



# WARWICK CASTLE

MASTERPLAN

JANUARY 2020









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# I.THE MASTERPLAN DOCUMENT

## Introduction to Warwick Castle

I.1 Warwick Castle is branded as ‘Britain’s Ultimate Castle’ where guests are invited to experience the fun of real history. From its origins in 1068, the Castle has developed in various phases, starting as a simple defensive fort to a substantial stately home. Unlike many Castles in Britain, Warwick is substantially intact — that presents opportunities and challenges in itself — and has over 1,000 years of history to present to its guests.



I.2 The Castle’s location, effectively within the town of Warwick, its proximity to neighbours, private ownership structure, extent of heritage designations and scale of the buildings create the context within which it is managed. This context is relatively complex, presenting a variety of challenges. The solution to these requires a balance to be reached. The purpose of this document is to explain the various facets of Warwick Castle, the challenges it faces and thoughts about the solutions that will be proposed over the next decade or thereabouts. These are framed by longevity of the Castle — whereby many interventions made are only now in place for a relatively short period of time — and the universal expectation and desire that the Castle remains in good condition for centuries to come.

I.3 Warwick Castle and its grounds are located on the south-east of Warwick town centre and extends to 42ha. Warwick Castle is designated a Grade I Listed Building and, in part, a Scheduled Monument (SM). The Castle and its grounds are Grade I listed on English Heritage’s Register of Park and Gardens and are located within the Warwick Conservation Area.

I.4 The Castle is also surrounded by a number of buildings and landscapes which are of high heritage value. These include the Stables, marking the main north entrance to the Castle (Grade II\*), 5 Castle Street (Grade II listed), a portion of the boundary wall to Warwick Castle abutting part of Castle Lane (Grade II) and the Conservatory (Grade II\*) located to the west of the site.

I.5 Merlin Entertainments Group (MEG) has owned and managed Warwick Castle, since the acquisition of The Tussauds Group (TTG) in 2007. MEG is the leading name in location-based, family entertainment and is Europe’s Number one and the world’s number one visitor attraction operator. Merlin now operates C 120 attractions, 13 hotels, 5 holiday villages in 24 countries and across 4 continents. As a leading global business, MEG expects each visitor attraction to meet high standards, especially in meeting or exceeding visitor expectations.

I.6 The Castle was sold by Lord Brooke in 1978 to The Tussaud’s Group. Whilst the Castle had been open to the public, it required significant investment and expertise to manage the property as a high quality visitor attraction. Since 1978, an extensive investment and refurbishment programme has been undertaken to ensure the fabric of the Castle and grounds are enhanced and maintained. The continued attraction of visitors to the Castle is vital for its economic viability and to ensure that funds are available for the upkeep of the heritage assets. As public sector funding is not available to the Castle, it is critical that it is able to continue to attract visitors and investment to continue the extensive heritage restoration programme and offer visitors the experience and standards they expect from a visitor attraction in the 21<sup>st</sup> Century.



Warwick Castle



### Policy Background

**I.7** This Masterplan responds to the Local Plan (adopted September 2017) and in particular Policy CT6. This policy states that development at Warwick Castle should be brought forward in line with an approved Masterplan.

**I.8** It is intended (as set out in Policy CT6) that the Masterplan will provide the framework within which planning applications will be determined and will identify:

- the physical and economic context of the site;
- the significance of heritage assets within the vicinity and how they will be sustained and enhanced;
- the development principles for future proposals;
- the location of developments and how they relate to the heritage assets; and,
- how the proposals support the vitality and viability of the local economy.

**I.9** The Local Plan recognises tourism as a key part of the local economy and the Council's strategy seeks to positively promote and actively deliver tourism. The District's cultural assets and visitor facilities should therefore be supported to grow and improve in ways which maintain their attractiveness and integrity, particularly those assets associated with the historic environment. Policy CT6 supports the role of Warwick Castle as a nationally / internationally renowned attraction at the same time as ensuring the significance of the local heritage assets (including the Castle itself) are sustained and enhanced. It is also important that the mix of activities on offer within the Castle grounds allows both the Castle and the Town Centre to play to their strengths to the mutual benefit of both.

### Purpose of the Document

**I.10** Competition within the leisure industry and the expectations of visitors to leisure attractions and accommodation continues to grow, including expectations about the quality of the leisure experience, whether it is places to stay or visit. Leisure operators need to refresh and renew their facilities in order to attract and maintain visitors, including “repeat” visitors.

**I.11** The approach for future development at Warwick Castle has to address its context. The Castle is one of a limited number of heritage based visitor attractions across the country which is privately funded and, unlike many other visitor attractions, does not benefit from public funding. It is, therefore, essential for MEG, over and above other operators, to ensure it can continue to appeal to all audiences.

**I.12** To remain ‘attractive’ to visitors the Castle has to be managed and operated in a way that meets customer’s expectations and provides a ‘day out’ that is as good as, or better than, the competition provides. In the leisure and tourism sector the competition is wide. When deciding on how to spend leisure time, potential visitors to the Castle will have a wide range of options, not just other heritage attractions. The Castle has to provide the ‘services’ to compete in its market.

**I.13** The facilities and services provided at other leisure / visitor attractions influence the expectation of visitors. Some examples are set out later in this document. These set the context within which the Castle operates.

**I.14** It is only with visitors to the Castle that money is generated to employ staff and, importantly, maintain the fabric of the buildings and grounds. The extensive work undertaken will be summarised later in this document.

**I.15** This document provides a snapshot of how Warwick Castle and its grounds have developed throughout its history, as well as establishing the ‘Vision’ for the Castle over about the next 10 years (to the mid-2020s).

**I.16** Responding to the policy background, this document is the final draft of the future masterplan for the site. This document therefore:

- Provides a brief history of Warwick Castle (Section 2.0);
- Outlines the background information on the relevant Planning and Heritage Policy and Guidance (Section 3.0);
- Identifies the site context for the Castle (Section 4.0);
- Explains the visitor attraction market (Section 5.0);
- Presents an assessment of the Heritage and Economic Impacts of Warwick Castle (Section 6.0);
- Sets out the proposed Masterplan concepts and guiding principles for projects (Section 7.0); and,
- Takes a look forward, setting the Vision for Warwick Castle that will support its continuing success (Section 8.0);
- Explains the Stakeholder and public consultation undertaken on the Masterplan (Appendix 4).



Show in the courtyard



## 2.A BRIEF HISTORY



The Mound at Warwick Castle

### The Early Years

**2.1** The first castle at Warwick was erected in 1068 as one of the earliest fortifications in the kingdom established by William the Conqueror. The motte (the mound) and bailey (enclosed courtyard below the mound) structure of the original Castle was a Norman importation. It was built partly on the remains of an Anglo Saxon burgh (fortified dwelling) which was established on the site in 914. The motte and bailey would have been very different from the Castle seen today, but the general plan form is likely to have been similar, in terms of the partially rectangular mound to the south-west and the enclosed bailey to the north-east.

**2.2** The motte and bailey structure was erected on a hill rising above the River Avon (Figure 2.1). This offered the greatest vantage point across the land and enabled 'The Mound' to provide the Castle with a strong defensive system. Dwellings and ancillary uses were then established within the bailey in close range of the Castle. A timber fence encompassing the top of 'The Mound' and bailey was used to define this.

**2.3** By about 1260, stone had replaced wood as the principal building material. The Gatehouse, defensive corner posts and the main building (which is now the site of the house) had been built on the riverside wall of the Courtyard. Figure 2.2 illustrates the resultant changes to the external appearance of the Castle and its defensive boundary. This marked the start of Warwick Castle's role, alongside Windsor Castle, in the rise of English power.

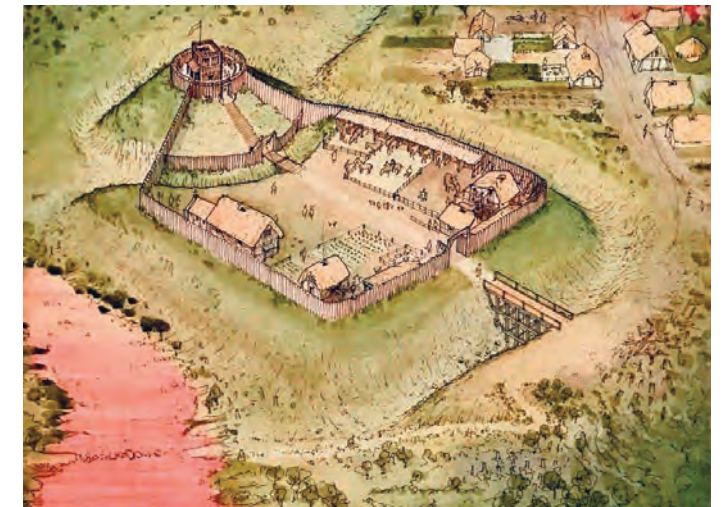


Figure 2.1: c.1070



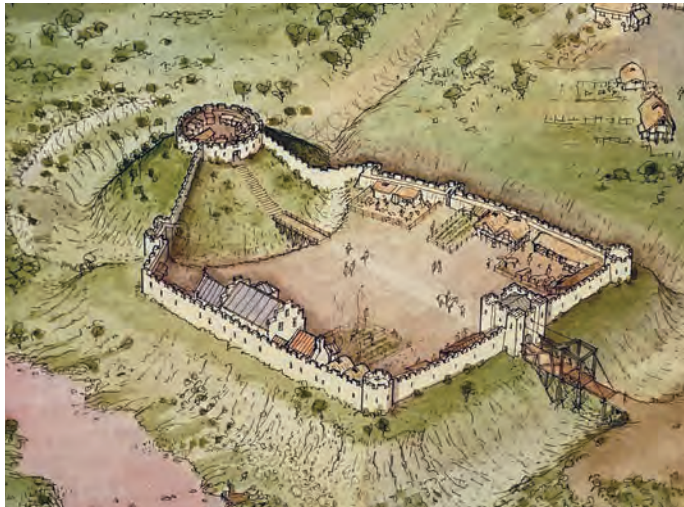


Figure 2.2: c.1260

#### 14<sup>th</sup> Century

**2.4** The 14<sup>th</sup> century witnessed the rebuilding of the domestic range. The works took place over some 50 – 80 years and involved the construction of the barbican, gate tower, the Watergate Tower and the two ‘anchor points’, Caesar’s Tower and Guy’s Tower. The Castle walls were also strengthened and the ditch (not the moat) was dug deeper to create a medieval stronghold. Much of this can still be seen on the site today.

#### 16<sup>th</sup> Century

**2.5** Following, a limited amount of construction during the 15<sup>th</sup> century, the rebuilding and improvement of Warwick Castle continued in the 16<sup>th</sup> century with the erection of the Spy Tower and ancillary lodgings (Figure 2.3).

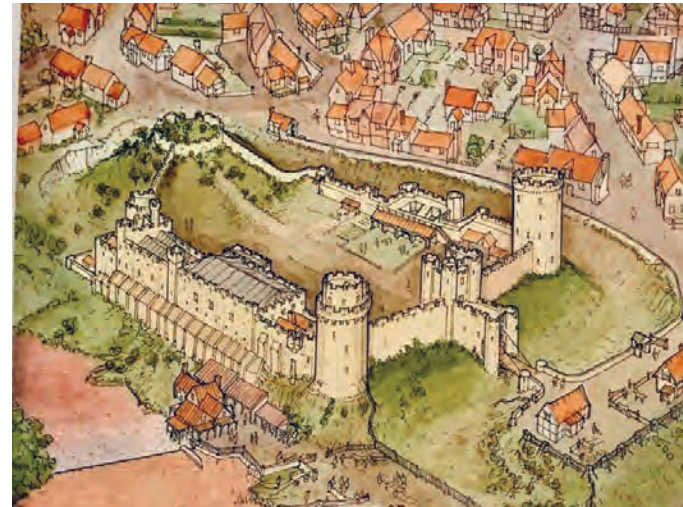


Figure 2.3: 1540

#### 17<sup>th</sup> Century

**2.6** Surveys undertaken in the 16<sup>th</sup> century confirmed signs of decay and neglect within the Castle. Shortly after, Sir Fulke Greville acquired the Castle and undertook extensive rebuilding and alteration works. This included the formation of an earth bank to reinforce the curtain wall between the Gatehouse and Guy’s Tower, the creation of a path from the Watergate Tower along the western side of The Mound and the purchase of additional land to enlarge the grounds and provide a garden and orchard.

#### 18<sup>th</sup> Century

**2.7** Following use of the Castle as a Parliamentary garrison during the mid-17<sup>th</sup> century, in about 1740, Lord Brooke (Francis Greville, First Earl of Warwick) initiated repairs to the interior of the buildings and improvement of the grounds. Much of the alterations established the character of the Castle that can be seen today (Figure 2.4).

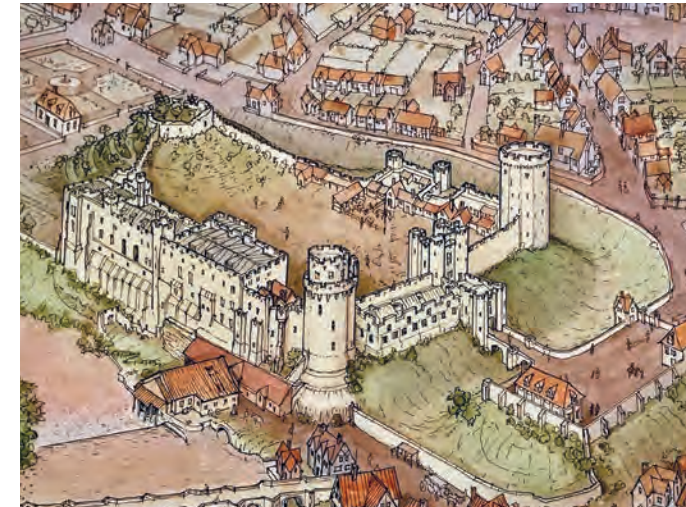


Figure 2.4: 1700

**2.8** In 1744, an order was obtained to close a track that ran just outside the garden wall to the south-west of ‘The Mound’; this was the beginning of the process to reposition the town that had developed close to the Castle. Following this, Brooke instructed Lancelot ‘Capability’ Brown to redesign the landscape. This involved the removal of Fulke Greville’s walled gardens, levelling of the grounds, creation of a walkway by the River Avon, planting of trees and shrubs on ‘The Mound’ and the erection of bridges. This work led on to form the park which would later become the Registered Park and Garden.

**2.9** On his father’s death, the second Earl of Warwick (George Greville) extended the boundary of the Castle grounds by stopping-up various lanes adjoining the Castle, including Banbury Road, and created a new gateway out of the Castle courtyard into the grounds. This established the perimeter that is evident today (Figure 2.5).

**2.10** It was during this period that records of public visits to the Castle first emerged. This marked the start of the Castle’s contribution to the local economy of Warwickshire and a fledgling tourism industry.

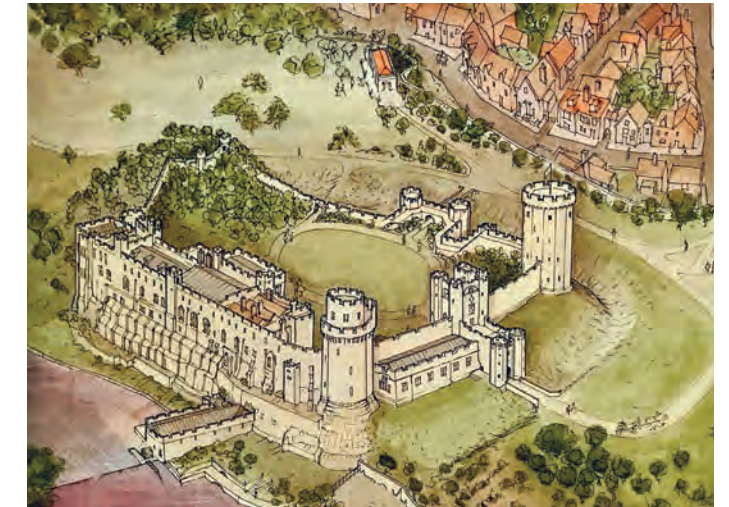


Figure 2.5: 1800

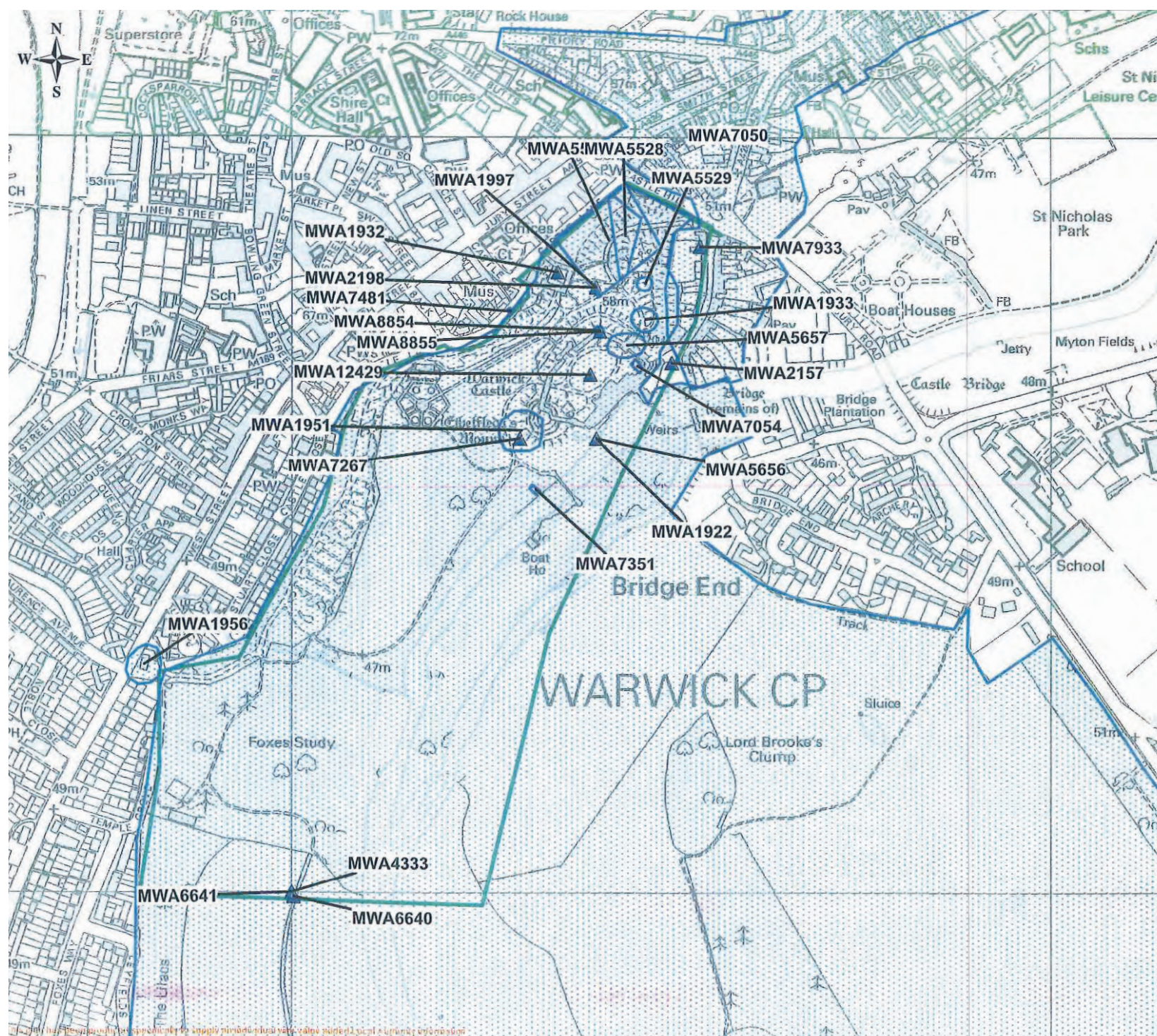
#### 19<sup>th</sup> Century

**2.11** In the 1870s the Castle was attracting more than 10,000 visitors per annum. One of the most significant additions to the grounds had been the creation of the Rose Gardens by the curator of the Royal Botanic Society’s garden in Regent’s Park.

