



MALVERN CIVIC SOCIETY

# **GREATER MALVERN**

## **Victorian Spa Town**



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“The bishops and bureaucrats remain resolutely sceptical of the importance of architecture and history, heritage and tradition and the part they play in our life.

Some take positive pride in that ... financial and pastoral considerations, heating costs, maintenance costs are debated ad infinitum.

The humanity, grace and propriety of the traditional parsonage is what really matters but that cannot even be discussed”.

‘THE OLD RECTORY: THE HISTORY OF THE ENGLISH PARSONAGE’

BY ANTHONY JENNINGS

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## SUMMARY

Greater Malvern is in good shape.

If you compare the Victorian facilities with what exists today, they are certainly not worse and have improved in some areas with the passage of time.

Much more attention is now given to protection of the environment.

Benevolent councils and planners have ensured that Malvern retains most of its Victorian spa town features, to some extent owing to the town being something of a backwater in recent years and not being affected by the building of large roads and shopping complexes.

Its character does not depend solely on the area around the Priory – the adjacent villages of Barnards Green, Malvern Link and West Malvern have the same history and were developed at the same time and for the same reasons as the central town.

The Civic Society and other interest groups have also worked hard to maintain the standards in the town, and the Town Museum has been very successful in encapsulating the spirit of the spa town.

The result is that most of the Victorian infrastructure is intact – faded in places but still recognisable.

However, this situation will not last for long and it is now necessary to raise the profile of the town to ensure that:

- residents appreciate their surroundings
- shopkeepers understand their responsibilities
- the councils actively promote a policy of protecting the town

Tourism is an important element in the prosperity of the town in addition to the local companies and schools.

Malvern must be promoted by the tourism agencies – Advantage West Midlands and Destination Worcestershire – to encourage visitors to come and see the town.

We must make sure that this is a unique experience.

One significant difference between Victorian Malvern and the present day is that the prosperity of the town was based on private enterprise and private investment; taxes were minimal.

Nowadays, we live in a highly taxed environment and the money that is paid in taxes is not available to enhance the businesses. Benefactors – a major influence in Victorian times – are also heavily taxed with few incentives to donate.

If taxes were moderated, enterprise would be given a chance to do its work once again.

Another area of significant concern is the preservation of the Churches in the town. Many of them are finding it difficult to raise money for basic maintenance and it is probably now necessary to consider supplementing what they can raise themselves with public funds.

The principle of subsidising cultural and heritage work from the Council and Business tax is well established – the Conservators [levy] and the Theatre [grant] already receive substantial payments.

Perhaps some consideration should be given to setting up a Council Heritage Fund which could be used for other aspects of the town's heritage?

Last but not least, most of the suggestions in this report are aimed at the councils, constrained as they are by resource limitations.

There is no reason why voluntary groups such as the Civic Society could not be used for some of the work, such as collation of data and even preparation of draft documents.

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### Time Scales

The idea behind the promotion of the Victorian Spa Town is that all the various aspects of the heritage work done over the past four years should be brought together with a detailed study of shop fronts.

This should be presented to the town and promoted vigorously during 2010:

- |   |                                      |               |
|---|--------------------------------------|---------------|
| 1 | Walkabout with Chairman of Planning  | October 2009  |
| 2 | Presentation to Civic Society        | November 2009 |
| 3 | Presentation to Conservation Officer | December 2009 |
| 4 | Presentation to Partners             | January 2010  |

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## Partners

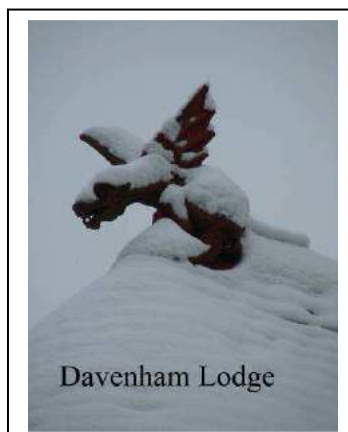
Abberley and Malvern Hills GeoPark  
Advantage West Midlands  
Area of Outstanding Natural Beauty  
Coca Cola  
Cotswold Line Promotion Group  
Destination Worcestershire  
Great Malvern Association of Traders  
High Street Malvern  
Malvern Hills Conservators  
Malvern Hills District Council  
Malvern Museum  
Malvern Priory  
Malvern Theatre  
Great Malvern Council  
Qinetiq  
Rotary Club of Malvern  
The Victorian Society  
Worcester County Council  
Worcester Diocese

## References

Letterboxes	Michael Swift	Civic Society
Malvern Gas Lamps	Ted Larnar	Civic Society
Malvern's Churches	John Dixon	Civic Society
Malvern's Visitors	Roger Sutton	Civic Society
The Clerkenwell Markers	Katharine Barber	Civic Society

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## Introduction

Greater Malvern is a Victorian phenomenon – only some commercial buildings in the town centre existed before 1850, yet by the end of the century, the town had been built complete with its infrastructure.

The Victorians were very keen on packaged solutions – church communities, factories, breweries – and Malvern was a typical packaged town. Many spa towns had been built around the country – Bath [pre Roman], Harrogate [17C] Cheltenham [18C] – and Malvern was a late arrival on the spa scene, thanks entirely to the Water Cure.

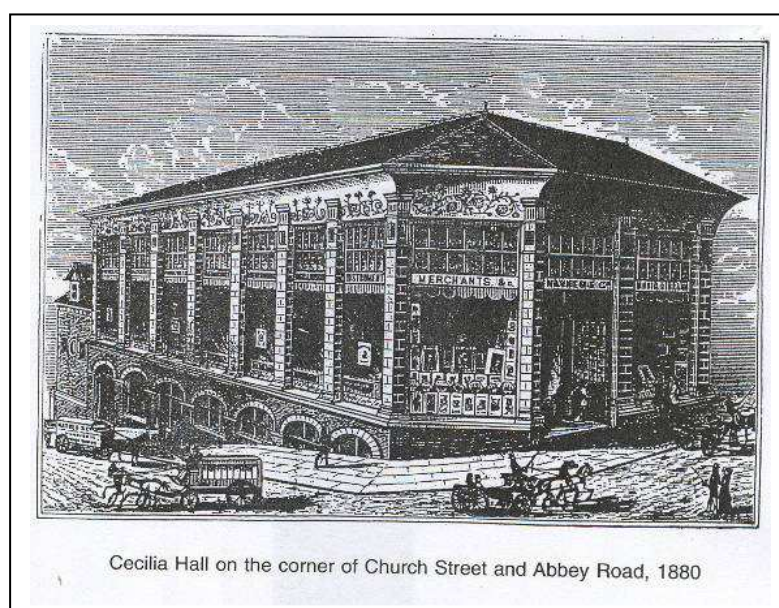
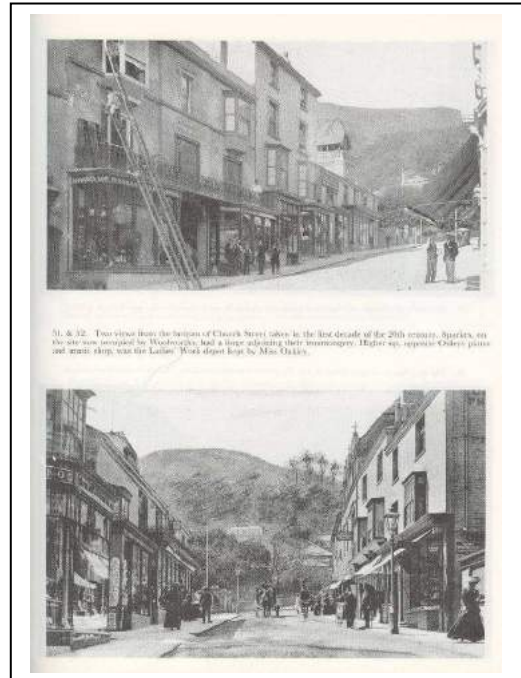
Owing to its size and the fact that it is relatively obscure geographically, Malvern escaped the predation of the post WWII years with massive demolition and road schemes, with the result that it is largely intact as a Victorian spa town.

That situation is being eroded – the mature trees and large gardens are being removed and filled in with houses – Malvern has the highest incidence of backland development in the country.

The town centre lost its shop front grant scheme in 1999 and the result is severe deterioration of the appearance of the town centre.

The District Council has not implemented any statutory protection [SPDs] either for shop fronts or domestic buildings and the result is that many unique features are being lost for good.

The adjacent villages of Barnards Green, Malvern Link and West Malvern 0063 have not attracted the same interest from a conservation viewpoint as the 'old town'. Neither Barnards Green nor West Malvern has any Conservation Areas. The Appraisal for Malvern Wells is outstanding.



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## Victorian Infrastructure

The town planners of the 19C were very keen to build inclusive communities that were provided with all the necessary infrastructure.

