



5.14 The Alwick Garden forms part of the original grounds of Alwick Castle and is Grade I listed under Historic England's Register of Historic Parks and Gardens. In addition to the Gardens, there are two modern glass buildings which house the café and restaurant as well as the 'Treehouse' attraction. This opened in 2005 and provides a number of restaurants and a venue for private events. Planning permission is currently being sought for the creation of an additional attraction at Alwick Gardens in the form of a 'Play Village' to the north of the Treehouse. This will comprise cabins, a chapel, hall and a café within an Elfic Play Structure.



5.15 Stonehenge is a UNESCO World Heritage Site and a unique prehistoric monument within an outstandingly rich archaeological landscape. A 110 seater café was erected in 2013 on the wider Stonehenge site, along with a gift shop, a visitor centre with over 300 archaeological objects, an audio-visual experience to enhance the Stonehenge experience and a choice of walking routes available within the surrounding site.



5.16 Knebworth House is a Grade II* listed building set within 250 acres of parkland, including 28 acres of formal gardens and a historic deer park listed under Historic England's Register of Historic Parks and Gardens. Similar to Warwick Castle, a number of events such as Medieval Jousting, Ghost Tours, Food and Flower festivals and the Open Air Cinema are held within the grounds throughout the year. In addition, an Adventure Playground and Dinosaur Trail comprising 70 life sized dinosaurs are located within the Gardens to appeal to younger visitors. Two 400-year-old Tithe Barns have been restored to provide accommodation at the House and two news barns were constructed in 2011 to accommodate an additional number of guests.



5.17 Savill Gardens is Grade I listed on the Register of Historic Parks and Gardens and is often referred to as 'Britain's finest ornamental garden'. Recent developments at the site include a 'kitchen' restaurant with floor to ceiling windows to allow views out across the gardens. Visitors are also encouraged to walk into the heart of the gardens over a raised walkway which curves over the garden below.



5.18 Compton Verney is Grade I listed building within Grade II* Registered Historic Park and Garden. Similar to Warwick Castle, Lancelot 'Capability' Brown was responsible for the landscaped grounds. The original building was rescued from the 'Buildings at Risk' register by Historic England in the early 2000s and subsequently transformed into a major new arts venue which comprised the development of a modern extension. In addition to the gallery, there is now a children's adventure playground and, new in 2017, 'The Clearing' art installation. This feature is a temporary geodesic dome which contrasts with the manicured landscape and provides a space for workshops and living art including the occasional short-term camping by artists. The structure was funded by the Heritage Lottery Fund.



5.19 Cromford Mills is the home of the Sir Richard Arkwright's first mill complex and is a Grade I Listed Building within an internationally recognised UNESCO World Heritage Site. In addition to the original mill, there are a number of visitor attractions within the buildings including 'the gateway' which provides a shop and interactive displays, the Cromford Mills Store which provides period re-enactments and interactive waterwheel models, the 'Arkwright Experience and Exhibition', café and restaurant, and a number of shops and galleries.



5.20 National Maritime Museum is situated adjacent to a Grade I English Heritage Registered Historic Park, a Scheduled Ancient Monument and located within a Conservation Area and the Maritime Greenwich World Heritage Site. In June 2011 a £35m development at the National Maritime Museum (London Borough of Greenwich) opened the Sammy Ofer Wing. Both planning permission and listed building consent were secured for what is the biggest development in the Museum's history, including major works of alteration and extension to a Grade I listed building to facilitate the construction of the exhibition wing which included a new southern entrance, visitor facilities and a café and restaurant.



5.21 Cardiff Castle features a Norman motte and bailey castle, similar to Warwick Castle, which is a Scheduled Ancient Monument as well as elements of 19th century reconstruction which are listed and sit atop the scheduled remains of the Roman Fort. In addition to the medieval jousting re-enactments, the Trebuchet and tours of the Castle, museum, a new visitor centre, 'the interpretation centre' has been constructed to the rear of the Castle's south wall. This provides film shows of the Castle's history and shows its transformation over time.

6. HERITAGE AND ECONOMIC IMPACTS

Heritage and Tourism

6.1 Conserving and enhancing Warwick Castle is a major task, especially in light of the fact that MEG does not benefit from any public funding. As such all repairs and restoration are privately funded. Since 1978, an extensive investment and refurbishment programme has been undertaken to ensure that the fabric of the listed buildings and grounds are maintained. Evidently, the continued attraction for visitors to the Castle is vital for its economic viability and to ensure that funds are available for the upkeep of the listed buildings and grounds.

6.2 Over the past 35 years over £20 million has been spent on restoration including £8.5 million over the last 10 years. Since 2010, MEG has committed at least a quarter of a million pounds every year to restoration and repair projects which are above and beyond essential maintenance required for the Castle's upkeep:

- 1980: Demolition of existing timber footbridge and erection of footbridge over River Avon
- 1981: Restoration of the boundary walls
- 1990: Masonry repairs to Caesar's Tower
- 2000: Repairs to the roof of the Great Hall
- 2001: Restoration and alterations to east and west elevations of the Mill
- 2002: Reinstatement of the Mill and Engine House
- 2008 – 2012: Restoration of the River Wall at an estimated cost of £1 million (figure 2.2 from Lodge Planning Statement)
- 2014: Repairs to Guy's Tower and removal of graffiti
- 2015: Restoration of the Castle Walls and Tower at an estimated cost of £1 million
- 2017: Restoration of the Victorian Boathouse, Fire Compartmentation (for the Domestic Range) and restoration and repairs to Guy's Tower, which makes a total of over £1.1 million.