**2.12** In 1871 a fire destroyed the great hall, the private apartments to the north and the rooms above the dining room. Extensive restoration was required and as a result of the success of public appeal, the funds raised enabled the necessary works to be undertaken. By the end of the 19<sup>th</sup> Century, visitor numbers had increased to 25,000 and five guides were employed at the Castle.

**2.13** A number of archaeological finds have been recorded within these areas and are documented within the archives (see Figures 2.6 to 2.8). Those of note include the sites of a number of medieval churches as original domestic buildings of the Castle; an early medieval settlement comprising four houses; the medieval domestic range of the Castle’s undercroft; a Roman coin and medieval items; and evidence of civil war activity.





Monument / Building Record Reference	Name	Summary of Description
MWA1951	Site of Church of All Saints, Warwick Castle	Site of the Medieval Church of All Saints at Warwick Castle which was founded in 1119. Exact location within the Castle is unknown.
MWA7267	Warwick Castle Domestic Range Undercroft	Built in the Medieval period, largely escaped alteration and retains many original features.
MWA1956	Not part of Warwick Castle	
MWA6641	Findspot – Post Medieval metal items in Warwick Castle Park	Findspot – Post Medieval items were found in Castle Park, Warwick.
MWA4333	Findspot – Medieval Assorted Finds	Findspot – finds from Castle Park dating to Medieval period including coins, two strap ends, buckles and a seal.
MWA6640	Findspot – Roman coin from Castle Park, Warwick	Findspot – a Roman coin found at Castle Park.
MWA7351	17 <sup>th</sup> / 18 <sup>th</sup> Landscape Features at Warwick Castle	Excavations revealed that landscaping around the Castle had taken place during the Imperial Period.
MWA1922	Warwick Castle, Phase I	Phase I of Warwick Castle which was built from 1068 as a motte and bailey castle. First constructed in wood, was rebuilt in stone possibly during 12 <sup>th</sup> century.
MWA5656	Site of Early Medieval Settlement at Warwick Castle	Dating to the early Medieval period. Evidence that building of the castle led to 4 houses being demolished.
MWA7054	Brewhouse West of Caesar's Tower, Warwick Castle	Evidence that there was once a Medieval period brewhouse west of Caesar's Tower.
MWA2157	Castle Mill, Warwick	The site of several watermills dating from the Medieval to Imperial period. Present building dates from the 18 <sup>th</sup> century and main waterwheel survives.
MWA5657	Medieval defences	Archaeological excavation revealed a bank containing Medieval pottery. The foundations of a Medieval gatehouse were also discovered.
MWA1933	Old Stables at Warwick Castle	First built in the Medieval period just outside the Castle gate. Demolished and rebuilt in 1667. Demolished in the 18 <sup>th</sup> century and resited on Castle Street.
MWA7933	Not part of Warwick Castle	
MWA5529	Icehouse in Castle Park, S of Castle Hill	Built in the Imperial period and located in Castle Park.
MWA7050	Not part of Warwick Castle	
MWA5528	Excavation of C17 – C19 Settlement S of Castle Hill	Archaeological excavation revealed settlement dating to the Imperial period south of Castle Hill; including a cess pit, a house platform, cellars and former roads.
MWA1997	Medieval Features to South of Castle Hill	A Medieval pit and traces of a yard were found during an archaeological excavation.
WMA1932	Warwick Castle Stables	Built between 1768 and 1771 and constructed of sandstone.
MWA2198	Site of Medieval Roads to N of Castle	Site of Medieval roads known from documentary sources and historic maps.
MWA8854	Guy's Tower, Warwick Castle	Dates to the Medieval period. Construction of the lower part of the tower began in the 1380s.
MWA7481	Arch Eval at Warwick Castle (Trench 2)	Results of an excavation showed that certain parts of Castle Park were not covered by the Medieval settlement. Post Medieval activity revealed, though Medieval pottery was also found.
MWA8855	Medieval tiled floor, Guy's Tower, Warwick Castle	The remains of a Medieval tiled floor which consists of glazed, decorated ceramic floor tiles.
MWA12429	Civil War Activity, Warwick Castle	The Castle was refortified just before the Civil War. It was besieged for around 2 days by Royalist forces led by the Earl of Northampton in August 1642. A number of features, some still visible, have been recorded.



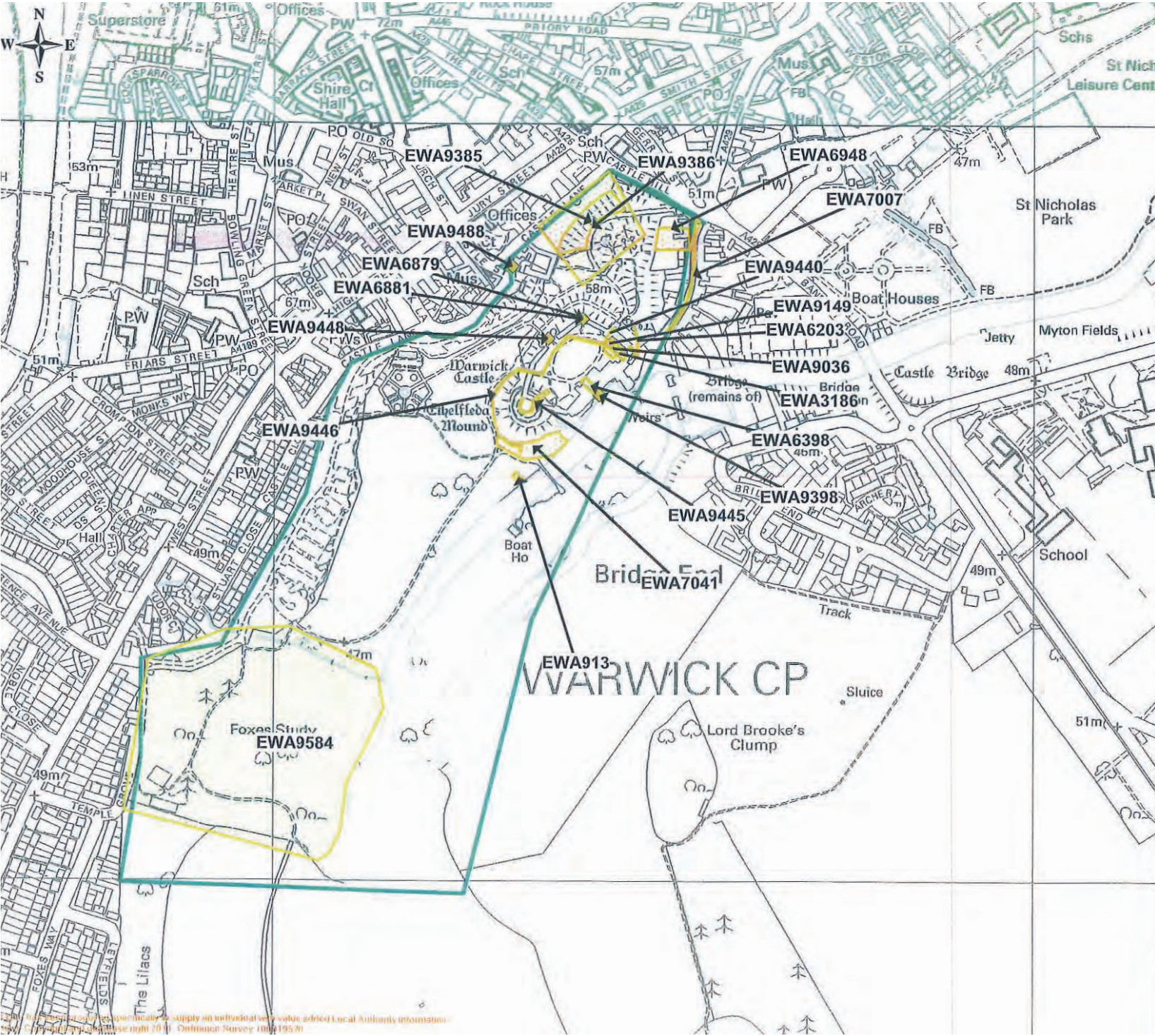
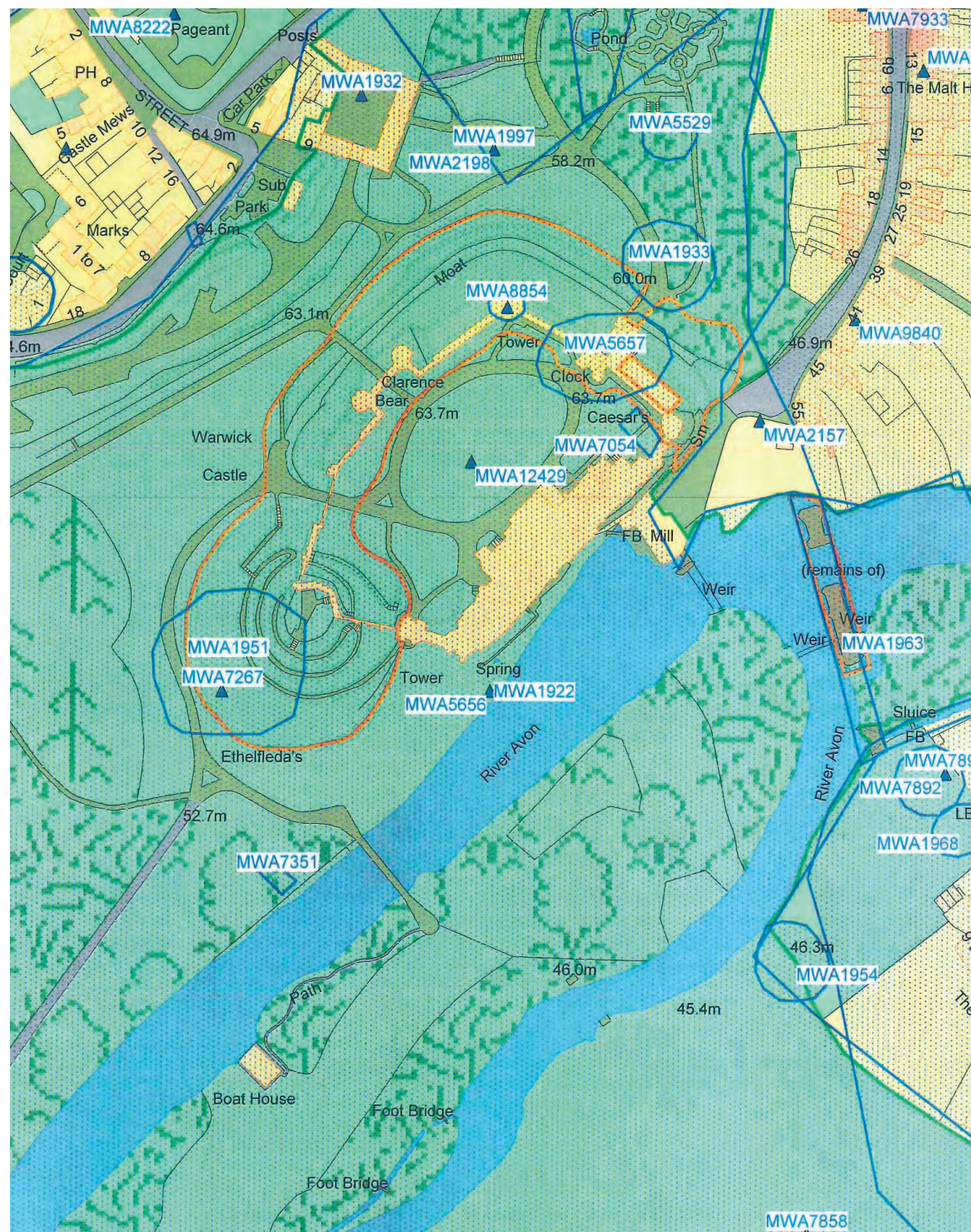


Figure 2.7: Historic Environment Records (HERs) Events (including field work)

Monument / Building Record Reference	Name	Summary of Description
EWA9446	Observation of cabling within the courtyard of Warwick Castle	Features recorded were mostly associated with the Capability Brown landscaping of the Castle.
EWA9448	Observation of repairs to the Bear and Clarence Tower Bridge, Warwick Castle	Two 1.5m deep soakaways in the bottom of the Castle ditch showed the original depth to have been much greater than at present.
EWA6881	Photographic survey of tiled floor, Guy's Tower	Recording a medieval tiled floor. Also a programme of drawing and researching the tile designs.
EWA6879	Guy's Tower, Warwick Castle, Medieval and later use	Research into the Medieval and later usage of Guy's Tower. Building is likely to have begun in the 1380s.
EWA9488	Not part of Warwick Castle	
EWA9385	Archaeological Observation of Adventure Playground: Warwick Castle Park	Area formerly within the Medieval town and known as the Vineyard from the middle ages until the 18 <sup>th</sup> century. A small number of Medieval pits were recorded.
EWA9386	Evaluation on north grounds of Warwick Castle Park	12 <sup>th</sup> and 17 <sup>th</sup> – 19 <sup>th</sup> century features were located. Some features associated with the 18 <sup>th</sup> century development of the parkland were recorded.
EWA6948	Not part of Warwick Castle	
EWA7007	Not part of Warwick Castle	
EWA9440	Excavation along line of pipe trench, Warwick Castle	The earliest layers excavated contained 11 <sup>th</sup> – 12 <sup>th</sup> century pottery, overlain by a series of make-up layer.
EWA9149	Archaeological excavation of bases for a new ticket tent and banners in Warwick Castle Courtyard	Three small trenches revealed only layers associated with 18 <sup>th</sup> Century landscaping.
EWA6203	Warwick Castle: Archaeological Evaluation of paths below Caesar's Tower	Four trial trenches were excavated mainly laying along earlier, post-medieval paths and elements of the 18 <sup>th</sup> and 19 <sup>th</sup> century landscaping of this area. Fieldwork also uncovered a foundation of Caesar's Tower itself and provided evidence to suggest that the Medieval ditch was considerably wider and deeper than the existing one.
EWA9036	Archaeological recording of a new entrance pavilion in Warwick Castle Courtyard (2007)	Revealed no significant features. The earliest layer revealed probably associated with 19 <sup>th</sup> century landscaping.
EWA3186	Archaeological Investigation of Brewhouse adjacent to Caesar's Tower	Recorded the robbed out foundations of the Brewhouse, as recorded on Smythson's plan of c. 1600.
EWA6398	Domestic Range Undercroft: Archaeological Recording (Phase I) at Warwick Castle	A small trench was excavated, service trenches observed and architectural features were recorded.
EWA9398	Observation of masonry repairs, revetment, Warwick Castle	A number of 18 <sup>th</sup> and 19 <sup>th</sup> century drains were recorded, cut into the ground behind the revetment.
EWA9445	Evaluation of Castle Mound, Warwick Castle	Part of the Medieval shell keep was recorded together with Medieval mound construction layers. The Mound was later used as a gun battery in the Civil War.
EWA7041	Warwick Castle: Archaeological recording of path	Observed the construction of a new path south of the Castle mound. No features recorded, some post-medieval finds, roof tile / clay pipe.
EWA913	Archaeological Evaluation of a hard standing for fire engines south of Warwick Castle Mound	Landscaping features, undated, but possibly 17 <sup>th</sup> century in origin, were recorded in test pitting.
EWA9584	Map regression of Foxes Study, Warwick Castle Park	Cartographic evidence from 1610 to the present day was used.





Monument / Building Record Reference	Name	Summary of Description
MWA6956	Warwick Castle Park	Documentary and evidence from excavation shows that the landscaped park dates to the Post Medieval and Imperial periods.
MWA1968	Site of Medieval Cross at Bridge End	Documentary evidence suggests that this is the probably site of a Medieval cross, at the western loop of Bridge End.
MWA7893	Boundary Wall at Park House	Excavations revealed a boundary wall dating to the Imperial period just south of Warwick Castle Old Bridge.
MWA1932	Warwick Castle Stables	The Stables at Warwick Castle were built between 1768 and 1771 and constructed of sandstone. They now hold the ticket office and form the entrance to Warwick Castle.



## Warwick Castle as a Tourist Attraction

**2.14** Railways, bicycles, trams and then cars and coaches allowed for greater access to the Castle. This increase in tourism encouraged the commercialisation of the Castle and, in turn, it became a venue for events as well as an attraction in its own right.

**2.15** In 1978, the Castle, its contents and part of the parkland (as well as its archives) were sold to S Pearson & Son (later the Pearson Group), owner of Madame Tussauds, for £1.5 million.

**2.16** In 1980, the Castle was the 8th top heritage attraction in the Country, one of the top two country houses and the nation's most important commercial property (not in the ownership of the state, a trust or a private family). By 1996, it was attracting 820,000 visitors per annum. Shortly after, the Pearson Group was restructured and led to a management buy-out of TTG.

