

Rainham Conservation Area Review

Public Consultation Presentation

28th May 2025



Why is the conservation area being reviewed?

- The Council is required to periodically review the condition and boundaries of conservation areas within their area
- The Council have appointed Purcell as external consultants to assist them with the current review of three of the Borough's conservation areas – Romford, Gidea Park and Rainham.
- This consultation event and presentation are for Rainham Conservation Area.
- As part of the review, a new Conservation Area Appraisal and Management Plan (CAAMP) has been prepared for Rainham Conservation Area.
- This document will be adopted as planning policy guidance and therefore is subject to public consultation
- The review has also identified some potential changes to the boundary of the conservation area, these are also subject to public consultation before any changes are adopted



Who are Purcell?

Purcell are a leading practice of conservation architects and heritage consultants

We specialise in finding bespoke design solutions and managing change in the historic environment

We were founded in 1947 and have regional offices across the UK.

Rainham Conservation Area was reviewed by Purcell's Heritage Consultancy team.



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What is a Conservation Area?

A conservation area is defined as an:

“area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance.”

- (Planning (Listed Buildings and Conservation Areas) Act 1990)

The designation recognises the quality of a place as a whole which comes from the combination of individual buildings, streets, green spaces, trees and other features.

Conservation areas are designated by local planning authorities and are a statutory designation.



What is a CAAMP?

Councils have a duty to “***formulate and publish proposals for the preservation and enhancement***” of conservations areas. The normal format is a Conservation Area Appraisal and Management Plan (CAAMP). A CAAMP usually contains:

- A thorough analysis of the special character of the designated area
- Guidance and recommendations for its preservation and enhancement
- A review of the boundary of the conservation area and sets out any changes
- Identification of the extra planning controls and considerations which apply to buildings in conservation areas



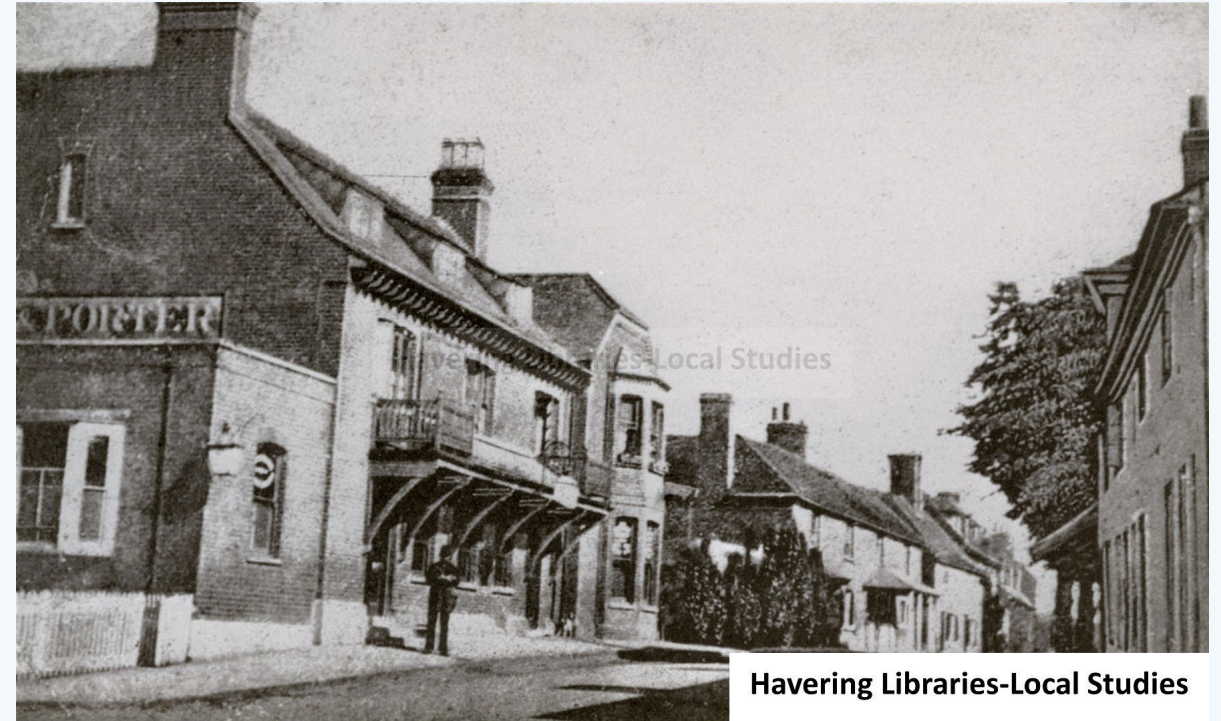
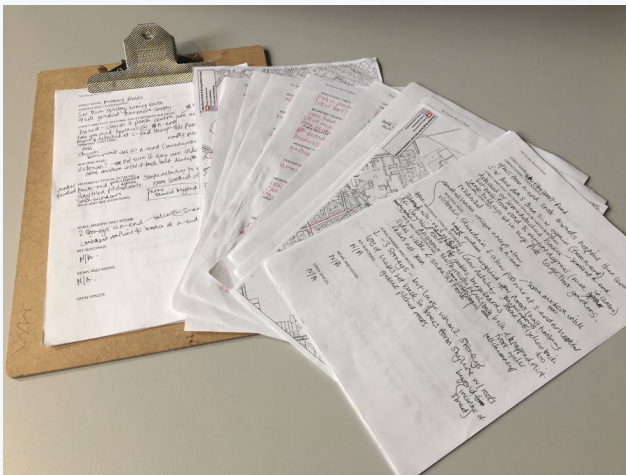
What Have We Done So Far?