The design and construction of Great Malvern was no exception and a large range of facilities was provided both for the residents and also for the increasing number of visitors to the town.

### 1. LIBRARY

Now Barclays Bank at the junction of Church Street and Worcester Road, this was a comprehensive private library and was used until the 1940s in parallel with the Public Library.

### 2. PUBLIC LIBRARY

This was built in 1907 in Graham Road and funded by a gift from the Dyson Perrins family.

### 3. PUBLIC LAVATORIES

As a reaction from the inadequate and haphazard provision of toilet facilities, by the last quarter of the 19C, good quality public lavatories were considered an essential part of any town plan.

### 4. CHURCHES

More than twenty Churches and Chapels were built to provide religious support for the many visitors.

### 5. THE ASSEMBLY ROOMS

Tea dances and music hall were provided to entertain the visitors.

### 6. GAS LAMPS AND GAS WORKS

One the first towns in the county to be lit by gas lamps with its own gas works.

### 7. RAILWAY

Even the need to drive a tunnel through extremely difficult rock did not deter the Victorians from providing a fast rail link to major cities with four well designed stations.

### 8. SCHOOLS

In association with the popularity of the Water Cure and the fact that Malvern was perceived to be a healthy place, it became arguably the major educational town in the country with three large public schools and twenty-four preparatory schools.

### 9. PIPED WATER

In common with other towns, typhoid problems with natural water supplies forced the introduction of piped water in the 1860s.

### 10. SHOPS

At least two large department stores were established in the town – Brays and Warwick House – as well as a number of specialist shops including Kendalls on the corner of Graham Road and Church Street.

### 11. HOSPITALS

A hospital was seen as an important facility to cater for residents and visitors and was opened in 1865.

### 12. HOTELS AND PUBLIC HOUSES

There were a number of old hotels in the town centre – the Foley Arms, Belle Vue and the Crown – the rest were built to accommodate the 19C visitors – notably the Great Malvern c1842, complete with stables, and the Abbey Boarding House precursor of the Abbey Hotel, built later after the railway had arrived. Most of the public houses are Victorian – one exception being the Unicorn probably built in the mid 15C.

### 13. MANAGING THE HILLS

It was recognised that the Hills were a unique resource for recreation and the environment – with the result that Malvern Hills Conservators Act was introduced into Parliament and passed in 1884.

### 14. ROAD SYSTEM

The road system in the town was based on the stage coach route from Worcester over the Hills to Hereford and beyond and, after 1858, on access from the stations for the town.

### 15. PUBLIC TRANSPORT

The arrival of the railway in 1858 formed the backbone of the new transport system – local travel was then provided by hansom cabs and carriers.

### 16. PARKS AND GARDENS

An important aspect of the Victorian town planners' work - the principal park being outside the Abbey Gateway complete with its own band stand - with much thought going into design and statuary.



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## 21C Infrastructure

It is illuminating to compare the same headings and see how we match up with Victorian standards.

### 1 PUBLIC LIBRARY

A flourishing community facility which has been much improved in recent years by the councils.

### 2 PUBLIC LAVATORIES

These facilities seem to be teetering – the current regime does not attach the same importance as did the Victorians; there seems to be a struggle to keep them open let alone improve them.

### 3 CHURCHES

Most of the Victorian churches are still operational although St Joseph's has been deconsecrated and two are at risk owing to declining attendances – St Peter's, Cowleigh and Christ Church.

### 4 WINTER GARDENS

Now Malvern Theatres, a magnificent theatre complex which attracts people from a wide area.

### 5 GAS LAMPS AND GAS WORKS

Over two hundred of the gas lamps remain in place although only ninety-nine are gas operated – the rest having been converted to electricity - and every effort must be made to preserve this unique feature of the town. See later section on gas lamps.

### 6 RAILWAY

After forty years of a reduced service on the Malvern and Cotswold Line, double track working is now being reintroduced with the prospect of an hourly service to and from London and journey time nearly as good as a hundred years ago.

### 7 SCHOOLS

Malvern remains an important centre of education with two large public schools and two well regarded state schools.

### 8 PIPED WATER

Taken for granted.

### 9 SHOPS

The balance of local shops versus chain stores and supermarkets is changing; in some places it is not possible to buy meat and vegetables from small shops – the supermarkets dominate and the small shops disappear.

Malvern is fortunate in that it still has a wide range of small food shops and the centre has not yet succumbed to the mark of the multiples.

This situation may not last much longer unless the balance of shops is actively managed by the District and Town Councils.

### 10 HOSPITALS

Malvern is maintaining its tradition of having its own hospital with the building of the new facility due to open in 2010.

### 17. HOTELS AND PUBLIC HOUSES

The number of hotels and guest houses has declined rapidly in the last fifty years; this is a result partly of a reduction in the number of visitors who stay in the town – preferring to commute in their cars – and partly owing to high land values when building houses is more profitable than running hotels.

### 11 MANAGING THE HILLS

The Conservators continue to do a fine job in managing the Hills in accordance with the original Act of Parliament.

### 12 ROAD SYSTEM

Few changes have been made to accommodate the needs of modern traffic, but most of the time this does not cause any problems, although consideration should be given to simplifying the infrastructure. Lack of adequate parking is a problem.

### 13 PUBLIC TRANSPORT

The railway has been enhanced by a network of bus services.

Provision of coach facilities – the principal method of group travel – is poor.

### 14 GROWTH OF THE TOWN

The town is under pressure to build new houses; any new development should be traditional and in keeping – perhaps on the lines of Poundbury; no more ribbon development.

### 15 PARKS AND GARDENS

Much neglected in Malvern – while considerable effort goes into Malvern in Bloom, the council -maintained facilities are quite often disappointing.



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## Key Requirements

### 1. LOCAL COUNCIL STRUCTURE

Some consideration should be given to the way that the District Council is structured – particularly the Planning and Economic Development Departments. The existing structure conforms to the traditional pattern, whereas some councils are reviewing their priorities and placing heritage at the centre of the planning and development functions. Wychavon is moving towards this pattern.

The Town Council should also be empowered to take over many of the functions relating to the Victorian spa town; in that way there will be joined up administration to tackle the many facets of the current problems.

### 2. SUPPLEMENTARY PLANNING DOCUMENTS

The District Council should approve SPDs:

This will give some statutory basis to assist the planning officers in advising on planning applications on old buildings.

#### Shop Fronts

A number of historic towns define the way in which shop fronts should be maintained to preserve their character; Malvern has yet to do this. See Appendix 3.

#### Local List

Latest legislation recommends that local authorities build up a list of buildings of special interest to complement the English Heritage List.

Malvern has yet to do this.

### 3. SHOP FRONT GRANTS

Widely provided in other historic towns to help retailers, these were discontinued in Malvern in 1999 and consideration should be given to reintroducing them on a matched funding basis.

### 4. LEAFLETS FOR RESIDENTS AND SHOP KEEPERS

Should be widely available through council offices, solicitors and estate agents.

Conservation Area rules

Listed Buildings

Shop Front standards

LOTS [Living Over the Shops]

Update on Planning Rules

Stone Wall maintenance

### 5. GUIDANCE ON BUILDING REPAIR

If Victorian buildings are to be maintained in character, specialist advice should be available.

The Victorian Society publishes leaflets on maintenance of buildings and the leaflets should be made available through the Library Service.

Specific guidance is required for the maintenance of Malvern stone walls, a particular feature of the Malvern streetscape which has no statutory protection.

### 6. CONSERVATION AREA REVIEWS

Conclusions to be carried forward into the District Council project planning – see Appendix 1.

### 7. NEW CONSERVATION AREAS

While the area is well covered by Conservation Areas, West Malvern has no protection. There is some scepticism by local residents of the advantages of Conservation Area status which should be addressed. Barnards Green has no protection.

### 8. SIGNAGE

Visitors need to have good signage – to get to the town and to help them find key attractions. Malvern signage needs reviewing. Signs from the M5 Motorway mention the Malverns but not the Spa Town; signs within the town need upgrading – the Winter Gardens still appears – and consideration should be given to having more signs to hotels to assist drivers in a confusing town and to assist walkers with routes up onto the Hills.

### 9. ACCOMMODATION

The voluntary groups associated with heritage matters in the area lack accommodation; the Museum lacks appropriate storage, the Civic Society would benefit from a shop front in the Church Street area.

### 10. MORE VISITORS

The councils should review their economic development models to attract more visitors to the town, more businesses in the Science Park and more permanent residents.

### 11. NEW DEVELOPMENT

Great care must be taken to ensure that any new developments are in keeping with the Victorian spa town. Planners now have a much better appreciation of requirements compared to the 60s, but it is easy to make mistakes.

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## Visitors to the Town

These are remembered by the plaques put up by the Civic Society over a number of years.



**Park View, Abbey Road**

Malvern has been host to many famous people over the years.