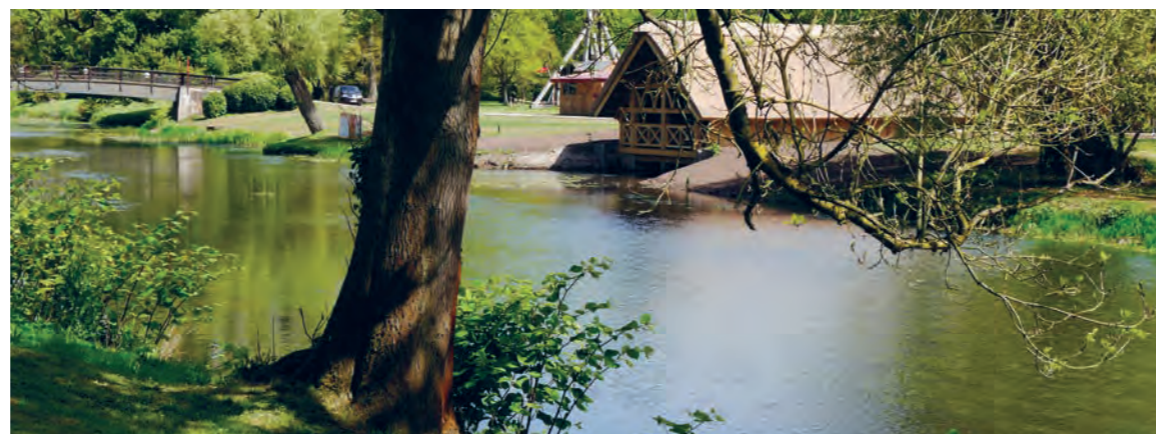
6.3 Historic England has confirmed that nationally, applications for listed building consent are an increasing proportion of all planning applications submitted to local planning authorities. In 2015 / 2016 this represented 7.1% of all applications, an increase from 5.7% in 2007 / 2008⁴. This illustrates the continued requirement to invest in such assets in order to preserve the Castle for future generations.



River wall during repairs



River wall after repairs



Re-built Victorian Boathouse

⁴ Heritage Counts 2016 England, Historic England



Guy's Tower during repairs

Tourism and Economy

6.4 The importance of tourism to Warwick and Warwickshire is well known and confirmed in a range of documents, produced in the recent past. These documents include:

1. Warwick District Council Tourism Strategy
2. WDC Corporate Business Development Plan; Fit for the Future
3. Warwickshire Visitor Economy Framework 2013 – 18 (November 2012) and.
4. Warwick District Council Retail & Leisure Study, July 2018

6.5 The Council's overarching vision for Warwick District is to be "... a great place to live, work and visit where we aspire to build sustainable, safe, stronger and healthier communities."

6.6 The vision is set out in its "Sustainable Community Strategy" that is then supported by "4 thematic priorities" including the theme of "skill and employment" where the priority includes attaining an "economically vibrant and creative community ..." that includes requiring innovations in tourism (amongst other sectors of the economy). The aim of the priority is to create a strong and diverse economy with the district's tourism economy "thriving" as one of the top visitor destinations.

6.7 The approach to the tourism economy is set out in more detail in the WDC Tourism Strategy. Overall this document reinforces the need to develop the tourism sector, acknowledging a role for both the public and private sectors, with partnership working a key component to achieve a successful outcome (para. 1.1, 4.1). The vision underpinning the strategy is clear about the aspiration to grow the tourism economy.

"Working in partnership with others to present a clear, compelling message about the area's unique strengths, which has the active support of local businesses and communities, and which is founded on the highest standards of visitor welcome.

To grow the value of tourism to the District's economy by more than 5% per annum over the next 10 years."

6.8 The context that supports WDC's approach is summarised in the document (Section 2) identifying for example:

1. Government policy is to harness the potential for tourism to grow the economy
2. Visit England want to grow tourism 5% per annum (over 10 years)
3. Visit England consider Warwick a national "attract brand"
4. The LEP has acknowledged tourism as one of 7 sectors that will assist growth of the sub-regional economy
5. In Warwick, tourism is "big business" (over 3 million trips p.a., supporting nearly 5,000 jobs (para. 2.2)
6. The District has a strong appeal to visitors from the UK and overseas
7. And, of the 'brands' that attract people, Warwick Castle is particularly strong, along with Shakespeare's Birthplace (para. 2.2).

6.9 To support the overall vision, WDC explains that it has a number of roles, including a recognition of how important the quality of the environment is, to attract visitors, along with the character of the destination. Accordingly the Council wants to place shape which, it explains:

"... relates to how a destination plans, develops and maintains its offer, presenting a coherent, consistent, distinctive position, message and brand which can engage businesses, investors and visitors, to build confidence and competitiveness."

