

3. PLANNING AND HERITAGE LEGISLATION POLICY AND GUIDANCE

3.1 Any future development proposals at Warwick Castle need to be prepared and assessed taking into account relevant legislation, planning policies and guidance.

3.2 The Statutory Development Plan for Warwick comprises the adopted Warwick District Local Plan (2011 – 2029).

3.3 Other material considerations of relevance include Government policy within the National Planning Policy Framework (NPPF) (2019) and guidance within National Planning Practice Guidance (PPG) (2014) and Warwick District Council Supplementary Planning Guidance documents. Historic England guidance is also of relevance.

Ancient Monuments and Archaeological Areas Act 1979

3.4 A scheduled monument is an historic building or site that is included in the Schedule of Monuments kept by the Secretary of State for Digital, Culture, Media and Sport. The regime is set out in the Ancient Monuments and Archaeological Areas Act 1979.

3.5 Once a monument is scheduled any works to it, with few exceptions, require scheduled monument consent from the Secretary of State, (not the local planning authority). Historic England manages the process of scheduled monument consent on behalf of the Secretary of State.

3.6 For historical reasons, a few buildings are both scheduled and listed. In such a case the scheduled monument statutory regime applies and the listed building regime does not.

3.7 S61(9) provides that the protected site of a monument may also include any land adjoining it essential for its support and preservation. The protection extends not just to known structures or remains but also to the soil under or around them. This is in order to protect any archaeological interest in the site, but the extent of the protection is not dependant on there being such an interest.

Planning (Listed Building and Conservation Areas) Act 1990

3.8 The Planning (Listed Building and Conservation Area) Act 1990 (as amended) provides specific protection for buildings and areas of special architectural or historic interest.

3.9 Section 66 (1) of the Act states that in considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority “... shall have special regard to the desirability of preserving the building or its setting, or any features of special architectural or historic interest which it possesses”.

3.10 Section 72 (1) of the Act, with regard to general duty in the exercise of planning functions in Conservation Areas requires that “... special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area”.

Development Plan Policy

District Local Plan (2011 – 2029)

3.11 This Local Plan will guide the Council's assessment of future planning applications at Warwick Castle. The statutory and local planning policy and guidance make clear the need to understand the numerous heritage assets on the site, the need to prevent substantial harm to the heritage environment and its setting, enhance and preserve the significance of the relevant heritage assets and support the growth of the local economy and tourism and leisure development.

3.12 The Local Plan sets out the future strategy for the District, part of this strategy supports prosperity: “seeking to enable the district's economy to prosper by providing opportunities for businesses to grow and relocate is an important priority for the Local Plan. To achieve this, the Plan sets out policies and proposals to support employment, vibrant town centres and a strong cultural and tourism offer...”, (para. 1.33).

3.13 The Local Plan identifies Warwick Castle as a nationally / internationally renowned tourist attraction and notes that in terms of its future development, “... It is also important that the mix of activities on offer within the Castle grounds allow both the Castle and the town centre to make the most of their strengths to the mutual benefit of both”, (para. 3.132).

Other Material Planning Considerations

National Planning Policy Framework (NPPF) (February 2019)

3.14 At the heart of the NPPF is the achievement of sustainable development — this includes securing high quality design and conserving heritage assets in a manner appropriate to their significance.

3.15 The NPPF supports the creation of conditions in which businesses can invest, expand and adapt. “Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future”, (para. 80). Specifically, in relation to tourism and leisure developments, the NPPF states that planning policies and decisions should enable, “... sustainable rural tourism and leisure developments which respect the character of the countryside...”, (para. 83).

3.16 The NPPF outlines that the conservation of heritage assets can bring wider social, cultural, economic and environmental benefits, (para. 185). Applicants are required to describe the significance of heritage assets affected by proposals, including any contribution made by their setting, (para. 189). Local planning authorities should take account of “... the desirability of sustaining and enhancing the significance of heritage assets...”, (para. 192) and “... great weight should be given to the asset's conservation.”, (para. 193). The more important the asset, the greater the weight should be.

3.17 For development proposals that lead to “less than substantial harm” to the significance of a designated heritage asset, the harm should be weighed against the public benefits of the proposal, including securing its optimum viable use (para. 196).

3.18 With regards to conservation areas, the NPPF states that local planning authorities should look for opportunities for new development within conservation areas and within the setting of heritage assets that will enhance or better reveal their significance (para. 200).

National Planning Practice Guidance (PPG)

3.19 The PPG provides useful clarification with regards to understanding the significance of designated heritage assets, as well as the assessment of “substantial” or “less than substantial harm”.

3.20 The guidance makes clear that being able to properly assess the nature, extent and importance of the significance of a heritage asset, and the contribution of its setting is very important to understanding the potential impact and acceptability of development proposals (para. 10).

3.21 The PPG notes the following in relation to the assessment of what constitutes substantial harm to a heritage asset: “... substantial harm is a high test, so it may not arise in many cases”.

3.22 The Guidance clarifies that:

“Public benefits may follow from many developments and could be anything that delivers economic, social or environmental progress as described in the National Planning Policy Framework”, (para. 7).

Other Guidance

3.23 Other relevant non-statutory guidance includes:

- Coventry & Warwickshire LEP Strategic Economic Plan.
- Supplementary Planning Document ‘A Guide to Conservation Areas’ (Undated)
- Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets 2nd Edition (Dec. 2017), Historic England
- Constructive Conservation: Sustainable Growth for Historic Palaces (March 2013), Historic England
- Conservation Principles, Policies and Evidence: For the Sustainable Management of the Historic Environment, (2008), Historic England updated with consultation draft currently available (Jan. 2018).

Local Plan

3.24 A list of the relevant Local Plan policies is contained in Appendix I of this document.

3.25 Policy CT6 seeks to support the role of Warwick Castle as a renowned attraction and at the same time balancing this against the significance of the local heritage assets. Any future development at Warwick Castle will need to have full regard to this balance including the sensitive historic surroundings and the national and local policy support for the growth of tourism and leisure development and its contribution to the local economy.

3.26 As the history of Warwick Castle demonstrates, and national legislation and policy requires, regard must continue to be given to the value and interest of the Castle and its site in order to preserve its significance. It is its significance that forms the basis of why Warwick Castle continues to attract visitors which, in turn, contributes to its upkeep. To retain the appeal to visitors, the features and facilities necessary to attract those visitors need to be planned and provided in the context of the heritage assets and in the acknowledgement that whilst facilities may introduce new elements these are important, ultimately, to the overall health and upkeep of the heritage asset.

3.27 This can present challenges, with a potential tension between preservation of significance and the need to introduce new facilities / structures / buildings / uses that introduce change to the site / main buildings.

