Report to the East Area Committee (16/09/2025) and Planning Committee

21 October 2025

Wards: Southcoates

Broadway Conservation Area Character Appraisal & Management Plan

Report of the Assistant Director for Economic Development & Regeneration, Alex Codd.

Report Status:
This item is not exempt

1. Purpose of the Report and Summary

1.1. To provide an update on the completion of public consultation for the Broadway Conservation Area Character Appraisal & Management Plan.

1.2. To recommend the proposed adoption and publication of the Broadway Conservation Area Character Appraisal & Management Plan.

2. Recommendations

2.1. That the draft Broadway Conservation Area Character Appraisal & Management Plan should be adopted and published.

3. Reasons for Recommendations

3.1. The following report confirms how public consultation has been completed for updates to the Broadway Conservation Area and that proposals can now be progressed for adoption.

3.2. Following public consultation, the Council has considered feedback received which has been reflected in the Character Appraisal & Management Plan now presented to the Committee, thus ensuring compliance with section 71(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 that requires the Council from

'time to time' to formulate and publish proposals for the preservation and enhancement of its Conservation Areas.

3.3. Planning Committee have delegated authority to approve that planning documents, including character appraisals, are adopted and published.

4. Key Organisational Impacts

4.1. Impact on other Executive Committees (including Area Committees) and decision makers:

4.1.1. Area Committee have delegated authority to approve that the report is presented to Planning Committee.

4.1.2. Planning Committee will determine the Recommendation.

4.2. Contribution to the delivery of the Community Plan, the Council Plan and/or Area Plans:

4.2.1. By undertaking the re-survey of the Broadway Conservation Area the Council complied with Ambition 6 – 'Out Culture, Our Heritage Our City'. The preparation of the Character Appraisal meets the objective of allowing understanding and appreciation of the City's Heritage. The proposed Character Appraisal celebrates and identifies the unique characteristics of Broadway and the B.O.C.M. Garden Village.

4.3. Impact on other key strategies/business plans:

4.3.1. None

4.4. Equalities Impact Information

4.4.1. The proposed Broadway Character Appraisal & Management Plan (CAMP) does not include any proposals or policies which would impact upon an individual or group with a protected characteristic. There is no identified equality impact resulting from the proposed recommendation.

5. Consultation

5.1. Public consultation was undertaken between the 8 March and 20 April 2025. This includes the display of site notices, press notice, press releases, consulting national and local heritage groups, hosting a public meeting and creating an online survey form on the Council's Yoursay platform. Details of feedback received are outlined in section 7.2.

6. Background

6.1. A report was presented to East Area and Planning Committees on the 14 January 2025 and 21 January 2025, respectively, which approved the recommendation to undertake public consultation on a draft Character Appraisal and Management

Plan (CAMP). The report also gave a background on the designation of the Broadway Conservation Area and details of when it was last re-appraised.

6.2. Public consultation has subsequently been completed and the draft CAMP amended to reflect feedback received.

7. Issues for Consideration

7.1 A summary of the feedback received to the Broadway Conservation Area (BCA) public consultation is outlined as followed:

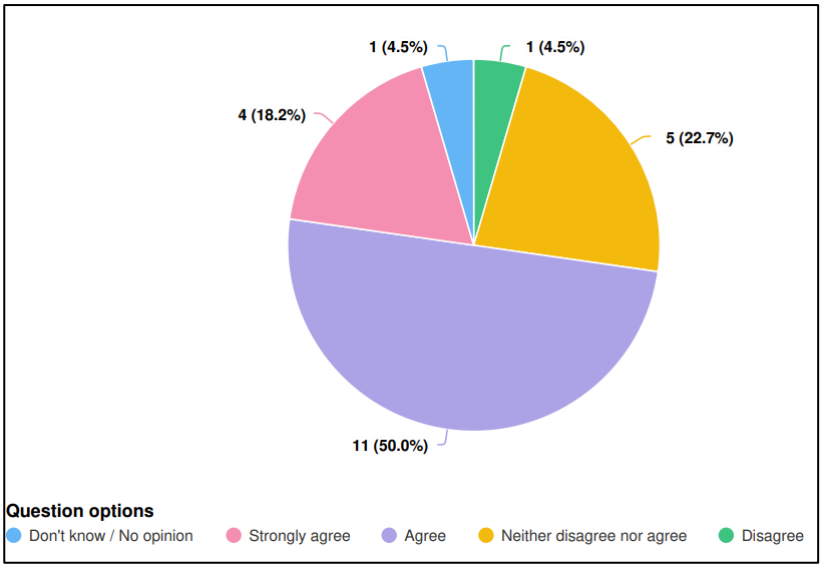
- Letter from Historic England
- 4 attendees to public meeting, of which two completed a survey form.
- 22 completed survey forms.

