

Adele Smith  
Parish Clerk  
Trawden Forest Parish Council

## BY EMAIL

Date 23 January 2026  
Our Ref 5026\_002

Dear Adele,

## TRAWDEN FOREST CONSERVATION AREA APPRAISAL & MANAGEMENT PLAN REVIEW: PROPOSAL

Thank you for inviting us to submit a proposal to produce a Conservation Area Appraisal and Management Plan for the designated Conservation Area.

### Our Experience in Conservation Area Analysis and Management

As I mentioned at our last meeting, we have not produced Conservation Area Appraisals under our own name for a number of years, although I and our shareholder and heritage associate, Sarah Homer, have produced many appraisals and management plans for a variety of local authorities earlier in our careers.

I would draw special attention to those we prepared for all the Conservation Areas in Basingstoke & Deane Borough Council in the early 2000s, which were regarded as leading edge before Historic England's guidance evolved, and they remain in place now almost untouched. Its Whitchurch Appraisal was used to form a new [Supplementary Planning Document](#) in 2019, again with almost no changes to its analysis and insights. Our use of character areas as an analysis method, and our integration of some broader urban design principles, was not common in Appraisals at that time. Both are hallmarks of how ONH approaches conservation and design to this day and form the basis of our work on the Design Code.

However, the projects we have successfully completed as joint ventures with Sarah's former heritage practice have served much the same purpose, albeit produced as part of the evidence base for neighbourhood plans. They include the Design Study at [Newport Pagnell](#) (Appendix 3 of the made Plan) and the Character Study at [Marlborough](#). Like at Trawden Forest, both focus on reviewing and supplementing very old Conservation Area statements (as the neighbourhood plans were not able to perform a review function themselves), adding greater analysis value, being clearer about significance, identifying local heritage assets and recommending future boundary reviews to their local planning authorities, whilst identifying areas of special character as an interim planning policy measure.

I therefore think that us not being able to demonstrate a recent track record in producing Appraisals should be no hindrance to us delivering your project. Our work has served much the same purpose and has required the same professional expertise and evidence inputs, e.g. area surveying, historical record research and character analysis, the majority of which has been within the context of Conservation Areas and their settings. Much of this work has been done as part of your Design Code and Sarah has already been helpful in advising that work to ensure it remains current with evolving practice and legislation.

We are therefore very familiar with national and local policy and Historic England's guidance on method and output. It will be straightforward to assemble all the same components into an Appraisal formatted output. Moreover, our work and experience has enabled us to innovate in more recent policy initiatives, e.g. design coding, retrofitting, opportunity site design briefing, local heritage asset identification (buildings, structures and areas), community engagement and all using a digital platform.

More generally, our grounding over the last decade or more in plan making and local development management means that we analyse and produce character and design based content very much with its practical application in decision making in mind. This goes beyond simply defining significance into anticipating where change may be most likely within or around a Conservation Area. This 'road testing' we do with our client teams to make sure the analysis has the right emphasis to give their work the most value.

As an example, for some Design Coding work in Conservation Areas where there has been an increasing demand to install solar panels and retrofit buildings we have begun to deploy the [ACAN Climate Emergency Conservation Area Toolkit](#) to inform policy and coding decisions in so far as national policy currently allows. We are also using our separate Grey Belt Study work to identify where Conservation Areas and their settings may be more exposed to change, although of course the new NPPF proposes to remove the current 'footnote 7' caveat from the definition of the Grey Belt.

## Scope

I propose that we will:

1. Have an inception meeting with Pendle's heritage officer and members of your team to identify any additional information sources, to agree the output format, to agree the consultation arrangements and responsibilities (including the possibility of coinciding the exercise with that of the modified Neighbourhood Plan) and to agree the project actions, approval arrangements and timetable
2. Carry out additional site survey and research work, given that the focus of the Design Code has been on the main settlement and not Wycoller and rural parts of the Conservation Area (to include site visiting)
3. Collate illustrative materials and digital maps to produce the Draft Appraisal
4. Produce the content (text, maps and illustrative material) for the Draft Appraisal to include a Management Plan and boundary review, per the Historic England guidance – we assume this will be done using our digital platform (see below)
5. Advise on the consultation exercise if separate to the Neighbourhood Plan and to participate by attending a public event and formatting the online survey

6. Review the feedback from the consultation exercise with your team and recommend modifications to form the final Appraisal
7. Make the agreed modifications and produce the final version of the Appraisal for approval
8. Meet (online) with your team and Pendle officers online at four milestone stages after the inception meeting (as part of items 2, 4, and 6) – it may be desirable and possible to combine the inception meeting with the site visiting in one day

## Our Team

I propose our team will be led by me with the oversight and inputs from Sarah Homer AA IHBC. I will be able to use my Design Code knowledge and Sarah is a renowned and qualified heritage architect, urban designer and planner with a wealth of experience.

I will be supported by experienced others in the team who are expert in digital document and mapping production of the highest quality and in community engagement, both online using our digital production platform (see the [Burnham Design Code](#) for example, which uses ARCGIS mapping and content tools, the shape files of which can be uploaded by Pendle Council to its interactive maps).

I can confirm that we will be able to commence the project in March 2026 so that you have the choice of running the project alongside the Neighbourhood Plan and Design Code workstreams to complete in the autumn.

## Fee Proposal

For the above scope of work we would charge a fee of £14,000 + VAT plus travel expenses. This fee includes a cost of £2,000 for our digital platform (domain name purchase, website hosting and build, content upload, content update and three year maintenance). If that platform is not required then that cost would be deducted.

I would hope there would be opportunities to achieve some time savings if we provide help on the neighbourhood plan where it may be possible and desirable to share engagement, digital platform and project management tasks. We would aim to identify those opportunities with you at the project inception meeting. Our fee would then be modified accordingly.

I hope this outline proposal meets your needs. Please get in touch if you require any further information.

Best regards,



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