North Staffordshire Urban Core Study

Historical Significance

Final report – November 2005

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FOREWORD

Historic Character in the North Staffordshire Pathfinder area.

The Government's Pathfinder programme aims to enable forward-thinking regeneration for housing in parts of central and northern England.

English Heritage is working with ODPM centrally, and with all of the Pathfinder projects locally, so that consideration of the character of the historic environment can be incorporated into the process of planning the future of the nine housing market renewal areas. This led in January 2005 to the publication of a Policy Statement ‘Low Demand Housing and the Historic Environment’, and an accompanying methodology for assessing the character of Pathfinder areas.

The North Staffordshire Pathfinder, RENEW, needs to consider a range of actions to address the problem of low demand, and there are numerous factors to take into account when formulating proposals to create a balanced housing stock in good condition. One of these factors is the historic quality of the buildings, streets and open areas that characterise parts of the North Staffordshire conurbation.

The Conservation Studio was commissioned to provide baseline information about the historic nature of the areas affected. Their report concentrates on two Areas of Major Invention (AMIs). This first phase covers the AMIs of City Centre South and Middleport/Blurstlem. The study has been undertaken at an ‘intensive’ or detailed level of analysis appropriate to the nature of the areas and the levels of potential change proposed for them. The report also provides an ‘extensive’ level, more broad brush assessment of the wider Stoke-on-Trent urban core area.

Further reports will provide a characterisation assessment across the whole of the conurbation at an appropriate mixture of ‘intensive’ and less detailed ‘extensive’ levels of analysis. An extensive survey will be undertaken of the whole conurbation and this will identify areas where further intensive surveys need to be prioritised.

The process has been informed by a steering group representing English Heritage, Stoke-on-Trent City Council, EDAW (consultants acting for RENEW), and Urban Vision North Staffordshire (the architecture and urban design centre). This group, subsequently strengthened by the direct involvement of RENEW North Staffordshire and the North Staffordshire Regeneration Zone, is now taking forward the heritage information by acting as advisors to the re-development process.

Heritage has an important role to play in sustaining communities. Our aim is to allow informed change that makes the most of the areas’ historic character. The aim, shared by all partners, will be to create places that will be attractive for people to live, work, shop and spend leisure time. The historic character reports will make that aim more achievable. They provide a highly informative assessment which will be used proactively by partners to ensure that heritage is paid full attention amongst the many local issues that need to be carefully balanced during both the formulation of policy, and in the detailed consideration of specific development proposals and applications.

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1. Introduction

RENEW North Staffordshire is one of nine Housing Market Renewal Pathfinders, established by the ODPM to tackle issues of low demand. The housing markets in the Pathfinder areas are characterised by a combination of very low values, high vacancy and turnover rates, and poor quality housing, often unfit. A common feature of the targeted areas is that previous regeneration efforts, sometimes over decades, have not been successful in turning around failing and unpopular neighbourhoods. Certainly within North Staffordshire, this combination of issues, together with a range of accompanying social, economic and environmental factors has resulted in a significant out-migration of population, principally to the districts surrounding the conurbation. The ‘Urban Core’ area, at the heart of the conurbation has been particularly badly affected, partly as a result of its more limited range and choice of housing on offer. In short, doing nothing is not an option if the conurbation, and its central core, are to enjoy a vibrant and sustainable future.

RENEW North Staffordshire undertook a comprehensive analysis of the factors which had resulted in low demand, and subsequently developed a twenty year programme to renew the housing market which was then set out in a Prospectus, agreed by key stakeholders and endorsed by ODPM. The high quality of the research and analysis was commented upon by the Audit Commission, which carried out an external scrutiny process of the draft Prospectus.

The investment programme developed by RENEW included a significant demolition programme, substantial refurbishment and new build, and investment in the general neighbourhood environment. It will result in the transformation of neighbourhoods and the housing stock; more balanced and less polarised communities; and a broad range of housing choice for local people.

RENEW faces an additional challenge arising from the ground conditions in many neighbourhoods. As a result of previous mining and industrial activity, and a history of building on previously industrial and poorly in-filled land, many houses are on unsafe sites, or require substantial underground remediation work to make them safe and/or sustainable. The costs involved in addressing the widespread poor ground conditions make refurbishment uneconomic in many cases. The severity of ground conditions is reflected in the number of neighbourhoods and streets where potential purchasers are unable to secure a mortgage from any building society or bank.

RENEW is committed to addressing the problems of poor, unsafe and unfit housing, while at the same time respecting the heritage value of many properties and buildings. A significant proportion of RENEW’s work will refurbish properties with heritage value, extending their life considerably. They will also improve streets and open spaces, using appropriate materials and design to enhance the overall environment and make neighbourhoods attractive to local residents.

Many factors must be taken into account when weighing-up options for renewal. These include ground conditions, sense of community, housing conditions and housing need, urban design, transport criteria, cost and contribution to market restructuring and renewal. They also include the built heritage and value placed on buildings, spaces and other features by local people. Careful consideration of all of these factors will inform the final and agreed proposals which will balance demolition, refurbishment, new build and environmental improvements, and the contribution to the strategic objectives of the RENEW Prospectus.
Heritage is concerned not only with statutorily protected listed buildings and conservation areas, but with familiar and local environments that are equally valued by the general community and that create a sense of place. People generally prefer to live and work in environments that are rich and diverse, and that blend the modern and historic. Heritage environments provide potential for economic investment and social inclusion, and contribute to sustainable development.

This historic significance report provides baseline heritage information at an ‘extensive’ broad brush level for the Stoke-on-Trent urban core area and detailed ‘intensive’ assessments of RENEW’s first phase Areas of Intervention (AMIs) at Middleport/Burslem and City Centre South. Further extensive and intensive reports will provide an assessment of the entire North Staffordshire conurbation. Collectively, these will help to ensure that heritage issues are given full consideration in the wider balance of issues. This will occur during policy formulation, including the preparation of masterplans and development briefs, and the detailed consideration of specific development proposals.

Successful regeneration should maximise the benefits of the historic built environment. Heritage characterisation identifies significant buildings and townscape and what it is that makes an area distinctive. It therefore helps to determine the most valuable assets for retention and priorities for refurbishment and, where appropriate, for conversion for new uses.

Heritage characterisation also has an important role to play where demolition and redevelopment is proposed, where an understanding of the local historic context, together with the application of the principles of good urban and architectural design, will be important factors in the creation of desirable, sustainable neighbourhoods. This does not mean new development becoming a parody of existing styles as this actually devalues the historic environment. Instead contemporary design should respond positively to the historic context (local history, past patterns of development, scale and massing of existing buildings, views and landmarks, the quality of local materials and detailing) to create additional layers of interest that reinforce a sense of place.

RENEW will seek to ensure that demolition contracts require the recycling of salvageable building materials, including bricks, slates, traditional paving materials, and decorative features such as lintels and ceramic tiles. Local secure storage can be specified for the protection and management of reclaimed stocks. Negotiations on proposals for new building and refurbishment projects will place a high emphasis on reuse of saved materials in their original community context.

It is important that clear proposals for redevelopment are in place before significant demolition takes place, to ensure that clearance does not unduly damage the built environment in the short-term (by exposing the backs of properties to public view for example) and that new development is of an appropriate quality.
Figure 1. The North Staffordshire Urban Core Study area – Red. The whole study area is covered by the Extensive survey maps – Blue 1A-C (Figure 3). The Middleport AMI is covered by the Intensive survey maps – Green 2A-E (Appendix 4). The City Centre South AMI is covered by the Intensive survey maps – Purple 3A-F (Appendix 4).
2. Historical background

On the edge of the Peak District, the topography of the Potteries region was not suited to profitable agricultural development as, say, the Cheshire plains to the west. So, while there is evidence of sporadic human occupation from Palaeolithic times, it is more a case of strategic settlement of the watershed between the river systems of the Trent and the Severn.

As late as 1686, the area was described as largely 'barren, heathy and gorsey grounds'. However, the natural geography did provide sandstones of building quality, workable coal seams and ironstone to the east. To the west there was clay and timber for building and for charcoal. Nearby at Cauldon Low limestone was quarried to provide the necessary flux for iron making.

These were the ingredients for the growth of an economy based on metals and ceramics. There is evidence of pottery making from at least the 14th century and of charcoal furnaces and water-powered forges in the 17th century. The first potter of the Wedgwood family was born in 1617.

Post-medieval development of the Trentham estates by the Dukes of Sutherland succeeded in turning indifferent land into valuable assets through coal mining and iron production. This paved the way for the steel works that dominated the area until the end of the 20th century. However, Yates map of 1775 (Figure 2) shows the area still dotted with small villages and hamlets connected by notoriously poor roads.

Transport problems were gradually solved by the introduction of turnpike trusts for the improvement of roads and by the construction of canals. The Trent and Mersey Canal, designed by James Brindley, was begun in 1766 and beside it, Josiah Wedgwood built his Etruria factory in 1769.

Industry continued to expand throughout the 18th and 19th centuries providing an economy focused on the six towns – Burslem, Fenton, Hanley, Longton, Stoke and Tunstall. The constant need of the factory system for more workers caused a migration from the country to the towns. The parish of Stoke upon Trent increased more than fourfold within sixty years.

Factory workers were accommodated in successive developments of terraced housing, which became a significant element in the character of the six towns throughout the 19th century and into the 20th. The terraces are generally of a brown-to-red brick often with distinctive decoration using classical elements and panels of ceramic tiles. However, their form was otherwise determined by economy and the utility of land. They were built to the back of the pavement and had yards rather than gardens.

Figure 2. Yates map of 1775 showing Burslem and Stoke, but Hanley is 'Handley Green' (centre).

