



Heritage Statement

Avalon
PLANNING & HERITAGE

33 CRAVEN ROAD, WESTMINSTER

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1. INTRODUCTION

1.1 Project Background

- 1.1.1 Avalon Planning & Heritage has been commissioned by Tom Leeman to produce a Heritage Statement to support a Planning Application to extend and make internal changes to 33 Craven Road, City of Westminster, London (hereafter 'the site'). The site is part of Grade II Listed terrace 29-45 Craven Road and lies within the Bayswater Conservation Area.
- 1.1.2 In accordance with the requirement at paragraph 200 of the National Planning Policy Framework (NPPF) (2023) this statement describes the significance of the heritage assets affected by the proposals and provides an assessment of their impacts on that significance. Paragraph 200 states that in assessing significance *'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'*.
- 1.1.3 The assessment methodology is in accordance with Historic England's Conservation Principles (2008), the Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2017) and Historic England Advice Note 12: Statements of Heritage Significance.
- 1.1.4 This statement should be read in conjunction with the accompanying Design and Access Statement and drawing set prepared by Pencil and Brick Architects.

1.2 Site Location and Description

- 1.2.1 No. 33 Craven Road (the 'Site') is situated in the City of Westminster, southwest of Paddington Station on the B410 (Craven Road). It is one of nine mid-19th century terraced houses, which make up the Grade II group listing 29-45, Craven Road (NHLE Ref: 1220842).
- 1.2.2 The Site is five storeys, with the lower ground and ground floor shop front in use as a restaurant and the rear ground floor and upper floors as residential. The front elevation is three window bays in stock brick, hornless sash windows with stucco surrounds. A wrought iron balcony runs across the front of the building at first floor level.

- 1.2.3 The Site sits within the Bayswater Conservation Area, characterised by its 19th century development as a fashionable residential area.



Figure 1.1: Google Satellite (2024).



Figure 1.2: Bayswater Conservation Area Map (2010).

1.3 Overview of Proposed Development

- 1.3.1 The Development comprises Internal alterations and first floor extension to the rear of 33 Craven Road.

1.4 Limitations

- 1.4.1 This report has been prepared under instruction and solely for the use of Tom Leeman, and any associated parties they elect to share this information with.
- 1.4.2 All work undertaken is based upon any relevant legislation, standards and guidance at the time of writing and on the professional judgment of Avalon Planning & Heritage. Avalon Planning & Heritage cannot be held responsible for implications arising from potential future changes in any of these areas.
- 1.4.3 This report relies on information obtained from third party sources. Avalon Planning & Heritage takes no responsibility for the accuracy of such information.



2. STATUTORY AND PLANNING POLICY CONSIDERATIONS

2.1 Legislative Framework

- 2.1.1 Sections 16 and 66 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 require the Local Authority to have special regard to the desirability of preserving (i.e., not harming) a listed building or its setting.
- 2.1.2 Sections 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 require the Local Authority to have special regard to the desirability of preserving (i.e., not harming) the character or appearance of a Conservation Area.

2.2 National Planning Policy

- 2.2.1 This requirement is maintained at Section 16 of the National Planning Policy Framework (NPPF (2023)) which addresses the conservation and enhancement of the historic environment.
- 2.2.2 Listed buildings and Conservation Areas are defined as 'designated heritage assets' (NPPF glossary), and paragraph 205 requires that great weight be given to their conservation.
- 2.2.3 Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification (paragraph 206).
- 2.2.4 Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use (paragraph 208).
- 2.2.5 Significance is defined in the NPPF 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.'
- 2.2.6 The assessment methodology within this Heritage Statement draws on two documents by Historic England in particular:



- 2.2.7 Conservation Principles, Policies and Guidance for the Sustainable Management of the Historic Environment (2008) provides a values-based framework for describing significance which broadly aligns with the terms used in the NPPF but includes aesthetic value – the ways in which people draw sensory and intellectual stimulation from a place.
- 2.2.8 Managing Significance in Decision-Taking in the Historic Environment, Historic Environment Good Practice Advice in Planning: 2 (Historic England, 2015): includes a sequential approach to assessment and mitigation, which is followed within this assessment.

