

Gainsborough Town Centre Conservation Area MANAGEMENT PLAN

DRAFT, MAY 2019



No 7 Lord Street, Grade II Listed

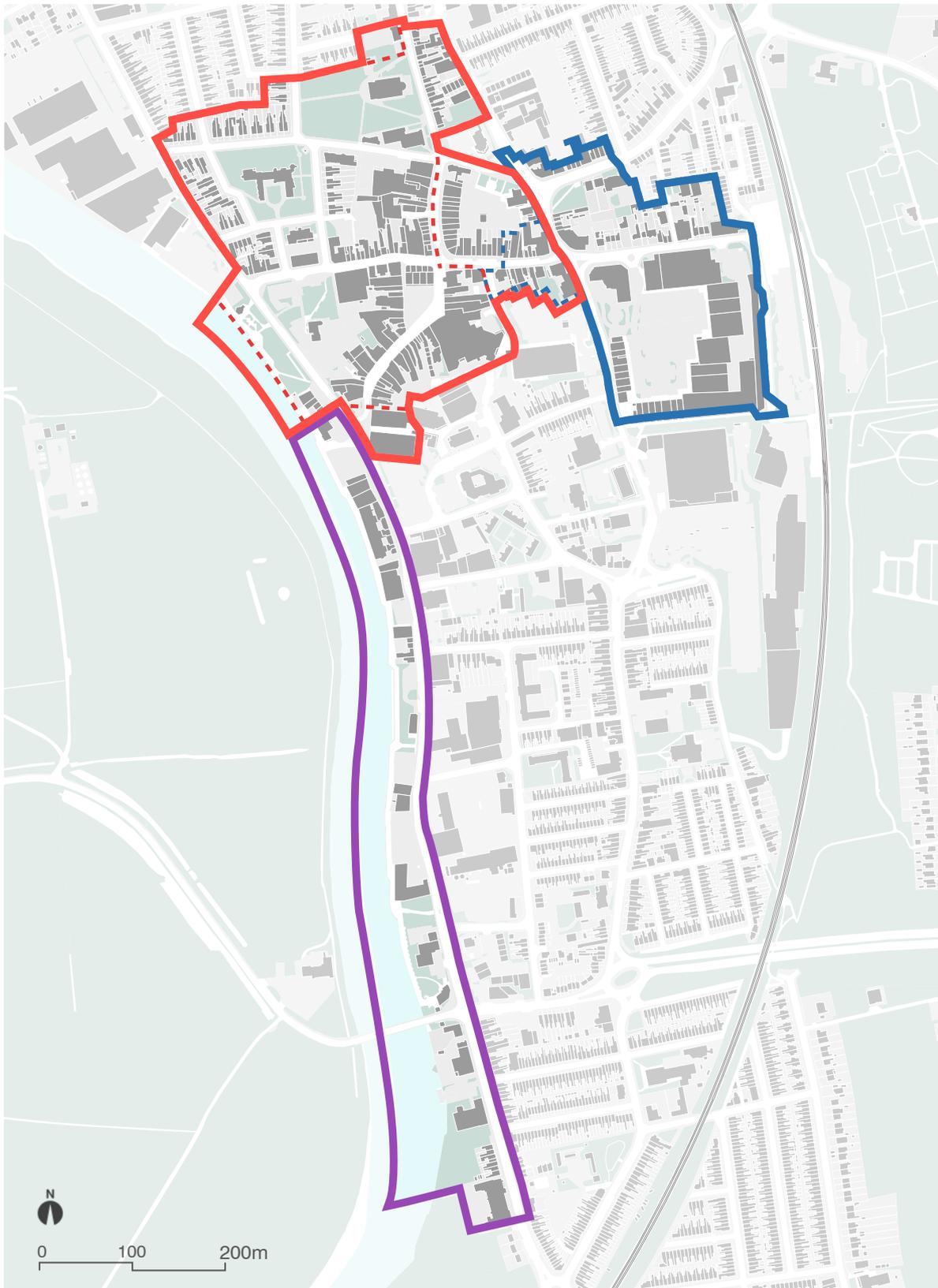
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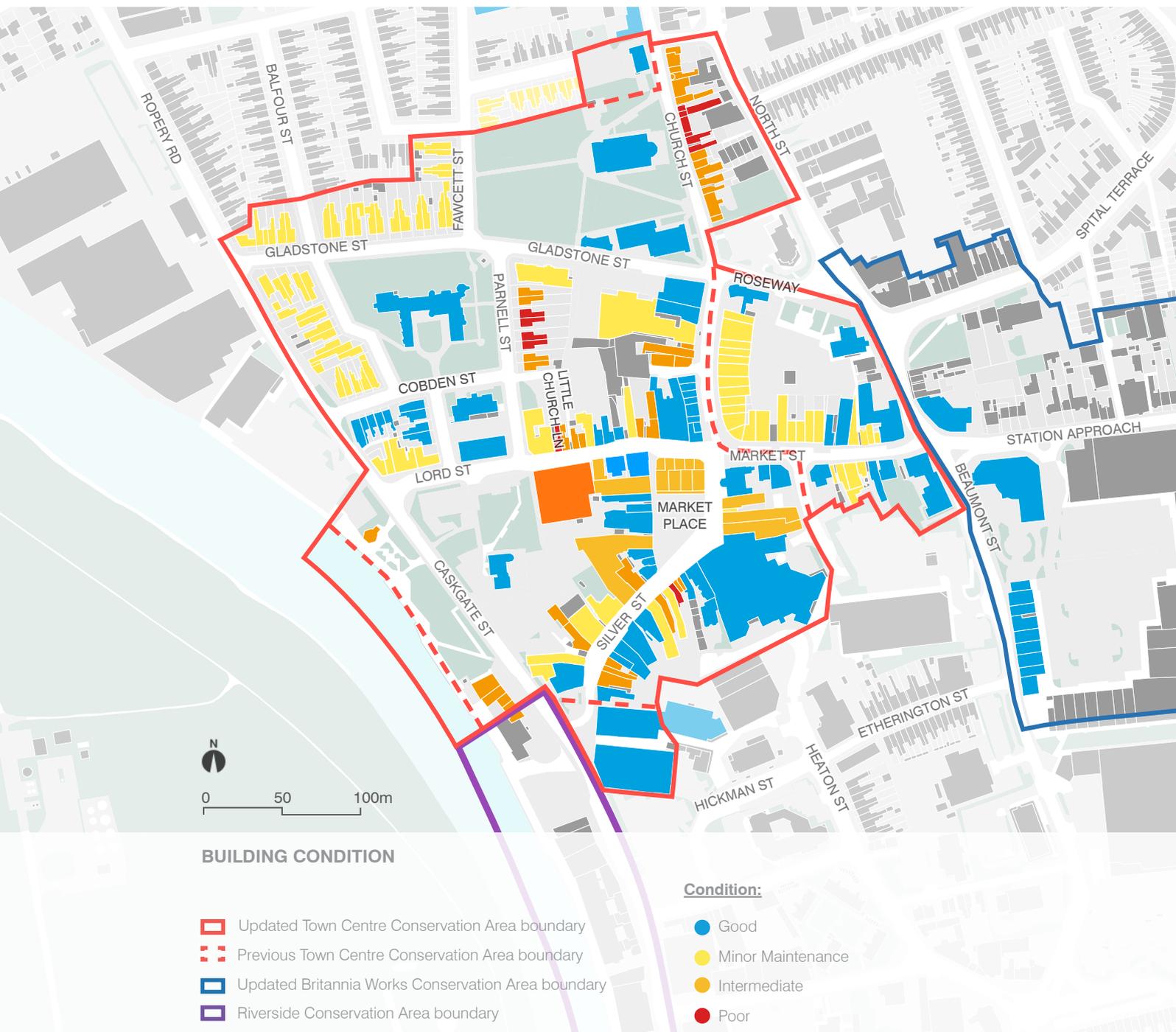
MAP OF GAINSBOROUGH CONSERVATION AREAS

