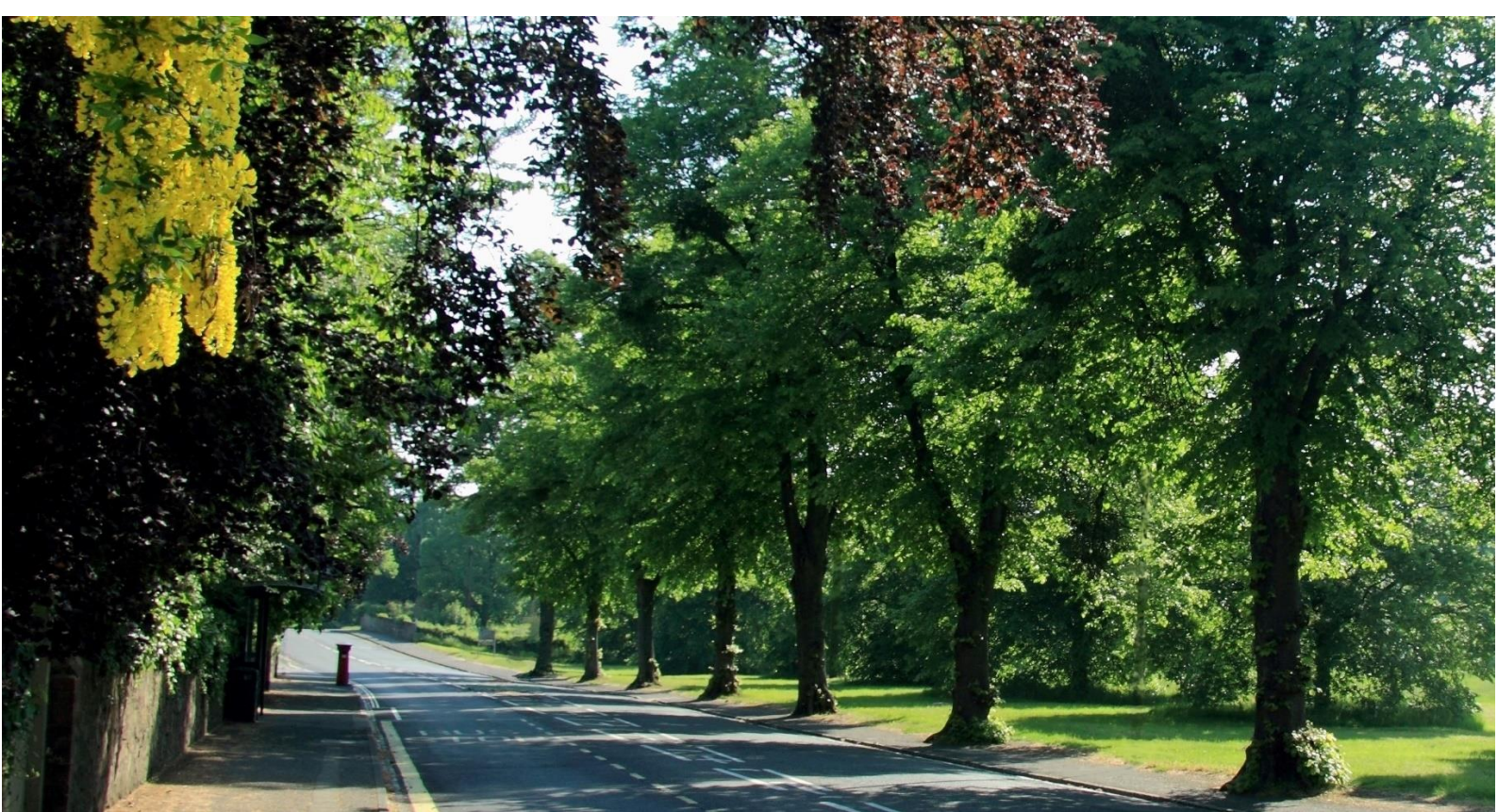


**Malvern Neighbourhood Plan**

**Visual Study Report**



Prepared for Malvern Town Council

**October 2018**

## Acknowledgements

Many thanks to Clare Lawrence of MTC and Peter Smith MBE FRSA for their invaluable input into the visual studies.

Also thanks to everyone who took part in MTC's public 'Call for Favourite Views' competition, and for giving us permission to use some of the wonderful photographs that were submitted.

Chris Turner's winning entry is featured on the front cover of this report, and was also selected as one of the town's 'Exceptional' Key Viewpoints. It is an excellent example: taken from the A449 Worcester Road looking east over Malvern Link Common, the photo captures many of the town's most characteristic, distinctive and valuable features - avenues of mature trees, well-managed common land, heritage and cultural assets (Victorian era pillar box, railway bridge and Temperance Drinking Fountain), public art (Malvern Link gateway sign) and Malvern stone.

We are also very grateful for the ongoing interest and support from the Malvern Gazette.

## Document Version Control

<b>Version</b>	<b>Date</b>	<b>Author</b>	<b>Comment</b>
Internal Draft V1	28.08.2018	CT	Issued to MTC for comment
Internal Draft V1	09.09.2018	CT	Issued to MTC for comment
Consultation Draft	11.09.2018	CT	Submitted for public consultation
Internal Draft V2	21.10.2018	CT	Issued to MTC for checking / comment
Final Version	30.10.2018	CT	Issued to MTC for publication

<b>Contents</b>	<b>Page No.</b>
1. Introduction and Background	1
2. Approach, Method and Process	1
3. Consultation	9
4. NP Visual Study Results	11
5. Conclusions and Recommendations	15

## **Appendices**

Appendix A: Key Views Plans (Figures VS1 and VS2) (not bound in report - see separate documents)

Appendix B: Key Views Tables

## **Acronyms**

Below are the acronyms most frequently used in the Visual Study report and Key Views tables:

AOD	Above Ordnance Datum
AONB	Area of Outstanding Natural Beauty
GI	Green Infrastructure
GLVIA3	Guidance for Landscape and Visual Impact Assessment 3 <sup>rd</sup> Edition
KVP	Key Viewpoint
KFP	Key Focal Point
KVR	Key View Route
KVZ	Key Visual Zone
LCA	Landscape Character Assessment
MHDC	Malvern Hills District Council
MTC	Malvern Town Council
MHT	Malvern Hills Trust
NP	Neighbourhood Plan
NPA	Neighbourhood Plan Area
OS	Ordnance Survey
SSSI	Site of Special Scientific Interest
SWDP	South Worcestershire Development Plan
VIZ	Visual Improvement Zone
VP	View Point

## 1 Introduction and Background

- 1.1 This report sets out the findings of a visual study which was carried out as part of the evidence-base required for Malvern's Neighbourhood Plan (NP); the findings have also guided and informed NP policy.
- 1.2 In November 2017, the Regulation 14 consultation draft of the NP was published. In that version, the first set of policies related to 'Green Infrastructure' (GI), which required new development to protect and enhance both local and wider GI assets and functions, especially their contributions to social amenity, health and wellbeing, the natural environment, landscape character, and visual amenity.
- 1.3 **Draft Policy MG3: Key Views and Vistas** required that:  
*'Development proposals should respect the Significant Views identified on the Key Diagram and in Figure 6.3.*  
*'Where a development proposal impacts on an identified 'Significant View' a Landscape and Visual Impact Assessment or similar study should be carried out to ensure that the landscape is not compromised.'*
- 1.4 The Reasoned Justification for draft Policy MG3 stated that Malvern's NP had *'identified key views and vistas that are important in contributing to the character and the setting of the NPA [Neighbourhood Plan Area]'*.
- 1.5 However, the locations of the proposed 'key views and vistas' had not been identified at the time the November 2017 draft NP was published. It was clear that in order to justify the inclusion of this policy in the NP, it would be necessary to carry out a full technical visual study of the NPA and its surrounds.
- 1.6 In March 2018, Malvern Town Council (MTC) commissioned local landscape architect Carly Tinkler CMLI to carry out the study. The work was partially funded by grants from the Malvern Hills Area of Outstanding Natural Beauty (AONB) Partnership and 'Locality'.

## 2 Approach, Method and Process

- 2.1 The first stage in the process was to establish the visual study's aims and objectives.

### AIMS AND OBJECTIVES

- 2.2 The main aim was to identify, map, assess and select a number of key views and viewpoints in and around the town that are of 'significant' value to the local community. The selected views would be the subject of an NP policy (draft Policy MG3 would be amended as necessary) that required those planning change - especially in the form of new built development - to consider the visual amenity of the area when formulating proposals, and for new development to protect and, where possible, enhance the selected key views.
- 2.3 One of the main objectives was the production of a robust and objective evidence-base that would inform and underpin the NP policy. This would require establishing study-specific criteria and methods; carrying out desktop searches and on-the-ground surveys; analysing and 'sifting' the data; testing / refining the results; and reporting them.
- 2.4 The study would firstly be issued as a draft for consultation, and would respond to consultation comments as necessary.
- 2.5 When complete, the study would be a key source of reference for those planning new development within the NPA, helping to ensure good quality standards of both planning applications and new developments. It would also contribute towards the common aim of ensuring that new development is successful - not just in protecting and enhancing the visual quality and qualities of the area, but also in delivering meaningful economic, social and environmental benefits for everyone.

### SCOPE OF STUDY

- 2.6 It is important to note at the outset that parts of the western side of the NPA lie within the Malvern Hills AONB, and the rest of it lies within the AONB's setting. Furthermore, the town boundary is not a physical 'iron curtain', it is an administrative line on a map - land beyond the town boundary also

forms part of the AONB's (and the town's) setting. Malvern plays an important role in views towards the AONB from outlying areas, and the AONB plays an important role in Malvern's 'sense of place' and 'local distinctiveness'.

- 2.7 The primary purpose of AONB designation is '*to conserve and enhance the natural beauty of the area*'. According to Government guidance relating to AONBs, '*Natural Beauty is not just the look of the landscape, but includes landform and geology, plants and animals, landscape features and the rich history of human settlement over the centuries*'.
- 2.8 The AONB designation is made at a national level, and new development that is proposed within an AONB or its setting must comply with specific national planning policies as well as relevant local plan policies and guidance. The Malvern Hills AONB Unit's current Management Plan and guidance documents are material considerations in planning decisions (AONB guidance supports and amplifies AONB policies).
- 2.9 The Management Plan emphasises the importance of the AONB's scenic qualities. The AONB Unit's publication *Guidance on Identifying and Grading Views and Viewpoints* specifically notes that:
- 'The Malvern Hills constitute an iconic feature in the local and regional landscape. When people were asked what they particularly liked about the AONB in a visitor survey, 'the scenery and views' was the most popular response given. The importance of views in and around the Malvern Hills is fully recognised in the AONB Management Plan.*
- 2.10 The aim of the 'Guidance on Views' is to '*help people identify and grade the importance of views and associated viewpoints in and around the Malvern Hills AONB, in particular, those that relate to the Malvern Hills themselves. It can be used to help make a judgement about how a proposed development or change in land use will alter views and, consequently, whether this change is likely to be acceptable*'. It is therefore an important source of reference for anyone planning change in the local area. It helpfully explains how key viewpoints to and from the AONB should be selected and assessed, and this is relevant to the selection of 'locally-important' viewpoints in and around the NPA (see Method section below).
- 2.11 The NP Visual Study took the Guidance on Views into account. It noted that the whole of the NPA lies within 'view corridors' from AONB-specific viewpoints which are categorised as 'Exceptional' and / or 'Special' (NB for consistency, the same terms for grading locally-important key views and view corridors / routes have been applied in the NP Visual Study - see Method section below).
- 2.12 As mentioned above, whilst the focus of the NP Visual Study was on key viewpoints within the NPA area, it was also important to consider views in areas beyond the NPA boundary in cases where new development / change within the NPA could affect key views of it from outlying areas. The Visual Study area boundary was therefore set at c. 2km from the NPA boundary, on the basis that levels of visual effects arising from new development / change would reduce with distance; however, it should be noted that even moderate-scale development / tall structures could potentially be visible from further away.

## METHOD

- 2.13 Due to the nature of the commission, the focus of which was on 'value', the method to be used for carrying out the Visual Study had to be developed specifically for the exercise; the method was, however, based on, and followed, the relevant sections of published guidance used by landscape practitioners when carrying out landscape and visual assessments such as Landscape Character Assessment (LCA), Landscape Sensitivity and Capacity Assessment (LSCA) and Landscape and Visual Impact Assessment (LVIA) / Landscape and Visual Appraisal (LVA).
- 2.14 The guidance followed includes:
- Landscape Character Assessment Guidance for England and Scotland* The Countryside Agency and Scottish Natural Heritage (2002); *An Approach to Landscape Character Assessment* (October 2014) Natural England;
- Landscape Character Assessment Guidance for England and Scotland - Topic Paper 6: Techniques and criteria for judging sensitivity and capacity* The Countryside Agency and Scottish Natural Heritage (2002); and

*Guidelines for Landscape and Visual Impact Assessment 3rd Edition (2013) Landscape Institute / Institute of Environmental Assessment (usually referred to as 'GLVIA3').*

- 2.15 The Guidance on Views mentioned above also helped to inform the method developed for the NP Visual Study (see Criteria section below). For example, it advises that:

*'Before you consider selecting viewpoints, it is worth checking whether or not the specific viewpoint locations and views have already been assessed as part of the original Cooper Partnership study, which may be found at [www.malvernhillsaonb.org.uk](http://www.malvernhillsaonb.org.uk).*

*'Ideally, selected viewpoints should be publicly accessible (e.g. roads/footpaths/bridleways, public open spaces or National Trust properties), as these have more frequent usage than viewpoints on private land. Where viewpoints are not publicly accessible permission from the landowner must be sought.*

*'It may be necessary to consider more than one viewpoint to gain a broad understanding of how a proposed development may alter views towards, or from, the Malvern Hills AONB. For example, one to five viewpoints may be sufficient to consider a small site, whereas a larger development may require more viewpoints. These could include viewpoints from other surrounding AONBs, the edge of nearby settlements or Conservation Areas, Listed Buildings, frequently used road corridors, tourist destinations, Registered Historic Parks and Gardens or mapped/documented viewing points. Information on environmental, historic and planning designations can be obtained from the relevant local authority.*

*'Consider viewpoints looking towards the site from different directions (compass points); and also viewpoints at different distances from the site. If topography varies within the area of interest, consider viewpoints from different elevations (e.g. from the River Severn floodplain and higher lying ground). Ordnance Survey maps show contours and Trig Points.'*

#### CRITERIA

- 2.16 Objective sets of criteria were established for the study, to be used for the identification, selection and grading of the views. This was an important part of the process because a 'reasoned justification' for each the selected key viewpoints (VPs) would need to be set out.
- 2.17 One of the most important sets of criteria to establish is that which is used to determine a view's level of 'visual value': this is also an integral part of the landscape and visual effects process required for most new developments.
- 2.18 In visual assessments generally, published guidance such as Natural England's LCA guidance and the Landscape Institute's Guidance for Landscape and Visual Impact Assessment 3<sup>rd</sup> Edition ('GLVIA3') explain the factors which contribute to the very highest levels of visual value; these include:
- Views from, or towards, designated landscapes and / or features of international and national importance e.g. AONBs, Registered Historic Parks and Gardens, Scheduled Monuments, Grade I or II\* Listed Buildings etc., especially where these contribute to the significance of an asset / feature.
  - View is of outstanding scenic beauty.
  - View makes a highly important contribution to understanding of landscape function / contribution ('functions' and 'contributions' can include e.g. setting / context (natural and historic areas / features, settlements, built form etc.), strategic gaps, buffer zones, corridors / links, patterns e.g. of open green spaces, approaches and gateways).
  - Likely to be the subject of planning policy and / or guidance / protected views.
  - Views from landscapes / viewpoints within highly popular visitor attractions / tourist destinations, and / or from national trails, used by very large numbers of people.
  - Views with social / cultural / historic associations (e.g. in art and literature, or an historically-important vista over a battlefield) of international / national importance.
- 2.19 In Malvern NP's case, the study had to 'go beneath the blanket' of the nationally-designated / nationally-important areas, features and key views (although these will always be a consideration

when planning change in the area) - and identify VPs and vistas which have 'local' visual value, i.e. within the NP Visual Study area.

2.20 The criteria which were used to determine levels of visual value for the NP study included many of the above factors but at a local / neighbourhood level. For example, the criteria for a high level of visual value include:

- Views from well-used and popular local community / visitor attractions, including long-distance / themed trails, public footpaths, public open spaces / Local Green Spaces, parks, commons etc., used by relatively large numbers of people.
- Views with local social / cultural / historic associations / memories (including views which inspired the work of artists of all kinds, past and present, of national or local repute).
- Views that are indicative of Malvern's unique and special 'sense of place' and 'local distinctiveness', and which reflect its intrinsic character and key characteristics.
- Views and viewpoints that contribute to peoples' 'experience' of life, quality of life, health and wellbeing (physical / mental), education, recreation etc.

2.21 As mentioned above, for consistency, the same terms used for grading views and their associated view corridors in the AONB Unit's Guidance on Views were applied in the NP Visual Study, but at a later stage in the process, i.e. once the visual analysis was complete (see Results section below).

2.22 The categories used were 'Exceptional', 'Special' and 'Representative'; however, whilst the principles of the criteria are the same as the AONB's, they were adapted to reflect the 'local' (as opposed to 'national') context and value of the views, and without the focus of the view necessarily being the Malvern Hills.