The road over the Hills at the Wyche Cutting has been an important trading route since prehistoric times and travellers used to stay in Malvern on their way.

The establishment of the Priory Church in 1085 afforded accommodation to travellers and pilgrims alike; the timber framed Guesten Hall remained as a centre of hospitality long after the Dissolution and was only demolished in 1841 to make way for Knotsford Lodge [where Dickens stayed] – now part of the Abbey [sic] Hotel; it was used as a tithe barn in the 17C and 18C.

One of the earliest famous visitors to our town was Princess Victoria in 1831 who stayed for some time with her Mother, the Duchess of Kent.

Some came to benefit from the Water Cure in the last half of the nineteenth century – three thousand people a year travelled to Malvern, mainly by train, to take advantage of the health spa facilities offered by Doctors Wilson and Gully.

One of those who came for the Cure was Charles Darwin and his daughter, Annie, who had tuberculosis, died in Malvern in 1851 and who is buried in the Priory Churchyard.

The years after the First World War saw a number of actors and musicians come to the town to support the Malvern Festival – founded in 1929 by Barry Jackson, impresario and founder of the Birmingham Repertory Theatre, in conjunction with George Bernard Shaw and, of course, Edward Elgar.



**Davenham  
Graham Road**

The Second World War saw the arrival of the Radar Research

Establishment, second only to Bletchley Park in its contribution to the war effort; many well known scientific names started their careers at that time in Malvern.

In the 1990s a number of Green Plaques were erected by the Civic Society to recognise the places associated with the Water Cure.

Since 2006, the Society has been putting up Blue Plaques to identify where famous visitors stayed in the town – and some seven have been put up in that period funded by a generous grant from the District Council.

The work continues, as Malvern has always been a popular inland spa and is probably the best preserved Victorian town in the country.

Other interesting people who lived or stayed in Malvern are listed in Appendix 4.



**Barnards Green House**

## Facelift 2005-2009

This project was initiated four years ago to promote and preserve the general Victorian ambience of the town.

This set out a number of ways that this could be achieved:

1. Paint buildings in keeping with their age and surroundings.
2. Remove all external wires/cables.
3. Maintain shop fronts in keeping with their age
4. Display hanging signs in keeping with the street scene.

This has been effected by contacting lease-holders and owners of buildings erected in Victorian times with a view to securing their cooperation when alterations are proposed to the properties.

Efforts have also been made to point out where there is any obvious deterioration in the outward appearance of the property which might be remedied by considering the preservation of the Victorian appearance.



Success – Belle Vue Terrace



Failure - Exchange Buildings

We have been successful in advising on paint colours on several town buildings. These have been taken from a Victorian Heritage range by ICI Dulux from which we have selected the colours.

We have also been consulted about lettering on the fascia of a shop on Belle Vue Terrace.

A number of firms have been approached where there is deterioration on the building front, but they have stated that they could not afford to

make the necessary repairs.

One national firm has been asked several times to tidy up loose electrical wiring outside the shop but nothing has been done. In other cases of the same nature we have had a good response.

There is much yet to be done and we keep a watchful eye on developments.



Needing attention



Colemans, Church Street  
Built 1820 – the top is dated 1877  
Shop front is 1860  
Attempt to list it in 1990s  
Condition poor – failure to improve



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## Victorian Shopping

The influx of visitors to Malvern in the second half of the 19C created the need for shops.

- Traders and shops were required to supply the hotels and guest houses.
- The many schools that sprung up needed labour and goods.
- The increasing population needed to be supported.
- Not least, high quality shopping was provided to meet the needs of the well-to-do visitors to the Water Cure.



Belle Vue Terrace

A Georgian terrace of shops – the core of the early town.

The Belle Vue Hotel was built in 1815.

Some recent good developments but still some work needed to bring it up to standard.



Brays, Worcester Road

Still operating as a high class men's and ladies' outfitter.



Church Street

A very varied range of shops – in some cases it is possible to see the Victorian houses that were converted to make into shops.

Very mixed in terms of condition and the most prominent example of lack of Conservation Area rules by the District Council.



Warwick House, Wells Road

The second Victorian department store – converted into apartments in the 1990s.

## Victorian Shop Fronts

The growth of shops in terms of numbers and scope was one of the results of the population increase in the middle of the 19c. Most of these shops exist today and give Malvern its unique character; it has the reputation of one of the small towns in the country least affected by the incursion of the 'multiples'.

This unique character is well appreciated by the shopkeepers who make every effort to maintain their premises in keeping. However, this is a continuous process which is not helped by a number of factors:

- Shops are owned by property companies who collect the rent and have little interest in appearance
- The District Council is very weak in enforcing Conservation Area rules and, for example, allows fascia boards to be put up with little regard for appearance.
- No policy of incentives by the District Council to encourage proper maintenance

Other similar towns seem to have a much more proactive policy towards shop fronts – in some cases they are much less attractive than Malvern.

Even where the renovation is obviously in flagrant disregard of the rules, the District Council takes no action.



Belle Vue Terrace  
How it should be done.



Many shops have their Victorian tiled entrances intact but, in many cases, damaged or worn.



A prominent location in a Conservation Area.  
What are the planners thinking?

If:

- 1 the current policy of inaction continues,
- 2 the Council makes no movement towards grants to help shop keepers maintain their shops in character,
- 3 Conservation Area rules are not enforced,

the Victorian shops will be replaced with multiples and the character of the retail centre of the town will be lost for ever.

In addition, the District Council needs to offer advice to shopkeepers and residents alike on the correct materials to be used to retain the character of the buildings in the town.



A new renovation – serious concerns about fascia which was not approved.  
Now the subject of an appeal.

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## Malvern Museum

Malvern Museum is a treasure house of local history, combining domestic relics with many insights into the famous people who have been here and influenced the town's development.

It is housed in a heritage building which was once the main entrance gate to the 40 acre grounds of the Benedictine Priory. It is therefore a most suitable home for a museum, being an historic exhibit itself.

Under the archway can be seen the ancient large blocks of sandstone with which it was constructed and still there are the massive timber door posts and the lintel, which the monks swung open to admit visitors, having identified them through the hole in the wall which was called the 'porter's squint'.



Priory Gateway

Back in the early 1970s a few local people had between them accumulated historic material which they began to exhibit to the public in an empty shop window, later moving it into a room in Lyttelton House. It was in 1978/79 that the museum was founded as a going concern with a Management Committee which is a partnership between the Directors [Trustees] of the charitable company and the elected committee of the Museum Association.

Soon after this, on 1<sup>st</sup> May, 1980 the Museum Association was established to run it and on 2<sup>nd</sup> April, 1983 the Management Committee was formed. This arrangement continues to this day.

It was a great day for the founders twenty-five years ago when the Abbey Hotel, who owned the Gatehouse and lodged some of their staff there, gave the building for use as the Malvern Museum of Local History.

The four rooms upstairs have been put to use to illustrate four periods in Malvern History: the Medieval Room, The Water Cure Room, Victorian Room and the 20th Century Room. The ground floor is devoted to the geology of the hills and the Iron Age forts, as well as a display of relevant items and books for sale, mostly by local authors.

The reception desk is manned by stewards who, like all the members and officers of the management committee, are volunteers. The museum is open throughout the summer seven days a week with the exception of Wednesdays in school term time when the schools bring parties of students to look around. Entry is charged at £2.00 for adults and 50p for children.

The museum has just received a huge boost to its stature by being accepted for accreditation by a national body called 'the Museums, Libraries and Archives Council'.



Craeg Lea, Elgar's House 1904

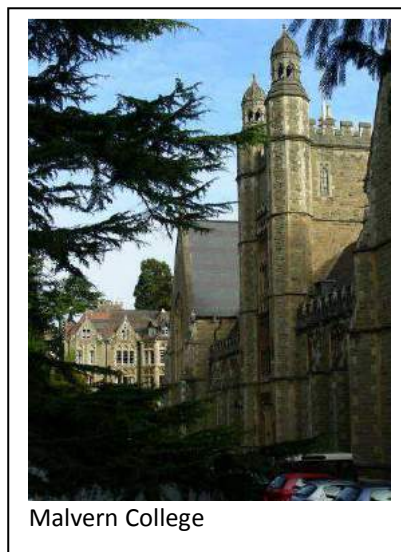


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## Centre of Learning

“Education, Education, Education”. Nearly two centuries before Tony Blair’s slogan for his education policy, it could well have been applied to Malvern. The 19<sup>th</sup> Century saw a veritable explosion of education establishments in the town in line with the growth of the population. In 1800 there were only 800 people living in and around the parish of Great Malvern. By 1850 it had risen to about 3,000. Local schools increased as the number of children needed teaching in “the three Rs” and the basics of life.