3.28 The purpose of this document is to show how the issue has been carefully approached and a balance struck between the various needs, to achieve an acceptable outcome for the heritage assets and needs of a significant visitor attraction. A summary Statement of Significance is set out below.

CT6 Warwick Castle and St Mary's Lands, Warwick

The Development at Warwick Castle or St Mary's Land, including Warwick Racecourse (within the boundaries defined on the Policies Map), will be permitted where it is brought forward in line with an approved Masterplan setting out the development principles and broad areas for development, indicating the type of uses proposed and, in the case of the Castle, a Conservation Plan for the historic asset. The Masterplan for each will provide the framework within which planning applications will be determined and will:

- a. identify the physical and economic context;
- b. identify the development principles to underpin future development proposals;
- c. identify the significance of heritage assets within the vicinity, setting out how these will be sustained and enhanced (including listed buildings, listed parks and gardens, conservation areas and historic landscapes);
- d. identify the location of developments, demonstrating how proposals will relate to the heritage assets and how they will enhance the positive contribution the asset makes to sustainable communities and to the character and distinctiveness of the area; and,
- e. identify how the proposals support the vitality and viability of the local economy.



Warwick Castle: the South Front

4. STATEMENT OF SIGNIFICANCE

Introduction

4.1 The NPPF highlights the importance of understanding and describing the significance of heritage assets, and using this understanding to inform development proposals. Annex 2 of the NPPF defines significance as:

“The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting.”

4.2 English Heritage’s Conservation Principles, Policies and Guidance (April 2008) has also informed the assessment of significance of the identified heritage assets.¹ This document states that significance embraces the heritage values that people associate with an asset, these are: evidential, historical, aesthetic and communal. Any one or a combination of these heritage values may be attached to a place.

4.3 This Section summarises the significance of the designated heritage assets that fall within the Warwick Castle site, within MEG’s ownership. It is these heritage assets that are likely to be affected by development within the MEG site. Planning applications for future development will need to be accompanied by Heritage Impact Assessments that may also consider heritage assets outside the MEG site boundary. The significance of these heritage assets are not included within this Masterplan document.

Designations

4.4 As a result of Warwick Castle’s early purpose as a Conquest Castle and subsequent development along with an association with individuals involved with the growth of Britain, *“this castle, (containing a fine collection of antiques and works of art) is considered of very great national interest”* (Warwick Castle List Entry, Historic England ref. 1364805) and therefore of high historical significance. The Castle is designated as a Grade I Listed Building and, in part, a SM. The grounds and parkland are also Grade I listed on Historic England’s Register of Historic Parks and Gardens (see Figure 4.1) and the entire asset is located within Warwick Conservation Area (CA) (see Figure 4.7).

4.5 In addition to the Castle, there are a number of features of special archaeological, architectural, historic or artistic significance which have also been designated in the interest of preserving or enhancing their recognised qualities. These are shown on Figure 4.1 and 4.2 and are:

1. Warwick CA (see Figure 4.7)
2. Warwick Castle RP&G (Grade I)
3. Warwick Castle (Grade I / SM)
4. Uninhabited Parts of the Castle and the Mound (SM)
5. Conservatory (Grade II*)
6. Mill (Grade II*)
7. Warwick Castle Lodge (Grade II)
8. Stables (Grade II*)
9. Portion of Boundary Wall to Grounds of Warwick Castle abutting Castle Hill and east part of Castle Lane (Grade II)
10. Portion of Boundary Wall to Warwick Castle abutting west part of Castle Lane (Grade II)
11. Remains of Old Castle Bridge (Grade II* / SAM)
12. Portion of Boundary Wall to Warwick Castle abutting Mill Street (Grade II*)
13. Hunting Lodge (Grade II*)
14. Leaffield Bridge (Grade II).

KEY









Warwick Castle Site Boundary	
Listed Buildings	
Scheduled Monuments	
Warwick Castle Grade I Park & Garden	

