PLANNING CONSENTS
All development in the Conservation Area should follow the advice in the Conservation Area Guidance leaflet and, in particular, respect the features outlined above that contribute to its special character.

Planning permission is needed for development which materially affects the appearance or use of buildings or land. This can include, for example, re-roofing and altering windows, constructing extensions and new buildings. The need for archaeological evaluation before and during development will be considered where proposals include ground works.

Listed buildings are shown on the plan. These have special architectural or historic interest in their own right and, in addition to planning permission, require listed building consent for internal and external works (see the Listed Buildings leaflet).

ADVICE AND CONTACTS
Officers from the Technical Services Department are available to offer practical and technical advice on conservation and the need for consent. Contacts and sources of further information are given in a separate leaflet.

GRANTS
Prittlewell is one of Southend's most important historic areas but is in urgent need of action to restore its buildings and improve the general environment. The Prittlewell Heritage Economic Regeneration Scheme provides grants for the repair and restoration of certain commercial properties in the area (see the Grants leaflet for details). The Council will also seek to bring about improvements in the area in association with local residents and businesses and other agencies.

PRITTLEWELL CONSERVATION AREA

INTRODUCTION
Prittlewell was first designated a Conservation Area in 1995, because it has special architectural and historic interest and a character which needs to be preserved and enhanced. Despite its decline over many years, Prittlewell's special interest remains. Priority is being given to reversing this decline, restoring its historic buildings and upgrading its environment.

This leaflet describes the main features that give the area its special interest. It is one of a series of leaflets forming the Council's Conservation Guide and should be read, in particular, with the Conservation Area Guidance leaflet. Together, these leaflets will help residents make informed decisions about development to their properties and, so, help to preserve and enhance the Conservation Area's special character.

PRITTLEWELL'S SPECIAL INTEREST

History
The former medieval village of Prittlewell is on the south slope of the gentle valley formed by Prittle Brook. It is centred on St Mary's Church at the "T" junction of ancient roads - East Street / West Street and North Street which formed the village's medieval market place. North Street led to Rochford and is now the northern section of Victoria Avenue.

Until the late 19th century, Prittlewell and Leigh, three miles to the west, were the principal settlements in what is now the Borough of Southend. "South End", first recorded in 1481, originated in a group of farms at the southern end of the lands belonging to Prittlewell Priory. From the mid 18th century this settlement slowly developed in response to an increasing barge trade with London, oyster cultivation on the foreshore and especially the new fashion for sea bathing. For much of the 19th century South End remained a small resort. But from about 1870, the pace of development quickened and by the end of the century Southend's rapid expansion had absorbed the village of Prittlewell in a large urban area. Although subsequent changes have harmed Prittlewell's character, its historic importance for Southend give it special interest. This can be summarised as:

- Prittlewell is an example of an evolving medieval village.
- Prittlewell has links with Prittlewell Priory and its history.
- Prittlewell is closely linked with Southend's development history.
- Prittlewell is likely to contain archaeological evidence of Southend's past.

The first settlement at Prittlewell may have been a 6th century Saxon village, possibly close to the present St Mary's Church. The Church still contains part of a 7th century arch, evidence of a Saxon Church from which the present Church developed in the 12th century. But no other above-ground evidence remains from this period. A Saxon burial ground to the north has also been discovered east of Priory Park.

Buildings in East Street enclosing the churchyard. Only one of these now remain.
St. Mary's is the only church in the locality mentioned in the Domesday Book of 1086, and suggests Prittlewell's local importance. In the early 12th century, lands at Prittlewell were granted to the Cluniac Priory at Lewes to establish a new priory north of Prittle Brook. A market was granted to the village in the 13th century, evidence of its local importance, and this continued until the late 16th century when it may have been transferred to Rochford.

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The Priory was suppressed in 1536 along with many other religious houses around the country, and seems to mark a turning point for the village. After the mid 16th century Prittlewell appears to have had little outward expansion, although some new buildings were erected during the period. Of those which survive, 60 East Street dates from the 19th century and 37-41 West Street from the late 18th or early 19th century. The brick frontage of 30 East Street is also 18th century, but it may conceal an older timber framed building. Nevertheless, an annual Fair is recorded at Prittlewell in the 17th century to suggest some continuing local importance.

Prittlewell began to expand as the 19th century progressed. Almshouses built by the village rector in about 1870 remain at the corner of North Road and West Street. Schools are recorded in the village from the medieval period. Southend's oldest surviving school, St. Mary's, originated in Prittlewell as the Church school. Established in 1727 in cottages at North Street (now demolished), it moved to the site in East Street in 1868 where the original building remains. The new railway and Prittlewell Station also encouraged development in East Street. But by the end of the 19th century and the early 20th century, Southend's rapid expansion had overtaken Prittlewell and absorbed the former village into a large urban area. It also resulted in the demolition of many of the village's medieval buildings and replacement by Victorian, Edwardian and later developments.

Victoria Avenue south of East Street - West Street was constructed in 1889 to link Prittlewell with the centre of Southend. A number of buildings including the original Blue Boar were consequently demolished and the present Blue Boar was built at the new road junction. Subsequent widening of Victoria Avenue resulted in the demolition of all the original village buildings on the east side of the road as far north as Prittle Brook. The west side of Victoria Avenue north of West Street has also been altered with a number of late Victorian and early twentieth century replacement buildings such as the Golden Lion (c.1890) and the Spread Eagle (1925).

Whilst much of the medieval village has disappeared, archaeological evidence of its old buildings and society is likely to remain below ground and in its remaining buildings. It is especially important that the area's archaeology is safeguarded.