Early in the 18<sup>th</sup> Century several church vicars started classes for children and in 1706 one, John Lutwich, was “licensed to teach” as was the Rev. William Hallings in 1731 in “the grammar school”. Probably the first school was one run by George Roberts in the porch of the Priory Church and later in the top floor of the Unicorn Inn. It was in 1814 that Lady Lyttelton started The Lyttelton School of Industry in Poolbrook and the Sunday School the purpose of which was to teach children spinning, knitting and reading and “to preserve to society an useful and hardy peasantry” and the more irksome tasks of an agricultural labourer. This was sited for some time in the north-east corner of the churchyard where the shop and rooms of that name are today.



Malvern College

Early in the 19<sup>th</sup> Century many Sunday schools were started, later to become sizeable schools for general learning. One Sunday school was held at the Cottage in the Woods. As time and demand grew, several well organised National Schools were started in purpose-built premises, earliest examples of this being North Malvern School<sup>1</sup> and another at Malvern Wells. The old Lyttelton School was rebuilt in 1843 and became a grammar school in 1873. It was completely rebuilt in 1897 and survived as a school until the mid 1940s. There are students of that school still alive in Malvern today.

What was unique in the education world for Malvern was its multiple growth of fee paying schools in the latter half of the 19<sup>th</sup> century. At this time many wealthy Victorian families moved to Malvern, attracted initially by its growing reputation as a spa town and, having seen the hills, regarding it as a wonderful place to settle. Their young children needed private education and there were teachers and others with an eye to business who developed smaller, existing schools and founded new ones to cater for the demand.

The outstanding event in this line was the founding of Malvern College which opened in 1865 with two houses, twenty-four boys and six assistant masters.

By 1871 there were 176 boys whose parents paid £35 a year for tuition and £65 a year for board. By 1880 the number of pupils had risen to nearly 300 and two new houses had been built. In the same year as the Malvern College was opened there were seventeen private schools in the town, seven for boys and ten for girls. Twenty years later there were twenty-five, some of which soon died off but many lasted some years and a few exist now.

Malvern Girls’ College was founded in 1893 as a kindergarten and by 1919 was able to buy the Imperial Hotel, a huge building by the station where it has, with many enlargements of the premises, lasted until the present. It has recently even incorporated a large girls’ school, St James in West Malvern, housed in St. James’s House where Lady Howard de Walden lived until she died in 1900. The college is now known as Malvern St. James. Other schools founded or developed from smaller enterprises in the late 1880s lasted well into the twentieth century, but in the last fifty years business has not been so good and several well established schools have either ceased to function or been taken over by others more prosperous. Hillside, Wells House, Lawnside, Ellerslie and others were familiar names 40-50 years ago and until quite recently, but now are only history.

Along with those nationally famous independent schools which remain, there are two fine state secondary schools in Malvern, The Chase and Dyson Perrins, as well as many primary schools for children preparing to attend them.



St James’s School, West Malvern

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<sup>1</sup> Built by Charles Morris for children of quarry workers



## The Railway and Malvern

When the railway arrived in Malvern, in typical Victorian way, all the infrastructure was carefully planned to accommodate the needs of the passengers.

Great Malvern Station was built to impress First Class passengers – possibly the only one in the country and a reflection on the town's clientele at that time. Second Class passengers got off at Malvern Link.

A large hotel was built adjacent to the station – the Imperial - and a special tunnel was installed to allow passengers to walk under cover from the station to the hotel – the Worm.



Up line to Hereford



The Imperial Hotel

The design of the station was very ornate with decorated columns; there was also a tower, but this became dilapidated and was taken down in the 1970s

The hotel staff had their own accommodation in Manby Road.



The Worm – passenger tunnel from station to hotel



Great Malvern Station



Hotel staff accommodation – Manby Road

The hotel was serviced by hansom cabs which were kept and the horses stabled in Thorngrove Road. The drivers had their own 'tap' [rest room] so that they were on call when required.

Malvern Link Station – badly mutilated over the years – was equally well equipped and had its own hotel on the west side complete in French Chateau style with turrets and towers; this was converted into a school and then demolished in 1965.

Traces of the former hotel can be seen in the path leading to Somers Road and opposite in Somers Road are the steps that led up to the pleasure grounds and thence across the bridge over Somers Road into the upper floor of the hotel to the visitors' bar and dining room.



Hansom Cab drivers' pub  
Thorngrove Road

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## Domestic Malvern

Malvern is fortunate in that it was built within a relatively short space of time and according to some fixed rules.

The land had been in the ownership of a small number of families, including the Foleys, and when they sold the land for development, they specified a number of conditions including the road layout, size of gardens and the need for landscaping.

These conditions have been observed over the years and what you see today – particularly the mature trees - is the result of considerable foresight.

The wide streets and large villas with their well laid out gardens provide a large part of the character of 21C Malvern; over the years, the planners have done a good job in, as far as possible, protecting the street scene, but the pressures today are even more demanding and the work must continue.



Albert Road South



St James's Road – typical Victorian street

### EXCEPTIONAL EXAMPLES INCLUDE:

47 & 53, Abbey Road  
3, Woodshears Road  
3, College Grove  
Prior's Croft  
Tudor House Hotel  
The Priory Mansion  
[now the Council House]

SS Teulon  
WJ Hopkin  
Nevinson & Newton  
Elmslie  
SS Teulon  
The Haddon Bros



40 Priory Road



Abbey Road



## Malvern Stone Walls

Malvern Stone has been used for both boundary walls and in the construction of houses and is a key element in the character of the area providing cohesion to the mainly 19<sup>th</sup> century streetscape. The importance of these walls is emphasised many times in the three Conservation Area Appraisals published in April 2008 which state that the “retention of these features is vital to the continued special interest of the area”.

(Trinity Area Conservation Area Appraisal and Management Strategy p.77 6.5.9.)

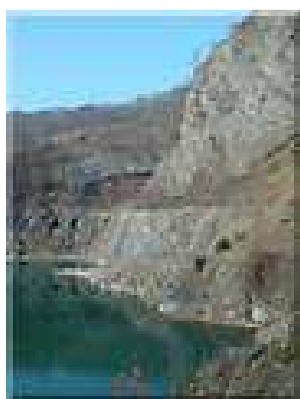
Nevertheless, all over Malvern walls are being “repaired” by householders and builders unskilled in the techniques required, resulting in the old lime mortar being hacked out, the cavities being plugged with modern cement and disfiguring smears of modern cement mortar being left on the stone.

Modern cement mortar should not be used on these walls as it can damage the masonry and prohibit the escape of water from the joints. Traditional lime mortars, on the other hand, are more flexible, longer lasting, less harmful to the stone and more breathable. They also look much better.

Given that the Malvern Hills District Council agrees with the opinion expressed in these appraisals, namely that the Malvern Stone boundary walls are important, it would be helpful if the following suggestions could be adopted:

- About 20/25 years ago the MHDC organised two training days on the repair of Malvern Stone walls. These were held over a weekend in Priory Park. They were fully booked. Could not the MHDC repeat this event as it was obviously very popular?
- Article 4 Directions in the Conservation Areas would give the walls extra protection as it is obvious that many residents do not realise their importance.
- A short search on the internet reveals that many

councils publish public information leaflets on their websites and in public libraries etc about using lime mortar. Could the MHDC not do the same?



The Gullet Quarry  
Source of Malvern Stone  
Closed 1970



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## Springs and Wells

Prehistory determined that, by the erosion of the surrounding rocks, the Precambrian rock was exposed beside the Silurian sea and that the Malvern Hills should provide mankind with an abundance of pure water. It was this copious supply of life's essential element that brought our forefathers from the ends of the earth to settle on the hills and in the surrounding forests.

Before recorded history, people would have been drawn to the area by the plenitude of the natural water available and it was certainly that which drew the Benedictine monks to found their Priory in the forest on the lower slopes of the hills.

Around Great Malvern Priory grew the little community to which it gave its name. Many people in the following centuries would have come to 'take the waters' and to find curative results from the various springs.

Many springs found themselves identified by names such as The Eye Well for its supposed benefits to those with eye troubles. St Ann's Well was named after the patron saint of springs and wells. The Holy Well obviously acquired its name from its religious significance. There are now over a hundred named springs as well as many others where the copious underground water finds its way to the surface. Malvern Water, fresh from a spring on the hills, is known worldwide as bottled and sold by Schweppes, Coco Cola in their plant at Colwall on the west side of the hills.



It was not until Victorian times that the influx of visitors swelled as the fashion for 'taking the waters' grew. Then in 1842 two doctors, Wilson and Gully, who had been studying water treatment on the continent, arrived to make a spa of Malvern. The water of Malvern, when analysed in the eighteenth century, was found to contain none of the so called healing minerals of other famous spas but the doctors used its cleansing properties for the internal and external treatment of their patients.

This was just what wealthy Victorians needed, for most suffered from lack of exercise and overeating. The fresh air and the exercise of walking the hills to drink the water was ideal. Quite a few famous people came for treatment for stress-related illnesses, including Charles Darwin, Charles Dickens and Florence Nightingale.