- | | | |
|---|---|--------------------------------------|
| Updated Town Centre Conservation Area boundary | Updated Britannia Works Conservation Area boundary | Riverside Conservation Area boundary |
| Previous Town Centre Conservation Area boundary | Previous Britannia Works Conservation Area boundary | |

Purpose

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- 1.1 This Management Plan has been prepared in order to support the updated Conservation Area Character Appraisal for the Gainsborough Town Centre Conservation Area. It will provide a framework for managing change, addressing issues and identifying enhancements within the conservation area to ensure the conservation area retains its qualities as an area of special architectural and historic interest.
- 1.2 In accordance with S71 Planning (Listed Buildings and Conservation Areas) Act 1990 local authorities are required to review their conservation areas “from time to time and formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas”. This Management Plan has been produced to provide those proposals and present a positive strategy for conserving and enhancing the Gainsborough Town Centre Conservation Area.
- 1.3 West Lindsey District Council has applied to the National Lottery Heritage Fund (NLHF) for Townscape Heritage Initiative funding to support the ‘Historic Heart of Gainsborough’ project. The project aims to restore buildings and facades within the Market Place and along Lord Street and is seeking to achieve this with the support of a Townscape Heritage (TH) grant from the NLHF. This Management Plan will support the aims of the ‘Historic Heart of Gainsborough’ project and will demonstrate that investment of public funds in the town will reap rewards alongside a positive strategy for the management of the conservation area.
- 1.4 The advice and guidance within this Management Plan and the associated Conservation Area Appraisal will also be considered as a material consideration in determining planning applications within and affecting the setting of the Gainsborough Town Centre Conservation Area. This information should therefore be of use to property owners, developers, agents and Gainsborough organizations working on or in connection with buildings and sites within the Gainsborough Town Centre Conservation Area.



Gainsborough Town Centre Conservation Area

2.0

Description & Value

- 2.1 A conservation area was first designated in Gainsborough Town Centre Conservation Area in 1986. Its boundary has not been reviewed since designation. Gainsborough Town Centre Conservation Area covers the historic core of the town and includes; All Saints parish church, Gainsborough Old Hall, the Market Place along with the central shopping streets. The Conservation Area also includes a stretch of the Trent riverside.
- 2.2 The Market Place lies at the heart of the surviving historic core and is enclosed by a diverse range of buildings of representing various periods and employing different architectural styles. As with much of the rest of the town centre historic building lines have generally been respected and reinforced by successive waves of rebuilding and building heights rarely exceed three storeys. Mid to late C20th development within the town centre generally make some attempt to recognise the historic plot widths found in most late C18th and C19th buildings (as seen in the 1960's development which runs along Market Street and Church Street). Materials within the historic core vary however, red brick is dominant with a mixture of clay tile and slate roofing. The streets which run into

the Market Place or are visible from it are at their most cohesive when they are adjacent to it. The Gainsborough Town Centre Conservation Area Appraisal (WLDC, 2019) provides a more comprehensive description of the character of the historic core.

