CHELTENHAM
BOROUGH COUNCIL



AUGUST 2026, VERSION 02

Swindon Village Conservation Area

Conservation Area Appraisal

CHELTENHAM
BOROUGH COUNCIL

PURCELL

Prepared by Purcell on
behalf of Cheltenham
Borough Council,
Municipal Offices,
Promenade, Cheltenham,
GL50 9SA

Contents

1.0 Introduction 04

1.1 Boundary Review 05
1.2 Definition of a conservation area 05
1.3 Purpose and scope of the Conservation Area Appraisal 05
1.4 Planning policy 06
1.5 Guidance 06
1.6 Consultation and formal adoption 06

2.0 Assessment of special interest 07

2.1 Location and setting 07
2.2 Summary history of Cheltenham 08
2.3 Summary history of the Swindon Village Conservation Area 08
2.4 Built form 12
2.5 Materials 17
2.6 Boundary treatments 19
2.7 Urban grain, configuration, direction of movement 20
2.8 Public realm 20
2.9 Key views 21
2.10 Trees and open green spaces 26
2.11 Topography 30
2.12 Archaeology 30

3.0 Heritage assets 31

3.1 Listed Buildings 31
3.2 Locally indexed buildings 31
3.3 Positive contributors 31

4.0 Challenges 33

4.1 Detracting features and loss of historic detail 33
4.2 Inappropriate modern development 33
4.3 Public realm 33
4.4 Pressures on trees and green spaces 33

5.0 Opportunities for enhancement 34

6.0 Management plan 35

6.1 Control measures 35
6.2 Conservation aims and best practice 35
6.3 ‘Like-for-like’ 35
6.4 Repairs and replacement 36
6.5 Maintenance 36
6.6 Trees 37
6.7 Modern and new development 37
6.8 Sustainability 38

Bibliography 39

Appendices

A: Useful contacts 40
B: Glossary 41
C: Frequently asked questions 42

DRAFT

1.0 Introduction

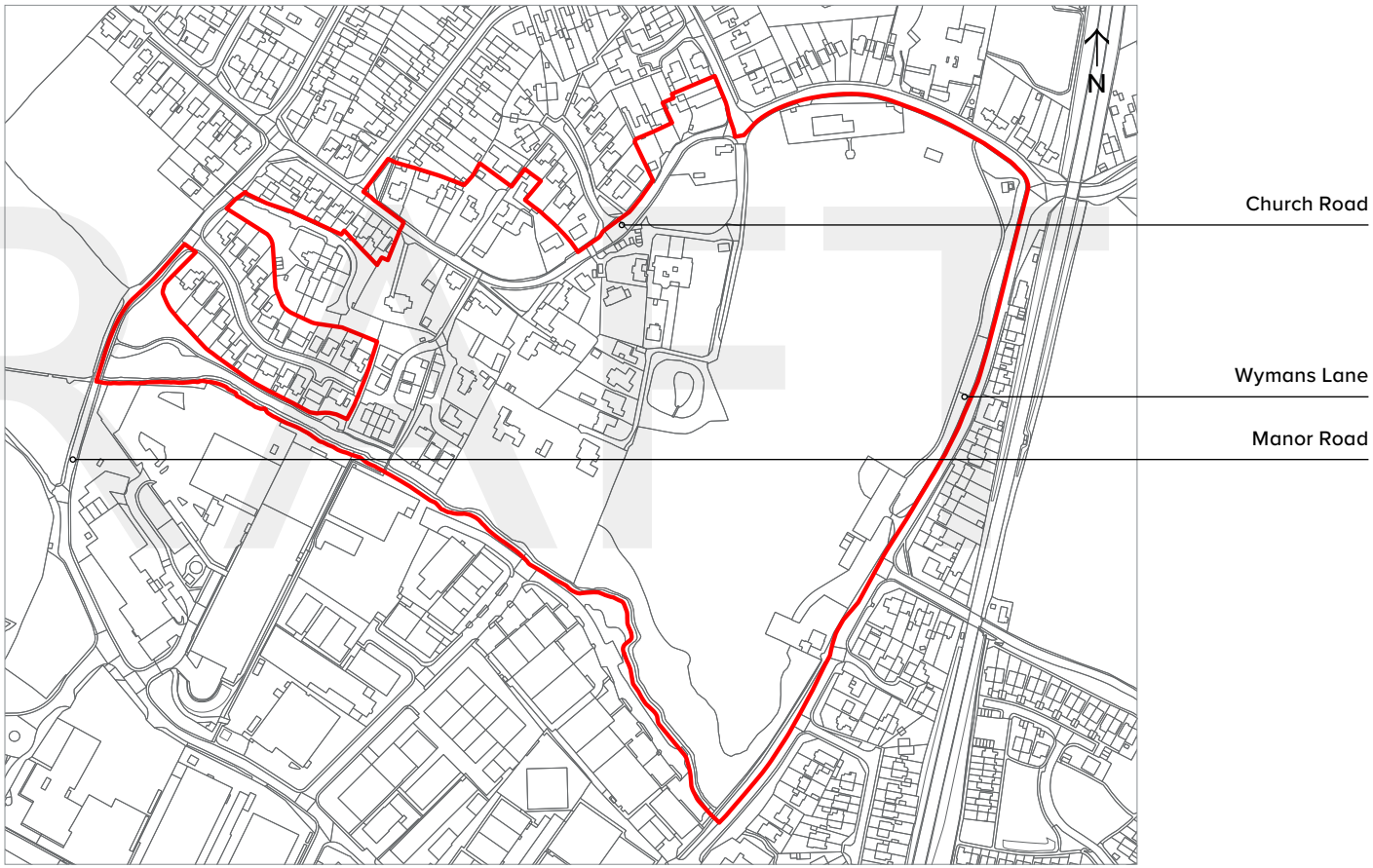
The Swindon Village Conservation Area is a suburb on the outskirts of Cheltenham, to the northwest of the town centre.

The Swindon Village Conservation Area was first designated in November 1986 in recognition of its special historic and architectural interest, with subsequent reviews in February 2007 and November 2016.

Swindon Village is distinctive due to the rural village character of the settlement, the surviving architectural style and detailing of the historic buildings, and the relationship of the built historic environment to the open green space within the conservation area.

The character and appearance of Swindon Village can be read in:

- The surviving historic planform of the street, with buildings predominantly located along Church Road.
- The diverse range of architectural styles and a visual dominance within the streetscape of historically important buildings.
- The significant historic green spaces across the conservation area and its relationship to the surrounding landscape.



The Swindon Village Conservation Area.

DRAFT

1.1 Boundary review

A review of the Swindon Village Conservation Area has been taken as a part of this appraisal process. The existing boundary is considered to appropriately reflect the special historic and architectural interest of the area within the planned estate and is not proposed to be amended at this time.

1.2 Definition of a conservation area

A conservation area is defined as an *'area of special architectural or historic interest the character of which it is desirable to preserve or enhance.'*[01]

Conservation areas recognise the unique qualities of an area as a whole. This includes the contribution of individual buildings and monuments but also of other features, including topography, materials, spatial relationships, thoroughfares, street furniture, open spaces and landscaping. All these features contribute to the character and appearance of an area, resulting in a distinctive sense of place.

The extent to which a building, or group of buildings, positively shape the character of a conservation area derives not just from their street-facing elevations but also from the integrity of their historic fabric, overall scale and massing, detailing and materials. Rear and side elevations can also be important.

1.3 Purpose and scope of the Conservation Area Appraisal

It is a requirement under the Planning (Listed Buildings and Conservation Areas) Act 1990 for all local planning authorities to 'formulate and publish proposals for the preservation and enhancement' of conservation areas within their jurisdiction and for these documents to be periodically reviewed.[02]

The Swindon Village Conservation Area was last reviewed in 2016.

It is important for local planning authorities to maintain an up-to-date strategy for the positive management of conservation areas so that they can be carefully adapted and continue to thrive. These public documents define and record the special interest of a conservation area and set out a plan of action for its on-going protection and enhancement.

Over time, conservation areas evolve and the integrity of characteristics which underpin their special interest may depreciate due to gradual alteration. It is therefore important to review and take stock of the character of a conservation area at intervals to ensure designation is still suitable and that the proper tools to manage change are in place.

Reviews often find that conservation area boundaries were previously drawn too tightly or include peripheral areas which do not contribute to an understanding of its character. Consequently, it is important to review the boundary and include/exclude buildings and spaces which do/not meet the requirements for conservation area designation.

This Conservation Area Appraisal seeks to:

- Record and analyse the special interest of the Swindon Village Conservation Area;
- Recognise the designated and non-designated heritage assets which comprise the conservation area;
- Identify issues relating to condition and detracting features, as well as opportunities for enhancement; and
- Provide guidance for the positive management, preservation and enhancement of the conservation area.

Although this document is intended to be comprehensive, the omission of any building, structure, feature or space does not imply that said element is not significant or does not positively contribute to the character and special interest of the conservation area. The protocols and guidance provided in Section 6: Management Plan are applicable in every instance.

The assessments which provide the baseline information for this Conservation Area Appraisal have been carried out utilising publicly available resources and through on-site analysis from the public thoroughfares within the conservation area.

01 Section 69 (1), Planning (Listed Buildings and Conservation Areas) Act 1990

02 Section 71 (1), Planning (Listed Buildings and Conservation Areas) Act 1990.

DRAFT

1.4 Planning policy

Conservation areas were introduced in the United Kingdom under the Civic Amenities Act 1967. They are now governed under the Planning (Listed Buildings and Conservation Areas) Act 1990. The National Planning Policy Framework (revised December 2024) sets out the overarching requirement for local planning authorities to identify and protect areas of special interest (paragraph 204).[03]

1.4.1 Local planning policy

The Cheltenham Plan

The adopted development plan for Cheltenham has three sources; the Joint Core Strategy 2017, the Cheltenham Plan 2020, and the saved policies of the Cheltenham Borough Local Plan 2006.