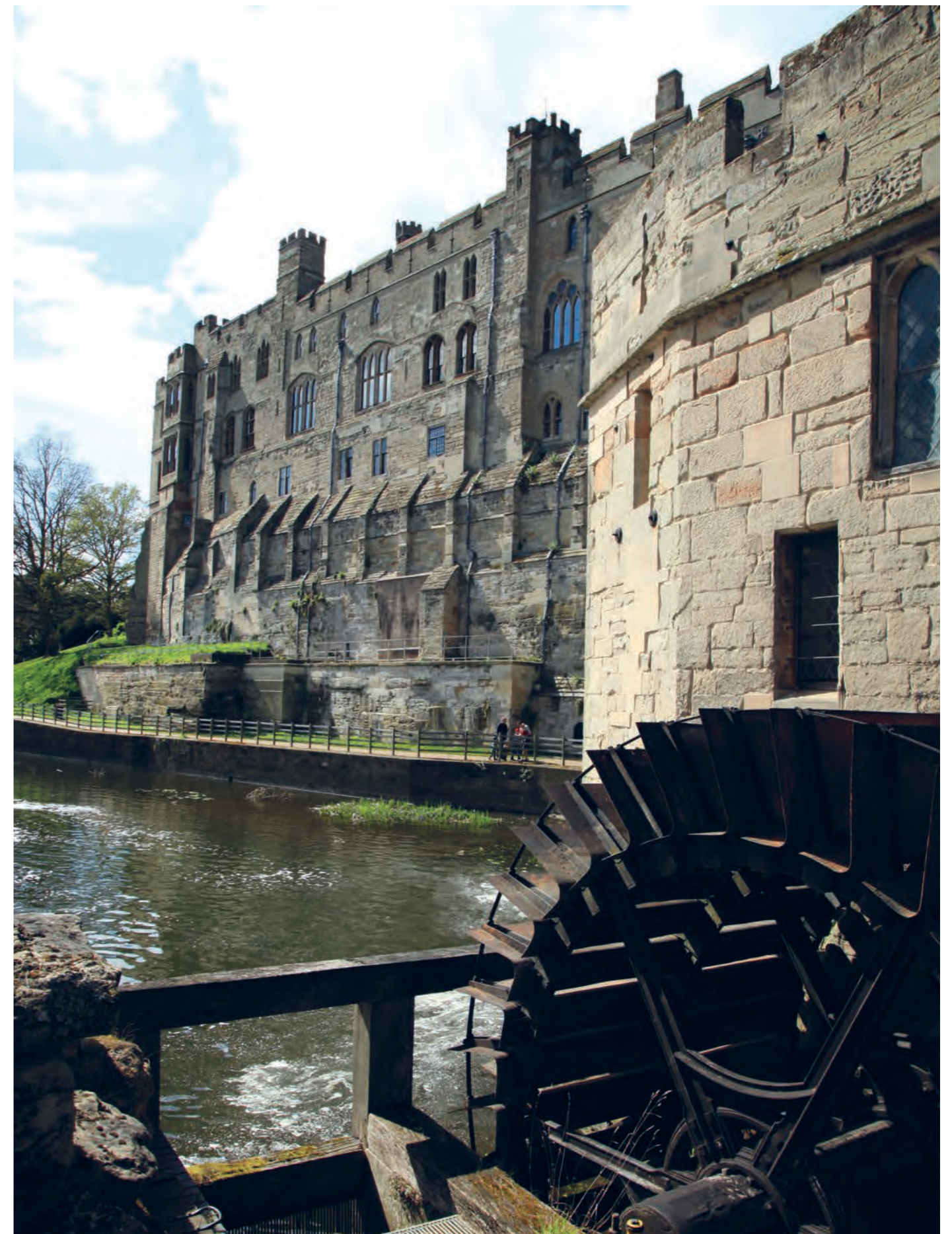


Figure 4.1: Designated Heritage Assets Plan

¹ All ‘English Heritage’ documents, their content and advice are still correct and remain current until any rebranded documents are issued by Historic England.



- KEY**
- Warwick Castle Site Boundary 
 - Listed Buildings 
 - Scheduled Monuments 
 - Warwick Castle Grade I Park & Garden 



The Mill and east front (domestic range of Castle)



Old Castle Bridge

Statement of Significance

4.6 Rodney Melville and Partners (RMP) prepared significance plans for the Castle in 2012. These identify the significance of the various elements of the landscape and Castle structures and are included at Figures 4.3, 4.4 and 4.5. The listing descriptions of the various designated heritage assets within the Castle and wider RP&G are provided at Appendices 2 and 3.

4.7 Warwick Castle and the surrounding parkland is of the highest historical significance as a site that has been continuously occupied since the Saxon period and can be linked with some of the most important figures in British and European history. The Castle and its grounds have illustrative value as a clear manifestation of the aspirations and rising power of a number of historically important families. 19th century buildings and landscaping within the grounds is illustrative of Victorian and Edwardian “high society”.

4.8 The Castle is of very high architectural and historic significance, in particular the east front (domestic range) which showcases the highest quality of 14th century British architecture (Figure 4.4). It is of evidential significance as a building that displays high quality medieval detailing and craftsmanship. It has further aesthetic and historic value as a structure that has inspired awe and fear in people for hundreds of years. The remaining ancillary structures, the Conservatory, Stables, Mill, old bridge, lodge and castle walls are not of such high intrinsic architectural interest as the Castle but together form highly significant elements of the Castle estate as a whole and comprise historic and evidential interest. In the context of the site they are identified as being of medium significance (Figures 4.4 and 4.5).

4.9 The surrounding RP&G has aesthetic value as well as historic illustrative value. This includes the pleasure grounds by “Capability” Brown whose work completed the transformation of the grounds and landscape of Warwick Castle creating one of the most memorable of English castle or country house settings and Robert Marnock’s 19th gardens which also have aesthetic and illustrative value.

4.10 The site is of international significance as one of Britain’s most popular visitor attractions and as part of the unique “Warwickshire offer”. The significance of the various elements is considered in more detail in the following sections.

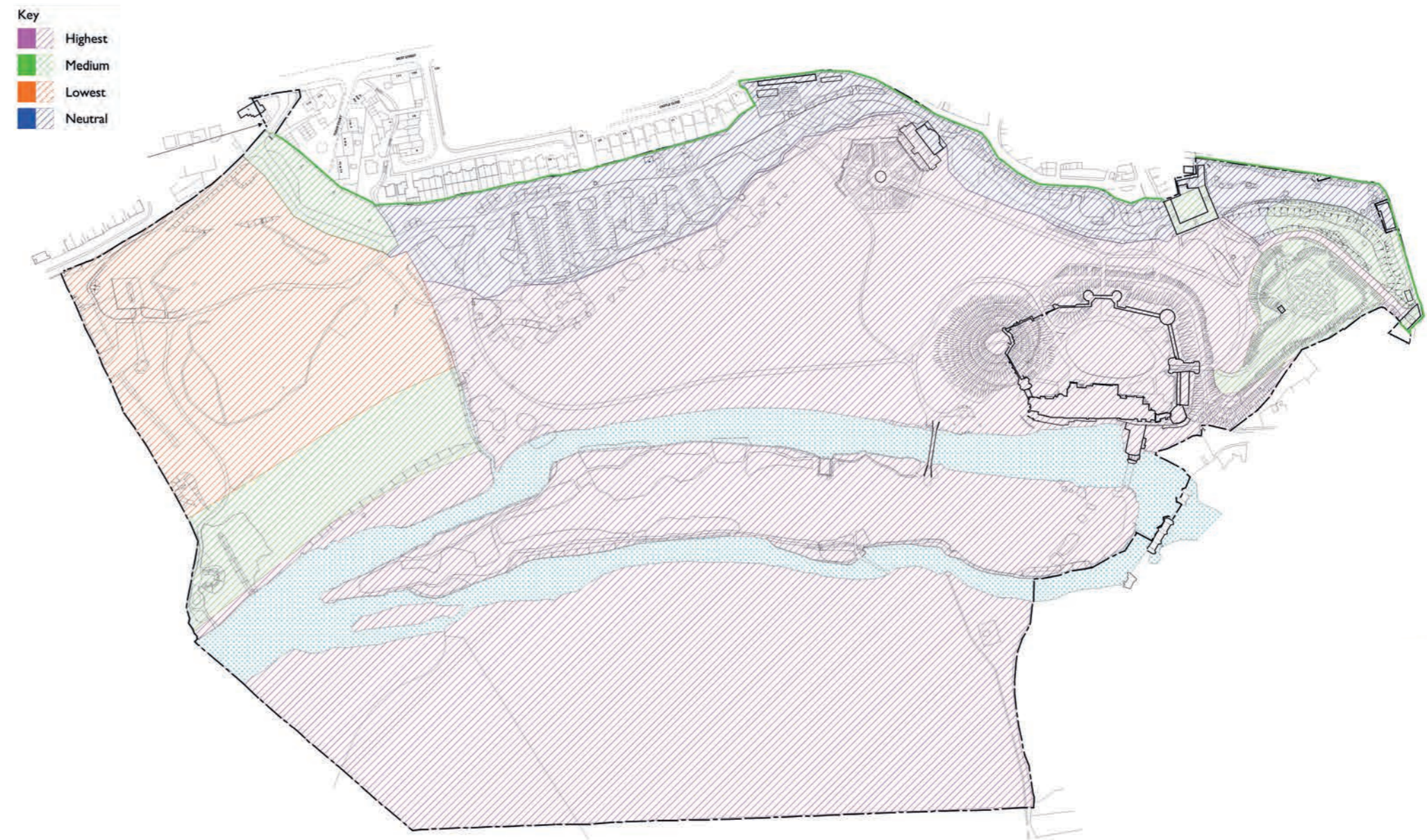


Figure 4.3: Landscape Significance Plan (base plan to be updated to reflect current site) © Rodney Melville + Partners (RMP)