6.10 And that WDC's role:

"... is to create the right environment in which tourism can thrive — through a conducive planning policy, development of the public realm, conservation and management of heritage and landscape, promoting quality, and town centre animation."

6.11 The approach to tourism recognises that there are several other factors that will contribute towards success of the sector.

6.12 The Retail and Leisure Study recommends the proactive and continuous promotion of Warwick as a family leisure destination.

6.13 Warwick Castle welcomes the clear support that WDC offers for reinforcing the tourism sector and the importance of a "quality offer" to achieving success. This echoes the approach that Warwick Castle takes and has guided the development of the ideas set out within this masterplan.

6.14 The Castle is a leading visitor attraction; it contributes significantly to the local tourism offer and the local and regional economy providing a diverse mix of jobs and flexible working. Its continued success is important for the economy of the town and to generate money for the upkeep of the heritage assets.

6.15 Research by Historic England concludes that investment in the historic environment:

1. Supports economic performance by attracting new business and residents, encouraging people to spend more locally and enhancing perceptions of the area. It is a successful way to encourage economic growth and provides a blueprint for sustainable development
2. Can lead to significant additional spending in the Warwick local economy and wider economy. Research by Historic England indicates that every £1 invested in the historic environment directly contributes on average an additional £1.60 to the local economy over a ten year period and an extra £7.10 in the wider economy [this remains the most recent statistics according to the 2016 Counts document]. Based on this assumption, £7.3 million investment in restoration at the Castle over the past 10 years will have generated £11.7 million locally and a further £12.4 million in the wider economy. Therefore, the combined value of investment in the historic environment at the Castle amounts to over £24.1 million.
3. In 2016, the heritage sector provided 328, 700 jobs and generated £18.4 billion in tourism expenditure. By 2025, it is estimated that this will grow significantly and result in a total tourism

contribution of £324 billion and 4.6 million jobs.

6.16 The key benefits that Warwick Castle brings

-  to the local economy include:
-  Delivery of circa **£34m** revenue to the region;
-  Consistent generation of national **TV & PR and awareness** of Warwick;
-  **46%** of Castle overnight guests visit **Warwick Town**;
-  Spending of **£782,000** on supplies from local businesses;
-  **Accommodation for 13,000** overnight visitors in the lodges, Tower Suites & seasonal glamping (July & August);
-  'Glampers' who choose to dine in Warwick spend an average **£18 per head**;
-  Tower Suite guests purchased circa **350 meals** in restaurants in 2016;
-  Employing **370 staff** including circa 180 permanent and circa 180 seasonal jobs provided; and,

It is estimated that the Castle generates **75,000 room nights** across hotels in the region and support for other businesses in the area.

6.17 The Castle undertakes significant annual promotional and advertising of the attraction ensuring that the town of Warwick receives national recognition. In 2014, the Castle generated an advertising value equivalent of £17 million. This level of investment and spending leads to significant additional spending in the Warwick local economy and the wider economy.

7. THE CONCEPT AND GUIDING PRINCIPLES

Visitor Attractions — Investment is Essential

7.1 As evident from the economic context, Warwick Castle, as a visitor attraction, operates within a highly competitive sector of the economy and just retaining visitor numbers is a challenge, especially for those businesses where there is a degree of repeat business. Essential factors in retaining visitor numbers include meeting rising customer expectations and standards, and providing a range of experiences that can attract people of all ages and interest. Warwick Castle has been innovative in terms of developing its offer, within the context and requirements of a historic site. Since TTG acquired the Castle in 1978 a number of sensitive 'attractions', of a limited development nature, have been added to the Castle and within the grounds. This limited level of development has enhanced the existing assets whilst providing new opportunities for visitors:



Opening of the 'Castle Dungeon' experience



Use of land for 'glamping' site (seasonal to 2022)