- 2.3 The post war period saw Gainsborough town centre experience a series of unsympathetic interventions resulting from highways 'improvements' and associated clearance along with large footprint developments (often with associated surface car parking) which have ignored the long- standing informal design conventions set out above. The historic relationship of the town with the Trent, as an inland port, has been lost and inevitably this has affected movement patterns and the distribution of density. The loss of major industrial employers from the town centre during the late C20th followed by the establishment of a new retail centre on the edge of the historic core have left it commercially vulnerable with diminished footfall, large numbers of voids all compounding by often inadequate property maintenance. The Gainsborough Town Centre Heritage Masterplan (WLDC, 2016) expands on both the threats to the historic core and provides a strategy for addressing



Aerial view of Gainsborough town centre

Threats to the Special Character of the Conservation Area

3.0

3.1 The post war period saw Gainsborough town centre experience a series of unsympathetic interventions resulting from highways 'improvements' and associated clearance along with large footprint developments (often with associated surface car parking) which have ignored the long- standing informal design conventions set out above. The historic relationship of the town with the Trent, as an inland port, has been lost and inevitably this has affected movement patterns and the distribution of density. The loss of major industrial employers from the town centre during the late C20th followed by the establishment of a new retail centre on the edge of the historic core have left it commercially vulnerable with diminished footfall, large numbers of voids all compounding by often inadequate property maintenance. The Gainsborough Town Centre Heritage Masterplan (WLDC, 2016) expands on both the threats to the historic core and provides a strategy for addressing these. The Management Plan restates and reinforces many of the themes described within Heritage

3.2 Masterplan. Threats to the Conservation Area can be summarised as follows:

- Vulnerability of unoccupied or partially occupied historic buildings
- Poor property maintenance leading the loss of or harm to historic features
- Introduction of inappropriate shop fronts, signage and facias
- Unsympathetic new development which fails to respond to identified special character.



View of the Lord Street looking west

Planning Policies

4.0

Planning (Listed Buildings and Conservation Areas) Act 1990

- 4.1 The designation of conservation areas and the legal duties towards their care now falls under the provision of the Planning (Listed Buildings and Conservation Areas) Act 1990. Firstly S69 of the act gives local planning authorities the power to recognise areas which are considered to be of “special architectural and historic interest the character and appearance of which it is desirable to preserve and enhance” and define them within a boundary and designate them as a conservation area. Gainsborough Town Centre Conservation Area is one of 25 conservation areas designated within West Lindsey.
- 4.2 It is under S71(1) of the act that a duty is placed on the Local Planning Authority to “from time to time to formulate and publish proposals for the preservation and enhancement of conservation areas”. This Management Plan has been produced in accordance with this duty and is to be formally adopted with due regard to S71 (2) of the act which requires the proposals to be submitted for consideration to a public meeting in the area to which they relate.
- 4.3 In determining planning applications associated with buildings or land within

a conservation area the duty in law under S72 (1) of this act is that “special attention shall be paid to the desirability of preserving or enhancing the character and appearance of that area”. The objectives and policies set out in this Management Plan shall support planning decision making that aligns with this duty.

National Planning Policy Framework (February 2019)

- 4.4 The National Planning Policy Framework sets out Government planning policies for England and how these are expected to be applied. It identifies how planning policy is to contribute to the achievement of sustainable development through economic, social and environmental factors. A core principle of the NPPF is to “conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations”. The NPPF seeks to promote positive planning which can shape and direct development.
- 4.5 This Management Plan is intended to accord with the NPPF and be a

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positive planning tool which will identify issues within the Gainsborough Town Centre Conservation Area and the opportunities available to address the issues. It will help facilitate further projects and direct decision making in a manner which will preserve and enhance the character and appearance of the Gainsborough Town Centre Conservation Area and help create a vibrant market town that is at the heart of the community and has opportunity for future economic growth. The Management Plan has been written with due regard to the NPPF and specifically section 7 (Ensuring the vitality of town centres) and section 16 (Conserving and enhancing the historic environment).



View of Silver Street

4.0

Central Lincolnshire Local Plan (Adopted April 2017)

4.6 Planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. Relevant material considerations may include other legislative direction, statutory guidance or other general guidance but such considerations should be weighted accordingly. The Central Lincolnshire Local Plan (April 2017) contains planning policies for a number of local authorities including those for West Lindsey District Council.

4.6 Central Lincolnshire Local Plan Policy LP25: The Historic Environment states:

'Conservation Areas Development within, affecting the setting of, or affecting views into or out of, a Conservation Area should preserve (and enhance or reinforce it, as appropriate) features that contribute positively to the area's character, appearance and setting.

4.7 Central Lincolnshire Local Plan Policy LP26: Design and Amenity states;

'All development, including extensions and alterations to existing buildings, must achieve high quality sustainable design that contributes positively

to local character, landscape and townscape, and supports diversity, equality and access for all. Development proposals will be assessed against the following relevant design and amenity criteria.

Gainsborough Town Centre Heritage Masterplan (2016)

4.8 The Gainsborough Town Centre Heritage Masterplan is an unadopted document which provides guidance on both the consolidation of the towns historic core as well as approach which should be adopted when considering new development. The area covered by the is more extensive than that covered by Conservation Area and includes additional streets to the north, east and south. The Masterplan contains a number of objectives for protecting and enhancing Gainsborough's historic core and where appropriate these have been repeated in the Management Plan, thus providing them with policy weight.