Gloucester, Cheltenham and Tewkesbury Joint Core Strategy 2011-2031

The Joint Core Strategy (JCS) was adopted by Cheltenham Borough Council, Gloucester City Council and Tewkesbury Borough Council in December 2017. Of relevance to Swindon Village Conservation Area and the heritage assets located within the boundary are Policies SD7: The Cotswolds Area of Outstanding Natural Beauty (AONB) and SD8: Historic Environment.

The Cheltenham Plan 2020

The Cheltenham Plan, which was adopted by Cheltenham Borough Council on 20th July 2020, provides the local-level development strategy for the borough. The policies relevant to the Swindon Village Conservation Area and the heritage assets within it are Polices D1, HE1, HE2, HE3 and L1.

Cheltenham Borough Local Plan 2006: saved policies

A number of policies from the Cheltenham Borough Local Plan (2006) are 'saved'. Those relevant to the Swindon Village Conservation Area is policy RT 2.

Emerging Local Policy – The Cheltenham, Gloucester and Tewkesbury Strategic Local Plan

A Strategic and Local Plan (SLP) is under development by Cheltenham Borough Council, Gloucester City Council and Tewkesbury Borough Council. The SLP will provide an overarching planning strategy and cross-boundary strategic policies covering the whole area, and local policies for each authority.

Once adopted, the SLP will replace the Gloucester, Cheltenham and Tewkesbury Joint Core Strategy 2011-2031 (adopted December 2017), the Cheltenham Plan (adopted July 2020) and the 'saved' policies within the Cheltenham Borough Local Plan Second Review (adopted June 2006).

1.5 Guidance

There is a range of available guidance from Cheltenham Borough Council and Historic England regarding the management and maintenance of the historic built environment:

- Historic England Advice Note 1: Conservation Area Appraisal, Designation and Management (Second Edition), 2019.
- Cheltenham Borough Council: Local Index Supplementary Planning Document, 2007.
- Cheltenham Borough Council, Regency Design Precepts.
- Historic England, Traditional Windows: Their Care, Repair and Upgrading, 2017.

1.6 Consultation and formal adoption

Consultation with key stakeholders was undertaken in May 2026 in regards to the Swindon Village Conservation Area. Common issues and opportunities were discussed with the stakeholders present, along with a review of the existing conservation area boundary.

Public consultation will be undertaken for the statutory eight-week period once the full suite of conservation area appraisals is completed.

03 When considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest.

DRAFT

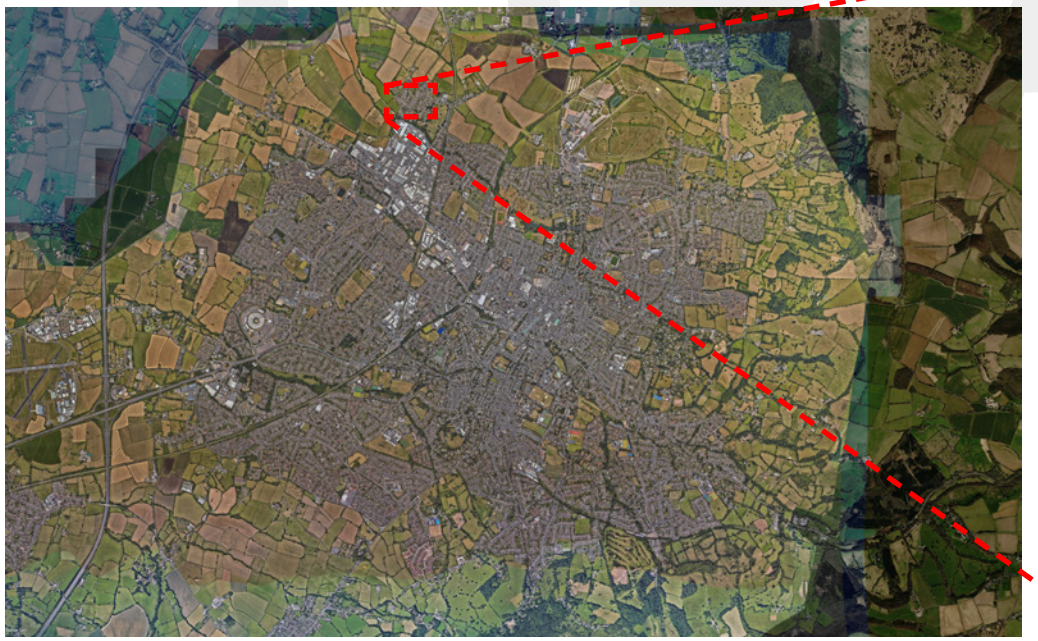
2.0 Assessment of special interest

2.1 Location and setting

The Swindon Village Conservation Area is located in the historic core of Swindon Village, approximately two miles northwest of the centre of Cheltenham.

Swindon Village, historically a separate settlement from Cheltenham, has become a suburb in the northwest of the town following the growth and development of the outskirts of Cheltenham in the 20th century. The village centre has preserved its identity and retained a character distinct from the wider town.

A modern industrial estate bounds the southern edge of the conservation area, with Wyman's Brook acting as a natural boundary. There are modern housing developments to the north of the historic core of the village, and a raised railway line to the east behind Wyman's Lane which acts as a physical barrier between Swindon Village and the open space to the east. Beyond the modern developments to the north, east and west of the conservation area is open agricultural land which is designated as greenbelt.



Aerial image of Cheltenham.



The Swindon Village Conservation Area.

DRAFT

2.2 Summary history of Cheltenham

Cheltenham has a distinctive history, with evidence of Roman activity found through coins and pottery discovered across the town. The first written reference to Cheltenham dates from 803 AD, although archaeological evidence suggests it existed as a farming settlement long before then. By the time of the Domesday Survey in 1086, Cheltenham had five mills along the River Chelt, and in 1226 it became a market town, with the market playing a central role in its economy for centuries.
ßor much of the medieval and early modern period, Cheltenham consisted primarily of a single High Street lined with narrow plots, orchards and fields. St Mary's Church, rebuilt in the 12th century on the site of an earlier Anglo-Saxon church, formed an important focal point for the settlement.Üheltenham's transformation began after the discovery of mineral springs in 1716. The development of the Royal Well by Henry Skillicorne and the visit of King George III in 1788 established the town as one of Britain's leading spa resorts. During the early 19th century, rapid expansion created fashionable estates such as Pittville, Lansdown and Suffolk Square, while the population grew from just over 3,000 in 1801 to around 20,000 by 1826.

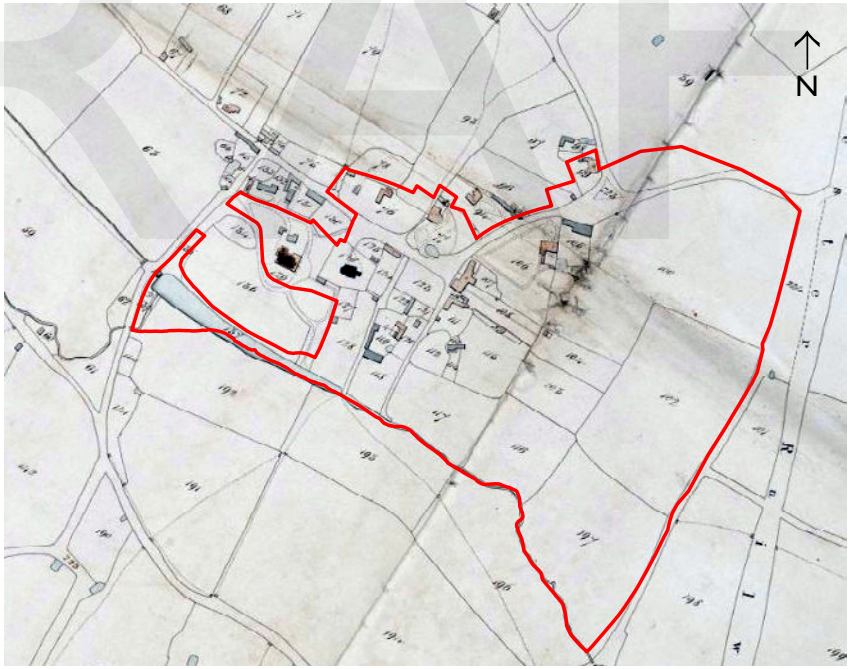
he arrival of tramways and railways encouraged further growth, industry and education, including the founding of Cheltenham College and Cheltenham Ladies' College. Throughout the late 19th and 20th centuries, Cheltenham expanded into a prosperous town, while retaining much of its distinctive historic and Regency character despite modern development.

2.3 Summary history of the Swindon Village Conservation Area

Swindon Village was included in the Domesday Book of 1086, when it was described as a manor of less than a square mile under cultivation with some 13 families and nine plough teams in residence. However, Swindon Village may have been in existence as a small village from as early as 909 when land in the area was granted by Aethelflaed to the Priory of St Oswold in Gloucester on its formation.

The earliest surviving building is the Grade II* listed tower of St Laurence's Church, dating from the early 12th century. It is one of only two six-sided towers in the county. There are records of two mills, both now demolished, located on Wyman's Brook with a mill pond on the southern boundary of the conservation area. Mills were recorded in this area as early as the 13th century.