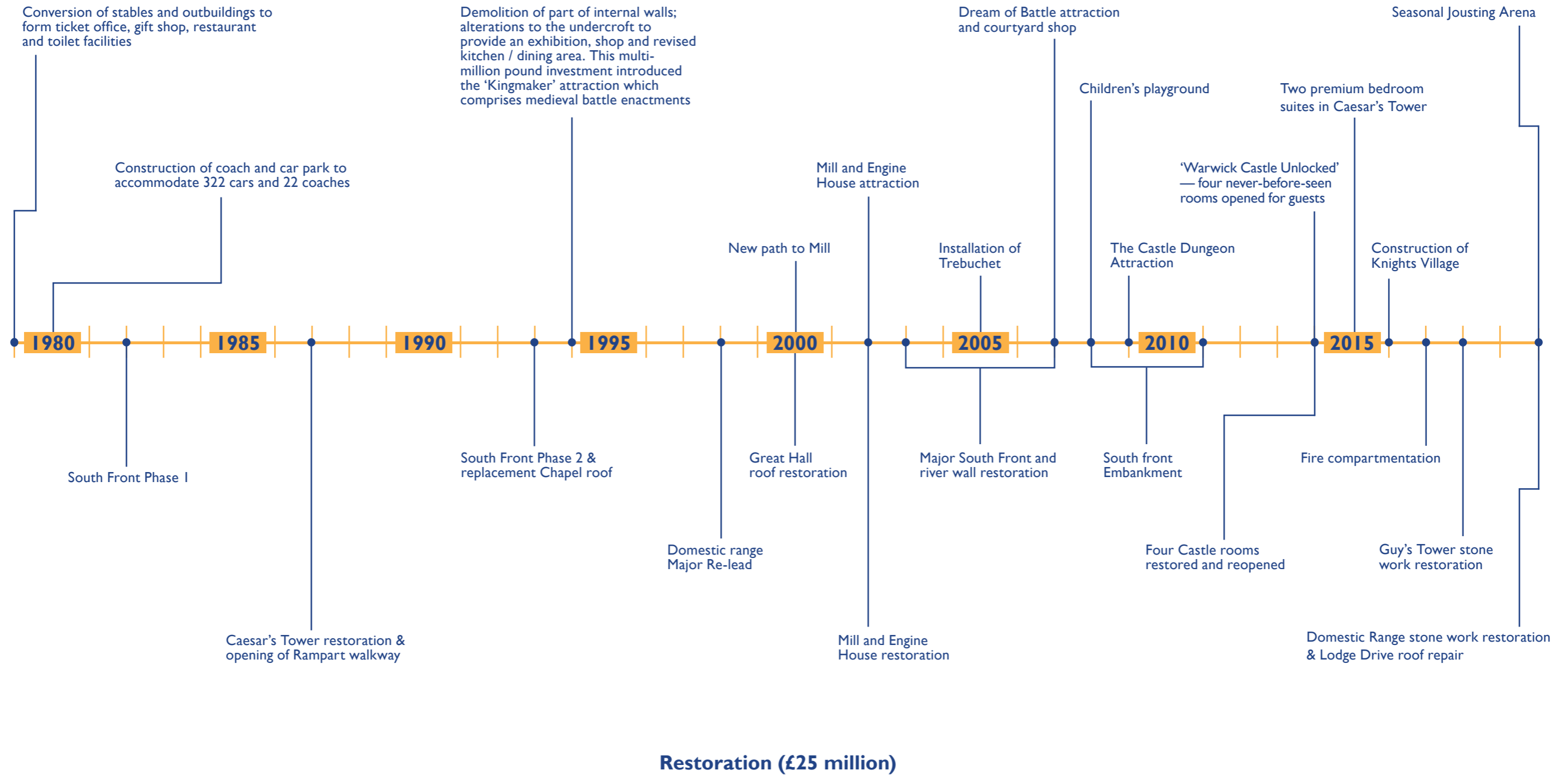
Construction of base for trebuchet (siege machine) on river island



Erection of 14 permanent semi-detached lodges (28 units) for visitor accommodation

Major Investments Since 1978

Development



7.2 The managers of the Warwick Castle undertake visitor surveys and assess the feedback against key performance indicators (KPIs). These help inform decision about projects that should be progressed.

7.3 The feedback identifies dissatisfaction with:

- Catering facilities
- Toilet provision
- Disabled access
- Covered / sheltered areas (especially on hot or wet days).

7.4 The dissatisfaction with these aspects is magnified on busy days.

7.5 In addition, from a management perspective, office space is very limited and in some cases occupies rooms in the Castle that could be opened to guests. Whilst this would help provide more space for guests, it would present challenges for the operational side of the Castle. The Castle also needs adequate space for other operational facilities. The increased success of the Castle and demand for better and a more varied food and beverage offer, means that there is a need for accessible on-site storage space. At the moment some supplies are stored off-site which adds complexity to the operation of the Castle. This is often exacerbated by traffic in Warwick.

7.6 With the shift to more of our guests who visit the Castle travelling by car (versus a greater percentage who arrived by coach in the 1990s) we are reviewing how we manage the increased car volumes. The overflow car park in Leafield Farm is being used more regularly than originally expected (on neighbouring land). We will work with WDC on this, as their plans are also to develop town centre car parking to see if this can help our situation.

7.7 The visitor is the focus of the Castle's operation: they are essential to ensure the Castle is maintained, that it is able to employ staff and suppliers which, in turn, have many spin off benefits. However, as set out above there are challenges, especially from competitors both in the UK and overseas.

7.8 Accordingly Warwick Castle has to provide a range of facilities and features that draw visitors. In addition, a

visitor attraction requires significant 'infrastructure' to ensure it is managed efficiently, some infrastructure is related to the visitor, other infrastructure is required for the management of the estate. Due to the significance of the site there is the need for both buildings / structures and the landscape to be carefully maintained.

7.9 The facets of the overall operation of the Castle are, therefore:

- Visitor facing 'attractions'
- Visitor infrastructure
- Management infrastructure
- Building maintenance
- Landscape management.

7.10 All need to be addressed over the next 10 years or so. This section of the Masterplan outlines a number of concepts and guiding principles to enable the continued successful running of the Castle as a visitor attraction alongside ongoing maintenance and restoration of the heritage assets.