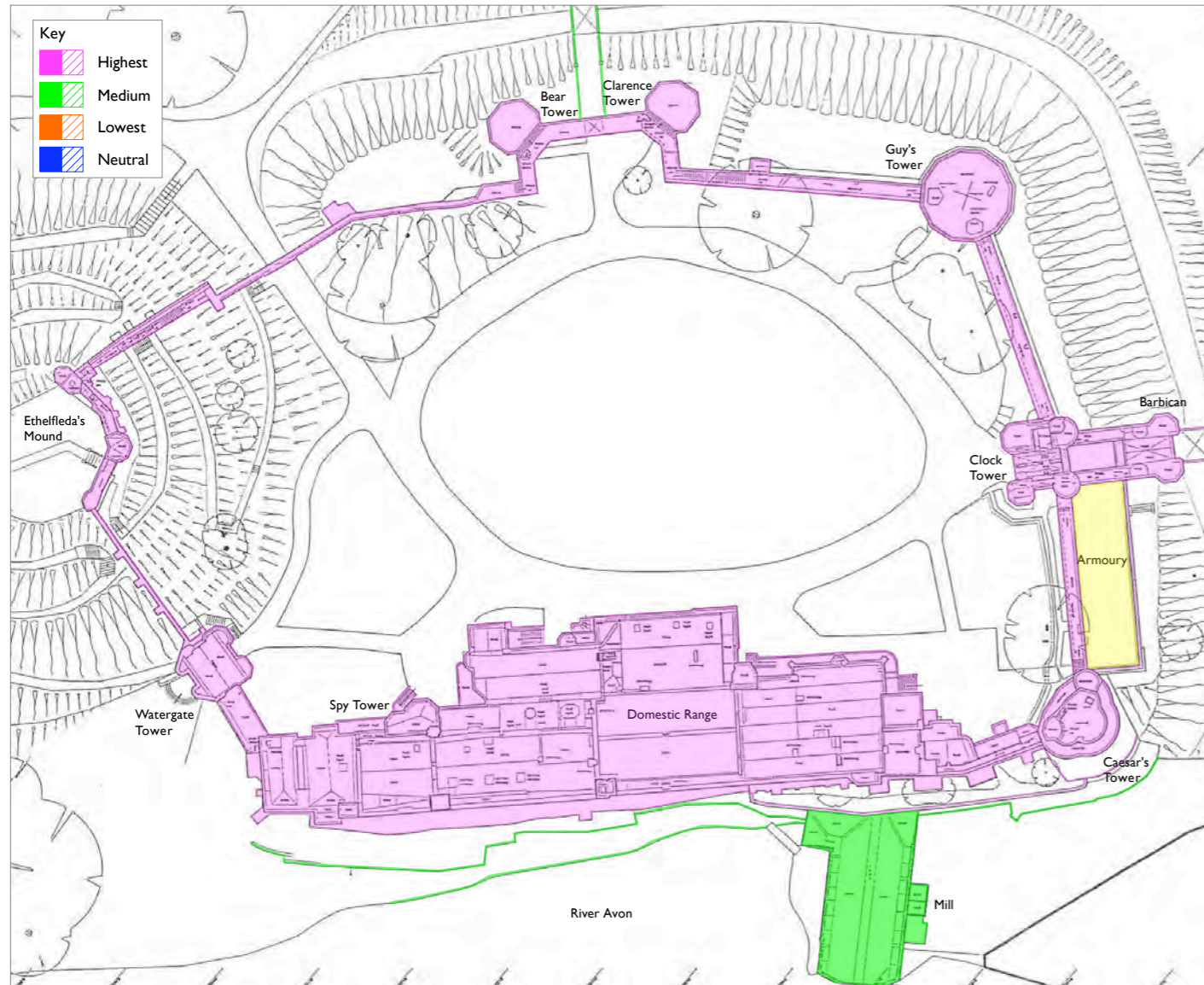


Figure 4.4: Main Courtyard Base Plan: Structures Significance Plan © RMP



Figure 4.5: Castle Site Plan: Structures Significance Plan © RMP



Warwick Castle Domestic Range



Warwick Castle Mound

Warwick Castle (Grade I & Scheduled Monument)

4.11 Warwick Castle stands on high ground to the north-west of the River Avon, the steep bank of which is enclosed behind a high 16th century retaining wall from which the state and private apartments rise on the south-eastern range. The Castle is constructed around an approximately rectangular courtyard, with the 14th century north-west tower, known as Guy's Tower, of a twelve-sided plan rising six storeys to a machicolated parapet.

4.12 The high significance of the Castle lies in its historic, architectural and archaeological interest. The RMP Structures Significance Plans identify the Castle domestic range, ramparts and adjoining towers as being of high significance.

4.13 The historic interest of the Castle is extensive as it has played a key role in British history. Interest is derived from associations with an earlier Saxon burgh on the site which dates to the settlement of the nearby town in 914. The first Castle built on the site in 1068 represented one of the earliest fortifications in the new kingdom of William the Conqueror. Its historic interest, and indeed architectural interest, can be derived from the motte and bailey design of the early Castle (still evident today), which was a completely Norman importation into England. Other historic interest that contributes to the significance of the Castle is in its close association with important historical figures, including Richard III, Henry VIII and the Earls of Warwick, who would become one of the most powerful dynasties in the country, notably Richard Neville, often referred to as the 'Kingmaker'. The Castle can also be linked with a number of historical events including various battles fought by the Beauchamp Earl's of Warwick during the Wars of the Roses (described on pages 5 – 7 of RMP Conservation Plan). The Castle was also used as a shelter for puritans under the second Lord Brooke and as a Parliamentary stronghold and prison for royalists during the English Civil War.

4.14 The archaeological interest of the Castle is derived from the earlier Saxon burgh on the site in 914, the development of the motte and bailey Castle between 1068 and the 14th century, and as a site of conflict during the De Montfort Rebellion in 1264.

4.15 The Castle has communal value today as a distinctive local landmark that has been a tourist attraction and important economic driver in Warwick for over 200 years. The Castle and its archive also act as an important source of local and national history.

