



Coventry City Council

City of Coventry Local List of Heritage Assets – nomination form

Name and location of your candidate heritage asset (if necessary, please provide a photograph and a map showing its location):

9 North Avenue, Stoke Park, Coventry.

1. **WHAT IS IT?** Is it one of the following? (select one):

- a building or group of buildings
- a monument or site (an area of archaeological remains or a structure other than a building)
- a place (e.g. a street, park, garden or natural space)
- a landscape (an area defined by visual features or character, e.g. a city centre, village, suburb or field system)

2. **WHY IS IT LOCALLY VALUED?** Indicate what is it about the asset that provides its interest, and why it is valued locally. Please complete one or more of these categories.

Evidence: It is an important resource for understanding and learning about the area's history. This might include *archaeological interest* firm evidence of potential to reveal more about the human past through further study.

The house is an essential part of Coventry's industrial history for reasons outlined below.

Historic: It is important to understanding an association with a person, event, episode of history, or local industry. This might be an *illustrative interest* (it illustrates an aspect of the area's past that makes an important contribution to its identity or character), or an *associative interest* (it connects us to people and events that shaped the identity or character of the area).

The house was owned by Siegfried Bettmann who founded Triumph, one of the great names in Coventry's motoring history. He lived there until his death in 1951. The house is an essential link to the city's industrial past and to its social history. Bettmann helped build Coventry's reputation as motor city but, German born, he was ostracised at the outbreak of World War I and died in obscurity. The house is one of the very few (if not only) homes of the early giants of the car industry remaining in Coventry.

Artistic: It makes an important contribution to the positive look of the area either by design or fortuitously. This might include *artistic interest* (it includes artistic endeavour to communicate meaning or use of design (including landscape design) to enhance appearance) or *architectural interest* (an example of an architectural style, a building of particular use, a technique of building, or use of materials).

The house is a wonderful example of Victorian suburban architecture. It stands near the entrance to Stoke Park, arguably the most attractive conservation area in the city. The small estate was created c 1860 and still has a semi-rural feel with mature trees and tall hedges, and substantial and handsome homes. The Bettmann house is one of the finest examples and inside are many striking original features, including an unusual mural. An unsympathetic development would be a terrible loss to the city

Community: It is important to the identity, cohesion, spiritual life or memory of all or part of the community. This might include *commemorative or symbolic interest*, that reflect meanings of a place for the people who relate to it.

The house is a landmark to local people, but it's more than that. In October 2015 the community came together to have a blue plaque made and mounted at the property to mark the Bettmann connection. They were supported by the Coventry Society and Triumph Motorcycles. The plaque was unveiled by Lord Mayor Cllr Hammon who said: "I hope this house finds a worthy owner. Now it has this blue plaque, it has to be preserved." The community know their area has a rich history. Last year they succeeded in a campaign to restore the Joseph Levi Memorial Clock in Stoke Green and they see the Bettmann house as a key element in the story of their area.

3. WHAT ELSE COULD MAKE ITS LOCAL SIGNIFICANCE SPECIAL? Indicate why any of the following features make the heritage significance of the asset stand out above the surrounding environment:

Age ... Is it particularly old, or of a date that is significant to the local area?	It's one of the original properties built when Stoke Park was created in c 1860 and as such it is highly significant to what is now a conservation area.
Rarity ... Is it unusual in the area or a rare survival of something that was once common?	As the one-time home of one of the men who made Coventry's reputation as Motor City, it is exceedingly rare. Few if any homes of that generation of industrial giants remain in the city.
Integrity ... Is it largely complete or in a near to original condition?	It's been used as council offices for years but it is very close to the building that Bettmann would have called home. Many of the original features are still intact.
Group value ... Is it part of a group that have a close historic, aesthetic or communal association?	Stoke has a long and rich history attested to by a number of structures and buildings - the "duel" monument in Gosford Green, Jabet's Ash, the Joseph Levi Clock in Binley Road, the conservators' monument near Brays Lane, the stocks near the Bulls Head pub, and the Bettmann house. The local community is very proud of these historical associations.
Coventry's identity ... Is it important to the identity or character of the city or a particular part of it? (see the Local List Criteria)	The house is a vital part of the story of Coventry's development - that crucial period when it went from being still largely a quiet backwater, to very quickly becoming one of the most important industrial centres in the country. Bettmann was a key figure and his home should be protected to tell his - and Coventry's - story.
Other ... Is there another way you think it has special local value?	The local community values their area's history. As part of the Joseph Levi clock campaign we produced a special local history pack for use in junior schools in the area. They were well received by the teachers because they addressed the national curriculum. We also conducted assemblies at the schools to bring the history of the clock and the area to life. The opportunities for using the Bettmann house in a similar way to instill pride in the area for the future are obvious.

Please send the completed form to heritage@coventry.gov.uk