The fame of Great Malvern as a spa town died with the doctors, but the buildings they used as hydropathic centres survive and are used in other ways. Many of the wells and springs have been lovingly restored and are running freely so many people from all over the Midlands come regularly to fill their car boots with fresh Malvern Spring Water. This restoration has been carried out by local people who have clubbed together as the Malvern Spa Association and, with the help of Heritage grants and the Malvern Hills Conservators, have put in many hours of work to focus attention once more on the character of Malvern as a spa town.

Once a year in May a well-dressing competition is run and prizes for the best decorated wells are given.

Malvern Civic Society organises guided walking tours of the town to view the water cure buildings and tell their story. Coach tours round the hills to visit many of the springs and wells with knowledgeable guides aboard are also arranged in the summer.



None of the Springs and Wells has any statutory protection – none is listed; in the last three years, the Civic Society has been working on adding them to the Local List but, in the absence of a ratified SPD, they remain vulnerable.

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## Listed Buildings

The English Heritage List includes a number of buildings in the area:

Little Malvern	7
Madresfield	12
Malvern	236

The Malvern list includes some of the gas lamps, some letterboxes, some of the Clerkenwell markers and was compiled thirty years ago when the emphasis was placed on protecting the most obvious historical buildings and features of the street scene.

The list is badly out of date – the bandstand is shown as located in Victoria Park, for example, and Aldwyn Towers is still shown designated as a hotel.

In the intervening period, general appreciation and public perception of what is worth preserving has changed radically and the list needs to be reviewed in that context.

The buildings listed range from the sublime – Malvern Priory to our latest listing – The Edinburgh Dome. The highest listing, apart from the priory, is the Abbey Gateway, home of Malvern Museum, which is Grade II\*.

There are many Grade II listed buildings in the centre of Great Malvern, along Worcester Road, The Foley Arms, the Barclays Bank building, (formerly a Library), Belle Vue Terrace, Aldwyn Towers floating above the town, the Unicorn Inn and many more.

Malvern St James, built as the Imperial Hotel – the largest railway hotel in the country at the time - the railway bridge and Great Malvern Station with the wonderful painted cast iron pillars with the bunches of flowers are both listed; even the Worm, that strange fabricated connection between the station and the old hotel, (so guests and their luggage did not need to get wet), is within the curtilage of two listed buildings and therefore is protected to a degree from demolition. However, its future is still in balance as the cost of preservation is hefty and no future use has yet been found for it. Still we continue to hope that this strange and unique structure may be retained.



Tudor House Hotel  
Listed Building at Risk

Our latest listing, the Dome in Imperial Road, the previous sports hall for Malvern St James, may be controversial but according to English Heritage this is 'incredibly special'. The architect, Michael Godwin from Stourport, drew inspiration from the parashell formation of Dante Bini and in 1977 Malvern was at the forefront of architecture. Liquid cement was poured onto a neoprene membrane and pneumatically inflated to 11 metres, all in one hour! We think we should be proud to have such a building in our town.

The listings include gas lamps, pillar boxes, a K6 telephone box, gate posts and the Davenham gates produced by the Bromsgrove Guild. In Barnards Green there are several listings of cottages. There is even a summer house in Queen's Drive.

Redwood House in Hospital Bank was listed after nomination by the Civic Society and this Victorian building was restored sympathetically into three dwellings without losing its exterior appearance.



Aldwyn Towers  
FD Roosevelt recuperated here from typhoid



St Ann's Orchard

However, we must not be complacent because the building is listed – Tudor House Hotel is Grade II listed but this has not prevented it falling into its present dilapidated state and this is a building which was an integral and important part of the Water Cure. It is a disgrace to the town and we must continue to fight for the heritage of our town.



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## Managing the Natural Environment

Outside the National Parks, the Malvern area must be as well protected as any in the country.

### THE CONSERVATORS

Operating under the powers granted to them under the Act of 1884 and subsequent Acts in 1909, 1924, 1930 and 1995, the Conservators have conscientiously undertaken their responsibilities exceptionally well and continue to do so in the interests of public access to the Hills and preventing unusual development.

The centre of Malvern is fortunate in being protected by a number of commons which make it difficult for wholesale encroachment from Malvern Link and Barnards Green.



Malvern Link Common



Malvern Link Common

### AREA OF OUTSTANDING NATURAL BEAUTY

The AONB keep a close eye on development in the area and are able to use powers that are close to those that apply in Conservation Areas.

### ABBERLEY AND MALVERN HILLS GEOPARK

The Geopark covers 1250 square kilometres and takes in parts of the four counties of Gloucestershire, Herefordshire, Shropshire and Worcestershire.

The Abberley and Malvern Hills is one of seven geoparks in the United Kingdom.

Globally there are 50 geoparks.

Like ours, they are driven by local organisations seeking to celebrate their geological heritage and achieve sustainable development through geotourism.

It remains unclear how it will affect the planning rules and, in particular, the effect of the Joint Core Strategy for the area but the overall effect will be better protection for the area.



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## Local List

Under recent planning legislation, local authorities are encouraged to draw up a list of buildings that are of historical interest but which might not qualify for full English Heritage listing.

The process is defined in a Supplementary Planning Document (SPD) which is then used to assist the planning officers in making decisions. In anticipation of the District Council's approval of such an SPD, the Civic Society started nominating buildings in March 2005; each submission was made on an MHDC approved proforma and accompanied by a photograph and some historical background.

It included:

Burleys in Worcester Road, Malvern House, 76 Graham Road,  
40 Priory Road, St James's School in West Malvern, Cinema in Hampden Road



76, Graham Road

In the intervening four years, we have raised the issue with the MHDC and have been told that there are no resources available to draw up and approve an SPD. The Society then produced a template for such an SPD based on what other local authorities have done.

After four years, we are still waiting.



Arthur Troyte Griffith c1910

There are ninety-nine Victorian springs and wells around the Hills; none has any statutory protection; the Society has suggested that they be added to the Local List.

One of the difficulties in Malvern is that there are so many buildings that would be eligible for local listing and, in many cases, for full listing.

The character of the town has, to some extent, been defined by Lady Foley and others when they sold plots of land for building, insisting that each plot should be well spaced out, have shrubs planted to camouflage the backs of houses and with the houses staggered so that they do not overlook each other.

Wandering around Malvern with its wealth of Victorian and Edwardian buildings, surrounded in many instances with large gardens, lovely mature trees, we are reminded that we have a great heritage and it is the vital that this is not lost.

Local listing is the documentation of certain buildings which are locally important for architectural and/or historical reasons. A photograph is taken of the building and whatever is known of the history and the architectural details are summarised. This information is then forwarded to the Conservation Officer at Malvern Hills District Council and at some time in the future we trust that a Supplementary Planning Document will be raised and these local listings will have some backing for planning officers to take account of their local importance when deciding on planning applications. At present the Local List has no official status.

So far, we have submitted listings for about 200 gas lamps, pillar boxes, springs and wells (they have little protection at present), Exchange Buildings (badly in need of maintenance), the old Woolworths art deco building, an Edwardian villa in Graham Road, which still has so many of the original internal features, the former cinema in Hampden Road, Malvernbury in Abbey Road which is awaiting development, and several other individual buildings, including the hospital in Lansdowne Crescent.

Recently, a Heritage Sub-Committee has been formed by the Civic Society and the ambitious task of documenting the street scene in Malvern has commenced. This is to ensure that people are aware of the present street scene, its architectural treasures and the downside, the desecration of the ambience of Malvern, and in this way we hope to add many more buildings onto the Local List to draw the planners' attention to this town's heritage.



Malvernbury, Abbey Road  
Florence Nightingale stayed here on several occasions while taking the Water Cure. The present house is later but she would have known the garden.



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## Hotels and Public Houses

The oldest bed and breakfast in town was the Guesten Hall attached to the Priory; the Benedictine monks had a tradition of offering hospitality to travellers and this continued well into the 16C although the buildings survived until it was demolished to make way for the Abbey Hotel in 1867.

The Unicorn Inn at the beginning of the Worcester Road probably dates from the middle of the 15C and would have been the Malvern coaching inn where the change of horses took place for the stage coaches.

Both the Mount Pleasant and the Foley Arms Hotels date back to Georgian times.

A large number of hotels and guest houses would have been built in Victorian times – the first was probably the Great Malvern Hotel; built before the arrival of the railway and complete with stables, it would have been the hotel of choice in the town for commercial travellers.



Great Malvern Hotel c1842



Imperial Hotel, Avenue Road

The Imperial Hotel, completed in 1862, would have been the first hotel of choice for rail travellers.