- **Exceptional:** A high / very high quality view which reflects the best of the area's characteristic elements, features and qualities. View is a very good representation of the area's strong sense of place and / or local distinctiveness. Few or no visual detractors present in the view. View very accessible / widely enjoyed by local people.
- **Special:** A good / very good quality view within which at least one of the area's characteristic elements / features / qualities are present. View is representative of the area's sense of place / local distinctiveness but there are visual detractors. View accessible and many local people likely to experience the view.
- **Representative:** A moderate to good quality view within which at least one of the area's characteristic elements / features / qualities are present. View is representative of the area's sense of place / local distinctiveness but is currently noticeably degraded by visual detractors. View could potentially meet the criteria for 'Special' or 'Exceptional' if improved for example if detractors were removed. View likely to be appreciated by several local people.

2.23 Not all the criteria in each category needed to apply, and, as advised in guidance such as GLVIA3, professional judgement had to be used: for example views along a KVR may not have been judged as being of great 'scenic beauty', but individual or combined key features along the route, such as focal points, heritage assets, cultural associations and so on, were considered to be highly characteristic and distinctive, contributing to a strong sense of place; the views along the route may therefore have met the Exceptional criteria.

2.24 At the outset it was also agreed that the study would note areas / 'zones' where levels of visual value were low only because the views were 'degraded' in some way, and it was both desirable and potentially feasible for the view to be improved / enhanced - new development could contribute towards achieving that aim. However, following comments on the proposed draft 'Key Views' policy in September / October 2018, the proposed 'Visual Improvement Zones' (VIZs) were excluded from the study (see Consultation below).

#### PUBLIC 'CALL FOR FAVOURITE VIEWS'

2.25 Although it was important for the study to be carried out by 'competent experts', it was equally important to factor in the local community's opinions about which views are valuable and why. It was therefore decided to launch a 'public call for favourite views'.

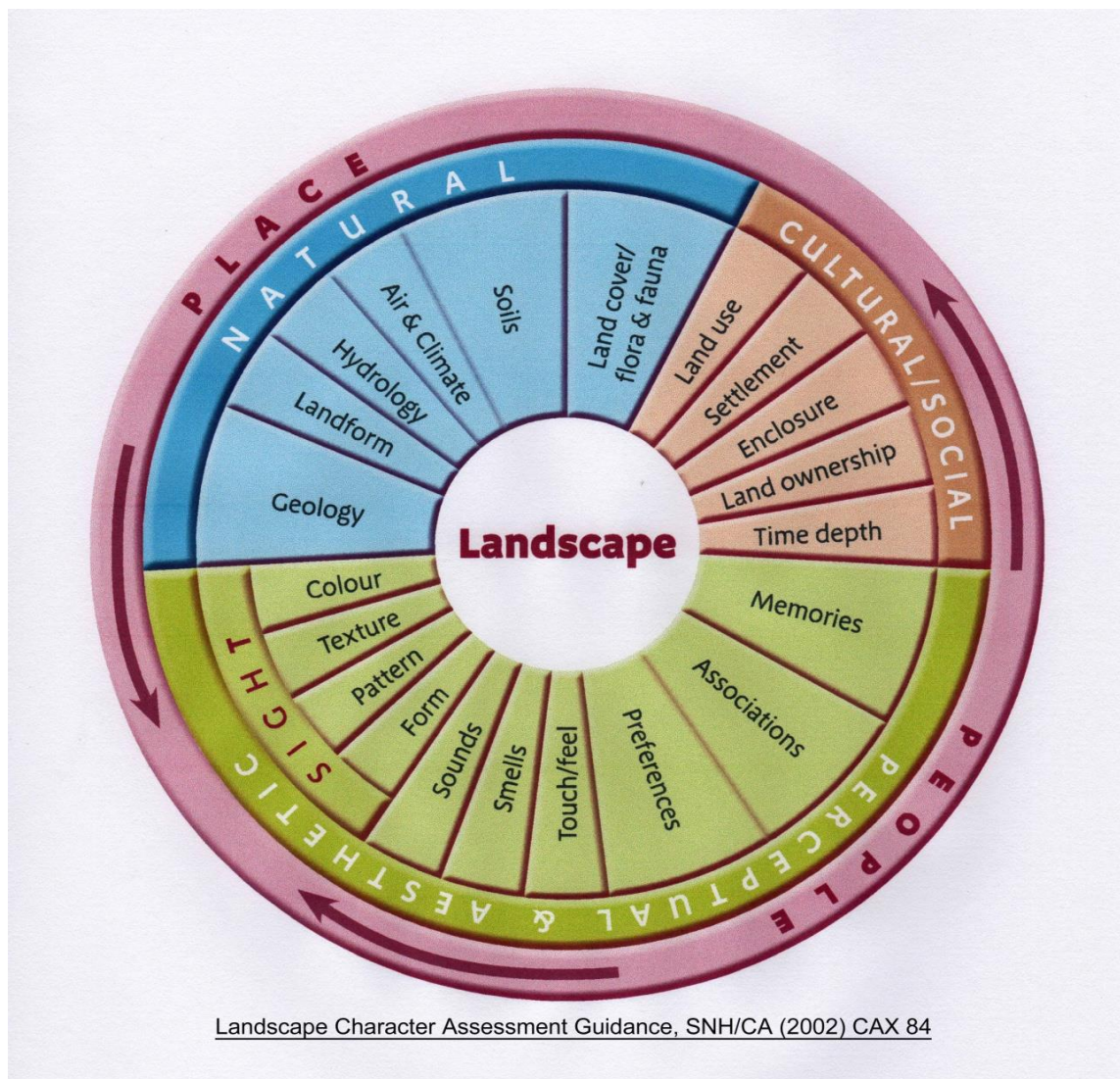


- 2.26 In April 2018, the local newspaper ran an article about the NP Visual Study along with an advertisement placed by MTC, which explained the purpose and importance of the public's involvement. A process was devised and was set out in the article and advert, as well as on MTC's website. People were asked to get out and about and mark their chosen 'favourite' VPs and vistas on a map, ideally with an accompanying photograph. A form was provided on which participants were required to note down the location, direction and focus of the view, and why the view was important to them and was worthy of protection / improvement. Guidance and examples of value criteria were provided. Local groups and organisations were also invited to participate. A prize was offered for 'the most well-thought-out view' (Chris Turner's winning entry's view is featured on the front cover of this report).
- 2.27 The deadline for the submission of entries was 25<sup>th</sup> May, and there was a good response, with over 50 viewpoints, views and / or focal points identified. Also, during the course of the study, other individuals and local groups made 'informal' suggestions for candidate key views, which were included for consideration.
- 2.28 Once gathered in, all the information was collated and analysed, and was used to make judgements about visual levels of value (see below).

#### DESKTOP STUDY

- 2.29 Having determined the scope of the NP Visual Study, the method and criteria, and the extent of the study area, the next step was to carry out desktop research in order to establish the 'baseline landscape character' of the area. This information is required so that a full understanding of the nature of a particular view or vista can be gained, and how changes to character could subsequently affect visual amenity.
- 2.30 It is important to note that new development can result in harm to landscape character regardless of whether anyone can see it or not: assessments of effects on landscape character and visual amenity are carried out separately, with the former informing the latter.
- 2.31 A key source of reference for the LCA stage of this study was Natural England's guidance *An Approach to Landscape Character Assessment* (October 2014). *Figure 1: What is Landscape* is reproduced overleaf to show all the different aspects that contribute to a landscape's character, and which must be considered in any landscape and visual assessment.

LCA Guidance Figure 1: What is Landscape?



- 2.32 All the key landscape designations, features, potential focal points and other landscape-related information such as landscape character types were marked on a 1:25,000 scale Ordnance Survey (OS) map base. The aim of this exercise was to ensure that when carrying out the visual surveys on the ground, the presence and location of any valuable / notable landscapes / buildings / structures / heritage and cultural assets (and / or associations) / public rights of way / green spaces / recreation areas / significant vegetation and so on were factored in.
- 2.33 In addition, the baseline landscape and visual studies were cross-referenced with other studies carried out as part of the NP's evidence-base.
- 2.34 For example, the landscape architects worked closely with MTC officers and local historian Peter Smith MBE FRSA, who were carrying out studies to identify 'Neighbourhood Heritage Areas' and locally-important heritage assets, features of local cultural / social significance and so on. Where the visual aspects of the setting and context of a building / structure / feature / area were considered to be important to its understanding and appreciation, the information was factored in to the study. The information was also marked on acetate sheets overlaid onto the OS base map.
- 2.35 Also, reference was made to the Local Green Space Report that was carried out as part of the NP's evidence-base.
- 2.36 Another good source of reference for the visual studies - and one which would be useful for future landscape and visual assessments - was Aecom's Malvern Heritage and Character Assessment

(November 2017). The document contains a list of references, several of which also informed the Visual Study.

- 2.37 Once the landscape character study was complete, the next step was to commence the visual part of the study.

#### ON-THE-GROUND SURVEYS

- 2.38 The professional team carried out the on-the-ground surveys between May and early September 2018 (some additional views were also considered in mid-October 2018, following the consultation exercise).
- 2.39 The surveys involved driving and / or walking along public rights of way (roads, footpaths, bridleways) and visiting publicly-accessible places within the study area. Baseline landscape character and other information was checked and factored in where relevant - for example where there was intervisibility between the viewer and a key feature / focal point.
- 2.40 During the surveys, notes were made about an area's 'sense of place' and 'local distinctiveness', its character, quality and qualities, whether there were detractors in the view (for example modern infrastructure, lack of maintenance or uncharacteristic / industrial development), how well an area or route was used and so on.
- 2.41 The key view / focal point / view route / view zone / gateway / potential improvement zone was noted on the base map.
- 2.42 The view was described using terms such as 'panorama' or 'focussed view', and the context was noted (for example Malvern Hills, Severn plain, town centre, residential area etc.).
- 2.43 It soon became clear that the area's visual character and qualities are very complex. This is mainly due to the influence of topography and the significant role it plays in the nature and experience of the view, in orientation, and in sense of place (see Topography below).
- 2.44 As the study progressed, it was concluded that in some cases it would be more logical to incorporate a number of individual viewpoints of similar value along a particular route into a single 'key view route', and those within a particular zone into a single 'key view zone'. Also, certain buildings / features / areas (such as Malvern Priory) were the focus of a number of views from different locations, in which case it was more logical to categorise them as 'key focal points' rather than 'key views' - this is explained further in the analysis section below.
- 2.45 The study also identified a number of 'key approaches' to the town, and 'key gateways' - see Approaches and Gateways below.
- 2.46 During the surveys, all the factors that contributed to decisions about levels of value were noted, for example from one viewpoint or along one route, several of Malvern's characteristic heritage assets and features - such as gas lamps and springs / wells - may be visible, as well as characteristic landscape elements - such as mature avenue trees on wide grassed verges / commons framing a distinctive hill profile.
- 2.47 Each 'candidate' key view / focal point / view route / view zone / potential improvement zone identified was then attributed with a level of value in accordance with the criteria above, i.e. either 'Exceptional', 'Special' or 'Representative'. Gateways were also graded, with the gradings of the key views / focal points / view routes in the vicinity being the determinant.

#### ANALYSIS OF VISUAL SURVEY RESULTS

- 2.48 During the visual surveys, the factual / descriptive information was recorded under the same headings as those which had been used on the forms devised for the public 'call for views', so that the analysis, comparison and final selection of all the identified key VPs and corridors / routes would be on the same basis. The headings included 'Focus of View' and 'Why is it Important?'
- 2.49 The results of the public and technical visual studies were collated and analysed: all the candidate VPs, vistas, routes and focal points were marked on acetate sheets and / or clean map bases.
- 2.50 The information on the public forms was factored in to the overall study, and was used to make judgements about each of the public's view's level of value. So long as the VPs met the guidance criteria and were considered appropriate, they were included as candidates.

- 2.51 Examples of views which did not meet the criteria and were discounted include a) views within the NPA from the top of the Malvern Hills looking west i.e. not over the NPA, and b) views of Malvern Priory from benches in the churchyard, on the basis that the view is highly unlikely to be adversely affected by new development given the building's Grade I listed status. However, even if the view itself was discounted, the written information and justification was factored in where relevant - for example, Malvern Priory itself is clearly of high visual value to the local community and a key focal point regardless of the place from which it is seen, and new development would have to ensure that any view in which the Priory is a key feature was not adversely affected.
- 2.52 The benefit of using acetate sheets is that each sheet contains a separate layer of information, and when stacked-up, one can see the 'whole picture' emerge, i.e. the base OS map, the landscape character baseline information, the viewpoints, vistas, corridors, routes, focal points and so on.
- 2.53 From this it was possible to:
- a) discount any other VPs / views which did not meet the grading criteria;
  - b) identify individual candidate Key Viewpoints;
  - c) group tight clusters of individual VPs into one single candidate Key Viewpoint;
  - d) 'absorb' individual VPs into Key View Routes where there were several or continuous views along the route;
  - e) establish common foci / focal points / features;
  - f) group scattered clusters of individual VPs into candidate Key View Zones;
  - g) identify key approaches and Key Gateways; and
  - h) establish view corridors / viewlines.
- 2.54 All the above candidates were marked on the base map, along with their preliminary grading of visual value, using the same colours that are applied in the AONB Unit's Guidance on Views, i.e.:
- Exceptional = Red
  - Special = Blue
  - Representative = Yellow.
- 2.55 In principle, all views along a Key View Route are of the same level of visual value as that of the Route; however, where the criteria were met, an important specific viewpoint along that route could potentially be given a higher grading, or, if not met, a lower grading could be applied.
- 2.56 The levels of value of all the candidate Key Viewpoints, Focal Points, View Zones, View Routes and Gateways were then compared and tested on a like-for-like basis. Professional judgement was applied in accordance with published guidance, and where appropriate, adjustments were made to ensure consistency.
- 2.57 Finally, in consultation with the NP advisors, interested parties and stakeholders, the final pre-consultation selection of the proposed NP Key Views was made. It is important to note that the term 'Key View' covers Key Viewpoints (KVPs), Key Focal Points (KFPs), Key View Routes (KVRs), Key View Zones (KVZs) and Key Gateways.
- 2.58 The Key Views were marked on the OS map base, and the information relevant to each Key View was then set out on tables along with photographs (see Appendix B). The results were written up in a Visual Study Consultation Draft Report. All these were then issued for consultation.
- 2.59 The results are set out in Section 4. They factor in the results of the consultation exercise, which are explained below.

### 3 Consultation

- 3.1 The Visual Study's four-week consultation period commenced on Tuesday 10<sup>th</sup> September and ended on Tuesday 9<sup>th</sup> October. The consultation was advertised on MTC's website and in the local press.
- 3.2 In addition, a public event was held at MTC's offices on Thursday 20<sup>th</sup> September. This was attended by MTC staff and members of the Visual Study team, who were available to answer questions about the study, listen to comments / opinions, note down additional evidence / information, and consider any new candidate key views.
- 3.3 The event was well-attended: as well as members of the public, those who came included representatives from Malvern Hills District Council (MHDC), the Malvern Hills AONB, and local organisations. Most appeared to welcome the Visual Study, and were very interested in the process and results.
- 3.4 Some individuals provided further historical and cultural information and evidence which was noted where relevant to judgements about a Key View's level of value. Others suggested additional views and viewpoints, common themes, focal points, potential VIZs and so on.
- 3.5 Most also appeared to agree with the levels of value attributed to each Key View. If there was disagreement, once the person had understood the criteria and why they were applied, the proposed grading was accepted.
- 3.6 The comments made during the event and received in writing afterwards demonstrated that the town's visual amenity is highly important to some people, and that the Visual Study's aims and objectives are well-supported in principle. In their written comments, MHDC said that the Visual Study was '*a comprehensive and potentially helpful evidence source to underpin new planning policy*'. The AONB Unit manager commended the '*comprehensive and inclusive steps to identify key views and to enshrine a form of protection of them through the NP*'. Malvern Hills Trust (MHT) said that they '*welcomed*' the inclusion of the Key Views associated with land under MHT's jurisdiction.
- 3.7 It was also clear that certain parts of the town, such as the Guarlford Road / Chance Lane area, are very highly valued by the local community for a number of reasons, fine views being one of them - several of the KVPs identified in the locality were noted as being of high value, and '*very special and significant*'.
- 3.8 The material changes made to the consultation draft version of the Visual Study as a result of the comments received during the consultation exercise are set out below:
  - i. The consultation draft version of the Key Views Plan was a single drawing entitled 'Draft Figure 5.3' which was the number attributed to the Key Views Plan in the November 2017 Regulation 14 consultation draft of the NP.

All the Key Views were shown on the plan. Their levels of value grading were indicated with different colours, as explained in Section 2 above.

Whilst the majority of the people who attended the consultation event and / or sent in written comments appeared to have no difficulty in reading and understanding the plan, an MHDC representative's opinion was that all the information on one plan was too complex. Another comment from MHDC was that the high number of Key Views identified for protection / enhancement '*could be seen as an excessive constraint on development*' and that '*the potential impact of the revised Policy MV1 on the viability of developments would also be a concern*', due to the '*potential financial burden*' that consideration by developers of protecting / enhancing *all* the Key Views, regardless of their level of value, might impose (the draft Visual Study report had included suggestions for rewording what was then Draft Policy MG3: Key Views and Vistas (see Section 1 above), but the policy section has been omitted from this final version).