**2.17** In March 2005, TTG was sold to Dubai International Capital and in 2007, Merlin Entertainments Group (MEG), acquired TTG and its attractions, forming part of MEG's growing entertainment and leisure portfolio.

**2.18** Today, the Castle continues to be operated by MEG and makes an important contribution to the Warwick and Warwickshire economy. The Castle and its grounds (the part within MEG ownership) occupy much of the land to the east and south-east of the historic centre of Warwick. This comprises 23ha of informal gardens and pleasure grounds, a river island and part of Castle Park. A number of permanent attractions are provided within the Castle and its grounds, such as the 'Royal Weekend Party', 'Castle Dungeons', Great Hall and State Rooms, and 'Time Tower'. These are discussed further in Section 6.



Warwick Castle: Domestic range, internal courtyard



Warwick Castle Today

2.19 The Castle and its immediate grounds are immediately to the south east of Warwick Town Centre, with the River Avon flowing through the centre of the site. Whilst the Castle owns some land beyond the Avon that is part of the historic park, the majority of the 600 acre park is in separate ownership. The extent of the land holding and park are shown on Figure 2.9.

2.20 The aerial photograph (Figure 2.9) highlights a number of features:

- Castle
- Castle Mill ( 1 )
- Conservatory
- Stables ( 2 )
- Stratford Road Car Park ( the main visitors car park )
- Stables Car Park
- River Island
- Historic driveway, from the Banbury Road ( 3 )
- Foxes Study ( where lodges and glamping is located: Knights Village )
- The maze ( 4 )
- Children’s Play Area ( 5 )
- Old Castle Bridge ( a Building at Risk, in three separate ownerships ) ( 6 )
- Boundary walls ( 7 )
- The woodlands around the site and trees across the estate

2.21 Beyond the Castle but immediately adjacent are properties in Mill Street (to the north east) and to the west are mainly residential properties, along Castle Lane, Temple Grove, Tudor Close and Stuart Close. To the south is an area of the Park known as Leafields Farm and boundary planting, the Lilacs. Within the wider Castle Park, in addition to woodlands / tree belts is New Waters (formed by a dam across the Tachbrook) and listed bridge (Leafield) and The Hunting Lodge (Grade II\*).



Figure 2.9: Site Context Plan





Castle Mill and River Avon



The Stables



Old Castle Bridge



Knight's Village with Lodges in Foxes Study



Old Castle Driveway



2.22 In terms of topography, the main part of the Warwick Castle site, to the west of the Avon, occupies land generally set several meters above the river. The island and park to the east are lower lying and, as shown on the Environment Agency map, and evidenced by events over the past decades, at risk of flooding (Figure 2.10).



View of the River Avon from Castle Mill



**KEY**

Warwick Castle Site Boundary	
Flood Zone 2	
Flood Zone 3	
River Avon	

Figure 2.10: Flood Mapping (source: EA Flood Mapping)





River Avon, towards southern end of the site, adjacent to Foxes Study



View from the Castle looking across the River Avon and weir, Old Bridge with Castle Park beyond and Bridge End.



# 3. PLANNING AND HERITAGE LEGISLATION POLICY AND GUIDANCE

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

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

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

## Ancient Monuments and Archaeological Areas Act 1979

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

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

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

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

## Planning (Listed Building and Conservation Areas) Act 1990

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

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

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

## Development Plan Policy

District Local Plan (2011 – 2029)

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

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

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

## Other Material Planning Considerations

National Planning Policy Framework (NPPF) (February 2019)

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

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

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

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

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

National Planning Practice Guidance (PPG)

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

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

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

3.22 The Guidance clarifies that:

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

## Other Guidance

3.23 Other relevant non-statutory guidance includes:

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



Local Plan

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

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

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

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

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

CT6 Warwick Castle and St Mary’s Lands, Warwick

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

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



Warwick Castle: the South Front



# 4. STATEMENT OF SIGNIFICANCE

## Introduction

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

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

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

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

## Designations

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

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

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

KEY

Warwick Castle Site Boundary

Listed Buildings

Scheduled Monuments

Warwick Castle Grade I Park & Garden

An aerial photograph of Warwick Castle and its surrounding area. The castle itself is a large, irregularly shaped area in the center, outlined in red. Various parts of the castle and its grounds are highlighted in different colors: yellow for Grade I Park & Garden, orange for Scheduled Monuments, and red for Listed Buildings. Labels on the map include: 'Boundary Wall to Castle Lane (east part of)', 'Stables', 'Warwick Castle Lodge', 'Boundary Wall to Castle Lane (west part of)', 'Warwick Castle (uninhabited parts)', 'Boundary Wall to Mill Street', 'Warwick Castle Old Bridge (remains of)', 'Remains of Old Castle Bridge', 'Warwick Castle Mill', 'Conservatory', 'Hunting Lodge', 'Leaffield Bridge', and 'Warwick Castle'. The map shows the castle's location relative to the surrounding urban and rural landscape, including roads, fields, and other buildings.

Figure 4.1: Designated Heritage Assets Plan

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

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#### KEY

Warwick Castle  
Site Boundary



Listed Buildings



Scheduled Monuments



Warwick Castle Grade I  
Park & Garden



Figure 4.2: Designated Heritage Assets Plan



Old Castle Bridge



The Mill and east front ( domestic range of Castle)



## Statement of Significance

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

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

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

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

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

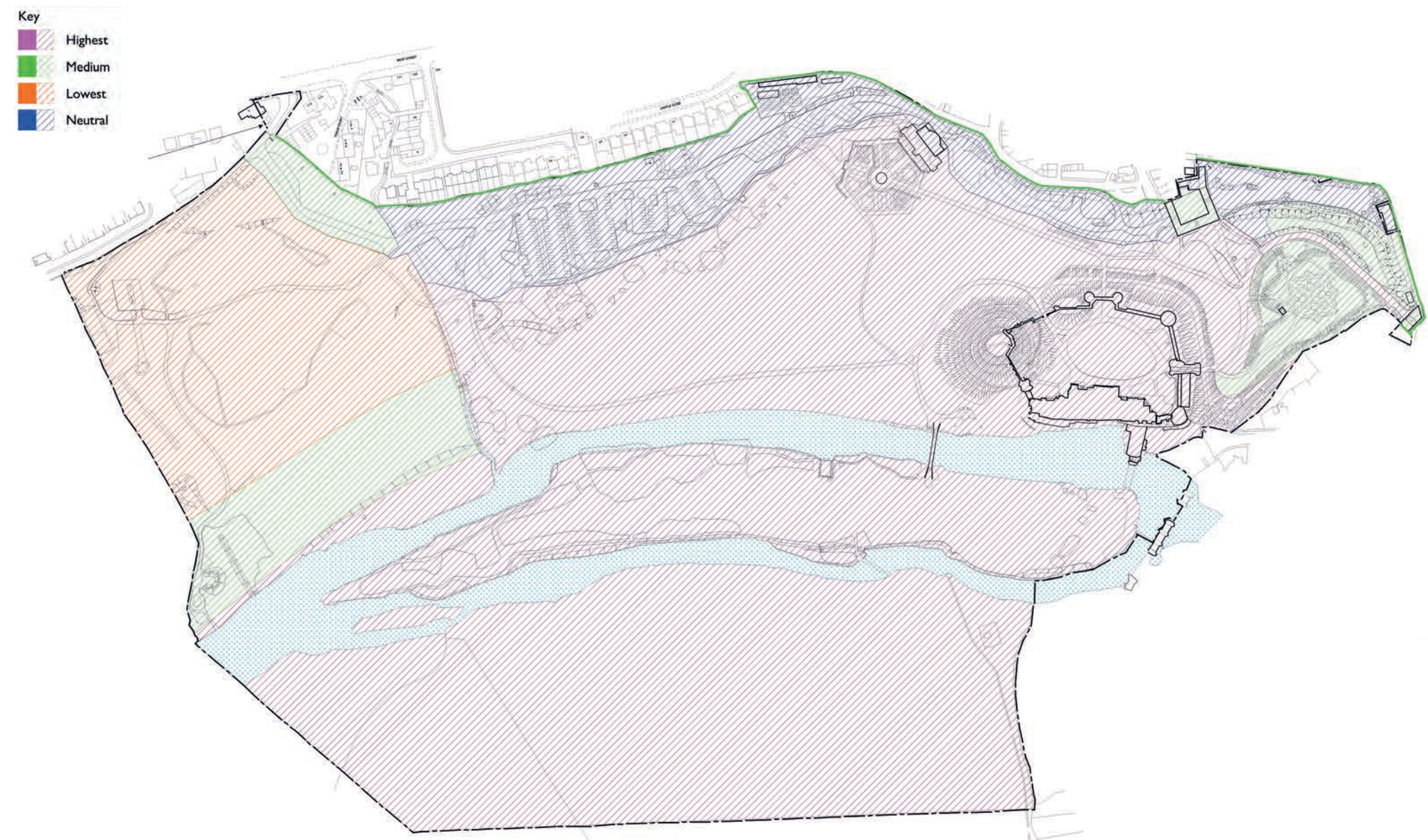


Figure 4.3: Landscape Significance Plan ( base plan to be updated to reflect current site) © Rodney Melville + Partners ( RMP )



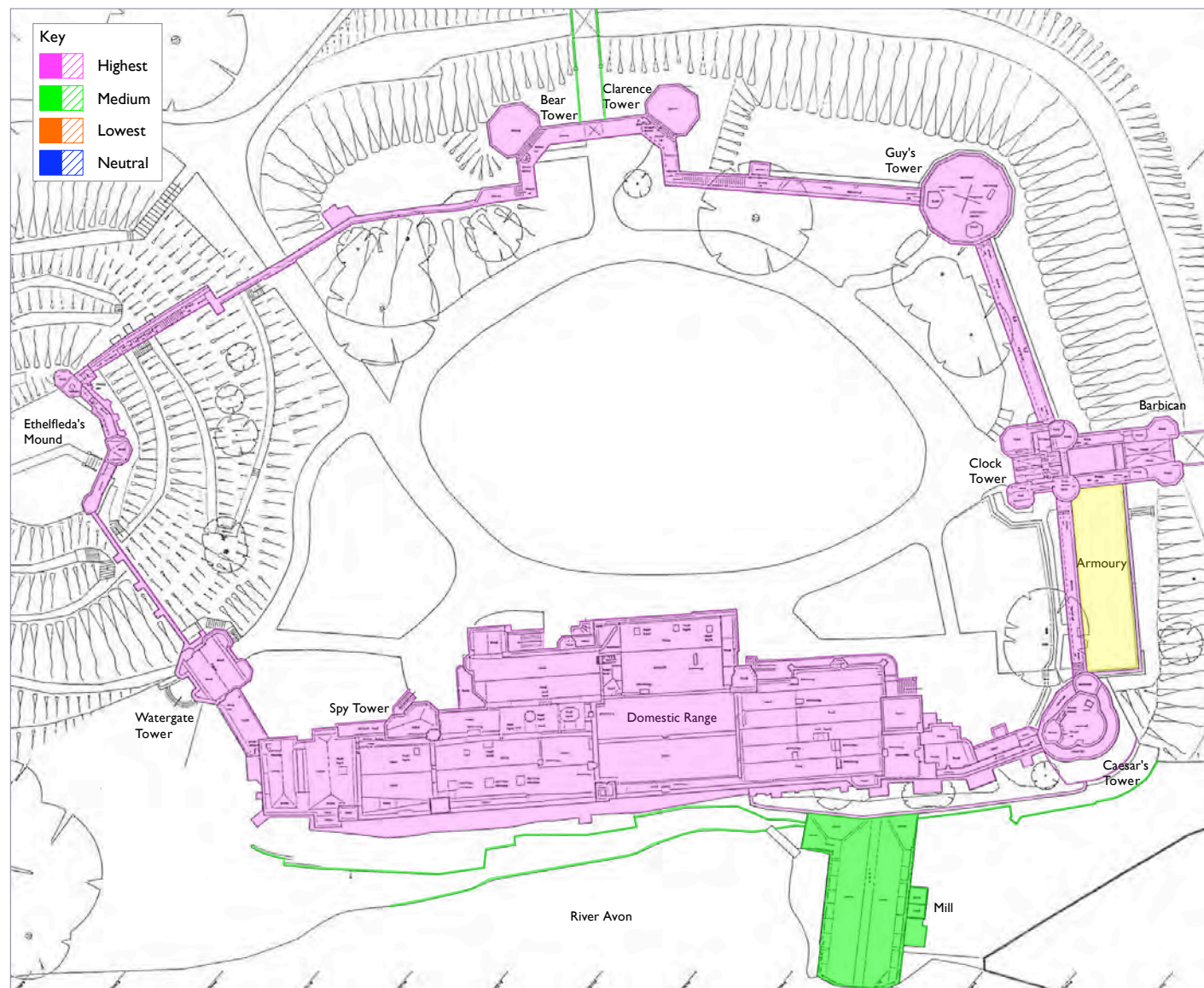


Figure 4.4: Main Courtyard Base Plan: Structures Significance Plan © RMP



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





Warwick Castle Domestic Range



Warwick Castle Mound

## Warwick Castle (Grade I & Scheduled Monument)

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

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

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

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

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

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

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

## Warwick Castle Registered Park and Garden (Grade I)

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

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

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

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

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

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





Warwick Castle Registered Park and Garden

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

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

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

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

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



View looking south west across the Mound



View looking north east from Guy’s Tower



## Conservatory (Grade II\*)

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

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

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

## Stables (Grade II\*)

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

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

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

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

## Mill (Grade II\*)

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

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

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



The Conservatory



The Stables



The Mill

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



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

**4.35** Ruin of a late medieval stone ashlar bridge constructed over the River Avon by the castle weir. What remains of the bridge are three complete arches, one on the south bank and two in the river. The arches have simple chamfered moulding and the central piers have cutwaters. It originally formed the main route over the River Avon and was connected to the town centre via Mill Street. In the 1780s Lord Brooke commissioned a new, wider bridge that was constructed upstream and the medieval bridge was closed off. Records suggest that much of the bridge was swept away during a flood in 1795.<sup>3</sup> The bridge was then “enhanced”, including partial demolition, to create a picturesque ruin, by the second Earl.

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

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

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

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

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

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

## Warwick Castle Lodge (Grade II)

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

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

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

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



The Old Castle Bridge



Portion of Boundary Wall to Castle Lane



Warwick Castle Lodge (behind wall)

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



## Warwick Conservation Area

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

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

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

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



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



Mill Street, part of Conservation Area

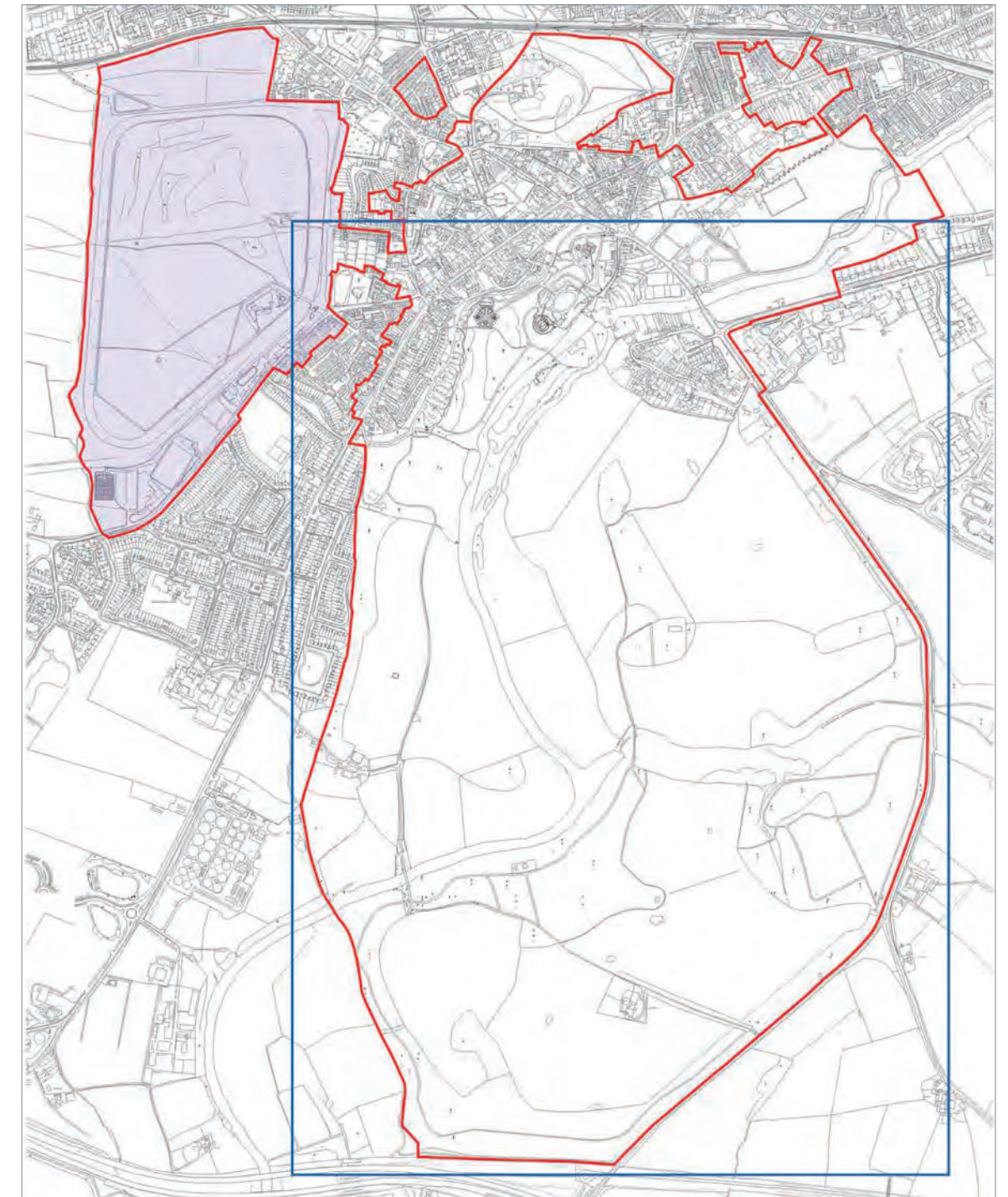


Figure 4.7: Warwick Conservation Area Map (blue box indicates Sub-Area 10)





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



# 5.THE VISITOR ATTRACTION MARKET

## Warwick Castle as a Visitor Attraction

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

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

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

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

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

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



Tower Suite in Caesar's Tower



Concert event at the Castle



Air show event at the Castle



Birds of prey show



## Competition and Investment

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

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

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

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



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



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



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





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



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



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



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





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



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



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



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



## 6. HERITAGE AND ECONOMIC IMPACTS

### Heritage and Tourism

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

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

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

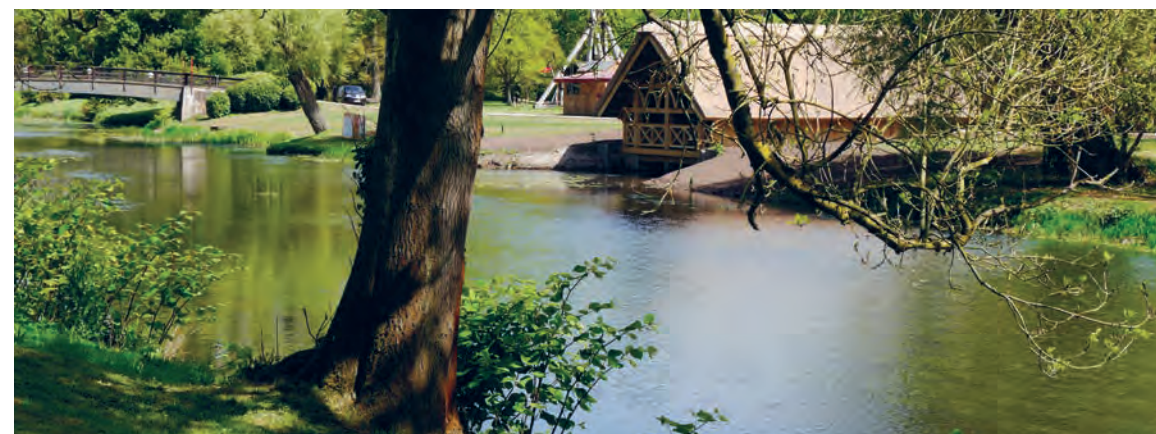
6.3 Historic England has confirmed that nationally, applications for listed building consent are an increasing proportion of all planning applications submitted to local planning authorities. In 2015 / 2016 this represented 7.1% of all applications, an increase from 5.7% in 2007 / 2008<sup>4</sup>. This illustrates the continued requirement to invest in such assets in order to preserve the Castle for future generations.