The Concepts

1. Visitor Facing 'Attractions':

- Upgraded existing 'attractions' — refreshing facilities that may have become dated or no longer meet visitor demands / expectations;
- New 'attractions' to complement the existing offer of the Castle — a mix of permanent and seasonal facilities, shows, displays, access to the heritage asset.

2. Visitor Infrastructure:

- Rationalised food and drink offer to provide more high quality permanent facilities including opportunities across the site to help distribute visitors
- Enhanced facilities for visitors to eat and drink, e.g. covered seating areas
- Additional visitor accommodation on-site
- Improved retail facilities
- Wheelchair access to more areas of the castle

- Improved / more integrated pedestrian access
- Provision of adequate overflow car parking.

3. Management Infrastructure:

- Office space for Castle staff
- 'Back of house' improvements to provide better storage and maintenance areas.

4. Building Maintenance and Heritage Restoration:

- Domestic range masonry repairs east and west;
- South Front repairs Phase 6
- Tower's and ramparts
- Mound curtain wall
- Conservatory window frames
- Boundary walls.

5. Landscape Management:

- Ongoing management of the existing grounds
- Opportunities for new tree planting.

Guiding Principles

- | | |
|--|--|
| 1. Consideration of the significance of the RP&G and preserving its values and significance; | 4. Any new build structures to remain subservient to the heritage asset(s) and respect their setting; |
| 2. Assessment of the significance of the Conservation Area and continued commitment to preserving or enhancing its character and appearance; | 5. Archaeological investigations to be carried out if foundations or below ground physical works are required; |
| 3. Careful consideration of any proposed physical alterations to the heritage assets: <ol style="list-style-type: none"> loss of historic fabric should be minimised; consideration of the reversibility of proposals in the future; and, selection of historically sympathetic and high quality materials; | 6. Planting to be used, where historically appropriate, to reduce visibility of any new build structures; |
| | 7. Consider opportunities to enhance the aesthetic of an area, where appropriate. |
- Projects which are developed in accordance with the above concepts and which follow the outlined guiding principles will be capable of preserving the significance of the heritage assets, the RP&G and the CA.

Case Study

The opening up of the undercroft is a good example of how Warwick Castle resolved a problem over 20 years ago (1993 – 4) that achieved management, heritage and guest benefits. Feedback from guests identified that the Castle's medieval history was underrepresented. The undercroft was an ideal space to explain that aspect of the Castle's history but it was occupied by maintenance workshops and, in part, an apartment created in the late 19th Century.

The solution was to build a specific building, the Estate Management Building in Foxes Study, on a cleared area surrounded by woodland. This meant the workshops could be cleared out of the core of the Castle. This enabled the undercroft to be made accessible to visitors and became the location for the Kingmaker attraction. It was concluded that this overall scheme, including removal of the apartment, created benefits, including restoration and revealing another part of the heritage significance of the Castle.



8. WARWICK CASTLE — CONTINUING SUCCESS

This section identifies the plans and projects that Warwick Castle is currently considering in line with the concepts set out in Section 7. The plans and projects set out are merely emerging/initial ideas of how the concepts could be realised at the Castle. They will be subject to ongoing consideration, design evolution and pre-application discussion with the Council prior to submission of the required planning applications. As the projects set out here are only initial ideas, it is agreed that this Section of the Masterplan will not be adopted/endorsed specifically by the Council. However, it demonstrates how the concepts might be delivered at the Castle and how the guiding principles can be applied to specific projects and sites within the Castle grounds.

The potential for effects on heritage assets, traffic, residential amenity, ecology, flood risks, and trees or any other relevant matters will be considered, where relevant, on a project by project basis.