Undertaken thorough review of the condition of the conservation area through on-site surveys

Developed an understanding of the evolution of Rainham through desk-based and archival research

Prepared a CAAMP for Rainham which includes proposed boundary changes and management recommendations

Following the public consultation we will review your responses and update the CAAMP as necessary. This will then be adopted by the Council's Cabinet.



Haverling Libraries-Local Studies

The rebuilt Phoenix Hotel c.1895-1900, with a view of Broadway. (Haverling Libraries Local Studies)

Rainham Conservation Area

Rainham Conservation Area was designated in 1968. The existing Character Appraisal was produced in 2008. The boundary nor the guidance relating to the conservation area has not been updated for 17 years and therefore is due for review.

The conservation area covers the core of the historic village of Rainham encompassing the church of St Helen and St Giles, Rainham Hall and the historic pubs, shops and dwellings which line the main streets in the village.

It also includes the train station, the library and recent residential developments to the west of Broadway.

The current boundary and the proposed amendments are shown on the following slide.



Rainham Conservation Area Boundary

Bridge Road

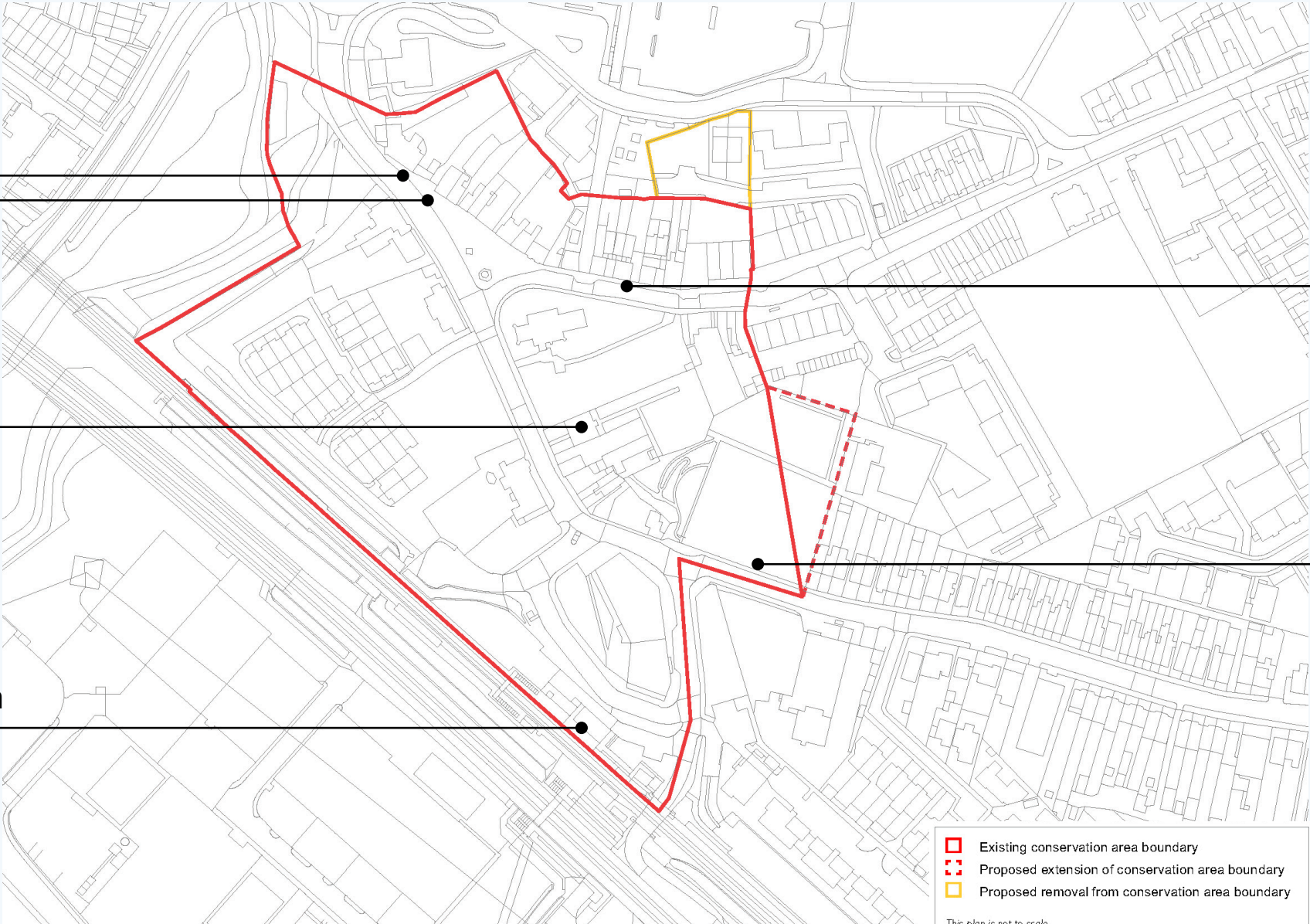
St Helen & St
Giles Church

Rainham Hall

Rainham Station

Upminster
Road South

Wennington Road



Existing conservation area boundary

Proposed extension of conservation area boundary

Proposed removal from conservation area boundary

This plan is not to scale

Why is Rainham Special?

- Rainham's special interest is drawn from its ancient settlement at the banks of the Thames marshes and River Ingrebourne, and the historic village buildings associated with its development and prosperity as a marshland hamlet.
- This village character remains at the heart of Rainham, which has been shaped over time by a setting along rivers and marshes. These natural features have afforded a degree of protection from encroaching suburbia on the outskirts of London, providing Rainham with an air of seclusion which survives today.
- The conservation area's core of high-quality historic buildings, including its largely unaltered Norman church, is not only architecturally significant but also illustrative of the village's eras of development tied to its association with riverside trade from the medieval period onward.
- Historic public houses mark entrances into the village from the east and west, while shopfronts largely retain their period character and are occupied by independent traders, adding vibrancy to the village centre. Historic houses belonging to once-prominent local residents also feature within the streetscape.
- A network of pathways across and into the conservation area creates strong spatial links across the village. These help illustrate Rainham's historic layout and contribute kinetic views of its historic buildings, the River Ingrebourne and the wider setting.
- Trees are mature and plentiful across the area within private gardens, the churchyard of St Helen and St Giles, along the river and across Rainham Hall gardens. These contribute to the area's historic character and soften the urban environment. Together these elements allow Rainham's historic village character to remain prominent.