It was eventually agreed that the best course of action would be to propose the 'protection / enhancement' of Exceptional Key Views only. However, there was also a mutual desire to ensure that the Special and Representative Key Views were at least 'considered' by those planning new developments (the AONB Unit manager's opinion was that the NP Key Views policy should be one which '*recognises the primacy of the exceptional but which also ensures*

*that developers do not simply overlook the value that exists in those views that sit in other categories').*

To address this, the draft Key Views Plan was divided into two separate Key Views Plans:

- **Figure VS1 - 'Exceptional' Key Views Plan.** This would be included within the Visual Study. It would also become Figure 5.3 in the NP, to illustrate the first part of the new Key Views policy which would relate to Exceptional Key Views only, and would help to ensure their protection and, where desirable / feasible, their enhancement.
  - **Figure VS2 - 'Special and Representative' Key Views Plan.** This would not be included in the NP in the same way as the Exceptional Key Views Plan; instead, it would be included within the Visual Study and would illustrate / be the subject of the second part of the new Key Views policy which would relate to Special and Representative Key Views only, and which hopefully would 'encourage' developers to demonstrate that they had at least considered and respected them when planning new development.
- ii. MHDC also suggested that the direction of the view from the viewpoint and its extent / 'arc' should be shown on the Key Views Plans; however, this had already been discounted as an option due to the fact that it would make the plans very difficult to read given the number and locations of the viewpoints and the scale of the base map. Also, in many cases within one view there were several different value attributes / factors, for example the Hills profile, a vista of the town directed / framed by mature avenue trees, commons, and heritage assets. It was considered that where new developments required Landscape and Visual Impact Assessments or similar studies, competent assessors would understand how to evaluate the baseline and potential effects, and the Visual Study would be only one of their sources of reference.
  - iii. In the consultation draft version of the Visual Study, the Key Gateways were not graded; however, when the decision was made to separate the Key Views' levels of value into a) Exceptional and b) Special / Representative categories, the Key Gateways were graded in accordance with the criteria, factoring in the value of the associated KVPs, KFPs and KVRs. One consultee noted the importance of the town's Key Gateways, stating that they '*should be the main focus and should be preserved at all costs*'.
  - iv. The study had originally identified a total of six VIZs, i.e. areas / 'zones' where levels of visual value were low but visual quality could potentially be improved / enhanced, and levels of value thus increased. It was considered that new development could contribute towards achieving that aim. The conclusion was that whilst new development should be encouraged to improve / enhance degraded views where feasible, the VIZs should be omitted from the study in order to reduce complexity. Also it was noted that there may be future initiatives to improve parts of the NPA, and this would entail a more focussed and in-depth study of the relevant issues.
  - v. Sites which are allocated for either housing or mixed-use development in the South Worcestershire Development Plan (SWDP) have been added to the base maps used for the Visual Study figures, in order to '*provide a more complete picture of the future shape of Malvern*'.
  - vi. In some cases, the photographs which had been used in the consultation draft version of the Key Views Tables were replaced with others in order to more clearly illustrate the view's visual value attributes, or to more accurately reflect the viewpoint.
  - vii. Some of the notes on Key Views in the tables were updated to reflect consultation comments.
- 3.9 Although some members of the public had suggested that a few other specific KVPs should be added to the study, it was later concluded that these had already been considered and in many cases, included - for example as KFPs. Suggestions were also made for new VIZs, but the VIZs were eventually omitted, as mentioned above.
- 3.10 Other comments made were deemed to be beyond the scope of the Visual Study, for example where they related to specific ecological matters, and so were not factored in; however, where appropriate they have been taken on board by MTC, some being included in the Community Aspirations sections of the NP.
- 3.11 In summary, no Key Views were omitted or added to the Visual Study following the consultation exercise, but several adjustments were made to the report, tables and plans, as outlined above.

## 4 NP Visual Study Results

- 4.1 This section takes into account the comments received during the consultation exercise and reflects the subsequent adjustments made to the Visual Study report, tables and plans as set out above.
- 4.2 During the course of the study, several visual ‘foci’ and / or ‘themes’ emerged which contributed to levels of visual value attributed to views and focal points, and which were factored in to judgements about levels of grading.
- 4.3 The ‘Visual Attributes’ column in the Key Views Tables contained in Appendix B notes which of the various value criteria / themes / foci are relevant to each view, and summarises the notes made by the public and technical teams on the visual survey forms under the heading ‘*Why is it [the view] important?*’.
- 4.4 The criteria used for making judgements about levels of value are set out in Section 2 above. The most ‘valuable’ foci and themes identified include (in no particular order):
- North and End Hills, also the Worcestershire Beacon;
  - The Wyche Cutting;
  - commons and wide verges;
  - open green spaces (designated / undesignated) such as parks, gardens and playing fields;
  - trees especially avenues (see Significant Vegetation section below);
  - ‘triangles’ of grass lined with tree avenues at some key road junctions;
  - ‘quality’ of landscape / townscape in terms of level of intactness / management / level of care;
  - traditional / rural historic landscape character visible throughout built-up area, having been ‘absorbed’ into the town’s fabric but conserved. Also highly characteristic of town’s outer edges, where countryside begins ‘abruptly’ in many places;
  - Malvern Priory;
  - churches especially ‘landmark’ spires;
  - buildings / places associated with famous people, events and / or ‘products’;
  - Malvern Water heritage (springs, spouts, wells, buildings and places);
  - heritage assets and features of local interest such as gas lamps and pillar-boxes;
  - key public buildings;
  - certain pubs;
  - town approaches and ‘gateways’ (see section below);
  - views along key pedestrian routes to / from / through the town (some are ancient trackways and pilgrims’ trails such as the routes (public footpaths) through Hayslan Fields leading to the town centre, Jackpit Lane west of Guarlford, and the track along Ox Hill between Guarlford and Poolbrook (also the town boundary); others are popular public footpaths - the Three Choirs Way long-distance trail runs north east - south west through the NPA, and the Worcestershire Way runs through the north-western part of the NPA);
  - views along ‘themed’ trails - driving / walking / cycling / horse-riding (e.g. Geopark Way, Malvern’s Springs and Spouts, Elgar, local literature and public art);
  - public art and bespoke ‘welcoming’ sign boards (much of this is a legacy of the Great Malvern Town Centre Strategy which was launched in the mid-1990s);
  - night-time views both to and from the Hills;
  - seasonal variations in views;
  - geological features (e.g. quarries);
  - the presence of wildlife in views, within the town and in the skies above.

## SIGNIFICANT VEGETATION

- 4.5 Both within and beyond the built-up areas of the NPA, there are places where vegetation makes a significant contribution to landscape character, setting / context and function. There is a rich diversity of landcover, ranging from mature trees to wide expanses of unimproved grassland (often commons / Open Access Land). Much of this is well-managed and of high quality,
- 4.6 The landcover gives rise to strong patterns in the landscape: for example, linear belts of native riparian woodland articulate watercourses from source to the Severn; areas of grassland form significant green belts and gaps within and around the built-up areas, creating metaphorical and literal 'breathing spaces'.
- 4.7 The wide variety of species and types of planting arrangements throughout the NPA is a defining and distinctive characteristic which engenders a unique sense of place. Each of the different types reflects different aspects of the town's natural, cultural and social influences.
- 4.8 The range of tree cover includes:
- individuals and groups of tall ornamental evergreens in gardens, churchyards and parks, many planted in the Victorian era;
  - stag-headed veteran oak and ancient native woodland, some of which are remnants of Malvern Chase;
  - old hedgerows with escaped mature trees along lanes;
  - mature ornamental avenues along key approaches to the town (predominantly lime but also oak and horse chestnut);
  - incidental orchards, both traditional and modern;
  - decorative trees in public spaces; and
  - post-war 'street hierarchies', for example lime planted closest to the main roads and cherry along the residential streets.
- 4.9 The town's abundant tree cover also performs several important visual functions:
- screening of detracting influences;
  - focussing views of key features along a framed view corridor;
  - framing views; and
  - visual reminders of changing seasons.
- 4.10 Clearly some of the trees are reaching the ends of their useful lives. Factors include old age, damage, pests and diseases. In many areas, the loss of tree cover would result in highly noticeable changes to both local and wider landscape character, and to views / visual amenity. Some changes may be beneficial, others may be adverse. Anecdotal evidence indicates that in some areas, roadside trees and hedges are much denser than they used to be, enclosing / screening views which once were open and panoramic.
- 4.11 New development should ensure that new tree planting is not only appropriate, and characteristic of the locality in which it is proposed, but will also be as long-lived and resilient as possible.
- 4.12 It must be borne in mind that this Visual Study represents a 'snapshot in time', and any future assessments of effects which use the study as a source of reference should check the baseline situation carefully, to determine whether or not it has changed.
- 4.13 In their consultation response, MHT emphasised the importance of the contribution made to the high visual value of parts of the town by mature trees, and expressed concerns about the threats to their continued presence noted above. They also agreed with the wording of a suggested policy in the consultation draft report that related to these matters; however, this part was subsequently omitted, as the matters were not directly relevant to the Visual Study (however, trees are considered in the 'Community Aspirations' section of the NP, which includes the recommendation to '*Carry out a survey of the stock of existing trees on public land to assess their likely longevity and produce a strategy for new tree planting*').



## APPROACHES & GATEWAYS

- 4.14 The surveys noted the fact that there are several key vehicular 'approaches' to the town. Some of these are historic routes, used for centuries - even millennia - by people travelling to the Malvern Hills (the springs were considered sacred by many).
- 4.15 The approaches are often characterised by mature ornamental avenue trees and wide, semi-natural grass verges (usually common land with Open Access): these make a highly important contribution to the area's sense of place and local distinctiveness.
- 4.16 In some cases, key views are experienced along the length of a key view route, either in one or both directions. In other cases, whilst views along the route are to be noted, there are places where there is an individual key VP which has a different visual 'theme' or 'focus'.
- 4.17 At various points along the approach routes, either at or close to the town boundary, 'key gateways' are reached. Some are marked by signs. Each has a very different character, again reflecting its locality's natural, cultural and social influences. Large grassed triangles lined with trees at road junctions are especially characteristic.
- 4.18 Visually, the gateways are important as they 'advertise' what the town has to offer, and are a reflection of 'how it sees itself'.
- 4.19 The extent of the Key Gateways' 'areas of influence' vary depending on their specific landscape / townscape context - their approximate area of influence is shown on the Key Views Plans (Figures VS1 and VS2). Their level of value reflects both the value criteria, and the value of the associated KVPs / KFPs / KVRs.
- 4.20 One point of note is that there is no obvious gateway to the town from the north. Analysis of late 19<sup>th</sup> century maps suggests that the gateway may have been in the vicinity of the junction where Leigh Sinton Road, Somers Park Avenue, Belmont Road and Albert Park Road now meet. There appears to have been a formal avenue of trees along Leigh Sinton Road south of its junction with Sayers Avenue, which would suggest this was a key approach. Also, Somers Park Avenue was only constructed in the early 1900s, at the same time as the Church of the Ascension (see KFP15). The church is situated at the point where, in the early 20<sup>th</sup> century when the town was expanding, a gateway would have been logical; it 'stands on an eminence', so would have commanded fine and uninterrupted views over rural agricultural landscapes to the north, with the Abberley Hills on the skyline (see KVP43).

## TOPOGRAPHY

- 4.21 One of the most important aspects of Malvern's unique and special visual character is the effect that the area's distinctive and complex topography has on a) the nature and context / setting of the view, and b) the experience of the viewer.
- 4.22 The highest point within the NPA is 425m Above Ordnance Datum (AOD), on the summit of the Worcestershire Beacon. North Hill's summit is at 397m AOD. From the Hills' ridgeline, to the east, the land falls quickly and steeply down to the A449 which runs through Great Malvern town centre.
- 4.23 Below the Beacon, the road level is at c. 165m AOD; the gradient of the upper hill slope is therefore just under 1 in 3. From this point, which is where the built-up parts of the town really begin, the land falls a little more gently eastwards: following the line running due east from the Beacon, the railway lies c. 650m from the A449 and is at c. 80m AOD, so the gradient in that area is c. 1:8.
- 4.24 At that point, the railway marks the toe of the hill slopes and the start of the flat Severn plain: the distance between the railway and the town's eastern boundary near Guarford is c. 2.7km, and the land there lies at c. 30m AOD.
- 4.25 A similar phenomenon occurs in the parts of the NPA north and east of the Hills, although in those areas the changes in angles of slope are less abrupt, and the topography is more undulating.
- 4.26 What this means is that from higher-level viewpoints looking east in an arc from north to south, one turns one's back on the Hills and focusses on the extensive and panoramic vistas across the flat plain; whereas from lower-level viewpoints, there are fewer views available across the plain to the east, and the Hills become visually prominent or even dominant.
- 4.27 Also, there are views in which the Hill's dramatic fall from summit to plain is clearly visible.

- 4.28 Thus, the nature and experience of the view depends greatly on the elevation of the viewer, and the visual context of the view. Importantly, when the area's topography is visible, it helps to orientate the viewer; also, the topography contributes significantly to one's sense of place.
- 4.29 Several Key Views were selected because they were very good examples of this phenomenon. For example, within Malvern's built-up areas at lower levels, one can easily forget the town's wider landscape context to the east, until a long vista suddenly opens up towards Bredon Hill. In other areas, through a 'green gap, one suddenly becomes aware of the fact that there is good quality rural open countryside or native woodland right at the edge of some of the busiest parts of the town. Or, the upper parts of the town are screened from view by the built form and mature vegetation which clothes the lower slopes but become clearly visible from the outer edges of the NPA.
- 4.30 As a general principle, the most valuable and 'interesting' views are those where the context is a very good representation of the NPA's key characteristics, features and qualities; reflects local distinctiveness; engenders a strong sense of place; and enables orientation. The context varies but it is always distinct: it may be the Hills' profiles; the expansive Severn plain and beyond; intimate, wooded, rural winding lanes and ancient trackways; historic townscapes and so on. In many parts of the town, all that is visible is ubiquitous built form and vegetation seen against the sky, with no local identity and thus little or no visual value.

### SUMMARY OF RESULTS

- 4.31 The locations of the Exceptional Key Views (KVPs, KFPs, KVRs, KVZs and Key Gateways) are shown on Figure VS1 in Appendix A.
- 4.32 The locations of the Special and Representative Key Views (KVPs, KFPs, KVRs, KVZs and Key Gateways) are shown on Figure VS2 in Appendix A.
- 4.33 The information relevant to each KVP, KFP, KVZ, KVR and Gateway is set out in the Key Views Tables contained in Appendix B. This includes the location of the view, its direction / focus, photographs, and a summary of the visual value attributes (see above).
- 4.34 Some of the NP Key VPs are in the same location as the AONB Unit's Key VPs (the AONB's Key VPs in and around the NPA are also shown on the Key Views Plans for reference); however, as mentioned above, the NP's VPs have been selected using different criteria, which relate to the Malvern NPA specifically, as opposed to views to and from the Malvern Hills AONB. The grading is therefore not necessarily the same.

### **Key Viewpoints**

- 4.35 A total of 94 no. KVPs were selected for inclusion in the NP. The breakdown is as follows, in order of grading:
- Exceptional: 35 no.
  - Special: 30 no.
  - Representative: 29 no.

### **Key Focal Points**

- 4.36 35 no. KFPs were selected for inclusion in the NP. The breakdown is as follows, in order of grading:
- Exceptional: 18 no.
  - Special: 12 no.
  - Representative: 5 no.

### **Key View Routes**

- 4.37 37 no. KVRs were selected for inclusion in the NP. The breakdown is as follows, in order of grading:
- Exceptional: 12 no.
  - Special: 18 no.
  - Representative: 7 no.

### **Key View Zones**

4.38 3 no. KVZs were selected for inclusion in the NP.

- Exceptional: 1 no.
- Special: 2 no.

### **Key Gateways**

4.39 6 no. Key Gateways were selected for inclusion in the NP.

- Exceptional: 4 no.
- Special: 2 no.