2.3 Local Planning Policy

- 2.3.1 Relevant local planning policy is contained in The London Plan (2021) and The City Plan 2019–2040 (2021), as well as in the accompanying Supplementary Planning Documents (SPDs), Development and Demolition in Conservation Areas (2004), and Repairs and Alterations to Listed Buildings (1995).
- 2.3.2 The sections deemed relevant to this proposal are outlined below:

The London Plan (2021):

Policy HC1: Heritage Conservation and Growth

Development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets' significance and appreciation within their surroundings. The cumulative impacts of incremental change from development on heritage assets and their settings should also be actively managed. Development proposals should avoid harm and identify enhancement opportunities by integrating heritage considerations early on in the design process.

The City Plan 2019–2040 (2021):

39. Westminster's Heritage

Development must optimise the positive role of the historic environment in Westminster's townscape, economy and sustainability, and will:



- ensure heritage assets and their settings are conserved and enhanced, in a manner appropriate to their significance;
- secure the conservation and continued beneficial use of heritage assets through their retention and sensitive adaptation which will avoid harm to their significance, while allowing them to meet changing needs and mitigate and adapt to climate change.

Listed Buildings:

- Works to listed buildings will preserve their special interest, relating sensitively to the period and architectural detail of the building and protecting or, where appropriate, restoring original or significant detail and historic fabric.

Conservation Areas:

- Development will preserve or enhance the character and appearance of Westminster's conservation areas. Features that contribute positively to the significance of conservation areas and their settings will be conserved and opportunities taken to enhance conservation areas and their settings, wherever possible.
- The contribution of existing uses to the character, function and appearance of conservation areas will be considered and changes of use supported where they make a positive contribution to conservation areas and their settings.

SPD - Development and Demolition in Conservation Areas (2004):

DES 7I - Extensions

Extensions to buildings in conservation areas should preserve or enhance the character or appearance of the area. They should in general be confined to the rear or least important facades and should not upset the scale or proportions of the building or adversely affect the character, appearance or setting of neighbouring buildings.

SPD - Repairs and Alterations to Listed Buildings (1995):

DES 8(F)

Extensions to listed buildings will only be acceptable where they relate sensitively to the original building. Where the existing original roof structure is of specific architectural or historic interest, it should be preserved.



5.6 Extensions to Listed Buildings

Where extensions to listed buildings are proposed these should relate sensitively to the original building and will be judged against policy DES 8(F) in the development plan. Proposals for roof extensions may be unacceptable where the form or fabric of the roof is of specific architectural or historic interest, and will also be judged against policy DES 6 in the development plan concerning roof extensions. [superseded]

In some cases listed buildings are capable of being extended without damaging their character, subject to sensitive handling of scale and detail. In other cases extensions would detract from the uniformity of a formal group of buildings, or from the integrity of a particular design, and will therefore be unacceptable in principle.



3. HISTORIC DEVELOPMENT

3.1 History & Development

- 3.1.1 The site lies on land to the north of Hyde Park in the Bayswater area. In the mid-1700s the area remained largely undeveloped with the closest settlement being Paddington to the northeast. John Rocques map of 1746 depicts the approximate location of the site as being occupied by 'The Pest House', a hospital for patients with contagious diseases.



3.1.2

Figure 3.1: Map of London, 1746, John Rocque (Layers of London accessed (2023))



- 3.1.3 The first Ordnance Survey drawings of the very late 18th and early 19th century depict the site as still occupied by buildings which appear to be the pest house of Rocques map, however just to the north is marked Craven Place against a small group of buildings.



Figure 3.2: OS drawing 1798-1809

- 3.1.4 Greenwood's map of 1828 places the site further to the east close to a water course (River Westbourne) that extends into the Serpentine Water in Hyde Park. Buildings which appear to have been part of the pest house are now labelled Craven Cottage

and Brewery Cottage on Craven Hill Lane. To the west of Craven Hill are depicted a row of sizable Villas constructed in the early 19th century, but wide-spread development of the area is yet to occur.



Figure 3.3: C & J Greenwood 1828

- 3.15 Through the mid-19th century developments were laid out across the Bayswater area in a grand manner forming an interconnected arrangement of streets crescents and squares. Predominately residential these developments were constructed by a variety of speculative developers over a period of around 70 years but have a consistency of scale, density and use of materials that unifies the area. The OS map of 1889 depicts the site for the first time as occupied by the present



terrace of houses. The rear extension is illustrated on this map showing it as an original part of the building or at least an early addition. It seems likely to have been storage or a workshop area associated to the ground floor shop.

