

Character Appraisal and
Management Plan

East Tilbury (Bata Village)

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Authored by Historic Environment Team,
Place Services, Essex County Council



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1. Introduction

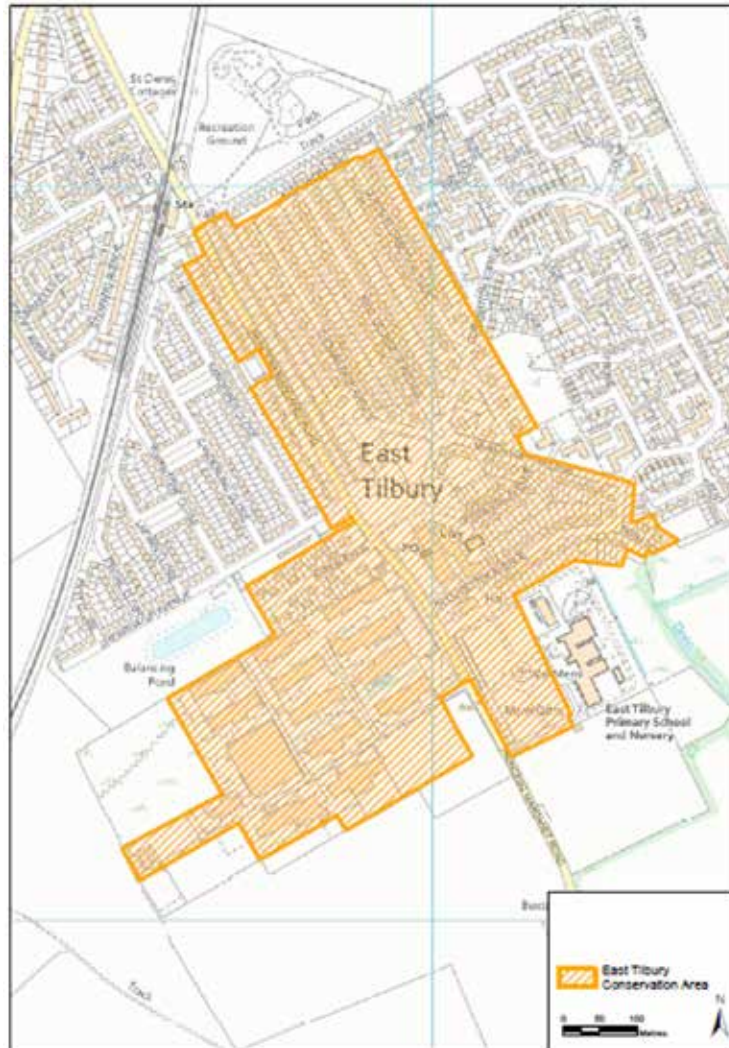


Figure 1: Map of East Tilbury (Bata Village) Conservation Area

1.1. SUMMARY

The East Tilbury (Bata Village) Conservation Area was first designated in 1993.

The Bata settlement at East Tilbury is a highly unusual purpose-built industrial village which developed predominantly between the 1930s-1960s for the British Bata Shoe Company Ltd. The village has a unique international character which combines English Garden City planning and Czech Modernist Architecture. Similar to the model villages which emerged from the late

eighteenth century onwards in Britain, East Tilbury was built by British Bata as a self-contained social mechanism which embodied the slogan "living separately - working together".

Since the departure of British Bata, the condition of East Tilbury has declined, and its unique identity diluted to the extent that Thurrock Council have added the Conservation Area to Historic England's Heritage at Risk Register¹.

¹ 2019 Heritage at Risk Register – Historic England (accessed at: <https://historicengland.org.uk/advice/heritage-at-risk/search-register/list-entry/7006>)

1.2. CONSERVING THURROCK'S HERITAGE

Thurrock Borough Council has appointed Place Services to prepare a Conservation Area Appraisal and Management Plan for East Tilbury (Bata Village). The document is provided as baseline information for applicants to consider when designing or planning new development in East Tilbury.

This report provides an assessment of the historic development and character of East Tilbury (Bata Village) and outlines its special interest. The appraisal will also consider the significance of heritage assets and the contribution that these, along with their setting, make to the character of the area. The understanding of significance will be used to assess the sensitivity of the area to new development, highlighting key assets of importance.

This assessment will consider how different Character Areas within East Tilbury (Bata Village) came to be developed, their building styles, forms, materials, scale, density, roads, footpaths, streetscapes, open spaces, views, landscape, landmarks, and topography. These qualities can be used to assess the key characteristics of each area, highlighting potential impact future developments may have upon the significance of heritage assets and the character of East Tilbury (Bata Village). This assessment is based on information derived from documentary research and analysis of the individual character areas.

The National Planning Policy Framework (NPPF) highlights good design as one of twelve core principles of sustainable development. Sustainable development relies on sympathetic design, achieved through an understanding of context, the immediate and larger character of the area in which new development is sited.

This assessment follows best practice guidance, including Historic England's revised Historic England Advice Note 1 for Conservation Area Appraisal, Designation and Management (2019) and The Setting of Heritage Assets (2017).

1.3. PURPOSE OF APPRAISAL

This document should be used as a baseline to inform future development and design with regard to the sensitivities of the Historic Environment and its unique character.

It is expected that applications for planning permission will also consult and follow the best practice guidance outlined in the bibliography.

Applications that demonstrate a genuine understanding of the character of a Conservation Area are more likely to produce good design and good outcomes for agents and their clients. This Appraisal will strengthen understanding of East Tilbury (Bata Village) and its development, informing future design.

1.4. PLANNING POLICY CONTEXT

The legislative framework for conservation and enhancement of Conservation Areas and Listed Buildings is set out in the Planning (Listed Buildings and Conservation Areas) Act 1990 (HMSO 1990). In particular, section 69 of this act requires Local Planning Authorities to designate areas which they consider to be of architectural and historic interest as Conservation Areas, and section 72 requires that special attention should be paid to ensuring that the character and appearance of these areas is preserved or enhanced. Section 71 also requires the Local Planning Authority to formulate and publish proposal for the preservation and enhancement of these areas. National planning policy in relation to the conservation and enhancement of heritage assets is outlined in chapter 16 of the Government's National Planning Policy Framework (DCLG 2019).

The Conservation Area which is the subject of this report is located within the area covered by Thurrock District Council. Local planning policy is set out in the Appendix B. Saved policies which are relevant to heritage assets include:

- CSTP23: Thurrock Character and Distinctiveness
- CSTP24: Heritage Assets and the Historic Environment
- PMD2: Design and Layout
- PMD4: Historic Environment

In line with the Strategic Spatial Objectives of the Local Development Framework (2015):

- SSO12: Protect and enhance the natural, historic and built environment including biodiversity, landscape character, Conservation Areas, Listed Buildings, Scheduled Monuments and other heritage assets and open space through positive improvement.



2. East Tilbury (Bata Village) Conservation Area



Figure 2: East Tilbury (Bata Village) Conservation Area within its wider context © Google Earth

2.1. CONTEXT AND GENERAL CHARACTER

East Tilbury is situated in the eastern half of the borough of Thurrock in Essex. It is located between the historic settlement of Mucking and the modern settlement of Chadwell St Mary. The settlement was developed on former farmland overlooking the marshland on the north bank of the River Thames. The character of the Conservation Area derives from the early-mid twentieth century development of Bata Village with its surviving street layout, factory site and distinctive modernist houses. The Conservation Area covers four parallel residential streets which

converge in a central roundabout to the north of the main commercial area with additional residential streets to the east, and the former factory site to the south-west.

Whilst this appraisal focuses upon the area defined within the Conservation Area boundary, it is important that consideration is given to East Tilbury's relationship with those aspects of the wider environs which contribute to its significance .

2.2. ORIGIN AND EVOLUTION



Figure 3: Chapman & Andre Map of 1771

PREHISTORIC

Archaeological investigations have shown that within the Conservation Area there is evidence of a prehistoric settlement, funerary and monumental landscape with activity spanning the Early Neolithic through to the Late Bronze Age. The excavations have shown the area to the immediate west of the Conservation Area, in the location of the twenty-first century housing development between Princess Margaret Road and the railway line, to contain a double enclosure dated to the Late Neolithic/Early Bronze Age with one of the enclosures containing a single cremation burial. A number of circular burial mounds of probable Bronze Age date and further cremations were identified. Settlement evidence comprised an enclosure containing a probable building surrounded by an agricultural field system.

ROMAN AND EARLY MEDIEVAL

Bisecting the Conservation Area was a Roman road running from the coast by Coalhouse Fort north-westwards through the present

settlement towards the Roman settlement at Mucking. During the Saxon period a large settlement developed at Mucking and it is probable that this road line continued in use from the estuary. Princess Margaret Road preserves the line of this Roman road today.

MEDIEVAL AND POST MEDIEVAL

During the medieval period the landscape was largely rural, continuing in this manner through to the initial development of the Bata complex in the first half of the twentieth century. The farm complex of St Clere's Farm, lying at the southern end of the Conservation Area in the current location of the Memorial Park and Primary School, is visible on cartographic maps dating back to the Chapman and Andre Map of 1777 (Figure 3). By the time of the Ordnance Survey maps from the 1870s this was a substantial complex of buildings (Figure 5). The Bata development occupies the former farmland.

Further information on the archaeological potential of the area can be accessed via the Essex Historic Environment Records.