## **5 Conclusions and Recommendations**

- 5.1 The main aim of this study was to identify, map, assess and select a number of key views in and around the town that are of 'significant' value to the local community, in order to provide the evidence-base for a 'Key Views' policy in Malvern's NP. The policy would require those planning change - especially in the form of new built development - to consider the visual amenity and attributes of the area when formulating proposals, and for new development to protect and, where possible, enhance the most important and valuable Key Views.
- 5.2 The Key Views identified in the study are all of 'local' importance and value: whilst parts of the western side of the NPA lie within the Malvern Hills AONB, and the rest of it lies within the AONB's setting, views which are of national importance in this regard are already a material factor in the planning of new development. In this case it was essential for the Visual Study to 'go beneath the blanket' of the nationally-designated / nationally-important areas, features and key views (although these will always be a consideration in future planning) - and identify VPs and vistas which are of high 'local' visual value to the town's community.
- 5.3 The study concluded that Malvern's unique and distinctive topography plays a significant role in the town and surrounding area's very special and diverse visual character. Topography greatly affects the nature and context / setting of the view, and the experience of the viewer.
- 5.4 Views in which the context is locally-characteristic and distinctive - for example the Hills, the Severn plain, a rural winding lane or historic built form - are often judged to be amongst the most valuable. Most importantly, when the area's topography is visible, it helps to orientate the viewer, and contributes significantly to one's sense of place.
- 5.5 The nature of the view and how it is experienced depends greatly on the elevation of the viewer.
- 5.6 When viewed from elevated locations on the Malvern Hills' summits and slopes, the land below is seen more in plan-form. Characteristic landscape and townscape patterns are clearly visible, and roofscapes are exposed; however, the view is rarely a bird's-eye one, and it is important to note that even from the highest points, roofs, building elevations and surrounding hard and soft surfaces are likely to be seen in combination as well as within the wider character context, so should not be treated separately.
- 5.7 The siting, orientation and layout of new development, and the treatment of all visible surfaces - especially their colour and texture - should be considered from high-level as well as low-level viewpoints, and the character context within which they would be seen factored in.
- 5.8 Many of the key views from lower levels - on the Hills' lower slopes and across the Severn plain - are important because the Hills' distinctive profile on the skyline is uninterrupted, and the intervening landscapes / townscapes are of good quality. New development proposals should therefore consider whether what is proposed would interrupt the skyline, or would compete with key focal points which are intervisible, and respect / enhance the aspects of character that are locally-distinctive and contribute to the area's sense of place.
- 5.9 The town and its surrounds are characterised by significant vegetation such as native woodlands, semi-natural grassland on commons, mature ornamental avenue trees, traditional orchards and veteran oak which are remnants of Malvern Chase. The vegetation often has a significant influence on the nature of a view, by screening, filtering, framing, creating strong landscape patterns in both rural and built-up areas and so on.

- 5.10 New development should ensure that new planting is not only appropriate, and characteristic of the locality in which it is proposed, but will also be as long-lived and resilient as possible.
- 5.11 It should be borne in mind that not all of a Key View's value attributes are visible: some qualities may be experiential, and several of the area's Key Views are valuable due to important associations with both locally- and nationally-important people and events.
- 5.12 The Malvern Hills AONB Unit's published guidance deals with the above and other aspects of landscape character and visual amenity in more detail, and are a valuable source of reference for all planning new development, or who simply have an interest in the area.
- 5.13 It is hoped that this study will be a key source of reference for those planning new development within the NPA, helping to ensure good quality standards of both planning applications and new developments. It can also contribute towards the common aim of ensuring that new development is successful - not just in protecting and enhancing the visual quality and qualities of the area, but also in delivering meaningful economic, social and environmental benefits for everyone.

Carly Tinkler BA CMLI FRSA MIALE

October 2018

# APPENDIX A

## Key Views Plans (Figures VS1 & VS2)

(not bound in report - see separate documents)

# APPENDIX B

## Key Views Tables

## Malvern Neighbourhood Plan Visual Study October 2018

# Key Views Tables

1. Contents:

Table 1: Key Viewpoints (KVPs)

Table 2: Key Focal Points (KFPs)



Table 3: Key View Routes (KVRs)

Table 4: Key View Zones (KVZs)




Table 5: Key Gateways




2. These tables set out the results of the visual study which was carried out to identify the town's Key Views. The Visual Study report explains the process and findings.
3. The term 'Key Views' covers KVPs, KFPs, KVRs, KVZs and Key Gateways.
4. The locations of the Key Views are shown on Figures VS1 and VS2.
5. In the tables, the Key Views are set out according to their level of visual value, or 'grading' in descending order i.e. Exceptional, Special and Representative.
6. The 'Visual Attributes' column sets out the key factors which contribute to levels of visual value and judgements about grading (the criteria applied are set out in the Visual Study report). This is a summary of the notes made by the public and technical teams on the visual survey forms under the heading '*Why is it [the view] important?*', and the various visual 'foci' and / or 'themes' which emerged from the studies (also described in the Visual Study Report).
7. Photographs are illustrative only and do not necessarily show the entire view or views available; they are also taken with a variety of media and with different lenses / focal lengths, which may not represent what is seen with the naked eye. In some cases, Google streetview images have been used, for example where not safe to stop and photograph, or where the original photograph was of poor quality / did not properly illustrate the key features.
8. Reference is made in the tables to the 'spring line': for clarification, many of Malvern water's springs emerge along a line that encircles the northern section of the Malvern Hills from British Camp to End Hill. Although its elevation varies, in places the line is fairly consistent. As a result, the routes along and across the Hills, and the associated settlements, have been aligned to take maximum advantage of this natural bounty, and is one of the main reasons why the majority of residential properties are on or below the spring line. This narrow linear settlement pattern is clearly visible even in long-distance views, not just during the day but at night, when it is articulated by lights from street lamps and houses, and is a distinctive characteristic of the NPA.




Table 1: Key Viewpoints (KVPs)




KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP1	EXCEPTIONAL	Guarford Road looking west towards the Hills: illustrative of views along KVR17		<p>High quality view. Key historic approach to Malvern from the east. Very good representations of area's distinctive landscape characteristics. Fine views of Hills' ridges and summits on skyline, main view framed by avenue of mature trees along well-managed wide grassed verges (commons / Open Access Land). Several important heritage assets and historic / cultural features along route.</p> <p>See also KVR17.</p>
KVP3	EXCEPTIONAL	Peachfield Road, near Malvern Common (lower) looking south west to north west: illustrative of views along KVR19B		<p>Near Key Gateway 3 (south). High quality uninterrupted panoramic view of Hills and Great Malvern town centre / spring line across well-managed commons (SSSI). Highly important contribution to town's distinctive and characteristic context, setting and sense of place. Within AONB.</p> <p>See also KVR19B.</p>









KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP4	EXCEPTIONAL	Rosebank Gardens looking south east to north east (illustrative view)		<p>Central, well-managed and popular public green space and key historic pedestrian route to Hills (also Three Choirs Way KVR2). Malvern Priory (Grade I listed building), Priory Gateway (Scheduled Monument and Grade II* listed building) and other key features in foreground with landscape context and setting of town to east - fine, long-distance and panoramic views from many locations within Gardens. Public art and various heritage / cultural features including springs. Within AONB.</p> <p>See also KVR2, KFP32 (Rosebank Gardens), KFP30 (Malvern Priory) and KFP31 (Abbey Gateway and Hotel)</p>
KVP5	EXCEPTIONAL	Belle Vue Terrace looking north east to south east (note key near-distance view east down Church Street): illustrative view		<p>Within KVZ1. Church Street / Great Malvern town centre, and panoramic long-distance views over Severn Plain. Reflects Great Malvern's elevated position on Hills and wider context and setting to east. Illustrates town centre's character and evolution esp. during Victorian period. View includes Belle Vue Island: sitting area / viewing platform, several key features including heritage assets, Victorian street furniture, town centre spout and public art.</p> <p>See also KVZ1, KFP33 (Belle Vue Island) and KVRs 15 and 24.</p>
KVP6	EXCEPTIONAL	Corner of Graham Road and Moorlands Road (and Three Choirs Way) looking north / north east to south east (illustrative view to north east only)		<p>High quality long-distance views with Malvern Link Common and avenues of mature trees in foreground. Encompasses several key elements and features contributing to town's distinctive character including avenues, commons, scenic panoramas, heritage assets and cultural associations. 'Davenham' is key feature in view to south east (associated with Dyson Perrins family).</p> <p>See also KFP19 (Davenham), KFP 30 (Nag's Head), KVRs 3 and 9, and KVZ2.</p>




KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP7	EXCEPTIONAL	On Worcester Road, near Malvern Link railway station looking north west to south west: illustrative of views along KVR9		<p>High quality views, Hills framed by avenues of trees. Key features within view and which make highly important contribution to town's character, context and setting include significant vegetation (fine mature avenue and ornamental trees, well-managed grassland on commons), Malvern stone walls, various heritage and cultural assets (incl. railway bridge and Temperance drinking fountain).</p> <p>See also KVR9.</p>
KVP8	EXCEPTIONAL	On Malvern Link Common (illustrative of views on Common incl. along Three Choirs Way looking north west to south west)		<p>Significant and well-used open space in town offering iconic and high quality views towards Hills across common land (Open Access). Highly important contribution to town's distinctive setting, character, pattern and sense of place esp. open green space within urban areas.</p> <p>See also KVR3.</p>
KVP15	EXCEPTIONAL	Great Malvern Railway Station area (this VP on Imperial Road looking north west to south west)		<p>High quality and 'intimate' space with occasional vistas of Hills. Sense of place on mid-slopes, close to town centre. Key features include local vernacular, Great Malvern station and associated green open spaces, avenues of trees, gas lamps, Malvern stone walls.</p> <p>Within KVZ1 (Exceptional). See also KFP26 (Great Malvern railway station).</p>




KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP18	EXCEPTIONAL	Malvern Link (near Worcester Rd / Pickersleigh Rd junction) looking west to south along KVR9		<p>Busy shopping area along important and historic approach to Great Malvern. Very good representation of local historic character and vernacular. Sense of beginning of rise up footslopes from Severn Plain to Hills. Locally-iconic mural (c. 1998) and other public art in area.</p> <p>See also KVR9.</p>
KVP30	EXCEPTIONAL	Worcester Road looking south west along KVR9 (illustrative view of Isobel Harrison Gardens)		<p>Along key and historic approach to town from north east. Views of Hills often screened by built form and vegetation so focus is on near-distance features: Isobel Harrison Gardens is highly distinctive and characteristic element in this view.</p> <p>See also KVR9.</p>
KVP31A	EXCEPTIONAL	Newland 'Triangle' looking south west along KVR9		<p>At Key Gateway 1 (north east) and on key approach to town from north east. Tantalising glimpses of Hills' ridgeline above trees. Apart from Beauchamp Community 'cluster' (see below), very little built form visible esp. in summer. Area's distinctive and characteristic features within view and which make highly important contribution to town's character, context and setting include significant vegetation (fine mature avenue trees along well managed wide grassed verges, and grass triangle lined with trees), Beauchamp Community Almshouses (cluster of grade II and II* listed buildings) and St. Leonard's Church (grade I listed).</p> <p>See also KVR9, KFP1 and Key Gateway 1.</p>

KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP31B	EXCEPTIONAL	Roundabout Worcester Road / Townsend Way looking west to south west along KVR9		<p>Key approach to town from north east. Along Exceptional route but several visual detractors at this point so level of scenic quality lower. Good scope for visual improvement / enhancement so long as respects key characteristics of area and factors in important aspects of context and setting.</p> <p>See also KVR9.</p>
KVP32	EXCEPTIONAL	Junction of Worcester Road and Pickersleigh Road looking west to south east along KVR9		<p>High quality vista and first view of Malvern's distinctive and characteristic commons when arriving from north east. Key features within view and which make highly important contribution to town's character, context and setting include fine mature avenue trees and well-managed grassland on commons.</p> <p>Near location of MHAONB Representative VP2 (view corridor north west to south west).</p> <p>See also KVR9.</p>
KVP33	EXCEPTIONAL	Near junction of Worcester Road and Cockshot Road looking north east along KVR9		<p>Winning photograph in MTC's public 'Call for Favourite Views'.</p> <p>Key features within view and which make highly important contribution to town's character, context and setting include significant vegetation (fine mature avenue and ornamental trees, well-managed grassland on commons), Malvern stone walls, various heritage and cultural assets (incl. Victorian era pillar box, railway bridge and Temperance Drinking Fountain), and public art (Malvern Link gateway sign).</p> <p>See also KVR9.</p>




KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP34	EXCEPTIONAL	Worcester Road at 'Link Top' looking north east to south east along KVR9		<p>Indicative of importance of area's distinctive topography in orientation and sense of place: VP is at transition zone between steep hillslopes and Severn plain - sense of expansiveness of latter is lost at lower levels due to flat land and screening by built form and vegetation. Key features within view and which make highly important contribution to town's character, context and setting include fine mature avenue and ornamental trees, and well-managed grassland on commons.</p> <p>See also KVR9.</p>
KVP35	EXCEPTIONAL	Worcester Road Great Malvern looking south towards town centre along KVR9		<p>Exceptional and high quality view along historic approach to Great Malvern town centre. Excellent representation of evolution of this area's distinctive vernacular. Hills make highly important contribution to town's setting and sense of place. Most buildings are well-spaced - gaps between them (usually 'green') are also a highly-important element in sense of place and context. Malvern stone walls and ornamental gardens along west side of road are key and characteristic features.</p> <p>See also KVR9 and KFP20 (Holly Mount United Reformed Church)</p>
KVP36	EXCEPTIONAL	Wyche Cutting east side (B4218) looking north east to south east along KVR16		<p>Iconic and exceptional view along key and historic approach to town from south west. Experience is of dramatic transition from, and great contrast between, landscapes west and east of Hills. Expansive elevated scenic vista across Severn plain and beyond to horizon. South / south-eastern part of town and NPA clearly visible in foreground. Land seen more in plan form so landscape / townscape patterns clearly visible. Within AONB.</p> <p>Also location of MHAONB Special VP25 (view corridor north east to south east).</p> <p>See also KVR16.</p>




KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP37	EXCEPTIONAL	B4218 Wyche Road looking north east to south east (views in both directions along KVR16. Illustrative view looking north east)		<p>Similar high quality view to KVP36 but at lower level. Strong sense of descent into Severn plain / ascent to Hills along key and historic approach to town from south west. Expansive scenic vista as far as horizon to east, Hills dominant to west. South / south-eastern part of town and NPA visible in foreground above trees. Land seen more in plan form so landscape / townscape patterns clearly visible. Excellent representation of area's distinctive landscape character: commons and Hills make highly important contribution to town's setting, context and sense of place. Within AONB.</p> <p>See also KVR16.</p>
KVP38	EXCEPTIONAL	A449 Wells Road approaching / at town boundary looking north along KVR15		<p>At Key Gateway 4 (south west) along key and historic approach to town from south west. Gateway is at town boundary and is also gateway to Great Malvern. In important transition zone from semi-natural green open spaces to formality of town. 'Announces' Great Malvern's distinctive character and sense of place with highly-important features including fine mature avenue and ornamental trees, well-managed commons and grassland / native woodland, bespoke signs, gas lamps, Malvern Water features and Malvern stone walls. In views travelling north, trees function as important screen to views of built form in summer (filter in winter), almost as far as junction with Abbey Road. Within AONB.</p> <p>See also KVR15 and Key Gateway 4.</p>
KVP39	EXCEPTIONAL	A449 Wells Road looking north west to east / south east along KVR15 (illustrative view)		<p>Along key and historic approach to town from south west. Scenic vista as far as horizon to east. South / south-eastern part of town and NPA visible in foreground above trees. Excellent representation of area's distinctive landscape character: Hills, commons, avenue trees, gas lamps and Malvern water features make highly important contribution to town's setting, context and sense of place. Within AONB.</p> <p>See also KVR15.</p>

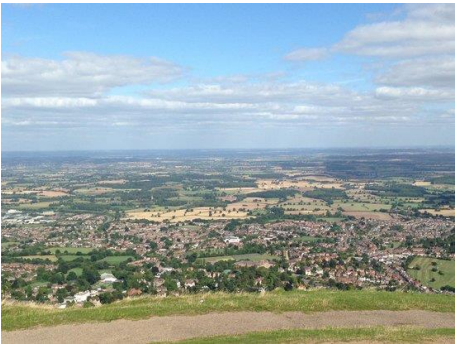


KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP40	EXCEPTIONAL	On railway bridge, Peachfield Road (views in both directions along KVR19. Illustrative view looking north east to south east) along KVR19		<p>At NPA's south-western boundary so 'gateway', though doesn't visually function as such / is not marked. Scenic and very good quality vista across commons and Severn plain as far as horizon with south / south-eastern part of town and NPA visible in fore- and mid-ground of view. One or two detractors including railway line. Area's distinctive and characteristic features within view and which make highly important contribution to town's character, context and setting include commons (SSSI), heritage assets and cultural associations (for example old golf course where Elgar played). Within AONB.</p> <p>See also KVRs 19A and 19B.</p>
KVP41	EXCEPTIONAL	At junction of Peachfield Road and Longridge Road looking north east to south east along KVR19B		<p>Scenic, high quality and uninterrupted low-level vista across well-managed commons (SSSI) and Severn plain as far as horizon. Cultural associations (old golf course where Elgar played, and club-house). Within AONB.</p> <p>See also KVR19B.</p>
KVP42	EXCEPTIONAL	At junction of Blackmore Park Road and Peachfield Road looking north west to east / north east along KVR19B		<p>At Key Gateway 3 (south). Sudden / unexpected and high quality uninterrupted panoramic view of Hills, well-managed commons (SSSI), and 'tidy' southern edge of settlement. Area makes highly important contribution to town's distinctive and characteristic context, setting and sense of place. Within AONB.</p> <p>See also KVR19B and Key Gateway 3.</p>





KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP51	EXCEPTIONAL	B4211 Guarlford Road approaching / at town boundary looking north west to south west / south at start of KVR17		<p>At Key Gateway 2 (south east). High quality view. Key historic approach to Malvern from east. Historic interest in local area ('lost' Baldenhall Manor (medieval) and Jackpit Lane). Very good representations of area's distinctive landscape characteristics. Glimpses of Hills's ridges and summits on skyline above trees, main view framed by avenue of mature trees along well-managed wide grassed verges (commons / Open Access Land).</p> <p>See also KVR17, KVR35 and Key Gateway 2.</p>
KVP52	EXCEPTIONAL	At junctions of Poolbrook Road, Longridge Road and Churchdown Road looking south east to west along KVR19B		<p>High quality uninterrupted panoramic long view of Hills' profile across well-managed commons (SSSI). Highly important contribution to town's distinctive and characteristic context, setting and sense of place. Within AONB.</p> <p>See also KVR19B, KVP2 and KFP10.</p>
KVP53	EXCEPTIONAL	At junction of Peachfield Road and St. Andrew's Road looking north east to south east along KVR19B		<p>Scenic and very good quality vista across commons and Severn plain as far as horizon. Area's distinctive and characteristic features within view and which make highly important contribution to town's character, context and setting include commons (SSSI), mature roadside trees, heritage assets (pillar box) and cultural associations (for example old golf course where Elgar played, and club-house).</p> <p>See also KVR19B.</p>









KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP56	EXCEPTIONAL	In vicinity of junction of Pickersleigh Road and Cedar Avenue along KVR10 looking north west to south west (Hills' profile), and south west to north west (Malvern Link Common and houses along road frontage) (illustrative view looking NW)		<p>Start of Exceptional KVR10. Very good representation of characteristic visual diversity and contrast resulting from area's distinctive topography. To north west, Hills' profile is key feature on skyline, but travelling further north view is across well-managed commons and fine mature trees with characteristic and distinctive row of Malvern stone and brick houses, all of which make highly important contribution to area's context, setting and sense of place.</p> <p>See also KVR10.</p>
KVP57	EXCEPTIONAL	At junction of Church Street and Graham Road looking both east and west along KVR24		<p>Within KVZ1. Iconic views at key town centre junction. Excellent representation of Great Malvern's special context and setting on mid-slopes of Hills. To west, significant vegetation (including fine mature holm oak) in Priory churchyard contributes to strong sense of Hills' wooded slopes reaching town centre - beyond shops, very little built form in view. Several heritage and cultural assets in view, and Malvern stone walls. To east, fine panoramic view across Severn plan and beyond as far as horizon.</p> <p>See also KVZ1, KVR24, KFPs 30 and 33, and KVZs 1 and 2.</p>
KVP62	EXCEPTIONAL	Lansdowne Crescent area north of KVR24 (illustrative photo at junction with Barnards Green Road)		<p>Along Exceptional KVR24 and included within Exceptional KVZ1. Excellent representation of town's historic character and evolution: high quality, intimate and tranquil space with cluster of highly distinctive buildings (distinctive Community Hospital, Lansdowne Crescent Methodist Church and associated elegant crescent of Victorian residential properties around tree-lined grass island: proposed LGS. Important cultural associations: hospital gifted to people of Malvern by Charles Dyson Perrins (Worcester Sauce magnate).</p> <p>See also KVZ1 and KFP23 (Lansdowne Crescent 'cluster').</p>

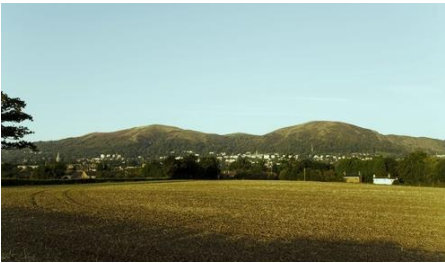
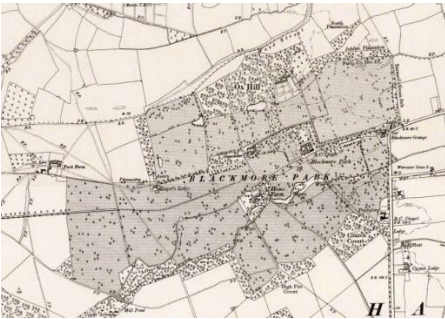

KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP70	EXCEPTIONAL	'Link Top' area and along KVR9: Worcester Road, Newtown Road, Hornyold Road and Trinity Road (views in most directions - illustrative view looking south west)		<p>Highly-attractive and well-managed area at Link Top which is point of transition between Malvern Link and Great Malvern. Key features within view and which make highly important contribution to town's character, context and setting include Hills' profile on skyline (dominant here), fine mature avenue and ornamental trees, well-managed grassland on slopes, and heritage assets.</p> <p>See also KVR9 and KFP18 (Holy Trinity Church).</p>
KVP76	EXCEPTIONAL	Rosebank Gardens from Belle Vue Terrace near Foley Arms looking south west along KVR15		<p>Fine and iconic view along Exceptional KVR15 (edge of KVZ1) of Gardens (proposed LGS): central, well-managed and popular public green space along key and historic pedestrian route up to Hills (also Worcestershire Way KVR2). Key features within view and which make highly important contribution to town's character, distinctiveness and sense of place include historic buildings, significant vegetation, public art, Malvern stone and brick walls.</p> <p>See also KVZ1, KFP32 (Rosebank Gardens) and KVRs 2 and 15.</p>
KVP77	EXCEPTIONAL	Public fp through woods leading to St. Ann's Well		<p>Along key and historic pedestrian route up to Hills (also Worcestershire Way KVR2). Sense of tranquillity, leaving town behind and ascending to Hills' summits through well-managed native woodland. Stream of Malvern spring water from St. Ann's Well runs down slope. Fork in path gives sense of continuing journey and signifies important landmarks (St. Ann's Well and Worcestershire Beacon. Within AONB.</p> <p>See also KVR2.</p>




KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP80	EXCEPTIONAL	Worcestershire Beacon summit looking north west to south east (illustrative view over NPA)		<p>Iconic and exceptional view from summit: expansive elevated scenic vista across Severn plain and beyond to horizon. Majority of NPA visible although some areas screened by hill slopes. Western side of NPA especially Malvern settlement distinct in foreground. Land seen more in plan form so landscape / townscape patterns clearly visible. Note highly important contribution made by distinctive open green spaces within fabric of town to character and pattern. Within AONB. Also MHAONB Exceptional VP 48 (360° panorama).</p> <p>See also KFP12.</p>
KVP81	EXCEPTIONAL	North Hill summit looking north west to south east (illustrative view over NPA)		<p>Iconic and exceptional view from summit: expansive elevated scenic vista across Severn plain and beyond to horizon. Majority of NPA visible although some areas screened by hill slopes. Western side of NPA especially Malvern settlement distinct in foreground. Land seen more in plan form so landscape / townscape patterns clearly visible. Note highly important contribution made by distinctive open green spaces within fabric of town to character and pattern. Within AONB. Also MHAONB Exceptional VP 47 (360° panorama). Accessed via KVR2.</p> <p>See also KFP13 and KVR2.</p>
KVP86	EXCEPTIONAL	End Hill summit looking north west / north west to south (illustrative view looking north)		<p>Iconic and exceptional view from summit: expansive elevated scenic vista across transition between undulating wooded hills in AONB and Severn plain / beyond to horizon. Large parts of NPA visible although some areas directly below hill and to south / south east screened by hill slopes. Land seen more in plan form so landscape / townscape patterns clearly visible. Within AONB.</p> <p>See also KFP14.</p>

KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP2	SPECIAL	In front of St Andrews Church, Blakedown Road looking south west to north west		High quality uninterrupted panoramic view of Hills and Great Malvern town centre / spring line across well-managed commons (SSSI). Highly important contribution to town's distinctive and characteristic context, setting and sense of place.  See also KFP10 (St. Andrew's Church), KVR18 and KVR19B.
KVP10	SPECIAL	Public fp through Hayslan Fields (illustrative view along KVR14 looking north west to south west)		Highly important open green space within urban area (proposed as Local Green Space (LGS) in NP). Fp is ancient route / pilgrim trail to Hills, well-used by pedestrians. Hills and Great Malvern town centre are key elements in views looking west, and Bredon Hill in views looking south east. Fields are very good representation of area's distinctive traditional historic rural landscape character and features having been absorbed into settlement, esp. along old routes. Significant vegetation: locally-distinctive and characteristic features include fine individual mature trees and native tree belts. Presence of wildlife.  See also KVR14 and KVP66.
KVP11A	SPECIAL	Worcestershire Way near Old Hollow Road looking north west to north east		At Key Gateway 5 (north west). Panoramic long-distance, good quality view (Clent Hills feature). Strong sense of place at northern end of Hills: unsettled rural landscapes and woodlands are highly characteristic on hillslopes at this edge of town. Area makes important contribution to town's distinctive rural context and setting in views from north west. Within AONB.  See also KVR21 and Key Gateway 5.
KVP11B	SPECIAL	Old Hollow Road looking north west to north east		At Key Gateway 5 (north west). Panoramic long-distance, good quality view (Clent Hills feature). However, where visible, settlement on plain is a detractor. Strong sense of place at northern end of Hills: unsettled rural landscapes and woodlands are highly characteristic on hillslopes at this edge of town. Area makes important contribution to town's distinctive rural context and setting in views from north west. Within AONB.  See also KVR21 and Key Gateway 5.



KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP12	SPECIAL	On public fp (Worcestershire Way and KVR1) near Cowleigh Road looking south west to south east		<p>In this approach to Hills from north / north west (near Gateway 5), End Hill is focus of view. Popular, well-used part of Worcestershire Way. View illustrates historic development of Malvern along contours / spring line, and contributes to strong sense of place.</p> <p>See also KVR1.</p>
KVP13	SPECIAL	A4103, between Bransford and Leigh Sinton looking west to south east		<p>Significant movement corridor. Travellers offered sudden and impressive uninterrupted view of Hills rising out of flat Severn plain - classic, narrow end-on profile of northern end of Hills is key feature in view. Upper parts of town along spring line are visible.</p> <p>Also location of MHAONB Special VP1 (view corridor to south west).</p>
KVP17	SPECIAL	Great Malvern Cemetery (illustrative view looking west)		<p>Special place within town. Important community function, and of high local heritage / cultural value (also of national interest e.g. Jenny Lind's and Dr. James Wilson's graves). In use since 1861. Cemetery, chapels, archway, tower and spire within large area which physically links, and visually relates to, Barnards Green and Malvern Link. Also intervisible with churches in town centre. Well-managed, significant vegetation esp. fine mature ornamental trees, lawns and wild grassland. Views of Hills and town make key contribution to visual value but also tranquil, enclosed areas with intimate views.</p> <p>See also KFP8 (Great Malvern Cemetery).</p>




KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP22A	SPECIAL	Cowleigh Road near junction with Cowleigh Bank / Old Hollow looking north west (illustrative view along KVR20)		<p>At Key Gateway 5 (north west) and along historic approach to town. Clear transition from town to open countryside. Good representation of town's distinctive and characteristic historic rural context, setting and sense of place at edge of settlement. Earl Beauchamp's fountain is key feature in view. Within AONB.</p> <p>See also KVR20 and Key Gateway 5.</p>
KVP22B	SPECIAL	Cowleigh Road looking north west to east and south west to south east along KVR20 (illustrative view looking east to south west)		<p>Very good representation of town's distinctive and characteristic historic rural context, setting and sense of place. Good to very good quality and sparsely-settled landscapes. Illustrates contrast and diversity along route esp. intimate views of organic wooded hillslopes vs expansive open panorama across Severn Plain. Within AONB.</p> <p>See also KVR20.</p>
KVP23	SPECIAL	Cowleigh Road near junction with Crumpton Hill Road looking south east along KVR20 (illustrative view)		<p>Key historic approach to town from north west. Profile of northern end of Hills is key feature in view. Rural character of road is important element. Good to very good quality and sparsely-settled landscapes. Within AONB.</p> <p>Also location of MHAONB Special VP33 (view corridor to south east).</p> <p>See also KVR20.</p>




KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP24	SPECIAL	Public fp and bridleway between Woodbridge Farm south west of Guarlford and south of Poolbrook looking west to north	 	<p>Well-used public fp and bridleway also known as Wood Street. Crosses Ox Hill (unusual and distinctive localised upstanding ridgeline), probably historic route of old 'salt way' - pack horse track used for transporting salt from Droitwich to Wyche Cutting - see 1904 map extract. Significantly, town boundary follows route for most of its length, so highly important key feature to be retained and reinforced. Significant vegetation along greater part of length: mature oak and native hedgerows / trees, woodland belts. Also network of public fps across fields to north, and triangle of roads south of B4211 / south west of Guarlford. Excellent representation of area's distinctive traditional historic rural landscape character. Sections of routes with panoramic views of Hills and built form of Great Malvern / Wyche Cutting (KFP11) / Wells along spring line. Some unmanaged areas close to settlement edge (which may have ecological value), views are across very good quality open countryside (including Pool Brook) which makes very important contribution to area's context and setting.</p> <p>See also KVR36.</p>
KVP26	SPECIAL	Illustrative of views along Halfkey Road (KVR6)		<p>Very good representation of area's distinctive traditional historic rural / agricultural landscape character. Undulating, winding lane is old trackway leading to Hills and town, mainly characterised by good native roadside hedgerows and mature escaped oak although also some erosion / visual detractors and room for improvement.</p> <p>See also KVR6.</p>



KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP27	SPECIAL	Halfkey Road (KVR6) looking south west to north east (illustrative view towards Hills)		<p>Fine panoramic views available at this point. Very good illustration of transition from Hills to Severn plain. Upper northern end of Great Malvern on spring line visible. Good quality landscapes. Very good representation of town's distinctive and characteristic historic rural context, setting and sense of place.</p> <p>See also KVR6.</p>
KVP43	SPECIAL	At junctions of Newtown Road, Somers Park Avenue, Albert Park Road and Belmont Road looking north west to north east along KVR7		<p>Relatively elevated, unusual and good quality vista of landscapes to north of NPA - views of Abberley Hills on skyline. Ascension Church is key feature in view. Study noted (see report) that church is situated at point where northern gateway to town would have been logical in early C20 and 'stands on an eminence'.</p> <p>See also KFP15 (Ascension Church) and KVR7</p>
KVP44	SPECIAL	Newtown Road (views in both directions along KVR7: illustrative view looking north)		<p>Very good representation of town's evolution and expansion during mid to late C19 / early C20. Well-designed and well-maintained terraced houses, some brick, some highly distinctive and characteristic Malvern stone from local quarry. Looking south west, northern end of Hills makes highly important contribution to context and setting of view.</p> <p>See also KVR7 and KFP16.</p>








KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP47	SPECIAL	Madresfield looking south east to south along KVR11		<p>Very good quality view across open countryside. Long profile of Hills is key feature on skyline. Intact and well-managed agricultural landscapes in foreground with few detractors. Traditional built form vernacular in mid-ground. Area makes highly important contribution to town's distinctive rural context, setting and sense of place. Note proximity of VP to Madresfield Court Registered Historic Park and Garden and Grade I listed building (KFP7).</p> <p>See also KVR11.</p>
KVP48	SPECIAL	Junction of Madresfield Road and Sherrard's Green Road looking in both directions along KVRs 13 and 26 (views in both directions illustrated)		<p>Very good example of point where one character area transitions into another which is important characteristic of town. East of VP are highly distinctive and characteristic avenues of mature trees and wide, well-managed grass verges - high quality and clear sense of approaching rural open countryside but still some suburban formality from avenue. West of VP is slightly cluttered but characterful road leading to Great Malvern. Hills prominent and focus of view. Areas around and west of VP would benefit from improvement and enhancement.</p> <p>See also KVRs 13 and 26.</p>




KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP49	SPECIAL	Chance Lane, south of junction with Madresfield Road looking north west to south west (illustrative view) along KVR11		<p>Very good quality view across open countryside. Long profile of Hills is key feature on skyline. Intact and well-managed agricultural landscapes in foreground with few detractors. Area makes highly important contribution to town's distinctive rural context, setting and sense of place.</p> <p>See also KVR11.</p>
KVP50	SPECIAL	Chance Lane just north of junction with B4211 Guarlford Road looking north west to south west / south		<p>Very good quality view across open countryside. Long profile of Hills is key feature on skyline. Intact and well-managed agricultural landscapes in foreground with few detractors. Historic interest in local area ('lost' Baldenhall Manor (medieval) and Jackpit Lane - name of Chance Lane may stem from monks' 'chancery' and association with Malvern Priory). Area makes highly important contribution to town's distinctive rural context, setting and sense of place.</p> <p>See also KVRs 11 and 35.</p>
KVP54	SPECIAL	Court Road just before and after junction with Clarence Road looking south west		<p>Adjacent KVZ3. Very good representation of area's distinctive traditional historic rural landscape character and features having been absorbed into settlement, esp. along old routes (timber-framed thatched cottage - Grade II listed). Hills' profile forms highly important context and setting of this area. Malvern stone walls distinctive feature along road.</p>




KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP55	SPECIAL	Public fps (KVR30) between Mayfield Road and Rectory Lane - Illustrative of views looking north west to south towards Hills over NPA		<p>Very good quality view from Severn plain: long profile of Hills is key feature on skyline. Relatively well-managed agricultural landscapes with fine mature oak in foreground but loss of field boundary hedges and pylons are detractors. Area makes important contribution to town's distinctive rural context, setting and sense of place. Along KVR30: network of well-used public fps.</p> <p>See also KVR30.</p>
KVP58	SPECIAL	Public fp (KVR31) south of almshouses at Newland looking north west to south east (illustrative view of Hills)		<p>Very good quality view from Severn plain: long profile of Hills is key feature on skyline. Relatively intact and well-managed agricultural landscapes but pylons are detractors. Area makes highly important contribution to town's distinctive rural context, setting and sense of place.</p> <p>See also KVR31.</p>
KVP60	SPECIAL	Old Hollow near junction with road leading north east up to West Malvern Road, looking north to north east along KVR21		<p>High quality view. Very good representation of town's distinctive and characteristic context, setting and sense of place. Very good quality and sparsely-settled landscapes. Illustrates area's distinctive and characteristic visual contrast and diversity due to topography - intimate views of organic wooded hillslopes vs expansive open panorama across plain and beyond as far as horizon. Within AONB.</p> <p>See also KVR21.</p>

KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP66	SPECIAL	Public fp through field west of railway leading to town centre (views in both directions along route of KVR14 but most iconic view looking south west)		<p>Iconic and special view along well-used public fp through highly important open green space. Fp is ancient route / pilgrim trail to Hills. Clear and near views of hill slopes and upper part of Great Malvern town centre looking west. Very good representation of area's distinctive traditional historic rural landscape character and features having been absorbed into settlement, esp. along old routes. Significant vegetation: locally-distinctive and characteristic features including fine individual mature trees and native tree belts.</p> <p>See also KVR14.</p>
KVP71	SPECIAL	Laburnum Walk (views in both directions along KVR8 - illustrative view at northern end looking south west).		<p>Special, charming and intimate part of town: quiet pedestrian walkway. Significant cultural association: Elgar lived at 'Forli' and composed Enigma Variations there in 1898. Very good representation of town's highly distinctive and characteristic vernacular of period: well-designed Malvern stone houses in harmonious composition. Looking south west, wooded hill slopes highly important feature and contribute to area's context and setting.</p> <p>See also KVR8.</p>
KVP72	NOT USED			




KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP75	SPECIAL	Happy Valley Road looking east		<p>Fine view descending from Hills to Great Malvern town centre looking across Severn plain and beyond as far as horizon. Very good representation of town's distinctive and characteristic historic buildings and response of settlement to topography. Also note Unicorn pub at bottom of road: C16 coaching inn where C S Lewis, Tolkien and friends used to drink in the 1950s. Within AONB.</p>
KVP78	SPECIAL	Jubilee Hill summit looking north / north east to north east (illustrative view over NPA)		<p>Iconic and exceptional view from summit: expansive elevated scenic vista across Severn plain and beyond to horizon. Greater part of NPA visible apart from north-western sector which is screened by hill slopes. Southern part of NPA distinct in foreground. Land seen more in plan form so landscape / townscape patterns clearly visible. Note highly important contribution made by distinctive open green spaces within fabric of town to character and pattern. Within AONB.</p>




KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP79	SPECIAL	Perseverance Hill summit looking north / north east to north east (illustrative view over NPA)		<p>Iconic and exceptional view from summit: expansive elevated scenic vista across Severn plain and beyond to horizon. Greater part of NPA visible apart from north-western sector which is screened by hill slopes. Southern part of NPA distinct in foreground. Land seen more in plan form so landscape / townscape patterns clearly visible. Note highly important contribution made by distinctive open green spaces within fabric of town to character and pattern. Within AONB.</p>
KVP88	SPECIAL	Cowleigh Bridge looking south along KVR20		<p>Very good representation of area's distinctive traditional historic rural / rustic landscape character and context, setting and sense of place. Significant vegetation including high quality native woodland and traditional orchard. Within AONB.</p> <p>See also KVR20.</p>
KVP89	SPECIAL	Dragons Lane looking south west to south along KVR6		<p>Lack of vegetation along route indicates deterioration of landscape quality and character but allows fine views across rural agricultural land to northern end of Hills on skyline.</p> <p>See also KVR6.</p>




KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP9A	REPRESENTATIVE	From railway bridge on Lower Howsell Road looking west to south east		Profile of Hills is key feature on skyline. Area makes important contribution to town's distinctive rural context, setting and sense of place. Significant vegetation along railway line.
KVP9B	REPRESENTATIVE	From Lower Howsell Road looking west to south east		Hills' truncated profile features on skyline along roads and footpaths from north approaching Malvern Link. Characteristic and distinctive contrast between flat Severn Plain and Hills' dramatic uplift. Area makes important contribution to town's distinctive rural context, setting and sense of place.
KVP14A	REPRESENTATIVE	Barnards Green (B4208) looking north west to south west along KVR29.		<p>Busy local shopping area, rather haphazard / 'low key' but 'intimate' and has a certain charm. Views towards Hills framed by buildings and mature trees. Also view of 'Barnards Green 'island' and its 'twelve apostles' trees, and bus shelter / peace garden (KFP9). A few visual detractors - area could be improved but would require sensitive treatment so as to retain intrinsic character. Public art.</p> <p>See also KFP9 (Barnards Green roundabout, bus shelter and adjacent garden) and KVR29.</p>




KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP14B	REPRESENTATIVE	Barnards Green Road looking north east along KVR9.		<p>Sense of descent into, and expansiveness of, Severn Plain. Characteristic wide, well-managed open grassed spaces and mature / maturing avenue trees. Distinctive artist-designed welcome signs and other public art features.</p> <p>See also KVR29.</p>
KVP16	REPRESENTATIVE	On B4209 near Merebrook Business Park looking south west to north west		<p>Hills' profile on skyline is key feature in view. Key route and busy movement corridor. Strong sense of place. Area makes good contribution to context and setting of town formed by plain rising to Hills. Built form of Great Malvern visible on contours / spring line of Hills.</p> <p>See also MHAONB Special VP36 at crossroads further west.</p>
KVP19	REPRESENTATIVE	Public fp near Birchwood looking south east to south west		<p>Impressive and unusual angle of view of profile of Hills. Area associated with Elgar who rented nearby Birchwood Lodge during summer months - these landscapes probably influenced the 'Dream of Gerontius' (composed summer 1900).</p>










KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP20	REPRESENTATIVE	Western end of Belmont Road looking north west to west		<p>Fine, uninterrupted view towards Crumpton Hill and Birchwood (AONB). Good representation of town's distinctive and characteristic rural context, setting and sense of place, with good quality and unsettled open countryside forming distinct edge to built-up area.</p>
KVP21	REPRESENTATIVE	Cowleigh Bank looking south west		<p>End Hill's dramatic fall to north engenders strong sense of place. Wooded Hills are important characteristic of this part of NPA's context and setting and in evolution of patterns of area's built form.</p>
KVP25	REPRESENTATIVE	Northern end of Leigh Sinton Road looking south west to south		<p>Historic approach to Malvern from north. Worcestershire Beacon is focus of view. Currently detractors in area well-screened by significant vegetation along both sides of road corridor, but this also blocks views of Hills and town from further south, and in places is not characteristic of area's traditional rural character. Area is within very important green gap between Leigh Sinton and Malvern.</p>




KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP28	REPRESENTATIVE	Eastern end Greenfields Road looking north east		<p>Good representation of town's distinctive and characteristic rural context, setting and sense of place, with good quality open countryside forming distinct edge to built-up area. Public access to well-used green spaces and wider footpath network to north and north east.</p>
KVP29	REPRESENTATIVE	Summerfield Road near junction with Lower Howsell Road		<p>Very good example of area's distinctive traditional historic rural landscape character having been 'absorbed' into modern residential areas. Significant vegetation (pair of fine, mature oak) which makes highly important contribution to visual amenity of local neighbourhood. Trees retained and protected when new housing estates built - trees shown on late 19<sup>th</sup> century maps as features in ornamental historic parkland associated with Summerfield House.</p>
KVP45	REPRESENTATIVE	Public fp east of Moat Court looking north west to south west, just off KVR11		<p>High quality view. Long profile of Hills is key feature on skyline. Intact and well-managed agricultural landscapes in foreground with few detractors. Area makes highly important contribution to town's distinctive rural context, setting and sense of place. Fp runs through Moat Court (Scheduled Monument - medieval monastic moated site associated with Malvern Priory - and Grade II listed building).</p> <p>See also KVR11.</p>

KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP46	REPRESENTATIVE	Howsell Road at / around bridge over railway (illustrative view looking north west)		<p>Area within which Malvern Link's distinctive character, context and setting is clearly visible. Also some characteristic / historic buildings (e.g. 'Malvern Blinds') and features (e.g. railway bridge). Strong sense of place. However, widespread detractors. Area would benefit from improvement / enhancement so long as characteristic of area.</p>
KVP59	REPRESENTATIVE	Public fps (KVR32) between cricket ground west of Newland Green and Lower Howsell. Illustrative view looking south west towards Hills.		<p>Good quality view from Severn plain: truncated profile of Hills is key feature on skyline. Proximity to town and Hills gives clear views of quarries and upper parts of town along spring line. Intervening land appears unsettled due to mature tree cover in mid-ground. Relatively intact agricultural landscapes with few detractors. Area makes good contribution to town's distinctive rural context, setting and sense of place. Along KVR32: network of well-used public fps.</p> <p>See also KVR32.</p>
KVP61	REPRESENTATIVE	Lower Howsell Road near Buckman's Farm looking south west to south		<p>Good representation of area's distinctive traditional historic rural landscape character, and of town's rural context and sense of place.</p>

KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP63	REPRESENTATIVE	Western end of Hospital Road / along track (public fp) looking west to north		<p>Fine, uninterrupted view along public fp towards wooded hills of Crumpton Hill and Birchwood (AONB) on skyline. Good representation of town's distinctive and characteristic rural context, setting and sense of place, with good quality and unsettled open countryside forming distinct edge to built-up area. Fp locally-well-used and gives good access to Worcestershire Way and wider fp network.</p>
KVP64	REPRESENTATIVE	Public fp off Randell Road looking south west to south east		<p>Good quality view from public fp across well-managed rural agricultural land - unsettled in fore- to mid-ground - to northern end of Hills and upper parts of town on spring line. Fp locally-well-used and gives good access to Worcestershire Way and wider fp network.</p>
KVP65	REPRESENTATIVE	Malvern Vale community centre and sports pitch area looking south west to south east (illustrative view looking south west)		<p>Looking south west, profile of northern end of Hills is prominent and distinctive feature on skyline but detractors in view at lower levels. To north west and west, high quality landscapes (undulating wooded hills of AONB). Both make highly important contribution to special context, setting and sense of place of community area. Proposed LGS.</p>

KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP67	REPRESENTATIVE	Grit Lane looking north to south east		<p>Good representation of town's distinctive and characteristic rural context, setting and sense of place, with good quality open countryside forming distinct edge to built-up area. Public access to well-used green spaces and wider footpath network.</p>
KVP68	REPRESENTATIVE	Southern end of Stocks Lane looking south west		<p>At southern end of Stocks Lane, fine and relatively unsettled view opens up, with Hills' profile on skyline. Good representation of town's distinctive and characteristic rural context, setting and sense of place.</p>
KVP69A	REPRESENTATIVE	Public fp between Stocks Lane and railway looking south west along route of KVR33		<p>Good quality view with profile of Hills feature on skyline. Relatively intact and well-managed agricultural landscapes with fine mature oak in foreground. Area makes important contribution to town's distinctive rural context, setting and sense of place.</p> <p>See also KVR33.</p>




KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP69B	REPRESENTATIVE	Public fp between Stocks Lane and railway looking north west to south / south east along route of KVR33.		<p>Good quality view with profile of Hills feature on skyline. Relatively intact and well-managed agricultural landscapes. Area makes important contribution to town's distinctive rural context, setting and sense of place.</p> <p>See also KVR33.</p>
KVP73	REPRESENTATIVE	North Malvern Road looking north east (illustrative view)		<p>Clear sense of transition and contrast between landscapes west and east of Hills. Glimpsed, fine, elevated panoramic views across Severn plain and beyond as far as horizon. Northern and north-eastern part of town and NPA visible in foreground. Land seen more in plan form so landscape / townscape patterns clearly visible. Very good representation of area's distinctive landscape setting. Characteristic features within which and which make important contribution to area's character include significant vegetation along route, Hill profile, brick and Malvern stone houses, Malvern stone walls. Along AONB boundary.</p>
KVP74	REPRESENTATIVE	Illustrative of view looking west to south from train on railway line between Stocks Lane and Lower Howsell Road		<p>Good quality view with profile of Hills feature on skyline at approach to town along railway. Relatively intact and well-managed agricultural landscapes. Area makes important contribution to town's distinctive rural context, setting and sense of place.</p>
KVP82	REPRESENTATIVE	Stocks Lane looking north west to south east		<p>Good quality view with profile of Hills feature on skyline. Relatively intact and well-managed agricultural landscapes. Area makes important contribution to town's distinctive rural context, setting and sense of place.</p>




KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP83	REPRESENTATIVE	Stocks Lane looking north west to south east		<p>Good quality view with profile of Hills feature on skyline. Relatively intact and well-managed agricultural landscapes. Area makes important contribution to town's distinctive rural context, setting and sense of place.</p>
KVP84	REPRESENTATIVE	Public fp north west of Grit Farm looking south west to south east		<p>Good quality view with profile of Hills feature on skyline. Relatively intact and well-managed agricultural landscapes. Area makes important contribution to town's distinctive rural context, setting and sense of place.</p>
KVP85	REPRESENTATIVE	Lower Howsell Road looking west over playing fields		<p>Important local open green space and amenity area within settlement. Proposed LGS. Good example of area's distinctive traditional historic character along old routes having been 'absorbed' into modern residential areas (Grade II timber-framed thatched cottage adjacent and others along road). Hills' profile features in views looking further south west and makes important contribution to area's distinctive context and setting.</p> <p>See also KVP87 and KFP34.</p>

KVP No.	Grading	Location / Direction	Photograph	Visual Attributes
KVP87	REPRESENTATIVE	Lower Howsell Road playing fields looking west to south west		<p>Important, popular and well-used local open green space and play / recreational area within settlement. Proposed LGS. Fine views of Hills and Great Malvern. Hills make highly important contribution to special context, setting and sense of place of area.</p> <p>See also KVP85 and KFP34.</p>









Table 2: Key Focal Points (KFPs)


KFP No.	Grading	Feature / Location	Photograph	Commentary
KFP1	EXCEPTIONAL	Beauchamp Community, Newland		<p>At Key Gateway 1 (north east). Beauchamp Community Almshouses (cluster of grade II and II* listed buildings) and St. Leonard's Church (grade I listed). At Key Gateway 1 and along Exceptional KVR9. Visible from KVR9 at gateway, and from elevated KVPs to west, seen within rural context and setting beyond settlement edge.</p> <p>See also Key Gateway 1, KVP31A, KVR9 and KVPs 72 and 73.</p>
KFP7	EXCEPTIONAL	Madresfield Court		<p>Visible from elevated KVPs to west, seen within rural context and setting. Grade I listed building within Registered Historic Park and Garden. Site has been occupied since Anglo-Saxon times. Significant cultural associations.</p>
KFP11	EXCEPTIONAL	Wyche Cutting		<p>Wyche Cutting and associated settlement pattern rising to ridgeline is distinctive feature in views of Hills from certain angles.</p> <p>See also KVP36 and KVR16.</p>




KFP No.	Grading	Feature / Location	Photograph	Commentary
KFP12	EXCEPTIONAL	Worcestershire Beacon		<p>Focal point and strong influence in many views from north east to south east. Dominant / prominent mainly in southern / eastern sectors of NPA including Great Malvern town centre; in other parts, Beacon is fully or partially screened from view by North and End Hills.</p> <p>See also KVP80.</p>
KFP13	EXCEPTIONAL	North Hill		<p>Key focal point and exerts strong influence throughout most of NPA, especially where dominant / prominent including Great Malvern town centre and Link Top. Can appear to 'dwarf' Beacon in views from north east.</p> <p>See also KVP81.</p>
KFP14	EXCEPTIONAL	End Hill		<p>Although not as prominent as North Hill in views of long / oblique Hills profile from east, End Hill screens rest of Hills from view when seen from north.</p> <p>See also KVP86.</p>




KFP No.	Grading	Feature / Location	Photograph	Commentary
KFP19	EXCEPTIONAL	Davenham		<p>Cluster of predominantly Malvern stone buildings built c. 1860. Significant vegetation: fine mature ornamental trees and gardens. Associated with Dyson Perrins family. Within Special KVZ2 and along Exceptional KVR9.</p> <p>See also KVZ2, KVP6 and KVR9.</p>
KFP23	EXCEPTIONAL	Lansdowne Crescent 'cluster': old Community Hospital, Lansdowne Crescent Methodist Church and associated residential properties		<p>Within Exceptional KVZ1. Excellent representation of town's historic character and evolution: high quality, intimate and tranquil space with cluster of highly distinctive buildings (distinctive Community Hospital, Lansdowne Crescent Methodist Church and associated elegant crescent of Victorian residential properties around tree-lined grass island - proposed LGS). Important cultural associations: hospital gifted to people of Malvern by Charles Dyson Perrins (Worcester Sauce magnate).</p> <p>See also KVZ1 and KVP62.</p>
KFP24	EXCEPTIONAL	Christ Church, Avenue Road		<p>c. 1875 Malvern stone grade II listed building. Along Exceptional KVR23 and at edge of KVZ1.</p> <p>See also KVR23.</p>