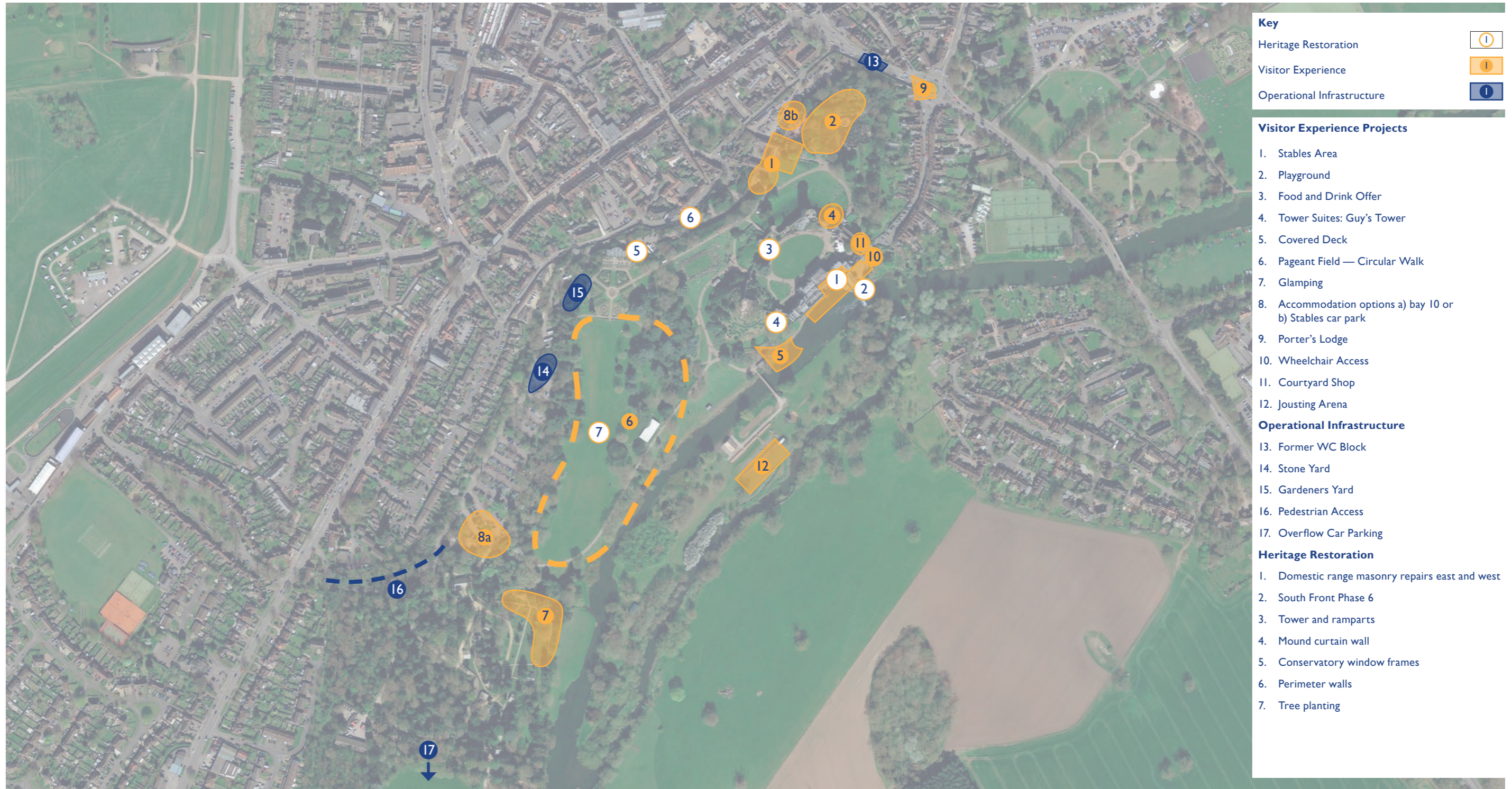
8.1 A high level Heritage Impact Assessment (HIA) has been completed for each initial project idea to ensure that heritage significance is fully identified and considered at an early stage as the Castle considers projects / plan ideas in line with the concepts identified in Section 7. The HIAs following the guidance of Historic England: 'Historic Environment Good Practice Advice in Planning Note 2: Managing significance in Decision Taking in the Historic Environment', 27 March 2015.

The structure of each HIA has also followed the approach identified on Warwick District Council's website. At this masterplan stage, an overview and general development / design principles are provided for each initial project to demonstrate how the Castle can apply the guiding principles in Section 7 to the emerging specific project ideas. This includes potential impacts and how any potential harm will be mitigated. Detailed designs will follow later. Each project will be subject to pre-application discussion and a full Heritage Impact Assessment once the details of the projects have been established.

8.2 The significance of each area currently being considered is described including the contribution of its setting to significance. Development /design principles are established for proposed new development which align to the guiding principles in Section 7 — to maximise opportunities for enhancement and to mitigate any potential harm. The contribution that each site makes to the setting and significance of the Grade I Registered Castle Park and pleasure gardens, and the setting of the Grade I listed (part Scheduled Monument) Warwick Castle, is also noted — as either high, medium, low or neutral, as identified on the RMP significance plans.



Overall Masterplan



- Key**
- Heritage Restoration 1
 - Visitor Experience 1
 - Operational Infrastructure 1
- Visitor Experience Projects**
1. Stables Area
 2. Playground
 3. Food and Drink Offer
 4. Tower Suites: Guy's Tower
 5. Covered Deck
 6. Pageant Field — Circular Walk
 7. Glamping
 8. Accommodation options a) bay 10 or b) Stables car park
 9. Porter's Lodge
 10. Wheelchair Access
 11. Courtyard Shop
 12. Jousting Arena
- Operational Infrastructure**
13. Former WC Block
 14. Stone Yard
 15. Gardeners Yard
 16. Pedestrian Access
 17. Overflow Car Parking
- Heritage Restoration**
1. Domestic range masonry repairs east and west
 2. South Front Phase 6
 3. Tower and ramparts
 4. Mound curtain wall
 5. Conservatory window frames
 6. Perimeter walls
 7. Tree planting

Overall Masterplan

I. Stables Area

8.3 This is the main arrival point for all guests. It contains several functions including; ticket sales, toilets, food and drink and a shop. The space is limited and relatively congested. Consideration has been given to enclosing the courtyard but design and cost considerations mean this option is currently unviable. To the south of the stables is a small mound with shrub planting abutting the Grade II listed boundary wall. There is the potential to add a sensitively designed building here, on the main pedestrian route from the Stratford Road Car Park to / from the Castle, to ease congestion.