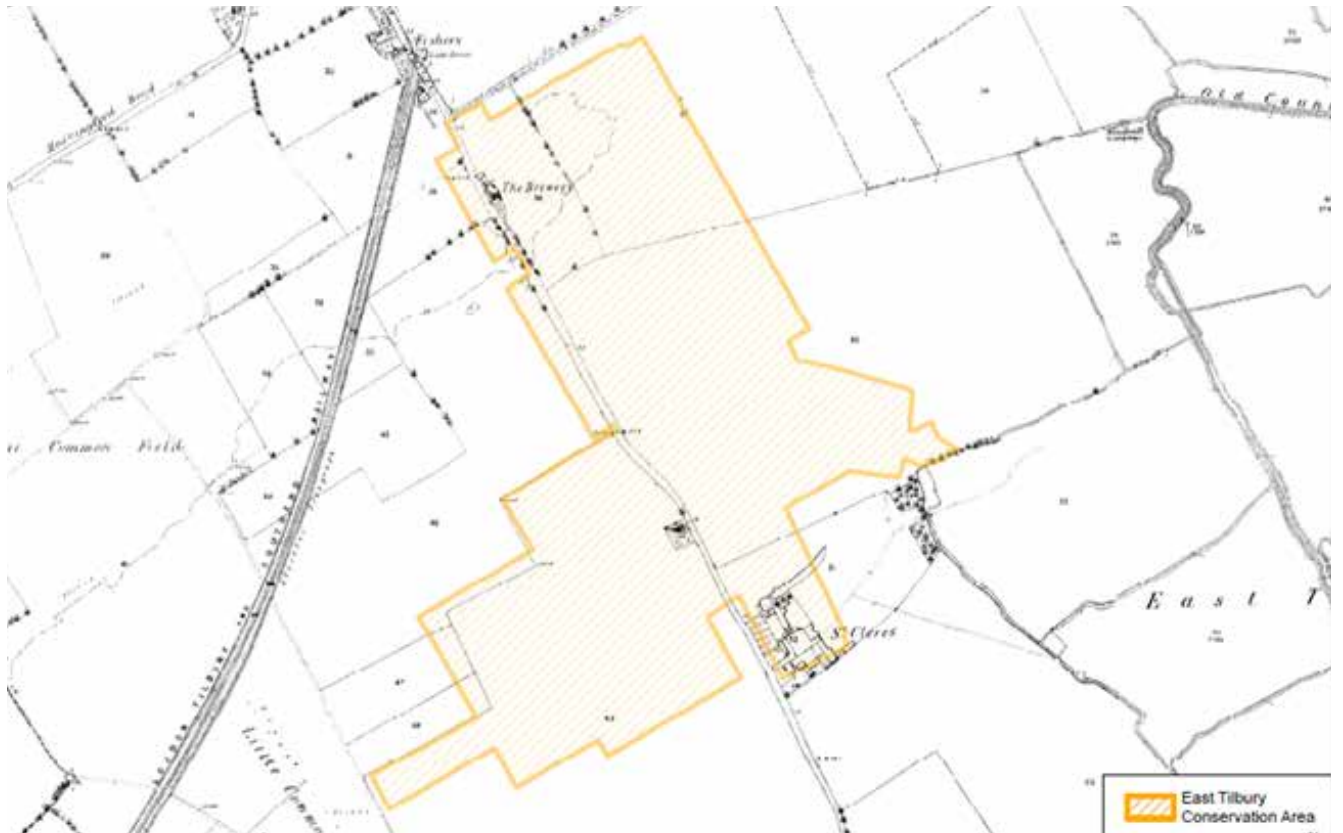


Figure 4: OS Map, 1870's

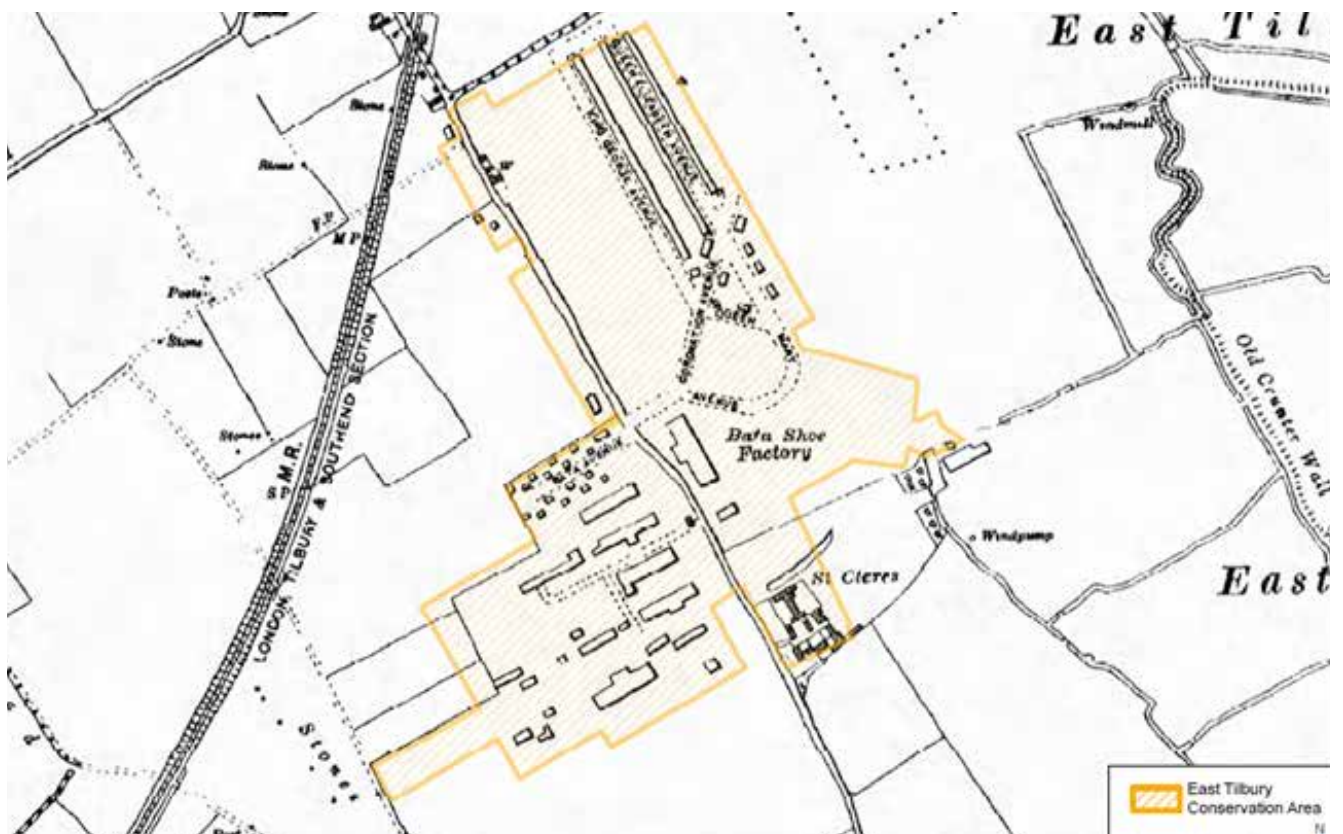


Figure 5: Early phases of the Bata development



Figure 6: Panorama of East Tilbury, Bata An Invitation to East Tilbury, 1958

The Bata Company was founded in the Moravian town of Zlin in 1894 by Tomas together with his brother and sister. Tomas took sole control of the company in 1908, developing it into largest shoe manufacturer in Czechoslovakia. Bata began trading in Britain in the early 1920s with the Bata Shoe and Leather Company Ltd. being established in London in 1924.

Land at East Tilbury was acquired from a local farmer, Mr Wilson of St Clere's Hall. The new settlement laid out following some of the principles of the Garden City Movement, originating in England in the late nineteenth century, and Czech modernism which favoured simplicity, spaciousness, straight lines and economy of structure. The original master plan for the estate was designed by Czech architects, Vladimír Kárfík and Frantisek Gahura, who made significant contributions to the international modern movement in the 1920s and 1930s. Whilst the settlement is the product of successive master plans, the original architectural principles were unchanged throughout the development. All the buildings on the estate and their locations were carefully designed to work as a compact, self-contained social mechanism .



Figure 7: East Tilbury, 1937 (source: <https://www.britainfromabove.org.uk/en/image/EPW052437>)



Figure 8: Housing phasing map

Housing was built in stages between 1933 and the mid-1960s (Figure 8). The oldest properties (located in Bata Avenue) are very much in the Czech style and set in a staggered 'chequerboard' layout to maximise the garden space to each property. Early properties such as those on Queen Elizabeth Avenue are exact copies those in Zlin with standard materials such as doors, windows, internal joinery and electrical fittings being imported from Czechoslovakia.

Consequently, the design and construction of properties was altered following the outbreak of World War Two which severely

limited available materials. Following the end of World War Two, the construction of flat roofed Czech Modernist houses resumed, though utilising standard British materials. The properties to the south of Gloucester Avenue continued as pitched roof houses, presumably to match those constructed during World War Two across the road. By the late 1950s and early 1960s the Bata houses represented a more English taste .

The factory buildings were constructed at East Tilbury between 1933 and 1968 and are laid out in a grid pattern with structures rising to five stories in height (Figure 9).



Figure 9: Factory Phasing Map

Building 12, a former rubber factory, was the first to be constructed and is a single-storey steel-framed building which was designed in Zlin with the steel being imported from Czechoslovakia. Buildings 10, 11a, 12 and 21 are all constructed in this manner between 1933 and 1938. The multi-storey buildings (Buildings 11b, 13, 24 and 34) were erected between 1934 and 1938 using reinforced concrete frames in defined modules, a standard design transferred directly from Zlin. The other factory buildings are single-storey, either in steel or concrete, and dating from 1948-52. The final building to be constructed on the factory site was the Computer Centre in 1967 (since demolished).

2.3 DESIGNATION OF THE CONSERVATION AREA

The East Tilbury (Bata Village) Conservation Area was designated in 1993. The most recent Character Appraisal, which this document supersedes, was adopted in 2007. The Conservation Area boundary has remained unchanged since its designation.

2.4 DESIGNATED HERITAGE ASSETS

There are eleven buildings within the East Tilbury Conservation Area which have been recognised by statutory listing, all of which are Grade II.

The East Tilbury Conservation Area is the most recent conservation area in Thurrock to be designated (March 1993). Shortly after designation, 2-34 (even) Bata Avenue and Factory Building 13 were Grade II listed, followed by Factory Buildings 12, 24 and 34 in 2009.

There is potential for a number of structures within the factory complex to be curtilage listed and as such Listed Building Consent would be needed for any internal or external alterations. Curtilage can be defined, for the purposes of the listed building legislation, as an area of land around a listed building within which other buildings pre dating July 1948 may potentially be considered listed.

However, the status of individual buildings would be assessed on a case-by-case basis. Applicants are advised to contact Thurrock Council as the Local Planning Authority in the first instance should any uncertainty arise as to the implications of curtilage.



