

Stoke

Conservation Area Appraisal

July 2014



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1. Appraisal Context

- 1.1 The original conservation area (called St Peters Churchyard) was declared in October 1972. This was a small area which included the church, churchyard, town hall and some of the shops on Glebe Street. On the 29th March 2010 this area was extended to its current size and renamed Stoke Town Conservation Area. This document replaces the previous appraisal also dated March 2010.
- 1.2 An understanding of the heritage and statement of significance are to be found at part 7; a description of future works in part 8.
- 1.3 Conservation Areas are designated by Local Authorities under fulfilment of duties imposed by Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990. This defines conservation areas as:

“areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance”
- 1.4 Special interest may originate from a variety of sources, while character is defined in a holistic sense rather than deriving from the merits of any single building.
- 1.5 The objective of an appraisal is to analyse and define in depth the special interest and traits which make up the character of a conservation area, to identify the pressures and challenges facing its survival and to recommend courses of action which will aid in achieving sensitive management, preservation and enhancement (the latter points fulfilling duties imposed by Section 71 of the 1990 Act).
- 1.6 Conservation Area status is a material consideration in the evaluation of planning applications. Here Section 72 of the 1990 Act requires Local Planning Authorities to pay special attention to the desirability of achieving preservation or enhancement through their decision making.
- 1.7 Conservation Area status curtails certain ‘permitted’ householder development rights requiring planning permission to be sought in these areas (outlined in the General Permitted Development Order 1995). Local Authorities have further powers to restrict permitted developments to the elevations that front the highway through the introduction of Article 4 designations. An article 4(2) direction covering painting and walls, gates and fences was implemented in September 2012.

- 1.8 When reading or using an Appraisal it is important to note that while every effort is made to provide detailed analysis the document can never be comprehensive. Failure to mention a particular element or detail must not be taken to imply that it is of no importance to an appreciation of the character or appearance of the Area and thus of no relevance in consideration of planning applications.
- 1.9 This appraisal has been produced by PLACE: City Renewal Services (Heritage and Design), Stoke-on-Trent City Council. Enquiries regarding this appraisal should be addressed to:

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2. The Study Area

- 2.1 Stoke-upon-Trent, unlike the other towns which make up the 'potteries', sits in the river valley of the Trent. The other towns are placed along the North Staffordshire coal fields at higher levels. This valley setting gave the town an early advantage of canal transport and later the main railway station to serve the area.
- 2.2 Originally the small settlement of Stoke was little more than the place where the parish church was located. In the mid 18th century the village comprised the church, rectory and three pottery works, one of which, 'Spode' survives on the same site today.
- 2.3 By the mid-19th century the town had developed to take advantage of both the canal and road transport. When Charles Dickens visited the area, he commented on the character of the area and the valley setting (see p 10).
- 2.4 Today, both the dominant elements of canal and river have been removed or altered. Transport is now primarily served by the A500 which cuts a swathe through the town, altering the character and orientation of the historic core.
- 2.5 The conservation area concentrates on the historic core, the key civic buildings of church and state, together with the original surviving Spode pottery.
- 2.6 Although Stoke has lost the picturesque collection of houses and industry, originally clustered around the river, the commercial development along the church street spine survives and contains several high quality buildings showing the influence and patronage of the Spode, Copeland and Minton families.
- 2.7 The Stoke Town Conservation Area has a strong urban character. Adjacent residential suburbs of Penkhull and Hartshill sit above the town and the 'Villas' development (a conservation area in its own right) sits outside the urban centre.
- 2.8 The economic development of the town is clear. The polite middle class housing of Brook Street, (built in 1838) in the Tudor Gothic style bears witness to the aspirations of the town. The predominance of bank buildings, no less than five within a short walking distance bear witness to the economic activity here at the end of the 19th century.
- 2.9 The role of the Co-operative Wholesale Society is an important social history for the Potteries. The manufacture and distribution of good food for the working class

population is celebrated in each of the towns by a significant landmark building. Stoke is no exception and the building on Liverpool Road is a building of special local interest.

- 2.10** The Spode site is listed in its own right and constitutes 25% of the footprint of the conservation area. However this physical dominance is not apparent at street level. Similar to the majority of potteries in the city, Spode is a series of enclosed spaces with tightly controlled access. This typical layout and the sense of enclosure is further exacerbated by the redevelopment of the original factory facades to Church Street as independent shops during the 1930s to 50s.
- 2.11** The economic decline of the pottery industry from the late 20th century onwards leading to the collapse of the many businesses in the early 21st century has had a devastating effect on the vitality of the town. The largest challenge to the survival of the historic fabric is the lack of economic activity and investment.

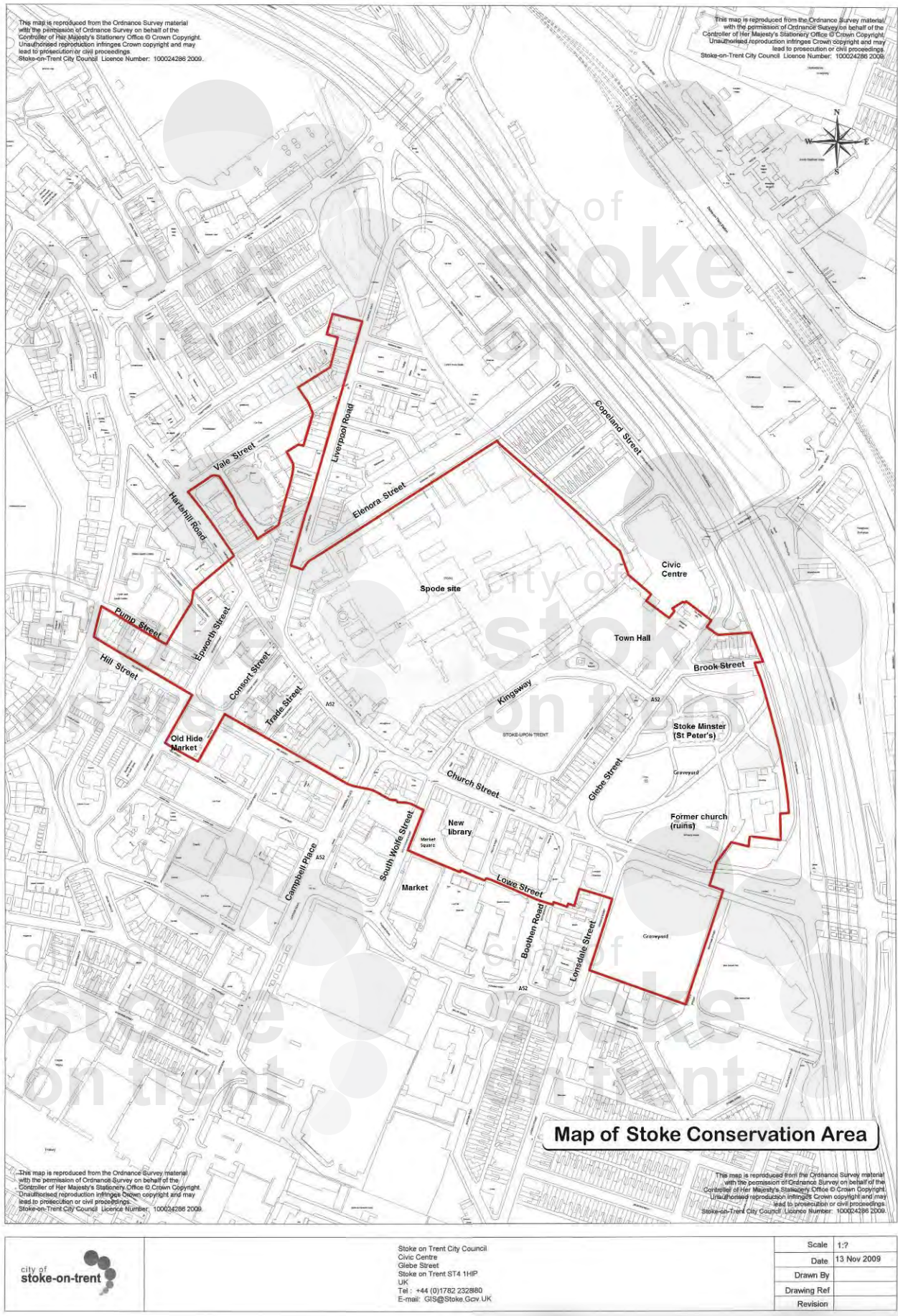


Figure 1: Stoke Conservation Area

3. History and Archaeology

- 3.1 Stoke lies at the point where a Roman road, Ryknield Street, (Margary 1957, 41) crosses the confluence of the River Trent and Fowlea Brook. The road ran from Littlechester near Derby to Chesterton north of Newcastle-under-Lyme. A paved surface found at a depth of 2m in Campbell Place in the early 20th century was pronounced to be Roman, but details are scarce. It is more likely that the road was located along the line of King Street and City Road between Longton and Fenton and continued this line north of Stoke town centre.

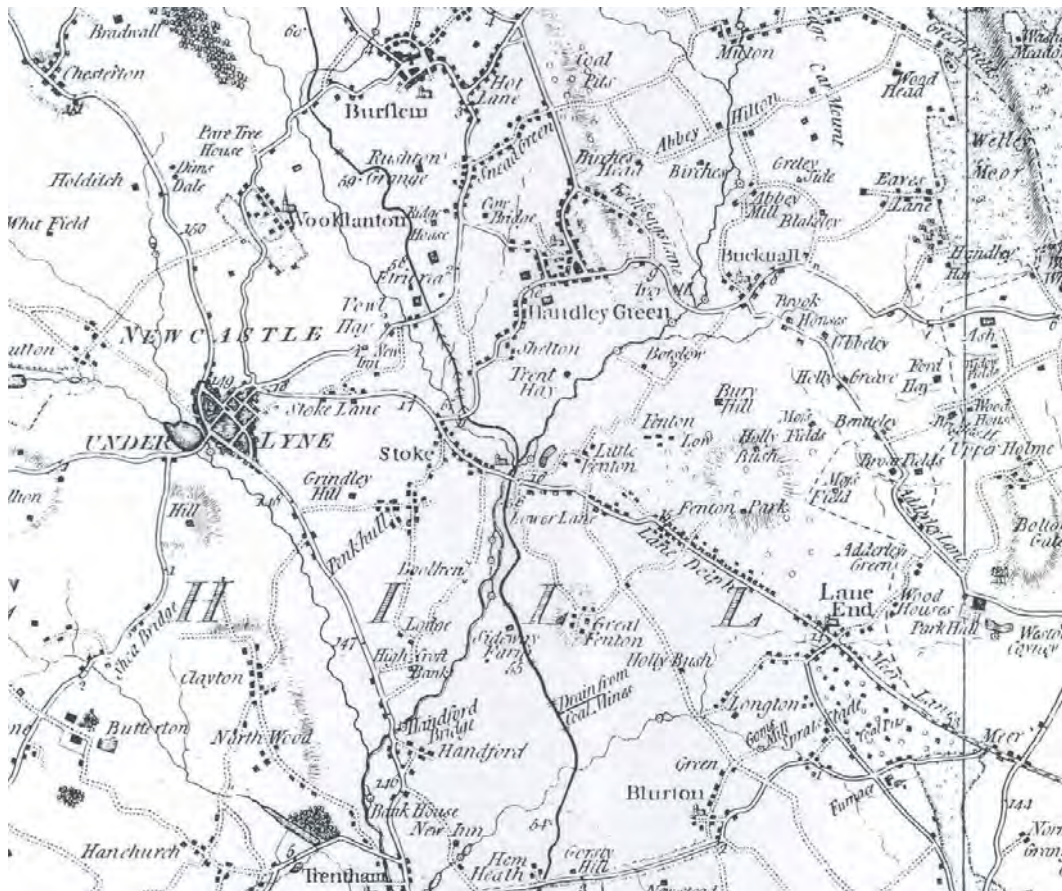


Figure 2: Yates map of 1775 showing Stoke as ribbon development along the road running past the parish church.