4.9 Since the publication of the Gainsborough Town Centre Heritage Masterplan in 2016 there have been a number of initiatives and developments brought forward which affect (or will affect) the character and appearance of Conservation Area. These are as follows:

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Townscape Heritage Initiative

4.10 As noted at 1.3 of this documents, West Lindsey District Council has applied to the National Lottery Heritage Fund for Townscape Heritage Initiative (THI) funding.

has delivered a number of shop front replacement schemes and building refurbishments and is supportive of the objectives of the Management Plan.

Regeneration Partnership

4.11 West Lindsey District Council has selected a strategic development partner who is preparing proposals for a number of key sites located within the town centre and beyond. These include proposals for the former Guildhall site and the land adjacent to Elswitha Hall. Ensuring that future development response sympathetically to the historic environment is both a national and local statutory requirement. In addition, any scheme affecting the Conservation Area and/or its setting must respond positively to the objectives set out within Section 2 of this Management Plan.

Gainsborough Neighbourhood Plan

4.13 The Gainsborough Neighbourhood Plan covers the whole of the settlement including the Town Centre Conservation Area. The Gainsborough Heritage and Character Assessment (Aecom, 2018), was prepared as part of the evidence base to support the development of Neighbourhood Plan policies. The recommendations of the Assessment and the draft policies of the emerging plan support the objectives of the Management Plan.

Gainsborough Growth Fund

4.12 This funding scheme initiated and managed by West Lindsey District Council provides support for feasibility, planning and development work which is focused on bringing retail units on street within the historic town centre back into full economic use. The fund

Development Control & Enforcement

5.0

Development Control

5.1 This Management Plan seeks to establish a proactive framework for managing change, addressing issues and identifying enhancements within the Gainsborough Town Centre Conservation Area to ensure it retains its qualities as an area of special architectural and historic interest and to better reveal these interests. The Local Planning Authority does however manage change within conservation areas on a day to day basis through the process of development control. Where Planning Permission or Listed Building Consent is required for works to buildings within a conservation area there are statutory considerations the Local Planning Authority has to follow in determining such applications. Buildings located within a conservation area are also subject to some additional planning controls. The following section identifies the Acts and statutory guidance which contribute to the framework of development control and the process of considering applications.

Town and Country Planning Act 1990

5.2 The Town and Country Planning Act 1990 is at the heart of the planning system although it is modified by The

Planning & Compulsory Purchase Act 2004 and more recently by the Enterprise and Regulatory Reform Act 2013. S57 of the Town and Country Planning Act 1990 sets out the requirement that "Planning Permission is required for the carrying out of any development of land" although it allows for certain development to be exempt from Planning Permission if it is covered by a Development Order such as The Town & County Planning (General Permitted Development) (England) Order 2015 as detailed below. S55 of The Town and Country Planning Act 1990 defines development. S38 (6) of The Planning & Compulsory Purchase Act 2004 instructs that "if regard is to be had to the development plan for the purpose of any determination [of planning permission] to be made under the planning Acts the determination must be made in accordance with the plan unless material consideration indicate otherwise".

5.3 The Enterprise and Regulatory Reform Act 2013 made changes to the Town and Country Planning Act 1990 and Planning (Listed Buildings and Conservation Areas) Act 1990 simultaneously in respect to the demolition of unlisted buildings within conservation areas. The changes made

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in respect of demolition resulted in Conservation Area Consent becoming obsolete and instead Planning Permission is solely required for works of relevant demolition in a conservation area under provisions now covered by the Town and Country Planning Act 1990. Planning Permission is required for demolition of a building exceeding 115 cubic metres or to take down any wall, gate or fence over 1 metre high abutting a highway or over 2m elsewhere. Undertaking works of relevant demolition in a conservation area without Planning Permission constitutes a criminal offence under S196D of the Town and Country Planning Act 1990.

The Town & Country Planning (General Permitted Development) (England) Order 2015

- 5.4 The designation of a conservation area has implications under The Town & Country Planning (General Permitted Development) (England) Order 2015. For the purposes of this act, as stated under Schedule 1 Part 1, land within a conservation area is reference as Article 2 (3) land.
- 5.5 Under this act certain works to unlisted dwelling houses which would have

otherwise been possible to proceed without Planning Permission will require Planning Permission because the dwelling house is in a conservation area. Matters pertaining to the requirement of Planning Permission for dwellings houses are detailed in Schedule 2, Part 1 of the act and the act should be fully consulted before undertaking works to dwelling houses within a conservation area. Examples where Planning Permission will be specifically required if a dwelling house is located within a conservation area include; works consisting of the cladding of any part of the exterior of a house with stone, artificial stone, pebble dash, render, timber, plastic or tiles or extending to the side of the house or extension consisting of a two-storey rear extension. The installation of microwave antenna (satellite dishes) are also more greatly controlled if they are on dwellings within a conservation area.

- 5.6 Certain changes of use will require Planning Permission if a building is located in a conservation area. Such matters are detailed under Schedule 2, Part 3 of the act and this should be fully consulted when considering the change of use of buildings within a conservation area. For example, Planning Permission is required where buildings operating as shops, financial

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or professional services, betting offices or pay day loans offices seek to change use to a building functions for assembly of leisure. Planning Permission is also required where buildings are to change use to a dwelling house from a building operating as a shop, financial or professional services, betting office or mixed use.

Certain non-domestic extensions will require Planning Permission because a building is located in a conservation area. Such matters are detailed under Schedule 2, Part 7 of the act and this should be fully consulted when considering the extension of non-domestic property in a conservation area. For example, Planning Permission is required for the extension of a shop or financial or professional services establishment or office building. Planning permission would also be required for the erection of a collection facility or modification of the loading bay of a shop.