Figure 10: Map of designated heritage assets

2.5 NON-DESIGNATED HERITAGE ASSETS

There are a number of non-designated buildings and structures within East Tilbury which contribute positively to the character and appearance of the Conservation Area. While not all of these can be properly considered non-designated heritage assets, many of them are considered to be good examples of their type or architectural style, demonstrating local design features, are all relatively complete in their survival and illustrate the history of the settlement.

As such, these particular buildings and structures have the potential to be considered non-designated heritage assets. These have the potential for inclusion on a Local Heritage List or for designation.

These buildings and structures have been identified below:

- British Bata War Memorial;
- Bata Factory Buildings 11a, 11b, 20, 21, 22, 23, 30, 31 & 33;
- Bata Factory Building Boiler House;
- Bata Factory Building Gate House;
- Bata Factory Lamp post;
- Bata Factory Gatehouse;
- Thomas Bata Memorial Statue;
- Village Hall;
- Stanford House;
- Bata Housing Lamp posts; and
- Bata Signage.



Figure 11: British Bata War Memorial

2.6 HERITAGE AT RISK



Figure 12: Stanford House

Historic England's Heritage at Risk programme (HAR) identifies those sites that are most at risk of being lost as a result of neglect, decay or inappropriate development. Conservation areas that are deteriorating or are in very bad or poor condition and not expected to change significantly in the next three years, are defined as being at risk.

As the statutory body responsible for the Conservation Area, Thurrock Council has decided to add The East Tilbury (Bata Village) Conservation Area onto Historic England's Heritage at Risk register. The Conservation Areas has been identified as being in 'very bad' condition with a 'medium' level of vulnerability and a deteriorating trend.

There are no statutory listed buildings within the Conservation Area considered to be 'at risk'.

2.7 ARCHAEOLOGICAL POTENTIAL

Archaeological investigations to the immediate west of the Conservation Area have uncovered evidence of a prehistoric settlement dating from the Early Neolithic through to the Late Bronze Age. There is high archaeological potential throughout the Conservation Area for further prehistoric remains where they have not been disturbed by development.

The site of St Clere's Farm, in the location of the Memorial Park and Primary School to the south-east of the Conservation Area, may contain surviving archaeological remains of the former Medieval and Post-Medieval farm buildings.



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Figure 13: Map of significance and contributors

3. Assessment of Significance

3.1 SUMMARY

The Bata settlement at East Tilbury is a highly unusual purpose-built industrial village which developed predominantly between the 1930s-1960s for the British Bata Shoe Company Ltd. The village has a unique international character which combines English Garden City planning and Czech Modernist Architecture.

The significance of East Tilbury is in part derived from the part it plays in the wider international story of Bata, which is the result of considerable advancements in technology and international trade as well as architecture and social thinking during the twentieth century. The Estate also contributes to our understanding of the impact of international events at a local level such as isolationism following the First World War, the impact upon material availability during and immediately after World War Two, as well as globalisation and the transition of manufacturing to developing countries.

Whilst other model or company villages were built in England in the inter-war years these were predominantly traditional in character with Silver End, Braintree, Essex being the only other industrial village to combine Garden City planning and Modernist Design. Though there are notable similarities between Silver End and East Tilbury, the Czechoslovakian influence upon the latter makes it of a distinctly unique character.

There are several other examples of multi-national companies building factories in Britain, sometimes importing their own building designs and planning philosophies. Although all examples are of functional design and rational planning, these complexes lack the social and philanthropic dimension of East Tilbury.

Figure 13 highlights features and buildings within the conservation area which are considered to be significant and make a positive contribution

3.2 LAND USAGE



Figure 14: Functional Zoning Map (2019)

The zoning of functions (work, leisure and home) is an integral and unique feature of East Tilbury, with each element contributing to the whole. Retaining these different functions is vital to the preservation of the area's significance. For example, by continuing to use the factory site as workspace and through the enhancement of leisure and social facilities, designated areas of land use can be retained, and the masterplan understood.

The areas of residential use are largely confined to the streets in the north of the conservation area, the industrial and commercial uses (contained within the former factory site) are to the south-west of the

area, with the key buildings within community use at the centre of the area.

3.3 CHARACTER ANALYSIS

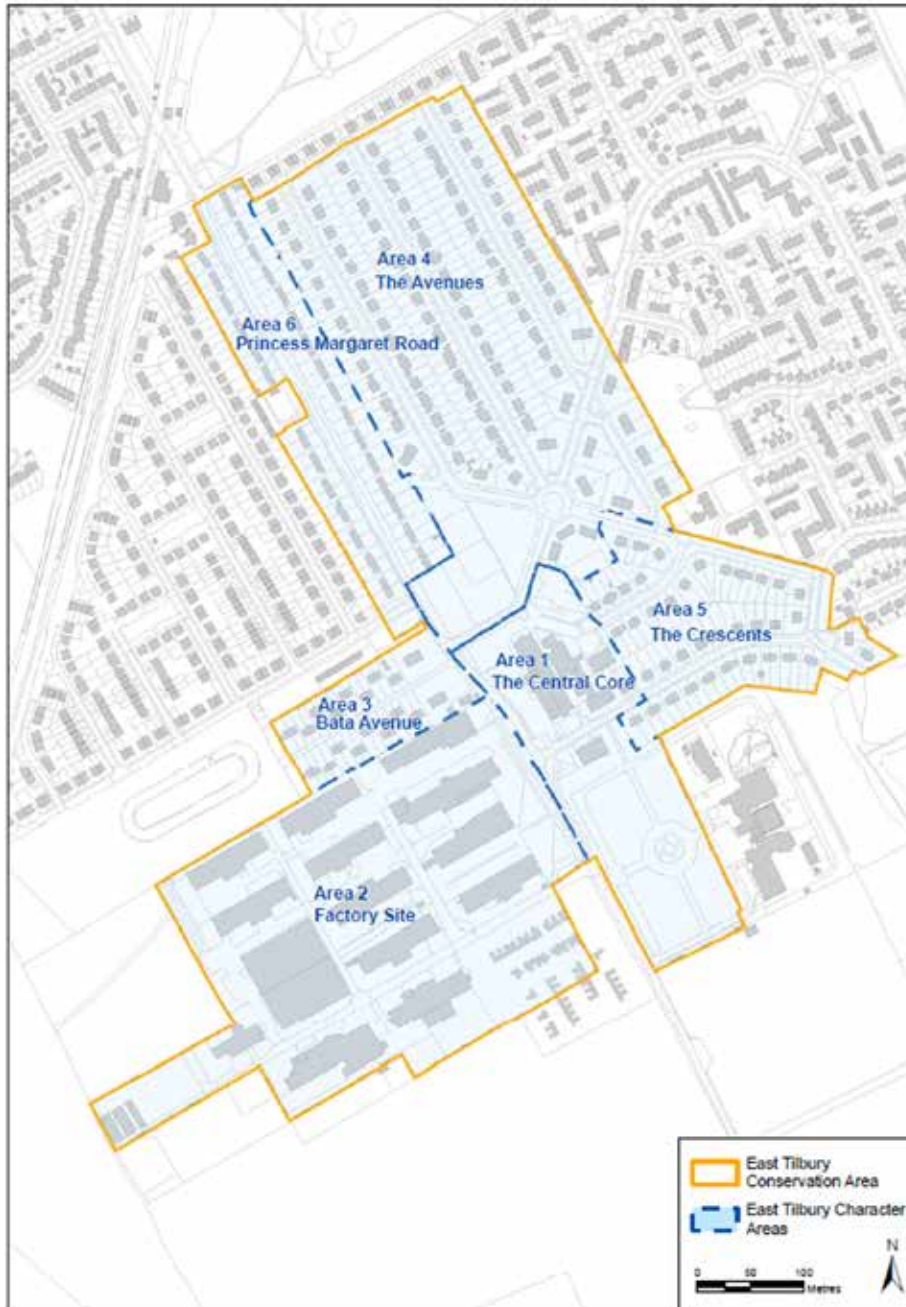


Figure 15: Character Areas Map

The conservation area has been divided into six Character Areas determined by their function and phases of development which have resulted in buildings of distinct styles. Key buildings of townscape merit have been identified within each area; these are buildings of prominence due to their scale

and location, buildings set within important views, or those that are good examples of a particular style of phase of development. The key characteristics of the houses within Character Areas 3 to 6 are noted within Appendix 6.2.

CHARACTER AREA 1: THE CENTRAL CORE

This area is the heart of the Conservation Area and was conceived as the 'civic zone' of the village. It still contains the remaining social facilities on the estate and is dominated by Stanford House, the largest building within the conservation area outside the factory site. Large areas of public open space, including Memorial Park, and prominent, detached community buildings are characteristic of Character Area 1. Some original community facilities, including swimming pool and tennis courts, have been lost and other buildings have fallen out of use; however, the Area retains its sense of place at the core of the village.



Figure 16-22: Character Palette for Area 1



Figure 23: Stanford House

KEY BUILDINGS OF TOWNSCAPE MERIT

Stanford House was originally constructed in 1935-6 as the Community House; it was the centre of community and social life within the village, accommodating a wide range of public facilities including ground-floor shop units, a ballroom, restaurant and works canteen, dormitory accommodation for workers and a gymnasium. In 1957-59 it was converted to the Bata Hotel and is now in residential use with retail units on the ground floor. It retains its prominence as a landmark building at five storeys in height and thirteen bays in length. Whilst it has undergone alterations and several changes of use since its construction, its pattern of fenestration has remained relatively unchanged and the circular columns between each bay are an original detail which hint to its modular method of construction. The retail units at ground floor are important in preserving its community focus, despite

their varied and modern signage. This building makes a positive contribution to the conservation area .

East Tilbury Village Hall occupies the original Bata Cinema building constructed in 1938 and retains its characteristic blocky two storey frontage with hall behind. In use as a cinema until 1965, it was converted to the Village Hall in 1967 and was refurbished in the late 1990s following a successful Heritage Lottery Grant bid. Despite some unsympathetic alterations, including external shutters, loss of original signage and installation of modern signage, it still retains much of its original detailing deriving from its structural elements and fenestration arrangement. The building is in a deteriorating condition and suffers from vandalism and graffiti, but it still contributes positively to the conservation area and presents an opportunity for enhancement .