- 3.2 Throughout the medieval period settlement consisted only of the church and rectory. The church, however, was of considerable significance and evidence that it originated as a minster, or mother church, for this part of north Staffordshire is compelling, notably the dedication to St Peter, the Mercian cross in the church yard, and the large size of the medieval parish which included Bagnall, Bucknall, Burslem, Newcastle, Norton-in-the-Moors, and Whitmore (Studd 1993, 62-3).

- 3.3 The Anglo-Saxon cross shaft, probably 10th century, was discovered in the church yard in the late 19th century and re-erected in 1935 (Pape 1946). The cross-shaft is both a Scheduled Monument and a Listed structure (see appendices).



Image 1: Anglo-Saxon cross shaft of the 10th century in Stoke church yard.

- 3.4 The church itself is first mentioned in the Domesday Book of 1086, where a half share of the church is included in Robert of Stafford's holdings in Caverswall manor:

‘Robert himself holds...

In Caverswall 1 virgate of land. Arnulf holds from him. Wulfgeat held it and was a free man. Land for 4 ploughs. In demesne 1 plough. 10 villeins and 2 bordars with 3 ploughs. Meadow, 6 acres; woodland 1 league long and ½ wide; a half of Stoke church, with ½ carucate of land (*medietas aeccl'ae de Stocche cu' dim' caruc' t'rae*) Value 30s.'

3.5 The medieval church, with elements dating from at least the 13th century, was demolished in 1826 to make way for the present building, that was completed in 1830. Stonework from the demolition was dumped in the River Trent adjacent to the Glebe Mills. Some of this was recovered by local architect and antiquarian Charles Lynam in the 1880s and a nave arcade re-erected in its original position in the church yard. Archaeologically, remains of the medieval foundations, any earlier timber structures, the moat which originally surrounded the churchyard, and several centuries of burials, would all be significant.



Image 2: Anglo-Norman carving from the medieval church in the church yard

3.6 The new church, now once again known as Stoke Minster, was built between 1826 and 1830. The church was designed by Trubshaw and Johnson of Haywood, Staffordshire. Funding included grants from the crown and the diocese of Lichfield, with an element of public subscription. Amongst the public money was around £500 supposedly donated by the workers at Josiah Spode's pottery factory, but closer investigation revealed this had been compulsorily docked from the workers' wages by Spode.



Image 3: Arcade of the medieval church reconstructed in the church yard in the 1880s. The 1830 church of stands behind. The railings in front demarcate the grave of Josiah Wedgwood.

- 3.7** The present lay-out of the churchyard is largely the result of work undertaken by striking miners during the great strike of 1912, when part of the distress fund was contributed to support this work. The small cemetery to the south of Church Street was used from 1868 to 1893 to cope with overspill from the original churchyard. A burial board of nine members formed by the ratepayers, was responsible for the southern cemetery extension. The land was given by the rector and patron, with the cost of setting out met by a 7d rate. In the decade that followed the patron of the rectory began to lay out new streets around the cemetery. Burials within the churchyard itself had ceased in 1882, following restrictions imposed in 1856.
- 3.8** Apart from the Rectory surrounded by its own moat, just to the south of the Conservation Area, and the church, medieval settlement seems to have been concentrated uphill at Penkhull, avoiding the marshy confluence of the River Trent and Fowlea Brook by the church.
- 3.9** The Victoria County History provides a useful summary of the development of Stoke town centre:

“In the Middle Ages the main centre of population was around Penkhull village, and Stoke itself then seems to have been nothing more than the place where the parish

church was located. Even in the mid-18th century Stoke comprised little more than the church and the houses of the rector, curate, and parish clerk. Already, however, there were at least three potworks a little to the west of the church, and with the growth of the pottery industry in the later 18th century, the turnpiking of the road from Derby and Uttoxeter to Newcastle-under-Lyme in 1759, and the opening of the Trent and Mersey Canal in 1777, Stoke began to develop as a town. Although it was still described as a village in 1795, there was by then extensive building along both sides of the turnpike road from the church up to Cliff Bank. By 1820 several new streets which had been laid out on the south side of this stretch of the road around the town hall of 1794 formed the nucleus of the growing town; buildings had also been erected in the Eldon Place stretch of London Road. Glebe Street, Brook Street, and Wharf Street on the north side of the main road were built about the same time as the new church (1826–30). The town was then described as 'pleasantly situated' on the Trent with 'many handsome houses, wharves, warehouses and earthenware manufactories'. Houses were built along Liverpool Road in the late 1820s, and several shops were erected there by William Copeland in the next decade. A new road to Leek was run from the end of Glebe Street in the early 1840s; the railway and station were opened in 1848. To Charles Dickens in 1852 Stoke was 'a picturesque heap of houses, kilns, smoke, wharfs, canals and river lying (as was most appropriate) in a basin'. The third quarter of the century saw the building of the terraced cottages east of Leek Road near the station and of the Copeland Street area, a mixture of factories and terraced houses, linking Glebe Street and Liverpool Road. The area around Lonsdale and Woodhouse Streets was also beginning to be built up, and it was further developed in the last decade of the century over the grounds of the former rectory-house, known in the 19th century as Stoke Hall. The triangle of streets between Liverpool Road, Shelton Old Road, and Hartshill Road dates mainly from the last quarter of the 19th century. The town-centre was thus completely built up by 1900." (Greenslade 1963, 173-4)

- 3.10 The former Newcastle canal, a branch which connected the Trent and Mersey at Stoke with Newcastle-under-Lyme, lies within the Conservation Area. Constructed in 1795, the canal remained in use until the 20th century, when it was filled in; it survives today as a buried archaeological feature. Due to the transport improvements of the late 18th and 19th centuries, several pottery factories developed along Church Street. Only one of these still remains, the Spode works, but others, including the Big Works, the Bridge Works, and the Glebe Street Works, will in all likelihood survive as buried archaeological features. Excavations in 2003 just to the south of the Conservation

Area (where Sainsbury's now stands) revealed well-preserved remains of the former Minton and Crescent potworks.

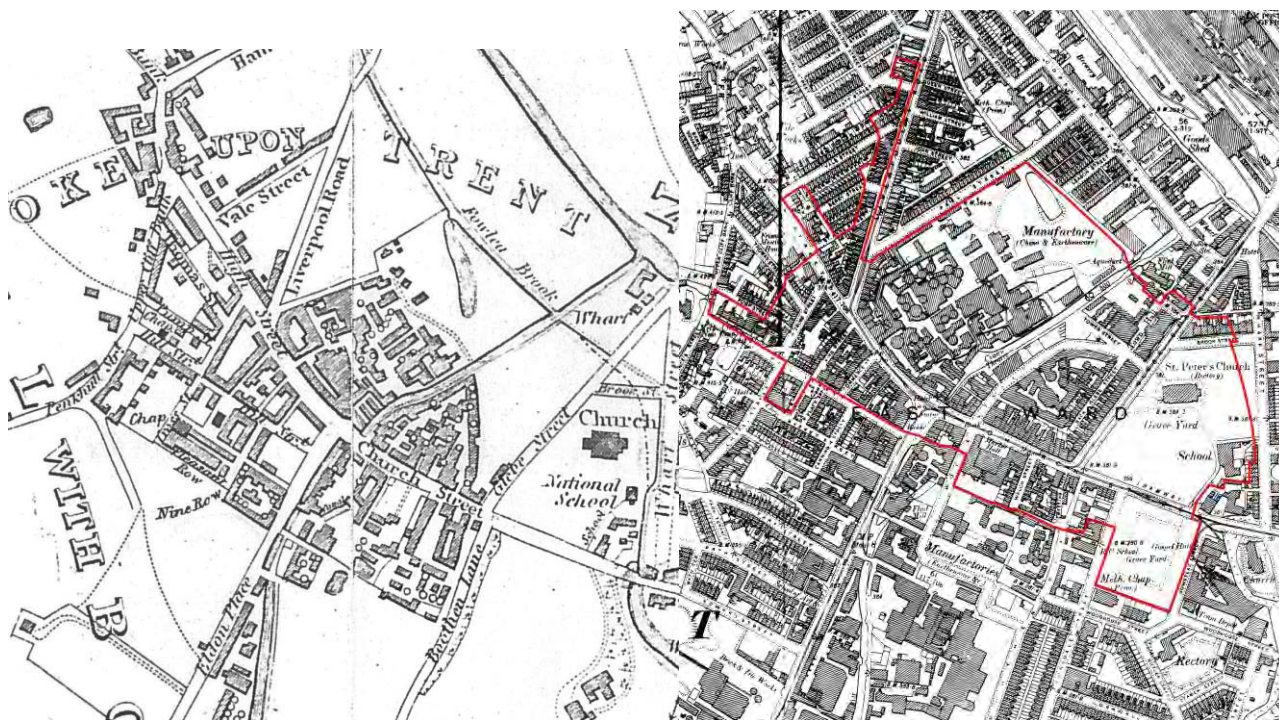


Figure 3: (Left) Hargreaves' map of 1832 showing potteries dominating the area north of Church Street and residential and civic activity mainly to the south. (Right) Ordnance survey map of 1900 showing infilling of the church's glebe land in the east of the Conservation Area and a shift of civic buildings to this area.

- 3.11** The Spode factory occupies a site of pottery production dating from at least 1756, when Banks and Turner were producing white salt-glazed stoneware there. Josiah Spode I bought the works in 1776 (although the date 1770 is commonly cited), and the business remained under the direct control of the Spode family until 1833. Both Josiah Spode I and II were responsible for much new building in Stoke, including basic workers' housing at Cliffe Bank and around Hill Street, most of which has now been demolished. The remains of several of Spode II's Cliff Bank cottages were archaeologically excavated in 2004. The investigation also revealed traces of John Harrison's pottery factory, which stood on the site during the second half of the 18th century.
- 3.12** The Spode works ceased production in 2009, but remains as a unique monument to the development of the local pottery industry between the early 19th and late 20th centuries. The factory complex was subject to a comprehensive programme of historic building recording in early 2014.
- 3.13** Glebe and Brook Streets were laid out along with the new church and graveyard by the patron of Stoke church John Tomlinson in 1830.

- 3.14 The present town hall in Glebe Street, the construction of which commenced in 1834, replaced an earlier example of 1794. Designed by Henry Ward in classical style, work continued on the building throughout the 19th century. The King's Hall was erected behind it in 1910–11. It is described by the Victoria County History as “the largest and most imposing municipal building in the six towns,” (Greenslade 1963, 182).
- 3.15 Despite the growing urban and industrial nature of Stoke in the 19th century, Stoke Hall Farm, also known as Rectory Farm, was established on glebe land in 1832. By 1900 it was no longer functioning as a farm, but the farmhouse itself was not demolished until the mid-1980s, and was recorded by the Stoke-on-Trent Historic Building Survey shortly before demolition. Archaeological remains of this site would be of significant interest.
- 3.16 The significance of Stoke church as the parish centre ensured that the new Parliamentary borough, which united the six pottery towns in a borough constituency in 1832, took the name of Stoke-on-Trent. The name continued through to federation as a county borough of 1910 and city status in 1925, with city administration based in Stoke town hall.

4. Spatial Analysis and Appraisal of Views

4.1 Topography

- 4.1.1** Historically, the Fowlea Brook ran into the River Trent at what is now the location of the A500/A5007 junction. The relatively flat levels within Spode give testimony to the alluvial flood plains that have resulted from the flow and confluence of watercourses in the area. The upward incline from Campbell Place to the top of Hill Street evidences the east facing spur that rises up from the flood plain. This higher ground was the original location for the first town hall, now demolished, and the market hall, which survives in part. The commercial centre subsequently moved to flank the main transport route.