4.16 The setting of the Castle, which contributes to its significance, includes the River Avon to the east, south and south-west, and the long ranging views of the wider landscape from the Mound which, historically, offered the greatest vantage point. Views from the top of Guy's Tower provide expansive panoramic views of the historic town to the north and west with countryside beyond. The RP&G is seen to the south with countryside stretching beyond. Views eastwards include Leamington Spa. Areas of woodland and vegetation within Castle Park delineate much of the southern boundary of the Park. The elevated location of the park, its wide-ranging views across the surrounding land and landmark role are all important elements of its significance as a defensive system. Its setting therefore plays an integral role within its significance. The RP&G is an especially important and sensitive part of the setting of the Castle given its historic and functional association with the Castle. The significance and setting of the RP&G is considered below.

4.17 The relationship between the Castle and the wider Park is key to the significance of both assets and must be maintained and enhanced where possible both physically and visually. The Masterplan proposals must take this into consideration.

Warwick Castle Registered Park and Garden (Grade I)

4.18 The whole of the grounds, landscape and parkland at Warwick Castle is designated at Grade I on the Register of Historic Parks and Gardens (added to the register in 2001). The listing description states:

"Mid C18 park and pleasure grounds landscaped by Lancelot Brown, with late C18 picturesque additions, together with mid C19 gardens designed by Robert Marnock and an early C20 garden by Harold Peto, associated with a medieval fortress."

4.19 A full copy of the listing description is provided at Appendix 2 and the boundary is shown on the map at Figure 4.1. This section does not repeat the listing description which provides a full understanding of significance. It does provide a brief summary and draws out those elements of relevance to the Masterplan.

4.20 By the end of the 17th century the Greville family owned large parts of the land around the Castle including the Warren and Temple Fields and a system of avenues was laid out through this land, with the Castle Mount, which was the centrepiece in the Castle gardens, as the focus for the avenues in the park. In 1743 the Castle Park was created by the 1st Earl to replace Wedgnock Park as the deer park for the Brooke estate. The aim was to create a park for pleasure and profit, based on contemporary aesthetic principles. The relationship with the Castle was strengthened by removal of field boundaries, and the creation of drives in order to enjoy the Park. From 1749 – 1752 Lancelot Brown was first employed at Warwick to re-landscape the grounds. Views were introduced by means of planting. The grounds feature informal pleasure grounds to the north, west and south-west of the Castle, and formal gardens to the north and north-west. Brown emphasises the importance of nature in English landscape design and is synonymous with the expansive parks of the picturesque. A Brown landscape is recognised through its use of planting in the form of pasture, enlivened with tree clumps, perimeter shelterbelts and screens of trees to create an English parkland. Brown used native oaks and elms within the Castle grounds as well as a high proportion of evergreens.²

4.21 'Capability' Brown's essential plan remains today although his plantings have been thickened and extended (the plantations added by the second Earl in the late 18th century and also work by Robert Marnock and Harold Peto, who designed mid-19th and early-20th century gardens respectively. In 1869 Robert Marnock's five-sided parterre garden (Peacock Garden) in front of the Conservatory was constructed. Together these layers of history which illustrate the improvements and tastes of the various owners and their employees and contractors contribute to the significance of the Grade I grounds which is of national historic significance (of highest importance).

² 'Capability' Brown & the Landscapes of Middle England (Compton Verney, Warwickshire) (undated).



Warwick Castle Registered Park and Garden



View looking south west across the Mound



View looking north east from Guy's Tower

4.22 There are a number of significant views throughout the RP&G, particularly those from the Castle ramparts and towers, the carriage drive, views up the River Avon towards the Mill and remains of the medieval bridge, views from the Castle Mound and views south from the Conservatory across the Pageant Field to the River. In the listing description of the RP&G it describes further significant views:

“There is a complex system of vistas within the site with particularly significant reciprocal views of the Castle from Spiers Lodge and Temple Hill. There are also important views of the town from Spiers Lodge; this view was painted by Paul Sandby in 1776 (WCRO). From Castle Bridge on Banbury Road there are significant designed views south-west down the river to the Castle and the ruins of the medieval bridge which are framed by gardens attached to properties in Mill Street and Bridge End; there is a reciprocal view of the river, gardens, and bridges from within the Castle. From the walls and towers of the Castle there are extensive views in all directions, and particularly across the Castle Park to surrounding agricultural land and late C20 commercial development at Heathcote.”

4.23 There are elements of the RP&G (within MEGs ownership) that are of less value than the remainder of the RP&G. These are shown on RMP’s Landscape Significance Plan (Figure 4.3). Situated to the south of the pleasure grounds and to the north of Castle Park lies Foxes Study, a woodland area containing mixed specimen trees and shrubbery (Figure 2.9). It was first incorporated into the Castle’s parkland in 1719 and planted in the picturesque style in the late 18th century. At this time it was interlaced with winding paths, however, much of this has eroded. During the 19th century an avenue of deodar cedars was planted running south-west through Foxes Study. The majority of this area is identified as of low significance with only the eastern and north-western edges identified as of medium significance. The area to the north of this, that runs along the remainder of the western edge of the park is identified as of neutral significance, meaning there is no significance attached to this area, albeit the boundary wall is of medium significance (Figure 4.3). This area comprises the southern car parks, maintenance compounds and the car park to the north of the Stables. The Stables area and areas either side of the historic carriage drive are of medium significance.

The remainder of the RP&G within the ownership of MEG is of the highest significance. The areas of no significance are generally well screened by vegetation such as the evergreen hedge with deep planting behind running to the west of the Long Walk and the belt of dense planting to the east of the Stratford Road car parks. From within the park and from important viewing points such as the Mound, the ramparts and Guy’s Tower, these neutral areas are difficult to discern. The focus of these elevated views is to the wider town and expansive countryside beyond. The tower of St. Mary’s Church being a particular focus to the north-west. The remainder of the RP&G the ‘Great Park’ outside the ownership of MEG is also a particular focal point stretching southwards with the River Avon running through it. The relationship between the Castle and the wider park should be maintained and enhanced where possible.

4.24 Setting: The Castle Park is enclosed to the east by a predominantly deciduous plantation which screens the Banbury Road. To the south east it is enclosed by Nursery Wood, which is a late 18th century mixed plantation on high ground. Barford Wood bounds the park to the south on land added to the park after the Barford enclosure in 1760 and further plantations known as Ashbeds Wood and The Lilacs screen the western boundary. The setting is however far wider than this and extends to the surrounding town and wider countryside. This is evident from elevated views from the Castle. The countryside setting of the park to the south contributes to its significance as it demonstrates the wider rural setting that the designed landscape would historically have had. The proximity of the park to the historic town to the east and north also contributes to its significance, as the town developed over time adjacent to the Castle, which defended the surrounding land.

Conservatory (Grade II*)

4.25 The Conservatory was constructed in 1786 – 8 to designs by William Eborall to house the Warwick Vase, a 4th century Greek urn that was acquired by the second Earl (Grange Greville) in 1774 following its discovery at Hadrian's Villa, Tivoli, in 1770. During the Victorian period it was reused as a glasshouse for displaying exotic plants. It comprises a large single storey building constructed from stone ashlars with a glass roof (late 20th century replacement). It has five large Gothic arched windows with stone chamfered mullions and transoms and a parapet with moulded coping. The Conservatory was restored in 1989 and is currently used as a café.