River wall during repairs



River wall after repairs



Re-built Victorian Boathouse

<sup>4</sup> Heritage Counts 2016 England, Historic England



Guy's Tower during repairs



## Tourism and Economy

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

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

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

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

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

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

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

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

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

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

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

6.10 And that WDC's role:

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

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

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

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

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

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

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

contribution of £324 billion and 4.6 million jobs.

6.16 The key benefits that Warwick Castle brings



to the local economy include:



Delivery of circa **£34m** revenue to the region;



Consistent generation of national **TV & PR and awareness** of Warwick;



**46%** of Castle overnight guests visit **Warwick Town**;



Spending of **£782,000** on supplies from local businesses;



**Accommodation for 13,000** overnight visitors in the lodges, Tower Suites & seasonal glamping (July & August);



'Glampers' who choose to dine in Warwick spend an average **£18 per head**;



Tower Suite guests purchased circa **350 meals** in restaurants in 2016;



Employing **370 staff** including circa 180 permanent and circa 180 seasonal jobs provided; and,

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

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



# 7.THE CONCEPT AND GUIDING PRINCIPLES

## Visitor Attractions — Investment is Essential

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



Opening of the 'Castle Dungeon' experience



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



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

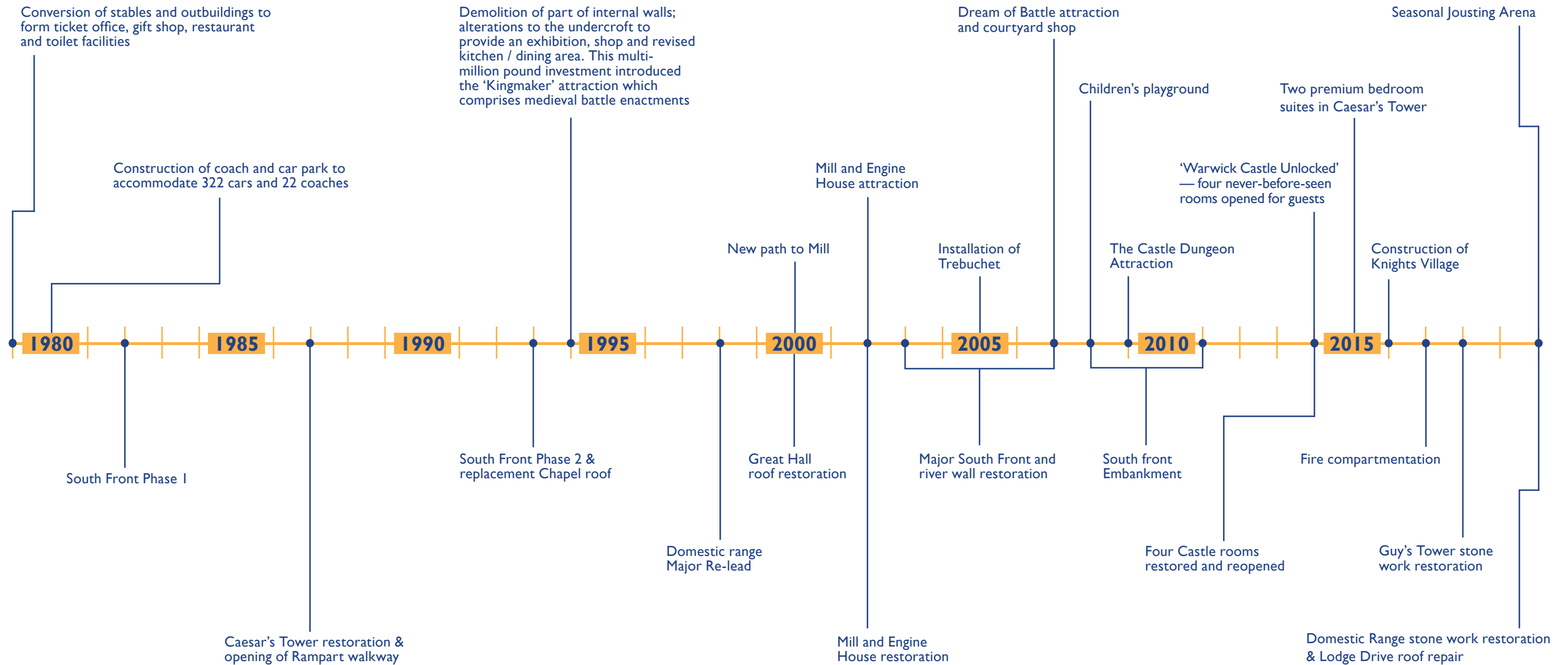


Erection of 14 permanent semi-detached lodges (28 units) for visitor accommodation



# Major Investments Since 1978

## Development



## Restoration (£25 million)



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

7.3 The feedback identifies dissatisfaction with:

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

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

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

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

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

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

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

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

- Visitor facing ‘attractions’
- Visitor infrastructure
- Management infrastructure
- Building maintenance
- Landscape management.

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

The Concepts

- I. Visitor Facing ‘Attractions’:
  - i. Upgraded existing ‘attractions’ — refreshing facilities that may have become dated or no longer meet visitor demands / expectations;
  - ii. New ‘attractions’ to complement the existing offer of the Castle — a mix of permanent and seasonal facilities, shows, displays, access to the heritage asset.
- 2. Visitor Infrastructure:
  - i. Rationalised food and drink offer to provide more high quality permanent facilities including opportunities across the site to help distribute visitors
  - ii. Enhanced facilities for visitors to eat and drink, e.g. covered seating areas
  - iii. Additional visitor accommodation on-site
  - iv. Improved retail facilities
  - v. Wheelchair access to more areas of the castle

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

- 3. Management Infrastructure:
  - i. Office space for Castle staff
  - ii. ‘Back of house’ improvements to provide better storage and maintenance areas.
- 4. Building Maintenance and Heritage Restoration:
  - i. Domestic range masonry repairs east and west;
  - ii. South Front repairs Phase 6
  - iii. Tower’s and ramparts
  - iv. Mound curtain wall
  - v. Conservatory window frames
  - vi. Boundary walls.
- 5. Landscape Management:
  - i. Ongoing management of the existing grounds
  - ii. Opportunities for new tree planting.

Guiding Principles

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

Case Study

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

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







## 8. WARWICK CASTLE — CONTINUING SUCCESS

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

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

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

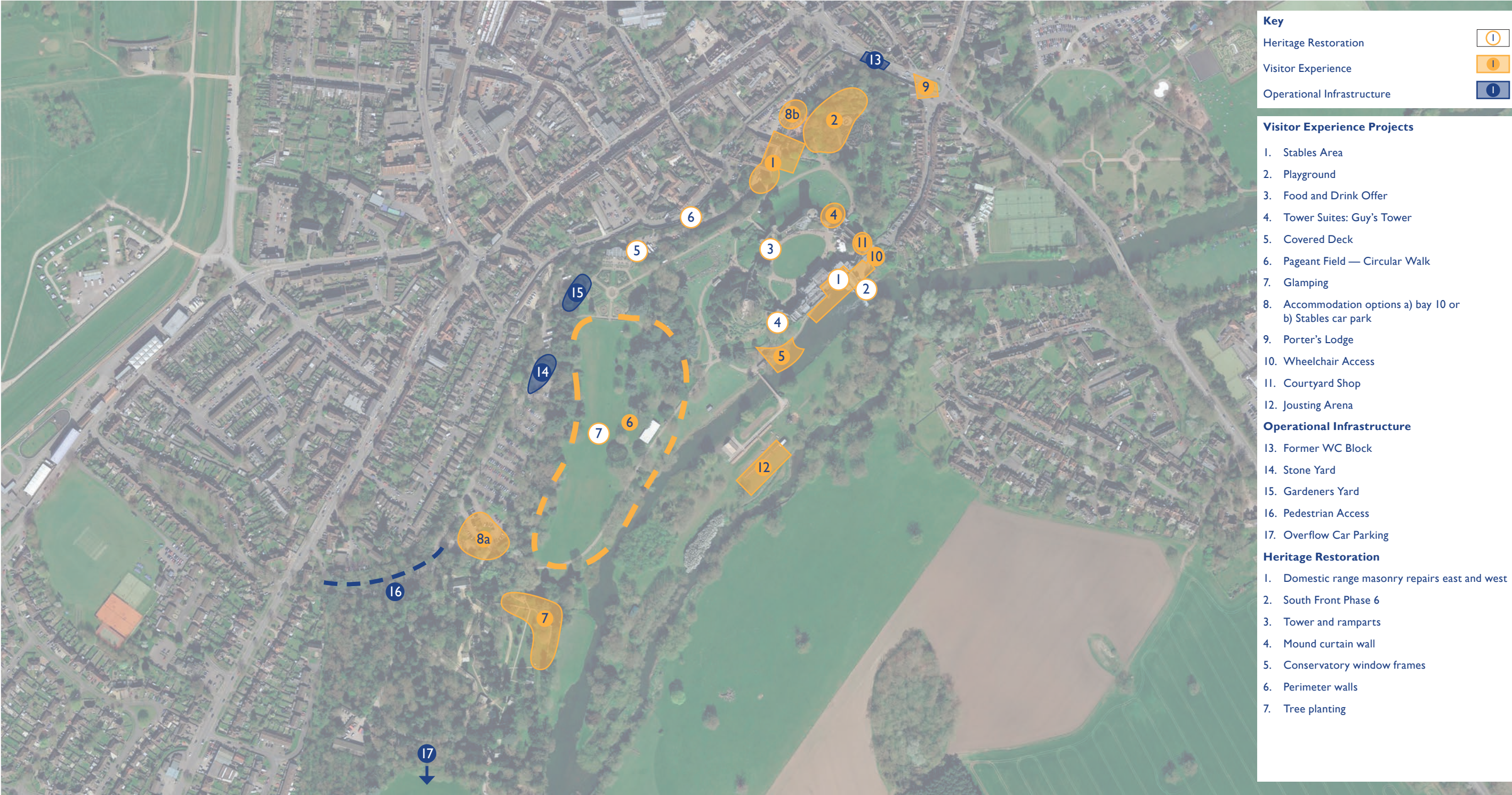
The structure of each HIA has also followed the approach identified on Warwick District Council's website. At this masterplan stage, an overview and general development / design principles are provided for each initial project to demonstrate how the Castle can apply the guiding principles in Section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

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





Overall Masterplan



Overall Masterplan



## I. Stables Area

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

### Significance of Heritage Asset

**8.4** The Stables (Grade II\*) were constructed in c.1768 – 71 by local mason Job Collins, perhaps to designs by Robert Mylne. It is built up on three sides around a central courtyard with the fourth side enclosed by the castle's perimeter boundary wall. The building is two storeys, constructed from sandstone ashlar with arched entrances and neoclassical features. They were converted to provide a visitors' entrance in the late 20<sup>th</sup> century with extensive interior alterations.

**8.5** The Stables is of architectural and historic significance as an ancillary building to Warwick Castle, representative of the 18<sup>th</sup> century phase of development led by Lord Brooke (First Earl of Warwick) which included landscape works by Lancelot Capability Brown. The historic interest is bolstered through the possible association with Robert Mylne, a prolific architect and surveyor who worked on notable structures including Blackfriars Bridge, St Paul's Cathedral and Canterbury Cathedral. The architectural value of the interior of the Stables is somewhat diminished by 20<sup>th</sup> century alterations. As indicated by the listing description, it has group value with Warwick Castle, the boundary walls, the Conservatory, Mill and Lodge.

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

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

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

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

### Assessment of Impact

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

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



### Development / Design Principles

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







## 2. Playground

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

### Significance of Heritage Asset

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

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

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

### Assessment of Impact

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

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

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

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

### Development / Design Principles

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

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





### 3. Food and Drink Offer

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

#### Significance of Heritage Asset

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

#### Assessment of Impact

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

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

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

#### Development / Design Principles

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

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

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



## 4. Tower Suites: Guy's Tower

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



### Significance of Heritage Asset

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

8.22 It forms part of the Grade I listed Castle, is a Scheduled Monument and is a prominent feature in the RP&G and Warwick CA. It is of the highest architectural, historic and archaeological significance as a site that has been continuously occupied since the Saxon period and can be linked with some of the most important figures in British and European history. A detailed summary of the significance of the Castle, SM, RP&G and CA is in section 4 of the Warwick Castle Masterplan. The RMP Structures Significance Plan 4.4 identifies the Castle domestic range, ramparts and adjoining towers as being of high significance.

### Assessment of Impact

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

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

### Development / Design Principles

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

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







## 5. Covered Deck

**8.25** In order to address the shortage of restaurant / café space at Warwick Castle the installation of a terrace adjacent to the Garden / Peacock kiosk has been suggested. The Garden / Peacock kiosk is situated immediately south of the Mound and south west of the domestic range of the Castle. This location is relatively discreet partly due to the screening by the kiosk, mature trees and general topography. A seating deck / terrace would provide visitors with a sheltered area with views to the Castle's east front, River Avon and Island. The identified area is situated to the east of the kiosk on the banks of the River Avon. The sloped area currently has a semi-rural, character.

### Significance of Heritage Asset

**8.26** The Garden / Peacock Kiosk is not a heritage asset but a modern structure of no particular interest that was constructed in c.1990. The identified area is part of the RP&G. The area currently contributes to the semi-rural appearance of the RP&G along the River Avon. It contributes to significant views within the RP&G, including views from the Castle Mound and views north along the River Avon towards the Mill and remains of the medieval bridge. The RMP Landscape Significance Plan (Figure 4.3) identifies this area as being of high significance. It is in close proximity to the uninhabited parts of the Castle which form the Scheduled Monument and particularly the Mound.

**8.27** The setting of the identified area comprises the Castle (Grade I & SM) to the north east, the Mill (Grade II\*) and the remains of the Old Castle Bridge (Grade II\* & SM) to the north and the River Avon to the east. Due to its location and sloping topography it is relatively concealed to the west and north by the modern kiosk and Castle Mound. It is most visible in views from the Castle Mound, along the River Avon and from the island to the east. The surrounding temporary fencing currently detracts from the aesthetic value of this part of the RP&G.

### Assessment of Impact

**8.28** The installation of a terrace adjacent to the Garden / Peacock kiosk could affect the following:

1. The significance of the RP&G through development — introduction of modern decking and seating equipment may affect the rural character of this area although it already contains man made structures; bridge and kiosk
2. The setting of the Castle, the Mill and the remains of the medieval bridge
3. Impact on trees.

### Development / Design Principles

1. High quality traditional materials should be used for the terrace, preferably timber, to preserve the historic setting of the surrounding heritage assets

2. A 'light touch' approach should be taken that ensures the terrace is easily revisable in the future
3. Choice of discreet and stylistically sensitive furniture in muted colours — consider free standing furniture that is easily removed
4. Additional planting to strengthen existing screening may be beneficial, particularly when viewing the site from the island
5. Archaeological investigations prior to installation may be required (although unlikely if foundations are not needed).

**8.29** If the above principles are followed development could preserve the significance of the Castle, Mill, medieval bridge, RP&G and CA.





## 6. Pageant Field — Circular Walk

**8.30** Pageant Field comprises an area of lawn, situated south west of the Castle. It is enclosed on the 'long' sides by mature specimen trees and mixed ornamental shrubbery and descends from the late 19<sup>th</sup> Century formal garden (by the Conservatory) to the River Avon. It forms part of Lancelot Brown's pleasure grounds laid out in the mid-18<sup>th</sup> century. The provision of a circular walk with seating / interpretive signs within Pageant Field and the surrounding trees has been suggested in order to draw visitors into the grounds and relieve some of the pressure that is currently put on the Castle and its courtyard on peak days. It is hoped that this will inspire greater appreciation of the wider Castle grounds and historic gardens.