4.2 Form

- 4.2.1** The built form of the conservation area is urban: it includes the main civic buildings of church and town hall, the Spode factory and the main historic commercial streets of Glebe Street, Church Street and Liverpool Road. Whilst the Spode factory dominates the area in plan form, the pottery works are largely concealed from view, having been refronted during the 1930s-50s with individual shop fronts independent from the factory use.
- 4.2.2** There is no formal setting for most important civic buildings; there are no civic squares, open spaces or parks in this small town centre. The original setting for the church has been compromised by the A500 and associated feeder roads. Kingsway car park now functions as an open space but is not parallel to the principal façade of the town hall.
- 4.2.3** Church Street and Hartshill Road form a strong east to northwest linear axis within the conservation area. These two roads function as an important retail and commercial axis within the town centre. The larger retail premises along this axis have a strong physical association with the former Spode Factory.
- 4.2.4** The civic and industrial quarters (former Spode Factory, Civic Centre and Stoke Minster) are situated to the north east of this axis. They form a coarse urban grain. Semi-enclosed courtyards are strong spatial features within these coarse-grained areas.

- 4.2.5** Smaller commercial and retail premises are situated to the south, west and north of Church Street and Hartshill Road. Small pockets of residential use also occur on the western boundary.
- 4.2.6** Glebe Street and Liverpool Road also function on a commercial basis, although to a lesser degree. Very fine urban grain is evident on the Glebe Street approach (turning into Church Street) and Hartshill Road (turning into Liverpool Road), suggesting historical development of commercial activity at a domestic scale.
- 4.2.7** Where the historic built form remains intact, the streets can be described as characteristically narrow and enclosed by strong building lines (with active frontages) built to the back of pavement. The exception to this rule is where streets are adjacent to areas of green space. Building heights are generally two to three storeys in height. Roof lines are characteristically uneven, with accent details in places. Corner buildings form distinctive architectural features throughout the town centre.

4.3 Views

- 4.3.1** The fine urban character of the conservation area, combined with characteristically narrow streets and distinctive corner buildings result in views that distinguish themselves through the quality of the buildings and associated public realm. Because of the organic arrangement of the built form, few axial relationships are experienced over long distance views. This results in a series of close range views that form a coherent whole within a defined movement pattern. Therefore the quality of views within the conservation area relies upon a preservation of the character of the built form, the quality of the buildings, and the public realm treatments. Interventions within the conservation area that detract from those three factors will have a detrimental impact upon the quality of views experienced within Stoke.
- 4.3.2** A number of significant views can be identified at the approaches to the conservation area.
- The historic integrity of buildings to the west of Liverpool Road, combined with the quality of corner buildings, historic detailing and materials provides an interesting pedestrian approach to the town centre along Liverpool Road from the north. These

buildings combine to frame buildings on Church Street, creating a good view.

However, traffic flow and highways interventions clutter the street scene and reduce the quality of this view. Views looking east from Hartshill Road, along Geen Street towards Liverpool Road have added quality due to the characteristic narrow streets and buildings that frame views towards historic buildings. However, the recessed building line of the Salvation Army building detracts from this view.

- The approach from the A500 exit onto Church Street provides a series of good quality views, taking in the picturesque graveyard associated with Stoke Minster, the intact historic frontage on both sides of Church Street and the numerous distinctive corner buildings that occur at the junction of Church Street and Kingsway. The corner buildings located at the Church Street/Kingsway junction are particularly striking because of their close proximity to each other. However, the quality of views becomes reduced at the approach to the junction of Church Street and Campbell Place because of the poor quality of the built environment in this location. Unsympathetic highways interventions and boundary treatments also detract from the quality of views along this approach. The vacant brownfield sites at the junctions of Booth Road and Liverpool Road further detract from the quality of views along this key axis.



Image 4: The view along Glebe Street is relatively unchanged although details and original features have been heavily altered

- The approach from Glebe Street towards Church Street provides views of good quality, due to the historic buildings that flank this approach, the public art on the corner of Kingsway and the attractive grounds associated with Stoke Minster. However, the quality of this view is reduced because of the vacant brownfield site on the corner of Boothen Road and unsympathetic highways signage.
- The approach from Hartshill Road has the potential to be an attractive approach into the town centre due to the intact historic frontages that flank both sides of the street, but the vacant brownfield site at the corner of Vale Street detracts from this approach.

- Views experienced on the approach from Campbell Place into Church Street are poor due to low quality building elevations and highways interventions within the street scene.



Image 5: Views towards Church Street and Kingsway from St. Wolfe Street

4.3.3 Numerous good quality views are afforded in the Civic Quarter, comprising the Town Hall and Stoke Minster, as follows:-

- The Town Hall and Stoke Minster combine to form a good quality historic townscape when viewed from Kingsway.
- Unsightly views of rear buildings (originally hidden by development) on Kingsway further detract from the quality of this historic townscape.
- Very high quality views are experienced along Brook Street towards the Town Hall, due to the historic quality of the buildings and boundary treatments on Brook Street.
- Good views are potentially afforded from Lonsdale Street towards the Stoke Minster grounds, although fragmentation of the built form and the poor condition of the buildings detract.

4.3.4 The quality of views from distributor roads, leading into the main retail axis of Church Street and Hartshill Road is reduced, due to the numerous vacant brownfield sites that are currently used for parking, and the poor condition of buildings on Church Street

and Hartshill Road. These distributor roads are discussed below in the context of views out of the conservation area. Many of the observations mentioned below apply to views into the conservation area from these distributor roads (Epworth Street, Commerce Street, Trade Street, South Wolfe Street and Boothern Road).

- 4.3.5 Elevated views of the Stoke Conservation Area and the wider Stoke conurbation are enjoyed from the junction of Honeywall and Hill Street. These elevated views are expanded on in Pump Street. The historic buildings that frame the entrance to Hill Street (north side) add to the quality of the views experienced at this vantage point. However, the quality of the view from Campbell Place, leading into Hill Street is significantly compromised due to inactive elevations and poorly designed bin storage associated with retail stores.
- 4.3.6 The Market Tower, dome of the former Co-op building, the Spode chimney, and the church tower provide roof line features that add interest and contribute to the quality of views within the conservation area.
- 4.3.7 A number of good quality close range views are experienced within the conservation area, due to the number of distinctive corner buildings. Corner buildings not mentioned previously within the above commentary include *The Glebe* public house, situated on Glebe Street and the corner building at the junction of Glebe Street and Brook Street (No. 1 Brook St.).



Image 6: No. 1 Brook Street

4.3.8 There are views of mixed quality out of the Conservation Area.

- Campbell Place and Church Street junction – this junction affords the potential for long distance views out of the Conservation Area in two directions. The long distance view looking east along Church Street enjoys intact historic frontages on both sides of the street. These buildings frame the view of the Church Street/A500 junction, leading on to the A5007. This view is compromised by insensitive road markings, bus shelters and traffic signs that compete with shop signage and clutter the street, reducing the overall impact of this intact historic street scene. The second long distance view is visible when looking south towards London Road from Church Street, affording views that are green in character. Again, unsympathetic applications of road markings, bus shelters, transport control measures and traffic signs severely compromise this view and significantly clutter the street.
- Another long distance view is afforded at the junction of Trade Street and Church Street, looking towards Hartshill Road. Again, the historic integrity of buildings flanking

this view remains intact, with the decorative motif of the Swan Hotel visible in the field of view, but traffic signs and road markings clutter this view, reducing the overall quality.

- The Minton Hollins building is visible from Liverpool Road looking towards the Shelton Old Road and represents a good quality view. However, elevational treatments to buildings framing this view are poor, and car parking further detracts from the overall quality of the view.



Image 7: View along Church Street towards Campbell Place showing the historic frontages

4.3.9 The Church Street/Hartshill Road axis provides numerous views out of the Conservation Area, due to a fine urban grain that provides for distributor streets leading off the main axis to the south and north. A significant long distance view is afforded from Church Street looking along Liverpool Road, looking towards the Shelton Old Road/A500 junction. Historic frontages, including the former Co-op building, and intact historic building lines frame this view, but it terminates in a forest of traffic signals at the A500 junction. Views south from Church Street along Lonsdale Street are framed by historic frontages and the graveyard, affording views into terraced residential streets. This view is strongly characteristic of the Conservation

Area and tells a historic narrative. Inappropriate development and fragmentation of the urban grain through demolition significantly reduces the quality of views from Church Street along Boothern Road. The strong building line is maintained in the view along South Wolfe Street from Church Street, but the indoor market and Sainsbury's building detracts from the vibrancy of this view because of bland and inactive frontages. The historic integrity of views along Epworth Street, Commerce Street and Trade Street is reduced because of building demolition and subsequent use as car parking. This fragments the characteristic building line to the back of pavement that encloses these streets. Inappropriate bin storage also detracts from the quality of views in these side streets.

- Views out of the Market Square towards the Market car park and Sainsbury's store are poor in quality due to unsympathetic development and public realm treatments adjacent to the Conservation Area that significantly detract from the character of the area.
- The coarse grain of the former Spode factory at the back of the site towards the Civic Centre prevents views from Church Street towards the north east. Within the former Spode site there are many characterful and interesting views of the buildings around the series of internal courtyards and streets that make up the factory complex.
- Engineering treatments to the A500 further screen views to the north east from the Conservation Area.



Image 8: The street scene along Liverpool Road is still recognisable today compared to the circa 1932 image

4.4 Open Spaces

- 4.4.1 Open spaces within the Conservation Area consist of vacant brownfield sites, semi-enclosed courtyards, car parks & parking forecourts, public squares and green spaces.
- 4.4.2 The most significant brownfield site occurs within the former Spode Factory. Largely concealed from public view, this has minimal impact on the Conservation Area as a whole. Redevelopment of this site, however, has potential to reconnect parts of the Conservation Area and improve access in the town. This would help rebalance the supremacy of the motorcar and the one way system that encircles the Conservation Area.



Image 9: Kingsway Car Park

- 4.4.3 Semi-enclosed courtyards are spatial features within the historic built form within the area and complement the historic character of the buildings in the Conservation Area. Examples of internal courtyards can be found within the former Spode factory site behind Church Street and the main entrance to the Civic Centre, Aqueduct Street off Glebe Street. Glimpsed views of these courtyards from pavements add to the historic charm of the area.

- 4.4.4 Open areas of car parking have replaced buildings within the Conservation Area and on its fringes. These open spaces do benefit the views of the historic buildings in part, but also expose rear elevations of more modest development that were never designed to be seen.
- 4.4.5 There are three potential public squares within the Conservation Area of Stoke, namely the Market Square, the public space surrounding the War Memorial and the public space framing the entrance to Kingsway from Glebe Street. However, none of these public spaces function as public squares. The design of the Market Square does not support the social activities that are associated with public squares. Admittedly, it provides a space that can be used for market uses on Wednesdays, but otherwise it functions merely as a well-lit empty space. There are no public realm design features that promote the space as important and inviting, such as active frontages and café spill out areas, seating, tree planting and feature paving. The public space surrounding the War Memorial in Kingsway goes some way to providing a civic setting to the Town Hall and supporting social uses that promote a vibrancy within the town. However, the impact of this setting is reduced by the positioning of the space to the corner of the Kingsway car park, the vehicular route that forms the boundary of this space and the car park that takes centre stage. In summary, Kingsway has the potential to provide a grand civic setting to the Town Hall and provide an invaluable asset to the town centre, but fails to do so because it can't decide whether it is a basic car park or a sociable and vibrant public space. Given the prominence and size of the car park in the centre of Kingsway, the perception is strongly in favour of a car park. There is potential here to improve the setting of the listed building and war memorial, and potential to open access to the Spode factory site.
- 4.4.6 There are two areas of established green space within the Conservation Area. These areas of open space are discussed in further detail in section 4.5.