- 5.7 The installation, alteration or replacement of micro-generation solar PV or solar thermal equipment is more closely controlled where buildings are located in conservation areas. Such matters are detailed under Schedule 2, Part 14 of the act and this should be fully consulted when considering

installing such equipment. For example, Planning Permission is required if it is the intention to install the equipment on roofs fronting a highway.

Planning (Listed Buildings and Conservation Areas) Act 1990

- 5.8 The legal duties in respect to the consideration of Listed Building Consent applications and Planning Applications affecting listed buildings and buildings in conservation areas falls under the provisions of the Planning (Listed Buildings and Conservation Areas) Act 1990. With regard specifically to conservation areas the act requires that in determining planning applications within conservation areas "special attention shall be paid to the desirability of preserving and enhancing the character or appearance of that area".
- 5.9 With regard to listed buildings, S16 of the act concerns the determination of Listed Building Consent and requires that "in considering whether to grant listed building consent for any works the local planning authority or the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic

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interest which it possesses". S66 of the act concerns the determination of Planning Permission in respect of works to listed buildings and requires that "in considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case maybe, the Secretary of State 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".

Central Lincolnshire Local Plan (April 2017)

5.10 Planning law requires that applications for Planning Permission must be determined in accordance with the Development Plan unless material considerations indicate otherwise. Relevant material considerations may include other legislative direction (such as the Planning (Listed Buildings and Conservation Areas) 1990), statutory guidance or other general guidance but such considerations should be weighted accordingly. Central Lincolnshire Local Plan Policy LP25 concerns the historic environment and Policy LP26 includes an explanation the design requirements which should

be demonstrated by new development effecting the historic environment.

5.11 The Vision Statement set out in the Central Lincolnshire Local Plan includes the following statement;

'New developments will be safe and of a high-quality design, with higher environmental standards than homes built in previous decades. A move to a low carbon economy and society will be supported, but not at the expense of our landscape and other assets. The natural and historic environment will be protected and enhanced, with new development taking into account the surroundings of the area in which it would be situated'.

National Planning Policy Framework (MHCLG, February 2019)

5.12 The National Planning Policy Framework sets out Government planning policies for England and how these are expected to be applied. It identifies how planning policy is to contribute to the achievement of sustainable development through economic, social and environmental factors. A core principle of the NPPF is to, "conserve heritage assets in a manner appropriate to their significance, so that they can

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be enjoyed for their contribution to the quality of life of this and future generations". Section 16 covers conserving and enhancing the historic environment and paragraphs 184 – 202 provide guidance on the determination of applications. The policies of the NPPF must be considered together rather than in thematic isolation.

Enforcement

5.13 The character and appearance of a conservation area can be diminished or harmed by unauthorised works being undertaken to listed buildings within it, where breaches of planning occur, where unauthorised advertisements have been used or where tree protection offences have occurred. Where buildings or sites within conservation areas are neglected and allowed to fall into disrepair this can also impact negatively on the integrity of the conservation area. In these circumstances the Local Planning Authority has a range of enforcement powers available at their discretion to address these issues. West Lindsey District Council will act in accordance with its policies when pursuing enforcement matters.

Unauthorised Works to Listed Buildings

- 5.14 Any works to listed buildings that involve their alteration, extension or demolition are controlled by the mechanism of Listed Building Consent and proposals that would fail to preserve a listed building's interests would not be granted consent. The interest of a listed building may be harmed by inappropriate and unauthorised works and failure to obtain Listed Building Consent itself or breaching a condition attached to a Listed Building Consent constitutes a criminal offence under S9 Planning (Listed Buildings and Conservation Areas) Act 1990 and owners can be prosecuted for undertaking such works.
- 5.15 The Local Planning Authority has the power to address unauthorised works to listed buildings under S38 Planning (Listed Buildings and Conservation Areas) Act 1990 and can issue a Listed Building Enforcement Notice. A Listed Building Enforcement Notice would state steps required to restore the building to its former state or state steps required to alleviate the effect of the unauthorised works or steps required to bring the building back to a state it would have been if conditions attached to a listed building consent had been complied with. Breaches of Planning Control

5.0

5.16 A breach of planning control is defined under S171A Town and Country Planning Act 1990 and occurs where development has been carried out without the required Planning Permission or where there has been a failure to comply with a condition under which Planning Permission has been granted. It is at the discretion of the Local Planning Authority to take action against breaches but where such breaches cause harm to the interests of a conservation area enforcement action should be pursued. The Local Planning Authority can serve an Enforcement Notice which would state what action is required to remedy the breach. It is an offence to fail to comply with an Enforcement Notice once the period for compliance has elapsed.

Unauthorised Advertisements

5.17 Unauthorised advertisements may relate to illegal hoardings, fly-posting, graffiti or adverts along highways. There are a range of provisions under the Town and Country Planning Act 1990 for dealing with these issues.

Tree Offences

5.18 Tree Preservation Orders are made to protect specific trees in the interest

of amenity. Anyone who contravenes an order by damaging or carrying out works to a tree has committed an offence and can be fined. They can also be required to replace the tree under a tree replacement notice.