### Significance of Heritage Asset

**8.31** The lawn and trees to the east and west were laid out in the mid-18<sup>th</sup> century replacing the earlier formal gardens south and south-east of the Castle, and a hamlet, High Ladsome, which occupied the site of the Pageant Field. Its significance lies in its association with the nationally important figure Lancelot Brown. This area was one of his first tasks — to demolish and clear away Fulke Greville's walled gardens to the south of the mound and then to level the ground, create a walk by the river and in the moat, plant trees including semi-mature specimens in paired clumps, plant shrubs on the mound and create bridges. It has aesthetic value as part of a designed, informal and picturesque landscape that is emblematic of Brown's work. It forms part of the RP&G where it contributes to its significance. There are significant views from the Conservatory south across Pageant Field to the River Avon. The RMP Landscape Significance Plan identifies it as a landscape of high significance (Figure 4.3).

**8.32** The setting of Pageant Field comprises the Conservatory (Grade II\*) and formal garden to the north and the River Avon to the south. The lawn is enclosed to east and west by mature specimen trees and mixed ornamental shrubbery that were planted as part of Brown's design. Inter-visibility between the Castle and Pageant Field is therefore very limited.

### Assessment of Impact

**8.33** The introduction of a circular walk with seating / interpretive signs within Pageant Field and amongst the adjacent trees could affect the following:

1. The significance of the RP&G (and CA) through development
  2. The setting of the Castle and Conservatory.
- Development / Design Principles**
1. Reuse of existing pathways only, located towards the edges the fields. Paths to be macadam with golden gravel dressing (to match paths elsewhere in the castle grounds)
  2. Traditional materials and muted colours for any signage and furniture along the walkway to reduce impact in the setting of the castle — easily reversible.

**8.34** This is primarily a landscape focused project. The location and design of the furniture and signs is the main issue, especially taking into account the views southwards from the Conservatory. If this project is completed sensitively it has the potential to enhance and better reveal the significance of the heritage assets by providing greater understanding for visitors.







## 7. Glamping

**8.35** Temporary planning permission was granted for seasonal medieval glamorous camping at Foxes Study for a period between 17<sup>th</sup> May and 9<sup>th</sup> September 2014 and subsequently for a period between 1<sup>st</sup> May and 30<sup>th</sup> September 2015 – 17. Following the success and popularity of this venture Warwick Castle has been granted permission for glamorous camping to remain on site (reduced in scale) for a further period to 2022. The site is in the northern part of Foxes Study, approximately 500m south-west of the Castle and is located to the west of the River Avon. This site is accessed on foot via an existing gravel track which leads to the main vehicular visitor access off Stratford Road.

**8.36** The proposed site is about 0.4ha and is a significant reduction from the site area of the previous glamping permissions (2.15ha and 2.18ha). Unlike previous approved temporary schemes, the proposal does not provide a dedicated reception and the large kitchen / dining tents. The proposal is for seasonal use between 1<sup>st</sup> May and 30<sup>th</sup> September for the years 2018 – 2022. This timeframe includes a period of around four weeks prior to public use to erect the tents and two weeks after for dismantling, as per the current planning permission. Following the removal of tents each year, the pitches will be de-compacted using 'Terralift' methodology and re-seeded.

### Significance of Heritage Asset

**8.37** Foxes Study is a woodland area containing mixed specimen trees and shrubbery. It was first incorporated into the Castle's parkland in 1719 and planted in the picturesque style in the late 18<sup>th</sup> century. At this time it was interlaced with winding paths, however, much of this has eroded. During the 19<sup>th</sup> century an avenue of deodar cedars was planted running south west through Foxes Study. This area now contains 'The Knight's Village' which comprises timber lodges and toilet / shower facilities. The RMP Landscape Significance Plans identify most of Foxes Study as being of low significance (Figure 4.3). The eastern edge of Foxes Study is identified as being of medium significance, presumably as it has fewer evergreen trees to the north and therefore greater inter-visibility with the Castle. The new location for the medieval glamping tents is within the eastern edge of Foxes Study.

**8.38** The setting comprises the River Avon to the east and 'The Knight's Village' to the west. The site is screened by evergreen trees to the north, that significantly limit views from the Castle, Conservatory and main part of the Castle's grounds.

### Assessment of Impact

**8.39** The seasonal erection of medieval glamorous camping tents on an area of around 0.4ha at Foxes Study could affect the following:

1. The significance of the RP&G through development
2. The setting of the Castle and Conservatory.

### Development / Design Principles

1. Careful positioning behind existing trees so that tents are screened in views from the Castle Mound
2. Sensitive materials in muted colours to preserve the setting of surrounding heritage assets
3. Sensitive installation and removal of tents to not disrupt planting and ecology.





## 8. Accommodation

**8.40** The diversification of visitor attractions by providing on-site accommodation is well established in many locations. Staying visitors (rather than day visitors) tend to explore and spend significantly more in the local area and therefore, bring additional economic benefits. The existing accommodation at Warwick Castle has proved successful, attracting visitors to stay. The Castle is exploring whether additional accommodation — in a different form to the lodges / tower suites / glamping may encourage more visitors to stay on site.

**8.41** Consideration is being given to the construction of a small lodge style hotel building with around 60 – 80 rooms in an appropriate location. Potential areas for added on-site accommodation have been identified at Bay 10 of the carpark off Stratford Road and within the Stables car park off Castle Lane.

**8.42** At this stage the Castle Management is not pursuing any specific plans.

### Significance of Heritage Asset

**8.43** Bay 10 was formerly part of the Foxes Study wooded area located at its perimeter edge to the east of Park Lodge. In 1981 this area was tarmacked to provide vehicular parking for visitors to the Castle. Bay 10 is part of the RP&G but is within an area that today has a back of house character that is of low aesthetic value and does not contribute to its significance. The RMP Landscape Significance Plan identifies it as a landscape of neutral significance (Figure 4.3).

**8.44** The setting is generally enclosed by mature trees which obscure views towards the Castle and surrounding heritage assets. To the west is Warwick Castle Drive beyond which there are residential properties within Warwick CA. A portion of the Castle's boundary wall (Grade II) may be seen in glimpses to the west with modern housing within the Warwick CA beyond.

**8.45** The Stables car park is situated to the north of the Stables (Grade II\*). Historic mapping shows that this area previously comprised a lawn with scattered trees at the perimeter of a densely planted area to the north of the carriage drive. It has been used as a car park for many years. It is part of the RP&G and CA and is visible from the wider Warwick CA to the north of Castle Lane.

It is within the immediate setting of the Stables and the portion of boundary wall that abuts Castle Lane (Grade II).

The RMP Landscape Significance Plan identifies it as a structure of neutral significance (Figure 4.3). This is due to the conversion of this area to a car park which has detracting features in addition to parked cars such as the modern timber fence to the playground. There is a small single storey building (former WC block) abutting the boundary wall at the north of the car park that is screened from view by planting. Its proximity and relationship to the Stables means the majority of the car park is sensitive to development within it.

**8.46** The setting of the Stables car park is enclosed to the east by dense vegetation within the playground area and to the south by the Stables building. The south end of the car park is visible from the Castle in panoramic views from Guy's Tower. To the west of the car park there is the portion of boundary wall that abuts Castle Lane and the urban centre of Warwick CA beyond. The wider CA has a mixed historic character which generally contributes to the significance of the RP&G. The north of the car park is defined by a dense row of trees beyond which is the former WC block abutting the castle wall to Castle Hill.

### Assessment of Impact

**8.47** The provision of further accommodation buildings in the Stables carpark could affect the following:

1. The settings of the Stables and portions of boundary wall that abut Castle Lane and Castle Hill (west and north)
2. The setting of the Castle in views from Guy's Tower
3. The character and appearance of the Conservation Area
4. The significance of the RP&G.

**8.48** For Bay 10, the potential effects would be alterations within the RP&G (and CA), albeit within a significantly less sensitive, neutral area. There is also the potential that a new building would be seen together with the boundary wall to the west, therefore affecting its setting (but that wall is already interacting with modern development).

### Development / Design Principles

1. Stables: This is more sensitive than Bay 10 due to its more prominent location on approach to the Castle / Stables. The southern portion of the car park would not be able to accommodate a new building due to its proximity to the Stables and its visibility from elevated locations from the Castle, such as Guy's Tower. There is the possibility that a small-scale building could be accommodated towards the northern part of the car park. In this case, its location, scale, massing and design would need to be very carefully considered to test whether this option would be acceptable in heritage terms
2. Bay 10: a building that remains lower than the tree line and that preserves the significance of the RP&G (and CA and boundary wall) could be achieved. The effect on trees and ecology, possibly historic trees, would need to be carefully considered together with the potential for additional planting
3. Archaeological investigations would be necessary for both options
4. The effects on car parking, traffic movement and residential amenity and the town centre would also need to be assessed for both options.

**8.49** For either option, a full Heritage Impact Assessment would be required to assess the effects of development on the significance of heritage assets. Specialist heritage advice would be required from an early stage to evolve a scheme that would be acceptable in heritage terms.



Stables car park — looking south



Stables car park — looking north



Bay 10



## 9. Porter's Lodge

8.50 The Porter's Lodge is situated on the northern boundary of the Castle where it provides a pedestrian access to the Castle off Castle Hill. The lodge was constructed in 1796 – 7 and leads on to a historic carriage drive. The building is currently vacant and may be suitable for refurbishment as a guest lodge.

### Significance of Heritage Asset

8.51 The lodge is a Grade II listed building. It was constructed in the Neo Gothic style in 1796 – 7 as part of the second Earl's improvements to the grounds. It is of architectural and historic significance as a physical manifestation of the ambitions and growing status of George Greville the second earl of Warwick. It has group value with the Castle and ancillary structures which are materially and stylistically related. The RMP Structures Significance Plans identify it as a structure of medium significance (Figure 4.5).

8.52 The lodge leads onto a tarmac drive which was cut into the sandstone bedrock in the early 19th century to create a picturesque approach to the Castle. The visual setting is completely enclosed by tall trees and vegetation above the bedrock. This part of the RP&G is identified by the RMP Landscape Significance Plan as of high (drive) or medium (the planting) significance. To the north east the lodge faces onto a roundabout (a modern detractor) beyond which lies Warwick town. Listed cottages along Mill Street and the spire of St Nicholas Church feature positively in the setting.

### Assessment of Impact

8.53 The potential refurbishment of Porter's Lodge could affect the following:

1. The historic fabric of the Lodge could be affected through the installation of infrastructure (power / water / drainage) which in turn could affect its significance
2. The significance of the RP&G
3. The character and appearance of the CA.

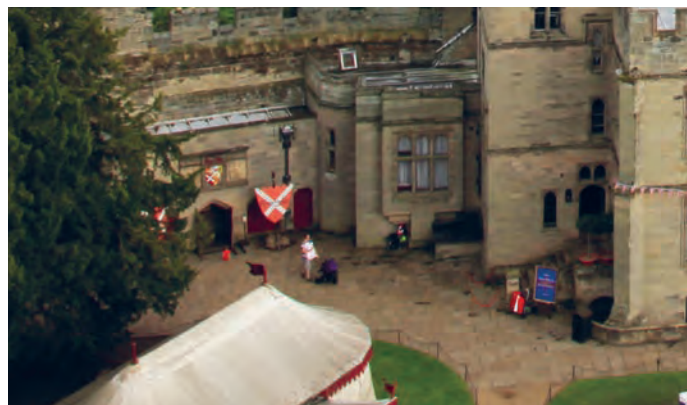
### Development / Design Principles

1. Careful consideration of any physical alterations to the lodge: minimisation of loss of historic fabric; reversibility of proposals in future and choosing historically sympathetic materials where appropriate
2. Ensure use of traditional materials externally using like-for-like repairs where appropriate to preserve and enhance the character and appearance of the wider CA.

8.54 If completed sensitively, this project has the potential to introduce heritage benefits (and potentially better reveal the significance of this building) by bringing it back into use.







## 10. Wheelchair Access (Project Implemented — August 2018)

**8.55** Historic buildings often present challenges for disabled / mobility impaired visitors. However, options are being explored at Warwick Castle, to enable access to more of the property. Wheel chair access to the domestic range is now located within the central courtyard with the provision of an exterior structure. Listed Building consent has been granted.

### Significance of Heritage Asset

**8.56** The provision of exterior wheelchair access could have a direct effect on Warwick Castle (Grade I & SM (uninhabitable parts)) and the RP&G. The high significance of Warwick Castle, RP&G and CA is detailed in section 4 of the Masterplan. The RMP Structures Significance Plans identify the Castle domestic range, ramparts and adjoining towers (as well as the central courtyard by Lancelot Brown) as being of high significance.

**8.57** The visual setting of the central courtyard of the Castle is enclosed by the domestic range, ramparts and adjoining towers. Existing low quality modern structures (small timber sheds and tents) to the north east of the courtyard detract from the setting of the Castle. They do not contribute to its significance.

### Assessment of Impact

**8.58** The provision of wheelchair access within the Castle courtyard could affect the following:

1. The significance of Warwick Castle through the installation of modern structures that may require alterations to the historic fabric, having a limited, localised effect on the setting
2. The significance of the RP&G through the addition of new development
3. The immediate setting of the Castle through addition of new development particularly in views from Guy's Tower.

### Development / Design Principles

1. Careful consideration of any physical alterations to the Castle: minimisation of loss of historic fabric; reversibility of proposals in future and choosing historically sympathetic materials where appropriate
2. Structures should be selected that are visually sensitive in terms of scale, style and colour: using traditional material and muted colours where possible
3. The compatibility of external and internal materials of the Castle with attached structures should be considered to minimise harm
4. Temporary structures that are removed when not needed should be considered to preserve the setting of the Castle.

**8.59** The benefits of increasing accessibility to Warwick Castle would have to be weighed against any harm to the historic fabric of the building. The location of the works will determine whether Scheduled Monument consent or listed building consent would be required.







## II. Courtyard Shop

**8.60** The Castle's courtyard is a major focus of activity particularly as it provides access to several of the Castle's main attractions. There are two tents in the north eastern corner of the Courtyard (albeit one tent is a shroud to a building). Whilst these have a relatively temporary appearance both are permanent features. There is general agreement that the tents detract from the quality of the Courtyard; consideration is being given to whether a permanent new building could be constructed in their place.

### Significance of Heritage Asset

**8.61** The courtyard shop is a modern structure that sits within the RP&G, CA and is within the immediate setting of the Castle. The high significance of these heritage assets are detailed in section 4 of the Masterplan. Within the Castle the courtyard is laid out with a gravel carriage turn enclosing an elliptical-shaped lawn. The courtyard was laid out in its present form by Lancelot Brown for Lord Brooke in 1753. The existing courtyard shop is of low architectural quality and detracts from the aesthetic value of the courtyard. It is a negative feature in the setting of the Castle (Grade I & SM). The RMP Structures Significance Plan (Figure 4.4) identifies the Castle domestic range, ramparts, adjoining towers and central courtyard as being of high significance.

### Assessment of Impact

**8.62** The replacement of the existing courtyard shop with a permanent building could affect the following:

1. The significance of the RP&G through the addition of new development
2. The immediate setting of the Castle through addition of new development.

### Development / Design Principles

1. A detailed options study would need to be carried out to establish the most sensitive appropriate design for the replacement permanent structure. A heritage specialist should feed into this work
2. Consultation with the Council and heritage stakeholders will be important from project inception
3. The building would need to be of a high standard of design, materials and detailing. Wattle and daub and timber frame should be considered as a potential design option.

**8.63** A full Heritage Impact Assessment would need to accompany a planning application (Scheduled Monument consent might be required). This project has the potential to enhance and better reveal the significance of these heritage assets through the replacement of the existing permanent shop which is a detracting feature within the RPG and the setting of the Castle.





## 12. Jousting Arena

8.64 Situated on the river island, the Jousting Arena presents two shows each day during the main season, that is a popular feature with many Castle visitors.

8.65 It is a temporary structure, with timber posts and rails defining a rectangular space, with a central timber rail creating the two gallops for the jousting. The arena has a sand base (laid on matting onto the grass). Flags and canvas awnings / roof cover (over the spectators) complete the arena. Other than the timber posts / rails all the other elements are easy to dismantle.

8.66 The arena was introduced as a temporary feature but given its popularity, the managers of Warwick Castle wish to retain it for a further two years, with it in situ during the main visitor season only and with recommended noise mitigation. It has now been removed from the River Island.

### Heritage Comment

8.67 The arena sits in a central, open position on the river island. It is adjacent to the restored Boat House, a notable feature on the River Avon. The Jousting Arena is located within the Registered Park and Garden and changes the character and appearance of this part of the landscape. However, whilst it is an intervention in the landscape, the majority of the structures (timber posts / rails) that would remain in situ are minor elements in the wider landscape. The flags / awnings have a festival / temporary appearance and as such do not harm the overall and relative permanence of the rural landscape, particularly in views where the River Avon is a dominant feature and there are extensive views across the Castle Park.

8.68 Overall, the landscape is sufficiently robust and extensive to accommodate this low level and modest intrusion.







### 13. Former WC Block

**8.69** The former WC Block is a mid-20<sup>th</sup> century building located at the northern end of the Stables Car Park where it is built up against the boundary wall that abuts Castle Hill. The block is currently vacant and could be converted to provide additional office space (if not the identified location for additional hotel accommodation).

#### Significance of Heritage Asset

**8.70** The former WC Block was constructed in the middle of the 20<sup>th</sup> century on a cleared area immediately inside of the castle boundary wall that abuts Castle Hill. The building is sunken in between the boundary wall and retaining banks planted with evergreen shrubbery and specimen trees. The south east elevation of the building is built up against the historic boundary wall which was constructed in 1789 and is Grade II listed. The boundary walls are of architectural and historic significance as they illustrate the 18<sup>th</sup> century improvements that were made to the Castle grounds by the George Greville which involved the large reconfiguration of the Castle boundary. The RMP Landscape Significance Plan identifies the WC block and area to the north as being of neutral significance (Figure 4.3). It identifies the attached boundary wall and area to the south as being of medium significance.

**8.71** The block is a plain, utilitarian structure of low aesthetic value. While it detracts from the setting of the boundary wall, the topography of the site and dense woodland to the south and west means that it is obscured from Warwick Castle and the remainder of the RP&G and CA.

#### Assessment of Impact

**8.72** The conversion of the former WC block to provide office space could affect the following:

1. The significance of the 18<sup>th</sup> century boundary wall through alterations to its fabric and new development within its setting
2. The character and appearance of the CA through new development
3. The significance of the RP&G.

#### Development / Design Principles

1. Ensure that any works do not harm the historic fabric of the boundary wall
2. Any alterations / new development to be well designed and identifiable as 21<sup>st</sup> Century development (could be either traditional or modern in style).