Gardens were to be a defining difference of the next main phase of house-building in the 1930s. Meanwhile, the lack of gardens was compensated by the allotment movement, which is still very much in evidence today, and by the provision of public parks. Allotments began with the Enclosure Act of 1845 in response to the loss of common land. The Allotment Act of 1887 obliged local authorities to provide land for allotments.
The success of industry was also reflected in the quality of public buildings – the churches, chapels, schools, banks and town halls and, after 1888, the layout of public parks. There was a strong sense of competition between the six towns, which initially resisted the movement, initially proposed in 1895, for federating them into one administrative whole. A further attempt failed in 1901, but the County Borough of Stoke on Trent was finally created in 1910 and it achieved city status in 1928. Burslem was so confident that it would become the administrative centre that it built a new town hall on Wedgwood Street, which opened in 1911 for one meeting before deferring to the civic centre of Stoke.

The Potteries continued to thrive well into the 20th century and investment is evident in the quality of 1930s architecture, but from the 1980s to 1999, employment in the pottery industry declined from 30,000 to 17,000. Coal mining ceased in this period and the last steel was made in 2000. In the wake of the closures, Stoke on Trent appears to have been less successful than others in attracting alternative employment. Regeneration strategies have made much of the potential for cultural industries, but the test will be the adaptability of local people.

3. Characterisation and significance

The historical character and significance of buildings, structures and spaces is not simply a matter of age. Historical development is an important factor, but judgements on significance also depend on the completeness of surviving fabric, the quality of buildings and their details, the quality of spatial relationships and the contribution that an area may make to an important setting, such as that of a listed building or registered park.

When these considerations of cultural value are mapped and a commentary is added, they produce a characterisation that can assist when regeneration options are being evaluated. The options may range from minor repairs to complete redevelopment. Cultural value is, of course, one consideration that must be weighed against others, such as physical ground conditions, accessibility, the supply and demand of particular building types and other social factors.

This characterisation has been conducted on two levels: extensive and intensive.

The extensive (broadbrush) survey has addressed the whole study area giving broad values to whole street blocks. The resulting maps are provided at the end of this section. At this level, it is accepted that assessments are made on the basis of a rapid survey and that the overall designation for an area may disguise variations within.

The virtue of this process is that it quickly reveals areas of particular interest that clearly merit further investigation in more detail.

The intensive (detailed) survey has concentrated on two areas where most regeneration activity is expected. These Areas of Major Intervention (AMIs) are the Middleport AMI, extending broadly from Longport to Burslem, and the City Centre South AMI, which covers the south side of Hanley (Figure 1). The original definition of both areas has been used in this report, but it should be noted that the boundaries have been modified since this characterisation was commissioned. The maps of the intensive survey are provided at Appendix 4.

While the whole of the AMI areas have been considered intensively, the areas of particular interest, identified at the extensive stage, have been extracted from the plans and assessed in some detail. This is explained further, with a list of the twelve areas, in Section 4. They are then considered in detail in Section 5.

For the purposes of description it is assumed that all buildings are constructed of brick unless otherwise stated. It also has to be assumed that most doors and windows have been replaced.

The notation for all the maps shows the contribution each component makes to the whole, whether it is an estate of properties at the extensive level or an individual house at the intensive level. The values recorded are expressed on six levels as follows:
i. **Statutory significance**: Listed buildings, conservation areas, registered historic parks and gardens.

These designations have already been made by central and local government. The buildings and areas are, therefore, subject to national and local policy and little change is expected to these elements.4.5

ii. **Definite value**: High townscape value provided by good groups of well-detailed historic buildings (usually mid-to-late 19th century housing).

Indicators for these buildings include Flemish bond brickwork (earlier solid wall construction prior to the introduction of cavity walls at the beginning of the 20th century), eaves cornice details such as off-set bricks or dentil courses, banding in contrasting brick, decorative doorcases such as semicircular arches with moulded keystones, and moulded brackets to window cills and lintels. Bootscrapers are also an indicator of earlier housing preceding the street improvements of the late 19th century.

Exceptional cases have classical columns as window mullions or to support paired doorways. They may also have decorative elements using locally made coloured tiles. Where overall quality is definite, the designation may include occasional properties that have suffered disfigurement particularly if the details are retrievable and if retrieving them would enhance what has already survived.

In Category (ii), the reinstatement of historical detail is recommended with the enhancement of public spaces. Any minor changes necessary to provide improved amenities should take full account of the historical character.

iii. **General value**: Streets of medium quality late 19th or early 20th century buildings with cohesive qualities.

These are often later terraces characterised by stretcher bond brickwork (cavity construction) and ground floor bays under pent roofs that sometimes continue as porches. Later houses up to the 1930s may illustrate the introduction of private front and rear gardens, as leisure time became more widely accessible and spatial standards improved. Some property may be included in this category where, but for the degree of change that has already taken place, it would otherwise be in Category (ii).

In Category (iii), the retention of buildings is recommended although there may be considerable scope for improvements involving radical change.

iv. **Neutral**: Streets or groups of late 19th to late 20th century housing of no special interest, particularly where they are altered or of low architectural quality. This designation also includes modern development to a reasonable standard, such as new offices or housing.

These are buildings that make no particular contribution to the historical character, but neither do they cause any particular offence. It follows that they could be retained or removed without detriment.

v. **Currently negative**: These are poor quality mixed developments that may have some residual historic townscape features.

These elements could be removed without detriment. Some may have the potential to become positive or neutral after improvements or redevelopment.

vi. **Definitely negative**: Cleared sites, industrial dereliction and poor quality modern buildings that make no positive contribution to an area’s character.

Comprehensive change should be actively sought for these parts.
4. **The intensive survey**

The extensive survey (Figure 3), which gave a broad overview of the whole Urban Core Study area, was useful for identifying those parts where the qualities defined in Section 3 above are concentrated.

The intensive survey has focused on the two Areas of Major Intervention (AMIs) using the same categories to define cultural values, but at a much more detailed level. The full coverage is provided in the plans at Appendix 4. While the plans map the range of values, the assessment of character requires a more detailed analysis. This is done by adding a commentary to explain the judgements that have been made.

A more detailed assessment of the 12 areas of concentration is, therefore, provided in the next Section. The areas are:

**Middleport AMI:**

1. Shirley Street/ Bridgewater Street triangle
2. Newcastle Street
3. Port Street/ Travers Street
4. Maddock Street/ Morton Street
5. Slater Street/ Newport lane
6. Chatterley Street/ Evans Street and Mitchell Street/ Scotia Road

**City Centre South AMI:**

7. Hanley Park Conservation area:  
   - The Parkway/ Harding Road
8. South of Caldon Canal:  
   - Caledonia Road/ Cemetery Road
9. North of Caldon Canal:  
   - Pynest Street to Rectory Road and St Marks Church inc. Chatham Street
10. Lichfield Street – West side:  
    - Jasper Street to Ephraim Street
11. Lichfield Street – East side:  
    - Harley Street  
    - North of canal to Pelham Street  
    - South of canal to Hampton Street
12. Waterloo Street area

The location of these areas is shown in Figure 4.

5. **Assessment**

5.1 **Shirley Street/ Bridgewater Street triangle**

**Location:** This development is on the south side of Newcastle Street at Longport, close to the Trent and Mersey Canal from which it is separated only by pottery and wharfage buildings.

**History:** Hargreaves map of 1832 shows the canal fronted by well-developed ranges of industrial buildings. Residential uses are concentrated in areas to the southwest and southeast. The junction of Newcastle Street and Davenport Street, known as Trubshawe Cross, was established by then, but the site in question was occupied by Longport Hall, a large villa approached by a circular drive.

By the time of the 1898 Ordnance Survey (published in 1899), the whole area had been considerably developed including the layout of Shirley Street, Trubshawe Street and Bridgewater Street, construction of the terraces fronting them and development facing Newcastle Street.
Uses: All the terraces are residential with the exception of two corner shops where Shirley Street and Bridgewater Street meet Newcastle Street. There were also shops at Nos.325/327 Newcastle Street and on the adjacent site which was infilled in the early 20th century.

The site on the corner of Trubshawe Street and Newcastle Street was never developed as housing. A commercial or industrial building is shown at the back of the site in 1898. This survives embedded in the current car tyre business.

Survival: The terraces of the ‘inner’ streets were clearly built within a very short time of each other. They share common detailing of Staffordshire blue-brick plinths with integral bootscrapers, bracketed eaves, incised decoration of lintels and brackets supporting ground-floor cills. Most of the chimney stacks survive, giving a particularly dramatic punctuation to the long terrace of Bridgewater Street. The setted back streets are also intact.

On Newcastle Street, survival is not as consistent. The short terrace at the end of Shirley Street has a well-detailed corner and arched doorheads with moulded imposts, but the first house has been bricked up at the ground floor. Similarly, the shop at the corner with Bridgewater Street has been bricked up and rendered. There is also evidence elsewhere of rebuilding or alteration. However, Nos.329-343 largely retain their original form and the shop at the corner with
Condition: The housing is generally occupied and cared for. The obvious exceptions are the bricked up shop and No.303 Newcastle Street, which has suffered subsidence and is vacant. There are also signs of a lack of maintenance in some of the properties facing Newcastle Street.

History: As the name implies, Newcastle Street actually served to link two of the older settlements in the area: Burslem and Newcastle-under-Lyme. The route, with its distinctive curve at Longport, is clearly shown on Yates’ map of 1775 (Figure 2) and its arrival at Burslem is shown on a map of 1820 as ‘Packhorse Lane’.

Assessment: The triangle forms an area of definite character surviving largely as built in the late 19th century. While the terraces may not be a flamboyant in their detailing as some, it is their consistency and the role they have that make them special.

The area provides an important link between the Trent and Mersey Canal Conservation Area and the Newcastle Street Conservation Area and a setting for the Grade II* listed Price and Kensington Teapot Works on the north side of Newcastle Street. The Newcastle Street frontage, especially at the western end, forms a significant gateway to the conservation area beyond. It can be seen immediately to the north of Trubshawe Cross how easily this sense of enclosure can be lost to the detriment of the area’s character.

5.2 Newcastle Street

Location: Newcastle Street is the main road from Longport to Burslem running in an approximately west-east direction.

Hargreaves shows the urbanising process in its early stage in 1833 with occasional buildings beginning to infill between country villas. Importantly, this map also shows the formal layout of side streets focused on St Paul’s Church immediately to the north, which are yet to be developed.