4.5 Trees, Green Spaces, Edges and Ecology

- 4.5.1** As an urban town centre, green space is limited in the Conservation Area. The churchyards are generally well maintained and make a positive contribution to the image and setting of the minster. There are good street trees in Kingsway that soften the impact of the car park and the adjacent Spode rose garden has potential to form a good pedestrian entrance to the site. Specimen trees are rare in the area, however, some individual trees are found on the street or against buildings. Where present they are useful at disguising blank walls or less attractive street frontages.
- 4.5.2** The graveyard of Stoke Minster is a jewel in the crown for Stoke Conservation Area. In addition to providing an appropriate setting to the Minster, it also provides a quiet and contemplative seating area within a very high quality natural environment. The graveyard comprises historic gravestones and ruins within mature grounds (well maintained grassed areas and mature trees of varying species). It also serves as a refuge for wildlife within an otherwise built up environment.



Image 10: Mature grounds to Spode Minster in Autumn

- 4.5.3** Visually, it responds to the differing seasons, providing attractive colouring during spring and autumn, in addition to shade during the summer months. However, the graveyard itself is cut in two by Church Street. The larger section (strongly associated with the Minster) is bounded to the west by busy Glebe Street which acts as a barrier

to pedestrian access from the rest of the town. Some buildings adjacent to both graveyards are unsympathetic to the historic character of these spaces. Land uses to the east of the smaller graveyard do not complement the historic character of this space.

4.5.4 Edges within the Conservation Area are predominantly formed by the building line, but in areas where public space is generous, or car parking areas, boundaries are formed by brick walling and railing, kick rails or bollards. These incidental boundary treatments are not consistent in their designs and some treatments jar with the surrounding historic setting.

5. Built Form

5.1 The influence of use patterns and patronage

- 5.1.1 An early map (dated between 1800-1826) showing the land ownership of the parish church indicates substantial glebe lands close to the floodplain of the Trent. The church ownership also included a rectory (later named Stoke Hall) and the ownership of this large section of land shaped the development of the town.



Image 11: The first Parish church at Stoke-upon-Trent, circa 1824 (Greenslade, MW 1963, in 'Stoke-upon-Trent' in Jenkins, JG(ed) History of the country of Stafford vol 8)

- 5.1.2 The church owned all the land to the east of the canal up to the Fowlea Brook together with the fields to the west of the canal called Winton's Fields. These are now the location of the Winton Square and the railway station-an adjacent Conservation Area.
- 5.1.3 The Newcastle-Derby road was turnpiked in 1759 and inevitably coaching inns and other public houses were established along Church Street. *The Wheatsheaf*, although now rebuilt, was originally an early 19th-century coaching inn. In 1834 the thrice-weekly Newcastle-Derby coach halted there. Other public houses dating from the early 19th century include *The Talbot* and *Grey's Corner*.

5.1.4 Spode is easily the largest pottery works in the town by the late 18th century.

Bordering the glebe and avoiding the floodplain, it is the beginning of the town's development to the west. The church lands were not used for industry; the ownership of the land influenced this development pattern for over a hundred years.



Image 12: John Tomlinson represented in a corbel at the west door

5.1.5 The original municipal centre was in a square to the south of Church Street where a town hall was built in 1794 but now only the façade of the market building on Hide Street remains from this period. From the late 1820s an effort was made by the church's patron John Tomlinson to promote the glebe land surrounding the church as the town centre. As well as the new church, completed in 1830, new streets, Glebe Street and Brook Street, were laid out and a new town hall begun on Glebe Street in 1834. The church was designed by Trubshaw and Johnson of Haywood, Staffordshire, in Gothic style. The patron's son became Rector in 1832 and continued the development of the area begun by his father. Glebe and Brook Streets were laid out along with new church and graveyard by the Rector of Stoke John Wickes Tomlinson in 1832. In 1836 Frederick Wright Tomlinson bought the Brook St plots from his brother, the Rector. F. W. Tomlinson set up the Brook Street Building Club for the purpose of erecting a row of eight messuages or dwelling houses. Henry Ward, local architect designed the houses. These were completed by 27th Jan 1838 when advertised to let in the North Staffs Mercury:

“...The front elevation is in the Elizabethan style of architecture, and the houses will be found to possess every convenience for the residence of the most respectable families and invite the attention of members of the medical and legal professions, who may be desirous of settling in that part of the Potteries.”

5.1.6 The corner building at the west end is a later addition (1867) built as the National and Provincial Bank; the four easternmost buildings were lost to the A500 ‘D’ road in 1972.

5.1.7 The town hall in Glebe Street replaced the earlier town hall of 1794. Work began on the new town hall in 1834. Designed by Henry Ward in classical style, work continued on the building throughout the 19th century, and the King’s Hall, seating 3,250, was erected behind it in 1910–11. It is described by the Victoria County History as “the largest and most imposing municipal building in the six towns,” (Jenkins 1963, 182). The new market building on Church Street was built in 1883. Subsequently, a row of shops closing the quadrangle onto Church Street was completed in 1898 by way of a municipal initiative. This shifted activity away from the original centre towards the former glebe land.



Image 13: Town Hall circa 1893

5.1.8 Various streets running off the main spine of Church Street connected Stoke to the Trent and Mersey canal and the railway station of 1846. Both Glebe Street and Liverpool Road orientated towards the canal, and following completion of the railway

station, Glebe Street directly connected to the station via a bridge over the canal. These links complemented the older Shelton Old Road connecting Penkhull to Hanley and Shelton. London Road was developed in the opposite direction, connecting to the main road running south from Newcastle and creating a small square, now known as Campbell Place where it formed a T-junction with Church Street. Campbell Place and London Road were overwhelmingly industrial in nature to begin with but are now predominantly retail and commercial. Liverpool Road and Glebe Street were a mix of residential and commercial properties, now mainly small shops and offices.

- 5.1.9 The map from 1880 shows the transformation from industrial town to one with civic and commercial aspirations. The factories are largely still present but they are fronted by smaller retail terraces and civic buildings. This is a typical development pattern for the pottery towns and is also easily read in adjacent centres.
- 5.1.10 The A500 'D' road built in the 1970s severed the town centre from the Trent and Mersey canal, and from the railway station. The one way system means Church Street no longer operates as a major thoroughfare.

5.2 Architectural Character, Materials, Colours and Textures

Style and Character

- 5.2.1** The area is stylistically mixed, although there is a strong retail theme along Church Street as would be expected for both a town centre and a main trading route through the pottery towns. Glebe Street retains a number of early nineteenth century stuccoed houses and a public house - *The Glebe Hotel*, is late Georgian. The date is consistent with the re-built Minster church which was completed in 1830 in a severe 'Commissioners' Gothic' style. The surrounding houses to the churchyard are rare examples of middle class houses in the town; these were built c.1840 in a Tudor Gothic style. The terrace of 5 houses is all that survives of a larger scheme developed by the Church aimed at attracting the wealthy to live in the town.
- 5.2.2** Church Street is more consistently early Victorian with some impressive buildings dedicated to commerce. Four banks and a market punctuate the street with simpler mid to late nineteenth century shops placed between. The former bank at 49-51 Church Street has Flemish gables in the Queen Anne style and the Market building also borrows from its neighbour but the composition is a collection of details from the arts and crafts period, showing external ceramic tiles and cupolas. Moving up Church Street to Hartshill, there is a collection of imposing commercial buildings of various styles ranging from late Victorian Tudor-bethan to Art Nouveaux. The buildings around the site of the old market and first town hall are simple vernacular shops and houses in the local brick and a few local public houses with simple and robust details. The two sites that dominate the town are the Town Hall and the Spode Factory; the town hall is an impressive, possibly the most impressive, town hall in the City built in 1830 in a grand classical style. The Spode Pottery works is more organic and eclectic and although enclosed in 1930s -50s facades to Church Street, the site contains interesting late Georgian pottery buildings.

Plan, Form and Massing

- 5.2.3** The majority of properties in the conservation area are terraced. Shops and businesses along Glebe Street are generally two stories in height and two window bay in width, rising to three stories at the corner with Church Street. Church Street is mixed, but generally, blocks are three storey and are of a larger scale. The most striking exception being the market, a single storey development with a clock tower at

the centre with open market square. This design would have accommodated the small weekly market stalls at the centre without overshadowing. Shopping frontages in Campbell Place towards Hartshill Road are generally smaller two storey blocks interspersed with single non-terraced properties such as *Sutherland Chambers* and the *Famous Lion* standing out as individually designed three storey buildings with strong character and presence. The buildings to either side of Geen Street also stand out as three storey exceptions with huge scale, imposing shopfronts and gabled roofs. Liverpool Road is terraced at the junction of Hartshill Road and contains three storey buildings, two or three bays wide, with some architectural pretention. These however, do not continue and soon reduce to more modest vernacular two storey terraces of one or two bay width. The upper storey of these terraces is very low. In this context, the Co-operative House at three storeys with its corner cupola stands out as a clear landmark. All of the buildings align with the street and most have modest rear out-riggers and yards within the perimeter blocks.

External Walls and Façade Finishes

5.2.4 Brickwork: A large percentage of the brick buildings in the conservation area have been rendered or painted. Red brick appears in Church Street at the corner of Welch Street in the form of the former National Financial Bank juxtaposed with the market. Most of the examples are smooth red facing brick in Flemish bond. The market has more strongly burnt local brick to rear and side elevations with the darker bricks used as headers. *Sutherland Chambers* also has good quality facing brick but the later Spode retail frontages are in a second-class brown/red brick that has not weathered well. The 1970s blue brick bank in Campbell Place has special thin bricks and robust details around the windows. Many of the smaller two storey cottages have dentil brick courses at eaves level.



Image 14: 68 Liverpool Road, Edwardian brick with elaborate parapet

5.2.5 Stonework: Red Hollington, a soft-grained, pinkish-red sandstone laid in courses of squared blocks is the chief building material of the area, however it is used in a limited way as dressings to the Market and adjacent bank building. A more robust sand stone, possibly from the Alton quarry is used for the Midland bank on the corner of Kingsway.



Images 15 - 16: Market Buildings at 53 - 71 Church Street in local red sandstone with green faience details



Images 17 - 18: Former Midland Bank, 72 Church Street

5.2.6 Façade Treatments: Lined stucco is present on the earliest buildings in the area though both brick and stonework was left unfinished through most phases of the area's development. Where render has been employed on a few buildings altered or built during the late 1890s-1920s it covers portions of the façade, and is used in combination with brick detailing or timber cladding in a derived Vernacular Revival style. The dominant former Co-operative building on Liverpool Road has a landmark quality, executed in white faience.



Image 19: 36 - 40 Liverpool Road clad in white faience

Roofs

5.2.7 Material Virtually all roofs carry dark blue-purple tiles which is the local material.

There are a few examples of welsh slate and red clay tiles that are, for the main part, later replacements.

5.2.8 Pitch and Type The area contains a variety of roof types with simple, gently pitched roofs dominating through their use on terraced houses and shops. Many of the larger commercial buildings conceal the roof behind a parapet to minimise the impact on the facade. Parapets are often pierced and decorated.

Windows

5.2.9 Across the area sash windows remain the most common window type providing a vertical emphasis to facades. A few broader casements do however occur as either components of original designs or as later alterations on a number of properties. Windows are single or paired; composite or tripartite arrangements separated by ornamental mullions or balusters in stone or wood. Bay windows are an unusual feature to the first floors of shops at the junction of Church Street and Glebe Street.