Historical Development of Rainham

Settlement in Rainham grew up on the edge of the riverside marshes, near to a River Thames crossing from the [Bronze Age](#).

12th Century

A ferry established between Rainham and Erith in Kent.

c. 1160-1178

Parish church of St Helen and St Giles built.

1670

By 1670 there were 44 houses recorded in the parish, clustered around the churchyard.

1729

London merchant John Harle dredged the tributary to Rainham, expanding the creekside wharf to allow ships to sail up to Rainham proper, and erected Rainham Hall.

1850s

London Tilbury & Southend Railway was laid in the 1850s, Rainham Station opened in 1854, bringing Victorian suburban development.

1920

The Havering memorial to those lost in the First World War was raised in Rainham centre.

1930s

The industrialisation of the Thames marshes and the suburban expansion of London meant Rainham became a nucleus to dormitory suburbs.

Mid-20th Century

Development included construction of new library, council offices and housing.

1968

Rainham Conservation Area is established.

1994

Retail superstore built north of Rainham centre.

2012

Public realm schemes include rerouting roads through centre.

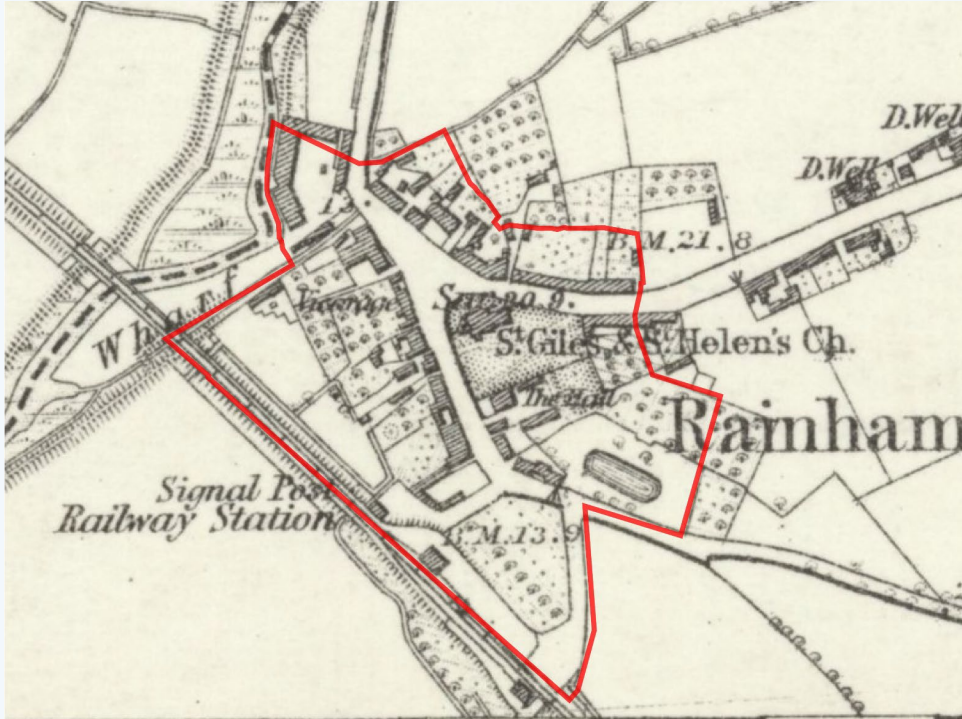
2014

Rainham Library is relocated adjacent to the railway station, its former site replaced by housing.