The Portobello, Albert Park Road  
Demolished 2007 and replaced by apartments

Most of the public houses in the town were built in Victorian times to provide comfort to the increasing population. Most of these were in the artisan areas of Malvern Link and Barnards Green

Many have been demolished or converted.



Mount Pleasant Hotel, Belle Vue Terrace  
Late 18C hotel

Other public houses would have been built to service other parts of the community – the Lamb Inn, West Malvern was built for the quarry workers.



The Lamb Inn, West Malvern

The Link Top area deserves a special mention. The excursion trains to Malvern from the Black Country were not allowed to stop at Great Malvern so stopped at Malvern Link. There visitors could use the Malvern Link Hotel and walk up the Link Common onto the Hills at North Malvern and along the Beacon. As a result, Link Top was very well furnished with refreshment houses and pubs – the Lygon Arms [later the Morgan], The Oxford Coffee Tavern in Moorlands Road. The route to West Malvern was supplied with The Star, The Moodkee, The Cowleigh Arms, The North Malvern Hotel, The Redan, The Lamb, The Mount, The Westminster Arms and the Brewers' Arms.

## Malvern Churches

The Malvern Priors are, of course, famous as important medieval churches. Less well known are Malvern's Victorian churches and chapels which were an outstanding feature of Malvern's 19<sup>th</sup> century growth from village to prosperous spa town. In the 1830s there were only two churches in the Malvern area – the Priory and a humble little chapel at Newland; by 1903 there were over 20 places of worship for Anglicans, Roman Catholic and Non-Conformists.

They reflect not only Malvern's local growth, but also many wider changes in taste and society in Victoria's reign. The growth in population, industry and urbanisation; social aspirations and pre-occupations with class and patronage; the new wealth of industry, trade and empire; the spiritual renewal and dynamism of Victorian Christian life all find expression in these churches.

As well as including individual examples of outstanding architecture, they offer a rich review of 19<sup>th</sup> century decorative art, including stained glass, metalwork, wood carving, wall painting and textiles.

Many of them are buildings of more than local importance, such as St Matthias, Malvern Link (1846) which is large and impressive; Holy Trinity, Link Top (1851) by the prolific architect, Samuel Daukes; St Wulstan's Roman Catholic Church, Little Malvern (1862) by the brilliant young architect, Benjamin Bucknall; St James, West Malvern (1871) by the great George Edmund Street; Christ Church, Avenue Road (1876) by the Liverpool firm, T D Barry & Sons; and All Saints, Malvern Wells (1903) by Elgar's friend, Arthur Troyte Griffith. The Non-Conformist churches, almost all in the prevailing gothic style, are also outstanding buildings such as the Methodist church in Lansdowne Crescent (1866) by John Tarring of London, and the Baptist church, Abbey Road (1894) by George Ingall of Birmingham.

Amongst these fine buildings there are three of truly national significance. St Leonard, Newland (1864) by Philip Hardwick, is a remarkable example of Victorian taste and High Church principles. St Peter's, Cowleigh (1866) by George Edmund Street, although fairly small, is a superb building which the latest Pevsner guide says "shows the hard and bold style of Street's early and most personal years". The Church of the Ascension, Somers Park Road (1903) is relatively plain on the outside, but inside is a marvellously spiritual and atmospheric building with Arts and Crafts fittings of the highest calibre. It is an early masterpiece of Walter (later Sir Walter) Tapper and deserves to be celebrated far beyond Malvern.

The church authorities and individual congregations are generally responsible for the upkeep of these buildings, but the Local Authority and local community need to be aware of what is happening to them. They are not only an important part of Malvern's heritage; they are also an integral part of the character and ambience of the town. Malvern would not be Malvern without its array of churches with their towers and spires. This will become increasingly significant as congregations diminish, churches close and applications for conversion and even demolition increase. It is a situation which will have to be handled with great sensitivity, and the local community as well as local councillors must get involved.

The sad deterioration of Sir Ninian Comper's beautiful church for the former Convent of the Holy Name in Ranelagh Road, Malvern Link, shows how things can go wrong; the fine conversion to apartments of Malvern's first Victorian church, St Peter's, Malvern Wells, gives hope for the future. St Peter's, Cowleigh, one of the three churches mentioned as having national importance, is even now searching for a new role. It is important that this is achieved without changing the essential character of the building.

Malvern's Victorian churches and chapels are not therefore the sole concern of their congregations and clergy. They need to be cherished and protected by the whole community.



Baptist Church, Abbey Road



Malvern Priory – founded 1085



## Letterboxes

Extract from the leaflet on Letterboxes by Michael Swift:

"This is a short photographic record of post boxes in Great Malvern and their exact geographical location.

Not every post box in the area has been recorded, but we have photographed every box in the Malvern Conservation Area and those of interest in Great Malvern outside the Conservation Area.

The reasoning behind this survey is to record part of our social history, some of which may well disappear in the future with the growth of new communication technologies. Most of us walk past post boxes without a second thought but they are a fascinating legacy of our past.

Post boxes were introduced into the United Kingdom in 1852 at the suggestion of Anthony Trollope, the famous author, then a surveyor's clerk.

None of the very early boxes survives in Malvern but we do have three Victorian fluted boxes, which date from about 1860 and several Victorian wall boxes.

Many famous Victorians and Edwardians lived in Malvern or came here to take the cure. It is fascinating to speculate how many letters from Darwin, Elgar, Bernard Shaw, Florence Nightingale and many others started their

journey in a Malvern post box."

Although we have attempted to record all the interesting post boxes in Great Malvern, we may well have missed something. Please let the Malvern Civic Society know if you think there is a post box which should be included.



The post box at the Post office is modern. Until recently post went through a brass slot in the wall but since the inside was ripped apart, that has been lost. Not long ago, the interior of the Post Office was quite unaltered from its original design as built with its writing tables, Georgian style chairs, telephone boxes inserted in the walls.



Corner of Orchard Road  
Three out of four of the letterboxes with vertical apertures in the country are in Malvern



Great Malvern Post Office  
Modern box

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## Street Furniture

Often overlooked, often neglected but an important part of the jigsaw that makes up the complete picture.

Much of the Victorian street furniture survives and residents and District Council alike have to be made aware of its historical importance.



Iron street plates

There are two early enamelled street signs – Belle Vue Terrace and Abbey Road – on WH Smith and Lyttelton House respectively. They have no protection.



Bus shelter – Wells Road  
Early Midland Red shelter

There is also an original restored finger post at the junction of Wyche and Wells Roads



Victorian railings – Abbey Road



Manhole cover – Abbey Road



Corner of Priory and Abbey Road

## IRONWORK

Some mention has been made of ironwork but there is excellent ironwork still in existence that was not removed during the war. Already mentioned at Malvern Link Station. The Belle Vue Terrace railings (from the centre to W H Smith) are the original 1860s railings. The others are replicas. Some ironwork exists at Park View in Abbey Road and a small section at Malvern House adjoining. There is more at the corner of Abbey and Priory Roads. There is a long run of thin ironwork along Graham Road which dates from 1860s and has been replicated where damaged or broken. There may be more that does not immediately spring to mind. NB the old electricity box in St Ann's Road.

## GATEPOSTS

The gated entrances to the Malvern houses are really important in their setting. There are some wonderful ornate ones still such as the Council House entrance from Church Street (only one survives). It is also important to avoid having them set too far back for visibility splays.



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## Victorian Gas Lamps

An important part of Malvern's heritage is its Victorian gas lit street lamps.

Some 150 years ago in 1851 permission was granted for the building of a gas works at Sherrards Green which opened in 1856 to serve 500 local houses and 200 street lamps.

Other plants followed as there are still lamp posts as far apart as Watery Lane in the south and Hospital Road, off the Leigh Sinton Road, in the north.

A recent survey has identified some 241 lamps, 99 original Victorian posts with gas lit lanterns, 125 Victorian posts but converted to electricity, 7 replica modern posts but gas lit (located on Belle Vue) and 10 sad looking bare posts with no lantern top.

There are also known to be 6 missing lamps, including those scheduled for reinstatement on the recently landscaped forecourt of the Malvern Library, making a total of some 247 locations.



Moorlands Road



Woodshears Alley

Of those converted to electricity, some 55 are located along the footpaths of Malvern College.

Those lamps lit by gas still have a basic weekly hand wound clock to operate the automatic ignition of the mantles. No lamplighter, paid 14/- a week, as there was in 1872.

In today's environment, with a wide range of light pollution, the old gas lamps look almost insignificant and very dim.

However, in the past, with no other external light sources, they would have appeared much brighter and would have been at the cutting edge of street lighting technology.

Even now one of the original gas lighting manufacturers, Suggs, is still in existence providing necessary spares as and when required.

It is probable that the large number of original Victorian gas lamps that we have puts Malvern at the head of the list for this type of heritage lighting, with London coming second.

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## The Clerkenwell Estate

The Strode family can be traced back to the Norman Conquest where Warinus de la Strode was, it is claimed, present at the Battle of Hastings.

