Paragraph 184 of the NPPF states that heritage assets range from sites and buildings of local historic value to those of the highest significance. It goes on to state that heritage assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.
4. Paragraph 185 encourages local planning authorities to prepare local plans that should set out a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats. One of the factors to be taken into account is the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation. The positive contribution that new development can make is another of these factors to be taken into account.
5. According to paragraph 189, local planning authorities should require applicants to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.
6. Paragraph 190 requires a similar approach from local authorities, who should identify and assess the particular significance of any heritage asset that may be affected by a proposal, taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal.
7. According to paragraph 192, a number of considerations should be taken into account in determining applications. The first is the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation. The second is to recognise the positive contribution that conservation of heritage assets can make. The third reiterates the well-established concept that new development can also make a positive contribution to local character and distinctiveness.

8. According to paragraph 197, which applies specifically to non-designated heritage assets, the effect on the significance of a non-designated heritage asset should be taken into account in determining applications. A balanced judgement is required having regard to the scale of any harm and the significance of the heritage asset.

Bromsgrove District Local Plan, 2017

9. Bromsgrove District Local Plan, adopted in January 2017, contains Policy BDP20 "Managing the Historic Environment", which stipulates that "the District Council advocates a holistic approach to the proactive management of the historic environment which encompasses all Heritage Assets recognised as being of significance for their historic, archaeological, architectural or artistic interest."
10. Policy BDP20.2 The District Council will support development proposals which sustain and enhance the significance of Heritage Assets including their setting. Part (b) includes non-designated Heritage Assets including (but not limited to) those identified on the Local List and assets recorded in the Historic Environment Record.
BDP20.3 Development affecting Heritage Assets, including alterations or additions as well as development within the setting of Heritage Assets, should not have a detrimental impact on the character, appearance or significance of the Heritage Asset or Heritage Assets.
BDP20.4 Applications to alter, extend, or change the use of Heritage Assets will be required to provide sufficient information to demonstrate how the proposals would contribute to the asset's conservation whilst preserving or enhancing its significance and setting.
BDP20.5 In considering applications regard will be paid to the desirability of securing the retention, restoration, maintenance and continued use of Heritage Assets, for example, the District Council will support the sensitive reuse of redundant historic buildings, and will encourage proposals which provide for a sustainable future for Heritage Assets, particularly those at risk.
BDP20.6 Any proposal which will result in substantial harm or loss of a designated Heritage Asset will be resisted unless a clear and convincing justification or a substantial public benefit can be identified in accordance with current legislation and national policy.
11. Further policies within BDP20 are:
BDP20.12 The District Council will update the current draft local heritage list and formally adopt it. It would include all heritage assets recognised as being of local importance, including those which are locally distinctive such as nailers cottages, assets associated with the scythe industry and assets associated with the use of the Worcester and Birmingham canal which runs the length of the District, to name but a few.

Local Heritage List Strategy, 2016

12. The SPD was adopted in 2016, of relevance is the quoted policy from the Local Plan, reaffirming the commitment to local heritage:

BDP20.12 The District Council will update the current draft local heritage list and formally adopt it. It would include all heritage assets recognised as being of local importance, including those which are locally distinctive such as nailers cottages, assets associated with the scythe industry and assets associated with the use of the Worcester and Birmingham canal which runs the length of the District, to name but a few.

APPENDIX 1: Legislation, Policy and Guidance

13. However, the list has not formally been compiled yet and Arrow Cottage is therefore not included on the list.

Alvechurch Parish Design Statement (2018)

14. The Parish Design Statement forms an integral part of the Alvechurch Parish Neighbourhood Plan (APNP). The document contains information about the local character, materials and details. In terms of the local roof variety its states: "Roof variety, using dormer windows, dentil courses and decorative verges ". As wells as: "Traditional tiled roofs and slate roofs, (not "pan" tiles) with pitch angles of no less than 35 deg. for tiles, 25 deg. for slate" (page 14).

Alvechurch Parish Neighbourhood Plan 2011-2030 (2019)

15. The APNP is the result of the long consultation and workshops; it offers local policies aimed to influence the development of the parish. The vision for the parish is to remain a pleasant place to live by encouraging ample facilities, good work opportunities, and improved transport links including support for cycle routes.

16. Of particular relevance is Policy HDNE 1 'BUILT HERITAGE AND LOCAL CHARACTER', which requires:

1. All development proposals for Alvechurch Parish (including alterations, extensions as well as a change of use) should continue to maintain, conserve and enhance the designated built heritage assets of the parish and their settings. Proposals for development that affect non-designated heritage assets will be considered taking account of the scale of any harm or loss and the significance of the heritage asset.
2. The Neighbourhood Plan identifies the buildings and structures in the list in Appendix B as local heritage assets for the purpose of supporting BDP 20 of the Local Plan (unavailable at the time of writing this report).
3. Proposals that would contribute to the long term management of heritage assets will be encouraged.
4. [...]
5. This policy requires developers to take full account the Alvechurch Historic Environment Resource Assessment, the Alvechurch Parish Design Statement and the Alvechurch Historic Environment Action Plan (HEAP) documents when preparing proposals for development. This awareness will need to be demonstrated at the planning application stage.