Engraving of St Helen and St Giles Church, Rainham 1834. (Havering Libraries Local Studies)

Historical Development of Rainham



1862 Ordnance Survey map illustrating development by the mid 19th century, indicative conservation area boundary shown in red (National Library of Scotland)

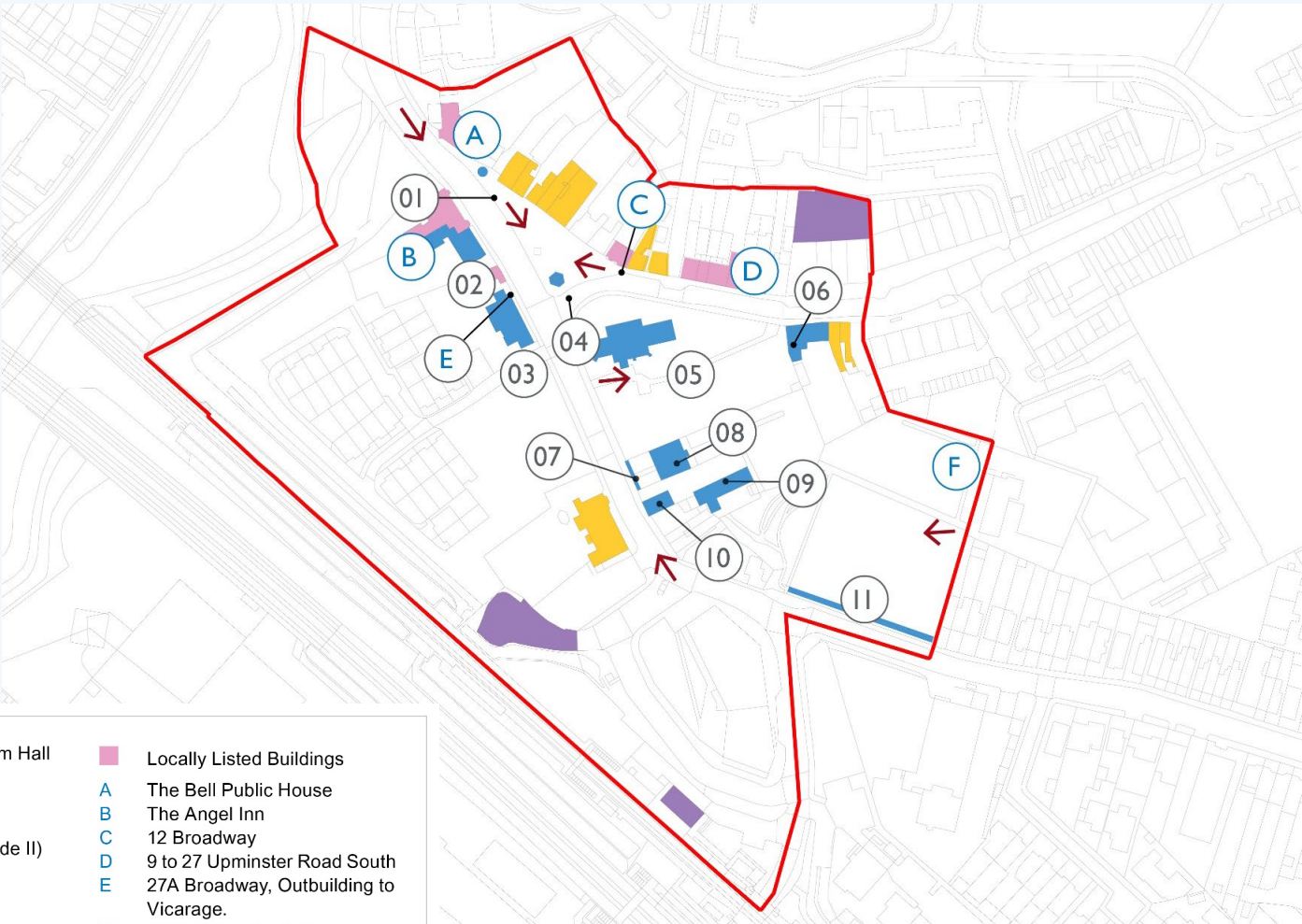


A 1905 photograph of Nos. 9-27 Upminster Road South with newly built ground floor shopfronts. (Havering Libraries Local Studies)