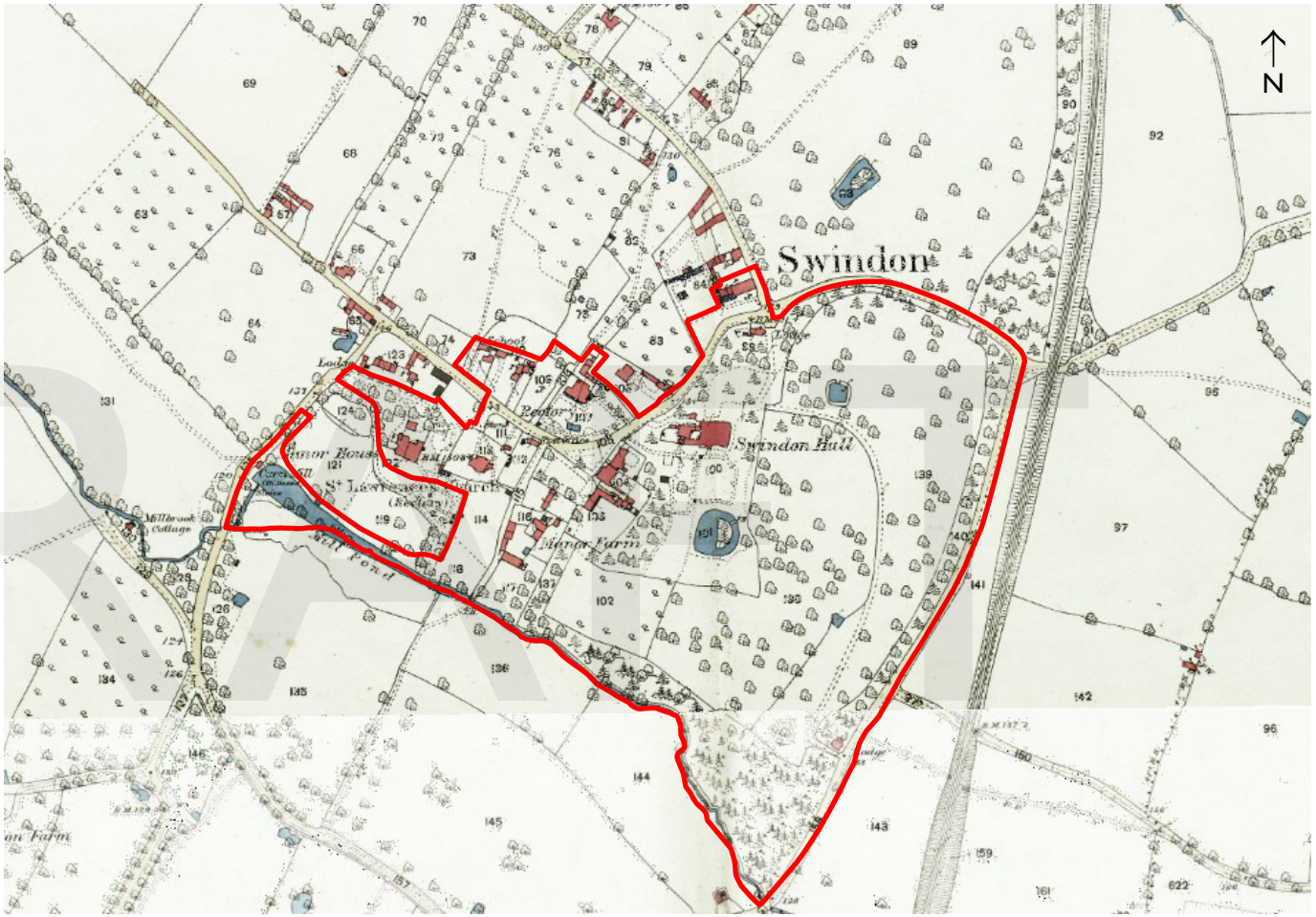
Swindon Village had two high-status private manorial houses: Swindon Hall and Swindon Manor. Parts of these buildings date from the 17th century, although both have been heavily altered and extended. The majority of the historic buildings within Swindon Village date from the 18th and 19th centuries, during which period the built environment was clustered around the church, with fields, gardens and orchards surrounding them.



The 1840s Gloucestershire tithe map, with the approximate boundary of the conservation area marked in red. *Know Your Place*.

DRAFT

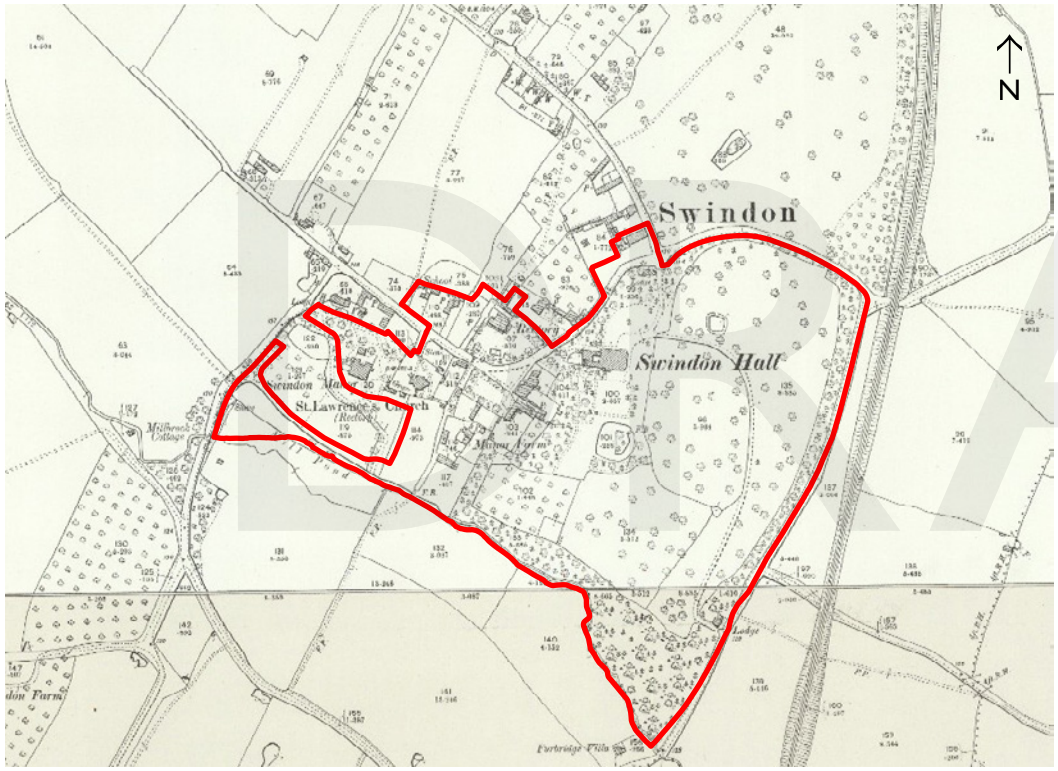
In 1840 the Birmingham and Gloucester railway was constructed to the east of the conservation area. This encroached on open land, thus creating a strong visual impact and an enduring boundary, largely preventing the growth of the village to the east. The current road layout dates from 1845, when Church Road was moved further north providing a gentler curve around the grounds of Swindon Hall.



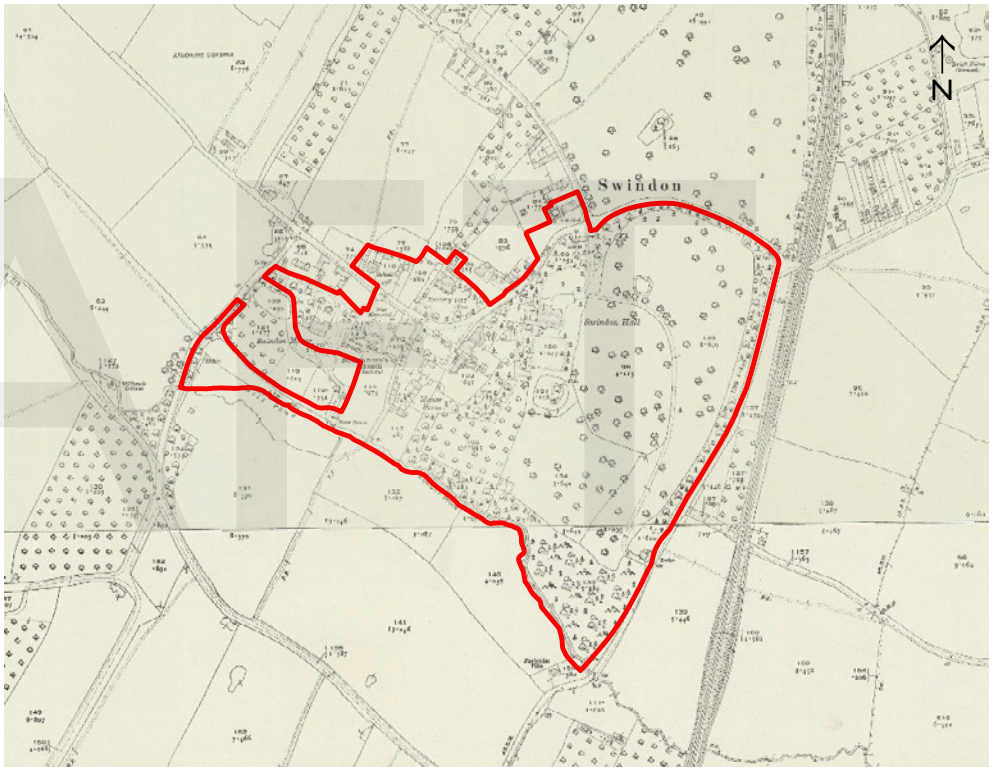
The first edition Ordnance Survey map of 1844-88 illustrating the historic development of Swindon Village in the mid-19th century. *Know Your Place*.