7.2. Feedback from Historic England endorsed the Character Appraisal, which set out actions in the management plan. Additional feedback received from Historic England and how this has been actioned is demonstrated in the below table:

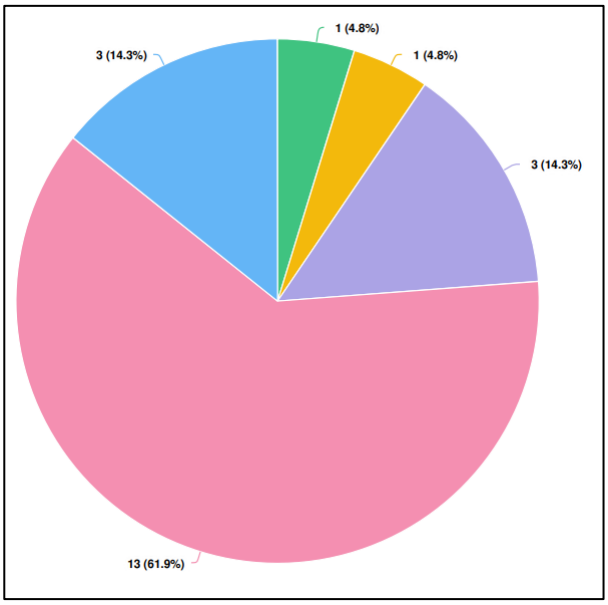
Feedback	Action
That the documents are proofread to correct typographical, grammar and formatting errors.	Document has been proofread.
For Section 8 – Boundary Treatments & Gardens' – That details of hedge boundary treatments should be formalised to prescribe a uniform height of front boundaries, fences and walls.	Additional information added to page 35 of the CAMP.
To add an additional point to the 'SWOT' analysis for front boundaries.	Bullet point added to page 29.
That consideration should be given to the publication of design guidance specifically around front boundaries and verges. This is to manage sympathetically controlling parking.	Additional information added to page 35 of the CAMP.

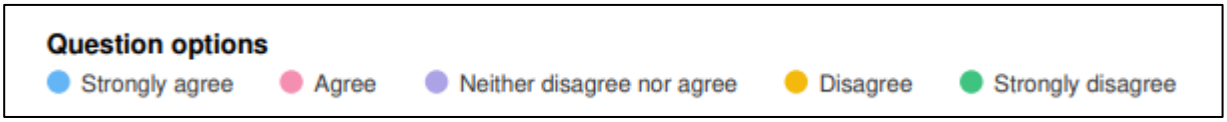
7.3. In total 22 online survey forms were completed, and of these a majority were resident within the BCA. Of those who responded there was a good understanding that Broadway is a conservation area but only 11 responders knew where to find guidance for the heritage asset. Feedback received confirmed that residents also identified the BCA as being in a good condition.

7.4. The survey identified that of those who responded a majority identified that the character appraisal was an accurate reflection of the area:



7.5. A majority also supported the content of the Management Plan:





7.6. Relevant qualitative feedback received from the survey responses and how this has been action are outlined in the following table:

Feedback	Action
"Gaslights have been removed which drastically changed the character of Seafield Avenue. New street lighting is not fit for purpose and looks bad."	The loss of historic streetlights has been added to the SWOT analysis.
Comments received on telegraph poles:	Telegraph Poles are subject to a prior notification period. Once grounds for

• *MS 3, Connexin and KC poles have destroyed the vista for all properties within the cul de sac."* • *"The newly erected telephone posts are an eyesore and not in keeping with the area."*	objection have been resolved their installation cannot be controlled by the Local Authority. As such, whilst the negative impacts of the works can be acknowledged, no additional controls can be introduced.
Comments on guidance for front gardens: • *"The proposed management of alterations to front gardens contradicts the green agenda in respect of private transport and the push towards electric vehicles and the prohibition of ICE vehicles. Residents of conservation areas will be conflicted by these demands and suffer loss if unable to develop off street parking and charging of electric vehicles. There are a large proportion of dwellings already with hard landscaped front gardens, it would appear that further management will be too little too late."* • *"I believe that support and suggestions to help blend driveways with green spaces would be well sought after."* • *"Not much can be done about the front gardens now as most are used as car parking including mine."*	No proposals are being put forwards to introduce additional restrictions of changes to front gardens. The content of the CAMP is therefore advisory, unless works are non-permitted development. The CAMP draft includes guidance on appropriate methods of conversions of front gardens.
Several comments received on parking and use of cars: • Using Portobello Street as a cut through. • Negative impact of cars passed on the grass verges between Broadway and Seafield Avenue. • On-street parking.	On street parking and traffic has been added as a weakness to the SWOT analysis.
Several comments received on the loss of grass verges and their replacement with grasscrete.	The importance of grass verges is recognised through the CAMP. Negative impacts are identified within the SWOT analysis