Character Assessment

We have assessed the character of Rainham using the following elements:

- Location, topography and geology
- Archaeological potential
- Setting and important views
- Key buildings and spaces
- Open space and trees
- Public realm
- Building use
- Boundary treatments
- Scale and mass of buildings
- Building materials
- Architectural types and details



→ Key Views	04 War memorial (Grade II)	10 The Lodge and Rainham Hall (Grade II*)	Locally Listed Buildings
□ Proposed 2025 Boundary	05 Church of St Helen and St Giles (Grade I)	11 Wall and gate piers to Rainham Hall between number 15 and 37 (Grade II)	A The Bell Public House
■ Positive Contributor	06 No.2-8 Upminster Road South (Grade II)		B The Angel Inn
■ Opportunity for Enhancement	07 Forecourt railings, gates and piers walls and vases at Rainham Hall (Grade II*)		C 12 Broadway
■ Statutorily Listed Heritage Assets	08 Rainham Hall (Grade II*)		D 9 to 27 Upminster Road South
01 K6 Telephone Kiosk (Grade II)	09 Stable Block at Rainham Hall (Grade II*)		E 27A Broadway, Outbuilding to Vicarage.
02 Redbury (Grade II)			F 2025 Extension to the Conservation Area boundary.
03 The Vicarage (Grade II)			

This plan is not to scale

Issues and Opportunities

We identified the following issues and opportunities during our review:

- Detracting Buildings, Elements and Additions
- Shopfronts and Advertising
- Maintenance and Repair of Buildings
- Public Realm
- Sustainable Development and Climate Change
- Interpretation and Raising Awareness
- Development Opportunity



Vacant public houses at the conservation area's western entrance detract from area character



Oversized fascia signage at the village centre

Managing Change

- Legislation and policy relating to conservation areas
- Control measures brought about by conservation area designation
- Good practice maintenance and repair of buildings
- Advice on proposing change to buildings
- Advice on new development
- How the public realm should be treated
- Specific recommendations for Rainham

- 01 The historic environment of Rainham, in particular that which contributes to the character and appearance of the conservation area, should be maintained to ensure the area remains a desirable place to live, work and visit.
- 02 Proposals for extension, alteration and new development should preserve or enhance the special interest of the conservation area, or where the public benefits would outweigh any harm.
- 03 The design, construction and materials of any new development, extension, alteration or repair should be of the highest quality and respect their local context.
- 04 Development within the setting of the conservation area should be sympathetic to its special interest in terms of its scale, massing, proportions, materials and detailing.
- 05 Development within the setting of the conservation area should ensure the green and spacious nature of the setting, which contributes to its special interest, is maintained.
- 06 Trees which contribute to the character of the conservation area should be retained, or replaced as necessary; opportunities for additional tree planting and green landscaping should also be carefully considered.
- 07 Changes to buildings in response to climate change are encouraged but should take into consideration the character and appearance of the conservation area.
- 08 Careful removal of inappropriate and unsympathetic additions to buildings and the street scene is encouraged.
- 09 Reinstatement of lost historic features, such as timber sash windows or corbels and stall risers on traditional shopfronts is encouraged, where appropriate.
- 10 Replacement of inappropriate modern alterations to shopfronts with suitably designed traditional or sympathetically designed alternatives is encouraged.
- 11 The condition of the conservation area should be monitored and reviewed periodically.



We want to hear from you



Please let us know your comments and opinions on the new CAAMP, the proposed boundary changes and any other comments you have about the review.

The consultation period is open from 28th April to 9th June 2025 during which time the CAAMP document can be found on the Council's website here:
<https://consultation.havering.gov.uk/planning/conservation-area-appraisals/>

Please fill in the online survey on the above webpage or send us your comments by email to: DevelopmentPlanning@havering.gov.uk

**Thank you for taking the time to come
to this presentation and we are happy
to take questions.**

**After, please complete the
consultation questionnaire.**