

# CASTLERING ARCHAEOLOGY

REPORT NO.296

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**PENMORFA HOTEL**

**(FORMERLY GOGARTH ABBEY HOTEL)**

**ABBAY ROAD**

**LLANDUDNO**

**SH 76960 82250**

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**LEVEL 2**

**HISTORIC BUILDING RECORDING**

**JUNE 2008**

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**LEVEL 2 HISTORIC BUILDING RECORDING**

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**CONTRACTED BY:  
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## SYNOPSIS

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This report contains the results of Part 1 of a two-part programme of archaeological work to be undertaken on the site of the Penmorfa Hotel, Llandudno, formerly known as Gogarth Abbey Hotel. The Planning Application to develop the site by retaining the 1860s core of the existing building complex was revised in 2008 when, following a structural report, engineers deemed the 1860s unsuitable for retention. In May 2008, Conwy County Borough Council Planning Services agreed to the programme of demolition. In consequence the current report forms Part 1 of the prescribed archaeological work being a programme of building recording within the guidelines of RCHME Level 2 survey in order to provide a record of the Penmorfa Hotel prior to demolition. Part 2, the watching brief, to establish and preserve by record the nature of any archaeology which may be present within the study area will follow during future ground works associated with the site development.

Despite undergoing several major changes over the years, the core of the hotel complex is the original family house built by the Reverend Henry Liddell, Dean of Christ Church College, Oxford, famous for being the father of Alice Liddell, the inspiration for Lewis Carroll's 'Alice'. The hotel is consequently of considerable local interest.

In 1861, the Dean built his holiday home in the Gothic style advocated by Pugin and Ruskin with steep pitched roofs covered in Welsh slate. Cut into the bank on the east side, Liddell's house comprised a four storey front elevation with five storeys to the rear built by local architect John Copley Moore.

Penmorfa remained the holiday home for the Liddell family until 1873 when it was sold to the Reverend Robert Taylor, a Vicar. By 1890, it had become the 'Gogarth Abbey Hotel'. By 1913, the semi-detached houses built to the south of the hotel in the late 19<sup>th</sup> century were linked to the hotel by a five storey building constructed in mock-Tudor style with timber gables to emulate the frontage of the semis. In 1936, the Dining Room was added to the west side at basement and ground floor level.

Penmorfa has not fulfilled the current criteria for Listed building status by Cadw: Welsh Historic Monuments, nevertheless the building is considered to be of local historical, architectural and archaeological interest, occupying a prominent location along the west shore. The boundary of the site is consistent with that of land leased by Liddell from Mostyn estates.

Despite recent local opinions about the building, it has to be stated that the 1860s house has undergone so many changes over the years that, other than the staircase, some of the panelled doors and the quarry tiled area above the servant's staircase, there is nothing left inside the house that related to its occupation by the Liddell family. Externally the appearance has been radically altered by the removal of the central entrance and the addition of buildings on the north and south sides. Access to these 20<sup>th</sup> century additions has required breaking through the north and south walls of the 1860s house at all levels. This has presumably weakened the structure. The successive owners since the building became a hotel have cosmetically altered the exterior and interior.

The most attractive feature of the surviving house is perhaps its distinctive Gothic-style roofline. This is to be emulated in the new building proposed by the developers. The developers will also incorporate a plaque into the building in recognition of the past history of the site.

A photographic record of the building has been made 35mm and digital format and the current work has ensured that a record has been made of the buildings in their present state, prior to development of the site.

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### Abbreviations:

HER	Historic Environment Record
OS	Ordnance Survey
PRN	Primary Record Number
RCHME	Royal Commission on Ancient and Historic Monuments, England
RCAHMW	Royal Commission on Ancient and Historic Monuments, Wales
SMR	Sites and Monuments Record

## 1. INTRODUCTION

1.1 In April 2006, planning permission associated with application Ref. No. 0/3036 was granted by Conwy County Borough Council to demolish part of the existing Penmorfa Hotel, Abbey Road, Llandudno, formerly known as Gogarth Abbey Hotel, and erect extensions to form residential apartments and construct a car park. The hotel is sited below the southwest corner of the Great Orme massif, Llandudno, adjacent to the west shore (Fig. 1 below; SH 76960 82250).

PRN 24721



Fig. 1

### Historical interest of the hotel

1.2 The hotel itself, despite undergoing several major changes over the years, has at its core, the original family house built by the Reverend Henry Liddell. Rev. Liddell is famous for being the father of Alice Liddell, the inspiration for Lewis Carroll's 'Alice'. The hotel is consequently of considerable local interest.

### Previous archaeological assessment

1.3 The archaeological and historical background of the site had been examined in an archaeological assessment carried out in June 2002 by Engineering Archaeological Services Ltd. (Report no. 2002/17) in advance of a previous proposed development at Gogarth Abbey Hotel (Planning application number 0/25186). The report had identified several areas of historical and archaeological interest. These include:

- (i) a shell midden located behind the north-west corner of the proposed development and
- (ii) the potential for the survival of below-ground deposits relating to local post-medieval copper mining and earlier human activity, sealed below the building platform on which the hotel sits

The 2002 assessment made the following recommendations:

- (i) any excavation undertaken as part of the development must be inspected by a suitably qualified archaeologist to record any deposits of archaeological significance that may be disturbed.
- (ii) care must be taken behind the hotel to avoid any damage to the natural hill slope and any archaeological deposits it may contain.
- (iii) the shell midden must be protected by increasing the height of the dry stone wall in front of it.

#### **2006 Mitigation strategy**

1.4 The results of the 2002 assessment form the basis for prescribed archaeological work drawn up by Gwynedd Archaeological Planning Service (Ref. D940; June 1<sup>st</sup> 2006; Appendix 3) to mitigate the impact of the proposed development.

The Planning Service recommended:

- (i) Buildings recording within the guidelines of RCHME Level 2 survey comprising a photographic survey of Penmorfa Hotel prior to any demolition works, including fixtures and fittings which may be associated with the period of occupation by the Liddell family together with measured plans & building description as appropriate.
- (ii) a comprehensive archaeological watching brief to be maintained during non-archaeological below-ground excavation.

A project design (Appendix 4) for the prescribed archaeological work was submitted by Castlering Archaeology at the request of Mathew Anwyl, Anwyl Construction Company Ltd. and approved by Gwynedd Archaeological Planning Service in June 2006.

#### **2008 Planning Developments**

1.5 During 2006-7, the post-1860s additions to the property were demolished. Subsequent examination of the fabric of the standing building by structural engineers has deemed it unsuitable for retention. Anwyl Construction Company Ltd now seeks to demolish the Penmorfa Hotel in its entirety on the grounds that it is unsafe. In May 2008, Conwy County Borough Council Planning Services agreed to the programme of demolition.

1.6 In consequence the current report forms Part 1 of the prescribed archaeological work only. The report comprises the programme of building recording within the guidelines of RCHME Level 2 survey undertaken between June 2006 and January 2007 in order to provide a record of the Penmorfa Hotel prior to demolition.

1.7 Part 2, the watching brief, to establish and preserve by record the nature of any archaeology which may be present within the study area will follow during future ground works associated with the site development.

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## **2. BUILDING RECORDING METHODOLOGY**

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2.1 A photographic record has been made of external and internal elevations of the building in 35mm and digital format, as far as these aims are possible. The photographic record includes the staircase which is considered to be associated with the period of occupation by the Liddell family together with later refurbishments to the house. General shots have been taken to place the building in its setting. A selection of the photography is included

for illustration in the report and the full photographic archive will be deposited at the RCAHMW, Aberystwyth together with a copy of the report in order to preserve by record the existing building on site.

2.2 The building plans and elevations by TACP are included as Appendix 1 with permission from Anwyll Construction Company Ltd.

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### 3. HISTORIC BACKGROUND OF THE BUILDING

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3.1 The desk-based assessment undertaken by Engineering Archaeological Services Ltd. in 2002 has researched the nature, extent and degree of survival of archaeological sites, structures, deposits and landscapes within the proposed development area and its immediate environs. The background history of this report deals only with the development of the building and its association with the Liddell family. The author is indebted to Mr Ivor Wynn-Jones (deceased) for permission to include information from his research; printed material together with conversations at Penmorfa in the summer of 2006.

3.2 In 1861, after several family holidays in the area, the Reverend Henry Liddell decided to lease a plot of land on the north shore from Mostyn estates to build a second home. The 'four storey house of red glazed bricks' which were transported from Ruabon (Wynn-Jones 2002) was built by local architect John Copley Moore. Liddell was the Dean of Christ Church College, Oxford and named his house 'Penmorfa'. Liddell's holiday home forms the core of the existing building.

3.3 Despite the information recorded on the White Rabbit statue erected in 1933 on the north shore which refers to Lewis Carroll's inspiration to write *Alice in Wonderland* after his ramblings along 'this very shore' with Alice Liddell, there is no evidence that Lewis Carroll (Charles Dodgson) ever visited Llandudno. There is no doubt that Alice was the inspiration for his book, however. The Reverend Charles Dodgson was a friend of the Liddells and their children during his time as a mathematics lecturer and librarian in Oxford. The story was apparently first recounted when Alice was 10 and taken with her sisters on a boat trip by Dodgson on the River Isis. Alice was born in 1852 making her eleven years old when *Alice in Wonderland* was written in 1863 (published 1865).