DRAFT

The early 20th century saw very little change for Swindon Village, with the exception of rebuilding the school in 1908, located opposite the church. In addition, the drive from the former lodge, (Larkfield) on Wyman's Lane across the playing fields was removed.



The second edition Ordnance Survey map of 1894-1903 illustrating the historic development of Swindon Village at the turn of the 20th century. *Know Your Place*.



The third edition Ordnance Survey map of 1898-1939 illustrating the historic development of Swindon Village in the early 20th century. *Know Your Place*.

DRAFT

During the Second World War, Swindon Manor, Swindon Hall and the current playing field were commandeered for use as a military camp and later as a camp for Italian prisoners of war. At the same time, shadow factories were erected on farm land near Tewkesbury Road and started the development of the industrial area to the south of the conservation area. These were demolished in 1975.

After the Second World War, the majority of the land south of Wyman's Brook was converted from market gardens and fields to industry and retail as Cheltenham expanded. This area continued to be developed in the 1980s and 1990s and became the existing retail parks. Wyman's Brook, bordered by trees, forms a natural yet distinctive line between the industrial estate and southern boundary of the conservation area.

A large area of open land was retained when much of the grounds of Swindon Hall were sold to the Borough Council in 1951 and became the present playing fields.

Since 1959, Swindon Village has expanded significantly and seen a rise in population with a large number of fields being developed into modern housing to the north of the conservation area. Until this point Swindon Village had remained primarily an agricultural community with several farms continuing to operate.

Manor Farm was redeveloped in the early 21st century, resulting in the demolition of some of the historic agricultural buildings within the farmstead and the construction of modern semi-detached and terraced housing. The footpath to Wyman's Brook was maintained as access to the green space.



Historic Development Plan

- Proposed conservation area boundary
- 11th century
- 17th century
- 18th century
- 19th century
- 20th century
- 21st century

This plan is not to scale

DRAFT

2.4 Built Form

The architectural character of Swindon Village Conservation Area is varied as a result of the gradual development of the village with buildings dating from the 11th century to today.

2.4.1 Residential buildings

Residential houses vary in style, size and use of materials across the Swindon Village Conservation Area.

Buildings are generally large, with substantial sized plots that reflect the historic status of the houses. The early village had two manor houses, Swindon Hall and Swindon Manor, both constructed in the 17th century in red brick with ashlar architectural detailing. Swindon Hall has had modern housing developments constructed within its grounds, and Swindon Manor was subdivided into four dwellings in the mid-20th century. Both Swindon Hall and Swindon Manor are still discernible as high-status buildings within the conservation area despite this modern development, principally due to their setting, retention of exterior architectural detailing and their relationship to the surrounding built and natural environment.

Swindon Hall had two lodge houses to its historic landscape parkland, which is now the Swindon Village playing fields. These buildings are located on Church Road and Wyman's Lane. The northern lodge to Church Road is designed in the Tudor Gothic Revival style in red brick with ashlar detailing, and Grade II listed along with the attached iron railings and gates to Swindon Hall. The southern lodge on Wyman's Lane is an Index building, constructed in red brick with blue brick detailing. These buildings, along with the historic parkland which is now the village playing fields, are a notable group within the conservation area which significantly contribute to the character of Swindon Village.



The northern lodge to Swindon Hall, with attached iron railings and gates.

A cluster of Regency buildings are located around the Green on Church Road. These buildings are all externally rendered and painted in a variety of muted colours, with individual architectural details that add variety and interest to the streetscape. This includes arched glazing bars and dormer winders to Queen Anne Cottage, an open sided porch and Venetian windows to Old Swindon House, the bowed south elevation of the Old Rectory and the two-storey Doric pilasters of St Lawrence.

There are also examples of historic vernacular cottages within the Swindon Village Conservation Area. Church Cottage is an 18th-century square-panelled timber framed cottage with brick infill panels and a thatched roof. The style, size and use of traditional construction materials differs significantly to the large, high-status buildings within Swindon Village and adds a visual interest to the conservation area.



Queen Anne Cottage (left) and Old Swindon House (right) on the Green on Church Road.



The Old Rectory and St Lawrence, as seen from Church Road.



Church Cottage, as seen from Church Road.



Church Cottage, as seen within the context of the churchyard.

DRAFT

Other modest houses are simple in planform and plain in architectural detailing. They vary in their use of materials and include render and exposed masonry. Modern houses on Church Road respond to the established urban grain of the conservation area and introduce architectural and stylistic variety to the streetscape.

The 20th-century development within the grounds of Swindon Hall and the 21st-century development of Manor Farm have both introduced a new street pattern and building density which negatively contrasts the arrangement of houses situated along Church Road and across the conservation area. These houses are smaller and in closer proximity to one another. Their use of materials ranges from Cotswold stone, render, timber cladding, orange clay tiles and red brick.



20th-century houses on Church Road.



20th-century houses on Church Road.



21st-century houses built on the former Manor Farm.

DRAFT

2.4.2 Civic buildings

Old School House was constructed in 1908 as the village school. It occupies a prominent position in the street when entering the conservation area from the west along Church Road. The building is constructed in red brick with gabled pitched roofs, deep eaves and neo-Tudor style timber detailing. The windows of the south and west gables have blue brick detailing. The building was converted in the late 20th century and is now in use as a house but is still externally recognisable as a historic school building.

Swindon Village Community Hall is located on the north side of the playing fields on Church Road. It is a late 20th-century pitched, red brick structure with a cement tile roof and sections of render to the exterior walls. It is simple and modest in design and style, and is partially obscured from view from Church Road and the playing fields by hedgerows.

A modern pavilion building is located on the eastern side of the playing fields and is accessed from Wyman's Lane. Like the Village Hall, it is a late 20th-century building, single storey, with a pitched roof. It is constructed in yellow brick and has a corrugated metal roof covering.

The civic buildings within the Swindon Village Conservation Are, whilst architecturally plain, are typical of the village settlement typology.



Old School House on Church Road.


Swindon Village Community Hall.


The pavilion facing Wyman's Lane.

DRAFT

2.4.3 Ecclesiastical buildings

St Lawrence's Church is a landmark building within the Swindon Village Conservation Area. The church and its accompanying churchyard occupy a central portion of the conservation area on Church Road, with access to the footpath that runs to Wyman's Brook at the southeast corner of the churchyard. St Lawrence's originates from the 12th century and was built in ashlar with a stone slate roof. The church was significantly remodelled in 1845 by T. Fulljames in a neo-Norman style. St Lawrence's is distinctive for its hexagonal west tower, modest scale and elevated position within the churchyard above the level of the street.



St Lawrence's Church.

DRAFT

2.5 Materials

There is a range of building materials across the Swindon Village Conservation Area, which demonstrates the organic, vernacular development of the village settlement.

There is a common usage of red brick, particularly for boundary treatments, which dates from the 19th century and gives the conservation area a distinctive character, particularly along Church Road.

Large houses such as Swindon Hall and Swindon Manor have decorative ashlar detailing to window and door openings and in the addition of quoins. St Lawrence Church is constructed in ashlar stone which distinguishes it as a key landmark building within the village.

Buildings on the Green from the 18th and 19th-century, have decorative stucco render which adds visual interest to the streetscape when travelling through the conservation area. Later, more modest buildings have been externally rendered also.



Red brick used in the construction of Old School House.



Stucco render to houses on Church Road.



A rendered cottage on Church Road.



A 20th-century rendered cottage on Church Road.

DRAFT

Church Cottage is constructed in timber and utilises thatch as its roofing material, demonstrating vernacular craftsmanship techniques and use of materials. This also conveys the rural origins and historic character of the conservation area.

Roofs have a variety of coverings, including clay and cement tiles, and stone and Welsh slate. This creates a visual interest across the streetscape and illustrates the organic historic development of the conservation area.

Modern houses utilise a wide range of materials such as red and yellow bricks, Cotswold stone, timber cladding and smooth external renders. This is in keeping with the variety of materials across the conservation area and shows the diversity of building styles within Swindon Village.



Church Cottage, constructed in timber with painted brick infill panels and a thatch roof.

2.6 Boundary treatments

Red brick, traditional historic boundary walls are common throughout the Swindon Conservation Area, with particularly characterful 19th-century examples along Church Road which bound Swindon Hall.

Hedging is present, particularly around the edges of the playing fields and throughout the grounds of Swindon Hall and Lodge. This reinforces the rural characteristic across the conservation area by maintining greenery and connection to the natural environment. Metal railings and associated gates also form a significant feature surrounding both Swindon Hall Lodge and St Lawrence Church.



Red brick walls to Swindon Hall along Church Road.



Red brick walls to the Old Rectory on Church Road.



Low red brick walls to Queen Anne Cottage.



Hedging and red brick walls along Church Road.



Hedging along Church Road.



The iron railings on red brick walls to Swindon Hall lodge house.

2.7 Urban grain, configuration, direction of movement

The Swindon Village Conservation Area's shape and layout is largely defined by the historic core concentrated along Church Road. The road gently winds along the northern boundary of the conservation area and creates a distinctive route into and through Swindon Village. Wyman's Lane, along the eastern boundary, is a main thoroughfare and allows for open views across the playing fields and into the conservation area.

Buildings within the conservation area are loosely clustered around the Church of St Lawrence and along Church Road, within large plots surrounded by mature trees in spacious grounds. There is a denser urban grain to the modern developments in the grounds of Swindon Hall and the former Manor Farm, but there is still a strong sense of space and greenery across the conservation area.