Significance of Heritage Asset

8.4 The Stables (Grade II*) were 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 ashlar with arched entrances and neoclassical features. They were converted to provide a visitors' entrance in the late 20th century with extensive interior alterations.

8.5 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. The 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 interior of the Stables is somewhat diminished by 20th century alterations. As indicated by the listing description, it has group value with Warwick Castle, the boundary walls, the Conservatory, Mill and Lodge.

8.6 The setting comprises the Castle and pleasure grounds to the south / southeast, the perimeter wall to the west and the stables carpark, playground and entrance to the north. The wider setting includes Warwick town centre to the north-west and the RP&G to the south.

These are all positive features within the setting that contribute to the significance of the Stables. The Stables car park and perimeter fencing to the playground form a negative feature in the setting. The mound (see adjacent photograph) where an extension could possibly be accommodated is situated to the south of the Stables along Warwick Castle Drive. It has a back of house character which accommodates pedestrian access and car parking and is not as important as the wider grounds.

8.7 The Portion of Boundary Wall (Grade II) to the west of the Stables was constructed in 1798 by William Eborall from sandstone ashlar. It is of historic significance as it represents improvements of the grounds commissioned by George Greville (Second Earl of Warwick). It forms part of an important group with the Castle and other ancillary structures and defines the boundary of the Grade I Registered Castle Park and Garden.

8.8 In the context of the Warwick Castle site as a whole, the potential development area is identified as neutral on the RMP landscape plan (see Figure 4.3) and the Stables and boundary wall are of medium significance.

Assessment of Impact

8.9 There is no confirmed project here. The potential of adding floorspace to the mound area could affect the following:

1. The historic fabric of the Stables and boundary wall to Castle Lane if a structure is physically attached to either of these elements
2. The setting of the Stables through addition of new development and loss of shrubs / landscaping
3. The setting of the Castle, particularly in views from Guy's Tower
4. The character and appearance of the Conservation Area
5. The significance of the RP&G.



Development / Design Principles

1. Careful consideration of any physical alterations to the stable: minimisation of loss of historic fabric; reversibility of proposals in future and choosing historically sympathetic materials where appropriate
 2. New build to remain subservient to Stables
 3. An addition to be well designed and identifiable as 21st century development (could be either traditional or modern in style)
 4. Archaeological investigations
 5. Planting, if appropriate, to reduce visibility of new build within the setting of the Castle
 6. Ensure height of new building remains lower than the Castle Lane boundary wall so it is not visible from Castle Lane / the southern end of Castle Street.
- 8.10** If the above principles are followed development could preserve the significance of the Stables, boundary walls, Castle, RP&G and the CA.





2. Playground

8.11 The playground is located to the north of the Stables between the Stables carpark and the historic picturesque driveway that was cut into the bedrock in 1797 as part of Lord Brooke's major grounds improvements. It comprises modern timber play structures set on a sloping area of land and enclosed by tall modern timber perimeter fencing. Running the length of its western side is a bank densely planted with evergreen and deciduous trees. A modern timber fence is located to the west of this bank at the perimeter of the Stables car park. A modern timber bridge and modern steps provide an elevated pedestrian route from the car park to the historic driveway at the southern boundary of the playground. Beyond the carpark lies the Grade II listed boundary wall fronting Castle Lane. The tall timber entrance to the playground faces southwards towards the Castle and is just to the north-east of the Stables. The area needs to be upgraded. Consideration is being given to whether it is renewed (as a playground) or similar alternative use within the area.

Significance of Heritage Asset

8.12 The playground structures are modern and are of neither historic nor architectural interest. The area is however, located in close proximity to the Stables (Grade II*) and boundary wall (Grade II) and set within the Warwick Castle RP&G (Grade I). This area was included within the Castle grounds by Lord Brooke's (the 2nd Earl's) expansion in the late 18th century. Trees were planted at the perimeter of the historic carriage drive that was cut into the sandstone bedrock in 1797 in order to create a picturesque approach to the Castle through the boundary plantations.

The playground site is of limited significance as the former 19th century planting within the area has been removed. The RMP Landscape Significance Plan identifies the southern part of the playground as a landscape of neutral significance whilst the northern part is of medium significance given it forms part of the 2nd Earl's late 18th Century expansion (see Figure 4.3).

8.13 Due to the sloping topography and surrounding vegetation and fencing the playground structures have an enclosed visual setting. The wider setting comprises the Stables carpark, castle boundary wall and Warwick town centre to the north with the Stables and Warwick Castle to the south. The playground is largely screened from the surrounding heritage assets and from views within the RP&G. Perimeter fencing along its western boundary is clearly visible from the north entrance of the Stables and from the portion of boundary wall that abuts Castle Lane. The perimeter fencing which has mock crenulations is of low quality design and detracts from their setting. The playground is obscured in views from the Castle by mature specimen trees. The elevated fencing can just be seen above the surrounding vegetation in panoramic views from Guy's Tower.