3.4 The information recorded on Fig. 2 following was given to the author in 2006 by Ivor Wynn-Jones. The information reputedly came from Alice Liddell's papers and shows the room layout in the house in the 1860s period. Alice's room was on the top floor on the southeast corner of the house. Harry was her elder brother and Ina, Edith and Rhoda were her sisters. In addition to the rooms identified in Fig. 2, there was a schoolroom for the children at the back of the house.

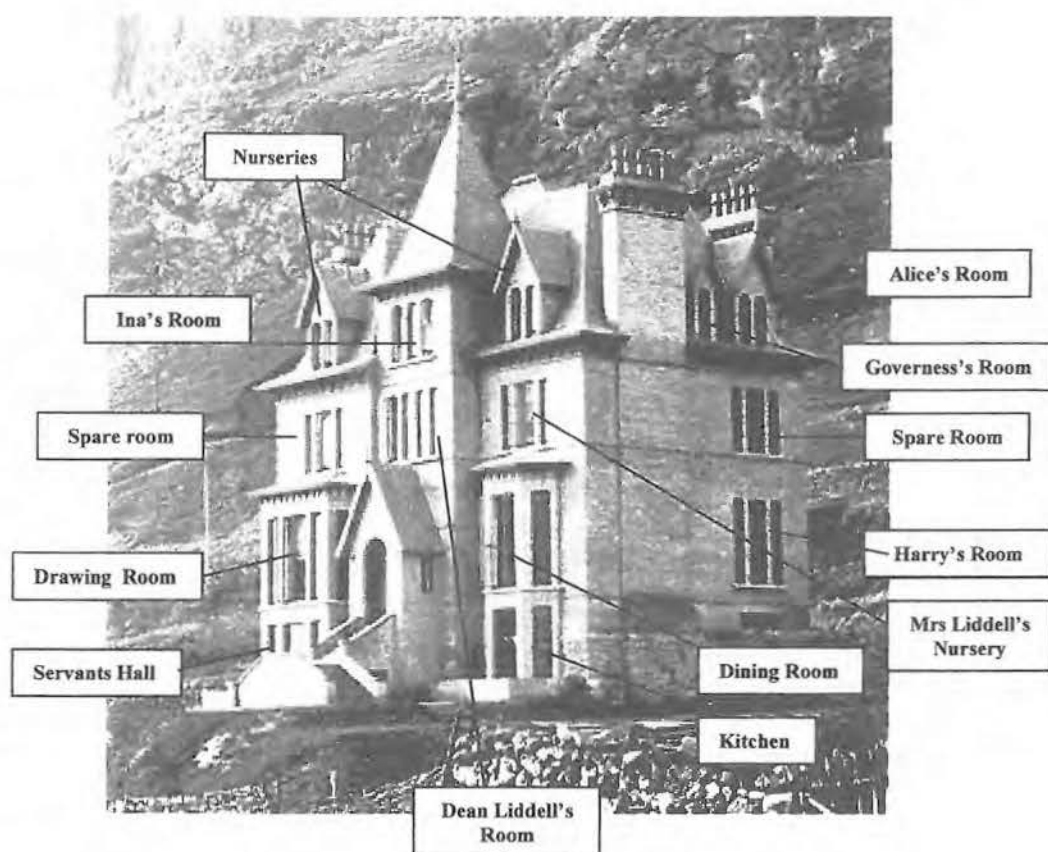
3.5 Penmorfa remained the holiday home for the Liddell family until 1873 when it was sold to the Reverend Robert Taylor, Vicar of Warthill, near York for the sum of £2,000.

3.6 The 1890 OS map records the site as 'Gogarth Abbey Hotel' (Fig. 3). The building was converted to a hotel by a Mr Dutton who also owned the Castle Hotel, Conway. The 1900 OS map (Fig. 4) records the hotel and a pair of semi-detached houses on the site known as Belorne and Berthddu. The body of the hotel remains the same with only a minor outbuilding added to its rear/ north elevation. By 1913, the semi-detached houses have been linked to the hotel, which itself has had a minor extension to its front / south elevation. In 1936, the Dining Room was added to the west side at basement and ground level (Wynn-Jones pers comm.).

3.7 When Dutton went bankrupt, a Miss Grace Mackintosh took over and continued to manage the hotel into the post-war period (Wynn-Jones pers comm.). By the 1950s, the hotel has reached its current extent (XS/2224/19/7). The hotel appears to have had a run of fairly unsuccessful owners throughout the second half of the 20<sup>th</sup> century resulting in its material decline.

3.8 Photographic evidence of the hotel mainly deriving from the 1930-40s period is included in Wynn-Jones 2002 and deposits at Llandudno Library Local Studies Section.





**Fig. 2 Penmorfa / Golgarth Abbey Hotel – 1860s room layout**

(information provided by Ivor Wynn Jones, June 2006)



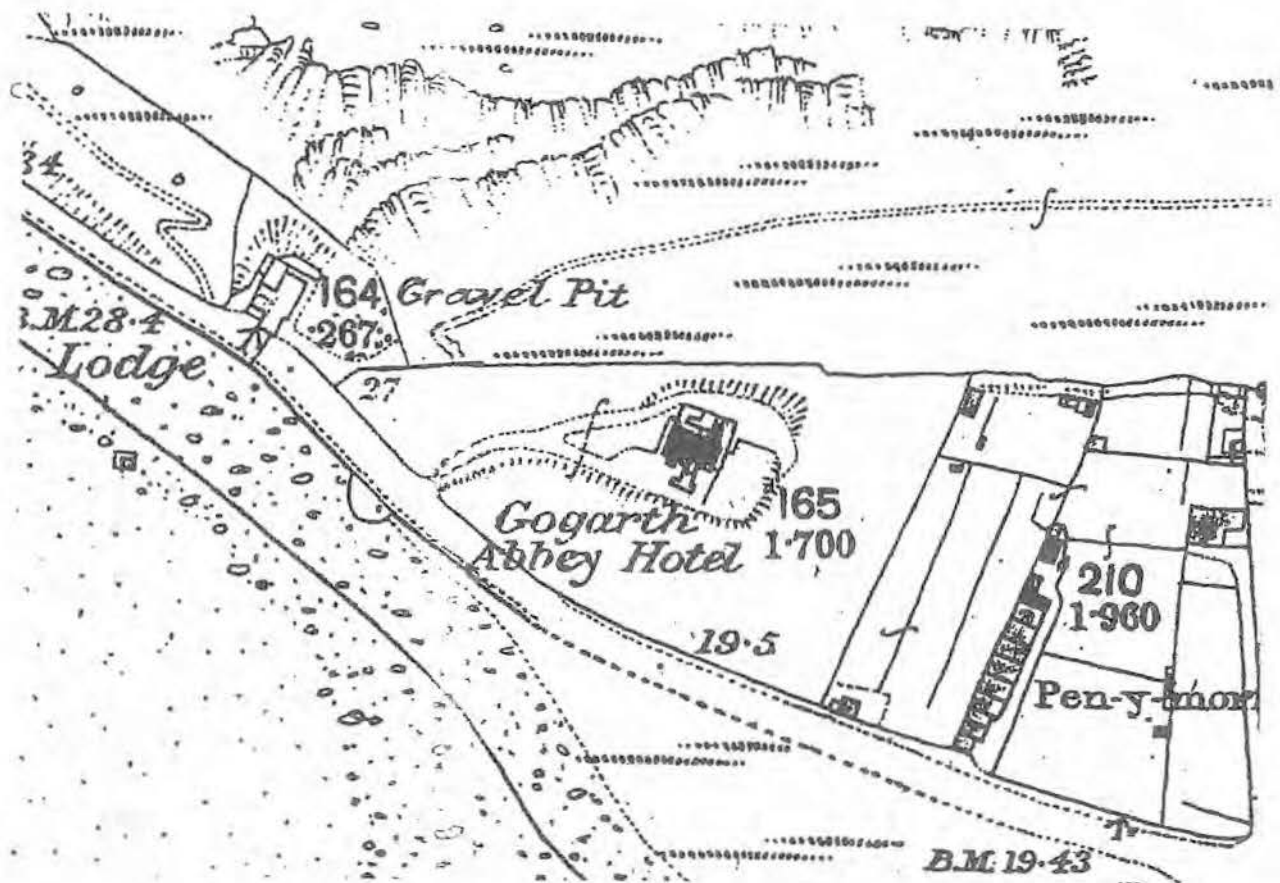
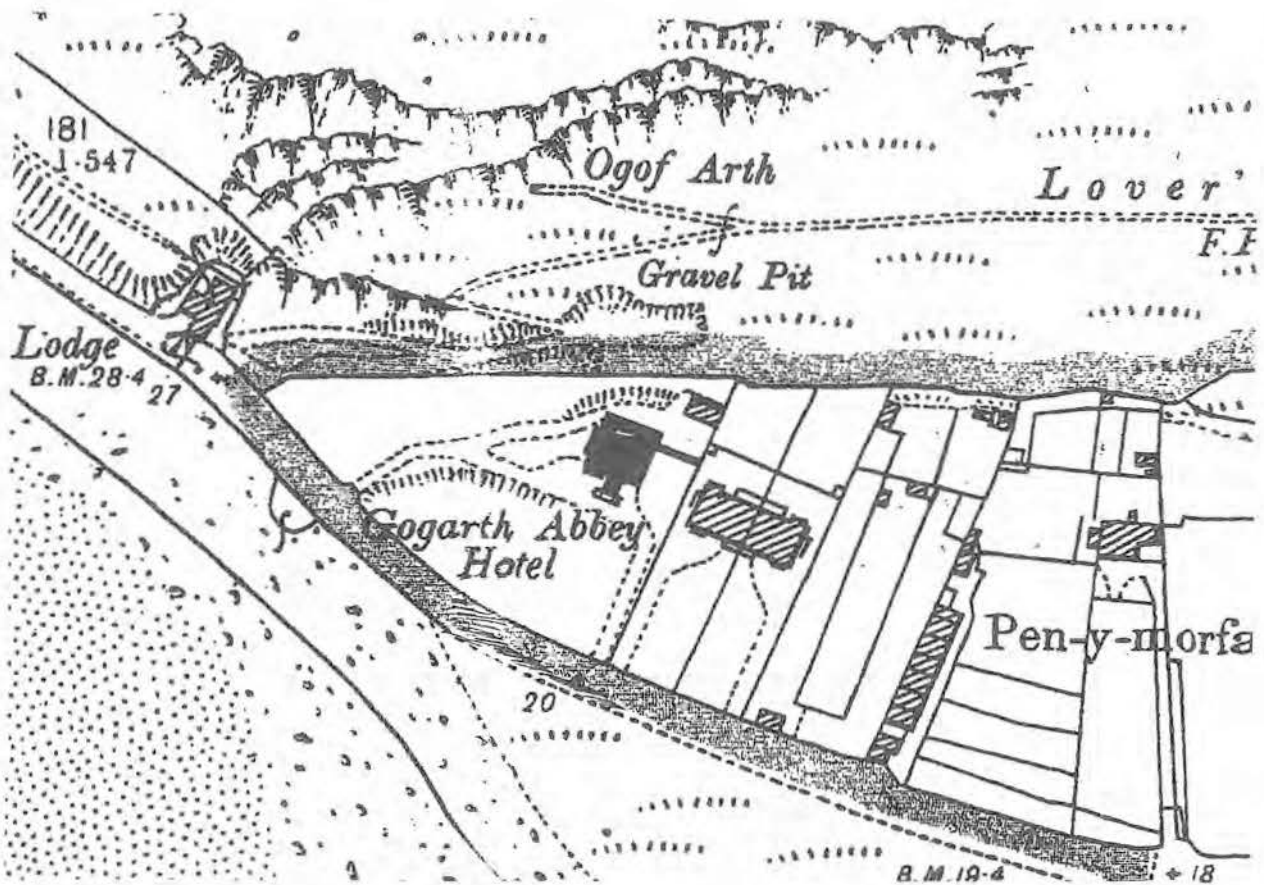