Figure 24 & 25: Bata Cinema © Bata & East Tilbury Village Hall

The former **Recreation and Sports Club** and associated **Espresso Bar** are located to the rear of Stanford House with the former Espresso Bar fronting Gloucester Road. These buildings date to 1959 and formed part of the same programme of work as the conversion of the Community House (Stanford House) to the Bata Hotel. The former Espresso Bar is heavily altered, having been in a variety of uses since the original bar closed, and now contains four retail units with modern signage and shutters.

Set within Memorial Park is a **War Memorial** dedicated to the employees of the British Bata Shoe Company who lost their lives in the Second World War. Consisting of a rectangular surround of polished stone with a bronze urn and flame at its centre, the memorial dates from the mid-1950s.

LANDSCAPING AND OPEN SPACES

There are large areas of open space around the village centre which play an important visual and recreational role, and the presence of uniform rows of poplar trees is characteristic of the original landscape design. The vertical planting elements of the poplar trees complement the long horizontal forms of the minimalist architecture. The central open spaces are visually important, not only in providing a focal point within the



Figure 26 & 27: Former Espresso Bar



Figure 28: War Memorial



Figure 29: Memorial Park and War Memorial



Figure 30: Car Park at Stamford House

Conservation Area, but also in separating the various components of the estate housing .

Concrete paving and tarmac cover large areas within the village centre, however, much of this was once laid to grass in formal arrangements to complement the buildings. The area of land to the front of Stamford House is dominated by parking and the area to the rear currently lacks purpose. Whilst the large car park provides an important facility, neither area contributes positively to the character of the Conservation Area .

The Memorial Park is a large, formal open space, incorporating the central War Memorial to the men of East Tilbury who lost

their lives in the Second World War. The park was originally twice the size it is today with the area now occupied by the East Tilbury Infants and Junior Schools once forming part of the park. The remaining park is now used as an informal recreation area by residents. The park is bounded on two sides (Princess Margaret Road and Gloucester Avenue) by hedges and mature poplar trees, a feature of the original landscape design. It makes a positive contribution to the Conservation Area.

CHARACTER AREA 2: FACTORY SITE

The factory complex consists of 14 large buildings ranging between single and five storeys in height, along with other smaller ancillary buildings and structures, built between 1933 and the late 1950s. The standardised design and proportions of the five storey buildings are a dominant

feature of the factory complex, particularly set against the surrounding flat landscape. The buildings are very good examples of the modern movement style of architecture and the grid layout of the site contributes to their significance.



Figure 31-36: Character palette for area 2



Figure 37: Bata Factory Building 13, former Offices & Leather Factory (1934)

KEY BUILDINGS OF TOWNSCAPE MERIT

The three largest buildings on the factory site are **Victory House: former Leather Factory** (1936-38) (factory building no. 24), **Nelson House: former Rubber Factory** (1936-38) (factory building no. 34) and the former **Offices & Leather Factory** (1934) (factory building no. 13). These buildings are very characteristic of the modernist movement style and mirror the design and scale of building in the parent company town of Zlin. The characteristic pale blue and white buildings and surviving red 'Bata' logos within the factory complex at East Tilbury are visible in long views afforded by the flat landscape. Due to their height and position along Princess Margaret Avenue, the **Bata Factory Buildings 12 (former Rubber Factory (1933)) and 11a & 11b (former Rubber Factory (1933) and Chemical Mixing House (1934))** are landmark buildings within the Conservation Area along with the Bata Factory Building 13, whilst **Bata Factory Buildings 24 and 34** command views from both within and outside the Conservation Area.



Figure 38: Bata Factory Buildings 11a & 11b, former Rubber Factory (1933) and Chemical Mixing House (1934)

The former Bata Factory **Gatehouse**, clock and barriers at the entrance to the factory complex are an important component to the factory site. These structures indicate the role and original function of this part of the estate. The former boiler house is also a building of interest within the complex. Built in 1956, it powered and heated the entire factory complex.



Figure 39: Gardens within Character Area 2



Figure 40: Thomas Bata Statue

The **Thomas Bata Statue** stands on one of the paths within the Factory Garden. It is a bronze full height figure, sculpted by Joseph Hermon Cawthra and unveiled in 1955. It makes a positive contribution to the conservation area due both to its aesthetic value and as a visual reminder of the founder of the Bata settlement in East Tilbury.

LANDSCAPING AND OPEN SPACE

The landscaped gardens at the front of the main administration building have recently been replanted and reinforce the concept of 'factory in a garden', responding to the original landscaping. Within it stands the statue of Thomas Bata. The landscaping retains an important historic visual and pedestrian connection with the factory entrance and Stanford House where the canteen was located. The landscaping within this Character Area continues the language of the Central Core (Character Area 1), reinforcing the uniform Bata identity as well as enhancing and unifying the different functional zones.

CHARACTER AREA 3: BATA AVENUE

These properties are the oldest houses on the estate. Although some of the houses closest to the factory site were demolished by Bata, they were replaced with replicas of the originals. The remaining properties on the other side of the avenue, have been listed as buildings of Special Architectural or Historic Interest (Grade II). The late twentieth century replacement buildings have successfully replicated the Bata Avenue character; their spacing, staggered building line, scale, style and detail all successfully mimic the original houses.

The properties are widely spaced semi-detached houses in a staggered layout. All have large gardens and some surviving original privet hedging. The original finished colour scheme of the houses was carefully

investigated following a successful English Heritage funded Conservation Area Partnership Scheme. The paint analysis process revealed that the original colours were a cream painted render and a peppermint green finish on all woodwork. The grant aided properties have all been restored to their original colours.



Figure 41-44: Character palette for area 3



Figure 45: Number 1 Bata Avenue

KEY BUILDINGS OF TOWNSCAPE MERIT

As an intact group (with faithful replicas), the buildings along Bata Avenue are an attractive and characterful addition to the Conservation Area. **Numbers 1 and 2 Bata Avenue** vary from the standard design as larger buildings originally intended as hostels for single workers. Together they provide a gateway to Bata Avenue, framing views from Princess Margaret Road.

LANDSCAPING AND OPEN SPACE

The well-established avenue of trees at the entrance frames the Avenue and creates a sense of detachment and privacy from Princess Margaret Road. Originally plots were demarcated by simple low privet hedges, some of are still intact. The minimal number of lampposts creates an uncluttered streetscene in which the staggered houses are dominant.



Figure 46: Mature planting on Bata Avenue

CHARACTER AREA 4: THE AVENUES

The Avenues contain the most representative forms of the flat roofed housing so characteristic of the Bata Village and the Conservation Area. The cubic form of the houses is a strong feature of the modern movement and there are 104 pairs of semi-detached houses within the Avenues (208 homes in total) making this type of property the most characteristic of the area. The balcony type houses, with integral garages were constructed for managers and their families and are clustered at the south end of Queen Elizabeth and King George VI Avenues. Central to the design concept were the wide spaces between the buildings.

Many the houses are red painted brick, although there are some that are part

rendered. These variations in external house finishes are in legible blocks and represent three phases of building (1936-1938, 1939-1941 and 1953-1955). Originally, the doors and windows of whole streets were fitted with a standard design. There is some evidence of original doors and windows, however, most have been replaced with new double-glazed units of various styles and designs. There was some variety in the original styles, some of which were first installed to open inwards, which may explain why some adjoining properties had slightly different window types although original or mimicking the original design.

Many properties have had extensions or porch additions, some with pitched roofs.



Figure 47-52: Character palette for area 4.



Figure 53: Large corner plots to the south of the Character Area

KEY BUILDINGS OF TOWNSCAPE MERIT

While the majority of the buildings within this area are significant for their group value, there are a number of buildings located in larger, prominent plots which are notable in their own right. At the roundabout where the five main routes through the area meet, four Bata houses with balconies overlook the focal point of this crossing. Another building at the south of Bata Avenue (1 and 1a) is also orientated to overlook the street. These plots are typically orientated against the grain of the majority of development in the area and are planted with mature trees.



Figure 54: Large corner plots to the south of the Character Area

LANDSCAPING AND OPEN SPACES

Walls delineate the boundaries of the front gardens of the properties. Often backed by hedges, these were characteristic of the original landscaping. Boundary treatments are predominantly low, single courses of brick walls, usually in sand-faced bricks. Many boundary walls have been partially removed facilitate off road car parking or vehicular access to garages, but they remain an important design detail of The Avenues. Another unifying feature is the type of lamppost used in all parts of the Conservation Area (except Princess Margaret Road). Some lampposts have been replaced with modern units which detract from the character of the area and the appearance of the streetscene.



Figure 55: Lamp posts



Figure 56: Green spaces at road junctions.

There are no communal open spaces in The Avenues Character Area. However, the front gardens are generous and contribute to the green aspect of the streets. Bata originally planted a cherry tree in the front garden of each pair of semi-detached houses although many have subsequently been lost. Green space is also provided by the small verges formed at road junctions.

CHARACTER AREA 5: THE CRESCENTS

The properties in this area are small semi-detached houses with hipped built between 1939 and the mid-1950s in two basic designs. The change from flat-roof houses results from the outbreak of World War Two which disrupted the supply of materials from Czechoslovakia. Whilst the construction of flat roofed Czech Modernist houses resumed after war ended (then utilising standard British materials), the properties to the south of Gloucester Avenue continued as pitched roof houses, presumably to match those constructed during World War Two across the road.

The houses in The Crescents Character Area consist of two types reflecting their date of construction. Those constructed between 1939-41 (north side of Gloucester Avenue, Princess Avenue and south side of Queen

Mary Avenue) are arranged in semi-detached pairs under hipped concrete tile roofs with a central chimney stack. Constructed from brick, there are three types of elevational treatment: brick; brick at ground floor with roughcast render at first floor level; and roughcast render with brick quoins. Those constructed between 1953-55 (south side of Gloucester Avenue) are similar but with additional smaller chimneys to the rear and either a pebble-dashed front elevation or pebble-dashed at first floor level.

The vast majority of properties have replacement windows and a number of these properties have been altered or extended. As a result, the sense of consistency and uniformity, which is a key characteristic of the Conservation Area, has been eroded.



Figure 57-60: Character palette for area 5



Figure 61: Green space on Farm Road

LANDSCAPING AND OPEN SPACES

Front gardens provide the main element of landscaping and green space within this Character Area, although the triangular verge at the junction of Farm Road and Gloucester Avenue is important and contributes to the feeling of spaciousness evident elsewhere in the village.