From there members of the family settled in England and their mansions are to be found in Devon, Somerset and Dorset.

In Somerset they established themselves in the town of Shepton Mallet as Clothiers; memorials are in the parish church to their benefactions. In Somerset their ancestors acquired Parnham House in Dorset by marriage, and William Strode – brother of Sir George - purchased Barrington Court in Somerset.

Sir George Strode, born 1583, married Rebecca Crispe in 1615 at All Hallows Church in London. He made substantial gifts to the Church of St James in Clerkenwell for the benefit of the poor. He was buried there in 1663.

His influence was considerable and it allowed him to purchase land in Great Malvern, Worcestershire, the outline of which was (in much later years) to be defined by MARKERS many of which remain with us today. His address in Malvern was Cockshute Farm - see Benefaction Board from the Church of St James.



The original income from the Clerkenwell Bequest was £26 p.a. £6 quarterly to the minister if he preached on a

Saturday afternoon before the monthly communion and £20 at 5 shillings apiece to 80 poor parishioners on the steps of St James', Clerkenwell, on December 20th each year.

Upon his death in 1663 he vested the property in a Trust - his son, Nicholas being one of the Trustees; the Trustees who were the Churchwardens of St James's managed the land until it was eventually sold in more recent times.

In the middle of the 19th century the railway arrived in Malvern and there was much development in the town.

The value of the land increased significantly and the Trustees sold a parcel of land to the Railway Authority.

The moment had come for the whole estate known as The Clerkenwell Estate to be clearly land-marked and so cast-iron posts, (so styled in older maps) were erected on their land dating down subsequent years "thereby establishing their boundaries."

There were originally thirty-one such marker posts, of which now twelve remain, and are in (or as near possible to) their original positions.

The estate was sold off progressively to various developers during the 20th Century.

The research on the Strode Bequest in recent years by Rev Michael Shiner has uncovered three hundred years of Malvern history with many previously unknown insights into life between 1656 and the early 20C.

During 2008, many of the legal documents relating to the estate have been found and the research will continue.



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## Appendix 1 - Management Plan for Conservation Areas

[Extract from the Great Malvern Conservation Area Appraisal and Management Strategy published in April 2008]

### 1 Strategy

The management plan will establish a mid-to-long term strategy for addressing the issues and recommendations for action arising from the Appraisal.

### 2 Community Involvement

We consider it is essential to involve the local community in the early development of management proposals if these are to succeed.

### 3 Condition of Historic Buildings

To monitor and take action on historic [not necessarily listed] buildings in the Conservation Area. It seeks to effectively monitor change, draw up enforcement strategies to address unauthorised development and secure the repair and full use of buildings at risk in the conservation area.

### 4 Control of Untidy Areas

To identify untidy areas and to identify means of improving.

### 5 Enhancement Schemes

To examine potential enhancement schemes and the management and improvement of public infrastructure. It also includes protection of important trees and green spaces and produces an assessment of the ecology/biodiversity value within the conservation area and its landscape setting.

### 6 Management Framework

The management of the conservation area has to be an ongoing process, based on existing or proposed policies and procedures and monitored to ensure its effectiveness. The following management framework shall be used based on the adopted Malvern Hills District Local Plan. This establishes the land use position against which all planning, listed building and conservation area applications will be assessed.

#### a) Supplementary Planning Documents

MHDC will build on the statutory development plan process by utilizing and establishing additional Supplementary Planning Documents (SPDs), such as the House Extensions SPD and the Re-use of Rural Buildings SPD.

#### b) Annual Review of Conservation Area Planning Decisions

MHDC will evaluate the planning decisions it makes within the Great Malvern conservation area. It will examine the use and effectiveness of existing local plan policies and their success at appeal. This will be monitored every year and reported in the Council's Annual Monitoring Report.

#### c) Community Involvement

MHDC will ensure that effective community consultation on all future policy documents, planning, listed building, conservation area consent and tree [TPO] applications relating to the conservation area takes place in accordance with the standards it has established in the Statement of Community Involvement. This will involve the use of a variety of consultation techniques including community meetings, planning for real exercises and the use of all appropriate forms of media.

#### d) Copies of Management Plan

MHDC will undertake to provide all appropriate organisations with a copy of the appraisals and management plan with the aim of influencing the preparation and production of other relevant plans and strategies which relate to the conservation area.

#### e) Conservation Area Review

MHDC will undertake a review of the appraisal in due course. This will enable a full re-evaluation of the effectiveness of established policies and procedures. Photographic dated surveys (including aerial photographs) of the conservation area will be maintained as a basis for monitoring and recording change of the conservation area and its setting.



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f) Listed Buildings

Whilst no listed buildings have been identified as being 'buildings at risk', MHDC will continue to monitor the physical condition of all listed buildings within the conservation area.

g) Local List

MHDC will examine the contribution made by unlisted buildings of merit within the conservation area. Such buildings will be incorporated into a future Local List for Malvern Hills District Council.

h) Trees and Hedgerows

The appraisal has established the importance of the natural environment within the conservation area. The protections and enhancement of the trees, open spaces and hedgerows identified in the document will be carried out.

i) Areas of Negative Impact

The appraisal has identified several areas that have a negative impact on the appearance and character of the conservation area. Through consultation on the appraisal, MHDC has sought views on these areas, whether any other areas could be included and what mechanisms could be useful for improving the appearance of those areas.

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## Appendix 2 - Unlisted Buildings of Note

### 1. Trinity Conservation Area

Link Villa, 111 Moorlands Road	169 Worcester Road
Link Tower Lodge, 26 Somers Road	171 Worcester Road
24-26 Somers Road	179 Worcester Road
64-66 Somers Road	181 Worcester Road
Raglan House, Somers Road	187 Worcester Road
19, Somers Road	Station House, Link Station, Worcester Road
23, Albert Park Road	United Reform Church, Worcester Road
15-17, Somers Road	Trinity Hall, North Malvern Road
21, Albert Park Road	11 Hornyold Road
Burlington, Lansdowne Road	Lancaster House, 25 Hornyold Road
Overdale House, Highfield Road	59-63 Hornyold Road
125 Worcester Road	26-36 Moorlands Road
143 Worcester Road	

### 2. Malvern Link Conservation Area

Colston Building, Worcester Road;	1 Hampton Mews;
Former Methodist Chapel, fronting	Shops at 196-208 Worcester Road;
Worcester Road;	31 Hampden Road.
Festival Housing, Worcester Road;	

### 3. Great Malvern Conservation Area

Malvernbury, Abbey Road (Civic Soc)	Stable building, Priory Road, Great Malvern
Malvern House, Abbey Road (Civic Soc)	40 Priory Road (Civic Soc)
Market Cross, Great Malvern	Iceland [formerly Woolworths], Church Street
Brick structure, Shirley Lodge 45 Graham Road,	(Civic Soc)
Great Malvern	Coach House to the rear of 119-121 Church
Christ Church, Avenue Road, Great Malvern	Street, Great Malvern
Our Lady and St. Edmund Church, Great Malvern	Iron Post supporting kissing gate, Great Malvern
Congregational Church, Queen's Drive, Great	Trafalgar House, 24 Worcester Road, Great
Malvern	Malvern
Summer House of Mount Pleasant Hotel, Belle	Malvern Parish School, Great Malvern
Vue Terrace, Great Malvern	50 Graham Road, Great Malvern
Malvern Festival Theatre and Winter Gardens	86 Graham Road, Great Malvern
17 Graham Road (west side), Great Malvern	70 Graham Road, Great Malvern
29 Graham Road, Great Malvern	76 Graham Road, Great Malvern (Civic Soc)
45 Graham Road (west side), Great Malvern	19th century house, Graham Road, Great
51 Graham Road (west side), Great Malvern	Malvern
50 Graham Road, Great Malvern	Monastery, Great Malvern
107 Graham Lodge, Graham Road, Great Malvern	Lodge to The Firs, Wells Road, Great Malvern
142 Graham Road, Great Malvern	Gardeners Cottages, 26-36 Moorlands Road,
98 (2 & 3 Stokefield) Graham Road, Great	Great Malvern
Malvern	22 Bank Street with 7 Zetland Road, Great
65 Graham Road, Great Malvern	Malvern
116 Graham Road, Great Malvern	Davenham, The Clock Tower Moorlands Road,
Cotford Hotel, Graham Road, Great Malvern	Great Malvern
The Exchange Building, Graham Road, Great	
Malvern	
Various shop fronts along Belle Vue Terrace, Church Street, Abbey Road and Graham	
Road (more in depth study is required to determine elements of change and what original fabric remains intact)	

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## Appendix 3 – Shop Front Rules

These comments have been made in relation to the Great Malvern Conservation Area but can be used as a yardstick for all Victorian shop fronts – whether in a conservation area or not.