- 3.16 The layout of streets in the area of Craven Road follows a pattern of main streets with terraces of grand houses infilled between with mews developments of smaller streets flanked with what were originally stabling to the principal houses.
- 3.17 Brook Mews North extends through and to the south of the site (which incorporates the entrance to Brook Mews North), and lies between the main streets of Gloucester Terrace and Craven Terrace. Brook Mews also continues to the north of Craven Road and its name is suggestive of the water course (the River Westbourne), shown on earlier mapping and that must have been contained in a conduit when the surrounding developments were built above it.



Figure 3.4: 25 Inch OS Map 1889



- 3.1.8 Bomb damage maps of London dating to 1945 indicate that the terrace emerged from WW2 unscathed, whilst there was considerable damage nearby, at the southern end of Brook Mews North, where there is now a postwar development of six storey residential blocks.
- 3.1.9 The external character of the terrace that incorporates the site itself appears substantially unaltered. However, quite a number of the original shop fronts appear to have been replaced and properties to either side of the site, at No.s 31, 35 & 37, have been extended in mid to later 20th century through first floor additions to their rear extensions. Original shop fronts appear to survive at No.s 37 and 45, the site, however, has been modernised.



Figure 3.5: 33 Craven Road



3.1.10 The rear elevation faces Brook Mews North. It is in stock brick with a closet wing and rear lower ground and ground floor extension. A roof terrace on the extension roof is accessed through double doors from the first floor half landing.



Figure 3.6: Rear elevation of 33 Craven Road (left) from Brook Mews North (right) View from roof terrace of 33 Craven Road



- 3.1.11 Internally No. 33 Craven Road has been converted to flats. The ground floor shop front is currently a Persian restaurant, and the lower ground floor are kitchens.
- 3.1.12 Only the areas affected by the proposal were examined during a site visit, including the ground floor flat, the stairwell, half landing, cupboard, and rear outdoor terrace. In these areas there is very little remaining of historical internal fixtures and fittings. Remaining original joinery appears to be limited to the surround to the external doors leading to the rear terrace. These appear to incorporate a set of shutters; however, they are painted shut and it is not known if the shutters are still complete or serviceable.



Figure 3.7: Internal view of doors to roof terrace with shutters to either side.



4. STATEMENT OF SIGNIFICANCE

4.1.1 In accordance with the requirement at paragraph 200 of the National Planning Policy Framework (NPPF) this statement describes the significance of the heritage assets affected by the proposals and provides an assessment of their impacts on that significance. The assessment methodology is in accordance with Historic England's Conservation Principles (2008), the Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2017) and Historic England Advice Note 12: Statements of Heritage Significance.

4.2 Significance of Grade II Listed 33 Craven Road

4.2.1 29-45 Craven Road a terrace of nine residential houses with ground floor shopfronts, built as a unified consistent frontage between Gloucester Terrace and Craven Terrace. It is mirrored by the opposing and nearly identical terrace on the north side of Craven Road. It is relatively modest in the context of Bayswater's architecture, and somewhat unusual for its use of exposed stock brick compared to the prevailing use of stucco which is the predominate material in the wider area.

4.2.2 29-45 Craven Road is principally of significance for the architectural interest in its external frontage, which is unaltered above the ground floor and is an attractive and characterful component of the Victorian streetscape on Craven Road. A number of properties in the terrace have retained original character to their shopfronts. However, others including 33 Craven Road (the site) have been updated with original features removed. The rear elevations of the terrace make a lesser contribution to the architectural interest. For the most part these are obscured by the mews developments, however the rear elevation of the site is in view at the north end of Brook Mews North. Its closet wing and the pattern of fenestration reflect the internal arrangement of the building's rooms and circulation. Modern additions to the rear elevation of the terrace, including extraction ducts, cables and aerials, detract from the overall effect.

4.2.3 Although largely hidden from view, and so limited in their impact, a collection of air conditioning units are located in the light well at the rear of 33 Craven Road. A window onto the light well has also been blocked as part of current use of the ground floor as a restaurant.



4.2.4 Internally the any surviving original plan form will contribute to the architectural value of the listed terrace. Only No. 33 was accessed as part of this assessment and only the ground floor flat, the first-floor roof terrace and associated circulation areas were accessed within No. 33. In these areas the original planform appears to have been preserved. However, there have been additional partitions in the ground floor flat to create a small WC and shower room and a kitchenette. The internal arrangement and proportions of the ground floor flat are not considered to hold particular Interest.