2.8 Public realm

The public realm is generally of high quality within the Swindon Village Conservation Area and there is a strong rural village character throughout.

The roads and footways are asphalt and in a good condition. Grass verges on the edge of Church Road contribute to the rural character of the area.

Street furniture is limited to a postbox, benches and street signs, and the lack of clutter across the streetscape adds to the rural character of the conservation area. Street signs are generally unintrusive, and traditional black and white street signs make a valuable contribution to the character of the area. The lack of streetlights helps to emphasise the village character and distinctiveness from Cheltenham.



Traditional black and white street sign on Church Road.

2.9 Key views

There are several types of views which contribute to and enhance the special interest of the Bafford Conservation Area. An indicative selection of these key views is provided to illustrate the views analysis. The omission of any view from this selection does not imply that said view is not important.



Views Plan

- Proposed conservation area boundary
- Streetscape view
- Views of local landmarks
- Views into the surrounding landscape

This plan is not to scale

2.9.1 Streetscape views

The key streetscape views are typically linear and take in several individual or groups of prominent buildings that help define the special historic and architectural interest of the conservation area.

Views along roads and footpaths are dynamic and the selection included here is not exhaustive. Other views along the direction of travel along the principal streets are also acknowledged as an important means of appreciating the character and appearance of the conservation area.



View 12: Church Road, looking west.



View 13: Church Road, looking southwest.



View 14: Church Road, looing northwest.



View 15: Church Road looking northeast.



View 16: The footpath to Manor Farm, looking northeast.

DRAFT



View 17: The footpath to Manor Farm, looking southwest.



View 18: The footpath between Manor Farm and Wyman's Brook, looking northeast.



View 19: Church Road looking southeast.



View 20: Church Road looking southeast.



View 21: Church Road looking northeast.

2.9.2 Landmark views

The key landmark within the Swindon Village Conservation Area is St Lawrence Church, which can be seen from several viewpoints.



View 07: The Green on Church Road looking west.



View 08: From the public footpath to Manor Farm looking northwest.



View 09: From the west boundary on Church Road looking southeast.



View 10: From the entrance to the churchyard looking south.



View 11: From Church Road overlooking the front garden of Church Cottage looking southwest.

DRAFT

2.9.3 Views into the surrounding landscape

Open fields lie to the north and west and the Cotswold scarp lies to the south and east of the Swindon Village Conservation Area, and views that look to the west and east on the edges of the conservation area have glimpses of the surrounding landscape.



View 01: Looking north on Manor Road.



View 02: Looking east across the Swindon Village playing fields.



View 03: Looking northeast across the Swindon Village playing fields.



View 04: Looking northeast across the Swindon Village playing fields.



View 05: Looking northeast across the Swindon Village playing fields.



View 06: Looking northeast across the Swindon Village playing fields.

2.10 Trees and open spaces

The dominance of large tree groups and open spaces make an especially notable contribution to the rural village character and appearance of the Swindon Village Conservation Area.

The playing fields make a key contribution to a sense of space and rural seclusion within the conservation area, acting as a buffer between the public road (Wyman's Lane) and the central historic core of the village. Mature trees are an important feature of the playing fields, which illustrate the history of the site as the former grounds of Swindon Hall.



View into the playing fields from the stile on Church Road.



Swindon Village playing fields, the former landscape parkland to Swindon Hall.







Swindon Village playing fields, the former landscape parkland to Swindon Hall.

DRAFT

The Green in the heart of the village is a notable open space, with a number of visually prominent listed buildings directly fronting onto it.

The churchyard to St Lawrence's Church also provides an open green space as the setting to the church.



The Green on Church Road.







The churchyard to St Lawrence's Church.

DRAFT

Wyman's Brook runs along the length of the conservation area and is set within mature trees which provide a physical barrier to the industrial estate to the south.

Trees makes a significant contribution to the quality of the conservation area and individual historic buildings within it. Mature trees situated in the grounds of The Old Rectory and Swindon Manor continue to create an impression of grandeur, and significant tree groups within the grounds of Swindon Hall helps to conceal the neighbouring developments from the listed building.

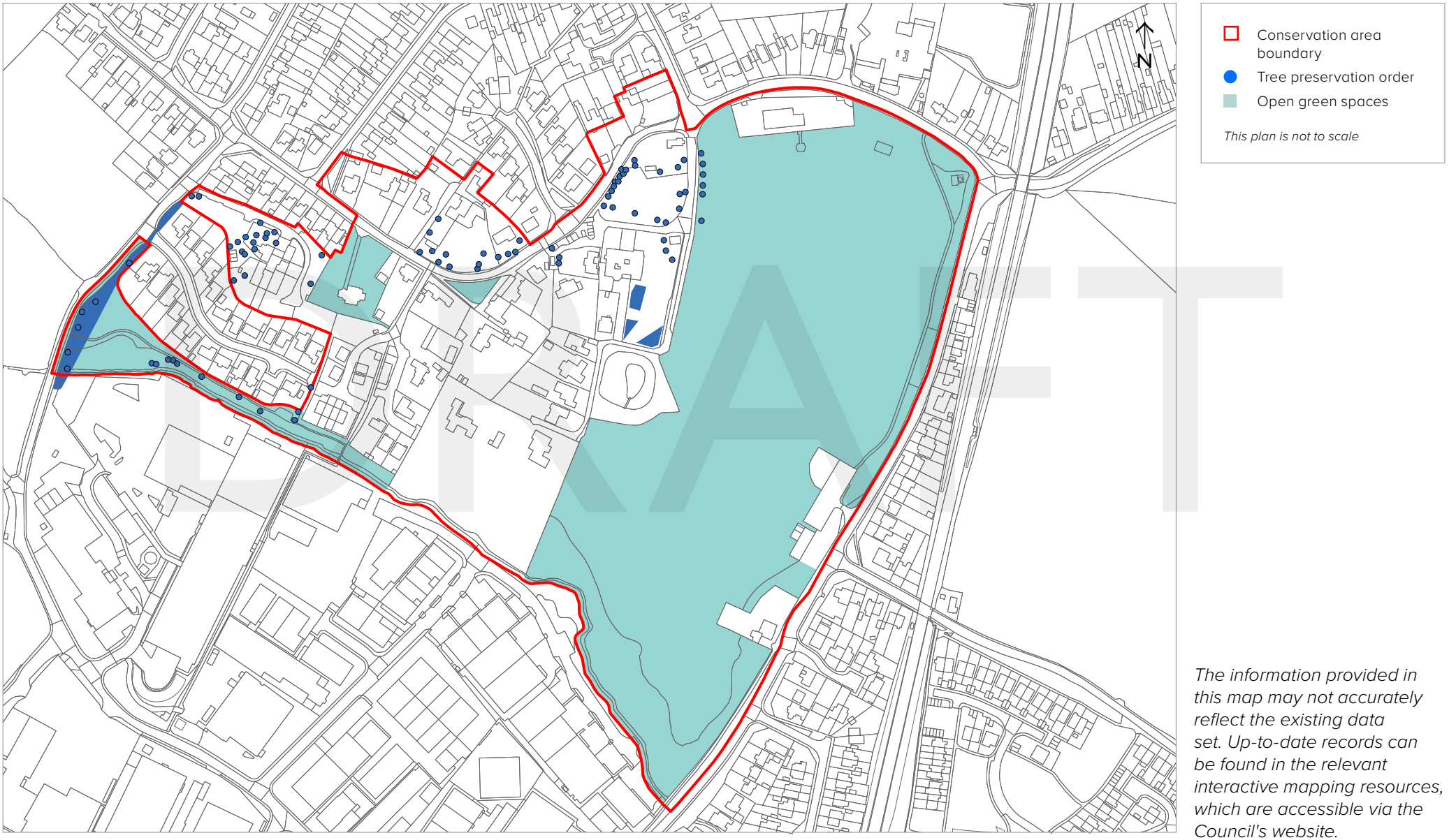






The footpath and green space along Wyman's Brook along the south boundary of the conservation area.

DRAFT



The information provided in this map may not accurately reflect the existing data set. Up-to-date records can be found in the relevant interactive mapping resources, which are accessible via the Council's website.