17. Policy HDNE 2 'LOCAL DISTINCTIVENESS' requires 'Proposals for new development (including alterations, change of use and extensions) will be supported that are in keeping with their surroundings and preserve, promote and enhance the locally distinctive characteristics of the parish to maintain its historic identity and rural character, in conjunction with APNP Policy H4'.

18. Policy H4 'HOUSING DESIGN PRINCIPLES' provides guidance with the focus on high quality design, which is sensitively integrated within existing built environment by respecting 'height, scale, spacing, layout, design and materials of building..' as well as using 'locally

sourced indigenous materials (including Alvechurch red brick, where appropriate), and incorporate suitable local detailing regarding the local building style to enhance the sense of place as indicated in the Alvechurch Parish Design Statement (APDS) and the Alvechurch Historic Environment Resource Assessment (AHERA).'

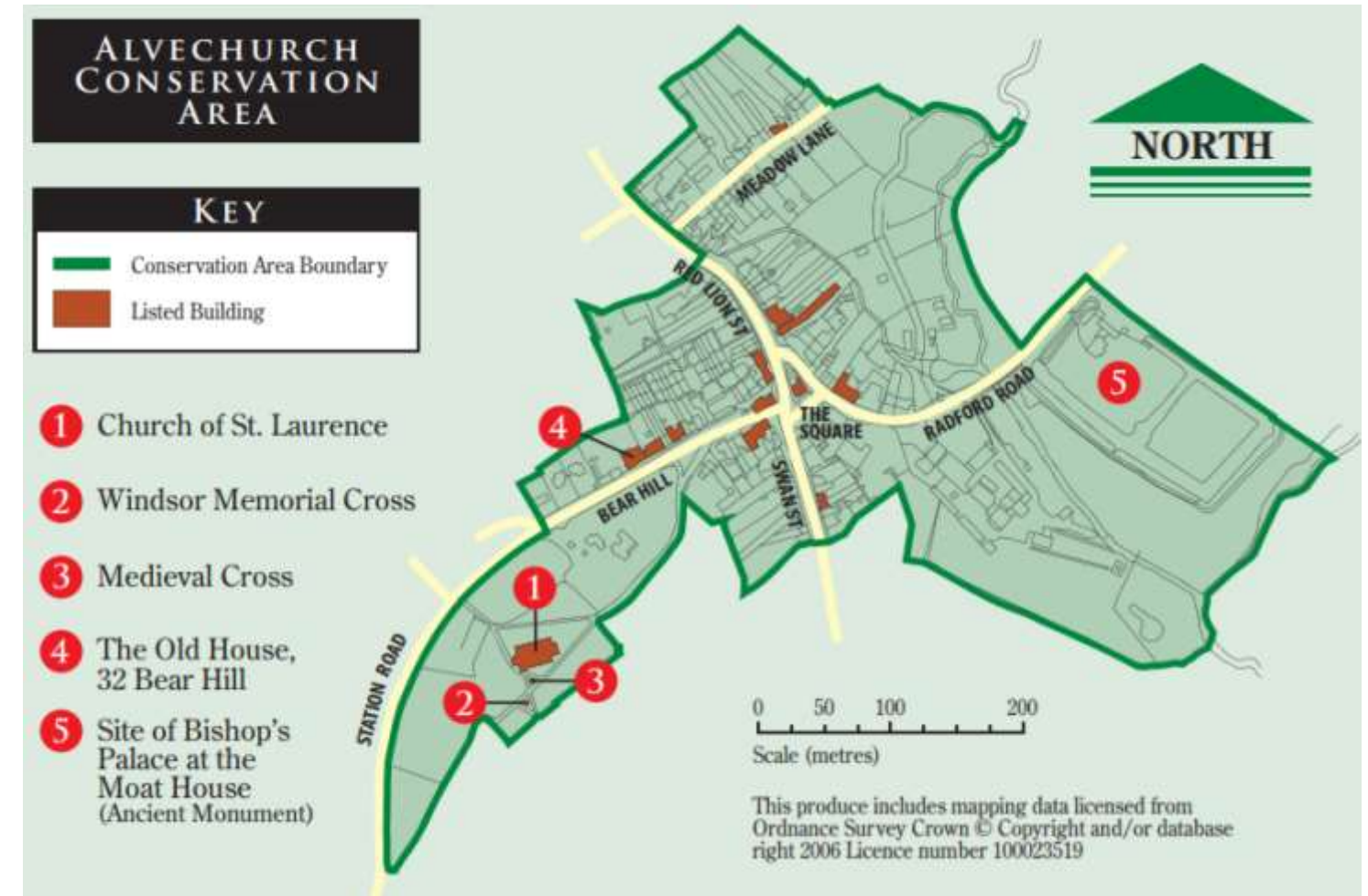


Figure A1: Map of Alvechurch Conservation Area.