4.26 The building has architectural interest as a surviving late 18th century Conservatory that has evolved to suit the changing requirements and ownership of the Castle. It has historic interest for its association with Eborall, a prominent architect in Warwick and group value with the Castle and its other ancillary structures. It has aesthetic value as an addition to 'Capability' Brown's park and pleasure grounds. The RMP Structures Significance Plan identifies it as a structure of medium significance (Figure 4.5).

4.27 Setting: The Peacock / Italian Garden, a geometric flower garden that was designed by Robert Marnock in 1869, was constructed to the immediate south east of the Conservatory. While a later addition, this now forms an important part of its setting and illustrates the evolution of the pleasure gardens throughout history. There is an important vista from the Conservatory and flower garden south across Pageant Field to the River Avon. As 'Capability' Brown had completed his work on the grounds by the mid-18th century it is likely that the Conservatory was strategically placed within the existing designed landscape in order to take advantage of planned views and vistas. As such the setting contributes to its significance. The Long Walk stretches northwards from the north-east side of the Peacock Garden to the principal Castle buildings. To the east and west of the Conservatory the setting is completely enclosed by mature trees which screen the 'back of house' area which is identified as neutral on RMP's Landscape Significance Plan. Consequently the areas that lie beyond this are less sensitive to change.

Stables (Grade II*)

4.28 The Stables was constructed in c.1768 – 71 by local mason Job Collins, perhaps to designs by Robert Mylne. It is built up on three sides around a central courtyard with the fourth side enclosed by the Castle's perimeter boundary wall. The building is two storeys, constructed from sandstone ashlars with arched entrances and neoclassical features. It was converted to provide a visitors' entrance in the late 20th century with extensive interior alterations.

4.29 The Stables is of architectural and historic significance as an ancillary building to Warwick Castle, representative of the 18th century phase of development led by Lord Brooke (first Earl of Warwick) which included landscape works by Lancelot 'Capability' Brown. Its historic interest is bolstered through the possible association with Robert Mylne, a prolific architect and surveyor who worked on notable structures including Blackfriars Bridge, St Paul's Cathedral and Canterbury Cathedral. The architectural value of the Stables is somewhat diminished by 20th century alterations. The RMP Structures Significance Plan identifies them as structures of medium significance (Figure 4.5).

4.30 Setting: The Stables are located to the east of Castle Lane. There is a vehicular entrance to the north of the Stables leading into a car park which forms the northern entrance to the Castle. To the east of this carpark is a playground. These elements form the northern setting of the Stables. The car park and perimeter fencing to the playground form a negative feature in the setting of the Stables. The western setting of the Stables comprises the perimeter wall with the wider town beyond which is generally a positive feature. The south and eastern settings are contained within the park and comprise the Castle and pleasure grounds.

4.31 To the immediate south of the Stables is the Mound which is located outside of the designed landscape on Castle Park Drive which could accommodate change.

Mill (Grade II*)

4.32 The Mill is situated to the south-east of the Castle where it is built up against the 16th century boundary wall. It was constructed in 1767 – 8 on the site of the former 14th century mill and is likely to incorporate some of the medieval structure. The Mill was designed by Timothy Lightoler and is castellated with a low turret in stone ashlar. In 1880 the low stone building was gutted by a fire that swept through much of the Castle. In 1894 it was converted to house an electricity generating plant. The machinery was dismantled in the 1950s but the building was renovated and reopened in 2002. To the east of the building is a large timber water wheel.

4.33 It is of historical and architectural significance as an ancillary building to Warwick Castle with medieval foundations with a particular function that historically served the Castle. The decorative treatment is unusual for this type of building as it reflects the medieval Gothic architecture of the Castle. The building has technological interest as a water mill and later engine room that powered the Castle. It has group value with the Castle and other ancillary buildings. The RMP Structures Significance Plans identify it as a structure of medium significance (Figure 4.4 and 4.5).

4.34 Setting: The Mill sits on the River Avon which provides an open rural setting to the south-east. The dominating façade of the Castle's 14th century domestic range encloses the setting to the north-west and south-west. Directly north of the Mill the remains of the old medieval castle bridge can be seen along with 18th century cottages on Mill Street. Due to its topography and sense of enclosure the Mill has a largely unaltered historic setting that contributes considerably to its significance.



The Conservatory



The Stables



The Mill

³ BHO <http://www.british-history.ac.uk/vch/warks/vol8/pp418-427>

Remains of Old Castle Bridge (Grade II* & Scheduled Monument)

4.35 Ruin of a late medieval stone ashlar bridge constructed over the River Avon by the castle weir. What remains of the bridge are three complete arches, one on the south bank and two in the river. The arches have simple chamfered moulding and the central piers have cutwaters. It originally formed the main route over the River Avon and was connected to the town centre via Mill Street. In the 1780s Lord Brooke commissioned a new, wider bridge that was constructed upstream and the medieval bridge was closed off. Records suggest that much of the bridge was swept away during a flood in 1795.³ The bridge was then “enhanced”, including partial demolition, to create a picturesque ruin, by the second Earl.

4.36 The structure is of high historic significance and evidential archaeological value as a medieval structure that was once a main thoroughfare linking Warwick with the south. It is an early example of the application of picturesque theory to the practice of landscape design that was first endorsed by Humphrey Repton in the late 18th century. As a Scheduled Monument, it is of high significance (Figure 4.3).

4.37 Setting: The remains of the old castle bridge has a wide open rural setting afforded by the River Avon which due to its associated function makes a clear contribution to its significance. The bridge has group value with the Castle and its ancillary buildings many of which incorporate medieval structures themselves and which materially and stylistically reflect one another. The function of the bridge as the earliest bridge over the River Avon connects it to the town which grew around the Castle, illustrating their group value. Set on the Mount to the west, the large domestic range of the Castle towers over the old bridge. This element of the setting makes a highly important contribution to the significance of the bridge as it illustrates the impressive and domineering impression that the Castle would have made to visitors approaching Warwick from the south.

Portion of Boundary Wall x3 (Grade II* & Grade II)

4.38 Representing three separate designations these historic portions of the Castle’s boundary wall abut Mill Street (Grade II*) and the west and east part of Castle Lane (both Grade II). They are large stone ashlar boundary walls (approximately 3m tall) constructed in 1789 by William Eborall and decorated with sandstone moulded coping. They form part of the grounds improvements that were commissioned by the second Earl George Greville whereby large areas of the town were subsumed into the Castle grounds. They have been restored in places with either stone or red brick.