Building on Newcastle Street has continued to the present day. Accordingly, the conservation area designated in 1992 is selective and largely
confined to the south side. The full boundary is shown on Plans 2C and 2D at Appendix 3

Uses: Reflecting its incremental development, the uses in Newcastle Street are mixed. Houses and shops with flats above predominate. However, there are several public houses, offices and other commercial premises and the educational use of Portland House.

Survival: On the north side, from Trubshawe Cross, there is a range of 19th century houses. The first, Ivy House, has early brown brickwork and a neo-classical doorcase dating from about 1810. This was the manager's house for the Davenport Pottery. Remodelling of the west elevation later in the 19th century added two canted bays facing the junction that reflected details of the factory. The next four houses have been ruined by the application of modern spardash rendering. However, four further houses step up the slight rise with arched doorways and emphatic quoining on the corner of Mott Place.

Ivy House

Sunday School

Also on the north side, the conservation area includes the altered remains of a workshop building on the corner of Bulst rode Street and, further on, a stylish shopping development, a short terrace of 1927 detailed in buff terracotta.

On the south side, to the east of Shirley Street, a short terrace of late 19th century date has paired ground-floor windows and original boundary walls. It is followed by a large mid-19th century blue brick Sunday school once associated with a church on the site. Set back from the road with a Tuscan porch it has a commanding presence.

After a new building of harsh red brick, four bays of a large three-storey commercial building are conserved in a new development. The 19th
century work has bold brick detailing that is palely imitated in the new build.

The scale reduces to a low two storeys after Orme Street with the Travellers Rest public house, then four much altered shops. Next is an important terrace of seven early 19th century cottages with casement windows and original paired shopfronts. These are shown on Hargreaves’ 1832 map.

Five further terraces of shops are defined by the intersecting side streets. The Jolly Carter and two shops between Port Vale Street and Lucas Street form a parade of 1888 with particularly good ceramics to the frontage of the pub and continuous bracketed fascia. This is a refronting of an earlier building.

Nos.149-183 form a long terrace in two builds, the more decorative eastern end being slightly later around 1900. The three-storey form gives a robust punctuation to the street as it begins to turn slightly northwards and upwards to Burslem. The final terrace is much altered, although Nos.127/129 have arched door cascs and good plain shopfronts. To the rear is the austere bulk of the early 20th century Drill Hall, said to be one of few remaining from General Cardwell’s reforms.

Finally, the conservation area includes Portland House, a three storey building of 1832 with stucco dressings to Venetian and Diocletian windows.
5.3 Port Street/Travers Street

Location: This area is immediately to the east of the Middleport Pottery to the southeast of Longport.

History: The pottery is the model factory of 1888 designed by A R Wood and now listed Grade II*. It fronts the Trent and Mersey Canal to the west and to the east it has a severely formal range with a series of gables fronting Port Street.

Terraces were developed in Port Street and adjacent streets to house pottery workers. The Ordnance Survey of 1898 shows houses in the southern half of Port Street, but the northern half was built slightly later. The difference between these phases is distinguished by a chequered band of blue and yellow brick on the earlier houses and the later use of stretcher-bond brickwork.

To the east, James Street was similarly developed in phases, the earliest being those to the south with arched doorways. There are short terraces across the ends of this long block. Wharf Street to the south was slightly set back and retains its brick and stone boundary wall. The back street behind the northern terrace is notable for the view it affords of the decorative pediment over the entrance to the pottery.

Many street names were changed when the Potteries towns were federated in 1910 in order to avoid duplication throughout the six towns. James Street became Travers Street and Wharf Street became Burgess Street.

Uses: All the buildings are residential. There is a small piece of undeveloped land at the north end of the Port Street terraces.
5.4 Maddock Street/ Morton Street

**Location:** Four streets form a group between the Port Street/ Travers Street area and Newport Lane. They are Maddock Street, Morton Street, Woolrich Street and Burgess Street. Pre-federation, the latter three were called Stanley, Forster and Wharf Street respectively.

**History:** The late 19th century development of these streets for workers’ housing was almost complete by 1898, including the development of Newport Street that linked them to the main road at Newcastle Street. All that remained to be built was the lower half of Maddock Street, which was not completed until the 1950s.

In the 1980s, selective demolition took place to provide public open space and carparking. This included the removal of a large school that spanned between Morton and Woolrich Streets. These areas have been subsequently improved with planting and signage.

**Uses:** All the surviving buildings are houses except for a small area of commercial buildings on Burgess Street. The public space includes a children’s playground.

**Survival:** Despite the truncation of terraces at the Travers Street end, sufficient of the houses have survived to give the area a cohesive character that is enhanced by the planting of the relatively recent open spaces.
The terraces at the northeastern end of Maddock Street are unusual being double fronted with gables providing a pediment over the central entrance bay. They are further distinguished by blue brick banding and paired ground-floor windows in several of which the original sashes survive, separated by classical columns.

By contrast, the later terraces on Maddock Street contribute little to the overall character. The same is true of the commercial buildings on Burgess Street.

**Condition:** Most of the buildings are occupied and maintained, the exceptions being two pairs of vacant houses at the lower end of Burgess Street and Forster Street.

**Assessment:** The double fronted houses of Maddock Street are remarkable. They are complemented by the arched doorways of Morton Street and the landscaped spaces. The remaining terraces play a strong supporting role except for the more utilitarian building on Maddock Street. The open spaces along Travers Street are less successful because, although grassed over, they still have the feel of housing clearance sites.

### 5.5 Slater Street/ Newport lane

**Location:** This area is to the east of Newport Lane and south of Furlong Lane between Burslem and Middleport.

**History:** Newport Lane, running south from Newcastle Street, predates the late 19th century urbanisation of the Longport area. It is shown on the Hargreaves map of 1832 as is Furlong Lane.
The map also shows a terrace at this intersection fronting Newport Lane, which survived well into the 20th century before being replaced by modern development.

Slater Street was laid out parallel with Newport Lane in the late 19th century and with intersecting streets was progressively developed mostly with housing. This process was largely complete by 1898 although there has been a little infilling since. The housing was adjacent to the terminal wharfs of the Burslem Canal and also close to many pottery businesses in the area.

In the early 20th century, Bennett Street was extended eastwards with houses having single storey bays. In the 1920s a row of four houses was added in Dimsdale Street. A social club was built on the corner of Newport Lane from the 1930s onwards. The Methodist church has been remodelled with limited success, and the 20th century closed with a housing development built over Ford Street.

Uses: Virtually all the buildings are residential. Exceptions are the café in a former corner shop at the junction of Slater Street and Furlong Lane, the social club on the corner of Newport Lane, and the Methodist church and Sunday School on Dimsdale Street.

Survival: In Slater Street, the corner café has an original shopfront. Beyond it, the houses have cambered fanlights over the doors, contained by bracketed arches. Other terraces have moulded semi-circular arches or flattened triangular lintels on brackets. There is also some blue brick banding, similar to that in Maddock Street, and dentilled brick courses to the eaves.

The long view down Slater Street is punctuated by the survival of almost all the chimney stacks many of which still have the original square yellow clay pots. Very few houses have been disfigured by painting or rendering of the brickwork.

Condition: There is an isolated pair of vacant houses on the north side of Furlong Lane on a site that has otherwise been cleared. There is another cleared site in Luke Street. Otherwise, houses are generally occupied and maintained.

Assessment: Some of the housing in this area is relatively plain, although this is offset by instances of coloured banding, mouldings and bracketed eaves. However, it is the consistency of the area, relatively free of modern intrusion that develops a definite and positive character.
5.6 Chatterley Street/ Evans Street and Mitchell Street/ Scotia Road

Location: Scotia Road runs north from Burslem to Tunstall. Evans Street and Chatterley Street join it from the west. On the east side, there is an area of housing between Scotia Road and Mitchell Street running south to Bycars Road.

History: The terrace fronting Scotia Road, between Chatterley Road and Evans Street (formerly Broad Street) was developed in two stages in about the 1880s. The northern half is distinguished by blue brick banding and a continuous drip mould over the ground floor lintels. Evans Street was built in the 1890s and was followed by Edge Street and Herd Street (formerly Birch Terrace), constructed in the early 20th century with cavity walls.

To the south, the housing between Barber Street and Bycars Road was developed in the 1880s — indeed the end house in Caulton Street is dated 1887. North of Barber Street, the 1924 Ordnance Survey shows a layout for Mitchell Street and Marshall Street, which were then developed in the 1930s.
Uses: All the property in these areas is residential except for two corner shops.

Survival: The Scotia Road frontage, with its continuous banding, is distinctive and intact while the terraces behind have undergone various degrees of personalisation.

The 1880s housing is modestly detailed but remarkably free of intrusions. The main loss is where stone mullions have been removed from paired ground floor windows.

The 1930s housing has restrained classical references in the incised pilasters to the front doors supporting a moulded hood. At one house the original windows survive. They are sashes in the Edwardian fashion of four or six lights over a single pane. There is also a good survival of original boundary walls with distinctive dome-topped concrete gateposts.
Condition: Almost all the houses are occupied and maintained. However, the terrace south of Evans Street has suffered alterations to the point of being recorded as 'neutral'. There are also two unoccupied houses in Cauldon Street and one on the corner with Scotia Road that has undergone a poor conversion from a shop. Also on Scotia Street one house appears to have suffered from subsidence.

They are also significant as the first progression to front and rear gardens rather than yards. These qualities are currently being re-evaluated in debates about the nature of suburban living.

5.7 Hanley Park Conservation area: The Parkway/Harding Road

Location: Hanley Park is an approximately rectangular area of nearly 80 acres. It straddles the Caldon Canal due south of Hanley City Centre. The north side of the park is fronted by The Parkway. This area is between The Parkway and Harding Street including part of Shirley Road.

History: The design of Hanley Park was the first commission for architect Thomas Mawson. Construction began in 1892 on land obtained from the Shelton Old Hall Estate. The park was fully opened in 1897.

The Parkway was clearly laid out as an elegant drive to take advantage of the parkland outlook. However, development was slow to take off and by 1898 only five of the large houses had been built (now Nos: 9-17). A further house had been built on the corner of Shirley Road and Regent Road, as had the extraordinary cloverleaf layout of three large Edwardian villas immediately north of Parkway.