**8.73** This project has the potential to have a neutral effect on the significance of the boundary wall, RP&G and CA.



## 14. Stone Yard

**8.74** The stone yard is a plot on western edge of site situated between the boundary wall and Warwick Castle Road / Stratford Road Car Park which contains no built development. This area has been identified as a potential location for storage or office space.

### Significance of Heritage Asset

**8.75** The stone yard contains no heritage assets but is located within the RP&G and CA. It is a cleared area set within perimeter vegetation immediately inside of the Castle's boundary wall. Historic mapping suggests that the stone yard has existed since at least the late 19<sup>th</sup> century where there was a small building to the south of the clearing. The stone yard is currently used for staff car parking and the storage of maintenance equipment. It is of low aesthetic value and does not contribute to the significance of the RP&G. There are currently no buildings on site except for a small modern timber shed. It is bounded by the Castle boundary wall of 1789 which is Grade II listed. The boundary walls are of architectural and historic significance as they illustrate the 18<sup>th</sup> century improvements that were made to the Castle grounds by the George Greville, the 2<sup>nd</sup> Earl, which involved the large reconfiguration of the Castle boundary. However the portion of boundary wall adjacent to the stone yard appears to have been considerably rebuilt as much of it is of red brick rather than sandstone ashlar. The RMP Landscape Significance Plan identifies the stone yard as of neutral significance. It identifies the boundary wall as being of medium significance (Figure 4.3).

**8.76** The setting is enclosed to the north and south by mature trees. Stratford Road Carpark is visible to the east. To the west the roofs of mid-20<sup>th</sup> century houses can be seen above the boundary wall marking the wider CA.

### Assessment of Impact

**8.77** There is no confirmed project here but the potential construction of a storage or office building could affect the following:

1. The fabric and significance of the listed boundary wall
2. The significance of the RP&G through new development
3. The character and appearance of the CA.

### Development / Design Principles

1. Any additions to be well designed and identifiable as 21<sup>st</sup> century development (could be either traditional or modern in style)
2. Archaeological investigations
3. Planting, if appropriate, to reduce visibility of new build within the RP&G.

**8.78** A full Heritage Impact Assessment would be required to accompany a planning (and listed building consent) application for new buildings within this area. The project has the potential to ensure the significance of the RP&G and CA is preserved.







## 15. Gardener's Yard

**8.79** The Gardener's Yard is situated to the north east of the Castle grounds between Warwick Castle Drive and the portion of boundary wall to the west of Castle Lane. More covered space is required in this area via the introduction of a larger building (if relocated from the existing Estate Management Building, see project 14).

### Significance of Heritage Asset

**8.80** The yard comprises late 19<sup>th</sup> century red brick workshop buildings and two glass houses of 1991 set within a large gravel drive. The yard forms part of the RP&G and sub-area 10 of the CA which are both of high significance (detailed in section 4 of the Masterplan). The maintenance yard buildings are of interest as ancillary buildings from the late 19<sup>th</sup> century. The area makes a minor positive contribution to the significance of the RP&G. The historic boundary wall to the east is Grade II listed. The RMP Landscape Significance Plan identifies the maintenance yard as being of neutral significance. It identifies the boundary wall as being of medium significance (Figure 4.3).

**8.81** The setting of the maintenance yard is enclosed to the north and east by mature trees. Stratford Road car park is visible in glimpses to the south east.

To the west and south the roofs of 19<sup>th</sup> and 20<sup>th</sup> century houses can be seen above the boundary wall along with the tower of St James' Chapel and the spire of St Mary's Chapel marking the wider CA.

### Assessment of Impact

**8.82** There is no confirmed project here. The potential construction of a new building to this area could affect the following:

1. The significance of the RP&G through new development
2. The character and appearance of the CA
3. The setting of the 19<sup>th</sup> century building and glass house as non-designated heritage assets.

### Development / design principles

1. To preserve the setting of the existing 19<sup>th</sup> century buildings — a new building may be most appropriate to the north of this area. An options study should be carried out to identify the most suitable location for a new building in this area, specialist heritage input will be required for this work.

2. An addition should be identifiable as 21<sup>st</sup> century development (could be either traditional or modern in style)
3. Archaeological investigations
4. Planting, if appropriate, to reduce visibility of new build within the setting of the RP&G.

**8.83** A full Heritage Impact Assessment would be required to accompany a planning application for a new building within this area. If the above principles are followed the project has the potential to preserve the significance of the heritage assets, including the setting of the late 19<sup>th</sup> century buildings within the area.



## 16. Pedestrian Access

**8.84** The entrance from the Stratford Road is only intended for vehicles. However, despite signage directing pedestrians to continue along the main road, many still enter the Castle grounds via the car park access road. To ensure a safe operation of this entrance the intention is to introduce a footpath to separate pedestrians from vehicles. This will need an analysis 'on the ground' to define the route but given the extent of Warwick Castle's land ownership, there is confidence that a suitable path can be created, without any adverse effects on heritage assets in places the route may be formed using a timber broadwalk.



## 17. Overflow Car Parking

**8.85** Warwick Castle has two permanent car parks. The Stables / Castle Lane and Stratford Road. It also, during busy days, uses land at Leafield Farm for overflow parking. This use has been undertaken for many years.

**8.86** The overflow parking has a number of benefits including drawing traffic into the Castle before it reaches the town centre where car parking can be at a premium roads are busy and some parking is remote from the Castle. There are no other locations within the grounds of Warwick Castle that can accommodate this parking requirement. The castle requires the additional overflow car parking space.

**8.87** It is known that the Council is reviewing Warwick Town Centre car parking and the managers of the Castle will be pleased to have an input to the Study, including how it may assist Castle parking requirements. From work undertaken to date, any additional town centre car parking is unlikely to meet the Castle's requirements in terms of capacity and location. However, this can be discussed as the study progresses.

**8.88** In terms of Leafield, the location and landscaping can be discussed with the Council, although the Castle only leases that part of Leafield Farm from the landowner. The castle is exploring the opportunity to place the car parking further westwards, down to the woodland block along the edge of the field. An application will be submitted in the near future.





Heritage Restoration

8.89 A major and ongoing activity at the Castle. Unexpected projects can arise, that need to be dealt with at short notice. The planned works include:

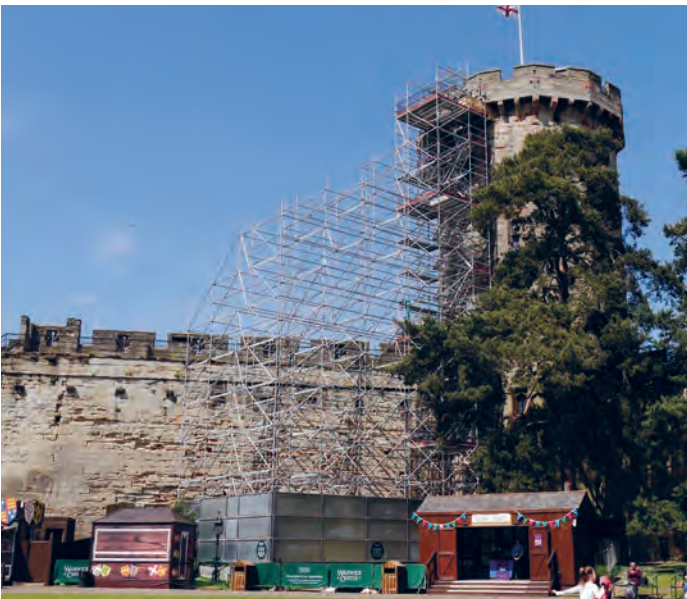
- 1. Domestic range masonry repairs east and west.
- 2. South front phase 6
- 3. Tower and ramparts
- 4. Mound curtain wall
- 5. Conservatory window frames
- 6. Perimeter walls
- 7. Tree planting.



The Conservatory



Mound Curtain Wall



Tower and Ramparts



The south front from the Island



Castle Lane







# APPENDIX I: PLANNING POLICY

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## Local Plan (2011 – 2029)

The key policies within the Council's Local Plan which are generally relevant to Warwick Castle are:

1. Strategic Policy DS3 (Supporting Sustainable Communities)
2. DS5 (Presumption in Favour of Sustainable Development)
3. PCO (Prosperous Communities)
4. CT1 (Directing New Tourism, Leisure and Cultural Development)
5. CT2 (Directing New or Extended Visitor Accommodation)
6. CT4 (Extensions to Tourism, Cultural or Leisure Facilities in Rural Areas)
7. CT5 (Camping and Caravan Sites)
8. CT6 (Warwick Castle)
9. Overarching Policy: SCO (Sustainable Communities)
10. BE3 (Amenity)
11. TR1 (Access and Choice)
12. TR2 (Traffic Generation)
13. TR3 (Parking)
14. CC1 (Planning for Climate Change Adaption)
15. CC2 (Planning for Renewable Energy and Low Carbon Generation)
16. FW1 (Reducing flood risk)
17. FW2 (Sustainable Urban Drainage)
18. HE1 (Designated heritage assets and their setting)
19. HE2 (Conservation Areas)
20. HE4 (Archaeology)
21. NE2 (Protecting Designated Biodiversity and Geodiversity Assets)
22. NE3 (Biodiversity)
23. NE4 (Landscape)
24. NE5 (Protection of natural resources)



# APPENDIX 2:WARWICK CASTLE REGISTERED PARK AND GARDEN LISTED DESCRIPTION

## List Entry Summary

This garden or other land is registered under the Historic Buildings and Ancient Monuments Act 1953 within the Register of Historic Parks and Gardens by English Heritage for its special historic interest.

Name: WARWICK CASTLE

List entry Number: 1000386

## Location

The garden or other land may lie within the boundary of more than one authority.

County: Warwickshire

District: Warwick

District Type: District Authority

Parish: Barford

County: Warwickshire

District: Warwick

District Type: District Authority

Parish: Bishop's Tachbrook

County: Warwickshire

District: Warwick

District Type: District Authority

Parish: Warwick

National Park: Not applicable to this List entry.

Grade: I

Date first registered: 01 – Feb – 1986

Date of most recent amendment: Not applicable to this List entry.

## Legacy System Information

The contents of this record have been generated from a legacy data system.

Legacy System: Parks and Gardens

UID: 1348

## Asset Groupings

This list entry does not comprise part of an Asset Grouping. Asset Groupings are not part of the official record but are added later for information.

## List entry Description

### Summary of Garden

Legacy Record — This information may be included in the List Entry Details.

### Reasons for Designation

Legacy Record — This information may be included in the List Entry Details.

### History

Legacy Record — This information may be included in the List Entry Details.

### Details

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

## HISTORIC DEVELOPMENT

The town of Warwick was laid out as a fortified burgh in AD 914 by Ethelfleda, 'Lady of the Mercians', and in 1068 William I built a motte and bailey castle between the town and the north side of the River Avon. Henry de Beaumont (d 1119), also known as de Newburgh, was appointed Constable of the royal castle, and was succeeded by six members of his family until the death of Thomas de Newburgh, Earl of Warwick in 1242. In 1268 the Castle and earldom passed by inheritance to William de Beauchamp, ninth Earl (d 1298). The eleventh Earl, who came of age in 1329, began a programme of rebuilding which was continued by his son, also Thomas, who inherited in 1369. The thirteenth Earl, Richard, who inherited in 1401, served as Captain of Calais under Henry V, while his son Henry, who succeeded as fourteenth Earl in 1439, was created Duke of Warwick in 1445. The Duke died at the age of twenty in 1446 leaving a young daughter who died in 1449; the title and estates then passed to the late Duke's sister, Anne, wife of Richard Neville. Neville, known as 'The Kingmaker', played a prominent role in the Wars of the Roses, and was killed at the Battle of Barnet in 1471. Neville was succeeded by his son-in-law, George Plantagenet, Duke of Clarence, who was executed for treason in 1478; his son, although styled Earl of Warwick, spent most of his life in prison, until executed by Henry VII in 1499. Richard III, husband of Neville's second daughter, spent time at Warwick and made alterations to the buildings.

Under Henry VII and Henry VIII the Castle remained royal property. Edward VI granted the Castle to John Dudley, Earl of Warwick and subsequently Duke of Northumberland, in 1547; he was executed by Mary I in 1553, and was succeeded after the accession of Queen Elizabeth by his son, Ambrose, created Earl of Warwick in 1561. The Queen visited Warwick Castle on her progress to Kenilworth Castle (qv) in 1572. When Ambrose Dudley died without surviving issue in 1590, the Castle reverted to the Crown. James I separated the earldom from the Castle when in 1604 he granted the Castle to Sir Fulke Greville, and in 1618 created Robert Rich Earl of Warwick. Having seats at Holland House, London (qv) and Leighs Priory, Essex the Rich family did not maintain a residence at Warwick.

Sir Fulke Greville, Treasurer of the Navy (1599 – 1604) and Chancellor of the Exchequer (1614 – 21), spent some £20,000 restoring the Castle and laying out new gardens; it was visited by James I in 1617. Greville was created Baron Brooke in 1621, but in 1628 was murdered by one of his servants. The estate passed to his cousin, Robert Greville, second Lord Brooke, who supported Parliament in the Civil War and was killed at Lichfield in 1643, the same year that the Castle was besieged by Royalist forces for two weeks. The fourth Lord Brooke, who inherited in 1658, undertook a major programme of restoration and improvement between 1669 and 1678. Few changes were then made to the Castle until Francis, eighth Lord Brooke succeeded in 1727 (created Earl of Warwick in 1759). Lord Brooke made alterations to the Castle from the mid 1740s, and in 1749 called in Lancelot Brown (1716 – 83), then still gardener at Stowe, Buckinghamshire (qv) to complete the removal of the formal gardens; this process is shown in one of Canaletto's paintings of the Castle of c. 1749 (Paul Mellon Collection). Brown made further changes to the pleasure grounds in 1753, and from 1755 began to landscape Castle Park which was extended in 1760 by the enclosure of land in Barford parish. Warwick Castle is one of a group of sites in Warwickshire at which Brown advised in the mid and late C18; it includes Charlecote Park (qv), Combe Abbey (qv), Compton Verney (qv), Newnham Paddox (qv), Packington Hall (qv), and Ragley Hall (qv).

The first Earl died in 1773 and was succeeded as second Earl by his son, George (d 1816), who in 1786 extended Castle Park by diverting the Banbury Road. In 1802 the Earl was declared bankrupt, and while solvency was gradually restored few changes took place until the mid C19. The fourth Earl, who succeeded in 1853, employed Anthony Salvin (1799 – 1881) to make improvements to the private apartments, while in 1868 – 9 Robert Marnock (1800 – 89) was commissioned to design new formal gardens. The Castle was seriously damaged by fire in 1871, but was restored by Salvin. The fourth Earl died in 1893, when he was succeeded as fifth Earl by Francis Richard, who was married to the heiress Frances Maynard, owner in her own right of Easton Lodge, Essex (qv). Frances, known as Daisy, was an intimate of Edward VII, both as Prince of Wales and King; he was a frequent visitor to the Castle. Following the death of the fifth Earl in 1924 the Castle remained in the Greville family until November 1978 when the buildings, contents, and pleasure grounds were sold by the seventh Earl (d 1984) to Madame Tussaud's; Castle Park was sold to a separate commercial purchaser.



Plans for the development of the Park with two golf courses and an hotel were dismissed at public enquiry in 1991. Today, the site remains in divided commercial ownership.

DESCRIPTION

LOCATION, AREA, BOUNDARIES, LANDFORM, SETTING  
Warwick Castle is situated c. 250m south-east of the centre of Warwick, to the north-west of the River Avon. The c. 280ha site comprises some 23ha of gardens and pleasure grounds, and c. 257ha of parkland. The site is bounded to the north-west by Castle Lane from which it is separated by a late C18 stone wall (listed grade II) c. 3m high, and by domestic premises in Castle Close. To the north-north-east the boundary is formed by a late C18 stone wall (listed grade II\*) which separates the grounds from domestic properties on the west side of Mill Street, and by the river frontage of properties on the east side of Mill Street up to and including the late C18 Castle Bridge (listed grade II\*). The north-east boundary is marked by Park House, Greville House, and other properties on the west side of Bridge End, while the east boundary is formed by the A425 Banbury Road, from which the park is separated by timber fences. To the south-east the site is bounded by the B4462 road which leads south-west to Barford, and to the south the boundary is formed by a late C20 cutting accommodating the A452 and M40 roads. The south-west boundary adjoins agricultural land, while to the west the site adjoins agricultural land, light industrial premises, and mid C20 domestic properties to the east of the A429 Stratford Road, Leyfields Crescent, and Temple Grove. The River Avon flows in a serpentine course through the site from north to south-west, while the Tach or Ram Brook enters the site from the east and flows to its confluence with the River Avon c. 1.2km south-south-east of the Castle; the Tach Brook is dammed to form a lake, the New Waters, which extends east to the Banbury Road. To the west and north-east of the River Avon the site is generally level and forms the flood plain of the river. To the north the ground rises steeply above the river to the Castle, while Temple Hill rises c. 530m south-east of the Castle and c. 400m east of the river. Temple Hill is separated from further rising ground at the south-east corner of the site by New Waters, while to the south of the river, c. 1.5km south of the Castle, the ground rises steeply to a level plateau which extends to the south and south-east boundary of the site. There is a complex system of vistas within the site with particularly significant reciprocal views of the Castle from Spiers Lodge and Temple Hill.

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

ENTRANCES AND APPROACHES

Warwick Castle is approached from the A425 Banbury Road to the north-east, where the entrance is marked by a late C18 lodge (listed grade II). This structure comprises a crenellated, single-storey stone block with a central gothic carriage arch closed by a pair of timber doors; the lodge was built in 1796 (7 by Samuel Muddiman and John Williams as part of the second Earl's improvements. The lodge leads to a tarmac drive which sweeps west and south for c. 100m through a cutting in the sandstone bedrock. This picturesque approach was constructed by the second Earl in 1797 when existing properties in Back Hill were demolished. The drive emerges from the cutting and passes through C19 cast-iron gates to reveal a wide panorama of the north-east facade of the Castle. Sweeping south-east between areas of lawn for c. 100m the drive passes across a dry moat on a mid C17 stone bridge to reach the mid C15 barbican and gatehouse. The south-east section of the drive was constructed by the second Earl in the late C18 when the stables and forecourt constructed north-east of the Castle in 1664 were cleared away. The second Earl's picturesque drive was praised by Prince Puckler-Muskau in 1826 (Butler 1927), but was criticised as resembling a 'drift way to a mine' by JC Loudon in 1831 (Gardener's Mag).