The majority of the Conservation Area is residential but there are three streets that are commercial in use. The principal shopping street is Church Street with Worcester Road and Graham Road leading off from this. Along Church Street the quality of frontages varies with some traditional frontages having been retained. The replacement frontages vary to some extent with some attempting to retain the traditional proportions and others having completely modern designs. Of importance are the proportions of glazing and the use of mullions and transoms as well as the size and particularly the height of the fascia.

There are also a couple of buildings on Church Street and Worcester Road that are grander than the standard shops. In the main these properties are banks. Examples include: Natwest, Lloyds, Nationwide and Barclays.

On account of the more elaborate architectural style of these buildings, the external facades have been treated relatively sympathetically with regard to signage. Only minimum intervention is apparent in these cases. In addition to these shopping streets there is Church Walk, located between Edith Walk and Church Street. It is largely concealed from view, being located behind Church Street and accessed through an alley. It primarily consists of modern shops with Somerfield being located on the corner with Edith Walk. This collection of shops does not enhance the Conservation Area being of poor design quality. Given their location, however, they are relatively neutral on the character of the Conservation Area, as they are only really visible from within Church Walk.

The shops along Graham Road are generally of a poor quality unsuitable for their location within the Conservation Area. Any redevelopment of this site should be encouraged. The shop frontages are only part of the problem, as the whole development is of poor quality and should be viewed as a site for potential future enhancement.

### SUMMARY

The retention and improvement of valuable historic references will be encouraged, with particular reference to the following guide:

- The removal of traditional features should be avoided. These features all contribute to the individuality of each shop.
- Duplication, enlargement and extension of the fascia beyond the traditional area will not be acceptable.
- The enlargement or unsympathetic alteration of existing windows should be avoided.
- The use of inappropriate materials to replace traditional materials will not be acceptable.
- The construction of fascias of common length which visually link two or more buildings that have separate architectural identities or different shop fronts will not be acceptable.
- The introduction of internally illuminated signage will not be acceptable.
- Retention of any traditional features should be a primary factor when repair or replacement of a shop front is planned. Sensitive and sympathetic replacements should guide design of new shop fronts with the following being considered:-  
The buildings retain their traditional appearance by subtle signage and sympathetic alteration to facades.  
These are good examples of the reuse of buildings.

### Cornice

For good practice, cornices should be reinstated where missing.

### Capitals

This is particularly relevant to the grander bank properties that have pilasters and columns in their design.

### Fascia

The fascia depth should be determined by the depth and positioning of the cornice and capitals (where present). If the cornice and capitals have been removed the traditional proportions should still be retained. Where there is no evidence of the traditional frontage then the fascia should have a suitable depth, which is proportionate to the building façade and to other existing traditional frontages on the street.

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### **Corbels or Brackets**

Corbels are often used to differentiate between shop fascias when several shops are joined. Good examples exist along Worcester Road and should be retained. Brackets are used for hanging signs and should be reused where appropriate.

### **Pilasters**

These are used to show the division between shop units and can be made quite decorative by the use of corbels above.

### **Windows**

Traditional proportions should be retained whether that be large areas of plate glass or smaller subdivisions.

### **Window sills**

Ensure traditional materials are retained or reinstated, usually in stone or timber.

### **Transoms and Mullions**

The proportion of glazing should be retained and if transoms or mullions are used traditionally then new fronts should be designed with their frontages with them to reduce the scale of the glazed area. Materials are also important and frames and transoms and mullions should be replaced on a like-for-like basis with traditional and original materials.

### **Doorways**

Traditional styles of doorways should be reinstated or retained as appropriate. There is a variety of styles along the three shopping streets; most of the traditional designed ones are recessed, though they vary in location from one side to the centre. Some variety is acceptable as long as it is appropriate for the shop and design of the whole façade.

### **Stall riser**

Stall risers balance out the amount of glazed area on the frontage. Also, with changing street levels especially on Church Street, the stall risers help level the bottom edge of the window. Traditional materials should be reinstated where appropriate. Along Church Street there is evidence of tiles and decorative ventilation blocks used in the finishing of the stall riser. Where such features are present they should be retained.

### **Awnings**

These should only be retained in a traditional style appropriate to the shop. If not appropriately managed a street can look very cluttered and the shop fronts can be concealed if poor quality awnings are used.

Traditional awnings are usually straight, retractable, and made of canvas.

### **Signage / Advertisements / Hanging Signs**

Signage should be contained within the fascia and the hanging sign. Internally illuminated signs will not be acceptable in the Conservation Area. Externally illuminated signs will only be acceptable where there is a precedent set with either spot lighting or trough lighting. All illumination should be sensitive to the overall street scene as well as the individual building.

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## **Appendix 4 – Malvern’s Famous Visitors and Residents**

In addition to the plaques already erected, a large number of well known people have visited Malvern.

### **WH AUDEN**

The Downs School

### **TE LAWRENCE**

Stayed at the County Hotel, Now Park View Apartments.

### **DAME LAURA KNIGHT**

Mount Pleasant Hotel

### **CHARLES DICKENS**

He brought his wife to be treated by Dr Wilson in 1851 and stayed at Knotsford Lodge – now part of the Abbey Hotel.

### **EMPEROR HAILE SELASSIE**

Abbey Hotel

### **HFS MORGAN**

Original workshop – corner of Worcester and Howsell Road

### **TC SANTLER**

Malvern Link – Francis site

### **ELGAR**

Forli, Alexandra Road [1891 – 1899]

Craiglea, 86 Wells Road [1899-1904]

Saetano, 7, The Lees [1888-89]

[where he visited his fiancée, Caroline Alice Roberts; he never lived there as it was not allowed in those days!]

### **BERNARD SHAW**

Stayed at Malvern House – folklore has it that none of the hotels would accommodate him!

### **STANLEY BALDWIN**

Woodgate, Albert Road North

### **LADY HOWARD DE WALDEN**

Lady Howard de Walden lived in West Malvern for less than ten years and died there in August 1900 at the age of 92.

### **ROGET**

Peter Mark Roget was born in London in 1779. During his later years he spent many months at Ashfield House where he died in 1869 at the age of 90; buried in West Malvern churchyard.

### **PUSEY**

Dr. Edward Pusey frequently stayed at the Clergy House of Rest at St. Edward's from about 1874.

### **JOWETT**

Dr. Benjamin Jowett, professor of Greek and Master of Balliol College, Oxford, was a frequent visitor from 1848 until his death in 1893. He stayed first at the Westminster Arms and later at Ashfield House, West Malvern.

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**SWINBURNE**

Algernon Charles Swinburne frequently visited Jowett when he was at Ashfield House and he may even haunt the place!

**WORDSWORTH**

Came for a month's visit in June 1849. Although he was then 79 years old, William spent much of his time walking. These walks were usually limited to surrounding areas such as Mathon Lodge and the Wyche but it would seem that on one occasion he walked as far as Hanley, making the return by carriage.

**WALTER DE LA MARE**

Walter de la Mare stayed at the Westminster Arms.

**BADEN-POWELL**

St James's School, West Malvern

**BARRY JACKSON**

Impresario and theatre benefactor – founded the Birmingham Repertory Theatre.  
Lived in Blackhill on Jubilee Drive near British Camp.

**THOMAS CARLYLE AND HIS WIFE**

Stayed with Dr Gully on the edge of Priory Park.

**LONGFELLOW**

Planted trees in the Garden of Lawnside.

**ALFRED LORD TENNYSON**

Took the Water Cure under Dr Gully

**JENNY LIND**

The 'Swedish Nightingale' renowned 19C opera singer and friend of Hans Christian Anderson who names several of his stories after her; she lived near British Camp.

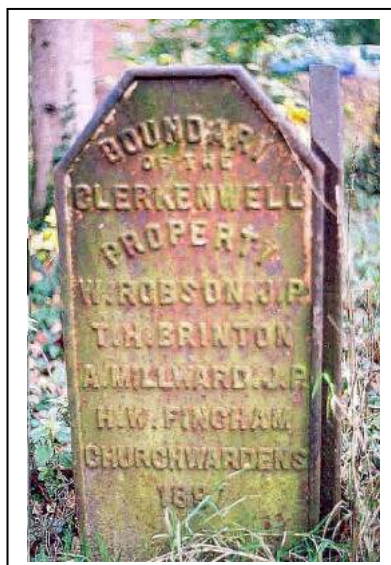
**EVELYN WAUGH**

He frequently visited Malvern while staying at Madresfield.

**THEATRE VISITORS**

Many well know actors and actresses appeared at the Malvern Theatre and developed an affinity for the town returning on many occasions including:

Alastair Sim and Yvonne Arnaud, James Bridie, Ernest Thesiger, Cedric Hardwicke, Eileen Shand, Joan Crawford, Ralph Richardson, Robert Donat, Stuart Grainger, Errol Flynn, Richard Tauber



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