Doors

5.2.10 There are few original doors left within the conservation area, even where door-cases and fanlights remain intact the doors are modern replacements. Original panelled doors do survive in Liverpool Road, Brook Street, 49 Church Street, and as part of the original shop-fronts mentioned above.



Image 20: Upper bay window on Church Street

5.2.11 Arrangements vary, though repetition within terraces maintains a sense of regularity. It is common for windows to carry a heavy rectangular stone sill and lintel though stone detailing is regularly reproduced in brick, and including frequent semi-circular arches repeated above entrances. It is noticeable that the traditional use of paint showing black frames and white opening lights persists across a wide variety of building types and ages. The windows to 79-83 Church Street are unusual in their size and width for windows above shop-fronts. Their design makes the modest corner building more dominant in the streetscape. The polished stainless steel frames of the NatWest Bank are appropriate and offset the blue brick to good effect.

Shopfronts

5.2.12 Few original shop-fronts survive in the conservation area. The Market façade shops has been reworked in the late 20th century with modern stained timber to give a consistent and repetitive design consistent with the architecture. This approach would work well at 79-83 Church Street. Original painted timber shop-fronts can still be found at 1 Vale Street, 62-64 Liverpool Road, 18-24 Hartshill Road and 1 Glebe

Street. Public house façades survive at 9-13 Hill Street, 9 Hartshill Road and 117 Church Street.

Details and Features

- 5.2.13** Stone details in the Area include door-cases to the former public convenience on Hill Street and 27-29 Church Street. Date and name stones are prominent along Church Street and the side streets, as in Welch Street. Many buildings have parapet details, finials and cupolas to provide an interesting silhouette. Chimneys and pots are prominent in the Area.
- 5.2.14** Wrought iron decorative framing to shops at 18-24 Hartshill Road add interest above the doorways but there are no surviving railings to enclose building plots other than those to the electrical substation and Spode rose garden adjacent to the Town Hall. The Spode name sign and gates are listed details which make a positive contribution to the street. Fanlights to doors at 50-52 Liverpool Road and 25 Glebe Street are rare survivors.
- 5.2.15** Most of the decorative commercial buildings date from the late nineteenth century and have ceramic, terracotta and brick details which are the legacy of the pottery towns. Loss of these details such as tiles and sculpture would lead to a loss of special interest within the conservation area.
- 5.2.16** Generally original doors and windows contribute greatly to the significance of the area and should be used as exemplars to follow for modern replacements.



Images 21 - 22: Decorative detailing on upper floors in Church Street



Image 23 - 24: Decorative metal work in Church Street and Hartshill Road

Enclosure

5.2.17 Where the built environment has remained relatively intact and built to the back of pavement, there is a good sense of enclosure within the streets, particularly on Church Street and Liverpool Road. This sense of enclosure is a strong characteristic of the conservation area. Mature tree planting on Brook Street also helps to create enclosure where building only takes place on one side of the street. The strong sense of enclosure becomes eroded where development has departed from the established building line, for example the Salvation Army building. Where demolition has occurred, the sense of enclosure is weak, particularly on Kingsway, Hill Street and Bothen Road.



Image 25: Continuous building line to back of pavement on Church Street encloses the street – note the first floor bay windows and original shop front to corner with Glebe Street

Groundscape and Public Realm

5.2.18 Original pavement, kerbing and street materials have been almost entirely replaced with tarmac or concrete slabs and kerbstones across the area, although in some places along Hill Street Staffordshire blue setts continue to line gutters.

5.2.19 With the exception of pillar boxes no original street furniture survives within the area.

5.2.20 The area has a number of attractive street name signs spelled in tiles; Hill Street and Glebe Street for example.

5.2.21 Street furniture in Kingsway is embossed with plane tree leaves to compliment the planting.

5.2.22 Public art sits at the corner of Kingsway and Glebe Street and a monolith at Kingsway and Church Street. Part of the 'heritage trail' is found in Kingsway outside the Town Hall.



Image 26: Historic brick and railing boundaries with stone copings add to the character of Stoke

5.2.23 Generally there seems to be three different public realm schemes in the town centre.

The first is coloured purple and includes street lamps, barriers and bollards. The second is black and white and includes black and white finger posts. The third is around the market square and is plain black; it includes lamps, bollards, bins and seats.

5.2.24 The smaller graveyard adjacent to Bowstead Street and Church Street has established grounds and interesting boundaries, comprising a mix of brick walls, stone copings and traditional painted railings that reflect the historic nature of the town centre. The brick and railing boundary to the public space adjacent to the Spode site in Kingsway is another good example of sensitive detailing to boundaries. Other boundary treatments within the town centre are predominantly constructed of brick, but concrete boundaries do occur in places and detract from the quality of the public realm as they are incongruous with the character of the conservation area.

5.2.25 Wrought iron gates to the public space adjacent to the Spode site in Kingsway and the entrance gates to the Spode factory are an important element of the historic streetscape.

5.2.26 Road markings further detract from the character of the conservation area; the public realm within Campbell Place suffers from engineered solutions designed to prioritise vehicular transport modes above pedestrians and cyclists; pedestrian access is restricted due to insufficient crossing points or staggered crossings.

6. Heritage Value

6.1 Heritage Assets

Statutorily Listed buildings and structures

6.1.1 There are 16 listed buildings currently within the Conservation Area. All are listed at grade II.

6.1.2 List descriptions are attached in the appendices. These provide the essential first step in identifying what it is that is protected by law and what it is that makes the building of special architectural or historic interest. They are not comprehensive inventories of everything that is significant about a building and nothing should be dismissed as unimportant simply because it is not described in the list description.

- Parish church of St Peter ad Vincula.
- House, 1 Brook Street
- Terraced houses, 2-6 Brook Street
- Town Hall, Glebe Street
- The Glebe Hotel, 35 Glebe Street
- Spode pottery factory, Church Street

Structures within St Peter's church yard:

- Ruins of earlier church - St Peter ad Vincula
- Anglo-Saxon cross fragment
- Tomb of Josiah Wedgwood
- Chest tomb to John Fenton
- Chest tombs of Smith family
- Chest tombs of Spode family
- Chest tombs of the Garner family
- Chest tombs of Whalley & Broade family
- Chest tombs & headstone of Carr Warburton & Berry
- Headstone of Herbert Stansfield

Buildings of Special Local Interest

6.1.3 There are currently 18 entries on the list of Buildings of Special Local Interest, together with a number of unlisted buildings these make a positive contribution to the character and appearance of the conservation area.

- Commercial Buildings & Gray's Corner (PH), 3-11 (Odd) Hartshill Road
- Staff of Life PH, 13 Hill Street
- HSBC Bank, 72 Church Street
- Former Methodist church, 47 Hill Street
- Sutherland Chambers, 97-103 Church Street
- Former Co-op, 40 Liverpool Road
- Lonsdale Chambers, 25 Lonsdale Street
- Cenotaph, Kingsway
- Electricity Sub Station, Kingsway
- Stoke Indoor Market & Clock Tower, South Wolfe Street
- Royal Worcester Spode, Church Street
- The Old Hide Market, Epworth Street
- Residential Building, 41 Hill Street
- National Provincial Bank of England, 49-51 Church Street
- Commercial Building, 123-127 Church Street
- Commercial Building, 133-139 Church Street
- Commercial Building, 62 and 64 Liverpool Road
- Commercial Building, 13 and 15 Liverpool Road

Buildings of Townscape Merit

6.1.4 The identification of such buildings as “Buildings of Townscape Merit” follows the good practice advice within English Heritage’s own guidance. Where included in Conservation Area Appraisals they can be considered as ‘heritage assets’. Such buildings may have already been altered and may have lost some of their special features. However, it is considered that they could, be restored to their original appearance. There is a general presumption in favour of retaining all “Buildings of Townscape Merit” so any application for demolition via planning permission must be accompanied by a detailed justification through a Statement of Significance for the proposals. Additionally, all applications to alter or extend such buildings will be very carefully considered by the local planning authority.

- 1 Glebe Street
- 2-29 (odd) Glebe Street
- 27-29 (odd) Church Street
- 32-42 Church Street
- 117/9 Church Street & Trade Street frontage
- 121 Church Street
- 58-60 Liverpool Road
- 62-64 Liverpool Road
- 66-68 Liverpool Road
- 9-13 Hill Street
- 1 Campbell Place
- 18-24 Hartshill Road

Scheduled Monuments

6.1.5 A scheduled monument is a 'nationally important' archaeological site, historic building and or structure. It is protected against disturbance because it is an offence to carry out works without the authority of the Secretary of State for Culture, Media and Sport.

- Anglo-Saxon Cross in St Peter’s church yard

6.2 Opportunities, Detractors, Neutral Areas and Gap Sites

6.2.1 Detractors - There are several detractors identified within the conservation area, as outlined below:-

- The transport infrastructure and associated highways interventions that support this erode the character of the conservation area through the use of unsympathetic engineering and signage treatments. These interventions also reduce the quality of the pedestrian experience, as they make pedestrian access difficult throughout the town centre.
- Many of the buildings within the conservation area are in need of sensitive repair and refurbishment; their current state of dilapidation detracts from the quality of the area.
- Vacant brownfield sites that have been replaced with car parking reduce the character and quality of the conservation area because they fragment the built form. Clusters of vacant brownfield sites on Boothen Road, Hill Street and Epworth Street combine to erode the character and quality of the conservation area.
- The junction of Campbell Place with Church Street is a key orientation point within the town centre. However, some buildings surrounding this junction are poor in architectural design quality. Moreover, this junction needs to function visually as a civic square situated at the heart of the town centre, in addition to functioning as a road traffic junction.
- Some modern shopfronts and use of modern materials for signage detract from the character and appearance of the buildings. This causes a mismatch in appearance between the ground floor and upper floors.
- Some of the 20th century shopfronts have removed street access to the upper floors and this has restricted use of the buildings, leading to vacancy.
- Vacant land at the junction of Liverpool Road and Hartshill Road should be landscaped. It is currently used as a materials store for adjacent developments.

6.2.2 Neutral Areas - those neither contributing to nor detracting from the character or appearance of the conservation area:

- Market Square is a neutral space within the Stoke town centre
- The areas of planting adjacent to the former pottery works on Elenora Street also acts as a neutral space.

6.2.3 Gap Sites –the various vacant brownfield sites can be classified as gap sites. However, these are also considered to be detractors and are mentioned above in more detail.

6.2.4 Key Development Opportunities exist within the conservation area that could enhance and promote the area if dealt with in a sensitive manner appropriate to the Conservation Area setting.

6.2.5 These opportunities are outlined as follows:-

- Kingsway car park could to be re-developed to enhance the setting of the listed Town Hall and to provide a high quality civic space befitting the Town Hall. Development should be considered to screen the rear of properties fronting Glebe Street and Church Street. A reduced level of visitor car parking may be incorporated, using sensitive design measures, such as tree planting to screen views of parked cars from upper storey windows.
- The vacant brownfield site at the Liverpool Road and Hartshill Road junction should be developed. This site should provide a distinctive corner building, of great architectural merit that reinforces the retail and commercial centre of Stoke to visitors. A three-storey building would be appropriate in this location.
- The other vacant brownfield sites identified previously in Boothern Road, Hill Street and Epworth Street should also be re-developed to provide a mix of residential and commercial uses that will add to the vibrancy of the town centre at all times of the day.