Within the Castle the courtyard is laid out with a gravel carriage turn enclosing an elliptical-shaped lawn. To the south the courtyard adjoins the Mount which is planted with evergreen shrubbery and specimen trees, while to the west and north of the carriage turn there are further areas of lawn planted with mature specimen pines.

A gateway in the western curtain wall, flanked by two low late C15 towers, the Clarence and Bear Towers, leads to the pleasure grounds, while a further gateway at the south-west corner of the courtyard leads to a carriage drive which passes through the pleasure grounds to Castle Park. A further gateway in the C14 Watergate Tower at the south-east end of the courtyard leads to the river and pleasure grounds; in the late C16 this gate led to the formal gardens. The courtyard was laid out in its present form by Lancelot Brown for Lord Brooke in 1753; the porch and steps ascending from the courtyard to the Great Hall were also constructed to Brown's design in 1753 (Tyack 1994).

Visitors today approach the Castle from vehicular entrances on Stratford Road c. 590m south-west of the Castle, and Castle Lane c. 100m north-west of the Castle. A late C20 car park is situated in shrubbery parallel to the north-west boundary, with a further area of mid C20 car parking north of the stables. The mid C18 stables (listed grade II\*) c. 100m north-north-west of the Castle have been converted in the late C20 to provide the visitors' entrance and facilities. The two-storey, stone and hipped-roof stable blocks are constructed around three sides of a courtyard with a pediment surmounting a carriage arch in the south-east range leading to the pleasure grounds. The stables were constructed c. 1768 – 71 by Job Collins, possibly to a design by Robert Mylne.

PRINCIPAL BUILDING

Warwick Castle (listed grade I; part scheduled ancient monument) stands on a bluff of high ground to the north-west of the River Avon, the steep bank of which is encased behind a high C16 retaining wall from which the walls of the state and private apartments rise. The Castle is constructed around an approximately rectangular courtyard, with the mid C11 motte, known as Ethelfleda's Mount, situated to the south-west and the domestic ranges to the south-east. The C14 Watergate Tower connects the domestic ranges to a curtain wall which ascends the east face of the Mount to reach a crenellated wall, gateway, and two turrets on the summit of the Mount. A further curtain wall descends the north face of the Mount to connect with the curtain wall which encloses the west side of the courtyard.

A pair of low, octagonal, late C15 towers, the Bear and Clarence Towers flank an entrance in the centre of the west wall; these towers were built by Richard III as part of a keep which remained incomplete in 1485 (guidebook). The north-east or entrance facade of the Castle is dominated by two massive late C14 towers which are connected to a central late C14 gatehouse and barbican by further crenellated curtain walls. The north-west tower, known as Guy's Tower, is twelve-sided on plan and rises some six storeys to a machicolated parapet. The south-east or Caesar's Tower, of slightly earlier construction, has a trilobed plan; the lower section rises some four storeys above a battered basement which is a prominent feature at the southern end of Mill Street. The two-storey upper section rises from a machicolated parapet and is surmounted by a crenellated parapet. A late C17 single-storey range known as the Armoury, but constructed as a laundry and brewhouse, abuts the outer face of the curtain wall between the barbican and Caesar's Tower. The domestic range to the east of the courtyard comprises two-storey private apartments to the north of the two-storey state apartments; a further three-storey range adjoins the state apartments to the south. The domestic ranges were constructed at various dates from the mid C14, with the buildings at the southern end having been rebuilt by Sir Fulke Greville in the early C17. The state apartments retain significant late C17 and mid C18 interiors. The private apartments, which had also been remodelled in the mid C18, were reconstructed by Salvin following a serious fire in 1871.

Immediately below and to the south-east of the Castle the single-storey Castle Mill (listed grade II\*) adjoins a weir extending across the river. The Mill was rebuilt in Gothic style by Timothy Lightoler in 1767 – 8, possibly incorporating elements of an earlier mill which had stood on this site since the medieval period. In 1894 a water-driven electric generator was installed in the Mill. Stone walls connected with the water supply to the Mill extend north-east from the building through the garden of 55 Mill Street.

GARDENS AND PLEASURE GROUNDS

Informal pleasure grounds lie to the north, west, and south-west of the Castle, with formal gardens to the north and north-west.



To the north of the Castle the pleasure grounds comprise lawns, specimen trees, and evergreen shrubbery which slope down from the stables to the north-north-west to the moat. The moat is a dry ditch which extends west from Caesar's Tower below the north-east and west walls of the Castle to the Mount. A carriage drive sweeps south from the south-west gateway from the courtyard, passing to the west of the Mount before turning south-west to follow the north-west bank of the River Avon for c. 270m, then turning west to cross the south-west end of a lawn known as Pageant Field. This lawn is enclosed to east and west by mature specimen trees and mixed ornamental shrubbery, and descends from the late C19 formal garden to the river. To the south-west of the Pageant Field and to the south of a small stream, an area of mixed specimen trees and shrubbery known as Foxes Study extends c. 250m to the boundary between the pleasure grounds and Castle Park, which is marked by a late C20 fence. A footbridge crosses the stream from Pageant Field and leads to a C19 avenue of deodar cedars which passes south-west through Foxes Study to a gate leading to the park. The late C20 Estate Management building and compound is situated at the southern end of Foxes Study.

A further drive leads south-east below the Mount to reach a late C20 timber bridge which crosses the river c. 80m south-south-west of the Castle to an island which extends c. 650m north-east to south-west below the Castle. There are significant views up river from the bridge and island to the Castle Mill and the remains of the medieval bridge (listed grade I; scheduled ancient monument) c. 80m east of the Castle. Stone arches and cut-waters from this C15 bridge survive in three sections, including one section now (2000) in the garden of 55 Mill Street. The bridge, which was until 1788 the main route into Warwick from the south, was retained and deliberately enhanced as a picturesque feature (Dr Hodgetts pers comm, 2000) by the second Earl when he constructed a new bridge, Castle Bridge (listed grade II\*), c. 350m east of the Castle to designs by David and Robert Saunders in 1788 – 93; the picturesquely ruined old bridge is shown in a late C18 or early C19 view in the Aylesford Collection (BRLA). Some 160m south-south-west of the Castle, a single-storey timber and thatch-roofed boathouse stands on the north-west bank of the island. This was constructed in 1896 for Lady Warwick, and from 1898 housed an electric launch used to reach Spiers Lodge in Castle Park by river (guidebook); the boathouse was restored in the late C20.

A stone bridge c. 130m south-east of the Castle leads from the south-east bank of the island across the river channel to Castle Park. In the late C19 and early C20 Lady Warwick used the island to house a menagerie. The trees at the north-east end of the island correspond to a plantation formed by Brown to frame the view of the river and old bridge c. 1750 (CL 1979).

A serpentine walk leads north-east from the drive c. 20m north-east of the barbican through a series of wrought-iron rose arches to reach a formal rose garden (restored 1984 – 6) which is situated on a level area of ground enclosed to the north, east, and west by banks planted with evergreen shrubbery and specimen trees. The rose garden comprises a series of box-edged geometric beds cut in panels of lawn separated by gravel walks. The garden is quatrefoil-shaped on plan, and is enclosed by shrub roses and regularly spaced cast-iron pillars supporting further roses. The rose garden was designed in 1868 by Robert Marnock and constructed in 1869 (plans, WCRO). To the west of the rose garden a rock garden incorporating a cascade and pool is set against the enclosing bank. This was constructed in 1900 by James Backhouse and Son of York, in part using artificial stone (guidebook; plan, WCRO). Some 10m south-west of the rose garden two brick-lined icehouses (constructed c. 1830, guidebook) are set into the enclosing bank.

A walk leading north-west from the Bear and Clarence Towers turns south-west for c. 130m to form a terrace walk backed by a high yew hedge which runs along the north-west side of the lawn; this walk leads to a formal flower garden c. 160m west of the Castle. Known as the Peacock or Italian Garden, the flower garden is hexagonal on plan with geometric yew and box-edged beds arranged on three panels of lawn divided by three gravel walks; the hedges are ornamented with topiary peacocks and the parterre radiates from a central circular stone-edged pool. To the north of the parterre a flight of stone steps ascends to a gravel terrace, above which a further flight of stone steps ascends to a stone-flagged terrace below the late C18 conservatory. The flower garden was laid out to designs by Robert Marnock in 1869 (plans, WCRO); plans for an Italian garden had been provided by William Broderick Thomas (1811 – 98) in 1865 (WCRO); Bateman's plan of 1845 (WCRO) shows lawns sweeping down to the river. The conservatory (listed grade II\*) comprises a single-storey stone structure lit by five tall gothic-arched windows in the south facade under an early

C20 glazed roof (replaced late C20). The interior has a stone-flagged floor with inset stone-kerbed planting beds and an apsidal recess to the north. The conservatory was built in 1786 – 8 to designs by William Eborall to accommodate the Warwick Vase, a monumental C4 Greek marble urn from Hadrian's Villa, Tivoli, which was acquired by the second Earl from Sir William Hamilton in 1774; the Vase was first placed at the centre of the Castle courtyard and is shown in this position in a view in the Aylesford Collection (BRLA). The conservatory was restored in 1989 and today (2000) contains ornamental planting and a late C20 copy of the Warwick Vase, the original having been sold by the seventh Earl to the Burrell Collection, Glasgow in 1978. There is a vista from the conservatory and flower garden south across the Pageant Field to the River Avon.

The pleasure grounds achieved their present form under Francis, Lord Brooke in the mid C18 when Lancelot Brown completed the removal of the formal gardens south and south-east of the Castle, and a hamlet, High Ladsome, which occupied the site of the Pageant Field; the pleasure grounds are shown on a plan of 1776 – 80 (WCRO) and a plan of 1845 by James Bateman (WCRO). The walled formal gardens are shown on a plan of 1711 by James Fish and Charles Bridgman (WCRO), and comprised several parterres and a large greenhouse which was constructed in 1695. The medieval motte was adapted as a viewing mount with a spiral walk ascending to the summit from the Watergate Tower. The summit was planted in the late C17 with a single pine tree which was noted by Thomas Baskerville c. 1678 (VCH). The formal gardens south of the Castle probably originated as the 'Queen's Garden' mentioned in a survey of 1576 (VCH; guidebook) and were described by Leland c. 1534 as 'a second Eden ... adorn'd with all kinds of delightful and shady walkes, and Arbours, pleasant Groves, and wildernesses, fruitful Trees, delicious Bowers, oderiferous Herbes, and fragrant Flowers' (Toulmin-Smith 1907 – 10). In 1634 Dugdale commented that the gardens were 'a place ... [of] extraordinary delight, with most pleasant Gardens, walks and Thickets, such as this part of England can hardly parallel' (Dugdale 1730).

## PARK

Castle Park extends south and south-east of the Castle, and lies principally to the east and south of the River Avon which flows through the park from north to south-west.

The park is today (2000) in mixed agricultural use with level pasture planted with some scattered specimen trees surviving to the south of the Castle, to both east and west of the river. The park is enclosed to the east by a predominantly deciduous plantation which screens the Banbury Road which was diverted to its present course by the second Earl in 1782 – 7. To the south-east Nursery Wood is a late C18 mixed plantation on high ground, while a further late C18 boundary plantation screens the B4462 Barford Road which was constructed in 1772 – 92. Barford Wood bounds the park to the south on land added to the park after the Barford enclosure in 1760, and further plantations known as Ashbeds Wood and The Lilacs screen the western boundary; these plantations are shown on a plan of 1791 (WCRO). There are further plantations within the park, including c. 450m south-east of the Castle Lord Brooke's Clump, and Leaffield Privet c. 1.3km south-south-west of the Castle. Temple Hill Plantation c. 900m south-east of the Castle is today (2000) a mid C20 commercial coniferous plantation, while scattered mature specimen trees survive on the west-facing slope of Temple Hill overlooking the river.

Some 1.5km south of the Castle, Spiers Lodge (listed grade II\*), a mid C18 gothic hunting lodge stands above a steep north-facing slope above the River Avon. Lodge Wood, a late C18 plantation, extends c. 250m south and c. 500m from north-east to south-west along the crest of the escarpment, incorporating C17 avenues which were retained by Brown in his mid C18 improvements (plans, 1776 – 80; 1791, WCRO). Spiers Lodge was rebuilt in Gothic style c. 1748, perhaps with the advice of Sanderson Miller (1716 – 80) (CL 1979), on the site of a lodge which had been associated with a medieval warren. The warren existed by 1268, while a warrener was appointed to keep the warren of 'Whitlogge' in 1460 (VCH). In the mid C16 the lodge and associated land was let, and it gained its name from a subsequent, early C17 tenant; by 1745 the lodge was no longer let (ibid). In the early C20 the lodge was renovated as a private retreat for Lady Warwick and provided with formal gardens designed by Harold Peto (plans, c. 1905, WCRO). The gardens comprise topiary yew peacocks flanking a stone-flagged walk which leads from an early C20 wrought-iron gate to the entrance in the south facade of the house. To the east of the house a rose garden is divided into quarters by stone-flagged walks which pass under a timber pergola (reconstructed late C20); the centre of the garden is marked by a stone baluster sundial. A rectangular bowling green lies to the north and below the rose garden.



It is enclosed to the north by a yew hedge and terminates to the east in a semicircular flagged, stone-walled recess and seat. A Gothic-arched loggia attached to the north facade of the lodge is approached from a stone-flagged terrace by flights of steps to the east and west; there are extensive views across the park to the Castle and town. An early C20 wrought-iron gate leads from the terrace to a path which descends through shrubbery to a landing-stage on the river. To the west of the lodge there is an area of lawn planted with mature specimen trees including C18 cedars. Outside the formal gardens, some 50m east of the lodge, the tiled base and other fragments of an early C20 timber summerhouse (vandalised 1999) survive in the woodland; the summerhouse commands an extensive view across the park to the Castle. A flight of steps descends from the summerhouse to a landing-stage. These structures formed part of Peto's early C20 scheme for the Countess of Warwick.

Some 1.3km south-east of the Castle, New Waters forms a serpentine, approximately rectangular lake which extends c. 800m from the Banbury Road (east) boundary to a substantial stone and earth dam above the River Avon to the west; the park circuit carriage drive is carried across the dam. The eastern end of the lake is framed by Temple Hill Wood to the north, and Nursery Wood to the south. A tributary stream which flows into the lake from the south is dammed to form a chain of three ponds known as The Stews. New Waters was created in 1789 when a canal constructed by Brown in 1761 (plan, 1776 – 80, WCRO) was enlarged and extended to the east following the diversion of the Banbury Road (plan, 1791, WCRO). The late C18 earth dam failed in 1809, and was replaced by the present stone structure. From New Waters the mid C18 carriage drive survives, ascending c. 370m south-west through Lodge Wood before turning west for c. 270m and passing south of Spiers Lodge. The drive then descends the escarpment, sweeping south-west and north, to cross the river on the late C18 Leafield Bridge (listed grade II). This single-arched stone bridge, ornamented with Coade stone keystones and medallions, and with fluted balustrades (mostly removed, 2000), was constructed in 1772 – 6 to a design by Robert Mylne; it replaced a timber bridge constructed by Brown in 1758. From the bridge there are significant views up river across the park towards the Castle. The carriage drive continues for c. 930m north of Leafield Bridge to re-enter the pleasure grounds at the southern end of Foxes Study, c. 640m south-west of the Castle.

To the west of the carriage drive, c. 270m north of Leafield Bridge, Leafield Barn is a group of C19 and C20 agricultural buildings; a further group of early C19 brick cottages and barns, Barford Sheds, stand c. 480m south-south-east of Spiers Lodge; Barford Sheds were converted to domestic use in 1999.

Castle Park, originally known as Temple Park, was first enclosed by Francis, Lord Brooke (later first Earl) in 1743 from agricultural land to the south of the Castle which had been associated with the Castle since the C14. In the early C17 Fulke Greville had planted avenues across this land to Temple Hill, creating a vista from the Mount and Castle (James Fish, 1690); the principal north / south avenue was 'broken' by Brown c. 1755 as part of his improvements carried out for the first Earl (plans, 1743; 1776 – 80, WCRO). Other avenues were retained by Brown, but were subsequently removed or altered in the late C18 by the first or second Earls (CL 1979). The Leafield was incorporated into Temple Park c. 1745 (VCH), and land associated with houses in Bridge End demolished in 1755(60 was also added to the park. Further expansion to the south took place at the enclosure of Barford parish in 1760; the incorporation of this land was Brown's last work at Warwick. The final expansion of the park took place in 1782 – 7 when the Banbury Road was diverted c. 400m east of its previous course. The second Earl planted new boundary plantations along the road, replacing those planted along the former road boundary by Brown in the mid C18. The final form of the park is shown on a plan of 1791 (WCRO) and a survey by William James of 1806 (WCRO). In the late C18 parts of the park were used for agricultural purposes (estate accounts; VCH).

The medieval Earls of Warwick held an extensive deer park of C13 origin (VCH) at Wedgnock, c. 3km north-west of Warwick; this park included the manor of Goodrest. In 1597 Sir Fulke Greville was appointed Ranger of Wedgnock Park by the Crown. In 1743 many of the deer were transferred from Wedgnock to the new Temple Park, but as late as 1910 a small enclosure containing deer survived at Wedgnock. The farmland enclosed from the park in the mid C18 was sold by the Estate in 1959 (ibid). Wedgnock Park is not included in the site here registered.

#### KITCHEN GARDEN

The late C18 kitchen garden was situated c. 400m west-south-west of the Castle. The site was developed with domestic properties, Castle Close, in the mid and late C20.

The garden is shown on the 1st edition 1" OS map of 1834 and Bateman's plan of 1845.

The kitchen garden was constructed c. 1790 to replace the garden known as the Vineyard. The Vineyard was situated adjacent to Castle Lane, approximately on the site of the mid C18 stables, the construction of which truncated the garden in 1767. The remainder of the garden was taken into the pleasure grounds c. 1790 (VCH). A vineyard had been associated with the Castle estate since as early as 1268 and provided herbage in the medieval period (ibid). A house associated with the vineyard existed by the late C16 when the vineyard was described as comprising an orchard and garden of 4 1/2 acres (c. 1.8ha) within a stone wall (ibid). The garden is shown on Fish and Bridgman's plan of 1711 (WCRO), and a plan of 1788 by Matthias Baker (WCRO).