Securing repairs to listed buildings

5.19 Under S48 and S54 Planning (Listed Buildings and Conservation Areas) Act 1990 the Local Planning Authority has powers to address listed buildings which have fallen in to disrepair. Under S54 an Urgent Works Notice can be served on unoccupied listed buildings. An Urgent Works Notice would cover works (the minimum required) considered urgently necessary for the preservation of a listed building to keep the building wind and watertight, supported against collapse and secure from unauthorised entry. Such a notice would require an owner to undertake specified work in a particular timeframe otherwise the local authority would step in and execute the works. A S48 notice, also known as a Full Repairs Notice, could specify works for the full repair of the building although should an owner fail to execute such works the Local Planning Authority would have to be in a position to review the viability of compulsory purchase.

5.0

Securing repairs to unlisted buildings in conservation areas.

5.20 Under S76 Planning (Listed Buildings and Conservation Areas) Act 1990 the Local Planning Authority could apply the provisions of a S54 urgent works notice (as detailed above) to an unlisted building.

S215 Notice

5.21 S215 Town & Country Planning Act 1990 provides Local Planning Authorities with the power to take steps required for land and buildings to be cleaned up when their condition adversely affects the amenity of an area. Under S219 of the act Local Planning Authorities have the power to undertake the clean-up works themselves, at cost to the Local Planning Authority, and recover the costs from the landowner.

6.0

A Framework for Design and Maintenance

Objectives

The following objectives are based on those set out within the Gainsborough Town centre Heritage Masterplan. The objectives seek to address the identified threats to the special character of the conservation area.

1 - Heritage at Risk

Gainsborough Town Centre Conservation Area will be removed from the Historic England Heritage at Risk Register by 2025.

2 - Repair and Re-use

Where buildings within the Gainsborough Town Centre Conservation Area of recognised heritage significance and are vulnerable as a result of neglect and/or full or partial vacant, WLDC will engage with owners to encourage appropriate intervention. Where adaption of historic fabric is required to unlock a sustainable future for a building this will be supported subject to appropriate justification.

3 - Provide technical and financial support

Where buildings of recognised heritage significance (designated and non-designated heritage assets) are in a poor physical condition WLDC will seek to identify mechanisms that will provide financial support and technical expertise to owners.

4 - Employ existing statutory powers

Where the neglect of historic buildings (and other which affect the character of the Conservation Area) within the town centre cannot be addressed by offering access to financial and technical support, WLDC will employ its statutory powers to intervene.

5 - Shop Fronts

WLDC has recently published a Shop Front Design Guide which provides comprehensive guidance on how replacement shopfronts should be treated within the Gainsborough Town Centre Conservation Area. Planning applications and listed building consent applications for shop front replacements should reference this document.

6.0

6 - Remove or otherwise mitigate visually harmful features

Gainsborough town centre contains a number of visually harmful buildings and spaces which negatively impact upon the settings of designated heritage assets and also harm the character of the Town Centre Conservation Area. Where resources and opportunity allow, WLDC will acquire and mitigate harmful features either as landowner or development promoter.

7 - Ensure that new development responds to identified character

All new development proposed for sites within the Town Centre Conservation Area, or impacting upon it, must demonstrate an understanding of heritage significance and townscape (including views). Heritage and Townscape and Visual Impact Assessments will be required to support and justify all major planning applications within the Gainsborough Town Centre Conservation Area. Assessments must be prepared by appropriately qualified individuals.

8 - Improve understanding of heritage significance

WLDC will ensure that a suitably qualified Conservation Officer is available to monitor the quality of future town centre planning applications and listed building consent applications. The Conservation Officer must also be able to direct applicants and building owners to grant funding.

9 - Article 4 Direction

WLDC put in place an Article 4 Direction which limit permitted development rights with the Gainsborough Town Centre Conservation Area in order to prevent inappropriate physical change.

10 - Monitoring

The Gainsborough Town Centre Conservation Area Character Appraisal and the associated Management Plan will be reviewed and updated as required every five years.

6.0

Development within the Conservation

Area

6.1 The following design principles are set out within policy LP25 (Historic Environment) of the Central Lincolnshire Local Plan:

- Retain buildings/groups of buildings, existing street patterns, historic building lines and ground surfaces;
- Retain architectural details that contribute to the character and appearance of the area;
- Where relevant and practical, remove features which are incompatible with the Conservation Area; m. Retain and reinforce local distinctiveness with reference to height, massing, scale, form, materials and lot widths of the existing built environment;
- Assess, and mitigate against, any negative impact the proposal might have on the townscape, roofscape, skyline and landscape;
- Aim to protect trees, or where losses are proposed, demonstrate how such losses are appropriately mitigated against'.

Design Principles

6.2 The following additional design principles are set out within policy LP26 (Design & Amenity) of the Central Lincolnshire Local Plan:

All development proposals must take into consideration the character and local distinctiveness of the area (and enhance or reinforce it, as appropriate) and create a sense of place. As such, and where applicable, proposals will be required to demonstrate, to a degree proportionate to the proposal, that they:

- Make effective and efficient use of land;
- Maximise pedestrian permeability and avoid barriers to movement through careful consideration of street layouts and access routes;
- Respect the existing topography, landscape character and identity, and relate well to the site and surroundings, particularly in relation to siting, height, scale, massing, form and plot widths;
- Incorporate and retain as far as possible existing natural and historic features such as hedgerows, trees, ponds, boundary walls, field patterns, buildings or structures;

6.0

- Incorporate appropriate landscape treatment to ensure that the development can be satisfactorily assimilated into the surrounding area;
- Provide well designed boundary treatments, and hard and soft landscaping that reflect the function and character of the development and its surroundings;
- Protect any important local views into, out of or through the site;
- Duly reflect or improve on the original architectural style of the local surroundings, or embrace opportunities for innovative design and new technologies which sympathetically complement or contrast with the local architectural style;
- Use appropriate, high quality materials which reinforce or enhance local distinctiveness, with consideration given to texture, colour, pattern and durability;
- Ensure public places and buildings are accessible to all: this should not be limited to physical accessibility, but should also include accessibility for people with conditions such as dementia or sight impairment for example.