The generous space between these three developments forms the northern entrance to the park and its formal significance is dignified by a robust cast-iron column supporting two large pendant lanterns apparently still in its original location.

Also in the 1890s, an exceptional terrace was built in Harding Street, behind The Parkway. This has square bays to the ground floor with dramatically large windows above framed by terracotta arches with emphatic keystones. The doorways are also arched using boldly detailed terracotta.

Further development followed shortly at the north end of The Parkway and in Shirley Road, but the Harding Street/Parkway block was not completed until the 1930s.
Uses: All the buildings are residential.

Survival: The 1890s houses are unusually substantial and well detailed with bays, stone dressings and ornately tiled porches, while the later build includes a glazed turret to mark the corner. This generosity of spirit extends also to the wide streets, the tall lamp column and, of course, the expansive outlook over the park. Much of the 1930s housing is arranged in pairs set back from the road, so gardens are more in evidence than elsewhere. A service street between The Parkway and Harding Street retains a fine setted surface.

Condition: Both the houses and the public realm are well cared for except at No. 7 The Parkway where infilling or remodelling is not to the standard of its neighbours. In Harding Street, the painting of terracotta details is regrettable.

Assessment: This is a rare (for the AMI) example of larger scale housing which, with the park, generates a high quality environment.
5.8 South of Caldon Canal: Caledonia Road/ Cemetery Road

Location: This area lies to the west of Howard Place between Hanley Cemetery and the Caldon Canal.

History: Hanley Cemetery was established in the mid-19th century, the dramatic twin chapels being built in 1860. The curve of Cemetery Road accommodated Shelton Hall, which had been built in 1782 for the Chatterley family. The cemetery had taken most of its grounds and the curtilage was further reduced by the construction of villas facing Howard Place, and Caledonia Road serving the canalside businesses. It was clearly intended that further villas should be built on Cemetery Road to take advantage of the open landscape of the graveyard, but this process was not completed. Instead, the sites were infilled with semi-detached houses in the 1930s.

Shelton Hall was demolished in 1959 to make way for an educational centre whose 1960s buildings do not delight. Later still, the linear red brick and corrugated metal Regent College was built on Shelton New Road in place of a lodge at the corner of Cemetery Road.

Uses: This is a mixed area in which educational uses predominate. The villas on Howard Place are now generally commercial, although residential uses continue in Cemetery Road and Caledonia Road. There is also evidence of some canalside businesses.

Survival: The villas fronting Howard Place provide a grand introduction to Snow Hill. One in particular, designed by Robert Scrivener, is built of distinctive buff brick with a large semi-circular bay in ornate stonework. Other villas survive in Cemetery Road including Thomson House and the gothic pair at Grove Villa. However, the House adjacent to Regent College has been spoilt by the application of modern render.
Although Shelton Hall has been lost, its boundary wall and gatepiers survive, dating from the reorganisation caused by the cemetery, and there is a pair of stucco houses to the northwest.

In Caledonia Road a few buildings survive from the Caledonia Works, including a 1930s building, now Caledonia Court, that has been converted to residential use.

The lower density of this area allows for planting and, of course, it benefits from views across the treed landscape of the cemetery.

**Condition:** Most of the buildings are occupied and maintained. Indeed, the house next to Regent College has been over-enthusiastically treated. The 1960s adult training centre shows all the signs of ad hoc expansion over time, which may well need to be rationalised before long.

**Assessment:** This is a mixed area in which the poor quality of the training centre is offset by the very strong quality of the villas. There is scope for improvement of the better buildings and landscape and for a limited amount of sensitive infilling on the training centre site and the canalside.

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### 5.9 North of Caldon Canal: Pynest Street to Rectory Road and St Marks

**Location:** This area is immediately north and east of Area 8. It includes both sides of Snow Hill, west to Rectory Road and east to the former barracks and to Croston Street.

**History:** Snow Hill is the main link between Stoke and Hanley. The top of the hill, where St Mark’s Church is now, was the focus of the settlement of Shelton that was amalgamated with Hanley in 1857. The timber-framed Shelton Old Hall, on a site below the hilltop, was burnt down in 1853 although the home farm survived until the 1920s. The farm buildings continued as an abattoir until the 1990s and are now commemorated by modern houses on the site at Shelton Farm Road.

St Mark’s Church is one of several built in the 1830s by the Church Commissioners to serve expanding industrial populations. It was designed by J Oates and the chancel was extended by Robert Scrivener, a local architect, in 1868. East of the church is an imposing headquarters and drill hall inscribed, ‘Headquarters Hanley Company 1st Vol. Bat’n 8Reg 1897’.

The development of terraced housing accelerated from the mid-19th century to serve nearby industry and the canal.

*South of Caldon Canal: Caledonia Road/ Cemetery Road*

*OS 2nd edition 1898*
Uses: While housing predominates, the area includes shops on Snow Hill, the church, a former barracks, restaurants, public houses and commercial uses.

Survival: St Mark's Church, said to be the largest in the diocese, is still in use surrounded by its graveyard and stone boundary wall. To the east is the formidable barracks and a pottery works, although there has been considerable clearance of sites and modern development to the south. Snow Hill curves down hill with a high quality townscape of gabled houses and shops with tiled porches and ornamental brick details.

On the east side, the Bell and Bear public house presents a folk memory of the timber framing of Shelton Old Hall. It was built at the close of the 19th century as a pastiche of post-mediaeval building. Below it is the imposing three-storey house, The Hollies, built for A R Moody, a noted physician. Now, known as Richmond House, it is the Masonic Hall.

Opposite Richmond House, the Flower Pot Hotel has distinctively ornate gables that are echoed in the symmetrical frontage of Richmond Terrace. To the south, the housing is plainer although the triple doorways of the Chatham Street houses – one for each of a pair and one for the through passage – are a feature. This arrangement, which reflects the lack of a rear service street, is not uncommon in late 19th century terraces in Stoke, but is rare elsewhere (eg Liverpool) until the 1930s.

To the west of Snow Hill, the Victorian grid was never completed and some of the cross streets have 20th century infilling. This also allowed the building of an Arts and Crafts church hall at the bottom of Rectory Road next to the imposing stone rectory, now a gym club. The rectory is some distance from St Mark's Church and this explains the diagonal passageway linking them that still cuts across the later street pattern.

Havelock Place was aligned with St Mark's Church so that long views of the tower are widely apparent. It has a good late-19th century terrace on the southeast side, but also a modern industrial building beyond, a poor 1960s clinic and a cleared site at the junction with Bedford Road.

To the south, Shelton New Road (new in the mid-19th century) has dignified terraces of about 1860 with classical cornices to the openings. The acute junction with Shearer Street provides the opportunity for an emphatic pedimented public house doorway, while a cleared site behind has recently been landscaped with a series of large stone balls.

Pyenest Street provides the interface between housing and the canal. The terraces, built in 1877, include some of the most ornate detailing in the area: paired gothic openings supported by a central column, with ceramic patterns in the spandrels, moulded arches with flamboyant keystones and triple doorways as at Chatham Street. Entrances through the terrace on the south side lead to canalside wharfs that have been developed with relatively modern industrial buildings.
out to a few of them. However, the street still has the potential to be spectacular.

**Condition:** Buildings in the area are generally occupied although in some parts there are signs of reduced maintenance. There are also a number of cleared sites near the barracks, above the Bell and Bear, on Bedford Road, Pynest Street and between Chatham Street and Norfolk Street. Despite some architectural qualities, these latter streets have suffered considerable alteration.

**Assessment:** The area is significant as the former settlement of Shelton and as the southern gateway to Hanley. It includes a number of important landmarks, such as St Mark's Church, the Drill Hall, Shelton Rectory, the Bell and Bear, and Richmond House. These are given context by the strong townscape of Snow Hill and the better terraces, notably those in Richmond Terrace, Shelton New Road, Havelock Place and Pynest Street. Snow Hill and Wellesley Street are unusual for having terraces of three storeys. The exceptional houses in Pynest Street are currently marred by the poor alterations carried

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**5.10 Lichfield Street – West side: Jasper Street to Ephraim Street**

**Location:** Jasper Street is immediately south of Potteries Way, the southern ring road for Hanley. It is also on the west side of Lichfield Street, a main radial route from Hanley City Centre. The area focuses on the Roman Catholic Church of the Sacred Heart.

**History:** While there are remnants from the early and mid-19th century on Lichfield Street, housing in this area, close to the City Centre, more generally dates from the 1860s and ‘70s onwards: a pair of gothic houses in Jasper Street is dated 1874.

The Church of the Sacred Heart was designed by H V Krolow and its construction began in 1889. It was finished by Robert Scrivener and consecrated in 1911.
Housing in Ogden Road is not shown on the 1900 Ordnance Survey, but stylistically it must have been built very soon after. The industrial buildings between Ogden Road and Lichfield Street have evolved continuously since the mid-19th century. At the north end, there was a house with a circular drive until it was replaced by a factory in the 1930s.

**Uses:** The main use is housing although some of those on Regent Road have been converted to offices. There is also a public house, the church, and industrial uses on Ogden Street and in Jasper Street.

**Survival:** The Church of the Sacred Heart is large and dominating. Although of a late date, it continues the Victorian gothic tradition in brick and stone with an expansive roof of clay tiles. Taking up a whole street block between Jasper Street and Regent Road, it is still very much a set piece with its school and presbytery all contained within a brick boundary wall with stone copings.

![Jasper Street](image)

Jasper Street has a few large houses with gables, bays and blue brick banding. There is also a short row of buff brick houses with narrow arched openings and polychrome details. An arched carriage entrance leads to a rear workshop. However, there is also some mid-20th century infilling and a recent block of flats on the corner with Bethesda Street.

Terraces running down to Regent Road have arched doorways and bracketed cills. On the south side of Regent Road, there is a mix of late 19th century houses some with canted bays of one and two storeys. The later terrace in Ogden Road is very much of one build, stepping neatly downhill in mirrored pairs. To the east, the largely utilitarian industrial buildings have little significance. However, on Lichfield Street two large mid-19th century houses have survived, despite alteration, and to their north there is a small brick structure that appears to be earlier.