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Archival items The Warwick Castle and Greville family archive, which includes estate accounts, plans, private accounts, and correspondence, is held at the Warwickshire County Record Office (CRI886).

Description written: May 2000 Amended: September 2000, May 2001 Register Inspector: JML Edited: May 2001.



# APPENDIX 3: LISTING DESCRIPTIONS FOR THE BUILDINGS

## WARWICK CASTLE (GRADE I)

Early site, probably dating from pre-Norman times. Much mediaeval work remains. Good C18 and later additions. In 1871 a fire gutted the Great Hall and East Wing, these being restored by Anthony Salvin. This castle, (containing a fine collection of antiques and works of art) is considered of very great national interest. Main block with C14 walls and vaulted undercroft. Caesan's tower and Guy's tower, the Gatehouse and its Barbican also C14. The curtain walls may date from this period. Bear and Clarence towers C15, left incomplete 1485 and later given battlements; probably intended as a stronghold within the castle similar to that at Raglan. Late C17 internal features include exceptional plasterwork and wood carvings to the Cedar Room by Roger and William Hurlbut, completed 1678. Altered 1753 – 5 by Lancelot Brown, who rebuilt the porch and stairway to the Great Hall. Porch extended forward and additional rooms built beside it, 1763 – 9, by Timothy Lightoler. Watergate tower restored by A Salvin 1861 – 3. AM. VCH, viii, pp. 454 – 64.

Warwick Castle, with its Boundary Walls, Stables, Conservatory, Mill and Lodge form a group.

## CONSERVATORY (GRADE II\*)

Late C18, 1786 – 8. Ashlar conservatory of 1 tall room, rectangular with segmental apse at back, 5 large pointed arched sashes with stone chamfered mullions and transoms, pointed arched glazing bars, flush chamfered surrounds. Plinth, cavetto cornice, parapet with moulded coping. Hipped tiled roof. Architect: William Eborall. Contains the celebrated Warwick Vase, of white marble, probably C4 Greek by Lysippus of Sicyon. Discovered 1770 at Hadrian's Villa, bought by Sir William Hamilton who sold it to his nephew Grange Greville, 2<sup>nd</sup> Earl of Warwick of the 4<sup>th</sup> creation. Inscribed marble pedestal of 1774. VCH, viii, p. 463.

Warwick Castle, with its Boundary Walls, Stables, Conservatory Mill and Lodge form a group.

## STABLES WARWICK CASTLE (GRADE II\*)

Circa 1768 – 71, built by Job Collins, perhaps to designs by Robert Mylne. Ashlar, sandstone, courtyard plan built up round 3 sides. Hipped old tiled roof. 2 storeys, leaded casements under flat arches, cornice moulding. Central slightly projecting pediment over window and arched opening set in round headed reveal. VCH, viii, p. 462.

Warwick Castle, with its Boundary Walls, Stables, Conservatory, Mill and Lodge form a group.

## MILL (GRADE II \*)

On medieval site and perhaps incorporating early structure, largely rebuilt 1767 – 8 by Timothy Lightoler. Gutted by fire 1880. Ashlar, castellated with low turret. Welsh slate roof. Single storey. VCH, viii, pp. 473 – 4.

Warwick Castle, with its Boundary Walls, Stables, Conservatory, Mill and Lodge form a group.

## REMAINS OF OLD CASTLE BRIDGE (GRADE II\*)

II\* Ruin of late medieval stone, ashlar, bridge over the River Avon by weir. Sections of: three complete arches in centre of river, one arch by north bank and arch on south bank remain. Simple chamfered moulding to 4-centred arches. Splayed piers have cutwaters, up stream and down. AM.

## PORTION OF BOUNDARY WALL TO WARWICK CASTLE ABUTTING MILL STREET (GRADE II\*)

Late C18. Probably by William Eborall. Ashlar, moulded coping. Warwick Castle, with its Boundary Walls, Stables, Conservatory, Mill and Lodge form a group.

## PORTION OF BOUNDARY WALL TO WARWICK CASTLE ABUTTING WEST PART OF CASTLE LANE (GRADE II)

1789 by William Eborall. Ashlar. Part of the improvements to the grounds of Warwick Castle commissioned by George Greville, 2<sup>nd</sup> Earl. Sandstone, moulded coping.

Warwick Castle, with its Boundary Walls, Stables, Conservatory, Mill and Lodge form a group.

## PORTION OF BOUNDARY WALL TO WARWICK CASTLE ABUTTING CASTLE HILL AND EAST PART OF CASTLE LANE (GRADE II)

Ashlar. 1789 by William Eborall. Part of the improvements to the grounds of Warwick Castle commissioned by George Greville, 2<sup>nd</sup> Earl. Sandstone, moulded coping.

Warwick Castle, with its Boundary Walls, Stables, conservatory, Mill and Lodge form a group.

## WARWICK CASTLE LODGE (GRADE II)

1796 – 7 by Samuel Muddiman and John Williams. Rectangular ashlar block with Neo-Gothic details, including crenellated parapet. Large central 4-centred chamfered arch with 2 fold gate. VCH, viii, p. 464.

Warwick Castle, with its Boundary Walls, Stables, Conservatory, Mill and Lodge form a group.



# APPENDIX 4: MASTERPLAN PUBLIC CONSULTATION

## INTRODUCTION

This appendix explains the engagement undertaken by, Warwick Castle as part of the preparation of its Masterplan.

The Masterplan has been prepared to satisfy Warwick Local Plan Policy CT6 which requires proposals at Warwick Castle to be brought forward in line with an approved Masterplan.

The Masterplan sets out the projects that this leading UK attraction might pursue over the next five to ten years. They cover heritage maintenance, infrastructure and some development to ensure the Castle remains an attractive and relevant venue for both heritage and family visitors. Each project would require a separate planning and/or listed building application/scheduled monument consent and public consultation where relevant.

Following engagement with Warwick District Council (WDC) and other stakeholders, the Castle held a Public Exhibition over three days in September to engage the community and obtain feedback on the Masterplan. To ensure that attendees felt confident they could engage in the process they were given the opportunity to provide written comments on a feedback form prepared for the event.

## STAKEHOLDER ENGAGEMENT

Warwick Castle has previously presented an early version of the Masterplan to Warwick Town Council, the Conservation Area Forum and their Neighbours Forum group. It has also been discussed with Council Officers. We set out the key dates below:

- Conservation Area Forum (10 August 2017 and 31 October 2019).
- Warwick Town Council (6 December 2018).
- Neighbours Forum- a full presentation was given by Warwick Castle on 20 June 2017. Updates were presented at each subsequent meeting (10 November 2017, 27 March 2018, 20 June 2018, 8 October 2018, 8 April 2019, 11 July 2019 and 15 October 2019).
- Annual planning meeting with WDC and Historic England (4 May 2017 and 18 May 2018).
- Chamber of Trade- a full presentation was given by the Castle on 19 December 2017 and a verbal update was

- provided 13 November 2018.
- Bridge End Residents Association (11 Oct 2019).

## PUBLIC CONSULTATION

The public consultation events on the proposed Masterplan consisted of a Public Exhibitions held over three days (Saturday 7th, Sunday 8th and Monday 9th September) and at different times to give a variety of opportunities for people to attend.

A Press Release was published (3rd September 2019) in the Warwick Courier which detailed the forthcoming public consultation.

## Public Consultation Format

The Public Consultation was held over three days at Warwick Castle, Warwick, CV34 4QU. The event was held at the following times and locations:

1. Saturday 7th and Sunday 8th September (9am to 12pm) in the upstairs of the Coach House Restaurant;
2. Monday 9th September (5pm to 7pm) in the State Dining Room.

The Consultation took the form of a presentation of the Masterplan via images on boards with accompanying written explanations and was run as a 'drop in'. The boards displayed the key projects and ideas the Castle may develop over the coming years; providing an overview of the background and design principles. At least one management team member from the Castle was available to explain the proposals and answer queries throughout the events.

## Feedback Format

Local residents, businesses and visitors attending the public exhibitions were able to provide verbal feedback and comments to the team. A written comments form was available to fill out at the exhibition.

## PUBLIC CONSULTATION FEEDBACK

The public exhibition was attended by a total of around 100 attendees overall. And a total of 32 feedback forms were completed.

The responses received to the survey are summarised below.

## Question 1:

**Warwick Castle is a major visitor attraction and local employer. Do you agree that we should continue to improve facilities at the attraction?**

87.5% of respondents agreed that Warwick Castle should continue to improve facilities at the attraction. The remaining 12.5% were unsure. There were a number of additional points raised in the 'further comments' section. These have been reviewed and grouped into the key themes set out below:

**Impact on Heritage Assets:** Improvement works were generally welcomed; however future projects need to be sensitive to the Castle's heritage setting and not impact on heritage assets or green open areas.

**Education:** A number of respondents made reference to the educational benefits of Warwick Castle. It is important that the Castle continues to provide attractions and events that teach people about history in an interactive way. It is important that attractions are 'historically' correct.

**Design:** New facilities should be sympathetic in height and constructed with appropriate materials.

**Noise:** Respondents (in particular local residents) raised concerns in relation to noise levels from new developments.

**Local Economy:** Respondents would like new developments to encourage use of the town centre, local businesses and other local attractions.

**Projects:** A number of comments related to specific projects e.g. support for the refurbishment of Porter's Lodge as a guest lodge and for the refurbishment of the playground. It was noted that the maze is currently in a poor condition.

## Question 2

Warwick Castle has considered the impact of future developments on transport, ecology, landscape, noise, neighbours proximity, heritage impact etc. Are there any other specific issues that you consider the long-term plan should address?

A number of respondents stated that the plans look positive for the Castle with the town centre benefiting from an enhanced visitor destination. A number of specific points were raised. These covered the key themes set out below.

**Transport:** Consideration needs to be given to the traffic impacts resulting from new development, particularly along Castle Lane. The accident potential of Castle Street/Castle Lane/Pedestrian crossing from town entrance to Castle Street was also raised.

**Access:** Respondents would like to see improvements to pedestrian access. Plans for footpath alongside vehicle access from Stratford Road are welcomed.

**Noise:** Noise was raised as a concern. Respondents would like to see a reduction in noise pollution from events at the Castle; especially with future proposals coming forward.

**Heritage Conservation:** Respondents consider that future developments will need to protect the heritage assets and character of the Grade I Registered Park and Garden.

**Tourism/Community Integration:** Future developments should consider the social, cultural and economic impacts on the local area. It is important that the Castle is not developed in isolation from the town. Clear signage would be welcomed directing visitors to the town centre.

**Infrastructure:** Existing infrastructure will need to be able to cope with any increased traffic and visitor footfall in the town centre.

**Sustainability:** The Castle need to consider the sustainability of any new buildings proposed.

## Question 3

**Do you support the development of these other facilities at Warwick Castle?**

Figure 2 identifies the level of support for each of the Masterplan proposals. It was noted that it was difficult to give to comprehensive view without seeing a full planning application. Notwithstanding, the proposed pedestrian access from Stratford Road has generated the most support from respondents (63%). This is followed by proposals for a circular walk at Pageant Field (53%) and the Riverside covered seating (53%).

The project with the least support is the additional on-site accommodation (28%). However, at this stage the Castle are only exploring the potential for additional accommodation and are not pursuing any specific plans.

In addition to the above there were a number of additional



points raised in the ‘further comments’ section. These have been reviewed and grouped into the key themes set out below:

**Accommodation:** Respondents raised a number of concerns. Concerns were raised in respect of negative impacts on the local businesses (existing B&B’s, restaurants etc.) who rely heavily on Castle visitors for their income. Given the recognised sensitivities, the Stables were considered unsuitable for future accommodation. Traffic impact and overcrowding at the Castle was a further concern.

**Noise:** Noise associated with the Jousting Arena was raised. Consideration should be given to reducing the volume/base sounds.

Question 4

Are there any other aspects of Warwick Castle that you think could be improved?

39% of attendees consider that there are other aspects of Warwick Castle that could be improved. A further 39% remained unsure. The following points were raised in the ‘further comments’ section of the survey.

**Promotion of Heritage:** It was suggested that the Castle should continue on the path of the ‘de-Disneyfication’ to promote the historic aspects and importance of the heritage asset.

**Improve links to Town Centre:** A park and ride and mini bus into town centre was suggested.

**Pedestrian Access:** Improvements encouraged. Pedestrian access would be welcomed into Castle Park.

**Food and Drink:** Respondents suggested that upgrades would be welcomed.

**Community:** Good relations and links to local community should also be encouraged.

Question 5

Overall so you support the plans for the future development at Warwick Castle?

Overall, 52% of attendees supported the plans for future development at Warwick Castle. Only 7% did not support the plans (with 41% remaining unsure). Very few respondents did not support the overall proposals.

The following points were raised in the ‘further comments’ section of the survey: Hotel development, height of any new development in Stone Yard or Gardeners Yard, noise levels and ownership concerns.

RESPONSE TO FEEDBACK

Overall, the potential future proposals were positively received at the consultation event. The Castle have sought to address concerns as far as possible within an updated Masterplan document. A number of changes have been incorporated into the document these are as follows:

- 1. Greater clarity has been given on the status of the accommodation proposals. The Castle management are not pursuing any specific plans.
- 2. Proposals within the area of the playground are likely to comprise renewal of equipment or similar alternative use.
- 3. Changes to the food and drink offer will focus on improving existing facilities and will not include a restaurant on Long Walk.
- 4. The following proposals have been removed ‘Royal Weekend Party’ and Maintenance Workshop.
- 5. Addition of statement to confirm that the potential for effects on residential amenity, traffic, ecology, trees and any other relevant matters will be considered, where relevant on a project by project basis.

CONCLUSION

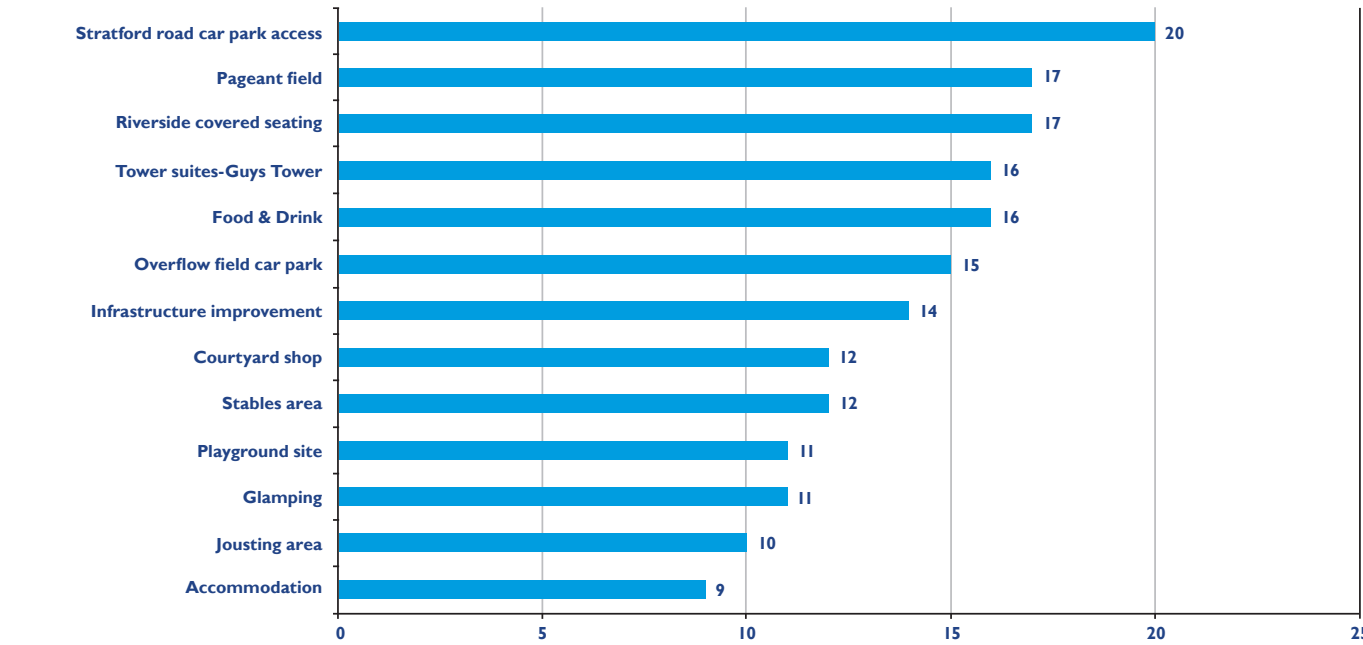
Warwick Castle has engaged with the Council, local residents, businesses and visitors and responded to comments as a result of the Public Consultation. The Public Consultation was well attended, and it enabled the local community to view the potential future proposals set out in the Masterplan and engage with the team at the Castle.

Respondent viewpoints have largely focused on:

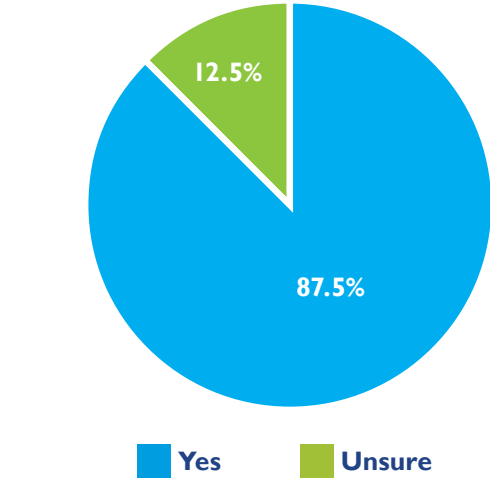
- Heritage Conservation; Noise; Traffic and Car Parking; Access; Design and Materials; Accommodation; and Local Economy (links to Town Centre).

Feedback on the Masterplan has been largely positive. The concerns raised are acknowledged and will be addressed as far as possible through the proposals as they come forward.

DO YOU SUPPORT THE DEVELOPMENT OF THESE OTHER FACILITIES AT WARWICK CASTLE?  
Figure 2 Responses to survey question 3



WARWICK CASTLE IS A MAJOR VISITOR ATTRACTION AND LOCAL EMPLOYER. DO YOU AGREE THAT WE SHOULD CONTINUE TO IMPROVE FACILITIES AT THE ATTRACTION?  
Figure 1 Responses to survey question 1



ARE THERE ANY OTHER ASPECTS OF WARWICK CASTLE THAT YOU THINK COULD BE IMPROVED?  
Figure 3 Responses to survey question 4