CHARACTER AREA 6: PRINCESS MARGARET ROAD

Princess Margaret Road forms the entrance and gateway into the Conservation Area. The properties in this area are the most recent, having been built during the late 1950s and early 1960s. They are wide fronted and set well back from the road with spacious front gardens.

There are no particular key buildings within the Princess Margaret Road Character Area. The group value of the buildings and their uniformity of design, detailing and materials is an important contributor to the character and appearance of the Character Area.

The houses form semi-detached pairs under hipped concrete tile roofs with a central and two end chimney stacks. The elevations are constructed in alternating two-tone brickwork with a rendered band between ground and first floor levels. The decorative red and yellow brickwork at ground floor level adds interest to the front facades and the character of the streetscene. Some houses retain the original glass brick detailing beside the front door.



Figure 61-64: Character palette for area 6



Figure 65: Boundary treatment and garden planting

LANDSCAPING AND OPEN SPACES

The wide front gardens contribute to the green aspect of the streetscene and are the main element of landscaping within this Character Area. The boundary walls were originally in sand-faced bricks, however, many have been replaced and there are now contrasting materials and colours creating a piecemeal approach to the detriment of the once uniform character of the streetscene. The majority of gardens are well maintained and contain mature trees, making an important contribution to local amenity and the overall character of the Conservation Area.

3.4 VIEWS

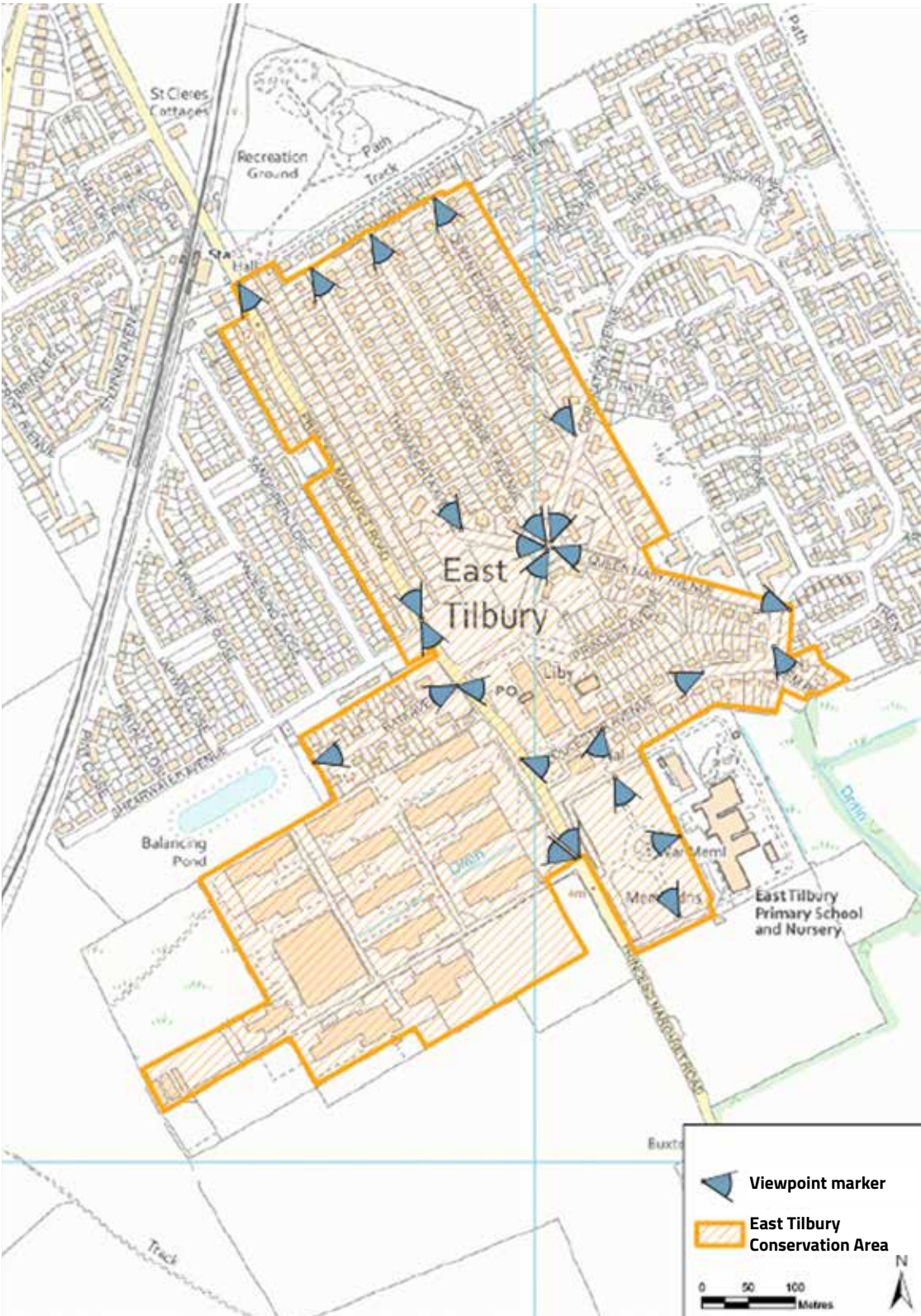


Figure 66: Viewpoints

Key views are identified on Figure 66. However, this character appraisal does not attempt to identify and analyse all views which may make a positive contribution to the Conservation Area.

There are significant views into the Conservation Area travelling north and south along Princess Margaret Road. From the north looking south, the late 1950s-early 1960s houses along Princess Margaret Road (Character Area 6) frame the view down towards the Central Core (Character Area 1), and from the south the view takes in the key landscaped areas including Memorial Park and the Factory Garden. The view looking north-west from the edge of the Conservation Area on Princess Margaret Road is important in highlighting the dominance and scale of the former Bata Factory buildings, particularly set against a largely flat, open landscape.

Views within the Central Core (Character Area 1) demonstrate the links between the village's former social facilities centred around Stanford House and the factory site, and are dominated by many of the Conservation Area's Key Buildings of Townscape Merit, including the former factory buildings, Stanford House and the Village Hall.

Within the residential areas of the Conservation Area, key views of the regular and uniform building stock and wider streetscenes are afforded from the ends of the roads. These views all contribute to the character of the conservation area and allow an appreciation of its planned layout and modernist design ethos.

3.5 PUBLIC REALM

The principal areas of public realm are within the Central Core (Character Area 1) due to its original function containing the village’s social facilities, including Memorial Park and other landscaped areas noted below (section 3.6). The area around Stanford House is dominated by concrete and tarmac hardstanding to provide parking. Strips of grass verge, semi-mature trees and an area of community planting on the corner of Gloucester Avenue provide some elements of green but hardstanding predominates.

There is a narrow stretch of tarmacked car park along Princess Margaret Road on the western edge of Memorial Park. This has a negative impact on the setting of the park and the quality of the green, open landscape in this location.

The public realm throughout the residential areas largely consists of tarmacked pavements. The pavement on the eastern side of Princess Margaret Avenue is particularly wide to allow for the parking of cars alongside pedestrian use making it an unattractive area of public realm. Somewhat inevitable patch repairs to pavements resulting from updated services can detract from the quality of the public realm. The survival of original lampposts on many of the streets within the Conservation Area enhances the character of the public realm and the streetscene.



Figure 67: Community planting on Gloucester Avenue



Figure 68: Wide pavements in areas of public realm

3.6 LANDSCAPE & OPEN SPACES



Figure 69: Memorial Park

The Memorial Park (Character Area 1) is the largest area of landscaped open space within the Conservation Area. Footpaths across the park converge on the War Memorial at its centre and it is bounded by low hedges and rows of tall poplar trees. A recent area of landscaping, the Factory Gardens, is located opposite Memorial Park on the western side of Princess Margaret Avenue. Here footpaths provide a physical and visual connection between the former factory site and the social core of the village, and low hedges mirror the features of Memorial Park. The area of planting in front of the Village Hall also contributes to the landscaping in this part of the Conservation Area.

Elsewhere, as noted within the analysis of each Character Area, it is private front gardens and grass verges alongside roads which make a positive contribution to the overall character of the Conservation Area. The sense of green, open space within the area is a result of the adoption of Garden City principles during the planning of the village and the retention of front gardens, verges and trees contributes to this and is an important aspect of the character of the area.

3.7 LOCAL BUILDING MATERIALS AND DETAILS

The buildings within the Conservation Area are characteristically uniform in style and layout in each of their groups. Modernist in style, they share common architectural detailing and construction techniques, the most apparent of these being their boxy forms and flat roofs. Subtle changes in design and materials indicate different dates of construction and reflect the influence of external, international events including World War Two which impacted the availability of building materials.

Brick is the predominant construction material within the Conservation Area, although exposed brick is less common with most buildings being rendered, painted or pebble-dashed. The rendered and painted elevations of the former factory buildings and the houses within The Avenues (Character Area 4) and Bata Avenue (Character Area 1) are characteristic of Modernist architecture adopted by the architects of Bata Village. On houses with pitched roofs, concrete tiles predominate.

The materials and details of each type of house are provided within the tables in Appendix 6.2.

3.8 BEYOND THE CONSERVATION AREA BOUNDARY



Figure 70: Development to the west of the Conservation Area

The land purchased by Bata in 1932 was predominately farmland stretching from the railway line to the river shoreline. Plots of land not yet required for development were utilised as farmland which provided food and milk to the settlement. The original masterplan had intended for surrounding farmland to be developed as the settlement expanded. The Conservation Area has a historic and visual connection with the surrounding lands, which served both a functional and aesthetic role in establishing a self-contained village. The surrounding landscape contributes to the significance of the Conservation Area and its setting because of these historic connections and in the views afforded over the flat landscape towards East Tilbury and particularly its large former Bata Factory buildings.

Some modern development has encroached on the setting of the Conservation Area, whilst other more recent developments have harmonised with the Modernist character of the area's buildings and the Garden City principles of its layout and planning. To the west and south of the Conservation Area are recent developments constructed (and still under construction) from c.2010 onwards. These developments respect the layout and building form characteristic of the adjoining Conservation Area.