**Condition:** The houses are all occupied and maintained and the church was considerably restored in the 1990s. The industrial area, however, appears to be under-used and the Lichfield Street frontage is either vacant buildings or cleared sites.

**Assessment:** The area has a cohesion and interest that derives from a variety of uses and building types, and from the topography of the sloping hillside. The terraces give a positive setting to the Catholic Church.

This contrasts starkly with the lack of townscape on Lichfield Street, which has suffered from the realignment necessary to create the roundabout on Potteries Way exposing the backs of Downey Street.
Between Regent Road and Ephraim Street, there is considerable potential to re-establish a frontage to Lichfield Street, retaining the two much abused houses, perhaps in conjunction with creative rehabilitation of the industrial buildings behind.

In the area south of the canal to Hampton Street, the 19th century saw the development of a complex of potteries and associated buildings, much of which has been cleared in recent times.

**Uses:** Harley Street is entirely residential. The Bridgewater Pottery is entirely industrial and commercial. The area south of the canal is now largely residential with one public house.

**Survival:** Harley Street has two mid-19th century terraces. However, it has been so affected on three sides by highway improvements associated with Potteries Way that it is now about two thirds of its original length. No longer accessible from either end, a new access has been cut from Derby Street to the south.

The houses have semi-circular arches to the doorways supported on moulded brackets and with moulded keystones. All the property in Derby Street has been cleared except for the New Inn, a 1930s building of cream faience.

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**5.11 Lichfield Street – East side:**
- Harley Street
- North of canal to Pelham Street
- South of canal to Hampton Street

**Location:** Lichfield Street is a main radial route from Hanley City Centre. Harley Street is a side street opposite Jasper Street while the canalside areas are a short distance to the south.

**History:** Harley Street was part of a dense area of terraced housing built in the late 19th century to the south of the City Centre. Following road improvements and other clearances it is now an isolated fragment.

The Eastwood Works, now the Bridgewater Pottery, was developed from the late 18th century on the north side of the Caldon Canal, which was completed in 1779.
The Bridgewater Pottery has a very long frontage onto Lichfield Street defined by a narrow two-storey range with paired windows. It is punctuated by a gabled three-story block at either end. A large warehouse extends parallel to the canal and other buildings follow the cranked shape of Pelham Street behind. In the three streets to the north, most of the houses have been demolished.

Clearance has also affected the area south of the canal. However, a new townscape is emerging from a mix of new and old. A warehouse on Hampton Street has been converted to housing and a new canalside development has incorporated an historic bottle kiln. 19th century buildings, including a public house, either side of Hampton Street at the junction with Lichfield Street also survive.

**Condition:** Harley Street is occupied and appears to be reasonably maintained. The windows of the Bridgewater Pottery are all boarded up on the Lichfield Street elevation and the building could be considered vulnerable. Contrastingly, most of the buildings to the south of the canal are either new or newly converted.

**Assessment:** Although Harley Street is currently rather isolated, it is very convenient for the City Centre and future development of the recent clearance sites will give it a new context.

The Bridgewater Pottery has also lost its setting. It is a landmark building that has a great deal of canalside potential. Some of this potential is beginning to be realised in the Hampton Street area.
12. Waterloo Street area

Location: This is an extensive area to the east of Potteries Way and to the south of Bucknall New Road. It is bounded by Ivy House Road to the east and by Commercial Road to the south.

History: The Bucknall Road, a main route from Newcastle-under-Lyme to Cheadle, was also a vital link between the local communities of Northwood and Bucknall. However, it was a difficult journey and improvements were sought after it became a turnpike in 1771. By the 1830s, Bucknall New Road had been built in order to provide a more even gradient up to Hanley.

At the same time, the collieries and clay pits of east Hanley were becoming exhausted and the remaining underground galleries were being worked from further afield. This coincided with industrial expansion and the need to house a rapidly rising population.

The extension of Hanley eastwards to Wellington Road began in the 1830s and St Luke’s Church was built to serve the area in 1852, to the design of the Hanley architect, H Ward and Son. The Wellington Road Schools followed in the 1870s and the later infants’ school of 1893 is listed grade II.

The junction of Wellington Road and Waterloo Street for the insertion of a shop and the Highland Laddie public house.

Stanley Matthews was born in Seymour Street in 1915 and it is said that, in his youth, he played football on the undeveloped land opposite.

Uses: This is very much a residential suburb that includes the associated uses that serve it, such as a school, a church, a hall, shops and public houses.

Survival: The earlier houses in the west near St Luke’s Church were demolished when Potteries Way was constructed and blocks of flats were built. However, complete terraces survive in Wellington Street and notably in Gilman Street, where the retention of detail and small front gardens add special interest.

Development over half a century means that there are evolving patterns in the terraced form. The earlier buildings have the classical references such as moulded arches, brackets and cornices. Then there are canted bays with distinctive leadwork at the very end of the century and bays with continuous pent roofs in the early 20th century. The construction also changes through this period from solid brickwork in Flemish bond to cavity construction and stretcher bond.

Variations include 1860s houses on Waterloo Street with hood mouldings over the doors and windows in imitation of 17th century style, and the late 19th century terrace in Seymour Street that has gables and pointed gothic timber porches. These houses are also slightly set back and have boundary walls or hedges.

By 1898, most of the street pattern had been laid out as far as Ivy House Road. However, as the Ordnance Survey shows, the eastern half had yet to be built with the exception of Seymour Street and part of Bucknall New Road. It is also notable that corner sites had been left at the
The Highland Laddie

Some of the terraces, particularly to the south of Waterloo Street, are much plainer and of less interest and between Seymour Street and Waterloo Street there are infill terraces from the 1960s. A curiosity in Ludlow Street is a short terrace that appears to be from the late 19th century to which full height bays have been added in about the 1960s.

The two Board School buildings in Wellington Road have a dominating bulk and fine detailing in contrasting brick. St Luke’s Church, however, is tucked away from the main street and is not the landmark that it should be.

**Condition:** Buildings are generally occupied and reasonably maintained, although some have suffered from efforts to personalise them. The road improvements in the west have also created left over space which, although grassed, has little practical use.

**Assessment:** This is an area of strong character that derives from a consistency of architectural form and yet the variety of evolved detailing. The sloping topography adds interest and provides long views across the Trent valley.

There is also the historical interest demonstrated in the relationship between living, learning, shopping, work and worship. This is an almost self-contained area of housing with its own school, church, lively public houses and well-used shops, including the Hole in the Wall that sells traditional Staffordshire oatcakes.

It is important that the City should acknowledge that its working heritage relates as much to housing as to industrial archaeology. This has already happened in the textile belt across Lancashire and Yorkshire, in places such as Nelson, Darwen and Halifax, where conservation areas have been designated to recognise the interrelationship of activities.

In Stoke, there is a similar case to be made for designation and the Waterloo Street area would be a major candidate. Otherwise, there is a danger that the Potteries legacy will be unduly weighted towards the surviving evidence of middle class history.
6. Conclusions

The urbanisation of the Urban Core area was rapid. Hargreaves' map of 1832 shows the process beginning to gain pace and by the time of the Ordnance Survey second edition of 1898 it was largely complete. Since then, development has been a matter of infilling and redevelopment as much as expansion.

Development was driven by the explosive and unregulated growth of mining and manufacturing industries. The sheer scale and extent of this process resulted in a level of environmental degradation unknown in the urban core of any other UK city. The effects reached their nadir in the mid-20th century from which the area is still far from recovered. At the same time, however, the creation of wealth has left a legacy of quality building in all the types one would expect in a self-sustaining industrial community:

**Houses.** The rural villas of an earlier landscape were largely overtaken by industrial growth. Survivors, such as Portland House, Newcastle Road, are therefore rare. The middle classes tended to avoid the pollution of industry by living in settlements, such as Penkhull to the west. Accordingly, there are relatively few larger houses in the urban core area, the exceptions being the Parkway, built to take advantage of Hanley Park, and the villas of Howard Place and Cemetery Road.

Other substantial houses were for those who had to live in the area, such as Ivy House, Newcastle Road, built for the Davenport Pottery manager, or Shelton Rectory in Rectory Road.

**Terraces.** The terraced form, providing efficiently compact accommodation, is ubiquitous to industrial development. In this area, however, the standard of detailing in many of the earlier terraces rises considerably above that found in, say, the cotton belt from Merseyside to the Lancashire Pennines. The use of stone dressings and decorative brickwork produces streets of definite quality, as the intensive survey shows.

Some terraces, such as those in Maddock Street, Richmond Terrace and Pyenest Street are exceptional. However, terraces should not be seen in isolation – the street they define is an important factor. Where terraces are retained, therefore, consideration must be given to their context and the sense of enclosure if historical significance is to be properly retained with them.

**Public houses.** Pubs provide identity. They are often sited in prominent locations, such as the corner sites of the Highland Laddie or the Shoulder of Mutton, and they are used as landmarks for urban navigation. Few, however, can be as strategically placed as Harry Ramjams at the flatiron point on Shearer Street or the Bell and Bear looking down Snow Hill. Their significance is self-evident.

**Shops.** The corner shop is an important accompaniment to terraced housing, as the analysis of the Shirley Street triangle demonstrates. Purpose-built shop developments continued into the 20th century, for instance the 1927 development on the north side of Newcastle Street, until the advent of the supermarket. Where good shopfronts survive, they should be repaired and retained even if the building use has changed.

**Factories.** Given that the industrial buildings were the generators of wealth, it is not surprising that some were detailed to express the success of their enterprises. The buildings at the Middleport Pottery and Johnson Brothers Works on Eastwood Road are celebrated examples. However, as redundant industrial areas are cleared for redevelopment, it is important that other deserving examples are not lost. The warehouse on Hampton Street shows that there are alternatives to demolition, in this case residential use.