Comments received on the management of trees: • *"The trees on Seafield Avenue are rarely pruned and tidied to reduce bulk and maintain a desired shape. Seafield Avenue seems to be overlooked as trees on The Broadway are seen to regularly."* • *"Prune the existing trees to improve the quality of light down Seafield ave and remove the poles etc."* • *"Trees must have preservation orders otherwise the greenery will be gone before you know it. the council should support the right to grow initiatives in bowling circle."*	The management of trees fall outside the scope of this report. The matter should be referred to Streetscene services. The designation of the conservation area provides overall requirements for permission for the felling and pruning of trees.
"Many new roofs have appeared in the area over the years in which some are not in character."	The negative impact of inappropriate changes to roofs is recognised within the CAMP.
"Not many hedges remain which is detrimental to wildlife and maybe people could be encouraged to re plant in the back gardens"	The important of hedges and potential for enhancement of the conservation area by their re-instatement is recognised within the CAMP.

7.7. Having reviewed relevant feedback and made amendments to the CAMP, it is considered expedient to adopt and publish the long version of the Broadway Conservation Area Character Appraisal and Management Plan, submitted as Appendix 1, and short version submitted as Appendix 2.

8. Options and Risk Assessment

8.1. The recommendations would ensure the Council's compliance with the requirements of sections 69 and 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990. The Act introduces a requirement for the Council to review its Conservation Areas from time to time and to adopt management guidance for their preservation and enhancement. The recent survey has determined that the area should be retained as a Conservation Area and proposes the adoption of a Character Appraisal and Management Plan, which provides guidance for its future management. This will allow any decisions to be made in accordance with published guidance, which has undergone full public scrutiny and is published in accordance with the Council procedure.

8.2. Failure to adopt recommendations will result in the Conservation Area having an out-of-date Character Appraisal (adopted April 2010), which does not comply with

recent planning policy or relevant management guidance. The Council would therefore not have an up-to-date evidence base for determining planning applications or defending itself in appeals for areas falling within the Broadway Conservation Area.

9. Comments of the Monitoring Officer (Town Clerk)

9.1. The report concerns proposed updates to the Broadway Conservation Area thereby complying with National Planning Policy Framework (Paragraph 204) and legislative requirements (Section 69 and 71 of the Planning Listed Buildings and Conservation Areas Act 1990). It is noted that consultation requirements have been met, and the appropriate delegations are accurately detailed. Therefore, option 8.1 is supported.

10. Comments of the Section 151 Officer (Director of Finance and Transformation)

10.1 The content of the report is noted.

11. Comments of the Assistant Director OD & HR and compliance with the Equality Duty

11.1 The content of the report is noted. There are no staffing or equality issues arising for the council from this decision.

12 Comments of Overview and Scrutiny

12.1 This report has not been subject to pre-decision scrutiny. (Ref, Sc8875)

13. Comments of the Portfolio Holder

13.1 I am happy to support the publication of the Broadway Conservation Area Character Appraisal and Management Plan. This follows appropriate consultation with those affected and the comments received during that are reflected. (PF0038)

Assistant Director of Economic Development & Regeneration

Contact Officer: Stephen Walker Telephone No.: 01482 612124

Officer Interests: None

Background Documents: -

Appendix 1 - Broadway Conservation Area CAMP

Appendix 2 - Broadway Conservation Area CAMP (Short Version)

Implications Matrix

This section must be completed and you must ensure that you have fully considered all potential implications

This matrix provides a simple check list for the things you need to have considered within your report

If there are no implications please state

I have informed and sought advice from HR, Legal, Finance, Overview and Scrutiny and the Climate Change Advisor and any other key stakeholders i.e. Portfolio Holder, relevant Ward Members etc prior to submitting this report for official comments	Yes
I have considered whether this report requests a decision that is outside the Budget and Policy Framework approved by Council	n/a
Value for money considerations have been accounted for within the report	n/a
The report is approved by the relevant Director/Assistant Director	Yes
I have included any procurement/commercial issues/implications within the report	N/A
I have considered the potential media interest in this report and liaised with the Media Team to ensure that they are briefed to respond to media interest.	Yes
I have included any equalities and diversity implications within the report and where necessary I have completed an Equalities Impact Assessment and the outcomes are included within the report	Yes
Any Health and Safety implications are included within the report	N/A
Any human rights implications are included within the report	N/A

I have included any community safety implications and paid regard to Section 17 of the Crime and Disorder Act within the report	N/A
I have liaised with the Climate Change Advisor and any environmental and climate change issues/sustainability implications are included within the report	N/A
I have considered how the decision may contribute or impact on culture and heritage within the city.	Yes
I have included information about how this report contributes to the Community Plan/ Area priorities within the report	Yes
I have considered the impact on air quality, carried out an appropriate assessment and included any resulting actions or opportunities necessary to improve air quality in the report.	N/A