4.2.5 In general, the windows of 33 Craven Road are original timber sashes. However, the window from the ground floor flat onto the lightwell is a modern plastic replacement. Other positive features of the interior include the staircase and the door surround to the double doors accessing the rear roof terrace. The doors are modern replacements.

Summary

4.2.6 Elements contributing positively to the architectural interest of 29 – 45 Craven Road:

- Front elevation
- Rear elevation
- Original windows
- Internal original planform
- Surviving interior joinery (staircase, door surround)

4.2.7 Elements which do not contribute or are detracting:

- Shop front to 33 Craven Road.
- Ducting and plant to the rear of 33 Craven Road.
- Blocked and replaced windows.
- Modern replacement doors.



- Modern internal sub-divisions

4.2.8 29–45 Craven Road also hold a degree of historical interest as part of a widespread and significant Victorian development of Bayswater, undertaken by a group of documented developers. The listed terrace lies in an area of Bayswater bounded by Gloucester Terrace to the east and Leinster Gardens to the west, which was developed by Henry de Bruno Austin a London property developer and brother in law to Charles Dickens.

4.2.9 The setting of 29–45 Craven Road is the Bayswater Conservation Area. It makes a strong positive contribution to the significance of the terrace which has considerable group value with the surrounding developments and as part of a planned streetscape.

4.3 Significance of the Bayswater Conservation Area

4.3.1 The Bayswater Conservation Area is a largescale Victorian planned development of terraces built to a street pattern laid out in a variety of interrelated streets avenues, crescents, and squares. The scale of development is overwhelmingly of a grand and opulent in style, however the Conservation Area is also characterised by smaller, quieter and more intimate spaces and developments including many mews developments between the main frontages of grand residences.

4.3.2 The Conservation Area is principally significant for the architectural interest in its overall layout and its many fine Victorian buildings. Overarching unity of scale, form and consistent use of stucco, broadly characterises the area and is key to its architectural value.

4.3.3 There is historical interest in the Conservation Area and its development as a reflection of the societal changes and pressures for housing which emerged in the Victorian era due to rapid population growth and industrialisation. The speculative development of upmarket housing for wealthy middle classes wanting to escape the increasingly frenetic City centres resulted in the rapid and planned expansion of suburbs such as Bayswater. Conversely in this period, housing for the poor, being a less profitable enterprise, was less well catered for with the resulting deprivation being depicted famously in the novels of Charles Dickens.



- 4.3.4 The site itself makes a positive contribution to the character of the Conservation Area. This is principally in its Craven Street façade, however, the site is also a component of the street scene on Brook Mews North which incorporates the entrance to the mews and, along with the rest of the terrace provides enclosure from the busy main street and a counterpoint in scale to the flanking mews buildings.
- 4.3.5 The Brook Mews North streetscape is characterised by converted mews stabling now dwellings which flank the narrow street and are generally of a consistent scale of two storeys and mansard roof. They are in a mix of stucco and stock brick with simple fenestration and frequently with large double doors (some now converted to incorporate windows) which relate to their original use.
- 4.3.6 33 Craven Road is a focal point at the north end of the mews where the reducing hierarchy of its rear extensions (which step down from five storeys to two), characterise its relationship to the flanking mews buildings.



5. DESCRIPTION OF THE PROPOSALS AND IMPACT ASSESSMENT

5.1 The Proposals

- 5.1.1 The proposed works include a rear first floor extension to the roof of the existing rear roof terrace, extension of the ground floor flat into the existing lightwell and internal alterations to the ground floor flat.
- 5.1.2 Alterations at the ground floor comprise partial infilling of the existing lightwell to increase the footprint of the flat and provide for a bathroom, and the introduction of a staircase to the first-floor extension. A new partition will be introduced to create separate study area and bedroom. Access to the new bathroom and staircase will be made via a new opening in the location of the existing modern window.
- 5.1.3 The proposed rear extension will increase the height of the existing (historic) extension by one storey and will be set back into the existing roof terrace. The proposed external design of the extension will reinforce the geometry and character of the rear elevation of the building. The southeast facing façade will step out in line with the closet wing thereby extending and reinforcing this historic element. Connection to the rear of the listed building will be via a new entrance lobby created from the existing cupboard.