Assessment of Impact

8.14 There is no confirmed project here. The potential replacement of the playground with new open-air playground structures or similar alternative use could affect the following:

1. The setting of the Stables and boundary wall to Castle Lane through addition of new development
2. The setting of the Castle, particularly in views from Guy's Tower and the ramparts and the 'experience' of being close to the historic Castle.

This includes the route for pedestrians who currently use the bridge which is a utilitarian feature

3. The character and appearance of the Conservation Area, albeit the mature trees provide substantial screening
4. The medium significance of this part of the RP&G.

Development / Design Principles

1. To replace the playground fencing (including the fencing to the car park) with fencing of a more discrete, low-key design
2. To not increase the height of the existing perimeter fencing. Look to reduce the height of the elevated fencing on the bank that is visible from Guy's Tower / the ramparts.
3. To ensure that the new structures (either enclosed or open-air) remain obscured from the historic carriage drive through the protection and, if appropriate, enhancement of the current planting. A landscape architect specialising in historic landscapes should contribute to decisions on appropriate planting.
4. To design structures and use materials carefully to improve the aesthetic quality of this area and enhance the experience, including (if needed) a bridge
5. To ensure a building or new structures remain low-scale and not visible from the carpark or from Guy's tower
6. Archaeological investigations to be undertaken if foundations are required.

8.15 If the above principles are followed development could preserve the significance of the Stables, boundary walls, Castle, RP&G and the CA.



3. Food and Drink Offer

8.16 The Castle is seeking to rationalise its catering offer to improve the facilities for guests in terms of quality and ease of access. Currently, food and drink is predominantly sold from a number of mobile units / kiosks across the grounds and there is an under provision of permanent high quality restaurant/cafe space at the Castle. The aim is to de-clutter the provision and focus on higher quality provision that better serves guests.

Significance of Heritage Asset

8.17 No specific proposals have been confirmed to date but means of improving and rationalising the food and drink offer at various locations within the Castle grounds are being considered.

Assessment of Impact

8.18 There are no confirmed projects here. The improvement, rationalisation and consolidation of the existing units to a high quality temporary or permanent replacement within the grounds of the Castle could affect the following:

1. The setting of the Castle, particularly in views from Bear, Clarence and Guy's Towers and the mound

2. Depending on location it also has the potential to affect the setting of the Stables, Conservatory and boundary wall to Castle Lane
3. The high significance of parts of the RP&G
4. The character and appearance of the CA.

Development / Design Principles

1. Careful selection of location
2. Specialist heritage input at site selection stage to identify a suitable location which minimises effects on the significance of the RP&G and the setting of the Stables, Castle and Conservatory
3. Minimisation of loss of mature planting
4. Additional planting, if historically appropriate, to reduce visibility of new build within the setting of the Castle, boundary wall, Stables or Conservatory
5. Any addition to be well designed and identifiable as 21st Century development (could be either traditional or modern in style)
6. Ensure scale and massing of any new building is appropriate to its location and within the setting of the Castle stables, Conservation or boundary wall

7. Ensure scale and massing of new building is appropriate to its location and within the setting of the Castle, Stables, Conservation or boundary wall
8. Archaeological investigations.

8.19 If the above principles are followed development could preserve the significance of the Stables, boundary walls, Castle, RP&G and the CA.

4. Tower Suites: Guy's Tower

8.20 Guy's Tower is at the north west point of the Castle constructed in the late 14th century and connected to the gatehouse and barbican by crenelated curtain walls. Guy's Tower was recently refurbished and now contains two tower suites. These have provided the Castle with a high quality and highly unusual offer and the rooms have been very popular. The heritage benefits that have resulted include repairs to the listed building / Scheduled Monument as well as finding a use for long underused / empty spaces. There are vacant rooms in Guy's Tower with potential to create additional suites and improve this offer.



Significance of Heritage Asset

8.21 Guy's Tower is a large stone fortification tower constructed on the site of the original castle of 1068 in the late 14th century. It is twelve-sided on plan and rises some six storeys to a machicolated parapet.

8.22 It forms part of the Grade I listed Castle, is a Scheduled Monument and is a prominent feature in the RP&G and Warwick CA. It is of the highest architectural, historic and archaeological 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. A detailed summary of the significance of the Castle, SM, RP&G and CA is in section 4 of the Warwick Castle Masterplan. The RMP Structures Significance Plan 4.4 identifies the Castle domestic range, ramparts and adjoining towers as being of high significance.

Assessment of Impact

8.23 The refurbishment of vacant rooms within Guy's Tower could have the following affects:

1. The historic fabric of the Castle could be affected through the installation of infrastructure (power / water / drainage) which in turn could affect the significance of the Grade I listed and Scheduled Monument.

Development / Design Principles

1. Careful consideration of any physical alterations to Guy's Tower: minimisation of loss of historic fabric; reversibility of proposals in future and choosing historically sympathetic materials, where appropriate
2. Archaeological investigations.

8.24 Following the above principles could restore the spaces and bring them into beneficial use that will be an enhancement to this important building. Scheduled Monument consent rather listed building consent would be required for this work.