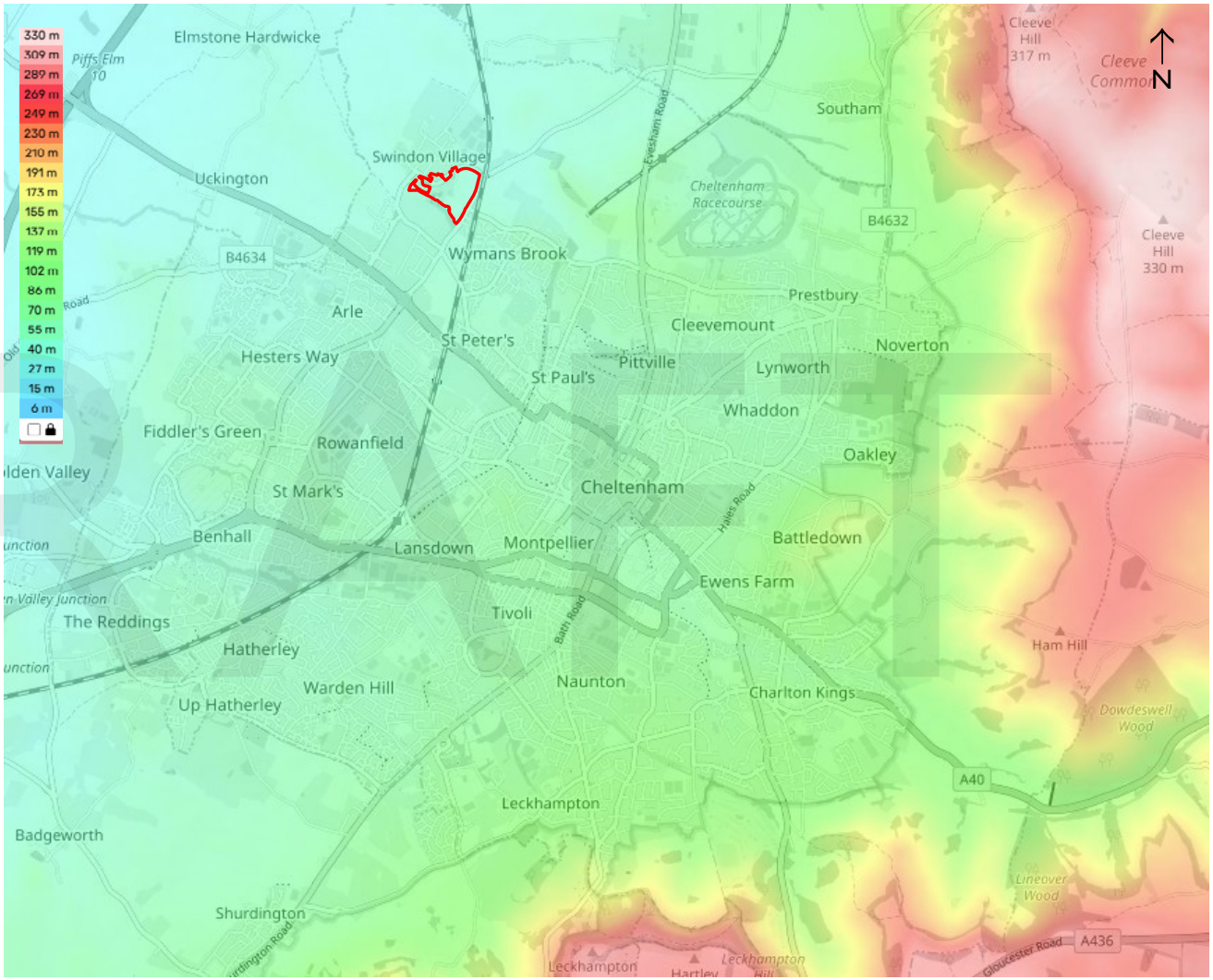
2.11 Topography

The Swindon Village Conservation Area is situated on a flat plateau which gently descends to Wyman's Brook on the southern boundary of the conservation area. The inclines up to the core of the historic village can be best appreciated when entering Swindon Village along Manor Road in the west, the playing fields in the east and from the churchyard. The topography and open green space of the playing fields allow for long-range views towards the Cotswold scarp beyond the conservation area boundary.

2.12 Archaeology

A small number of archaeological finds have been excavated within Swindon Village, including Roman coins and a 1st-2nd century shard was found in a field adjacent to Manor Farm. A Saxon broach was also uncovered to the southwest of the conservation area. The history of Swindon Village and the surrounding area as an early agricultural settlement may be a potential source for future archaeological finds.

Further information on the archaeological potential of the conservation area can be accessed via the Gloucestershire Historic Environment Record (HER), which is maintained by Gloucestershire County Council. Portions of the HER database can be searched online via the website Heritage Gateway.[01]



Map showing relative topography in and around the Cudnall Street Conservation Area. The coloured key represents the relative elevation of the terrain both within the Conservation Area boundary and in its wider setting. Source: OpenStreetMap (ODbL).

Conservation area boundary

This plan is not to scale

01 https://www.heritagegateway.org.uk/gateway/

3.0 Heritage assets

The Swindon Village Conservation Area is a heritage asset in its own right and contains numerous individual designated heritage assets. This includes both listed and unlisted buildings and structures, including buildings on the Index of Buildings of Local Importance (Local List).

A detailed assessment of heritage significance, specific to a building or site within the conservation area, should always be carried out prior to proposing any change.

The accompanying map shows the distribution of heritage assets at the time of writing. However, please consult the National Heritage List for England via https://historicengland.org.uk/listing/the-list/map-search/ and consult Cheltenham Borough Council's Index of Buildings of Local Interest for the most up to date records.

3.1 Listed buildings

Listed buildings are protected under the Planning (Listed Buildings and Conservation Areas) Act 1990 and are designated for their architectural or historic interest. All listed buildings in England are designated at the recommendation of Historic England and details are recorded on the National Heritage List for England. Listings are ranked from Grade I (the highest level), Grade II* (in the middle) and Grade II (the lowest and most common level).

Statutory listing does not equate to a preservation order intended to prevent change. However, alterations to listed buildings will require listed building consent, which allows the local authority to make decisions that have been informed by an understanding of the building or site's heritage significance. Importantly, national and local planning policies also recognise that changes to un-listed buildings or sites in the setting of a designated heritage asset can affect its special interest.

There are several listed buildings within the Swindon Village Conservation Area boundary. These comprise numerous domestic houses, most of which are high status villas.

3.2 Locally indexed buildings

Cheltenham Borough Council maintains an index of buildings of local interest. These are defined as buildings which do not meet the strict criteria for listing, but still make a special contribution to the history, appearance, character and cultural value of Cheltenham. Inclusion on the index does not affect any planning rights at the properties identified.

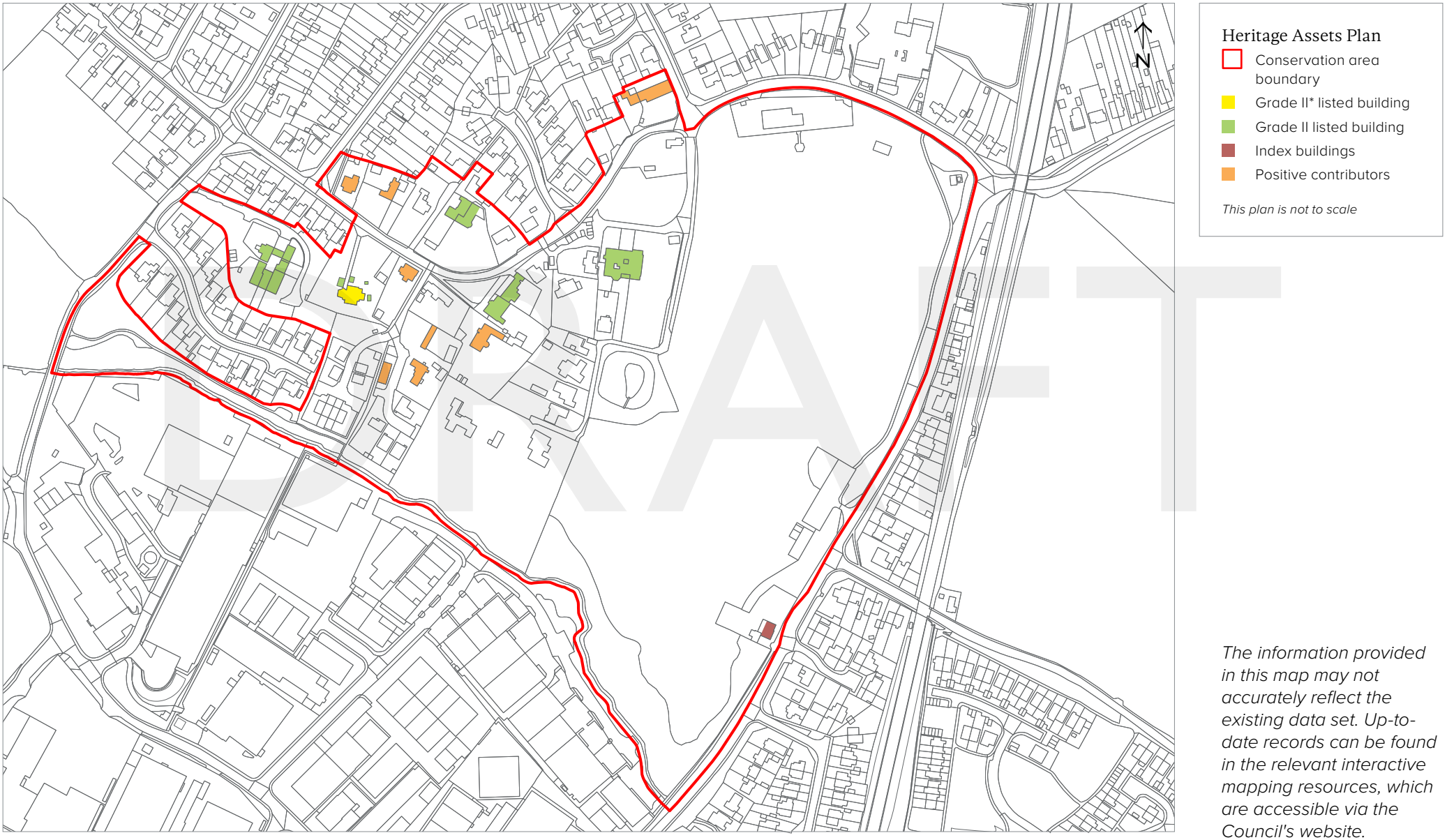
However, the Council will give careful consideration to the local importance of the property and its setting when considering any applications for planning or other consents. The Council may consider action to protect the building if it is considered to be under threat of demolition or damage. The index is reviewed regularly and the public are consulted on proposed inclusions.

There is one index building within the Swindon Village Conservation Area.

3.3 Positive contributors

Buildings identified as positive contributors are unlisted buildings that are not on Cheltenham Borough Council's index of buildings of local interest but are recognised for their contribution to the special historic and architectural interest of the Swindon Village Conservation Area.

