

Conservation Team Advice

Date: 17th March 2026
Application Ref: SMD/2026/0045
Site Address: Bracks Farm, School Lane, Freehay, Cheadle
Proposal: New Dwelling

Heritage assets affected:		
Designated Heritage Asset(s):	☐	
Non-Designated Heritage Asset(s):	☒	Bracks Farm

Conservation Advice

Summary of Significance

The proposal would involve demolition of Bracks Farm (although noted that some of the mapping refers to Black's Farm). The brick buildings on the site are visible on late-19th and early-20th century mapping (see Fig.1 & 2).

The site consists of a 2-storey two bay house constructed in brick with a pitched tiled roof. The house is double pile, has a simple plan form and is illustrative of traditional vernacular construction and detailing. There is a brick pitched roof outbuilding to the east of the main house, which has been altered and added to. It is not clear what extent of this remains (i.e. whether the additions have resulted in large new openings/removal of brick walling), but this has the potential to have some architectural and historic interest. With reference to the Council's Local Heritage Register, the main house is considered a non-designated heritage asset as it is a good example of local vernacular building.

There are some modern blockwork and corrugated metal buildings on the site which are of no heritage value.

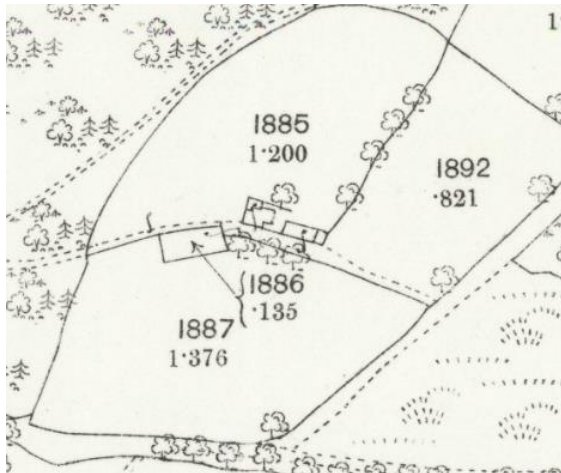


Fig. 1 c.1881 OS map [online] (National Library of Scotland)

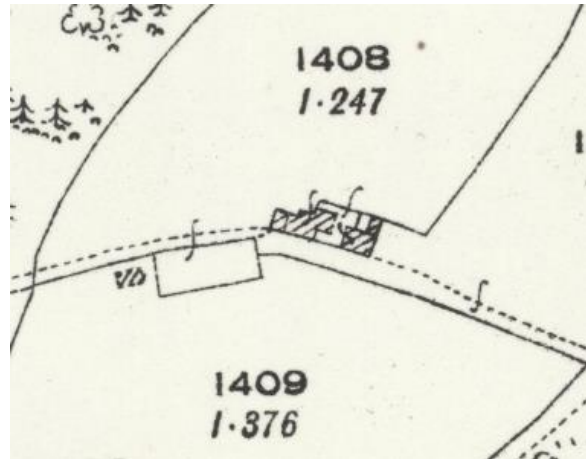


Fig. 2 c.1924 OS map [online] (National Library of Scotland)

Assessment and Impact

The proposal would result in total demolition of the farmhouse and the surrounding outbuildings and replacement with a new dwelling.

The proposed demolition would result in the total loss of significance of a non-designated heritage asset (NDHA) which is illustrative of rural vernacular construction in the locality. Its removal would result in the loss of appreciation of the local architectural interest and fortuitous traditional appearance of the building.

The removal of the modern outbuildings would likely better reveal the significance of the NDHA, and it is not clear whether the existing historic buildings could be incorporated into any new development instead of resulting in total loss of their significance.

Legislation and Policy

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).

The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining applications and a balanced judgement will be required in regard to the scale of harm or loss of significance of the non-designated heritage asset (par.216).

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

Conclusions and Recommendations

In summary, the proposal would result in total loss of significance of a Non-Designated Heritage Asset (NDHA) and there would be no heritage-related public benefits to outweigh the total loss (par.216 of NPPF and policy DC2 of the local development framework). From a conservation perspective, we cannot support the proposal and would defer to the decision maker as to whether there are any public benefits which balance or outweigh the heritage harm arising from the proposal.

Conservation Officer: Megan Atkinson