Maintenance

- 6.3 'Maintenance' is work that is necessary to protect the fabric of a building and keep it weatherproof. It does not include any work to put right significant problems, or work needed to bring a building in poor repair back to good condition. Carrying out active annual maintenance prevents the onset of serious structural problems which may need expensive repairs in the future. Some maintenance works will be required annually. Others, such as the clearing of gutters and vegetation, may need to be undertaken several times a year. Typical tasks include:
- regularly inspecting buildings to check their condition and identify any problems that need attention;
 - making sure that gutters are free of debris and are in working order
 - replacing slipped roofing tiles or slates, to stop rainwater getting in
 - repainting timber windows and doors at least every 5 years
 - repointing walls and clearing plants growth such as ivy or vegetation from the base of walls.

6.0

In the Conservation Area the following framework will support maintenance standards:

- a. Improve understanding of the need for maintenance: Provide all grant-aided properties in the Conservation Area with a personalised 'Maintenance Manual' outlining the tasks they need to carry out and their frequency.
- b. Promote events to support owners maintaining their buildings: Support National Gutters Day by promoting the day locally and, subject to funding, create an annual local event held in the Market Place, that includes the provision of a cherry picker to clear the gutters of historic properties in the conservation area.
- c. Promote National Maintenance Week in November: Annually develop press and media coverage to remind property owners (and tenants on a repairing lease) of the need to undertake regular maintenance on their buildings
- d. Effectively manage and maintain the Public Realm: Implement the Management and Maintenance Plan for the public realm in the Conservation Area to ensure that it is maintained to a high standard. Promote the role of the Historic Heart 'Ambassadors' in the town centre to ensure that the Conservation Area and its care have a high profile.

Community Consultation & Engagement

7.0

Consultation on the Conservation Area Management Plan

- 7.1 This CAMP is being consulted on as part of the review of the Gainsborough Town Centre Conservation Area Appraisal (AAP) in September 2019.

The content of the CAMP is derived from work undertaken for the Town Centre Conservation Area Appraisal as well as consultation with communities and key stakeholders to develop West Lindsey's Strategic Plans. There has also been wide engagement with key stakeholders with interests in the regeneration of the town centre as part of the Invest Gainsborough and development of the Historic Heart Townscape Heritage application to the National Lottery Heritage Fund.

This engagement ensures that the community and statutory consultees have been involved in the processes and strategies developed to protect and enhance the Conservation Area. The CAMP draws together information from these sources as a means of setting out the long-term vision for the Conservation Area.

To date, consultation responses have shown strong positive support for the heritage-led regeneration of Gainsborough Town Centre.

Following the close of the public consultation exercise on the draft CAA and CAMP, the Council will be requested to formally adopt the Conservation Management Plan and to provide an undertaking that it will be put into practice. It is a condition of Townscape Heritage grant (for which the Council is currently applying) that a CAMP will be adopted and be in place for at least 10 years from its adoption, by which time it, and the accompanying Conservation Area Appraisal, will be due a review.

Engaging the Community in Managing the Conservation Area

- 7.2 Community engagement and activity is an essential part of the effective management of the Conservation Area in the long term.

7.0

As part of the development work for the Gainsborough Townscape Heritage scheme a Steering Group was set up, a broad Partnership comprising representatives from business, education, the community, professionals, stakeholders and others with an interest in the future of Gainsborough and its historic environment. This Steering Group, together with the Place Board, will continue to engage the community in the active management of the Conservation Area, and get 'buy-in' from the general public. These groups have a role in helping to help monitor and promote the range of activities set out in this CAMP and include retaining a watching brief on the quality of development within the town centre to identifying opportunities to promote learning, maintenance and standards.

Training & Learning

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8.1 The effective future management of the area relies on developing and sustaining a better understanding of the historic environment assets in the Conservation Area and their needs. The following learning and engagement activities will help reinforce and sustain a conservation-led approach to managing the area over the long term:

- A rolling programme of Historic environment training for Council officers and Members to ensure that Planning Committee Members & Officers dealing with historic buildings & areas remain up-to-date on best practice with regards to the management of the historic environment, including regular updates on any new policies, changes in legislation and the outcome of recent Appeals and to give them an insight into, and appreciation of, the architectural history of the District.
- Heritage Champion – The ongoing retention and promotion of a District Councillor with a specific portfolio as 'Heritage Champion', whose role it is to ... (have they done any specific training for this role too?)

- Distribution of leaflets in the Conservation Area to mark the revision of the Conservation Area and raise awareness of the new Appraisal and Management Plan and highlight its key elements to help owners and occupiers of historic properties within the town centre understand the importance of the area and the need to maintain their buildings.

- Training on building projects: work with Gainsborough College and their students undertaking Construction qualifications, and with Clip, to provide 'on the job' conservation skills training opportunities and enhance understanding and appreciation of historic buildings.

- Heritage Open Days: encourage owners in the Conservation Area to participate in Heritage Open Days to give visitors and residents an opportunity to learn more about the history of the town and further appreciate the diverse historic buildings and structures.

8.0

- Good practice guides: Provide 'A Stitch in Time' leaflets for all historic building owners and occupiers in the Conservation Area to help them understand their role in caring for and maintaining their properties.
- Historic Heart Ambassadors: work with shops in Gainsborough, to help shopworkers understand the history of the town and its key buildings in order to be able to promote this aspect of the town to visitors and residents.