DRAFT



DRAFT

The information provided in this map may not accurately reflect the existing data set. Up-to-date records can be found in the relevant interactive mapping resources, which are accessible via the Council's website.

4.0 Challenges

4.1 Detracting features and loss of historic detail

There have been instances of the loss of traditional architectural features such as the loss of and alterations to original timber windows and doors in prominent locations. Their replacement modern units have negatively impacted the historic character and appearance of the conservation area through the incremental erosion of the appearance of the built environment.

Individual houses and the streetscape within the Swindon Village Conservation Area are negatively impacted by the installation of external modern features such as alarm boxes and satellite dishes on front elevations, as well as unsightly flues and uPVC rainwater goods.

There are instances of uPVC windows, doors and rainwater goods in unlisted historic buildings across the Swindon Village Conservation Area. First generation uPVC double-glazing is visually intrusive and negatively impacts the historic character of the conservation area, whereas later uPVC units are better designed and more in keeping with the established special historic and architectural interest of the area. The loss of glazing bars in replacement window units and the installation of top hung casements have particularly negatively impacted the historic character of the conservation area.

4.2 Inappropriate modern development

Modern development has not conformed to the established urban grain of Swindon Village, with developments at Swindon Hall and Manor Farm breaking from the linear development along Church Road.

There have been some poor-quality boundary treatments in the conservation area, which are mainly close board wooden fences. These are not traditional forms of boundary treatment and do not complement or enhance the distinct character of the Swindon Village Conservation Area.

Modern tarmacked roads and pavements, with concrete kerbs, have been laid throughout the conservation area. These have incrementally impacted the overall historic character of the Swindon Village Conservation Area.

4.3 Public realm

There is evidence that sections of roads and pavements have been excavated for the installation of services. These appear to have occurred incrementally and cumulatively have become a detracting feature across the streetscapes. The ad-hoc replacement and introduction of dropped kerbs has detrimentally impacted the character of the conservation area. Where this process has happened over a long period of time, there are a number of different treatments including brick replacements and the more modern concrete dropped kerbs.

4.4 Pressures on trees and green spaces

Trees and open spaces face a range of pressures within urban environments. Development proposals, including extensions, infill development, changes to access arrangements, and the installation of new infrastructure and services, can result in tree loss, root damage, or reductions in available growing space. Street trees may be particularly vulnerable where highway or utility works require excavation below pavements, while trees in private gardens can be affected by increased hard surfacing, subdivision of plots, and incremental development.

Climate change is likely to increase these challenges. More frequent periods of drought, higher temperatures, intense rainfall events, and storms may affect tree health, longevity, and resilience. The careful management and retention of mature trees, together with opportunities for new planting, will be important in maintaining the character, environmental quality, and landscape setting of the conservation area.

The Cheltenham Tree Strategy, published February 2026, provides further information and guidance around maintaining existing trees and planting new ones. The Trees and Design Action Group (TDAG) have also published resources on best practice to support the role of urban trees through the planning, design, construction and management of urban environments.[01]

01 https://www.tdag.org.uk/

DRAFT

5.0 Opportunities for enhancement

The key opportunity for the Swindon Village Conservation Area is to ensure the continued preservation of the established appearance and condition of the historic rural village character.

There is scope to enhance the conservation area through addressing the minor but altogether detracting elements such as external accretions, appropriate maintenance of the houses and the preservation of features such as front gardens. Incrementally addressing these issues will have a positive impact and enhance the conservation area by preserving its historic character and appearance.

Although many of the uPVC windows and doors which have already been installed are unlikely to require replacement in the near future, there is scope for any further replacement windows and doors to be carried out using styles, materials and methods that are better suited to enhancing the special interest of the conservation area. It would be especially beneficial for first-generation uPVC double-glazing, which is generally coming to the end of its life cycle, to be replaced with more suitable alternatives, rather than the more visually intrusive standard option.

There is an opportunity to encourage ongoing boundary maintenance and replacement of inappropriate features that detract from the historic character of the conservation area. This could include the replacement of close-board fencing with hedging to soften the appearance of boundaries within the streetscape. This would enhance the distinctive character and appearance of the conservation area.

A lack of maintenance regarding front gardens and grass verges will be preventing adequate water run-off and risk the increased chance of pooling after heavy rainfall. There is an opportunity to reinstate such areas and appropriately manage the soft landscaping where it survives. The greenery is a characteristic feature of the conservation area, and maintaining and enhancing it where possible would be of further benefit.

There are several externally rendered buildings within the Swindon Village Conservation Area which have been painted a range of colours. There is an opportunity to develop an advisory colour palette for building owners to ensure that appropriate colours are used for the exterior of rendered buildings to preserve the historic character and appearance of the conservation area.

DRAFT

6.0 Management plan

6.1 Control measures

In order to protect and enhance the conservation area, any changes that take place must conserve its character and special interest. Statutory control measures are intended to prevent development that may have an individually or cumulatively negative effect. Control measures within include:

- Planning permission will usually be required to totally or substantially demolish buildings or structure (including walls, gate piers and chimneys). This will also need a heritage statement (sometimes called a heritage impact assessment) as part of the application.
- The extent to which permitted development (i.e. changes that are allowed without requiring consent from the local authority) may be restricted. For example, replacement windows, different elevational finishes or the installation of satellite dishes may require planning permission.
- Trees with a diameter of 75mm or greater, measured as 1.5m above the soil level are protected. Any work proposed to these trees require permission from the local authority by means of a planning application. This allows the authority to determine whether a tree preservation order (TPO) is necessary.

6.2 Conservation aims and best practice

There is no generally accepted detailed definition of 'best practice' in conservation: it is a term used to describe the management of change (including repair) so that the integrity and character of a historic site is not eroded or compromised. It is not the intention of conservation best practice to prevent change from happening: alterations can still be carried out but should be subject to additional scrutiny to ensure that the special interest of the conservation area is protected.

It is the purpose of this document to provide guidance that will help achieve these aims. Overall, any change in the Swindon Village Conservation Area should seek to:

- Preserve its historical features;
- Enhance, where possible, its special interest;
- Positively contribute to its established character; and
- Be of appropriate detailing and traditional materiality.

6.3 'Like-for-like'

A term that is frequently used in conservation is 'like-for-like' replacement or repair. This is frequently – and mistakenly – taken to mean that a modern alternative that generally echoes the style of the element removed is acceptable. However, this is not accurate or acceptable. Like-for-like should always be interpreted as an alternative that matches the historic element removed in terms of its material, dimensions, method of construction, finish, means of installation and any other feature specific to the original element, such that the modern replacement is hardly discernible from the original (accepting that its condition will be greatly improved where the original has failed beyond repair).

For example, modern uPVC windows in imitation of historic windows but with false glazing bars and a top-hung casement opening mechanism do not constitute a like-for-like replacement for traditional timber-framed windows, although they may appear stylistically similar.

DRAFT

6.4 Repairs and replacement

Repairs and replacement are inevitable with any building or site, regardless of age; however, within a conservation area, it is especially important that this is carried out sensitively to protect the historic fabric of its buildings and respect the character of the wider area. Key points to remember when looking to carry out repair work or install replacement features are:

- A method of repair that was suitable for one building may not be suitable for another. Repair and replacement should always be considered on a case-by-case basis.
- Repairs using appropriate materials and techniques are always preferable over wholescale replacement.
- Where a historic feature has degraded beyond repair, replacement should be carried out on a like-for-like basis.
- Where seeking to improve failing modern features, a traditionally-designed alternative using appropriate materials is preferable. For example, the replacement of uPVC gutters and downpipes with lead, cast iron or coated aluminium alternatives that better reflect the traditional character of the conservation area.
- Cement-based mortars and/or ribbon pointing are harmful to historic brickwork and masonry. Repairs to any pointing should be carried out in a lime mortar after any cementitious mortar has been raked out. This will ensure the longevity of the historic built fabric.
- Retention and reinstatement of traditional materials, such as ashlar stone, stucco render and brick boundary walls, are encouraged to preserve the historic character of Swindon Village.
- Due consideration should be given to the sustainability of the repair or replacement, i.e. what is its lifespan? What maintenance will be required to prolong this?
- Reversibility is an important consideration as better alternatives may become available in the future.
- Historic external detailing should be retained or, where damaged beyond repair, replaced on a like-for-like basis. This includes (but is not limited to): the texture and colour of render; size and colour of bricks used, and the bond in which they are laid; stone dressings; and chimneystacks.
- The reinstatement of historic features that have been lost is favourable. For example, re-exposing brickwork that has been rendered or painted over.
- The repair and replacement of windows can have a notable effect on the character and special interest of the conservation area, both positively and negatively. The aim should always be to retain historic windows wherever they survive, carrying out refurbishment work where needed to make sure they remain usable. Timber frames are preferable over uPVC for a number of reasons, mainly their comparative slimness and breathable quality which has a positive knock-on effect on the overall condition of the historic building. However, it is recognised that modern double-glazing is becoming increasingly well-designed to suit historic contexts and may be permitted, subject to their appropriateness.

6.5 Maintenance

Maintenance differs from repair in that it is a pre-planned, regular activity intended to reduce instances where remedial or unforeseen work is needed. The higher the levels of maintenance, the less need to carry out repairs. Regular maintenance activity should include annual gutter clearing, seasonal vegetation control and repainting external joinery with an oil-based paint. This is not an exhaustive list and each historic building will have its own specific needs.

Larger historic buildings and those which are listed may benefit from occasional condition surveys (usually around every five years) to highlight their individual maintenance and repair needs.