To the north-east of the boundary is a development dating to the 1970s which differs noticeably in layout, density and building design from the grid layout and Modernist buildings of the Bata Village. There are views of this development from

the adjoining streets within the Conservation Area, particularly due to the deliberate wide gaps left between the houses within The Avenues (Character Area 4). The 1970s development does not complement or harmonise with the prevailing characteristics of the Conservation Area. East of Memorial Park is East Tilbury Primary School constructed in the 1970s. It has encroached on the eastern edge of Memorial Park and now forms its backdrop when viewed from Princess Margaret Road, however, predominantly at single storey, its silhouette is low and partially filtered by intervening trees.



4. Opportunities for Enhancement

The following key issues have been identified and are summarised below in brief. The list is in no way exhaustive and does not infer priority. Some of the issues identified are not unique to East Tilbury (Bata Village) Conservation Area, with many being shared with other conservation areas.

The East Tilbury (Bata Village) Conservation Area is included on Historic England's Heritage at Risk Register and has been identified as being in 'Very Bad' condition. The character and appearance of this pioneering village has been eroded over recent decades and there are many opportunities to preserve or enhance its character and appearance.

4.1 BATA HOUSING

Many of the houses throughout the Conservation Area have undergone piecemeal alterations which have had a cumulative negative impact on the area's character and appearance. Negative alterations include:

- Recladding of buildings with pebble dash, render and mock-stone;
 - Inconsistent window replacements;
 - Inconsistent door replacements;
 - Unsympathetic and poorly detailed uPVC windows and doors;
 - Alteration and loss of original architectural details, including underbuilding flat roof canopies and insertion of new windows in front elevations;
 - Poor quality parapet and flat roof canopies repairs or reinstatements;
 - Inconsistent and unsympathetic side extensions;
- Loss of or inconsistent replacement front boundary treatments; and
 - Extensive hardstanding.

There are opportunities to enhance the building stock of the Conservation Area by ensuring alterations and additions are sympathetic to the scale, design, detailing and materiality of existing buildings, and by replacing inappropriate additions (particularly windows and doors) with well-detailed alternatives when their repair or replacement is planned.

EXTENSIONS

Side extensions have had a cumulative detrimental impact on the character of the Conservation Area by infilling the intended wide gaps between houses. This undermines the village's Garden City Principles and interrupts the uniform rhythm of the streetscene, eroding its visual consistency. Further infilling of these gaps with large extensions not adequately set back from the front elevation could result in a terracing effect where the original semi-detached houses appear as a terrace.

There are several examples throughout the conservation area of inappropriate extensions. Many extensions are out of keeping with the original house as they clash with the style of the main house or introduce a new style. Some unsympathetic extensions undermine the original cube shape of the houses making it difficult to distinguish between the house and extension.

Design principles and standards on alterations and extensions to houses can be found in the Thurrock Design Guide: Residential Alterations & Extensions SPD (July 2017).

WINDOWS AND DOORS

An issue throughout the Conservation Area is the widespread unsympathetic replacement of windows and doors. Often, they are replaced with unsympathetic substitutes of inferior quality, materiality and detailing; uPVC is particularly prevalent. Cumulatively these replacements have diluted the overall character of the area due to a loss of uniformity and subtle original detailing.

ARCHITECTURAL DETAILS

In many instances, flat roof canopies have been under-built to form porches or altered to a tiled pitched roof porch. This undermines the uniformity of the streetscene and the simplicity of the Modernist detailing.

Several original houses, particularly those on corner plots, featured balconies. Some of these have since been infilled, detracting from the architectural value of these houses.

There are some examples of the addition of new rainwater goods to houses or later extensions without consideration of the original architectural detailing and Modernist design.

FAÇADE TREATMENT

The original Bata houses either had a painted brick or rendered finish. Many houses now feature alternate finishes such as pebble-dash, mock stone or render (over the original brick). This has undermined the architectural interest of the houses individually, the consistency and legibility of each phase of development, and the loss of detailing around windows, doors and flat roofs.

Front Boundary Treatments and Hardstanding Low brick walls originally delineated the boundaries of the front gardens of the houses, often backed by hedges, and were a characteristic of the original landscaping. Many boundary walls have been removed to facilitate off road car parking or replaced with higher boundary treatments. The paving over of front gardens for additional parking provision has altered the character and appearance of the Conservation Area. The loss of original fabric, the disruption of the uniformity of the streetscape and the undermining of the Garden City principles of openness and green space have been detrimental to the character of the Conservation Area.

4.2 BATA FACTORY

The setting of the former Bata Factory site is an important aspect of its significance. Views from within the Conservation Area towards the factory site, and longer distance views from outside the area, are important in illustrating the prominence of the factory complex as the reason for the establishment of the Bata Village at East Tilbury. New development in and around the Conservation Area should preserve existing important views or create new views of interest. The Factory Garden alongside Princess Margaret Road has enhanced the setting of the factory site and further landscaping presents an opportunity for future enhancement.

The Bata Factory site is sensitive to change, and some alterations have not been sympathetic. There is a risk that piecemeal works will cumulatively undermine the significance of the group of buildings as the site is not considered holistically. The

appropriate adaptive reuse of the buildings is vital to ensuring their long-term viable future. Their industrial and commercial uses are an important aspect of the Conservation Area's character and should be preserved. There are opportunities to enhance the appearance of individual buildings and the group as a whole.

FORMER BATA AUTO GARAGE

The site of the former Bata Auto Garage, now occupied by a hand car wash, is highly visible from the Central Core (Character Area 1) and detracts from the character and appearance of the Conservation Area in its present form. Alterations to the building, the signage and railings are unsympathetic and detract from the streetscene. There is an opportunity to improve the appearance of this site through the replacement of signage and railings with more sympathetic alternatives.



Figure 71: Unsympathetic signage in the Conservation Area

4.3 BATA CIVIC CENTRE

The Civic Centre (Character Area 1: The Central Core) was conceived as the heart of the village containing all the social facilities. Some public amenities have now been lost, including tennis courts and a swimming pool, and other buildings have been repurposed for other uses. As well as opportunities to improve the character and appearance of the area, there are opportunities to enhance the communal value of the Conservation Area by improving the public realm and refurbishing surviving civic buildings and social facilities.

The public realm, particularly beside Stanford House, is dominated by large expanses of tarmac and car parking. The introduction of landscaping and improvements to surfaces and street furniture could be beneficial here.

EAST TILBURY VILLAGE HALL

This building was repaired and refurbished in the late 1990s as a result of a successful grant funding bid. It has since been subject to unsympathetic alterations which have had a detrimental impact upon its character and appearance. It is also in a deteriorating condition and suffers from vandalism and graffiti. There is an opportunity to enhance the positive contribution this building makes to the Conservation Area by reversing unsympathetic alterations and encouraging its continued maintenance.

Former Espresso Bar (now shopping parade)
The former Espresso Bar now contains five retail units with modern signage and external shutters. It has been heavily altered and in its current form has a detrimental impact upon the character and appearance of the Conservation Area due to inappropriate alterations and the loss of the building's original appearance. Whilst the use of the building has changed, it still serves an important social function and the sympathetic replacement of signage could enhance the appearance of the building and the contribution it makes to the Conservation Area.

SHOP FRONTAGES

As noted above, there are examples of poor quality and unsympathetic signage within the Conservation Area, predominantly on the former Espresso Bar and Stanford House, which detract from the area's character and appearance. Shopfronts and signage have been renewed on a regular basis as successive retailers have made alterations. The majority of inappropriate shopfronts have attempted to impose a standard brand without consideration of the character of the area and detrimental impact a standard approach can have on the buildings and wider streetscene.



Figure 72: Former Espresso Bar

4.4. LANDSCAPING AND PUBLIC REALM

The treatment and maintenance of the public realm within East Tilbury presents an opportunity for enhancement. In places, it is tired and does not make a positive contribution to the Conservation Area. The original principles adopted in the planning and design of Bata Village championed the value of public open spaces, landscaping and quality public realm. These principles have been undermined by some developments and inappropriate alterations but there is opportunity for change.

ENTRANCE TO EAST TILBURY

At present neither entrance to the East Tilbury (Bata Village) Conservation Area (approaching from the north or south along Princess Margaret Road) presents a positive first impression. There is opportunity here to present a clear identity with visual reminders of the settlement's association with its Bata origins.

The character of Princess Margaret Road has been eroded through the loss of trees, hedges and boundary treatments and the parking of cars along the wide pavement and on the grass verge. There is an opportunity to enhance the road as the primary (and historic) route through the Conservation Area by ensuring the public realm is well maintained.

LANDSCAPING AND OPEN SPACES

Bata took great care with the landscaping and planting within East Tilbury (Bata Village) in accordance with its Garden City principles. Whilst there has been previous investment in soft landscaping, some of this now appears tired and in some places is missing. Trees and hedges help to define and zone the different functions within East Tilbury and it is important this separation between functions is retained and reinforced. The poplar trees along the edge of Memorial Park are now in decline due to their age. These trees make a positive contribution to the Conservation



Figure 73: Current entrance to East Tilbury from north

Area and their replacement presents an opportunity for enhancement.

Memorial Park is the largest area of public green open space within the Conservation Area and is well maintained on the most part. Some later alterations, the construction of the Primary School and issues with vandalism and graffiti to the rear of the Village Hall have undermined its contribution to the area. High quality well maintained open green spaces were an integral feature of the Bata Village Masterplan, reflected the adoption of Garden City principles and this should be reflected within Memorial Park.

STREET FURNITURE

Some parts of the Conservation Area lack a consistent style of street furniture with a varied mix of styles, ages and condition. The loss of original Bata lampposts and benches and their replacement with inappropriate alternatives detracts from the character and appearance of the Conservation Area through the loss of historic fabric and undermining the uniformity of streets.

The replacement of modern lampposts and benches with faithful replicas is an opportunity to enhance the character and appearance of the Conservation Area.



Figure 74: Planting within Memorial Park



Figure 75: Loss of street furniture

4.5. INAPPROPRIATE & NEW DEVELOPMENT

INFILL DEVELOPMENT

Inappropriate infill development within the Conservation Area has diminished the sense of openness which is characteristic of the Garden City principles adopted in planning the settlement. There are opportunities for future development, where sensitively designed and located, to better reveal the significance of the Conservation Area by enhancing areas of public realm, improving landscaping and reviving social facilities.