KFP No.	Grading	Feature / Location	Photograph	Commentary
KFP25	EXCEPTIONAL	Malvern Girls' College main building, Avenue Road		<p>Cluster of Grade II listed buildings and structures. Main building c. 1862 esp. for visitors seeking 'Malvern water cure'. Originally Imperial Hotel: described at time as '<i>one of the most magnificent and well-arranged of any in the kingdom... built after the model of the hotel in Paddington, and the style of architecture is the Continental Gothic</i>'. Along Exceptional KVR23 and at edge of KVZ1.</p> <p>See also KVR23.</p>
KFP26	EXCEPTIONAL	Great Malvern railway station and green space		<p>Within Exceptional KVZ1. Grade II listed Malvern stone building (c. 1862) and associated green open spaces / avenues.</p> <p>See also KVZ1 and KVP15.</p>
KFP27	EXCEPTIONAL	Malvern College main building		<p>Within Exceptional KVZ1. Cluster of mainly stone buildings and associated green open spaces. Main Building 1862 (Grade II* listed building), chapel 1896, memorial library 1922. Significant vegetation: fine mature ornamental trees and landscaped grounds.</p> <p>See also KVZ1.</p>

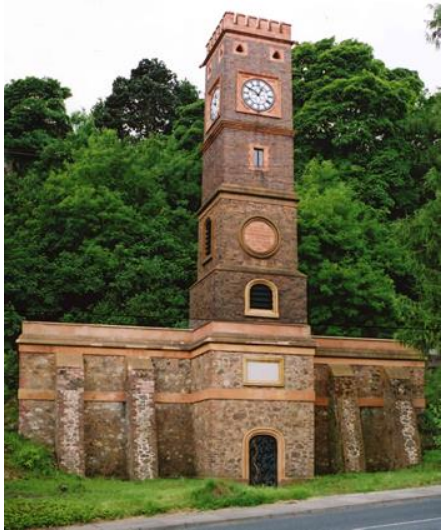

KFP No.	Grading	Feature / Location	Photograph	Commentary
KFP28	EXCEPTIONAL	Priory Park		<p>Within Exceptional KVZ1. Highly important and well-used public open space. Proposed LGS. Historically associated with Priory: boating lake is medieval fishpond. In vicinity of several key / landmark buildings / KFPs. Bandstand is Grade II listed and adjacent Council House Grade II*.</p> <p>See also KVZ1.</p>
KFP29	EXCEPTIONAL	Malvern Theatres		<p>Within Exceptional KVZ1. Highly important and well-used public venue. Associated with several other key / landmark buildings / KFPs in vicinity.</p> <p>See also KVZ1.</p>
KFP30	EXCEPTIONAL	Malvern Priory		<p>Within Exceptional KVZ1. Grade I listed building. Iconic landmark clearly visible in many Key Views from town, Hills to west and plain to east. Associated with several other key / landmark buildings / KFPs in vicinity.</p> <p>See also KVZ1.</p>




KFP No.	Grading	Feature / Location	Photograph	Commentary
KFP31	EXCEPTIONAL	Malvern Priory Gateway (and Malvern Museum) and Abbey Hotel (excl. modern extension)		<p>Within Exceptional KVZ1. Priory Gateway is Scheduled Monument and Grade II* listed building. Also home of Malvern Museum. Associated with several other key / landmark buildings / KFPs in vicinity.</p> <p>See also KVZ1.</p>
KFP32	EXCEPTIONAL	Rosebank Gardens		<p>Within AONB. Along Exceptional KVR15. Central, well-managed and popular public green space and key historic pedestrian route up to Hills (also Worcestershire Way KVR2). Proposed LGS.</p> <p>See also KVPs 4 and 76 and KVR15.</p>
KFP33	EXCEPTIONAL	Belle Vue Island		<p>Within Exceptional KVZ1, along Exceptional KVR15, and views looking east along Exceptional KVR24. Key focal point in Great Malvern town centre with seating, public art and Malvern Water spout (Malvhina, designed by Rose Garrard).</p> <p>See also KVZ1, KVP5 and KVRs 15 and 24.</p>



KFP No.	Grading	Feature / Location	Photograph	Commentary
KFP4	SPECIAL	Victoria Park, Pickersleigh Avenue		<p>Very popular well-used and well-managed park with strong sense of place in setting of Malvern Hills. Proposed LGS.</p>
KFP8	SPECIAL	Great Malvern Cemetery (illustrative view looking north west)		<p>Special place within town. Important community function, and of high local heritage / cultural value (also of national interest e.g. Jenny Lind's and Dr. James Wilson's graves). In use since 1861. Cemetery, chapels, archway, tower and spire within large area which physically links, and visually relates to, Barnards Green and Malvern Link. Also intervisible with churches in town centre. Well-managed, significant vegetation esp. fine mature ornamental trees, lawns and wild grassland.</p> <p>See also KVP17 and KVR25.</p>
KFP9	SPECIAL	Barnards Green roundabout, bus shelter and adjacent garden		<p>Barnards Green roundabout, or 'island', and its 'twelve apostles' trees, bus shelter (Art Deco-style Grade II listed war memorial) and adjacent gardens. Several public art features including Rose Garrard 'Hand of Peace' in gardens. Key focal point along KVR29. Bus shelter and gardens have local historical, cultural and community significance. Shelter and streetscape add to Barnards Green's distinct character within town, including sense of being at footslopes of Hills.</p> <p>See also KVP14A and KVR29.</p>

KFP No.	Grading	Feature / Location	Photograph	Commentary
KFP10	SPECIAL	St Andrews Church, Blakedown Road		<p>Key focal point along KVRs 18 / 19B. Built in 1882. Malvern stone. Fine setting of commons and Hills to west and Severn plain to east. Significant vegetation - mature evergreen trees.</p> <p>See also KVPs 2 and 52, and KVRs 18 and 19B.</p>
KFP15	SPECIAL	Ascension Church, Somers Park Avenue		<p>Key local landmark and focal point marking probably location of town's northern gateway in late 19<sup>th</sup> / early 20<sup>th</sup> century (see Visual Study report).</p> <p>See also KVP43 and KVR7.</p>
KFP16	SPECIAL	St. Joseph's Church, Newtown Road		<p>Built in 1876 of Malvern stone and in style of late 13<sup>th</sup> century. Northern end of Hills makes highly important contribution to context and setting of building.</p> <p>See also KVRs 7 and 44.</p>



KFP No.	Grading	Feature / Location	Photograph	Commentary
KFP17	SPECIAL	North Malvern Clock Tower / Tank		<p>Within AONB. Iconic feature. Grade II listed. Erected for the benefit of the public by Charles Morris. 'Cascade' gates designed by artist Rose Garrard.</p>
KFP18	SPECIAL	Holy Trinity Church, Link Top		<p>Grade II listed Malvern stone gothic-style church built in c. 1850. Along Exceptional KVR9. See also KVP70 and KVR9.</p>

KFP No.	Grading	Feature / Location	Photograph	Commentary
KFP20	SPECIAL	Holly Mount United Reformed Church, Worcester Road		<p>On AONB boundary. Spire is key focal point in views esp. travelling south along Exceptional KVR9, and in many views from east.</p> <p>See also KVR9 and KVPs 3 and 35.</p>
KFP21	SPECIAL	Malvern Library, Graham Road		<p>Within Special KVZ2. Local landmark building c. 1905 (Grade II listed) and important community facility with well-managed green open space along frontage.</p> <p>See also KVZ2.</p>
KFP22	SPECIAL	Malvern Hills College		<p>Within Special KVZ2. Local landmark building first constructed as Malvern Technical College and School of Art in 1928.</p> <p>See also KVZ2.</p>

KFP No.	Grading	Feature / Location	Photograph	Commentary
KFP35	SPECIAL	The Nag's Head pub, Link Top		<p>Locally-iconic landmark and Grade II listed building along Exceptional KVR9.</p> <p>See also KVR9.</p>
KFP2	REPRESENTATIVE	St. Matthias' Church, Church Road		<p>Important local landmark: built 1846 but extended. Feature includes churchyard with fine mature evergreen trees. Malvern stone walls along road.</p>
KFP3	REPRESENTATIVE	The Gloucester Arms pub, Malvern Link		<p>Locally-iconic landmark.</p>









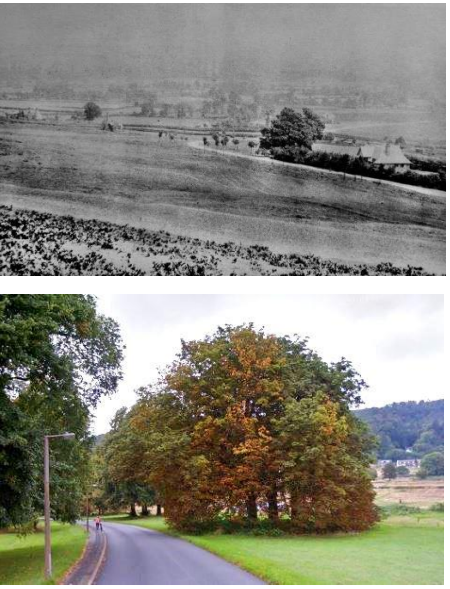
KFP No.	Grading	Feature / Location	Photograph	Commentary
KFP5	REPRESENTATIVE	Morgan Motor Company factory, Pickersleigh Avenue		<p>Company was established in 1909 and is last remaining family-owned independent British motor manufacturer. Although much of building cluster is of limited architectural interest, complex is focal point along road.</p>
KFP6	REPRESENTATIVE	Pickersleigh Court, Pickersleigh Road		<p>Focal point at junction of Pickersleigh Road and North End Lane. Grade II listed late 15<sup>th</sup> century timber-framed house in garden setting. Along ancient route / pilgrim trail to Hills (see KVR14 across Hayslan Fields).</p> <p>See also KVR27.</p>
KFP34	REPRESENTATIVE	Lower Howsell Road playing fields		<p>Important local open green space and amenity area within settlement. Proposed LGS. Hills' profile features in views looking further south west and makes important contribution to area's distinctive context and setting. However, would benefit from addition of sympathetic and locally-characteristic landscaping and more subtle choice of colours to help integrate esp. with adjacent listed building.</p> <p>See also KVPs 85 and 87.</p>

Table 3: Key View Routes (KVRs)




KVR No.	Grading	Location / Direction	Photograph	Visual Attributes
KVR2	EXCEPTIONAL	Worcestershire Way between B4232 (North Malvern) and a) A449 / Belle Vue Terrace, and b) A449 Worcester Road at KVP35, travelling in both directions (illustrative view from A449 looking west along route up to Hills)		<p>Well-used long-distance trail which traverses north-western part of NPA: this section on Malvern Hills. Within AONB. Exceptional quality landscapes with great diversity of views along length of route, including across NPA.</p> <p>See also KVP86 (End Hill summit), KVP81 (North Hill summit), KVPs 4 and 76 (Rosebank Gardens), and KVP77 (route to / from St. Ann's Well).</p>
KVR3	EXCEPTIONAL	Three Choirs Way between point where fp joins A449 Worcester Road at Link Top and Pickersleigh Road, travelling in both directions (illustrative view from Pickersleigh Road looking south west)		<p>Well-used long-distance trail which traverses NPA north east - south west: this section runs along east side of Malvern Link common offering high quality views of several key buildings / KFPs, heritage and cultural assets within area and highly distinctive landscape features especially high quality significant vegetation (mature avenue trees along roads and well-managed native vegetation and grassland on commons).</p> <p>See also KVPs 6 and 8.</p>




KVR No.	Grading	Location / Direction	Photograph	Visual Attributes
KVR9	EXCEPTIONAL	Worcester Road between Newland 'Triangle' and KVP35. Also includes roads across Malvern Link Common (Cockshot Rd, Graham Rd), Moorlands Rd, roads between A449 and Moorlands Rd (Bank St, Lygon Bank, Oxford Rd, Link Terrace), and Link Top 'Triangle' (Worcester Rd, Newtown Rd, Hornyold Rd and Trinity Rd). Travelling in all directions.		<p>Main section of KVR9 is A449 Worcester Road which is key and historic approach to town from Key Gateway 1 (north east). Also includes several side roads. Excellent representation of town's highly distinctive character and sense of place. Many key features, KVPs and KFPs along route, including Hills' profiles, iconic buildings and landmarks, heritage and cultural assets, green open spaces, significant vegetation (including avenues of mature trees, mature ornamental trees, well-managed commons) and public art.</p> <p>See also Key Gateway 1, and KVPs 7, 18, 30, 31A and B, 32, 33, 34 and 70.</p>
KVR10	EXCEPTIONAL	Pickersleigh Road east of Malvern Link Common, travelling in both directions		<p>Very good representation of characteristic visual diversity and contrast resulting from area's distinctive topography. Key features along route include Hills' profile, significant vegetation (including avenues of mature trees, mature ornamental trees, well-managed commons) and characteristic and distinctive row of Malvern stone and brick houses and Malvern stone walls.</p> <p>See also KVP56.</p>




KVR No.	Grading	Location / Direction	Photograph	Visual Attributes
KVR15	EXCEPTIONAL	A449 between Link Top and junction with Peachfield Road, travelling in both directions		<p>Within AONB. Key and historic approach to town from south west. High quality scenic vistas and intimate views. Excellent representation of area's distinctive landscape character and key features: Hills, commons, historic town centre, significant vegetation (mature avenue trees, mature ornamental trees, native woodland, well-managed semi-natural grassland which is SSSI, Rosebank Gardens), many heritage and cultural assets (key historic buildings, key features including gas lamps, Malvern Water features and Malvern stone walls) - all these make highly important contribution to town's special setting, context and sense of place. Key Gateway 4 (south west) along route is at town boundary and is also gateway to Great Malvern. This is important transition zone from semi-natural green open spaces to formality of town. In vicinity of gateway, several administrative / other boundaries coincide which makes this a significant 'line': boundaries include AONB, town and parish, SSSI just beyond, national character area, county landscape character type, also, boundary of Exceptional KVZ1 runs along east side of route.</p> <p>See also Key Gateway 4, KVZ1, KFPs 4 and 33, and KVPs 5, 38, 39 and 76.</p>
KVR16	EXCEPTIONAL	B4218 between Wyche Cutting and junction with A449, travelling in both directions but key views predominantly looking north east to east / south east		<p>Within AONB. Key and historic approach to town from south west. Runs at higher elevation than KVR15, and joins KVR15 at Key Gateway 4 (south west). High quality scenic vistas and intimate views. Excellent representation of area's distinctive landscape character and key features: Hills, commons, geological features (quarries), significant vegetation (SSSI, native woodland, mature ornamental trees, well-managed semi-natural grassland), Malvern Water features etc. all make highly important contribution to town's special setting, context and sense of place.</p> <p>See also Key Gateway 4, and KVPs 36 and 37.</p>




KVR No.	Grading	Location / Direction	Photograph	Visual Attributes
KVR17	EXCEPTIONAL	B4211 Guarford Road between town's eastern boundary and B4208, including Barnard's Green 'Pool Triangle'. Travelling in both directions but views to west feature Hills		<p>Key historic approach to Malvern from east. Fine views of Hills, main view framed by avenue of mature trees along wide grassed verges (commons / Open Access Land). Several heritage assets and historic / cultural features along route including key buildings and Malvern Water feature.</p> <p>See also KVPs 1 and 51.</p>
KVR19A	EXCEPTIONAL	Peachfield Road between A449 and bridge over railway travelling in both directions but key views of NPA are to north		<p>Within AONB. Runs along south side of Malvern Common (upper), in transition zone between steep hill slopes and Severn Plain. Significant vegetation includes well-managed commons and native trees, and exceptional, highly distinctive avenue of lime and horse chestnut trees along north side of road: clumps of four trees planted in offset squares in c. 1880 (see black and white photo), designed to accommodate carriages under canopies.</p> <p>See also KVPs 39 and 40 and KVR22.</p>









KVR No.	Grading	Location / Direction	Photograph	Visual Attributes
KVR19B	EXCEPTIONAL	B4208 between junction of Poolbrook Road / Longridge Road and Peachfield Road; Peachfield Road west as far as bridge over railway; and Longridge Road. Travelling in both directions but along Peachfield Road, key views of NPA are to north		<p>Within AONB. Distinctive and characteristic features along route, with well-managed commons (SSSI) and high quality panoramic views of Hills and settlement. Cultural associations (old golf course where Elgar played, and club-house).</p> <p>See also KVPs 2, 3, 40, 41, 42, 52 and 53.</p>
KVR22	EXCEPTIONAL	Public fps across Malvern Common and through The Firs. Key views of NPA from north west to south east travelling across Common but views esp. of town's context travelling in both directions		<p>Within AONB. Very popular and well-used fps crossing Malvern Common (upper) and The Firs. Good character and visual contrast and diversity along route. Unspoilt panoramic vistas and high quality views at southern end, key features include well-managed commons, mature avenue and native trees. Northern section features distinctive historic ornamental parkland and fine trees at The Firs, and views towards Malvern College (KFP27).</p> <p>See also KVP 39.</p>
KVR23	EXCEPTIONAL	Avenue Road between Church Street and Barnard's Green roundabout, travelling in both directions		<p>Part of route is within Exceptional KVZ1. Very high quality and well-managed area with highly distinctive and characteristic built form along both sides of route. Wide variety of key features especially buildings and heritage assets / cultural associations (for example Grade II* listed Council House; photo is of Grade II listed Elmslie House - Elmslie was late 19<sup>th</sup> century architect who designed Imperial Hotel (KFP25, along route) and Malvern Station (KFP26, adjacent route)). KFP24 (Christ Church) also along route. Significant vegetation (mature avenue and ornamental trees), Malvern stone walls. In late 19<sup>th</sup> century, road ended at Christ Church: land between church and Barnards Green roundabout was mainly fields.</p> <p>See also KVZ1 and KFPs 24, 25 and 26.</p>