Fig 3 above: 1890 first edition OS map. *Not to scale*

Fig. 4 below: 1900 second edition OS map. *Not to scale*



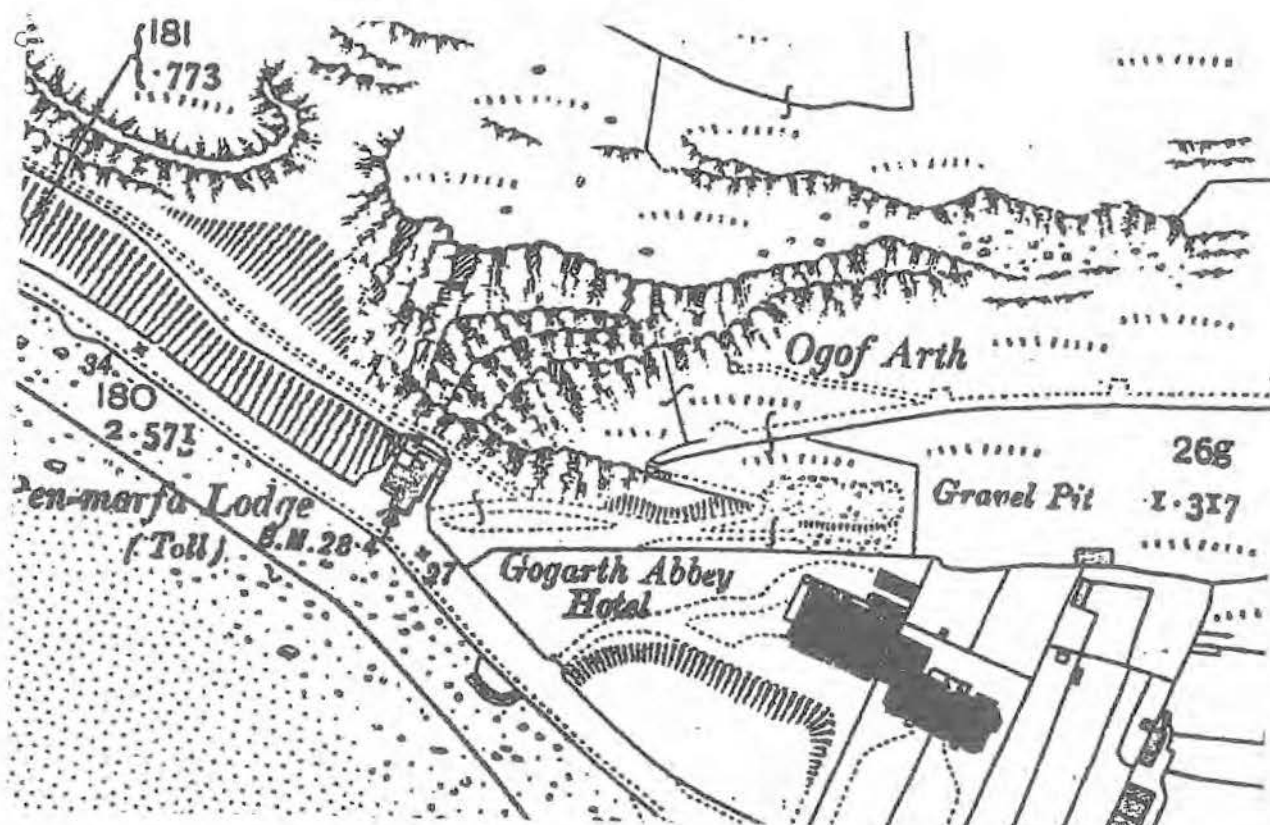
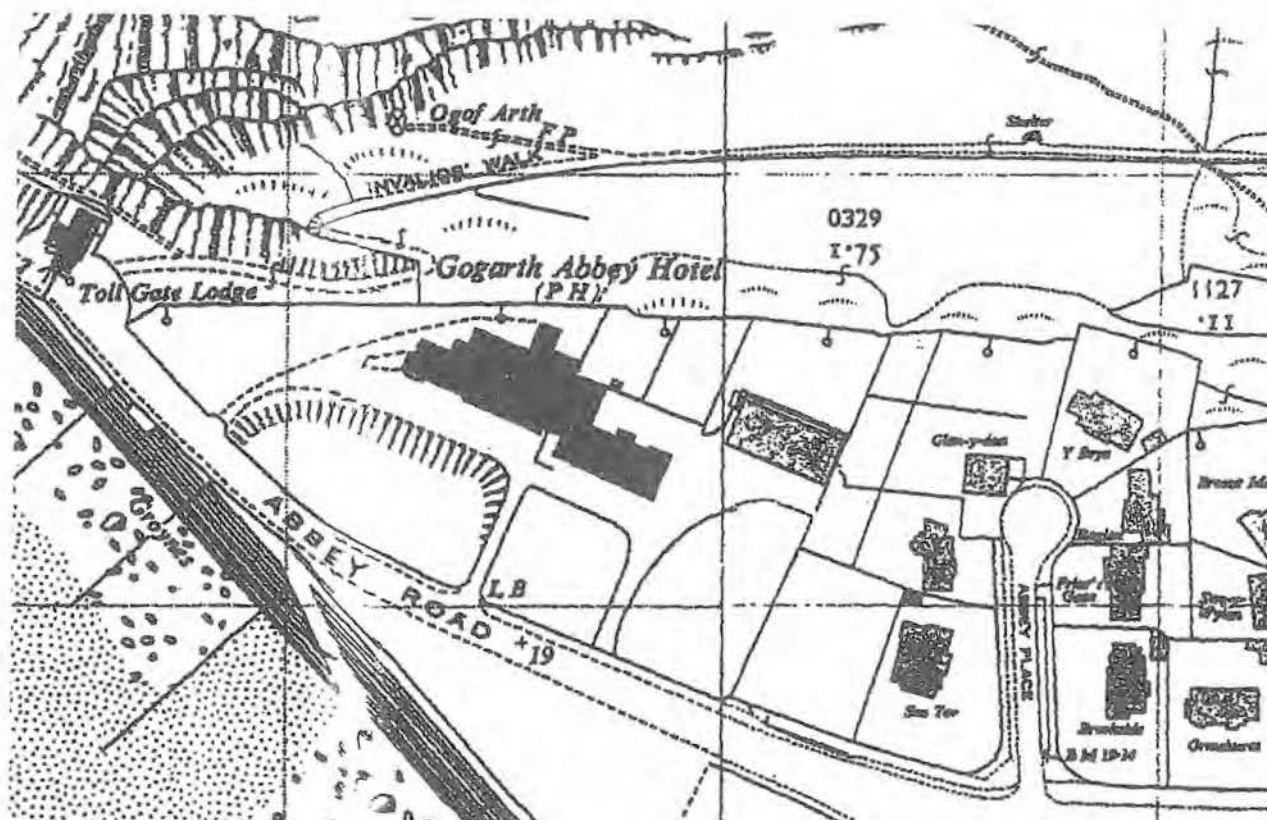