DEVELOPMENT BEYOND THE CONSERVATION AREA BOUNDARY

Inappropriate development immediately adjacent to the Conservation Area boundary has in some cases been detrimental to the character and appearance of the area, including poorly detailed 1970s development. Poorly designed and detailed development has not respected the design principles of Bata Village, detracting from its significance. The original Masterplan for Bata Village provided for the extension of the settlement. Sensitively designed new development which respects and harmonises with the layout, scale, density and design of the Bata building stock, including consideration of the basic Modernist and Garden City principles adopted in the original Masterplan, could provide an opportunity to enhance the settlement with improved social facilities and public spaces. Fundamental principles such as the clear separation of work, leisure and housing through spatial planning and careful landscaping are vital in achieving a successful scheme.

4.6 INTERPRETATION

BATA IDENTITY

Since the departure of the Bata company from East Tilbury, the Bata identity has slowly eroded as original signage, colour schemes, street furniture and architectural details have been removed or altered. The Bata company is synonymous with the identity of East Tilbury and visual reminders of this association are important to the area's significance.

INTERPRETATION

The Bata Heritage Centre (formerly The Bata Reminiscence and Resource Centre) was opened in 2002 to collate the memories, photographs and artefacts of the Bata community. The centre has since expanded to include other Bata subsidiaries both in the UK and abroad. The centre is located within the East Tilbury Library and has recently launched a new website. The centre, and its extensive archive, is available for members of the public to visit. This is a valuable resource which can increase understanding and awareness of the significance of the Conservation Area, as well as assisting applicants in the production of Heritage Statements.

There is an opportunity to present the significance of the area and the importance of notable buildings and structures to residents and visitors. A lack of awareness can lead to poor alterations and changes within the area.

EAST TILBURY VILLAGE HALL

The Village Hall is located within the core of the Conservation Area and it presents an opportunity to enhance the area and its understanding by creating a central hub. Social and community facilities were fundamental to the original masterplan and this building could be used to reinvigorate this and provide a space for the better interpretation and understanding of the significance of Bata Village.



5. Management Proposals

As outlined in the previous chapter, there are a wide range of issues facing the East Tilbury (Bata Village) Conservation Area, many of which share common themes. This Chapter seeks to recommend management proposals which address these issues in both the short and long term.

5.1. POSITIVE MANAGEMENT

These proposals relate to positive management and focus on good practice and improved ways of working within the local planning authority.

LOCAL HERITAGE LIST

Thurrock Council is currently in the early stages of establishing a Local Heritage List which will identify and document local heritage assets within the district. This appraisal has identified several buildings and structures of local historic or architectural interest which warrant consideration for inclusion on to the Local Heritage List (section 2.5). These assets are 'non-designated heritage assets' and are afforded protection within the National Planning Policy Framework.

Thurrock will consult an appropriately qualified heritage expert when an application will have a direct or indirect impact upon a heritage asset on the Local Heritage List.

ARTICLE 4 DIRECTIONS

Permitted Development Rights allow an owner to carry out certain limited forms of development without the need to make an application to a local planning authority. Where such changes would erode the character and appearance of the area, the Council can introduce special controls, known as Article 4 Directions. The result is that some or all Permitted Development Rights are withdrawn and planning permission is required for such alterations.

Consideration of the need for an Article 4 Direction is an important and necessary step to ensure that the unique character and appearance of the Conservation Area is preserved and enhanced.

An Article 4 Direction could be imposed across the whole the conservation area. Key elements which it would be desirable to control include:

- Alterations to fenestration and doors visible from the road;
- Alterations to the roof of the house facing the road;

- Building a front porch;
- The provision of hard standing in front facing the road;
- Removing, altering or erecting a chimney/flue;
- Building or demolishing front garden walls, fences or gates;
- Painting the front of the house or any other building fronting the road; and
- Installing or replacing solar panels on a roof slope visible from the road.

An Article 4 direction could be delivered in tandem with the implementation of a Local Development Order. This would give permission for specific alterations and modifications that would be deemed to be acceptable and which reinforce the character and appearance of buildings.

ENFORCEMENT

Thurrock Council will take enforcement action against inappropriate or poor quality unauthorised works to buildings within the Conservation Area. This will prevent the further gradual loss of architectural features and inappropriate alterations amongst other detrimental impacts. This could include the use of Section 215 notices.

The local planning authority shall from time to time undertake a photographic survey of the area to assist with enforcement and monitor the appropriateness of Article 4 Directions.

CAR PARKING

Thurrock Council shall pay particular attention to the provision of parking when considering planning applications to ensure that pressure for on-street parking is not increased and the visual impact of off-street parking can be managed. The provision of the large car parks around Stanford House and alongside Memorial Park should be assessed through parking utilisation studies to inform positive

management strategies.

The local planning authority shall continue to work with landowners and highways to seek opportunities for parking to be rationalised and formalised as development and highways improvements occur.

PUBLIC REALM AND HIGHWAYS

Whilst replacing all inappropriate street furniture is an optimum solution it is acknowledged that this is an expensive project to undertake. There are numerous other short-term solutions to this problem.

A key consideration would be to provide a unified 'family' of street furniture that delivers co-ordinated design and avoids discordant clutter. Any design and selection should consider the guidance and principles included within 'Streets for All: Advice for Highway and Public Realm Works in Historic Places' by Historic England (2018).

A positive working interdepartmental relationship is key to improving the public realm and highways.

The Highways Department should be engaged to conduct an assessment of existing signage within the conservation area with the view to 'de-clutter' the historic environment. Other case studies have found this was a cost-neutral exercise due to the scrap value of signage and posts.

Planning and Highways should work together to agree standard good practice within a conservation area such as avoiding excessive road markings and where necessary using narrow road markings.

Planning and Highways should work together to agree standard street furniture to ensure consistency over time as elements are introduced or replaced.

Additionally, options to address the quality of the small number of shopfronts in East Tilbury could be addressed through production of targeted shop front design guidance (such as for the former Espresso Bar and Stanford House)

HERITAGE STATEMENTS

In accordance with the NPPF (Para.189), applicants must describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

All applications within the Conservation Area and immediate setting require an appropriately detailed Heritage Statement. Any application without a Heritage Statement should not be validated.

The key views analysed within this document are in no way exhaustive. The impact of any addition, alteration or removal of buildings, structures, tree's or highways on key views should be considered to aid decision making. This includes development outside the Conservation Area. Where appropriate, views must be considered within Design and Access or Heritage Statements. This should be in accordance with Historic England's Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (March 2015). Applications which fail to have assessed any impact upon views and setting should not be validated.

TREE MANAGEMENT

Trees are a key feature of the Conservation Area and make a positive contribution to the character and appearance of the area. They are of amenity value and also illustrate the Garden City principles adopted by the Bata

company when planning the settlement. Trees should be preserved and maintained. If removed, they should be replaced with semi-mature specimens. New developments should include provision for tree planting to enhance the character of the area.

The poplar trees lining Memorial Park and Bata Avenue are deteriorating due to their age. They should be replaced with semi-mature poplar trees as their loss would be harmful to the significance of the Conservation Area.

NEW DEVELOPMENT

There are numerous opportunities within East Tilbury (Bata Village) Conservation Area and its setting for development which makes a positive contribution to the conservation area. To be successful, any future development needs to be mindful of the local character of the Conservation Area, while at the same time addressing contemporary issues such as sustainability.

Successful new development will:

- Relate to the geography and history of the place and the lie of the land;
- Sit happily in the pattern of existing development and routes through and around it (including public footpaths);
- Respect important views;
- Respect the scale of neighbouring buildings;
- Use materials and building methods which as high in quality of those used in existing buildings; and
- Create new views and juxtapositions which add to the variety and texture of their setting.

Thurrock Council should guide development in a positive manner by:

- Engaging with developers at an early stage through the Pre-Application Process to ensure modern development is high quality in design, detail and materials;

- Ensuring medium-large scale development schemes are referred to a CABE Design Review (or similar) to ensure that new buildings, additions and alterations are designed to be in sympathy with the established character of the area. The choice of materials and the detailed design of building features are important in making sure it's appropriate to a conservation area; and
- Seeking opportunities for developers to make a positive contribution to the wider historic environment through Section 106 Agreements.

Any new development must be careful to take into account the philosophy and ambition of the original masterplans and parent company. This includes clarity on the zoning of functions, an analysis of heights, densities and typologies as well as an emphasis on landscaping and the health and well-being of current and future residents. New development should also take advantage of modern construction techniques and sustainable technology in response to the pioneering architectural and social qualities of the Bata Village.

This could be achieved by the use of Design Guidance and Coding, which could form part of an application or developed as a Supplementary Planning Document to set clear expectations on design quality in East Tilbury.

NEUTRAL ELEMENTS

Thurrock Council must not allow for the quality of design to be 'averaged down' by the neutral and negative elements of the built environment. Given the conservation area's "at risk" status, in part due to inappropriate modern development, Officers must where possible seek schemes which enhance the built environment and not allow previous poor quality schemes to become precedents.

PUBLIC RESOURCES

The preservation and enhancement of private properties can be improved through the publishing of resources aimed to inform property owners and members of the public. An introductory summary of the Conservation Area Appraisal in the form of a leaflet or factsheet(s) is a simple way to communicate the significance of the area and ensure members of the public are aware of the implications of owning a property within a conservation area. In addition, a maintenance guide would assist property owners in caring for their property in an appropriate manner.

Poor maintenance leads to the deterioration of the fabric of the built environment and results in a loss of architectural details. Improved awareness of simple maintenance and repair would be conducive with the preservation of East Tilbury's built heritage.

The Thurrock Design Guide: Residential Alterations & Extensions SPD (July 2017) should be referred to when considering alterations and extensions to houses within the Conservation Area.

Improved Understanding and Awareness
At present there is no interpretation (information boards, signage, interactive QR Codes) within the Conservation Area aimed at improving understanding and awareness. This would be an effective way to improve the awareness and re-establish the identity of East Tilbury as a unique planned settlement.

