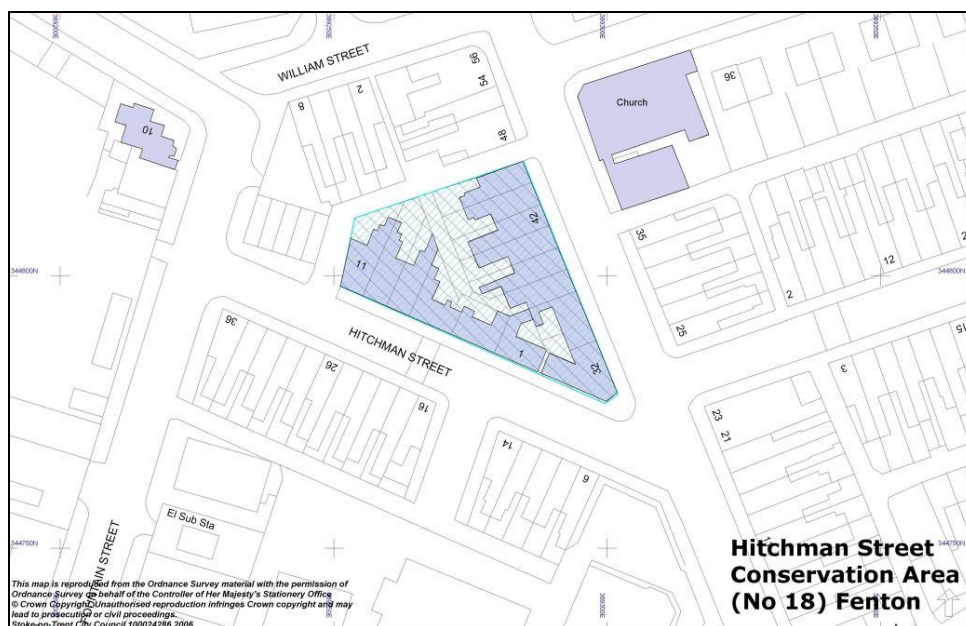


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## 2. The Study Area

- 2.1 “Hitchman Street” Conservation Area is a group of thirteen houses and one shop, dating from 1889. These dwellings were completed in 1890 and this is recorded by a date stone in the façade facing Victoria Road which also bears the monogram “WMB”. William Meath Baker was the absent owner of an adjacent pottery, inherited from his Uncle, William Baker. William Baker’s sister (Aunt of WMB) was called Hitchman when she married, hence the name of the Street.
- 2.2 Hitchman Street is located on the north side of City road, the main road linking Fenton and Stoke-Upon-Tent. It connects Victoria Road with Fountain Street. There are two main frontages, one to Victoria Road and the other to Hitchman Street. For simplicity, the Conservation Area will be referred to as “Hitchman Street”.
- 2.3 Hitchman Street is still residential in character. Although much of the factory in Fountain Street has now been demolished, original pottery bottle kilns survive on the site and have a strong connection to the housing.
- 2.4 The original houses were built for one distinct class, offering similar arrangements of accommodation and access. All provided accommodation for workers associated with one pottery to live in and were clearly built on a philanthropic model. Having said that, the houses are consciously designed and respond to the site. Where the apex of the site does not permit a deep floor plan, the houses become double fronted.
- 2.5 The area has suffered from economic decline since its conception. The houses fell into a state of disrepair and the Council declared the Conservation Area in 1990 in an effort to conserve them. An application for a compulsory purchase failed but successful negotiations with the then owner resulted in the buildings being refurbished. They are now in need of maintenance.



**FIGURE 1:** Map of Conservation Area showing locally listed buildings in grey