6.2.6 Public Realm Improvements could significantly contribute to the promotion and setting of the conservation area. However, a review of transport movements should be undertaken and recommendations in line with current best practice principles should be considered for implementation, before any public realm improvements are made in order to avoid abortive cost. Suggested improvements to the public realm are outlined below:-

- Re-configure the layout of Kingsway to provide a multi-functional space that accommodates vehicular traffic within Kingsway and some parking provision, whilst providing an appropriate setting to the Town Hall and Stoke Minster
- Re-visit the design of Market Square, to promote a more sociable and functional civic space that supports different uses at different times, including market events. Street trees, cycle stands and street furniture could be accommodated within this space that would support sustainable development and screen unsightly views out of the conservation area towards the car park.
- Locate a central square at the Campbell Place and Church Street junction, to define the centre of Stoke clearly. The building line of the re-developed buildings on Church Street could be recessed to extend this space for pedestrian use and café spill out, whilst incorporating a new entrance to the former Spode Works. The square would be situated on a major visual axis from London Road and would help to support the re-development of the former Spode Works.
- Re-configuration of road and pavement layouts to prioritise pedestrians over vehicles and reduce street clutter caused by traffic signs. Pedestrian priority will deter vehicles passing through Stoke and reduce traffic volumes within the town centre. Additionally, highways interventions at key gateway approaches need to be re-considered to enhance gateway approaches to the historic retail core.
- Improve pedestrian crossings at key crossing points, to provide ease of pedestrian access within the town centre as a whole.
- Incorporate feature paving to key nodal junctions and approaches on Church Street and Hartshill Road, using traditional materials, such as stone setts in a contemporary manner.
- Generally, there is a need to reduce street clutter throughout the historic core.

- 6.2.7 Modifications to shop frontages would contribute significantly to the development of an attractive historic conservation core within Stoke. In particular, the adaptation of shop frontages to reflect more closely the building elevations of historic facades would help to enhance the quality of views within the conservation area. Shop frontages associated with modern infill developments should be designed to complement the historic core rather than compete with it.
- 6.2.8 Sensitively designed architectural lighting to historic buildings within the conservation area would contribute further to the historic setting during evening hours. Priority should be given to illumination of the listed buildings and the key nodal points along Church Street. However, a comprehensive lighting scheme along the main retail area of Church Street would greatly enhance the area.
- 6.2.9 Detractors to the setting of the conservation area should be screened from public view. The following locations have been identified where screening would be feasible:-
- Evergreen hedge planting to the eastern boundary of the grounds of Stoke Minster would help to screen inappropriate development, land uses and boundary treatments adjacent to the A500.
 - Rear views of properties fronting Church Street and Glebe Street should be screened from view through re-development.

6.3 Pressures and Threats

6.3.1 By way of summary, the pressures and threats can be outlined as follows:-

- The current economic climate has had a significant impact on the vitality of the town centre, notably the loss of jobs associated with the coarser grained establishments such as the former Spode Works, Woolworths and Caudwells. Consequently, the reduction of workers within the town centre has had an impact on the economic viability of finer grain commercial and retail premises in the conservation area. The preservation of existing jobs and creation of new jobs needs to be addressed in any future development of the town centre, in order to re-activate the conservation area.
- Absent landlords may fail to invest in properties by way of maintenance because of low property prices, causing a deterioration to the physical appearance of the conservation area. However, the recent investment by Staffordshire University in UNIQ has caused renewed interest in student housing provision in the town. New student accommodation is currently being built and it is anticipated to be a catalyst for Stoke's regeneration. This could be useful in the reuse of vacant floorspace above ground floor shops.
- Vehicular traffic is prioritised within the hierarchy of transport users in the town centre, resulting in an unpleasant and unsafe experience for pedestrians and cyclists, particularly at crossing points. This further impacts on the economic viability of the finer grain premises and animation of the streets as potential consumers choose to shop elsewhere. The transport hierarchy needs to be addressed to provide a balanced hierarchy for all transport users.
- New development should be of high quality and sympathetic to the character of the Conservation Area, whether of modern or traditional design. New development should respect the scale of the conservation area.
- Shop fronts have been modified in an unsympathetic manner to the character of the buildings above. This has eroded the character of the conservation area.
- Highways interventions and poor quality public realm clutter the streets and need to be reviewed.
- The lack of housing and associated residents within the conservation area reduces natural surveillance during the evening, creating the potential for an unsafe environment at certain times of the day.

7. Summary of Special Interest

Architecture

The architecture of the conservation area is strongly urban in form. The majority of buildings are orientated to the street in terraces. There are essentially three types of terraces; three storey with 'polite' architectural detail, two storey early terraced buildings with architectural detail and modest low rise two storey vernacular terraces. Individually designed buildings of various styles sit between the terraces often as landmarks or buildings with strong visual character. The area holds within it exemplars from the early 19th to 23rd centuries.

Materials define the architectural hierarchy of the town quite clearly. Stone is reserved for the two landmark listed buildings on Glebe Street, the church of St. Peter ad Vincula and the Town Hall; executed as one might expect in Victorian Gothic for the church, and as a Classical temple for the state. The large commercial buildings in Church Street are strong robustly detailed brick buildings interspersed with the surviving earlier stuccoed terraced shops. Landmarks include the factory chimney at the Spode site - the only visible marker to the town of the largely concealed pottery, and the former Co-op building in Liverpool Road which is constructed in white faience in a style more often associated with cinemas of the interwar period.

History

St Peter's Church and surrounding grounds occupy the site of an Anglo-Saxon minster and medieval church. Evidence for both periods is preserved in the current churchyard the form of an Anglo-Saxon cross shaft and reconstructed medieval arcade. For centuries, Stoke church sat at the centre of an extensive parish, a factor which elevated the significance of the settlement (which was quite small) considerably. Although the parish reduced in size during the 19th century, Stoke's status as a parochial centre ensured that it became the administrative heart of the borough and, subsequent city of Stoke-on-Trent during the 20th century. The industrial development of the town was encouraged by turnpiking of the former Roman road in 1759 and the completion of the Trent and Mersey canal in 1777. As with the other towns in the Potteries conurbation, Stoke emerged as a centre of ceramic manufacture, with several significant and influential factories sited in the town, the most significant surviving example of which is the former Spode works. Although pottery production in the Conservation Area has now ended, it still survives on the fringes of the town at the Portmeirion Factory. The legacy of the *Big Works* shapes Kingsway and there is

huge potential to integrate the former Spode works into the town through Campbell Place. The existing iconic arch and chimney are still part of the character of the area.

The spine of Church Street attracted retail and commercial buildings, notably banks and hostelrys throughout the 19th century creating a mercantile heart of the town that was distinct from the historical core.

Character and Appearance

The area has a strong Victorian and Edwardian character which is enhanced by the use of local materials, ceramic, brick and stone. Although stylistically mixed, there is a strong consistent commercial and retail identity evident along Church Street. Although many of the buildings are in a poor state of repair the quality of the original buildings and their status is firmly established.

Views

Historic views of Stoke Minster and the Town Hall from Kingsway, Brook Street and Lonsdale Street are very significant views within the conservation area, and should be preserved and enhanced. The elevated nature of Hill Street, interesting tower structures, roof lines and distinctive corner buildings add to the quality of views within the conservation area. The coarse grain of the former Spode Works and the Civic Centre restricts views across the town, reinforcing the importance of close range views within the finer grain areas to provide a strong identity for Stoke town.

Views into and out of the conservation area are compromised by highways engineering treatments, street clutter, inappropriately designed shop frontages and poorly maintained front elevations. However there is the potential to reverse this trend.

8. Recommendations and proposals

- 8.1. Transport routes in the town are overly dominant and the impact of the one way system has to be lessened and pedestrian routes enhanced.
- 8.2. Corner plots identified in Figure 6 should be redeveloped to reinstate the original characteristic street enclosure.
- 8.3. Tree planting should be introduced and increased in appropriate areas. Use of single species varieties for defined locations would add distinctiveness and a sense of place to the different areas of town.
- 8.4. A consistent approach towards the public realm needs to be adopted to reduce street clutter and layering of previous, now redundant, schemes.
- 8.5. Kingsway car-park is an opportunity site for redevelopment, screening the rear of the Glebe Street terraced shops. This must enhance the setting of the Grade II listed Town Hall.
- 8.6. The Spode site is over 25% of the conservation area and as such is a huge development opportunity. Essentially, the pottery was a secret place hiding behind independent shop frontages. New linkages from the town centre at the end of London Road should be made to improve visibility of any new development.

Shopfronts and Advertising:

- 8.7. New shop fronts and associated advertising must now enhance the conservation area and relate directly to their host building. Advertising facias should not be unduly dominant and should respect the scale and size of the shopfront.
- 8.8. Any redevelopment of the churchyard must conserve the open space and tree planting to the Lonsdale Street and Church Street frontages.
- 8.9. Elenora Street frontage opposite the Spode site affects the setting of the conservation area. Any redevelopment here will have an impact upon the setting of the conservation area and therefore be designed to a high standard.

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Appendices

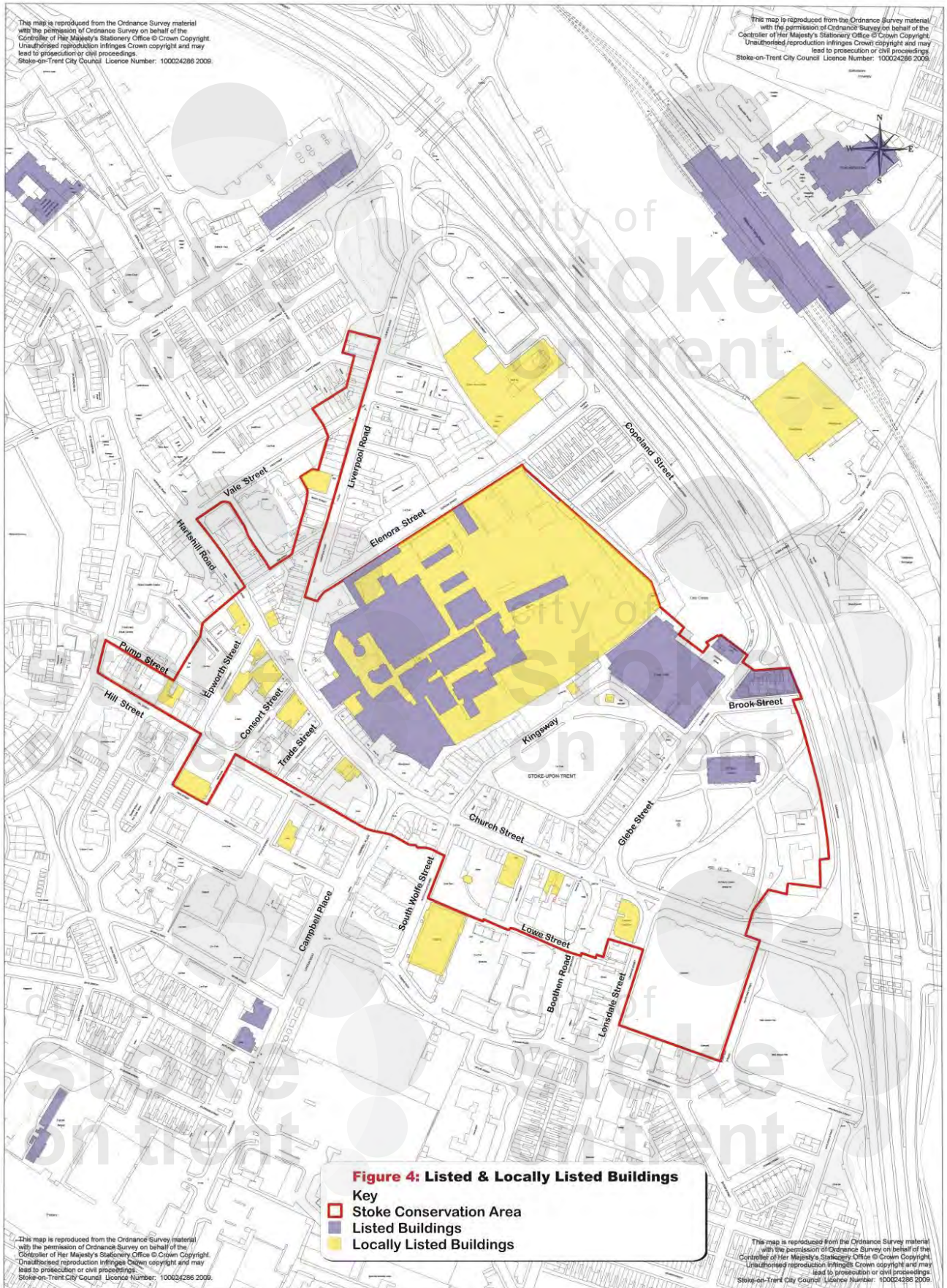
Figure 4: Listed and Locally Listed buildings map