Fig 5 above: 1913 edition OS map. *Not to scale*

Fig. 6 below: 1960s OS map. *Not to scale*



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#### 4. THE EXISTING BUILDING

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4.1 Reverend Liddell was clearly familiar with current architectural trends in the 1860s period. The Gothic style advocated by Pugin (1762-1832) and Ruskin (1819-1900) aimed to glorify the medieval past which was perhaps erroneously believed to be more socially and morally just. The Gothic style had also been widely adopted for churches and vicarages throughout the mid 19<sup>th</sup> century.

4.2 In 1845 and 1851 respectively, the removal of the duty on glass and tax on the number and size of windows made the use of large bay windows increasingly popular. The repeal of the brick tax had also reduced the cost of house building. The development of the railway network allowed the transportation of building materials from region to region. Liddell's house used the red terracotta facing bricks produced by J.C. Edwards and Henry Denis in Ruabon, Denbighshire, which are now only visible on the gateposts and front wall (Plate 2).

4.3 Following these changes, houses in general could be built taller and grander. Cut into the bank on the east side, Liddell's house comprised a four storey front elevation with five storeys to the rear. The house could accommodate the kitchen, scullery, larder and storage in a semi-basement area which had windows on the west side. The design was in line with the movement towards increased ventilation and light for cellar areas to improve hygiene and avoid dampness, as advocated in the 1848 Health Act. The steep pitched roofs covered in Welsh slate with terracotta ridge tiles provided attic rooms lit by two-pane dormers. The building has four brick chimneys rising above the roofline.

4.4 The brickwork has subsequently been rendered but the extent of the 1860s house is clear. The c.1900 pair of semi-detached houses; the c.1913 link building and the 1930s Dining Room all have distinctive architectural styles which contrast with Liddell's Gothic style house.

4.5 The two large semis are aligned north-south below a continuous slate roof line with dormers to the rear (Plate 6). The two-storey end bay windows are surmounted by mock-Tudor timber framed gables. The mock-Tudor timber front and gable is emulated on the five storey c.1913 link building, which connects the former 1860s house to the semis. When the link building was constructed a three-bay addition in similar mock-Tudor style was added to the north side of the 1860s house (Plate 5). North of the house, the two-storey Dining Room added in 1936 has a series of 6-pane openings at ground floor level below a flat roof.

4.6 Internally, little survives of the plan of the 1860s house at basement or the upper floor levels. Only the ground floor layout can be compared with the original plan. Liddell's front door reached by the external staircase seen in Fig. 2 *previous* has been replaced by the large window that gives views out to the bay. The steps have been removed and the current access is via the 1930s extension. The wide entrance hall would have given an air of grandeur with views towards the mahogany staircase with turned newels and balusters (Plates 7 & 8). The hall and stairs are contained in the four-storey front bay surmounted by the central turret.

4.7 In June 2006, the hall was lined with a series of fine painted wooden panels depicting local townscapes, seascapes, ecclesiastical, agricultural, pastoral and crowd scenes (Plates 11-16). The paintings are by Buckley Ousey, a local artist. The paintings, which date from the 1880s/90s period, were apparently bought in 1936 from an auction in Trefriw (Wynn Jones pers comm.). The panels were removed by the last owner, Mr. Shelton Fernando. Elsewhere removal of wallpaper showed that all walls are plastered and dividing stud walls of lath and plaster suggest the sub-division of the 1860s rooms is contemporary with the construction of the link building by 1913.

4.8 The current Drawing room / lounge (Liddell's Dining Room) is accessed via a panelled door leading south off the hall. The room is lit by three vertical windows with fixed panes that form the bay. The room has a stone and brick fireplace, the material of which is similar to the larger fireplace in the south wing of the hall (Plates 24 & 11). Both fireplaces appear to have been added in the early 20<sup>th</sup> century period. The opposing room which was Liddell's Drawing Room, also with bay window, was incorporated into the large Dining Room in 1936.

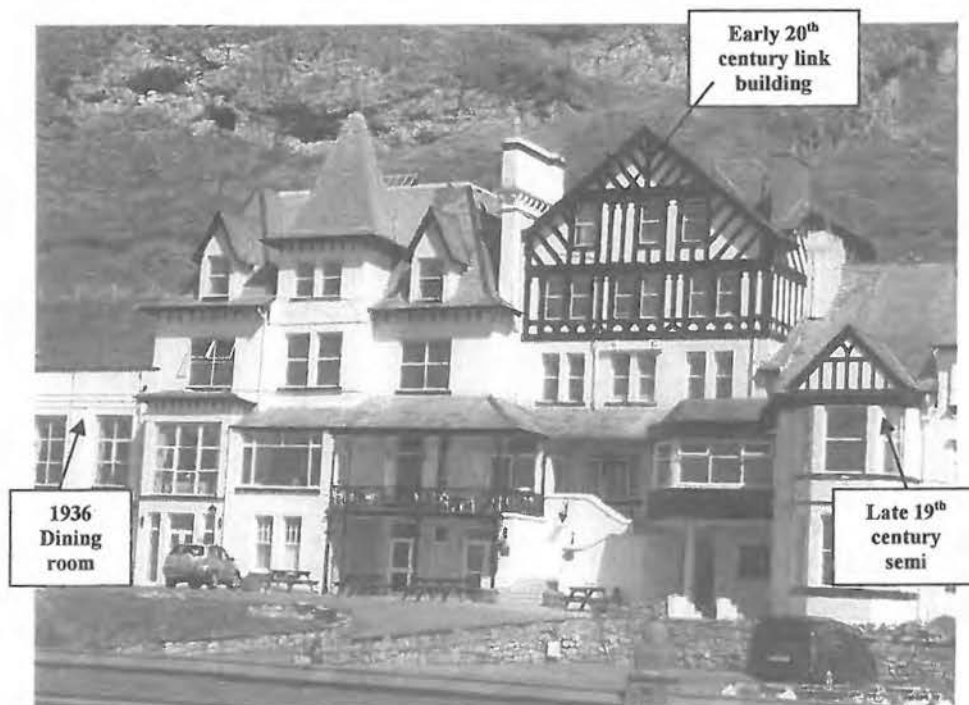


**Plate 1 above:** Penmorfa, view from the south across the west shore road

**Plate 2 below:** South elevation and Ruabon-red brick front wall







**Plate 3 above:** Liddell's 1860s Penmorfa in mock Gothic style; the core of the existing building

**Plate 4 below:** View from the north with the Dining Room added in 1936 masking the north elevation of Liddell's house.





**Plate 5 above:** Penmorfa rear elevations with 'Gogarth Abbey Hotel' emblazoned on the early 20<sup>th</sup> century link building in mock Tudor style

**Plate 6 below:** Rear and south elevations, viewed from the east





**Plate 7 above:** The hall and staircase are the best preserved features of the 1860s house

**Plate 8 below:** Mahogany staircase from top of first flight







**Plate 9 above:** View from staircase towards the former entrance hall and window which replaced Liddell's main front entrance.