4.39 They are of illustrative and historic significance as they represent the 18th century improvements that were made to the Castle grounds by the George Greville which involved the large reconfiguration of the Castle boundary. They have evidential value as a physical manifestation of the Greville Earls’ aspiration for power. The RMP Landscape Significance Plan identifies them as structures of medium significance (Figure 4.3). Red brick alterations of the walls abutting Castle Lane have taken place. This is evident on the section of wall adjacent to the stone-masons’ yard.

4.40 Setting: The setting comprises residential buildings just outside of the Castle boundary. On Mill Street many of these buildings have 16th century origins which contribute to the historic setting of the wall. The setting along Castle Hill has a mixed character leading on to the historic town. Along Castle Lane to the north-west the setting has a residential character. The setting to the south of the walls that abut Castle Lane and Castle Hill, although within the RP&G, is largely used for car parking and maintenance yards and has a back of house character that does not contribute to their significance.

Warwick Castle Lodge (Grade II)

4.41 Single storey neo-gothic lodge situated to the north-east of the Castle. It was constructed in stone ashlar by Samuel Muddiman and John Williams in 1796 – 7 as part of the second Earl’s improvements to the grounds. It is built into the Castle’s perimeter wall and provides an entrance to the grounds from the top of Banbury Road. At the centre of the building is a Gothic carriage arch supporting a pair of timber doors. It has a crenelated parapet. The lodge is currently vacant and provides pedestrian access to the Castle.

4.42 The lodge is of illustrative and historic significance as a physical manifestation of the ambitions and growing status of George Greville the second Earl of Warwick. It has group value with the Castle and ancillary structures which are materially and stylistically related. The lodge has communal value as the one of the main entrances to the Castle which addresses the town centre. The RMP Structures Significance Plan identifies it as a structure of medium significance (Figure 4.5).

4.43 Setting: To the west the lodge leads onto a tarmac drive which was cut into the sandstone bedrock in the early 19th century to create a picturesque approach to the Castle. The visual setting is completely enclosed by tall trees and vegetation above the bedrock.

This part of the RP&G is identified by the RMP Landscape Significance Plan as of high (drive) or medium (the planting) significance (Figure 4.3). To the east the lodge faces onto a roundabout (a modern detractor) beyond which lies Warwick town. Cottages along Mill Street and the spire of St Nicholas Church feature positively in the setting.



The Old Castle Bridge



Portion of Boundary Wall to Castle Lane



Warwick Castle Lodge (behind wall)

³ BHO <http://www.british-history.ac.uk/vch/warks/vol8/pp418-427>

Warwick Conservation Area

4.44 The CA comprises the historic town of Warwick together with the Castle, its pleasure grounds and Castle Park (see Figure 4.7). The appearance — derived from the buildings and spaces — is varied, ranging from the narrow and densely developed streets, dating back to the medieval era and the parklands such as Castle Park. The historic town of Warwick offers a rich diversity of character and form; ranging in scale from modest dwellings to the most architecturally prestigious of buildings, with key buildings constructed in brick and stone and designed in a classical style. Development ranges from medieval to Victorian and later buildings. It is of architectural, historic and archaeological interest.

4.45 The historic interest of the wider CA is derived from its association with the Greville Earls, who had a critical impact on the urban form of the Town in the 18th Century, and from the medieval Castle. From the wider CA the tower of St. Mary's Church forms a notable landmark, assisted by being located on the highest point of the ridge on which the town is built.

4.46 The Castle and Castle Park forms a sub-area (10) of the CA, which is of the highest architectural and historic importance.

4.47 Setting: The CA is bounded by rural countryside to the south and east which creates a green horizon and retains its historic character. To the north is the wider town of Warwick which marks the gradual expansion of Warwick that took place during the 20th and 21st centuries. This area has a modern character and does not contribute to the significance of the CA. Within the CA Appraisal significant views of the Castle are identified from Mill Street and Castle Bridge.