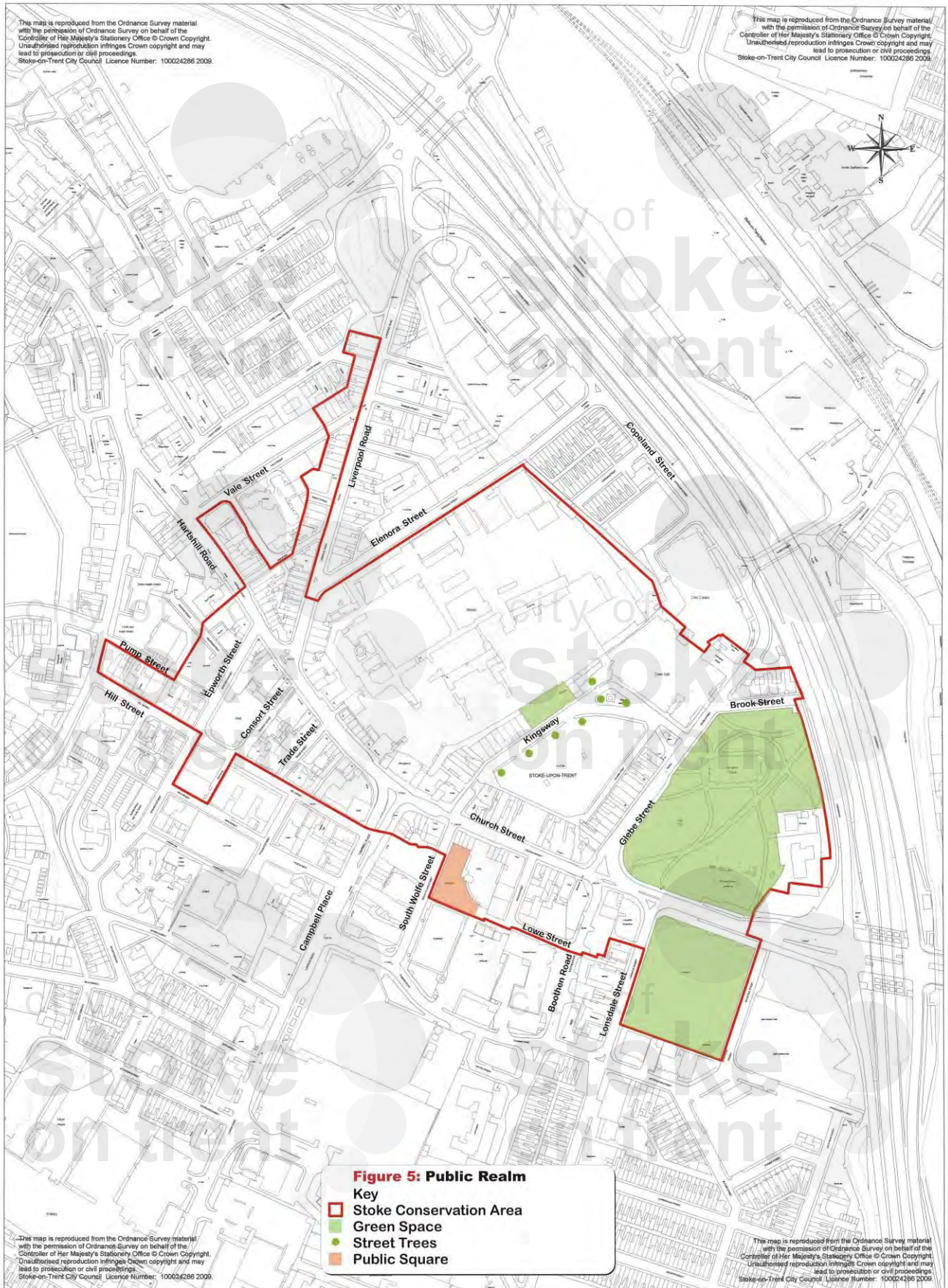
Figure 5: Public Realm map

Figure 6: Gap Sites map

Listed buildings list descriptions

These provide the essential first step in identifying what it is that is protected by law and what it is that makes the building of special architectural or historic interest. They are not comprehensive inventories of everything that is significant about a building and nothing should be dismissed as unimportant simply because it is not described in the list description.







1 BROOK STREET

**1 Brook Street,
Stoke
ST4 1JN**

GRADE II

National Ref No: 1195824

GRID REF: 387938E 345276N

HARTSHILL AND PENKHULL WARD

DATE LISTED: 31 October 1980

STOKE CONSERVATION AREA

LAST AMENDED: N/A

LIST DESCRIPTION

Offices, formerly dwelling. Circa 1870. Brick with stone dressings and plain tiled roof. 2-storeyed, built on angle of Brook Street and Glebe Street in Tudor Gothic style, with angled bay across the corner containing doorway in 4-centered arch with foliated spandrels and hood mould over, and oriel bay window above. 2 gabled bays to Brook Street, with mullioned and transomed windows of 4 and 2 lights (some renewed), set beneath flat hood moulds carried on corbels.

5 TERRACE HOUSES, 2 TO 6 BROOK STREET,

**2 to 6 Brook Street,
Stoke
ST4 1JN**

GRADE II

National Ref No: 1220146

GRID REF: 387948E 345278N

HARTSHILL AND PENKHULL WARD

DATE LISTED: 03 August 1971

STOKE CHURCHYARD CONSERVATION AREA

LAST AMENDED: 15 March 1993

LIST DESCRIPTION

Terrace of 5 house now in use as offices, all that remains of a longer row. Yellow brick with stone dressings and Welsh slate roofs.

2-storeyed raised on a basement, each unit of 2 bays: a narrow bay with doorway in recessed porch and a wider gabled bay with full height canted bay windows. Each unit is a mirror image of its neighbour, with paired entrances in a single arched recess. Stuccoed 2-centred arch to porches, Gothic traceried panels to inner doors, and mullioned and transomed windows over (some renewed), and stone mullioned and transomed lights to bay windows. Coped gables and parapet eaves. Axial stacks (renewed). Entrances approached up steps with cast-iron railings which return along the frontages. The houses were part of a controlled development by the church aimed at attracting the wealthy to live in Stoke.

THE GLEBE HOTEL

**35 Glebe Street,
Stoke
ST4 1HJ**

GRADE II

National Ref No: 1220352

GRID REF: 387929E 345309N

HARTSHILL AND PENKHULL WARD

DATE LISTED: 23 November 1989

STOKE CONSERVATION AREA

LAST AMENDED: N/A

LIST DESCRIPTION

Public House. Early 19th Century. Painted stucco with Welsh slate roof, hipped to left and stucco ridge and end stacks, in part truncated. Corner site. 3 storeys. 3-window range of cross windows in moulded stucco frames with pediments. 2-light casements in stucco frames to second floor. On the ground floor a central doorway with 3-light window to the left and 4-light window to the right. These windows have arched heads to the lights with leaded glazing and fine stained glass roundels with Morris/Burne-Jones style profile heads within them and slender colonettes dividing them. Moulded pilasters either side. Front to Aqueduct Street has similar fenestration (no pediments to the first floor) with similar 3-light arched-head window on ground floor to the right and doorway and further window to the left. On the canted corner a doorway with cross window with curved pediment on the first floor and 2-light casement on the second floor. Stucco quoins to either side. Moulded cornice on both fronts at eaves level. 2-storey wings to the rear. One of a significant group of buildings including the Town Hall.

PARISH CHURCH OF ST PETERS AD VINCULA

Glebe Street,
Stoke.
ST4 1LP

GRADE II

National Ref No: 1297936

GRID REF: 387930E 345210N

HARTSHILL AND PENKHULL WARD

DATE LISTED: 02 October 1951

STOKE CONSERVATION AREA

LAST AMENDED: N/A

LIST DESCRIPTION

Parish Church. 1826-1830 by Trubshaw and Johnson, renovated inside in 1888. Ashlar faced. Commissioners Gothic style, with west tower, nave and two isles, chancel. West tower of 3 stages with polygonal angle buttresses forming pinnacles to parapet which also has blank traceried battlements. Simple chamfered arch to west door with hood mould carried on corbel heads. 3-light window with transom over, clock, and paired lights to bell chamber. Door in flat porch against south wall. Aisles divided into 5 bays by buttresses with crocketed pinnacles. 3-light traceried window with transom in each bay with stained glass in lower panels. Chancel of 2 bays with large polygonal angle buttresses, and 5-light Perpendicular style east window. Interior reported as having Saxon font, stained glass east window by David Evans and monuments including those to Josiah Wedgwood by Flaxman (Relief portrait medallion), Josiah Spode II and John Bourne.

RUINS OF EARLIER CHURCH ST PETER'S AD VINCULA THE ARCHES

Glebe Street,
Stoke.

GRADE II

National Ref No: 1195795

GRID REF: 387947E 345132N

HARTSHILL AND PENKHULL WARD

DATE LISTED: 02 October 1951

STOKE CONSERVATION AREA

LAST AMENDED: N/A

LIST DESCRIPTION

Ruins of earlier church, reassembled by Charles Lynam in c.1881. 2 moulded stone arches with polygonal responds and cylindrical central shaft with flying buttresses infilled with brick, and with tiled coping over. Remains of another shaft further east, and stone footings marking the site of the altar. The former church

was demolished, and the stones were subsequently rediscovered by Charles Lynam, who re-erected them on their approximate original site.

CHEST TOMB TO JOHN FENTON

Glebe Street,
Stoke.

GRADE II

National Ref No: 1195834

GRID REF: 387939E 345119N

HARTSHILL AND PENKHULL WARD

DATE LISTED: 15 March 1993

STOKE CONSERVATION AREA

LAST AMENDED: N/A

LIST DESCRIPTION

Chest Tomb. 1694, restored in 1888. Stone. Chest with balustrade-like pilasters at angles, and inscriptions on the long sides, in memory of John Fenton, flanked by cherubs heads and drapes.

HEADSTONE OF HERBERT STANSFIELD

Glebe Street,
Stoke.

GRADE II

National Ref No: 1297958

GRID REF: 387946E 345163N

HARTSHILL AND PENKHULL WARD

DATE LISTED: 19 April 1972

STOKE CONSERVATION AREA

LAST AMENDED: N/A

LIST DESCRIPTION

Headstone. 1799. Stone. Commemorates Herbert Stanfield. The inscription is surrounded by allegorical figures and emblems of freemasonry.

CHURCHYARD CROSS FRAGMENT

Glebe Street,
Stoke.

GRADE II

National Ref No.: 1195794

GRID REF: 387888E 345169N

HARTSHILL AND PENKHULL WARD

DATE LISTED: 02 October 1951

STOKE CONSERVATION AREA

LAST AMENDED: 15 March 1993

LIST DESCRIPTION

Fragment of Anglo-Saxon cross. Stone. Identified by Charles Lynam and re-erected by him in mid 19th century. Tooled base and surrounding railings are early 19th century, and the shaft itself, which is some 4ft high, is enriched with interlace and key patterns.