**Churches.** Churches are often the most prominent landmarks – St Mark's at the top of Snow Hill, for instance. By the same token, the radial streets to the north of Newcastle Street have lost some of their meaning since the demolition of St Paul's church. Others, such as St Luke's and St Joseph's are rooted in their communities and there is an important relationship with surrounding houses. Also significant are the associated buildings such as the Congregational hall in Wycliffe Street and the Arts and Crafts style Church Hall in Rectory Road.
The Church of the Sacred Heart in Jasper Street has all these qualities – church, school and presbytery within the original boundary wall.

**Schools.** Churches played a major part in education until the late 19th century and the Sunday school in Newcastle Street is an important but neglected example. School Boards were established under the Education Act of 1870. This resulted in a building programme that gave rise to the Joiners’ Square Infants School of 1879 and St Luke’s School in Wellington Road. Both are landmark buildings, the latter being statutorily listed.

**Civic buildings.** The inclusion of part of Burslem in the Middleport AMI places the two town halls in the area. These are pre-eminent buildings of their respective eras – the mid-19th century and the early 20th century. Less obvious, but nonetheless significant are the drill halls, one of 1897 on College Road, near St Mark’s church and a later one near Burslem on Newcastle Street.

The key buildings in the two AMI areas are listed at Appendix 2.

**Open spaces.** The AMIs include informal open spaces, such as the Westport Lake Park and the John Baskeyfield school playing fields. More historically significant are the churchyards, such as St Mark’s and that of the former St Paul’s. The only formal park is Etruria Park, laid out in 1904, but the City Centre South AMI does look out over the mid-19th century Hanley Cemetery and Hanley Park. The latter, laid out in 1894, is included on the English Heritage Register of Historic Parks and Gardens, as is Burslem Park.

The canals are another major resource for recreation although, historically, Stoke has regarded them in functional rather than picturesque terms.

**Designation -- Listing.** There are 192 statutorily listed buildings in the City of Stoke on Trent. This would appear to be an under-representation of the evident architectural and historic interest of the area and it is recommended that a systematic survey is undertaken, and that spot-listing proposals are put to English Heritage, in order to achieve consistency in the City’s planning management. Recommendations for listing emerging from the assessment of the two AMI areas include:

- Ivy House, Newcastle Street
- Robert Scrivener’s villa at 14 Howard Place
- Shelton Rectory, Rectory Road
- The Bell and Bear PH, Snow Hill
- Johnson Bros Pottery, Eastwood Road
- The Church of the Sacred Heart, Jasper Street
- Sunday School, Newcastle Street
- Drill Hall, College Road
- Drill Hall, Newcastle Street

It is notable also that the only list entries related to the canals are mileposts. There must, however, be bridges and lock structures that would merit listing, as a systematic survey would demonstrate.

**Designation -- Local listing.** The City Council already has a local list. The policies that apply to locally listed buildings and the criteria for their selection are currently being reviewed in the context of the emerging Local Development Framework. However it is clear that, even if the criteria are set at a fairly high threshold, there are many buildings and structures that should be considered.

As a starting point, it is recommended that all the Key Buildings noted at Appendix 2 that are not statutorily listed should be included on the local list.

**Designation -- Conservation areas.** The Urban Core area includes all or part of five conservation areas: the Trent and Mersey Canal, the Caldon Canal, Newcastle Street, Burslem and Hanley Park. Under the Planning Acts, local authorities are obliged to review their areas ‘from time to time’ to determine whether any further parts should be conservation area and to designate them accordingly. The mapping of historical significance included in this report has shown that there are, indeed, areas of architectural and historical interest that should have the same status as the existing conservation areas. Accordingly, it is recommended that the next review should seek extensions to existing designations:

- To include the Shirley Street triangle in the Newcastle Street Conservation
Area. (Shirley Street, Trubshawe Street, Bridgewater Street, Trubshawe Cross and part of Newcastle Street)
- To include Port Street in the Trent and Mersey Canal Conservation Area. (Port Street, Travers Street, Harper Street and Nos.52-72 Burgess Street)
- To include Harding Road in the Hanley Park Conservation Area
- To include the Jenkins Street area in the Burslem Conservation Area

It is also recommended that the next review should seek new conservation area designations for:
- The Maddock Street area. (Maddock Street, Morton Street, Woolrich Street, Burgess Street, and Newport Street from Burgess Street northwards to Newcastle Street)
- The Scotia Road area. (Marshall Street, Barber Street, Wain Street, Caulton Street and Bycars Road)
- The Jasper Street area. (Jasper Street, Downey Street, Eastwood Place, Brunswick Road, Lower Bethesda Street, part of Regent Road, and Ogden Road)
- The Shelton area. (Area bounded by Hanley Cemetery, Shearer Street, Bedford Road, Rectory Road, Broad Street, College Road (to include the Drill Hall and the pottery buildings opposite), Snow Hill, Richmond Terrace, Wellesley Street and Howard Place/ Stoke Road)
- The Waterloo Street area. (Area bounded by Bucknall New Road, Ivy House Road, Cresswell Road, Commercial Road, Picton Street, Waterloo Street and Gilman Street excluding the Westwood Court/Wellington Court estate)
- Burslem Park

Recommendations:
- That full account is taken of historical significance in formulating proposals for demolition or development.
- That the active involvement of the City Council’s conservation and urban design staff is sought before any proposals are brought forward for development affecting areas of Statutory Significance, Definite Value or General Value as defined in Section 3 of this report.
- That all opportunities are taken to enhance the historical significance of open spaces, including the canals.
- That the City Council takes steps to improve the consistency of designations – listed buildings, locally listed buildings, conservation areas.
- That the City Council publishes guidance that can eventually be adopted as formal policy on the care of historic buildings and the design of new development in historic contexts.

Guidance. This report focuses on the identification of historical significance in the Urban Core Study area. It explains how the use of traditional materials and detailing contribute to significance. However, there is a need for further, more-detailed guidance on the care and conservation of existing historic fabric – brick, stone, ceramics, timber, slate, cast-iron – and on the use that can be made of these traditions to inform new development. This should take the form of a separate Design Guide that would have a City-wide relevance.

Footnotes
1 Plot, R. – *The natural history of Staffordshire* – 1686. Quoted by Dr Malcolm Nixon in an essay published with the Godfrey edition of the 1895 Ordnance Survey map of the Pottery.
2 16,414 in 1801 to 71,308 in 1861.
3 Longton Park was the first, opened in 1888. It was followed by Hanley Park (1894), Etruria Park (1904) and Northwood Park (1907).
4 There is a presumption against the demolition of listed buildings but, where buildings are at risk, positive changes are naturally welcome.
5 Conservation areas are recorded as statutory entities at the extensive level. At the intensive level, their boundaries are recorded, but the buildings within them are categorised individually.
6 Section 69(2) - Planning (Listed Buildings and Conservation Areas) Act 1990
Appendix 1. Acknowledgements

The survey work and production of this report has been carried out by Eddie Booth, Chezé Bird, Neil Buick and Gemma Riley of The Conservation Studio with assistance on mapping from Cotswold Archaeology.

The project has been managed through a Steering Group comprising:

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<td>Dave Chetwyn</td>
<td>City of Stoke on Trent</td>
</tr>
<tr>
<td>Kevan Spinks</td>
<td>City of Stoke on Trent</td>
</tr>
</tbody>
</table>

The authors are grateful for the collaborative approach taken by members of the Steering Group and for their contributions.
Appendix 2. Key buildings

Houses
Ivy House, Newcastle Street
Portland House, Newcastle Street
‘Cloverleaf’ houses, Regent Street
Villas on west side of Howard Place
Thomson House, Cemetery Road
Grove Villa, Cemetery Road
The Hollies (Richmond House), Snow Hill
Shelton Rectory, Rectory Road
The Parkway

Terraces
Port Street
Double-fronted houses on Maddock Street
Harding Road
West side of Snow Hill
Richmond Terrace
South side of Pyenest Street
Three-storey terrace in Wellesley Street
30-42 Jasper Street
Gilman Street
Cornes Street

Public houses
The Jolly Carter, Newcastle Street
The Bell and Bear, Snow Hill
The Highland Laddie, Wellington Road
The Victoria Hotel, Victoria Square
Harry Ramjam’s, Shearer Street
The Shoulder of Mutton, Sun Street
PH on the corner of Regent Road and Houghton Street

Shops
1927 shops on north side of Newcastle Street
Early C19th terrace on south side of Newcastle Street
Adjacent to the Jolly Carter, Newcastle Street
Corner of Slater Lane

Factories
Middleport Pottery
The Longport potteries
Pottery on College Road adjacent to St Mark’s Church
Eastwood (Bridgewater) Works
Hampton Street warehouse
Wade Heath Pottery Works, Westport Road
Oliver’s Mill, Newport Lane (southern end)
Johnson Bros, Eastwood Road

Churches
St Mark’s, Snow Hill
Church Hall, Rectory Road
Church of the Sacred Heart, Jasper Street
St Luke’s
St Joseph’s, Hall Street
Congregational Hall and school, Wycliff Road
Wesleyan Methodist Church, Etruria Old Road
Portico of Hill Top Methodist Church, Westport Road
(Site of St Paul’s, Church Square, north of Newcastle Street)

Schools
Sunday School, Newcastle Street
St Luke’s, Wellington Road
Joiners Square Infants’ School

Civic
Drill Hall, College Road
Drill Hall, Newcastle Street
Ellis Memorial Centre for the Deaf, Wellesley Street

Burslem
The Urban Core Study area includes the northern half of Burslem town centre, which includes many key buildings, such as the two Town Halls, the Overhouse Pottery and the Wedgwoods’ house.