The maintenance requirement of a building will depend on its age, materials and susceptibility to wear. Historic England, the Society for the Protection of Ancient Buildings (SPAB) and other heritage bodies publish specialist guidance on the suitable maintenance and repair methods for different historic buildings.

DRAFT

6.6 Trees

Trees are afforded protection within the conservation area and there are hundreds of tree preservation orders in place around Cheltenham (both within and outside conservation areas). Any tree surgery work should be carried out only once the relevant permission has been sought.

Good arboricultural management can help to maintain the safety of trees and reduce potential conflict with the built environment around them. Such works should be undertaken in line with industry best practice in order to protect their physiological and structural health, as well as their amenity.

The Cheltenham Tree Strategy, published February 2026, provides further information and guidance around maintaining existing trees and planting new ones. The Trees and Design Action Group (TDAG) have also published resources on best practice to support the role of urban trees through the planning, design, construction and management of urban environments.[01]

Contact details for the trees team at Cheltenham Borough Council are provided in Appendix A.

6.7 Modern and new development

It is not the intention of conservation area designation to prevent new development or entirely exclude existing modern development where this is woven into a surrounding historic space. Instead, it puts in place a process whereby any proposals are more thoroughly studied to ensure that the special interest of the conservation area is protected and opportunities to improve its character are identified.

New development can range from entire new buildings to the introduction of new features, however small, on existing buildings.

New development within the setting of the conservation area should also be carefully managed as it has the potential to detract from its character and special interest. Any proposals will need to be considered on a case-by-case basis and take account of:

- The significance of any existing building affected;
- The impact on the setting of neighbouring listed buildings, key buildings of individual heritage interest and/or positive contributors;
- How local features and materials can be incorporated into the new design;
- Whether or not any historical plot boundaries survive or could be recoverable;
- The impact of the overall scale, massing and design on the wider streetscape;
- The loss of any important rear/side elevations or views of these;
- Characteristic boundary treatments and planting;
- The potential for below-ground or built archaeology; and
- Any other heritage or conservation constraints identified.
- The addition of new features on existing buildings can be detrimental to the individual buildings as well as the overall character of their wider setting if unmanaged. Specifically:
    - Television aerials and satellite dishes should not be fixed to principal or highly visible elevations, or chimneystacks.
    - Features such as external lighting and security cameras should be as discreet as possible.
    - Solar panels should be restricted to rear or secondary elevations, especially where a building forms one of a group.
    - Internal alterations can have an external impact; for example, staircases cutting across windows or the removal of chimneybreasts necessitating the removal of the associated chimneystack.

01 https://www.tdag.org.uk/

DRAFT

6.8 Sustainability

Maintenance and continued use of historic buildings is inherently sustainable. However, there are growing pressures to improve the energy efficiency of the country's historic building stock in order to reduce carbon emissions, particularly from heating which uses fossil fuel sources. Pressures to increase sustainability performance can be accommodated within the conservation area but will require a bespoke approach to ensure that the measures needed can be viably implemented without harm to its special interest.

Straight-forward measures to improve building performance include:

- Refurbishing historic windows and doors to prevent drafts.
- Re-pointing external walls to prevent damp and air leaks.
- Maintaining rainwater goods.
- Improving and/or expanding green spaces.
- Inserting breathable insulation in loft spaces and suspended floor voids.
- Installing thick curtains or internal shutters.

Double-glazing is now available in slimline, timber frame units which are considerably more sympathetic within historic contexts than earlier versions. It will be necessary to obtain the relevant permissions to install double-glazing. Best practice will always be to retain historic windows wherever possible, with the installation of secondary units being an alternative to full replacement.

The installation of solar panels and other infrastructure such as electric vehicle charging points and heat pumps in a conservation area is generally acceptable; however, they must not be installed in a location that is visible from any public highway and their physical and aesthetic impact will need to be carefully considered and mitigated.

Historic England, the Society for the Protection of Ancient Buildings, the Royal Institute of British Architects and other bodies publish extensive guidance on the sensitive adaptation of buildings in response to climate change and sustainability challenges.

DRAFT

Bibliography

Cheltenham Borough Council (November 2007), *Swindon Village Conservation Area Appraisal and Management Plan*

Cheltenham Borough Council (November 2016), *Swindon Village Conservation Area Appraisal and Management Plan: Internal Draft*

Gloucestershire County Council Historic Environment Record

Rowe, George, Rowe's Illustrated Cheltenham Guide, 1850.

Victoria County History, Glos Cheltenham 1738-1852: Draft, nd.

Local policy and guidance

Gloucester, Cheltenham and Tewkesbury Joint Core Strategy 2011-2031.

The Cheltenham Plan 2020.

Cheltenham Borough Council: Local Index Supplementary Planning Document, 2007.

Cheltenham Borough Council Shopfront Design Guide, 2007.

Cheltenham Borough Council, Regency Design Precepts.

National policy and guidance

Conservation Area Designation, Appraisal and Management, Historic England Advice Note 1 (Second Edition): 2019.

Historic England, Conserving Georgian and Victorian terraced housing, a guide to managing change, 2020.

Historic England, Traditional Windows: Their Care, Repair and Upgrading, 2017.

DRAFT

Appendix A: Useful contacts

DRAFT

Appendix B: Glossary

Terminology	Definition
Baroque	A highly decorative and theatrical style of architecture popular in England during the 17th century. It experienced a revival in the early 20th century.
Classical	Architecture inspired by the buildings of ancient Greece and Rome - characterised by the use of columns and pediments.
Corbel	Stone, wood or metal bracket, often structural but sometimes decorative.
Cornice	A horizontal decorative moulding.
Fanlight	A small semicircular or rectangular light above a doorway.
Fascia	A horizontal band beneath the eaves of a building or over a shopfront.
Fenestration	Architectural terminology for windows and doors.
Finial	Vertical decorative element found on roofs, towers, spires and gables.
Gothic	Architecture inspired by the style of medieval churches - featuring pointed arches and tracery.
Key stone	A wedge-shaped stone found at the apex of a masonry arch.

Terminology	Definition
Massing	Refers to the shape, form and size of a building.
Mullion	A vertical glazing bar on a window or window opening.
Patina	Visible signs of historic use.
Polite building	A building designed with regard for architectural fashion, often by an architect.
Portico	A projecting porch supported by columns.
Quoins	Masonry blocks to the corner of a wall - can be structural or aesthetic.
Rubble stone	Unfinished stone.
Stallriser	A platform below a shop window.
Tracery	Division of openings with stone bars or moulded ribs.
Transom	A horizontal glazing bar on a window or window opening.
Urban grain	The pattern of building plots in an urban environment.
Vernacular building	A building constructed using local materials with limited or no regard for architectural fashion.

DRAFT

Appendix C: Frequently asked questions

Frequently asked questions

Do I need planning permission for demolition and new development with a Conservation Area?

Planning permission will usually be required to totally or substantially demolish buildings or structures within a conservation area (including walls, gate piers and chimneys). Applications for demolition will also need a heritage statement (sometimes called a heritage impact assessment) as part of the application.

Consult with Cheltenham Borough Council to confirm whether planning permission will be required ahead of any new development.

Are there any additional restrictions on permitted development rights?

The extent to which permitted development (i.e. changes that are allowed without requiring consent from the local authority) may be restricted. For example, replacement windows, different elevational finishes or the installation of satellite dishes. Always confirm any restrictions with Cheltenham Borough Council before carrying out any works to the exterior of a building within the conservation area.

What are the implications of Conservation Area designation for tree works?

Trees with a diameter of 75mm or greater measured at 1.5m above the soil level are protected. Any work proposed to these trees require permission from the local authority by means of a planning application. This allows the local authority to determine whether a tree preservation order (TPO) is necessary.

Are there restrictions on advertising and commercial signage?

Advertisements and other commercial signage may be subject to additional controls and/or require planning permission. Contact planning@cheltenham.gov.uk before installing any advertising infrastructure or commercial signage.

How do I seek pre-application advice?

For pre-application advice on major developments, contact planning@cheltenham.gov.uk. A pre-planning application will provide guidance on what permission is required.

DRAFT

PURCELL

CHELTENHAM
BOROUGH COUNCIL

All rights in this work are reserved. No part of this work may be reproduced, stored or transmitted in any form or by any means (including without limitation by photocopying or placing on a website) without the prior permission in writing of Purcell except in accordance with the provisions of the Copyright, Designs and Patents Act 1988. Applications for permission to reproduce any part of this work should be addressed to Purcell at oxfordstudio@purcelluk.com.

Undertaking any unauthorised act in relation to this work may result in a civil claim for damages and/or criminal prosecution. Any materials used in this work which are subject to third party copyright have been reproduced under licence from the copyright owner except in the case of works of unknown authorship as defined by the Copyright, Designs and Patents Act 1988. Any person wishing to assert rights in relation to works which have been reproduced as works of unknown authorship should contact Purcell at oxfordstudio@purcelluk.com.

Purcell asserts its moral rights to be identified as the author of this work under the Copyright, Designs and Patents Act 1988.

Purcell® is the trading name of Purcell Architecture Ltd.

© Purcell Architecture 2026

Purcell grants Cheltenham Borough Council a non-exclusive licence to make use of the report providing this is consistent with the purpose for which the report was commissioned and that Purcell remain acknowledged as the author and intellectual property holder as part of any such use, in whole or in part. Purcell has no liability for use of the report for any purpose other than that for which it was originally prepared and produced.

DRAFT

Name	Position	Role
Hettie Dix	Associate Heritage Consultant	Reviewer
Holly Houghton	Heritage Consultant	Author
Tracey Rowe	Senior Graphics Assistant	Report Design

Date	Revision	Issue
May 2026	First Draft	01
August 2026	Second Draft	02