CHEST TOMBS OF GARNER FAMILY

Glebe Street,
Stoke.

GRADE II

National Ref No: 1220376

GRID REF: 387913E 345128N

HARTSHILL AND PENKHULL WARD

DATE LISTED:

STOKE CONSERVATION AREA

LAST AMENDED:

LIST DESCRIPTION

Pair of Chest Tombs. Late 18th Century. Stone. The larger tomb commemorates members of the Garner family who died in 1789 and 1837. Inscriptions on long sides which have moulded pilasters like balusters at angles. Smaller tomb with fluted moulded angle pilasters in memory of Garner children who died in 1768 and 1778.

NOTE: Garner's children's tomb is demolished. Some of the stone slabs are intact but have fallen over.

CHEST TOMBS & HEADSTONE OF CARR Warburton & Berry

Glebe Street,
Stoke.

GRADE II

National Ref No: 1220365

GRID REF: 387905E 345127N

HARTSHILL AND PENKHULL WARD

DATE LISTED: 15 March 1993

STOKE CONSERVATION AREA

LAST AMENDED: N/A

LIST DESCRIPTION

4 Chest Tombs and a headstone. Early 18th century, late 18th century early 19th century. Stone. The tombs which are all similarly detailed with inscribed slabs forming the long sides and angle pilasters like balusters, commemorates members of the Carr, Berry and Warburton families who died between 1776 and 1846. Berry tomb inscribed on the top slab, the base repaired in brick. Across the east end of this tomb, there is a headstone with 2 round arched panels - no longer legible, but probably early 18th century.

CHEST TOMB OF WHALLEY & BROADE FAMILY

Glebe Street,
Stoke.

GRADE II

National Ref No: 1195793

GRID REF: 387895E 345186N

HARTSHILL AND PENKHULL WARD

DATE LISTED: 15 March 1993

STOKE CONSERVATION AREA

LAST AMENDED: N/A

LIST DESCRIPTION

Pair of Chest Tombs. 1796-1844. Inscribed in moulded panels on the long sides, with angle pilasters. Commemorate members of the Whalley and Broade families.

CHEST TOMBS OF SMITH FAMILY

Glebe Street,
Stoke.

GRADE II

National Ref No: 1220391

GRID REF: 387930E 345192N

HARTSHILL AND PENKHULL WARD

DATE LISTED: 15 March 1993

STOKE CONSERVATION AREA

LAST AMENDED: N/A

LIST DESCRIPTION

Group of 4 Chest Tombs. 1798-1866. Stone. Commemorating members of the Smith family of Penkhull, the tombs are raised on a now broken plinth, and each has angle pilasters like balusters, and inscribed panels with moulded frames.

CHEST TOMBS OF SPODE FAMILY

Glebe Street,
Stoke.

GRADE II

National Ref No: 1297937

GRID REF: 387863E 345152N

HARTSHILL AND PENKHULL WARD

DATE LISTED: 15 March 1993

STOKE CONSERVATION AREA

LAST AMENDED: N/A

LIST DESCRIPTION

Chest tombs of Spode Family. 1793-1827. Stone. 5 chest tombs raised on a mount. Each has 2 simply moulded panels in each long side, with inscription, and a blind oval panel on the short side. Some also have fluted pilasters at angles. They commemorate members of the Spode family who died between 1797 and 1827.

STOKE TOWN HALL

Glebe Street,
Stoke.

GRADE II

National Ref No: 1297959

GRID REF: 387879E 345290N

HARTSHILL AND PENKHULL WARD

DATE LISTED: 19 April 1972

STOKE CONSERVATION AREA

LAST AMENDED: 15 March 1993

LIST DESCRIPTION

Town Hall. Central block of 1834, by Henry Ward, the north wing added in 1842 and the south wing added sometime after 1850. Ashlar faced, flat roofed. 2-storeyed, 5 bays, the outer and central sections of 3 and 5 bays, advanced. Central section forms entrance portico with 3 archways to ground floor beneath Ionic columns carrying deep entablature and elevated pediment. Windows with shouldered architraves set behind these columns. Outer bays also pedimented, with Ionic pilasters to first floor, segmentally arched windows

below. These sections are linked by flanking blocks of 5 bays, with segmentally arched windows. Rusticated basement storey throughout, with ashlar above. Balustrade runs along front, over cellar area. Return elevation to Kingsway of 3 bays with heavy broken entablature to central doorway which has architrave with Ionic shafts banded with rusticated blocks. One bay recessed beyond contains archway to rear yard, with heavy volute and swags over, and open peristyle with Ionic columns above. Adjoining to the SW, Kings Hall and Jubilee Hall were added in 1911, by T.Wallis and J.A.Bowden. 2 storeys, 9 principal bays, the central 3 contained beneath a pediment, and advanced slightly. Central door is in heavy surround beneath Ionic columns flanked by full height archways. Outer doorways enriched with heavy moulded architrave and pediment. Detailing throughout is Mannerist in inspiration: exaggerated detailing to doorways with heavy volutes and swags, concave moulding around windows, broken pediments. Long range links this entrance block with the Town Hall, with oculi over doorways.

TOMB OF JOSIAH WEDGWOOD

**Glebe Street (south east side).
Stoke.**

GRADE II

National Ref No: 1260262

GRID REF: 387927E 345126N

HARTSHILL AND PENKHULL WARD

DATE LISTED: 15 March 1993

STOKE CONSERVATION AREA

LAST AMENDED: N/A

LIST DESCRIPTION

Tomb. Circa 1795. Stone. Squared paved area with edge coping probably covering a vault. Originally had iron railings. Central raised panel, probably later, inscribed: Josiah Wedgwood 1730-1795. Josiah Wedgwood was buried at the entrance the original church of St. Peter ad Vincula (demolished 1829), rather than inside the church because he was not a member of the Church of England.

SPODE POTTERY: BUILDINGS AROUND NORTH-WEST COURTYARD, INCLUDING ENTRANCE GATE, GATE PIERS AND REMAINS OF BOTTLE KILN

Church Street, Stoke

GRADE II

National Ref No: 1392359

GRID REF: 387624E 345297N

HARTSHILL AND PENKHULL WARD

DATE LISTED: 21 December 2007

STOKE CONSERVATION AREA

LAST AMENDED: N/A

LIST DESCRIPTION

The buildings stand in the north-western corner of the Spode factory site. They extend northwards from what was the main entrance and are arranged around the north, east and west sides of the 'China Bank' courtyard.

They are of post-1829 date with later alterations, dating from the early years of the Copeland epoch of the firm's history. They are constructed of red brick with slate roofs, and some stone detailing.

Each building is described in turn working north from the entrance on Church Street, then clockwise around the north-western courtyard. The early C20 shops and signage which front Church Street are not included.

LODGE, GATE PIERS AND GATES (SJ8763245271): A distinctive bow fronted counting house or lodge forms part of an ensemble of buildings defining the principal entrance to the factory site. It is built in brick of two stories under a slate roof. It has a continuous multi-pane window which curves around at ground floor level with two six by six sliding sashes at first floor level. There is a dentilled eaves cornice and string course between the ground and first floors. The north façade of the building appears to have been refronted as the dentilled eaves do not continue around on this face, although an eight over eight pane sliding sash on this facade appears to be original. The remainder of the building has had new window and door openings at both ground and first floor levels. A curving external stair provides access to the first floor. In front of the lodge are large square brick gate piers surmounted by lanterns with coloured glass. The gates, which probably date from the late C19, are of cast iron and formerly carried the company name.

BUILDING TO NORTH OF LODGE (SJ8763045280): This building, used as offices at the time of inspection (2007), is also largely of this earlier 1833 date. It is also of brick with a dentilled eaves cornice under a pitched slate roof. There are a series of two- and four-light top hung casements under segmental arches at ground floor and a variety of C20 windows in original flat arched openings at first floor. A door and window opening and window under a concrete lintel have been inserted at ground floor level. The building extends over a carriage arch towards the lodge. Internally the building has been altered.

RANGE TO WEST AND NORTH OF COURTYARD (SJ8761645301): After entering the site from Church Street, to the left (north) is the so-called 'China Bank' courtyard. A four storey range, now used as a shop, stores and offices, stands to the west facing east onto the courtyard. It is constructed of brick under a slate roof with three truncated stacks. It is single depth and built on an undercroft, possibly the foundations of the building which formerly stood on the site, which is slightly deeper and contains examples of Copeland tiles which are fixed on built-in benches within the undercroft. The building was originally three stories with a fourth storey added later in the C19. As originally built, the building was symmetrical with a regular pattern of windows and doors under segmental arches at ground floor which was repeated at first and second floor. The third floor which was added is taller with a series of nine tall three light top hung paned casements. As originally constructed the building was fireproofed to all floors (jack-arched construction is still in situ).

The building has been extended to the north on a diagonal to connect it with an earlier range on the north west side of the courtyard. This extension is also of three stories under an apparently flat or shallow pitched roof. It has a door and window at ground floor level and paired windows under segmental arches at first and second floor. A single tall three light window on the third floor is similar to those on the main range of the warehouse. The building to which it is attached is of two storeys, constructed of brick under a slate roof. It is of seven bays and curves to join the showrooms to the east via a carriage arch. It has a series of six over six pane sliding sash windows under stone lintels, set within recessed blind arches separated by brick pilasters; all over a brick pediment defined by a projecting string. The first floor windows are recessed four over eight pane sashes with stone lintels set on a continuous projecting string. This range has a delicately moulded eaves cornice.

Some internal detailing survives including a stone stair (thought to have originally been an external stair) within the three storey extension and some ceiling roses, cornicing and joinery. The well-known Spode Museum is currently housed within the building. This incorporates a number of free-standing and fixed display cabinets showcasing part of the extensive Spode collection.

SHOWROOMS (SJ8762545320): the buildings to the east of the courtyard are connected to the previous range via a three storey extension over a flat arched passageway. At the time of inspection the building was used as showrooms for the company, replacing earlier ones which fronted Church Street during the C19.

The principal range is of three storeys and has an eight bay, roughly symmetrical façade of brick under a hipped slate roof. A projecting flat-roofed entrance porch has been added at the north of the façade as part of the 1930s refitting of the showrooms within. There is a further door placed centrally, flanked by paired windows under segmental arched heads; windows at first floor are also segment-headed whilst those at third floor have stone sills and lintels. There is a slight projecting string course immediately above the windows at ground floor. An arched passageway formerly provided access around an adjacent bottle oven. Internally, the showrooms comprise the 'Blue Room', a long room at the front of the building, open to the braced king post roof and housing the famous blue transfer collection of the firm and a larger showroom to the rear. The 1930s porch gives access to a stair hall, panelled to dado height in light wood with a sweeping stair with a panelled wreathed balustrade surmounted by a brass handrail and lit by a tall arch-headed stair window with margin glazing. This leads to the imposing first floor showrooms housed in a 1930s rear extension. The showrooms are accessed through paired double doors and are panelled with wood block parquet flooring. The doors are rich wood with a contrasting inlay to give the impression of a door panel and have brass door furniture. A deep, gently curving cornice provides a transition to the recessed skylight which occupies most of the ceiling. A series of recessed glass-fronted and panelled niches provide display space for some of the fine collection of Spode pottery retained by the firm, including exceptionally rare examples of their best work.

REMAINS OF BOTTLE KILN (SJ8763145309): Adjoining the southern end of the building is the base of a bottle kiln: the only visible reminder of this essential component of a pottery works. Constructed of brick it stands to only about 20 courses and comprises only the internal structure; the brick hovel, the iconic bottle-shaped cover and neck, has gone. It retains two rows of iron bands, or bonts, and a series of brick arched firemouths.