

Conservation Team Advice

Date: 8th January 2026
Application Ref: SMD/2025/0228
Site Address: Brooklands, 79 Brookfields Road, Ipstones
Proposal: Single storey side extension to provide increased living space

Heritage assets affected:		
Designated Heritage Asset(s):	☒	Ipstones Conservation Area
Non-Designated Heritage Asset(s):	☐	

Conservation Advice

Summary of Significance

The proposal would involve alterations to an unlisted building situated in Ipstones Conservation Area.

Ipstones Conservation Area was designated for its medieval origins and layout, development as farming settlement, retention of predominantly 18th and 19th century buildings, overriding impression of vernacular construction with buildings typically constructed in stone or brick and tiled roofs. Buildings in the centre are tightly knit, often situated immediately along the highway. There are some more isolated buildings on the fringes of the settlement, notably the sporadic layout of buildings to the south of the village. Brooklands is visible on historic mapping (see Fig.1 & 2) and due to the retention of historic fabric and traditional construction, the building makes a positive contribution to the character and appearance of the Conservation Area is identified as a positive unlisted building in the Conservation Area Appraisal (2007).



Fig. 1 c.1899-1901 OS map (Staffs CC HER)

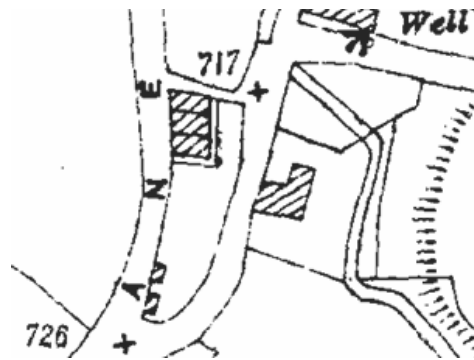


Fig. 2 c.1922-25 OS map (Staffs CC HER)

Assessment and Impact

The proposal seeks permission for the demolition of a conservatory and replacement with a single storey extension.

The original part of the building dates from the mid-18th century with a 1742 datestone, and this appears to have been extended to the rear in the 1920s (Fig.2) to create an L-plan. The original part of the building is still legible with the modest scale, steep roof pitch and large chimney stacks to the gable ends.

There is a modern conservatory situated to the historic front elevation, which is approx. 3m (H) x 3.4m (D) x 3.2m (L). Its shape, form, siting on the historic principal elevation and materials detract from the character of the building and Conservation Area. There would be no objections from a conservation perspective to the principle of removing this feature.

The replacement extension would be approx. 3m (H) x 4.3m (D) x 5.9m (L), which would be a larger footprint than the existing. It would be constructed in stonework with a hipped concrete roof and upvc windows and doors. The increased footprint of the replacement extension would subsume the original elevation of the property, which would further diminish the building's historic character. In addition, the proposed roof form and concrete roof tiles would not relate to and detract from the surrounding traditional and vernacular built form. The hipped roof form would have an awkward visual relationship with the principal part of the building, which is characterised by its pitched gable roofs.

Whilst it is recognised that the placement of the conservatory on the original historic elevation is not a sympathetic addition, the proposed replacement extension would cause further visual harm to the character and appearance of the Conservation Area through an increased footprint and visual prominence and unsympathetic roof form and materials.

From a conservation perspective, we would encourage that less prominent alternative sitings for any extension are considered and, if coupled with the removal of the conservatory, this would likely be considered an enhancement to the character and appearance of the Conservation Area. However, at this stage, the proposal would result in a harmful impact on the designated heritage asset.

Legislation and Policy

Planning (Listed Buildings and Conservation Areas) Act 1990

The local planning authority should have a desirability of preserving or enhancing the character and appearance of the Conservation Area (s.72).

National Planning Policy Framework (NPPF) 2024

In determining applications, local authorities should take account of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation, the positive contribution that conservation of

heritage assets can make to sustainable communities including their economic vitality, the desirability of new development making a positive contribution to local character and distinctiveness (par.210).

Any harm to the significance of a designated heritage asset (from its alteration or destruction, or from development within the setting), should require clear and convincing justification (par.213).

Where a proposed development would lead to less than substantial harm to the significance of a designated heritage asset, this should be weighed against the public benefits of the proposal, including securing its optimum viable use (par.215).

Local Development Framework

Consideration should also be given to the following documents and local development framework policies:

- Staffordshire Moorlands Local Plan (Adopted 2020) – DC2 The Historic Environment
- Ipstones Conservation Area Appraisal (2007)

Conclusions and Recommendations

In summary, the proposal would have a moderate harmful impact on the character and appearance of the Conservation Area. This would fail to satisfy the provisions of s.72 of the Act. With reference to the planning policies, this would be ‘less than substantial harm’ to the designated heritage asset (par.215 of the NPPF and policy DC2 of the local development framework). There does not appear to be clear and convincing justification for the proposed level of heritage harm (par.213 of NPPF) and there would be no heritage-related public benefits arising from the proposal which would balance or outweigh this level of harm (par.215 of NPPF). Therefore, we object to the proposal from a conservation perspective and recommend it is refused.

Conservation Officer: Megan Atkinson