**Plate 10 below:** South wing of the existing L-shaped hall; doors through to link building





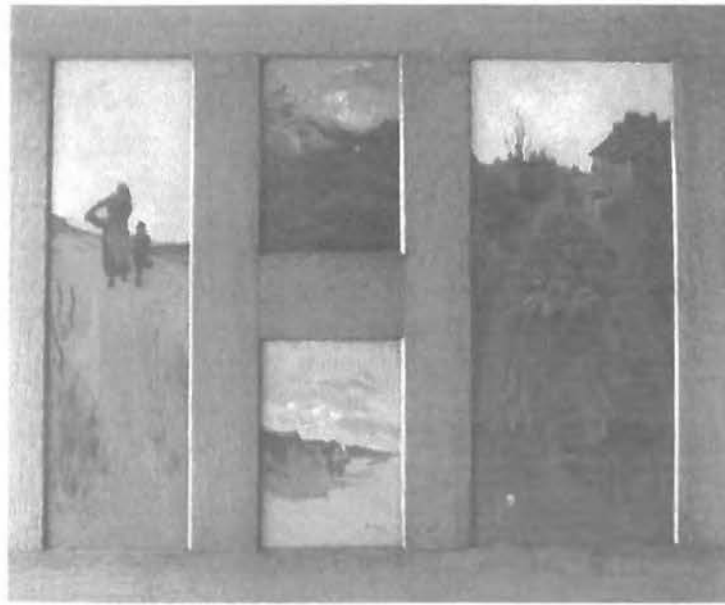
**Plate 11: South wing of the hall, view from the south**



**Plate 12: Painted panels added to the hall in 1936**

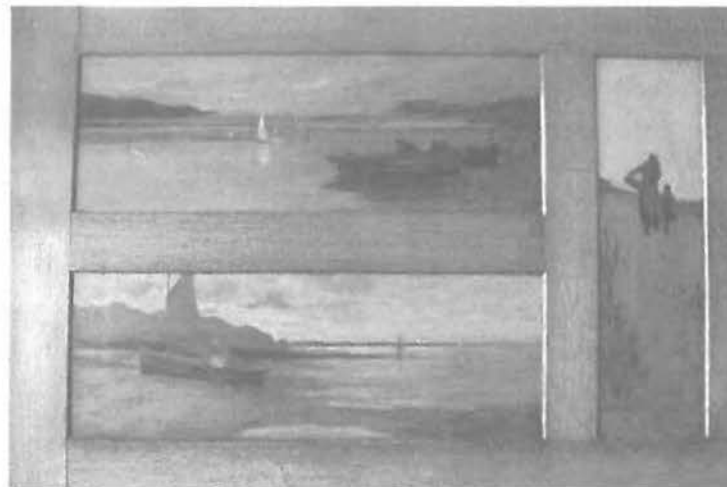
**Plate 13 below:**





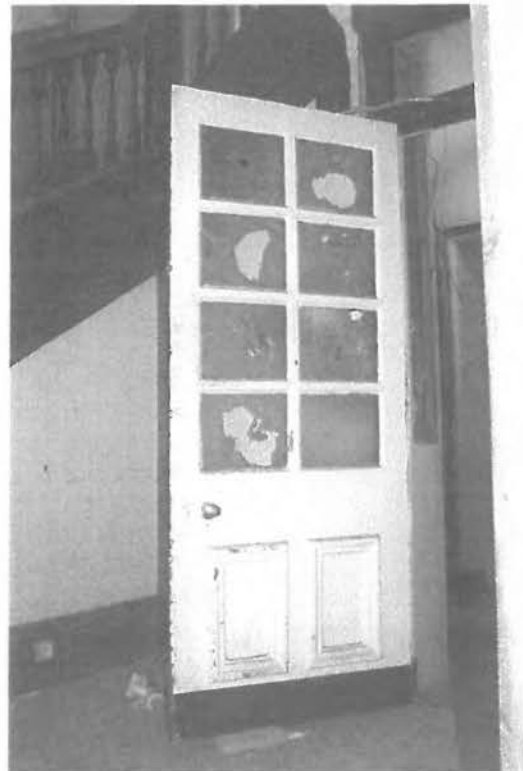
Plates 14, 15 & 16:

The late 19<sup>th</sup> century paintings added to the hall c.1936





**Plate 17: Staircase & hall floored with  
4" wide pine boards**



**Plate 18: Original panelled door from  
hall to rear staircase**

**Plate 19: Rear concrete staircase – renewed**



**Plate 20: Basement panelled door**





**Plate 19: First to second floor staircase**



**Plate 20: Corner chimney breast exposed**

**Plate 21: Attic Room (1)**



**Plate 22: Attic Room (2)**





Plate 23: Attic room (3)



Plate 24: Front lounge fireplace -renewed

Plate 25: The verandah added in the early 20<sup>th</sup> century when the main entrance was moved



**Demolition of the adjoining buildings, January 2007**



**Plate 26 *above*: Penmorfa front / west elevation**

**Plate 27 *below*: North & west elevations**



**Plate 28 *below*: Rear / east elevation**







**Plate 29 *above*:** East and south elevations

**Plate 30 *below*:** South elevation



4.9 The service areas were separated from the family areas by the door to the south side of the staircase (Plates 7 & 18). The door leads to a 6" quarry tiled floor passage from where a renewed dog-leg staircase to the service areas below (Plates 19 & 20).

4.10 Few internal fittings survive other than the mahogany staircase and two panelled doors. The open-well staircase rises from ground to second floor (Plate 19), from where a narrow dog-leg staircase leads to the attic. Panelled doors in varying styles dominated the mid-19<sup>th</sup> century period and the use of glass in the upper panels to let light into passage areas was common. Removal of the hall carpet when the property was vacated revealed a floor of machine-cut pine boards (Plate 17) which were also used on the floor above. The pine boards are unlikely to have been the exposed floor in the 1860s period. The floor may have been covered with parquet flooring or encaustic tiles, although there is no surviving evidence of either.

4.11 The layout and architecture of the upper storeys has been radically altered over the years. There is no evidence of any features associated with the occupation of the house by the Liddell family. Only a few features at attic level show the individual design of the buildings (Plates 19-21).

4.12 The 1860s house was presumably lit by gas but there is no surviving evidence of this. The remains of a corner chimney breast in one of the first floor rooms are the only evidence that the upper floors were heated by coal fires. The cast iron grates which doubtless heated the upper rooms in the 1860s period have long since been removed.

#### 2007/2008 Demolition works

4.13 In January 2007, the site was visited during the demolition of the buildings to either side of the original 1860s Penmorfa. The removal of the buildings on the north and south sides of Penmorfa exposed the extent of the original building once more (Plates 26 - 30).

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## 5. DISCUSSION

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5.1 Penmorfa has not fulfilled the current criteria for Listed building status by Cadw: Welsh Historic Monuments, nevertheless the building is considered to be of local historical, architectural and archaeological interest, occupying a prominent location along the west shore. The boundary of the site is consistent with that of land leased by Liddell from Mostyn estates.

5.2 Despite recent local opinions about the building, it has to be stated that the 1860s house has undergone so many changes over the years that, other than the staircase, some of the panelled doors and the quarry tiled area above the servant's staircase, there is nothing left inside the house that related to its occupation by the Liddell family.

5.3 Externally the appearance has been radically altered by the removal of the central entrance and the addition of buildings on the north and south sides. Access to these 20<sup>th</sup> century additions has required breaking through the north and south walls of the 1860s house at all levels. This has presumably weakened the structure.

5.4 The successive owners since the building became a hotel have cosmetically altered the exterior and interior.

5.5 The most attractive feature of the surviving house is perhaps its distinctive Gothic-style roofline. This is to be emulated in the new building proposed by the developers (Fig. 7 *overleaf*). The developers will also incorporate a plaque into the building in recognition of the past history of the site.



**Fig. 7 Proposed 'Penmorfa Court' development**  
(Anwyl Construction Company Ltd)

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## 6. ACKNOWLEDGMENTS

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6.1 Castlering Archaeology would like to thank Mathew Anwyl, Anwyl Construction Company Ltd. for contracting the work; Emily La Trobe-Bateman and Ashley Batten, Gwynedd Archaeological Trust for consultation; staff at Llandudno Library Local Studies Section and staff at Conwy Record Office, Llandudno.

6.2 Thanks are particularly due to Mr Ivor Wynne Jones of Llandudno, a founder member of the Lewis Carroll Society, for information provided in respect of Penmorfa. Mr Wynne Jones died in April 2007.

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## 7. SOURCES

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Jones, Ivor Wynne, 2002, *Llandudno, Queen of Welsh Resorts*. Cardiff: Landmark Collectors Library

RCHME, 2006, *Recording Historic Buildings – A Descriptive Specification*. 3<sup>rd</sup> edition.

Conwy Archives: Penmaenmawr photographic collection

### **Llandudno Library:**

Local studies folders

Photographs: CP92/18/27/36 & CP18/12/6, 1930s; CP92/18/27/2; CP18/13/7-8; CP92/18/15/24 & CP92/18/13/5, 1940s; 27/38 GAH c.1940; Rivers collection: XS/2224/19/7 c.1950s

1890 first edition 25" OS map, Caernarvonshire sheet 1.16

1900 second edition 25" OS map, Caernarvonshire sheet 1.16

1913 edition 25" OS map, Caernarvonshire sheet 1.16

1960s OS map Scale 1:2500, SH 7782

## APPENDIX 1

### LIST OF DRAWINGS

1.     EXISTING SITE PLAN           1:200   TACP; JULY 2004
2.     EXISTING BASEMENT & GROUND FLOOR PLAN  
                                      1:100   TACP; MAY 2005
3.     EXISTING FIRST FLOOR PLAN  
                                      1:100   TACP; MAY 2005
4.     EXISTING SECOND, THIRD & FOURTH FLOORS  
                                      1:200   TACP; JULY 2004
5.     EXISTING ELEVATIONS (1)   1:200   TACP; JULY 2004
6.     EXISTING ELEVATIONS (2)   1:200   TACP; JULY 2004