Canal structures
Bridges, locks and other structures contemporary with the Trent and Mersey or Caldon Canals.
### Appendix 3. Glossary

<table>
<thead>
<tr>
<th>Term</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bootscrapers</td>
<td>Cast-iron blade set in wall by front door for scraping mud from footwear. Bootscrapers are a useful indicator of earlier housing – i.e before the improvement of street surfaces in the late 19th century</td>
</tr>
<tr>
<td>Bracketed caves</td>
<td>Regularly spaced brick or stone detail projecting from the top of a wall to support the guttering</td>
</tr>
<tr>
<td>Brickwork: Bonds</td>
<td>Pattern of long (Stretchers) and short (Headers) bricks that form the face of a wall. English Bond has alternate courses of headers and stretchers, Flemish Bond has alternate stretchers and headers in each course, Stretch Bond is made entirely from stretchers. Stretcher Bond is an indicator of cavity wall construction not generally found in North Staffordshire before c.1900.</td>
</tr>
<tr>
<td>Dentil</td>
<td>Series of square blocks used in classical cornices. In brickwork, the effect is produced by projecting alternate headers</td>
</tr>
<tr>
<td>Offsets</td>
<td>Course of bricks laid diagonally so that one corner projects. Used as a decorative device in cornices and storey bands</td>
</tr>
<tr>
<td>Storey band</td>
<td>Decorative courses of brick to emphasise horizontal division of buildings</td>
</tr>
<tr>
<td>Canted</td>
<td>Angled, usually on the vertical axis, to produce a splay – e.g. on the sides of a bay window</td>
</tr>
<tr>
<td>Casement</td>
<td>See Windows – casement</td>
</tr>
<tr>
<td>Cills</td>
<td>Base of a window opening, usually projecting from the face of the wall so that rainwater drips clear. Usually made of stone, but sometimes brick</td>
</tr>
<tr>
<td>Classical</td>
<td>Detailing derived from Greek and Roman architecture. See also Neo-classical</td>
</tr>
<tr>
<td>Conservation area</td>
<td>An area of special architectural or historic interest designated by the City Council. The Council can supply details of the areas that have been designated</td>
</tr>
<tr>
<td>Cornice</td>
<td>Moulded ledge projecting along the top of a building</td>
</tr>
<tr>
<td>Dentil</td>
<td>See Brickwork – dentil</td>
</tr>
<tr>
<td>Diocletian window</td>
<td>See Windows – Diocletian</td>
</tr>
<tr>
<td>Doorcase</td>
<td>Decorative surround to an entrance</td>
</tr>
<tr>
<td>Doorhead</td>
<td>Decorative detail above an entrance</td>
</tr>
<tr>
<td>Double-fronted</td>
<td>House front with windows to either side of the entrance</td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
</tr>
<tr>
<td>-----------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Drip mould</td>
<td>Moulding over a door or window opening that projects from the face of a wall so that rainwater drips clear.</td>
</tr>
<tr>
<td>Eaves</td>
<td>Overhanging edge of a roof</td>
</tr>
<tr>
<td>Edwardian</td>
<td>Stylistic period that follows Victorian. Early 20\textsuperscript{th} century</td>
</tr>
<tr>
<td>Extensive survey</td>
<td>Broad overview of the historical significance of an area that identifies where more detailed assessment may be useful – See Intensive survey</td>
</tr>
<tr>
<td>Fanlight</td>
<td>Window above a door and within the door surround</td>
</tr>
<tr>
<td>Fascia</td>
<td>Plain horizontal band used in classical mouldings. In shopfront, it is the flat area above the window usually used for signwriting</td>
</tr>
<tr>
<td>Flemish bond</td>
<td>See Brickwork – bonds</td>
</tr>
<tr>
<td>Impost</td>
<td>Base, or springing point, of an arch. Often defined by a moulding</td>
</tr>
<tr>
<td>Incised decoration</td>
<td>Design cut into a flat surface</td>
</tr>
<tr>
<td>Intensive survey</td>
<td>Detailed assessment of the historical significance of an area. Usually applied to areas identified in an Extensive survey</td>
</tr>
<tr>
<td>Lintel</td>
<td>Horizontal beam over a door or window opening. Usually formed by a single stone</td>
</tr>
<tr>
<td>Listed building</td>
<td>A building of special architectural or historic interest identified, or ‘listed’, by central government. Listed buildings are protected in law. The City Council can advise further in the implications of listing</td>
</tr>
<tr>
<td>Mullion</td>
<td>Vertical division between the lights of a window</td>
</tr>
<tr>
<td>Neo-classical</td>
<td>Architectural style associated with the classical revival of the early 19\textsuperscript{th} century</td>
</tr>
<tr>
<td>Offset brick course</td>
<td>See Brickwork – offsets</td>
</tr>
<tr>
<td>Pent roof</td>
<td>Lean to roof of a subsidiary structure, such as a bay window or porch</td>
</tr>
<tr>
<td>Pilaster</td>
<td>Representation of a classical column in flat relief against a wall</td>
</tr>
<tr>
<td>Quoins</td>
<td>Alternating long and short stones at the angle of a building. Sometimes formed with blocks of brickwork</td>
</tr>
<tr>
<td>Registered park</td>
<td>Site included on the English Heritage register of historic parks and gardens</td>
</tr>
<tr>
<td>RENEW</td>
<td>The Pathfinder organisation formed to deliver the governments objectives for housing market renewal in North Staffordshire</td>
</tr>
<tr>
<td>Sash</td>
<td>See Windows – sash</td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
</tr>
<tr>
<td>-----------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Setts</td>
<td>Blocks of sandstone or granite used for street surfaces and drains</td>
</tr>
<tr>
<td>Shopfront</td>
<td>The shop window and its surround. Historically, the window and doorway are framed by pilasters to either side supporting a fascia across the top</td>
</tr>
<tr>
<td>Spandrel</td>
<td>Roughly triangular space between an arch and its containing rectangle</td>
</tr>
<tr>
<td>Spardash rendering</td>
<td>Rough external wall coating made of cement mortar with stone chippings, like pebbledash</td>
</tr>
<tr>
<td>Stretcher bond</td>
<td>See Brickwork – bonds</td>
</tr>
<tr>
<td>Storey band</td>
<td>See Brickwork – storey band</td>
</tr>
<tr>
<td>Transom</td>
<td>Horizontal division between the lights of a window</td>
</tr>
<tr>
<td>Tuscan</td>
<td>One of the orders, or formalised versions, of classical design. The Tuscan order is deliberately plain</td>
</tr>
<tr>
<td>Venetian window</td>
<td>See Windows – Venetian</td>
</tr>
<tr>
<td>Victorian</td>
<td>Stylistic period associated with the reign of Queen Victoria – approximately 1840 - 1905</td>
</tr>
<tr>
<td>Windows:</td>
<td></td>
</tr>
<tr>
<td>Casement</td>
<td>Window hinges on one side</td>
</tr>
<tr>
<td>Diocletian</td>
<td>Semi-circular window with two mullions. Named after their original use in the Baths of Diocles in Rome</td>
</tr>
<tr>
<td>Sash</td>
<td>Sliding frame, as in vertically sliding window. Term usually applied the whole window structure</td>
</tr>
<tr>
<td>Venetian</td>
<td>Three-part window: central part arched, flanked by lower and narrower parts</td>
</tr>
</tbody>
</table>
Appendix 4. Plans: Intensive survey
Appendix 5. Project Brief

north staffordshire urban core study
assessment of historical significance

TENDER
On behalf of RENEW, Stoke-on-Trent City Council, English Heritage, Urban Vision North Staffordshire and Jones Lang LaSalle, EDAW take great pleasure in inviting you to tender for the following:

1 Introduction

This Brief sets out the requirements for an assessment of the historical significance of the existing built environment within the area covered by the Urban Core Study being prepared on behalf of Renew North Staffordshire. The Brief is based on the model developed by English Heritage and has been prepared by an Advisory Group comprising Renew, Stoke-on-Trent City Council, English Heritage, and Urban Vision North Staffordshire (the architecture and urban design centre).

The area for assessment is the whole Urban core of North Staffordshire as defined on attached map. All the area concerned lies within the City of Stoke-on-Trent local authority boundary.

2 Area Renewal Strategy


3 Historical Overview

The areas of Middleport and Eastwood (Hanley South) are mixed residential and industrial suburbs connected by the common theme of canal transport. Both areas have witnessed the arrival at different dates of a range of industries following the opening of the canals – the Grand Trunk, or Trent and Mersey Canal, in the case of Middleport, and the C Aldon Canal in the case of Hanley south. Pottery production, saggar making, flint milling, lime burning and flour milling are some of the industries which have taken advantage of the transport opportunities presented, while warehouses and boatharcs have also inevitably been drawn to these areas. High-density housing followed, filling in much of the open land and resulting in a typically Potteries’ juxtaposition of the domestic and the industrial in an apparently chaotic fashion, but with a strong community spirit. The Eastwood area of Hanley was beginning to be developed for residential purposes by the middle of the 19th century, while Middleport became a residential
suburb of Burslem in the late 19th century following the sale of the land occupied by Longport Hall.

4 Objectives of the Assessment

The aims of the assessment are:
- To identify the nature and extent of the heritage asset (this is not just built assets but includes urban morphology and history and social and economic history) within the Urban Core to demonstrate how this is reflected in its present day character
- To identify those areas where the heritage asset retains its integrity and those where loss has occurred
- To establish the significance of the heritage asset and the extent to which this varies across the area of improvement
- To place this significance within the broader heritage context of the Urban Core (and wider context if needed)
- To provide findings as a basis for and be involved in discussions with those organisations, public bodies and community groups who are directly involved in the programme of housing improvement in the Urban Core
- To make recommendations on how the significance of the heritage asset and its component parts can be successfully integrated within the programme of housing renewal.
- To identify the need for further assessment and recording of the heritage asset in advance of and during any future redevelopment

5 Methodology

The difference between extensive and intensive assessment is in the level of historical research and field investigation.

A Phase I Extensive Assessment should be undertaken over the entire area where improvements are being considered. The overview will give an initial impression of the surviving heritage asset, its significance and the identification of zones where it is wholly or in part complete and zones where it has been eroded. This information can then be integrated with other social, economic and environmental factors in deciding on the level of intervention within and across the area.

A Phase II Intensive Assessment should follow in all areas where major change or refurbishment is envisaged with the aim of informing the regeneration of individual neighbourhoods, streets and associated buildings. Even where clearance has been agreed in principle, there may be historic buildings and spaces that should be considered for possible retention, whilst historical evidence can help in the design of new development and in the identification of areas of archaeological potential.