Further activities will be developed as part of the forthcoming Gainsborough Historic Heart TH Activity Plan.



View of Lord Street looking west

Implementation & Monitoring

9.0

Implementation & Monitoring

9.1 During the 5 year period this Management Plan is set to cover it is important to be able to monitor progress of objectives and measure success at the end of the period. Monitoring procedures should be easy to implement and transparent. In this regard the following monitoring should be followed:

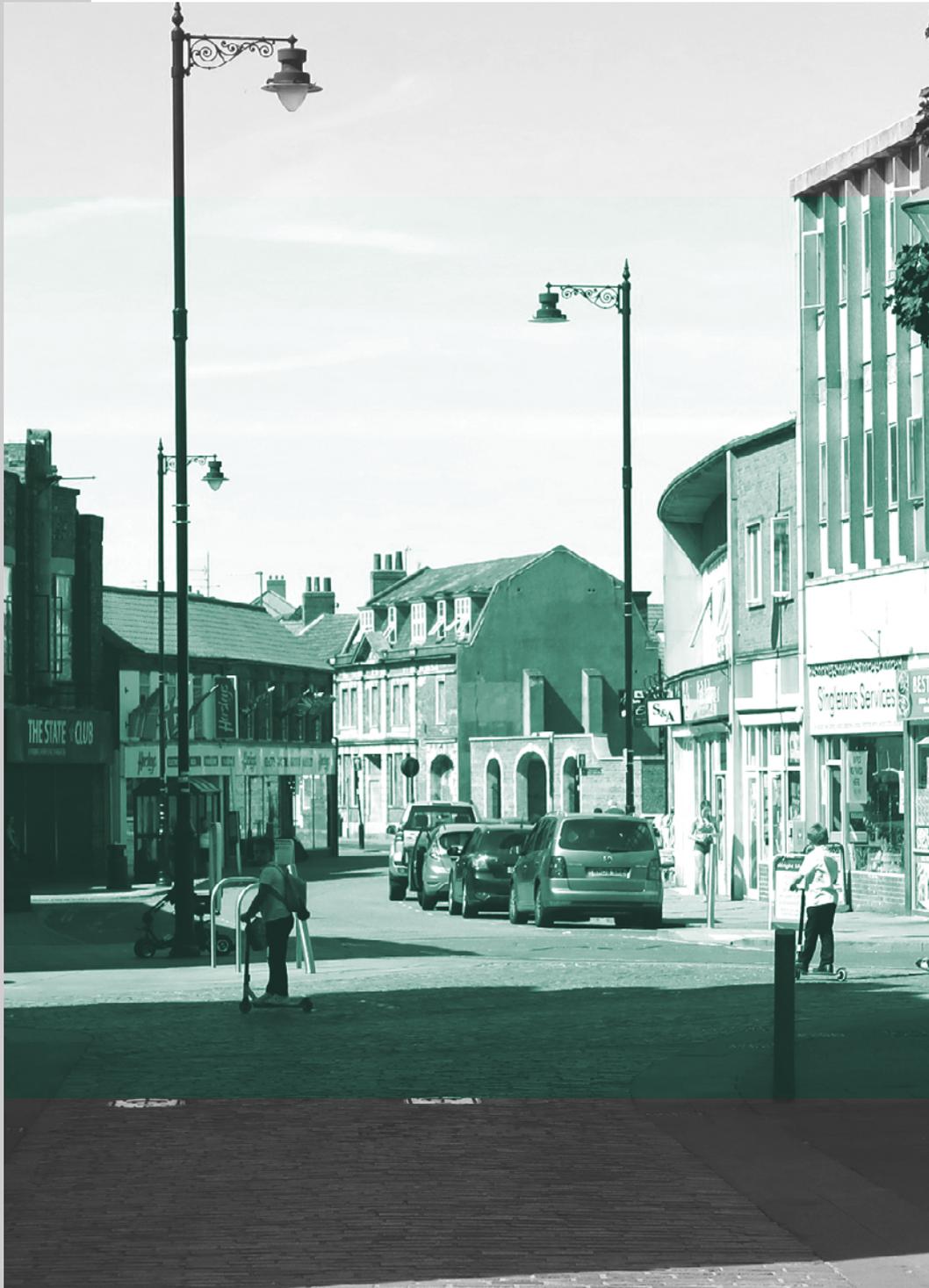
- i. Annual Review – West Lindsey District Council's management team, the conservation section and stakeholders shall convene on an annual basis. The purpose of the meeting will be to specifically review the objectives set out in this Management Plan and report on the progress being made under each objective.
- ii. Measuring Success (Objectives) – Success can be measured against the objectives.
- iii. Measuring Success (Buildings at Risk) - Success can be measured against reducing the number of buildings at risk within the Gainsborough Town Centre Conservation Area.
- iv. Measuring Success (Conservation Area at Risk) – Securing removal

of the Gainsborough Town Centre Conservation Area from Historic England's Heritage at Risk Register will be a measure of success of this Management Plan.

v. Recording Success (The Photographic Record) – In collaboration with the annual review it would be beneficial to keep a photographic record of objective related buildings and streets so successes can be visually conveyed through “before and after” photographs.

Adoption

9.2 This Management Plan will be adopted by West Lindsey District Council subject to feedback received from local community and stakeholder consultation, as required by s 71 (2) Planning (Listed Buildings and Conservation Areas) Act 1990.



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