## APPENDIX 2

### Report No. 296 DIGITAL PHOTOGRAPHIC ARCHIVE

NO.	DESCRIPTION	VIEW FROM
1	Penmorfa Hotel, August 2006	southwest
2	Penmorfa	southwest
3	Penmorfa 1860s & c.1913 link buildings, front elevation	west
4	Penmorfa front / west elevations	west
5	North elevation	north
6	Rear / east elevations	northeast
7	Rear elevation	east
8	Rear elevations	southeast
9	Rear elevations	southeast
10	Front altered entrance	west
11	Penmorfa	north
12	Penmorfa	north
13	Interior: ground floor hall & staircase	west
14	Staircase to hall	east
15	Staircase to hall	east
16	Hall south wing	north
17	Hall south wing	south
18	Lounge / Parlour fireplace	north
19	1930s Dining room	west
20	Hall Painted wall panels	
21	Painted wall panels	
22	Painted wall panels	
23	Painted wall panels	
24	Painted wall panels	
25	Painted wall panels	
26	Painted wall panels	
27	Painted wall panels	
28	Painted wall panels	
29	Hall & staircase 2007	west
30	Hall & staircase 2007	west
31	Door to service areas 2007	west
32	Basement service area staircase	west
33	Basement service area door sample	west
34	First to second floor staircase	east
35	First floor corner chimney revealed	north
36	Attic room (1)	east
37	Attic room (2)	east
38	First to second floor staircase	east
39	Attic room (3)	west
40	Penmorfa, January 2007	west
41	Penmorfa, January 2007	west
42	Penmorfa, January 2007	west
43	Penmorfa, January 2007	north
44	Penmorfa, January 2007	north
45	Penmorfa, January 2007	east
46	Penmorfa, January 2007	east
47	Penmorfa, January 2007	south
48	Penmorfa, January 2007	south
49	Penmorfa, January 2007	east
50	Front altered entrance	west

## APPENDIX 2 DIGITAL PHOTOGRAPHIC ARCHIVE



1.JPG



2.JPG



3.JPG



4.JPG



5.JPG



6.JPG



7.JPG



8.JPG



9.JPG



10.JPG



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296 - B MONOCHROME PHOTOGRAPHIC ARCHIVE

NO.	DESCRIPTION	VIEW FROM
1	Penmorfa Hotel, August 2006	southwest
2	Penmorfa	southwest
3	Penmorfa 1860s & c.1913 link buildings, front elevation	west
4	Penmorfa front / west elevations	west
5	North elevation	north
6	Rear / east elevations	northeast
7	Rear elevation	east
8	Rear elevations	southeast
9	Rear elevations	southeast
10	Front altered entrance	west
11	Penmorfa	north
12	Penmorfa	north
13	Interior: ground floor hall & staircase	west
14	Staircase to hall	east
15	Staircase to hall	east
16	Hall south wing	north
17	Hall south wing	south
18	Lounge / Parlour fireplace	north
19	1930s Dining room	west
20	Hall Painted wall panels	
21	Painted wall panels	
22	Painted wall panels	
23	Painted wall panels	
24	Painted wall panels	
25	Painted wall panels	
26	Painted wall panels	
27	Painted wall panels	
28	Painted wall panels	
29	Hall & staircase 2007	west
30	Hall & staircase 2007	west
31	Door to service areas 2007	west
32	Basement service area staircase	west
33	Basement service area door sample	west
34	First to second floor staircase	east
35	First floor corner chimney revealed	north
36	Attic room (1)	east
37	Attic room (2)	east
38	First to second floor staircase	east
39	Attic room (3)	west
40	Penmorfa, January 2007	west
41	Penmorfa, January 2007	west
42	Penmorfa, January 2007	west
43	Penmorfa, January 2007	north
44	Penmorfa, January 2007	north
45	Penmorfa, January 2007	east
46	Penmorfa, January 2007	east
47	Penmorfa, January 2007	south
48	Penmorfa, January 2007	south
49	Penmorfa, January 2007	east
50	Front altered entrance	west

NO.	DESCRIPTION	VIEW FROM
	<b>January 2007</b>	
5	Penmorfa	south
6	Penmorfa	south
7	Penmorfa	east
8	Penmorfa	east
9	Penmorfa	southeast
10	Penmorfa	northwest
11	Penmorfa	west
12	Penmorfa	west
13	Penmorfa	northwest
	<b>August 2006</b>	
14	Penmorfa Hotel	southeast
15	Penmorfa	east
16	Penmorfa	east
17	Penmorfa	northeast
18	Penmorfa	north
19	Penmorfa	west
20	Penmorfa	west

**296 - D COLOUR PRINT PHOTOGRAPHIC ARCHIVE**  
to be deposited at RCAHMW

NO.	DESCRIPTION	VIEW FROM
	<b>INTERIOR</b>	
CP7	Lounge / Parlour fireplace	north
CP8	Hall	west
CP9	Hall Painted wall panels	
CP10	Painted wall panels	
CP11	Painted wall panels	
CP12	Painted wall panels	
CP13	Painted wall panels	
CP14	Painted wall panels	
CP15	Painted wall panels	
CP16	Painted wall panels	
CP17	Painted wall panels	
CP18	Painted wall panels	
CP19	Hall & staircase	west
CP20	Painted wall panels	
CP21	Hall south wing	north
CP22	Painted wall panels	
CP23	1930s Dining Room	west
CP24	1930s Dining Room	west
CP25	Hall south wing	south
CP26	Hall south wing	south
CP27	Hall & staircase	west
CP28	Hall & staircase	west
CP29	Hall & staircase	west
CP30	Staircase to hall	east
	<b>EXTERIOR</b>	
CP31	Penmorfa, August 2006	southwest
CP32	Penmorfa	west
CP33	Penmorfa	west
CP34	Penmorfa	west
CP35	Penmorfa	north
CP36	Penmorfa	northwest

## APPENDIX 3 DESIGN BRIEF FOR ARCHAEOLOGICAL MITIGATION

### Gwynedd Archaeological Planning Service

**Site:** Penmorfa Hotel (formerly Gogarth Abbey Hotel), Abbey Road, Llandudno

**Applicant/Company:** Anwyl Construction Company Ltd.

**Date:** 1 June 2006

**National Grid Reference:** 276960 382250

**Planning reference:** 0/30336 permission granted on appeal 21 April 2006

*This design brief is only valid for six months after the above date. After this period Gwynedd Archaeological Planning Service should be contacted.*

*It is recommended that the contractor appointed to carry out the archaeological assessment visits the site of the proposed development and consults the Regional Historic Environment Record (HER) for north-west Wales before completing their specification. Gwynedd Archaeological Planning Service cannot guarantee the inclusion of all relevant information in the design brief.*

#### 1.0 Site Location and Description

- 1.1. For the purposes of this brief the site comprises a plot of land, as shown on the location plan accompanying planning application 0/30336, currently occupied by Penmorfa Hotel (formerly known as Gogarth Abbey Hotel).
- 1.2. The hotel sits below the south-west corner of the Great Orme massif, Llandudno, north-west Wales. It lies immediately adjacent to the shoreline, overlooking West Shore and Conwy Bay.

#### 2.0 Archaeological Background

- 2.1 The archaeological and historical background of the site has been examined in an archaeological assessment carried out in June 2002 by Engineering Archaeological Services Ltd. (report no. 2002/17) in advance of a previous proposed development at Gogarth Abbey Hotel (Planning application number 0/25186).
- 2.2 The archaeological assessment report must be consulted for detailed consideration of the archaeological potential.
- 2.3 The report identified several areas of historical and archaeological interest. These include:-
  - A shell midden located behind the north-west corner of the proposed development. Shell middens can date from any period from the Mesolithic (10000 BC to 6000 BC) onwards and are frequently associated with early prehistoric activity.
  - The potential for the survival of below-ground deposits relating to local post-medieval copper mining and earlier human activity, sealed below the building platform on which the hotel sits.
  - A disused gravel quarry located on the hill slope behind the hotel.
  - The hotel itself which, despite undergoing several major changes, has at its core, the original family house built by the Reverend Henry Liddell. Liddell is famous for being the father of Alice Liddell, the inspiration for Lewis Carroll's 'Alice'.
  - The potential survival of the original entrance stairway to the Liddell's house beneath the current car park.
- 2.4 The results of this study form the basis for this programme to mitigate the impact of the proposed development. The report made the following recommendations:
  - Any excavation undertaken as part of the development must be inspected by a suitably qualified archaeologist to record any deposits of archaeological significance that may be disturbed.

- Care must be taken behind the hotel to avoid any damage to the natural hill slope and any archaeological deposits it may contain.
- The shell midden must be protected by increasing the height of the dry stone wall in front of it.

2.5 Documentation:

Brooks, I. 2002. Gogarth Abbey Hotel: Desktop study. Engineering Archaeological Services Ltd. Unpublished report 2002/17. Copy held in the Historic Environment Record for north-west Wales, Gwynedd Archaeological Trust.