BOUNDARY

The appropriateness of the Conservation Area boundary should be regularly reassessed in accordance with the NPPF (2019) and Historic England Advice Note 1: Conservation Area Appraisal, Designation and Management (2018) to ensure it is robust and adequately protects

5.2. FUNDING OPPORTUNITIES

There are four main funding opportunities which could assist in the execution of these plans:

NATIONAL LOTTERY HERITAGE FUND

The NLHF is the single largest dedicated funder of heritage in the UK and therefore is the most obvious potential source of funding. Funding is often targeted at schemes which preserve, enhance and better reveal the special interest of the area whilst also improving public awareness and understanding. Grant opportunities and requirements change overtime, for up-to-date information on NLHF schemes Thurrock Council should consult their appointed Heritage Specialist.

SECTION 106 AGREEMENTS

Planning obligations, also known as Section 106 agreements, can be used by the local authority to ensure any future development has a positive impact upon East Tilbury. These agreements could be used to fund public realm or site specific improvements.

PARTNERSHIP SCHEMES IN CONSERVATION AREAS (HISTORIC ENGLAND)

Partnership Schemes in Conservation Areas is a programme run by Historic England to target funding for the preservation and enhancement of conservation areas. As the name suggests, the scheme forms partnerships with local authorities (along with any additional funding partners) to facilitate the regeneration of an area through the conservation of its built heritage. The scheme makes funds available to individuals to enable them to carry out repairs or improvement works to their property to enhance the area. This would be suitable to preserve and enhance either the shop frontages or the architectural detailing.



6. Appendices

6.1 SCHEDULE OF SOCIAL FACILITIES

Reference	Bata Facility	Present 2019	Commentary
A	East Tilbury Train Station	Yes	Still present and in use.
B	Police Station	No	Now a residential dwelling.
C	The Nook Café	No	Now an open area of land with no development.
D	Bata Garage	Yes	Now in commercial use. Much altered.
E	Tomas Bata Statue	Yes	Recently refurbished
F	Factory Entrance	Yes	This remains the primary entrance to the factory site and has recently been enhanced through a new landscaping. Now also the entrance to a new residential development.
G	GP Surgery	Yes	Now a residential dwelling.
H	Playground	No	Currently being redeveloped for residential dwellings.
I	Tennis Court with associated pavilion	No	Currently being redeveloped for residential dwellings.
J	Swimming Pool with associated changing rooms	No	Redeveloped in the 1990s and known as Kensington Gardens.
K	Fountain	No	No longer present.
L	Bata Hotel with integrated shops, restaurant, residential suite for the Bata family and a ballroom for company functions.	Yes	Much altered, now known as Stanford House and in residential use with commercial at ground floor.
M	Working Men's Club	Yes	Still present and in use.
N	Library	Yes	Still present and in use.
O	Café	Yes	Still present though much altered and subdivided to four commercial units.
P	Bata Cinema	Yes	Still present though altered and in use as a village hall.
Q	Tomas Bata Memorial Park	Yes	Still present and in use.
R	War Memorial	Yes	Still present.
S	Sports Ground	No	No longer present, returned to arable land.
T	Sports Stand	No	No longer present.
U	Bata Technical College	No	No longer present, redeveloped for residential dwellings in the 1970s.
V	Bata Primary School	No	No longer present, redeveloped for residential dwellings in the 1970s.
W	Bata Dairy Farm	Yes	Some areas still in agricultural use though much reduced in size.

6.2. BATA HOUSING PHASING AND TYPOLOGY



Type A (yellow)	1933-35
<p>Key Characteristics:</p> <ul style="list-style-type: none"> ▪ Staggered layout, ▪ Painted roughcast render (opposed to pebble dash), ▪ Deep overhanging parapet without cornice, ▪ Timber windows and doors painted 'Wild Sage' (Ref: 3911.3019T10Y), ▪ Principle Elevation <ul style="list-style-type: none"> ▪ Single four-light window at first floor, ▪ Single four-light bay window at ground floor with lead flat roof ▪ Side Elevation <ul style="list-style-type: none"> ▪ Single one-light window at first floor, ▪ Primary entrance on side return with simple flat roof overhanging porch and single one-light window to the right ▪ Central shared chimney stack <p>Variations:</p> <ul style="list-style-type: none"> ▪ Nos. 1 and 2 were erected as hostels for single workers and differ in massing and elevational composition 	

Type B (orange)	1936-38
<p>Key Characteristics:</p> <ul style="list-style-type: none"> ▪ Painted brick ▪ Deep overhanging parapet with simple yet deep cornice ▪ Principle Elevation <ul style="list-style-type: none"> ▪ Single three-light window at first floor with inset brick surround ▪ Simple projecting flat roof canopy with underbuilt bay four-light window ▪ Front door with inset brick surround under canopy ▪ Side Elevation <ul style="list-style-type: none"> ▪ Single one-light window at first floor ▪ Centrally aligned side door with simple flat roof overhanging porch ▪ Central chimney stack <p>Variations:</p> <ul style="list-style-type: none"> ▪ Manager Houses ▪ Balcony at first floor ▪ Timber horizontal sliding garage doors 	
Type C (red)	1939-41
<p>Key Characteristics:</p> <ul style="list-style-type: none"> ▪ Three variants of elevational treatment <ul style="list-style-type: none"> ▪ Brick ▪ Brick at ground floor with painted roughcast render (opposed to pebble dash) at first floor (kicking out) with brick quoins ▪ Painted roughcast render (opposed to pebble dash) with brick quoins ▪ Hip roof slackening at the eaves ▪ Central shared chimney ▪ Principle Elevation <ul style="list-style-type: none"> ▪ Single three-light window at first floor those with roughcast render at first floor have decorate brick surround ▪ Simple projecting flat roof canopy with underbuilt bay four-light window, solid corner on bay ▪ Front door under canopy ▪ Side Elevation <ul style="list-style-type: none"> ▪ Single one-light window centrally aligned at first floor ▪ Centrally aligned side door 	
Type E (green) – Thomas Bata Avenue	1953-55
<p>Key Characteristics:</p> <ul style="list-style-type: none"> ▪ Painted render ▪ Shallow overhanging parapet without cornice ▪ Principle Elevation <ul style="list-style-type: none"> ▪ Single three-light window at first floor with projecting cill, ▪ Simple projecting flat roof canopy with underbuilt bay four-light window and glazed return, ▪ Front door emphasised by a protruding piers ▪ Side Elevation <ul style="list-style-type: none"> ▪ Two light and one-light window at first floor ▪ Side door emphasised by a protruding piers with simple flat roof overhanging porch ▪ Central chimney stack with pair of smaller chimneys to the rear. ▪ Brick boundary walls 	

Type F (green) – Gloucester Avenue	1953-55
<p>Key Characteristics</p> <ul style="list-style-type: none"> ▪ Two variants <ul style="list-style-type: none"> ▪ Brick side elevations with unpainted pebble dash principle façade ▪ Brick at ground floor level with unpainted pebble dash at first floor, ▪ Principle Elevation <ul style="list-style-type: none"> ▪ Three-light and two-light window at first floor with projecting cill, ▪ Simple projecting flat roof canopy with underbuilt bay four-light window and glazed return, ▪ Front door emphasised by a protruding brick piers ▪ Side Elevation <ul style="list-style-type: none"> ▪ Single one-light window at first floor ▪ Side door emphasised by protruding brick piers with simple flat roof overhanging porch ▪ Central chimney stack with pair of smaller chimneys to the rear. 	
Type G (light blue and dark blue)	1955-59 (light blue) and 1961-63 (dark blue)
<p>Key Characteristics:</p> <ul style="list-style-type: none"> ▪ Two tone (red and yellow) brick with horizontal render band between ground and first floor. Decorative brick detail at ground floor. Two variants with inverted brick tones. ▪ Principle elevation: <ul style="list-style-type: none"> ▪ Two three-light window and one two-light window at first floor. ▪ Single four-light window at ground floor ▪ Inset door to provide open porch. Glass bricks either side of door. ▪ Side elevation <ul style="list-style-type: none"> ▪ Side door with simple flat roof overhanging porch ▪ Central shared chimney with pair of smaller chimneys to the rear. 	
Non-Bata	
<p>Kensington Gardens:</p> <ul style="list-style-type: none"> ▪ Built in the 1990, these three blocks were constructed as flats in manner which responds to the locality with a number of good details which assist in their integration with the local streetscene. <p>Former Tennis Court Site:</p> <ul style="list-style-type: none"> ▪ These are under construction at time of writing though plans show that these should respond visually with the language of the flat roofed Czech Modernist houses. 	

6.3. BIBLIOGRAPHY

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6.4. LEGISLATION, POLICY AND GUIDANCE

LEGISLATION/POLICY/GUIDANCE	DOCUMENT	SECTION/POLICY
Primary Legislation	Planning (Listed Buildings and Conservation Areas) Act 1990	66: General duty as respects listed buildings in exercise of planning functions. 72: General duty as respects conservation areas in exercise of planning functions
National Planning Policy	National Planning Policy Framework (2021) DCLG	Section 16; Annex 2
National Guidance	National Planning Practice Guidance (2014) DCLG	ID: 18a
National Guidance	Historic England (2017) Good Practice Advice in Planning Note 3 (Second Edition): The Setting of Heritage Assets	
National Guidance	English Heritage (2019) Conservation Principles, Policies and Guidance	
Local Supplementary Planning Document	Thurrock District Council, Local Development Framework: Core Strategy and Policies for Management and Development (2015	

6.5. GLOSSARY (NATIONAL PLANNING POLICY FRAMEWORK)

Term	Description
Archaeological interest	There will be archaeological interest in a heritage asset if it holds, or potentially may hold, evidence of past human activity worthy of expert investigation at some point. Heritage assets with archaeological interest are the primary source of evidence about the substance and evolution of places, and of the people and cultures that made them
Conservation (for heritage policy)	The process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance.
Designated heritage asset	A World Heritage Site, Scheduled Monument, Listed Building, Protected Wreck Site, Registered Park and Garden, Registered Battlefield or Conservation Area designated under the relevant legislation.
Heritage Asset	A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing).
Historic environment	All aspects of the environment resulting from the interaction between people and places through time, including all surviving physical remains of past human activity, whether visible, buried or submerged, and landscaped and planted or managed flora.
Historic environment record	Information services that seek to provide access to comprehensive and dynamic resources relating to the historic environment of a defined geographic area for public benefit and use.
Setting of a heritage asset	The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral
Significance (for heritage policy)	The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.



 thurrock.gov.uk

Design & Placemaking team
Civic Offices, New Road
Grays, Essex RM17 6SL