Elevated view looking south-east across Castle Park and Conservation Area



Mill Street, part of Conservation Area

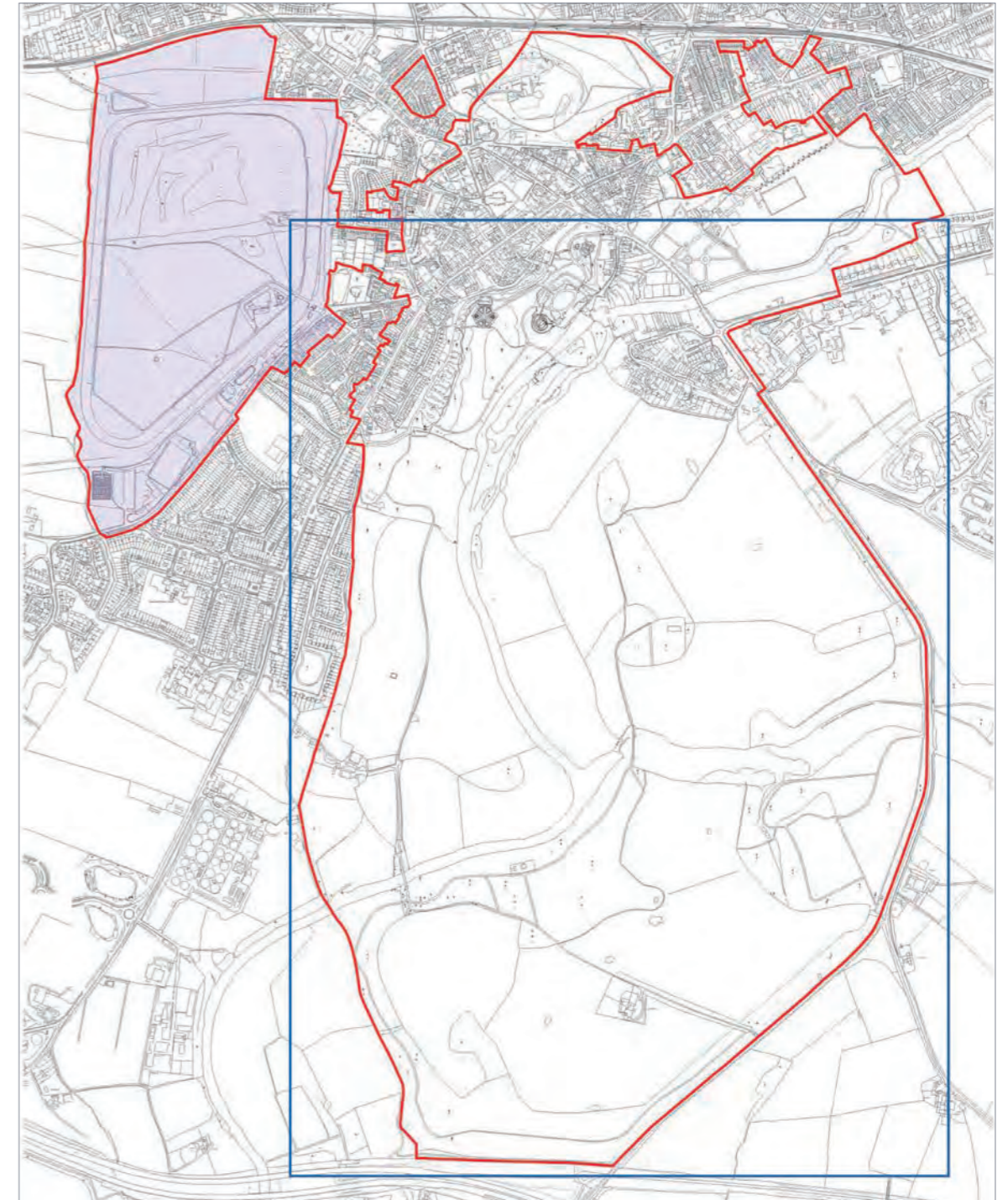


Figure 4.7: Warwick Conservation Area Map (blue box indicates Sub-Area 10)



Warwick Castle, Castle Park and Town, from St Mary's Church

5. THE VISITOR ATTRACTION MARKET

Warwick Castle as a Visitor Attraction

5.1 Warwick Castle, as a visitor attraction, operates within a highly competitive sector of the economy. Leisure spending is generally discretionary and there are many opportunities available to the public about how, when and on what money is spent. Within the leisure sector just retaining visitor numbers is a challenge, especially for those businesses where there is a degree of repeat business (where a visitor returns on several occasions). Essential factors in a visitor attraction retaining its visitor numbers include meeting customer expectations and standards (which are generally rising), providing unique insights / opportunities and a range of experiences that can attract people of varying ages and interest — such as families.

5.2 Barclay's research, predicted the value of domestic "staycation" holidays in the West Midlands to exceed £1 billion by 2017. A 2019 update, reports increased demand in the Midlands since 2017, fuelled by family-friendly attractions.

5.3 Warwick Castle has been innovative in terms of developing its offer, within the context and requirements of an historic site. However, the Castle's competition has copied the range and quality of offer. There is therefore a need to respond to customer expectations and differentiate the Castle from others. This is where, for example, the accommodation offer plays a vital role.

5.4 As part of its investment strategy at the Castle, Warwick Castle has introduced visitor accommodation to enhance the potential visitor experiences at the Castle in the form of seasonal 'glamping', Tower Suites and more recently lodges.

5.5 In June 2014 the Castle restored two rooms in Caesar's Tower offering the first opportunity, in 1,100 years, to spend the night in a private chamber in Caesar's Tower, at the Castle, which enjoys a wealth of Royal connections. Each Suite is located on its own private floor of the 14th century Caesar's Tower and comprises a bed chamber with four-poster bed in addition to en-suite facilities. The restoration of these rooms — that had just been used for storage — cost over £300,000. All aspects of the accommodation, including the furniture and fabrics, have been designed and created specifically for this exceptional location and to complement the mediaeval architecture.

5.6 Alongside the offer of the Castle itself, visitors have an opportunity to enjoy various experiences within the Castle and across the wider site. These include the permanent events and attractions, such as 'The Royal Weekend Party', 'The Dungeons' and 'Birds of Prey' show. The grounds also host occasional concerts and shows, for example, the Summer Proms. Parts of the Castle can also be hired for private functions.



Tower Suite in Caesar's Tower



Concert event at the Castle



Air show event at the Castle



Birds of prey show

Competition and Investment

5.7 Tourist attractions are continually under pressure to appeal to both new and existing visitors in order to remain competitive. Investment in these attractions is therefore crucial to their continued success. The investment has to meet the expectations of a 'modern' visitor. Accordingly Warwick Castle has to keep its facilities and overall 'offer', under review, investing in upgrading and / or introducing new elements to deal with market expectations as well as competition.

5.8 Nearby visitor attractions are all continually investing — recent developments show a strong trend for on-site accommodation to create a more immersive visitor experience. For example, planning permission has been granted for 40 holiday lodges at Drayton Manor and a new hotel / water park / education centre at West Midlands Safari Park. Glamping is also being introduced at Hatton Country World in 2017.

5.9 Whilst Warwick Castle has a strong brand and a good quality, diverse 'offer', it has to respond to customer expectations and standards that are often informed by experiences elsewhere, including but not solely arising from other heritage based visitor attractions. The competitive marketplace is an important factor in the development of the Castle's Masterplan, set of course within the heritage context.

5.10 Warwick Castle is one of a limited number of 'heritage' attractions across the country which is privately funded and unlike other attractions, does not benefit from public funding. It is, therefore, essential for MEG, over and above other operators, to ensure it can continue to appeal to a wide audience. One means of securing this is to provide new ancillary elements to the main attraction. Drawing from a number of heritage based attractions it can be demonstrated how this has been achieved elsewhere:



5.11 **Blackpool Tower** is a Grade I listed building and first opened to the public in 1894. As a tourist attraction the tower is historically renowned for its Circus and Ballroom. In 2011, Merlin undertook major refurbishment and added 'The Eye' attraction at the top of the Tower. This enhanced the viewing platform through the creation of a solid-glass SkyWalk and provides a 4D Cinema. In addition, a large indoor children's adventure playground (Jungle Jim's Towering Adventureland), the Tower Lounge Bar and The Dungeons (part of the group operated by MEG) have been added to the original heritage asset since MEG acquired the Tower.



5.12 **Blenheim Palace** is a Grade I listed building, located in Oxfordshire and with a similar catchment to Warwick Castle. The Palace is a significant attraction that has funding advantages due to its charitable status. Extensive grassed car parking is a particular operational benefit. The Palace hosts many temporary events including concerts and sporting competitions, keeping it in use and marketing fresh products and ideas.



5.13 **Chatsworth House** is a Grade I listed building and comprises grounds that are also Grade I listed on Historic England's Register of Historic Parks and Gardens. Similar to Warwick Castle, Lancelot 'Capability' Brown was responsible for the landscaped park. The House requires constant care and attention. In 2005, a £32.7 million Masterplan was adopted, one of the largest projects undertaken at Chatsworth since 1828. This has involved extensive restoration work to the original house as well as the construction of new galleries to provide exhibition space. Other facilities added since the 20th century includes the farmyard and adventure playground, as well as an award winning farm shop. Throughout the year, a variety of events are hosted within the grounds including horse trails, the Art Out Loud festival, and the Beyond Limits monumental outdoor sculpture exhibition. The Royal Horticultural Show was held at Chatsworth House, in 2017.