3.0 **The nature of the development and archaeological requirements**

- 3.1 The proposals comprise plans to demolish part of the existing hotel, erect extensions to form 24 residential apartments and build a car park.
- 3.2 This is a *design brief* for a programme of archaeological works to **mitigate** the impact of the development to be undertaken following planning consent, according to guidelines set out in Welsh national planning guidance (*Planning Policy Guidance Wales 1996*) and Welsh Office Circular 60/96 (*Planning and the Historic Environment: Archaeology*). This programme of archaeological works will comprise a **building record** and **watching brief**.
- 3.3 This *design brief* should be used by the archaeological contractor as the basis for the preparation of a detailed written archaeological *specification*. The specification must be submitted to the Gwynedd Archaeological Planning Service for approval before the work commences.
- 3.4 The *specification* should contain, as a minimum, the following elements:
- Non-technical summary.
  - Details of the proposed works as precisely as is reasonably possible, indicating clearly on a plan their location and extent.
  - A research design which sets out the site specific objectives of the archaeological works.
  - Reference to the relevant legislation.
  - Health and Safety considerations.
  - Monitoring procedures.
  - Field methodology.
  - Methods of recording, including the collection and disposal strategy for artefacts and ecofacts.
  - Arrangement for immediate conservation of artefacts.
  - Post-fieldwork methodology.
  - The level and grade of all key project staff.
  - Details of all specialists.
  - A timetable for the proposed works including contingency costs (if appropriate).
  - The intended method of publication.
  - Archive deposition.

4.0 **Mitigation detail**

- 4.1 The programme of archaeological works to **mitigate** the impact of the development will consist of two parts: a building record and watching brief.

**Recording**

A photographic record must be made of Penmorfa Hotel prior to demolition, focusing on the original core built by Henry Liddell in 1861.

This record should be approximate to the Royal Commission of Historic Monuments in England (RCHME) Level 2 and should include the following elements:

- A Photographic Survey
- Measured plans
- Written description of structures
- Contextual summary of function and setting
- Preparation of full archive report

#### **Watching brief**

The watching brief will consist of the following:

- Continuous observation of non-archaeological below-ground excavation.
- A drawn, written and photographic record of any archaeological structures and deposits that may be revealed.
- Preparation of full archive report.

- 4.2 The monitoring of works is to be undertaken in a manner that allows for the immediate cessation of development for the recording of archaeological evidence. Agreement must be reached between the archaeologist and developer in order that this is achieved.
- 4.3 It is important that the plans supplied with this application are followed precisely, that no excavation is undertaken into the slope behind the hotel and that no engineering / landscaping works associated with the development affect these important archaeological sites.
- 4.4 Recording methodology should be in accordance with Institute of Field Archaeologists guidance (see general requirements below). Recording will comprise appropriate plans, elevation and photographs.
- 4.5 The archaeological contractor will ensure that sufficient resource is made available for a post-excavation programme to result in an archive report.
- 4.6 The report should specifically include the following:
- a) a copy of the design brief and agreed specification,
  - b) a location plan,
  - c) all located sites plotted on an appropriately scaled plan of the development,
  - d) a gazetteer of all located sites, including full dimensional and descriptive detail, a full bibliography of sources consulted.

#### **5.0 General requirements**

- 5.1 The archaeological recording and watching brief must be undertaken by an appropriately qualified individual or organisation, fully experienced in work of this character.
- 5.2 Details, including the name, qualifications and experience of the project director and all other key project personnel (including specialist staff) should be communicated to the Gwynedd Archaeological Planning Service and all written work attributed to an author(s).
- 5.3 Contractors and subcontractors are expected to conform to standard professional guidelines. The following are of particular relevance in this instance:-
- English Heritage's 1991 Management of Archaeological Projects (MAP2).
  - The Institute of Field Archaeologists 1985 (revised 1997) Code of Conduct.
  - The Institute of Field Archaeologists 1990 (revised 1997) Code of Approved Practice for the Regulation of Contractual Arrangements in Field Archaeology.
  - The Institute of Field Archaeologists 1994 (revised 1999) Standard and Guidance for Archaeological Watching Briefs.
  - The Institute of Field Archaeologists 1996 (revised 1999) Standard and Guidance for the Archaeological Investigation and Recording of Standing Buildings or Structures.
  - The Institute of Field Archaeologists 1999 Standard and Guidance for the Collection, Documentation, Conservation and Research of Archaeological Materials.



- Museum and Galleries Commission 1994 Standards in the Museum Care of Archaeological Collections.
  - United Kingdom Institute for Conservation 1990 Guidelines for the Preparation of Excavation Archives for long-term storage.
- 5.4 Many people in North Wales speak Welsh as their first language, and many of the archive and documentary references are in Welsh. Contractors should therefore give due consideration to their ability to understand and converse in Welsh.
- 5.5 Care must be taken in the siting of offices and other support structures in order to minimise the impact on the environment. Extreme care must also be taken in the structure and maintenance of spoil heaps for the same reasons and to facilitate a high quality reinstatement. This is particularly important in relation to pasture land.
- 5.6 The archaeological contractor must satisfy themselves that all constraints to groundworks have been identified, including the siting of live services, Tree Preservation Orders and public footpaths. Gwynedd Archaeological Planning Service bears no responsibility for the inclusion or exclusion of such information within this brief.
- 5.7 Any changes to the specifications that the archaeological contractor may wish to make after approval by this office should be communicated to Gwynedd Archaeological Planning Service and approved.
- 5.8 Care must be taken in dealing with human remains and the appropriate environmental health regulations followed. Gwynedd Archaeological Planning Service and the local Coroner must be informed immediately human remains are discovered.
- 5.9 Arrangements for the long-term storage and deposition of all artefacts must be agreed with the landowner and Gwynedd Archaeological Planning Service before the commencement of investigation.
- 5.10 The involvement of Gwynedd Archaeological Planning Service should be acknowledged in any report or publication generated by this project.
- 5.11 A full archive including plans, photographs, written material and any other material resulting from the project should be prepared in accordance with standard guidance. All plans, photographs and descriptions should be labelled, cross-referenced and lodged in an appropriate place (to be agreed with Gwynedd Archaeological Planning Service) within six months of the completion of the project.
- 5.12 Two copies of the bound report must be sent to the address below, one copy marked for the attention of the Development Control Archaeologist, the other for attention of the HER Officer, who will deposit the copy in the HER.

## **6.0 Curatorial monitoring**

- 6.1 The project will be monitored by the development control archaeologist at Gwynedd Archaeological Planning Service to ensure the fulfilment of the brief and specifications. The development control archaeologist will normally inspect site works and review the progress of excavation reports and archive preparation. The archaeological contractor must inform Gwynedd Archaeological Planning Service in writing of the proposed start dates for the project.

## **7.0 Glossary of terms**

### **7.1 Archaeological Contractor**

A professionally qualified individual or an organisation containing professionally qualified archaeological staff, able to offer an appropriate and satisfactory treatment of the archaeological resource, retained by the developer to carry out archaeological work either prior to the submission of a planning application or as a requirement of the planning process.

### **7.2 Archaeological Curator**

A person, or organisation, responsible for the conservation and management of archaeological evidence by virtue of official or statutory duties. In north-west Wales the archaeological advisor to the Local Planning Authorities is the development control archaeologist, who works to the Welsh Archaeological Trust's Curators' Code of Practice.

### **7.3 Archive**

An ordered collection of all documents and artefacts from an archaeological project, which at



the conclusion of the work should be deposited at a public repository, such as the local museum.

**7.4 Brief**

The Association of County Archaeological Officers (1993) defines a *brief* as an outline framework of the planning and archaeological situation which has to be addressed, together with an indication of the scope of works that will be required.

**7.5 Historic environment Record (HER)**

A documentary record of known sites in a given area. In north-west Wales the HER is curated by the curatorial division of the Gwynedd Archaeological Trust.

**7.6 Specification**

The Association of County Archaeological Officers (1993) defines a *specification* as a schedule of works outlined in sufficient detail to be quantifiable, implemented and monitored.

**7.7 Watching brief**

A formal programme of observation by a qualified archaeologist during non-archaeological excavation works in order to identify, investigate and record any archaeological remains which may be present, in accordance with the Archaeological Standards.

**8.0 Further information**

8.1 This document outlines best practice but cannot fully anticipate the conditions that will be encountered as work progresses. If requirements of the brief cannot be met they should only be excluded or altered after gaining written approval of the Gwynedd Archaeological Planning Service.

8.2 Further details or clarification of any aspects of the brief may be obtained from the Development Control Archaeologist at the address below.

Emily La Trobe-Bateman

Uwch Swyddog Rheolaeth Datblygiad - Senior Development Control Officer  
GWASANAETH CYNLLUNIO ARCHAEOLEGOL GWYNEDD - GWYNEDD ARCHAEOLOGICAL  
PLANNING SERVICE  
Craig Beuno, Ffordd Y Garth, Bangor, Gwynedd LL57 2RT  
Ffon/Tel: 01248 370926 Ffacs/Fax: 01248 370925 [emily@heneb.co.uk](mailto:emily@heneb.co.uk)

## APPENDIX 4

### Project Design for an Archaeological Watching Brief

to be undertaken at

**Penmorfa Hotel (formerly Gogarth Abbey Hotel), Abbey Road, Llandudno. SH 76960 82250**

**Prepared for:** Mr Mathew Anwyl, Anwyl House, Mona Terrace, Prince Edward Avenue, Rhyl. LL18 4PH

**Prepared by:** Pat Frost BA, MIFA, Consultant Archaeologist

Castlering Archaeology

June 8th 2006

#### ***I. Introduction***

1.1 Planning permission associated with application Ref. No. 0/3036 has been granted to demolish part of the existing Penmorfa Hotel and erect extensions to form 24 residential apartments together with the construction of a car park (SH 76960 82250). The hotel is sited below the southwest corner of the Great Orme massif, Llandudno, adjacent to the shoreline.