For the urban core an intensive assessment will be required. An extensive assessment of the whole area covered by Renew and other intensive assessments of smaller sub-areas will form the subject of further briefs.

A Geographical Information System must be used as a simple and cost effective method to present the findings of the study, to incorporate the results into the decision-making process and (at an appropriate stage) to make them publicly available. Careful consideration will need to be given as to the way in which this is implemented, data sources, etc., in order that the maximum benefit is obtained. Early consultation with the local authority planning officer and archaeological officer on the systems used and data already available (current and historic
mapping, and information held by the Local Authority Historic Environment Record/Sites and Monuments Record) will be necessary, as will their requirements for digital data exchange.

The consultant is expected to examine all the relevant sources of information that will inform the historical understanding of the improvement area. These are likely to include:

- Local Authority Historic Environment Record or Sites and Monuments Record
- National Monuments Record Centre, Swindon
- County Record Office and Local History Library. The key objective is to obtain a range of historic maps for the improvement area to understand its development over time. These are likely to include the Ordnance Survey map series (scale 1:10,560, 1:2,500, 1:1,056, 1:528 or 1:500, where available), tithe, estate, parish, town, board of health plans, etc.
- The Buildings of England ('Pevsner') county guides, Victoria County History, commercial directories, local histories and other available sources

Additional map evidence available for the ‘Urban Core’ area includes:

- Yates map of 1750
- Hargreaves’ 1832 Map of the Potteries at 6 inches to mile (Archives, Record Office & Potteries Museum & Art Gallery)
- 1851 Drainage Map of Burslem -- includes Middleport area & environs (Potteries Museum & Art Gallery)
- Additional source material available for the areas includes:
- The Historic Buildings Survey (mid 1980s), which should include non-intensive survey of the whole urban area – basic catalogue descriptions of buildings and groups of buildings, with photographic record (Stoke-on-Trent Archaeology Service)
- The City of Stoke-on-Trent Historic Buildings Survey of 1982-84, conservation areas information held by Stoke-on-Trent City Council, and the list of buildings of special local interest that the Council has designated.

Notes compiled by Andrew Dobraszczyk for Social History Walks of Longport and Middleport and the Burslem Branch Canal (not dated, but copies in Hanley Reference Library).

Useful background information can also be found in the following documents that will be provided to the consultant (contact Dave Chetwyn at Stoke on Trent):

- Design Strategy for the Built Environment
- Hanley Park Conservation Area Document
- The Canal Strategy
- Schedule of Listed Buildings
- Schedule of locally listed buildings

The review of existing data/information will inform the ground survey. The consultant should identify the distinct character areas that make up the improvement area. Many of these will reflect the predominant historic character that survives within the modern day landscape, for example, zones of Victorian, Edwardian or local authority municipal housing erected during the 1950s, 1960s, 1970s and 1980s. Those areas where industrial, commercial, civic, recreational or transport activity are prevalent will also be identified by type and date. All aspects of the landscape, no matter how modern, should be mapped and described.

Other factors that need to be considered in determining the character areas include the historical origins and principal stages of development, areas of archaeological potential, urban morphology, the range of building types, the layout and scale of the buildings, architectural character, use
of materials, design of spaces and the original social composition of the area as reflected in the status of its buildings.

An assessment will also be made of the condition of each character area; its coherence, what has been lost and which elements remain vulnerable.

**Extensive Assessment** can often be undertaken by car, as the key objective is to gain a broad-brush overview of a large area especially where the built form is of a highly repetitive nature.

For those areas that have been identified for major change or refurbishment following the Phase I Extensive Assessment, the Phase II **Intensive Assessment** provides more detailed information on how the surviving historic environment can inform the emerging scheme. By using the same methodology and criteria outlined above, each area is again divided into discrete character types and described. Where a programme of refurbishment is being promoted, an understanding of the key physical attributes together with the mapping of surviving architectural features including external fenestration, roof covering, doors, windows and boundary walls can be used to ensure the area’s historic character is sympathetically maintained. Conversely, where clearance and redevelopment is being considered, the area may still retain heritage assets that can be successfully used as an anchor and focus for new development.

When undertaking an intensive survey it will often be necessary to walk every street within the character area although simple and repetitive structures can often be dealt with in a summary fashion. If the opportunity arises it may be possible to briefly examine the survival of interiors especially within public buildings, but a programme of systematic internal inspection is not envisaged.

By examining existing documentation and holding interviews with the organisations and public bodies who are directly involved in the programme of housing improvement, the consultant should seek to establish the possible impact of the emerging strategy on the surviving heritage asset. It is also important to understand what the local community values about their historic environment and why. Soundings on the local historic environment should form part of the stakeholder workshops which are being held to discuss the future of an area. Any consultation will need to be co-ordinated as part of that associated with the wider urban Core Study.

A draft list and contact details of the individuals and organisations that are to be consulted should be included within the brief.

7 **Health and safety**

The requirements of Health and Safety cannot be ignored no matter how imperative the need to press on with the data gathering or its interpretation; consequently health and safety will take priority over all other considerations. The consultant must observe all safe working practices, whether required by their own policies or those of the principle development contractor, and they should ensure that health and safety arrangements are agreed by all relevant parties before commencement of work.

On arrival on site the investigator(s) should report to the site manager or other identified representative of the principal contractors or developer, and conform to their arrangements for notification of entering and leaving the site.

The consultant should keep a record of the date, time and duration of all site visits and of the
number of staff involved.

Site visits, whether carried out on foot or by car, should involve a team of two people with the means of contacting the host organisation and the emergency services in the event of problems.

A contractor may be required to provide a copy of their Health and Safety policy.

The consultant undertaking this project must ensure that they have adequate insurance policies, Public Liability, some relevant form of civil liability or Professional Indemnity.

8 Presentation of the Findings

The report must be clear and easy to read, well illustrated and bound as an A4 document. It should aim to tell a story in non-technical language and without being overly long. In some cases the report might be accompanied by a separately bound executive summary. Consultants should allow for attendance at approximately 4 consultation meetings that will be integrated with urban core study consultation.

All reports should contain:
- Author, organisation and date of issue
- Summary
- Introduction – outlining the reason for the project
- Location and description
- Planning and regeneration context
- Historical development – An overview of the history of the area derived from historical research and map evidence. The description should focus on those factors that have shaped the appearance of the modern day landscape rather than a lengthy account of the history of an area. Historical maps and illustrations together with a current map showing the key periods of growth should also be included
- Characterisation – A discussion of the historic character of the improvement area as reflected in the modern day landscape, the nature and extent of any designations including those identified by the local authority, the survival of the heritage asset, its condition, coherence and below-ground archaeological potential. Maps showing the character areas and zones of below ground archaeological potential must be included here
- Character Areas – An analysis of each character area in accordance with the methodology outlined above and supported by annotated maps. The discussion should briefly consider historical origins and principal stages of development, areas of archaeological potential, urban morphology, the range of building types, architectural character, use of materials, the survival of historic surfaces, design of spaces, etc. Each section should conclude with an assessment of significance which identifies key attributes, current designations, the degree of completeness, coherence, condition, rates of attrition, sensitivity and capacity for change
- Assessment of significance – An overall assessment of both the character areas and the improvement area as a whole. This should also be discussed in terms of the broader heritage context of the town or city and draw on the results of the stakeholder consultation. If appropriate new and proposed revisions to existing conservation areas may be considered
- Recommendations – An outline strategy on how the significance of the heritage asset and its component parts can be successfully integrated within the programme of housing renewal. If the latter is already at an advanced stage the proposals should be accompanied by an impact assessment and possible options on how to minimise the negative effects of the redevelopment
Future research strategy. Areas where further assessment is needed in advance of any future works should be clearly identified. This might include important buildings where an internal inspection should be undertaken to determine the survival of historic interiors and areas where an assessment of the below ground archaeological resource is required before redevelopment. The section should conclude with an indicative research strategy which sets out the future recording priorities within the area of renewal

Bibliography

The text must be supported by plans, interpretive maps and photographs showing general views and, where appropriate, individual buildings or features of interest

Copies of the brief and the consultant’s detailed plan of work shall be included as appendices to the main report

In addition to those directly involved in the project the report should also be sent to the Local Authority Historic Environment Record or Sites and Monuments Record, the English Heritage National Monuments Record and local community groups with an interest in the area. A digital version of the written report on CD-ROM (preferably in ‘Adobe Acrobat’ PDF format) should be a mandatory requirement together with any GIS datasets that have been produced in the course of the study.

9 Project Management and Monitoring

The main contact is Alison Peters of EDAW (0207 700 9511) (TBC) who is part of the core team for the delivery of the wider Urban Core Study.

10 Project Design

All the work should be undertaken by a professional consultant with proven experience and qualifications in the assessment of historic urban landscapes. Details including the name, qualifications, and experience of the lead consultant and all other project personnel must be included within the project design together with details of anticipated outputs, working methods, programming, and liaison requirements. It may also be appropriate to ask prospective consultants to include previous examples of their work within the tender.

It should be remembered that a range of specialist skills are likely to be needed when selecting a consultant including historic buildings and landscape analysis, architectural history, urban morphology and history, social and economic history, urban design, archaeology and if appropriate, ecology. Evidence for these skills should be clearly demonstrated within the submission.

The preferred project design should be discussed and agreed with the local authority historic buildings officer, archaeological officer and if appropriate, the English Heritage regional office before being implemented.

The selection panel for the consultants should include relevant members of the Advisory Group.

11 Timetable

It will be necessary to set out key deadlines for completing the project and dates when drafts are to be available.
The project methodology and costings to be submitted to Alison Peters of EDAW by 1pm on Thursday 24th March 2005 at 1A Lonsdale Square, London, N1 1EN.

Tenderers will be advised of the successful tender by Friday 1st April 2005 and work will commence on Monday 4th April 2005. The Extensive Assessment to be submitted in draft by Friday 22nd April 2005 with the final version (incorporating any comments) to be submitted by 29th April 2005.

Consultants should advise on the likely timescale to complete the Intensive Assessments, which will need to be available in draft by May at the latest.

12 References

Contact details to enable RENEW to obtain two references should be provided.