5.2 Impacts to the Grade II Listed 29-45 Craven Road

- 5.2.1 The proposed Internal alterations will affect the planform of the rear extension to a small degree. The planform of the rear extension is not considered to be of any particular interest in the context of the listed building as a whole and therefore these changes are not considered to Impact on special interest.
- 5.2.2 The extension in to the lightwell at ground floor will require the removal of the existing modern window and removal of a small amount of brickwork to create an opening to the new stairwell but will preserve the external envelope of the original rear extension. The small loss of fabric is necessary to create access and is not considered to erode the special interest of the listed terrace.



- 5.2.3 The first-floor extension will require access from the Internal landing via a lobby in order to meet fire safety regulations. The proposals make use of the existing cupboard as a lobby with a new doorway created in the location of the existing small window. The current access to the roof terrace is a set of modern double doors set within an original surround Incorporating a set of timber shutters. These have seized and been painted shut. The proposals would include the restoration and retention of these shutters which would be used to close off the existing access from the internal landing. Restoration of the shutters is considered to be a small heritage benefit.
- 5.2.4 The extension is recessed back into the first-floor roof terrace to retain the functionality of a small external roof terrace area and to ensure the new volume relates well to the building. The articulation of the massing of the new element, which emphasises the closet wing, the use of materials and the replication of the fenestration on the rear elevation, will integrate the extension into the existing building in a way that reinforces its historic character. It is considered that the small loss of fabric and is justified and will not harm the special interest of the building. The new volume has been designed to relate well to the rear elevation and to reinforce rather than detract from its character. It is considered to cause no harm to the special interest of 29-45 Craven Road.

5.3 Impact to the Bayswater Conservation Area

- 5.3.1 The proposed first floor extension to the rear of 33 Craven Road will be visible from within Brook Mews North and will consequently have an effect on the Bayswater Conservation Area.
- 5.3.2 The mews developments in Bayswater, though not the grand frontages of the main streets, are none-the-less an important part of the planned layout of the area that as well as being illustrative of the needs of the Victorian well-to-do residence for stabling, provide a quiet and reflective counterpoint to the busy main thoroughfares.
- 5.3.3 They are characterised by a substantial drop in scale from their host dwellings on the main street fronts, narrow archway access through the main frontage, and some still feature cobbled streets and features which relate to the former purpose of the now converted buildings.



- 5.3.4 On Brook Mews North, 33 Craven Road forms an Important element of the streetscape and provides a sense of enclosure behind a tall terrace and separation from the main street. There is clear differentiation between the consistent height of the mews and their mansard roofs and the tiered rear elevation of 33 Craven Road.
- 5.3.5 The proposals maintain the hierarchy of the rear extensions to the 33 Craven Road elevation. The form and detailing of the proposals sustain the distinctiveness of the elevation and preserves its relationship to the surrounding mews buildings. It is considered that the proposed extension, by virtue of its scale, siting, form and use of materials, will maintain the character of Brook Mews North and by extension to the Bayswater Conservation Area.



6. CONCLUDING COMMENTS

- 6.1.1 Avalon Planning & Heritage have prepared this Heritage Statement to accompany an application for planning permission and Listed Building Consent, for the extension and alteration of 33 Craven Road, City of Westminster, London.
- 6.1.2 The site at 33 Craven Road is part of the Grade II Listed Victorian terrace 29-45 Craven Road and lies in the Bayswater Conservation Area.
- 6.1.3 The key architectural interest in 29-45 Craven Road is its street facing façade and surviving shop fronts. The rear elevation and internal planform are part of the special interest of the terrace but contribute to a lesser degree.
- 6.1.4 The Bayswater Conservation area is significant principally for its planned layout, unified street frontages and the grand scale of its architecture. Mews developments that lie between the main streets are an important part of the layout and character of the area.
- 6.1.5 The proposals are for a first-floor extension to the rear of 33 Craven Road and alterations to the existing ground floor flat including extending into the existing light well and internal changes.
- 6.1.6 It is judged that the proposals have taken full account of the special interest of the listed building and the significance of the conservation area in the design of both internal alterations and in the scale, form and materiality of the extension. There will be a very small loss of Victorian masonry to create two new openings and the proposals include for the restoration of a surviving set of internal shutters, which is a small but tangible heritage benefit.
- 6.1.7 It is considered that the proposals are justified by the need to improve the standard of living space in the current flat. They will not adversely affect the special interest of the listed terrace and will maintain and reinforce the character of the Bayswater Conservation Area. The proposals are considered to be in line with paragraph 212 of the NPPF 2023 and relevant local heritage policies contained in the London Plan, The City Plan and relevant SPDs.



7. REFERENCES

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