#### ***Previous archaeological assessment***

1.2 The archaeological and historical background of the site has been examined in an archaeological assessment carried out in June 2002 by Engineering Archaeological Services Ltd. (*Report no. 2002/17*) in advance of a previous proposed development at Gogarth Abbey Hotel (*Planning application number 0/25186*).

The report identified several areas of historical and archaeological interest. These include:

- (i) a shell midden located behind the north-west corner of the proposed development
- (ii) the potential for the survival of below-ground deposits relating to local post-medieval copper mining and earlier human activity, sealed below the building platform on which the hotel sits.
- (iii) a disused gravel quarry located on the hill slope behind the hotel.

#### ***Historical interest of the hotel***

1.3 The hotel itself, despite undergoing several major changes, has at its core, the original family house built by the Reverend Henry Liddell. Rev. Liddell is famous for being the father of Alice Liddell, the inspiration for Lewis Carroll's 'Alice'. The hotel is consequently of considerable local interest. The 2002 assessment identified the potential survival of the original entrance stairway to the Liddell's house beneath the current car park.

#### ***Mitigation strategy***

1.4 The results of the 2002 assessment form the basis for a programme to mitigate the impact of the proposed development, drawn up by Gwynedd Archaeological Planning Service (*Ref.D940, June 1<sup>st</sup> 2006*).

The 2002 assessment made the following recommendations:

- (i) any excavation undertaken as part of the development must be inspected by a suitably qualified archaeologist to record any deposits of archaeological significance that may be disturbed.
- (ii) care must be taken behind the hotel to avoid any damage to the natural hill slope and any archaeological deposits it may contain.
- (iii) the shell midden must be protected by increasing the height of the dry stone wall in front of it.

**In response, Gwynedd Archaeological Planning Service has recommended a programme of archaeological works comprising:**

- (i) Buildings recording within the guidelines of RCHME Level 2 survey comprising a photographic survey of Penmorfa Hotel prior to any demolition works, including fixtures and fittings which may be associated with the period of occupation by the Liddell family together with measured plans & building description as appropriate.

(ii) a comprehensive archaeological watching brief to be maintained during non-archaeological below-ground excavation.

1.5 This Project Design for the prescribed archaeological work has been prepared by Pat Frost, Castlering Archaeology, hereinafter called the Contractor, at the request of Mathew Anwyl, Anwyl Construction Company Ltd. following the guidance of Gwynedd Archaeological Planning Service (Ref.D940, 2<sup>nd</sup> June 2006).

## 2. Aims

2.1 The aim of the building recording is to provide a record the existing building prior to any demolition / alterations in order to provide a comprehensive record of the building complex.

2.2 The objective of the watching brief is to establish the nature of the archaeology, which may be present in the study area, in order to preserve by record any archaeology revealed during the current work.

## 3. Methodology

### 3.1 Building recording

3.1.1 A photographic record will be made of external and internal elevations of the building in 35mm and digital format, as far as these aims are possible. The photographic record will include fixtures and fittings which may be associated with the period of occupation by the Liddell family together with general shots to place the building in its setting and detailed shots of any noteworthy architectural features. The photographic record will be accompanied by a written description to complement the photographs included in the report.

3.1.2 Ground plans to include the location of fixtures and fittings, features of architectural interest will accompany the photographic record.

3.1.3 The full photographic record will be individually labeled and cross-referenced. A set of photographic record sheets comprising the full archive will be deposited at the RCAHMW, Aberystwyth together with a copy of the report.

### 3.2 Archaeological watching brief

3.2.1 The archaeological watching brief will be undertaken by the Contractor. The work will be undertaken using proven archaeological techniques, which comply with the Welsh Archaeological Trusts' *Curator's Code of Practice* and the *Guidelines and Codes of Conduct* set out by the Institute of Field Archaeologists; in particular IFA *Standard & Guidance for Archaeological Watching Briefs*.

3.2.2 The Archaeological Contractor will agree on-site working practices with the developer prior to commencement of the work. To fulfil the requirement for a comprehensive watching brief, the contractor will be present on site during all ground disturbance works in order to investigate all significant archaeological features and / or deposits prior to their removal or disturbance.

3.2.3 The comprehensive nature of the watching brief will be reviewed will be reviewed at regular intervals during the course of the ground works by the archaeological contractor and GAPS.

3.2.4 The developer is advised that the watching brief will be undertaken in a manner that allows for the immediate cessation of development to allow for archaeological recording.

3.2.5 The Archaeological Contractor will examine spoil-heaps for archaeological material, both visually and with personal use of a metal detector.

3.2.6 All archaeological features revealed during the watching brief will be excavated and recorded according to the normal principles of stratigraphic excavation including:

- (i) full graphic, photographic and written record of the findings, even if negative
- (ii) plans and sections drawn at appropriate scales of 1:20 and 1:10 respectively
- (iii) drawings related to Ordnance Datum and published boundaries as appropriate
- (iv) photography in 35mm format

3.2.7 Any artifacts recovered during the course of the archaeological work will be cleaned, suitably labelled and identified. Following negotiations with the landowner, the artefacts will be treated and stored appropriately prior to any deposition.

3.2.8 Suitable treatment will be similarly accorded to any environmental samples, where considered appropriate.

#### *Monitoring works associated with known archaeological sites*

3.2.9 The archaeological watching brief will include the monitoring of works to the rear of the hotel to avoid any damage to the hillslope and any engineering / landscaping works associated with the development of known archaeological sites.

#### 4. Contingencies

The developer is advised that a contingency sum should be set aside to allow for the possibility of the unexpected or complex archaeology, which might need additional resources to ensure adequate recording. In the event of unexpected or complex archaeology, which might need additional resource to adequately record, the Archaeological Contractor will consult with the Development Control Archaeologist, Gwynedd Archaeological Planning Service (GAPS) and Anwyl Construction Company Ltd in order to reach a mutual agreement, regarding further expenditure.

#### 5. Report

5.1 Following the on-site work, an illustrated and bound report will be prepared in A4 format, according to the Brief. The report will be submitted within one month of the completion of the on-site work. The report will include as a minimum:

- (i) non-technical summary
- (ii) the location of the development site and any recorded archaeological features or artifacts
- (iii) description of the aims and methodology
- (iv) full written description and interpretation of the results of the building recording
- (v) photographic record
- (vi) drawings as appropriate
- (vii) full written description and interpretation of the results of the watching brief
- (viii) plan and section drawings to scale, where appropriate
- (ix) photographic evidence as appropriate
- (x) summary and interpretation of features and artefacts revealed
- (xi) all sources consulted
- (xii) acknowledgements
- (xiii) archive list

5.2 An appropriate number of copies of the report will be produced for the client and the Development Control Archaeologist and Historic Environment Record held by Gwynedd Archaeological Trust.

5.3 A short summary of the results of the project will be submitted for inclusion in the next edition of CBA Wales.

#### 6. Archive Format and Deposition

6.1 The site archive will be prepared in accordance with *MAP2, Appendix 3* in the *Management of Archaeological Projects* (English Heritage, 1991) and will be included as appendices in the report. The archive will be deposited following the guidance of the Gwynedd Archaeological Trust.

#### 7. Resources and Programming

7.1 The building recording will be undertaken directly by the Contractor, who is a Member of the Institute of Field Archaeologists (MIFA) and the watching brief will be undertaken by the contractor and / or an experienced archaeologist employed by Castlering Archaeology (depending on programming).

Castlering Archaeology will abide by the following guidelines:

English Heritage, 1991, *Management of Archaeological Projects* (MAP2)

*The IFA Code of Approved Practice for the Regulation of Contractual Arrangements in Field Archaeology* 1990 (revised 1997)

*The IFA Standard and Guidance Papers on Archaeological Watching Briefs* 1994 (revised 1999)

*The IFA Standard and Guidance Papers for the Archaeological Investigation and Recording of Standing Buildings or Structures* 1996 (revised 1999)

*The IFA Standard and Guidance for the Collection, Documentation, Conservation and Research of Archaeological Materials* 1999

United Kingdom Institute for Conservation 1990, *Guidelines for the Preparation of Excavation Archives for long-term storage*  
*The Treasure Act* (1997).

7.2 The Contractor is a member of CBA and holds Insurance for Public and Employees Liability through the CBA insurance service. Appropriate Health and Safety legislation will be complied with. The Contractor operates according to the recommendations outlined in *The Health and Safety Manual of the Standing Conference of Unit Managers (SCAUM 1991)*.

7.3 The archaeological contractor will inform Gwynedd Archaeological Planning Service in writing of the proposed start dates and projected timetable for the project when it has been established in order to facilitate monitoring.

#### Reference:

Brooks, I. 2002. *Gogarth Abbey Hotel: Desktop study*. Engineering Archaeological Services Ltd. Unpublished report 2002/17. Copy held in the Historic Environment Record for north-west Wales, Gwynedd Archaeological Trust.