KVR No.	Grading	Location / Direction	Photograph	Visual Attributes
KVR24	EXCEPTIONAL	Church Street between A449 (roads both sides of Belle Vue Island included) and start of Barnards Green Road; also includes W end of Madresfield Road as far as railway bridge. Travelling in both directions		<p>Route is excellent representation of Great Malvern town centre's distinctive character and sense of place, and historic evolution esp. during Victorian period. Hills, and Belle Vue Terrace and Island (KFP3), are focus at western end of route, rest of town and Severn plain and beyond as far as horizon travelling east. Several key features along route including key buildings (esp. Malvern Priory KFP30 and churchyard with fine mature trees), heritage assets, cultural associations, town centre spout and public art.</p> <p>See also KVRs 9 and 15, KFPs 3 and 30, and KVPs 5, 57 and 62.</p>
KVR1	SPECIAL	Worcestershire Way between A4103 (Storrige) and B4232 (North Malvern), travelling south east / south along trail approaching Cowleigh Rd from north, travelling in both directions on hillslopes. Illustrative view from KVP12.		<p>Well-used long-distance trail which traverses north-western part of NPA: this section running north - south from A4103 near Crumpton Hill to Cowleigh Road along boundary of AONB. High quality rural open countryside for length of route with End Hill focus of view travelling south.</p> <p>See also KVP12.</p>
KVR5	SPECIAL	Three Choirs Way between Townsend Way, travelling west		<p>Well-used long-distance trail which traverses NPA north east - south west: this section runs east of Townsend Way through woodland, across North End Lane (KVR12) beyond NPA boundary, and past Madresfield Court. Good representation of good quality and unsettled open countryside forming distinct edge to built-up area, however some erosion of character / intensification of use at eastern end of route (outside NPA).</p>

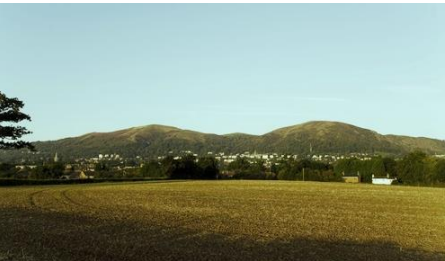
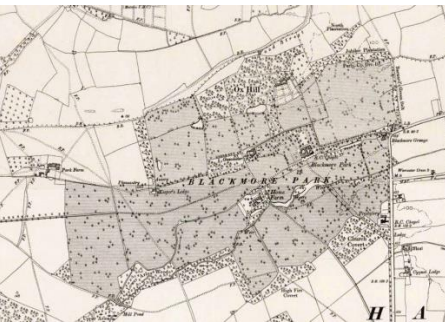
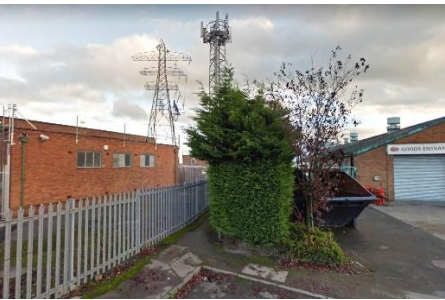
KVR No.	Grading	Location / Direction	Photograph	Visual Attributes
KVR6	SPECIAL	Halfkey Road and Dragons Lane travelling in both directions (illustrative view at junction of Halfkey Road and Dragons Lane)		<p>Very good representation of area's distinctive traditional historic rural / agricultural landscape character. Undulating, winding lane is old trackway leading to Hills and town, mainly characterised by good native roadside hedgerows and mature escaped oak although also some erosion / visual detractors and room for improvement. Northern end of Dragons Lane runs adjacent Aileshurst Coppice SSSI.</p> <p>See also KVPs 26, 27 and 89.</p>
KVR7	SPECIAL	Newtown Road travelling in both directions		<p>Very good representation of town's evolution and expansion during mid to late C19 / early C20. Well-designed and well-maintained terraced houses, some brick, some highly distinctive and characteristic Malvern stone from local quarry. Some detractors along route and room for improvement especially at southern end.</p> <p>See also KVP44, KFP15 (Ascension Church) and KFP16 (St. Joseph's Church).</p>
KVR8	SPECIAL	Laburnum Walk travelling in both directions		<p>Special, charming and intimate part of town: quiet pedestrian walkway near 'Fordi' on Alexandra Road where Elgar composed Enigma Variations in 1898. Very good representation of town's highly distinctive and characteristic vernacular of period: well-designed Malvern stone houses in harmonious composition.</p> <p>See also KVP71.</p>

KVR No.	Grading	Location / Direction	Photograph	Visual Attributes
KVR11	SPECIAL	Road between A449 at Newland 'Triangle' and B4211 Guarlford Road - Includes road through Hall Green. Travelling in both directions but key views are to west		<p>Key north - south route linking A449 at Gateway 1 (north east) to B4211 at Gateway 2 (south east). Key Gateway 6 (east) at Sherrard's Green 'Triangle' is also along route. Runs through high quality rural open countryside with historic landscape character clearly evident: key features along route include Beauchamp Community (KFP1), Madresfield Court (KFP7 - section of route is along boundary of Registered Historic Park and Garden), 'lost' Baldenhall Manor (medieval) and Jackpit Lane at Guarlford (KVR35), fine views of Hills' long profile, and significant vegetation (including mature avenue trees and tree-lined 'triangles', native hedgerows and trees, mature ornamental trees).</p> <p>See also Key Gateways 1, 2 and 6, KFPs 1 and 7, KVR 35 and KVPs 47, 49 and 50.</p>
KVR13	SPECIAL	Between Sherrard's Green 'Triangle' and junction of Madresfield Road / Sherrard's Green Road. Travelling in both directions		<p>Eastern end of route is Key Gateway 6 (east) at Sherrard's Green 'Triangle'. Route runs through high quality landscapes with significant vegetation (mature tree-lined avenues, tree-lined grassed 'triangle', well-managed wide grassed verges). Runs alongside Moat Court (Scheduled Monument - medieval monastic moated site associated with Malvern Priory - and Grade II listed building).</p> <p>See also Key Gateway 6 and KVP48.</p>
KVR14	SPECIAL	Public fp across fields between W end of Hayslan Road and Albert Road North. Travelling in both directions but most iconic views are of Hills and town to west		<p>Route runs through highly important open green spaces (and proposed LGS) within urban area. Fp is ancient route / pilgrim trail to Hills, well-used by pedestrians. Hills and Great Malvern town centre are key elements in views looking west, Bredon Hill in views looking south east. Fields are very good representation of area's distinctive traditional historic rural landscape character and features having been absorbed into settlement, esp. along old routes. Significant vegetation: locally-distinctive and characteristic features including fine individual mature trees and native tree belts. Presence of wildlife.</p> <p>See also KVPs 10 and 66.</p>




KVR No.	Grading	Location / Direction	Photograph	Visual Attributes
KVR18	SPECIAL	B4208 Poolbrook Road between 'Pool Triangle' and junction with Longridge Road travelling in both directions		<p>North - south route running through residential area with Malvern Science Park, Qinetiq and Chase School to west and good quality open countryside at edge of settlement to east. Several key / historic buildings along route and significant vegetation (avenues of mature trees, well-managed wide grass verges / commons).</p> <p>See also KFP10 and KVP2.</p>
KVR20	SPECIAL	Cowleigh Road. Travelling in both directions but some key views feature Hills to south		<p>Within AONB. Route's southern end at Key Gateway 5 (north west). Good contrast and diversity in character and views of high quality along route: fine vistas of northern end of Hills, intimate views of organic and undulating wooded hillslopes, traditional rural historic character e.g. old orchards, heritage / cultural assets including Earl Beauchamp's fountain (see photo - Worcestershire Way adjacent), expansive open panoramas across Severn Plain.</p> <p>See also Key Gateway 5 and KVPs 22A, 22B, 23 and 88.</p>
KVR21	SPECIAL	Old Hollow (key views travelling north east - photo VP adjacent to road)		<p>Within AONB. Route descends Hills' northern mid-slopes. Illustrates area's distinctive and characteristic visual contrast and diversity due to topography and offers high quality panoramic views across wooded hill slopes of AONB to north west, and plain and beyond as far as horizon from north to north east.</p> <p>See also KVPs 60, 11A and 11B.</p>

KVR No.	Grading	Location / Direction	Photograph	Visual Attributes
KVR25	SPECIAL	Madresfield Road between railway bridge and NE boundary of Malvern Cemetery		<p>Fine views across open green space of cemetery with distinctive mature evergreen trees, within setting of Hills. Old native roadside hedge is good representation of area's distinctive traditional historic rural landscape character and features having been absorbed into settlement, esp. along old routes.</p> <p>See also KVP17 and KFP8 (Great Malvern Cemetery).</p>
KVR28	SPECIAL	Rectory Lane travelling west		<p>Rural winding lane running through very good quality and distinctive historic rural landscapes with fine views of Hills as feature on skyline (although pylons are detractors in some views). Areas to north and south of road form important part of setting and context of town esp. in views from Hills. Significant vegetation along length of route includes well-managed native roadside hedges, traditional orchard, mature ornamental trees, and blocks / belts of native woodland.</p>
KVR30	SPECIAL	Public fps between Mayfield Road, Rectory Lane and Madresfield Road. Travelling in all directions but Hills feature in views looking north west to south west		<p>KVR30 comprises network of well-used public fps in rural open countryside, in area which makes important contribution to town's distinctive rural context, setting and sense of place. Relatively well-managed agricultural landscapes with fine mature oak but loss of field boundary hedges and pylons are detractors. Fine views of long profile of Hills which is key feature on skyline.</p> <p>See also KVP55.</p>

KVR No.	Grading	Location / Direction	Photograph	Visual Attributes
KVR31	SPECIAL	Public fp south of almshouses at Newland. Travelling in both directions but Hills feature in views looking west to south west		<p>Route runs through relatively intact and well-managed agricultural landscapes in rural open countryside but pylons are detractors. Area makes important contribution to town's distinctive rural context, setting and sense of place. Fine views of long profile of Hills which is key feature on skyline.</p> <p>See also KVP58.</p>
KVR34	SPECIAL	Crumpton Hill Road		<p>Previously main route between Hereford and Worcester: replaced by A4103 (turnpike road) in 1860. Narrow, high-hedged lane with occasional mature trees and woodland. Very good representation of area's distinctive traditional historic rural / agricultural landscape character. Occasional views across northern parts of NPA, and of northern end of Hills on skyline.</p>
KVR35	SPECIAL	Jackpit or Jack Pitts Lane: public fp west of Guarford travelling in both directions		<p>Well-used and well-managed public fp along route of ancient trackway to Hills and town from east. In vicinity of 'lost' Baldenhall Manor (medieval). Some domestication from residential boundary treatment but otherwise excellent representation of area's distinctive traditional historic rural landscape character having been absorbed into modern residential areas. Significant vegetation along route: fine probably ancient / veteran oak and native hedges. Views to south screened by hedge at time of visit but when cut would allow good quality views across well-managed farmland to south.</p>

KVR No.	Grading	Location / Direction	Photograph	Visual Attributes
KVR36	SPECIAL	Public fp and bridleway between Woodbridge Farm south west of Guarford and south of Poolbrook, and network of public fps across fields to north, travelling in both directions. Also triangle of roads south of B4211 / south west of Guarford	 	<p>Well-used public fp and bridleway also known as Wood Street. Crosses Ox Hill (unusual localised upstanding ridgeline), probably historic route of old 'salt way' - pack horse track used for transporting salt from Droitwich to Wyche Cutting - see 1904 map extract. Significantly, town boundary follows route for most of its length, so highly important key feature to be retained and reinforced. Significant vegetation along greater part of length: mature oak and native hedgerows / trees, woodland belts. Also network of public fps across fields to north, and triangle of roads south of B4211 / south west of Guarford. Excellent representation of area's distinctive traditional historic rural landscape character. Sections of routes with panoramic views of Hills and built form of Great Malvern / Wyche Cutting (KFP11) / Wells along spring line. Some unmanaged areas close to settlement edge (which may have ecological value), views are across very good quality open countryside (including Pool Brook) which makes very important contribution to area's context and setting.</p> <p>See also KVP24.</p>
KVR4	REPRESENTATIVE	Three Choirs Way between Pickersleigh Road and Townsend Way, travelling in both directions		<p>Well-used long-distance trail which traverses NPA north east - south west: this section follows line of native woodland belt and old trackway through what are now built-up parts of Malvern Link including Spring Lane and retail park west of Townsend Way. Several detractors along route esp. lack of management / maintenance and rubbish (with associated lack of sense of security), but in places retains pleasant sense of original rural character. Would benefit greatly from improvement / enhancement, and better waymarking.</p>



KVR No.	Grading	Location / Direction	Photograph	Visual Attributes
KVR12	REPRESENTATIVE	North End Lane between Madresfield and Mayfield Road, and Mayfield Road to junction with Madresfield Road. Travelling in both directions but Mayfield Road is one-way for vehicles.		<p>Good representation of area's distinctive traditional historic rural landscape character. Winding lane is old trackway leading to Hills and town. Mainly characterised by good native roadside hedgerows and mature trees although also some erosion / visual detractors and room for improvement.</p>
KVR26	REPRESENTATIVE	Madresfield Road between Great Malvern Cemetery and B4208 Pickersleigh Road junction. Travelling in both directions but Hills feature in views to west		<p>One of key approaches to town from east (continues as Special KVR25 to west and Special KVR13 to east). Although generally good quality and well-managed areas, some detractors along this section of route and room to improve. Key features include fine views of Hills' profile on skyline, mature vegetation, wide grassed verges and Malvern stone walls.</p> <p>See also KVP48.</p>
KVR27	REPRESENTATIVE	Western section of North End Lane and Hayslan Road. Key views predominantly looking west		<p>Along ancient route / pilgrim trail to Hills and Great Malvern town centre which are key elements in views looking west (route continues as Special KVR14 to west and Representative KVR12 to east). Significant vegetation along parts of route esp. mature roadside oak and ornamental trees.</p> <p>See also KVP10 and KFP6 (Pickersleigh Court).</p>






KVR No.	Grading	Location / Direction	Photograph	Visual Attributes
KVR29	REPRESENTATIVE	B4208 through Barnard's Green between Barnard's Green Roundabout and junction with Poolbrook Road / Borrowdale Road		<p>Route through busy local shopping area, rather haphazard / 'low key' but 'intimate' and has a certain charm. Travelling west, views towards Hills framed by buildings and mature trees. At western end is KFP9, 'Barnards Green 'island' with its 'twelve apostles' trees and bus shelter / peace garden (KFP9). Travelling east, sense of descent into, and expansiveness of, Severn Plain. Characteristic wide, well-managed open grassed spaces and mature / maturing avenue trees. Distinctive artist-designed welcome signs and other public art features. A few visual detractors - area could be improved but would require sensitive treatment so as to retain intrinsic character.</p> <p>See also KVPs 14A and 14B and KFP9 (Barnard's Green roundabout).</p>
KVR32	REPRESENTATIVE	Public fps between cricket ground west of Newland Green and Lower Howsell. Travelling in all directions but Hills feature in views looking south west to south		<p>KVR32 comprises network of well-used public fps in rural open countryside, in area which makes important contribution to town's distinctive rural context, setting and sense of place. Relatively well-managed agricultural landscapes with fine mature oak but loss of field boundary hedges are detractors. Also Newland cricket ground. Fine views of long profile of Hills which is key feature on skyline.</p> <p>See also KVP59.</p>
KVR33	REPRESENTATIVE	Public fp between Stocks Lane and railway. Travelling in both directions but Hills feature in views looking south west to south		<p>Route runs through relatively well-managed agricultural landscapes in rural open countryside. Some loss of field boundaries which detracts. Area makes important contribution to town's distinctive rural context, setting and sense of place. Fine views of long profile of Hills which is key feature on skyline.</p> <p>See also KVPs 69A and 69B.</p>

Table 4: Key View Zones (KVZs)

KVZ No.	Grading	Location / Area	Photograph	Visual Attributes
KVZ1	EXCEPTIONAL	Great Malvern town centre: area between Church Street (N) and the southern boundary of The Firs (S), the A449 (W) and the railway (E)		<p>Area contains many of Malvern’s most valuable features such as Malvern Priory (Grade I listed building) and Priory Gateway (Scheduled Monument and Grade II* listed building), which form historic core of town. Several other key features and focal points in zone including Priory Park, Belle Vue Island, Malvern Theatres, Lansdowne Crescent, and Malvern College and The Firs area. Wide variety of highly distinctive and locally-characteristic built form throughout zone, often of local historic / cultural (e.g. literary / artistic) importance. Several other notable local heritage assets / historic features including spring water features and associations. Widespread use of Malvern stone (buildings and walls). Significant vegetation throughout zone esp. mature ornamental trees, many evergreen. Generally high-quality, well-managed environment although localised detractors esp. inappropriate / ubiquitous modern built form. This part of Great Malvern and several of its key focal points are key features in many lower-level views from east, and in higher-level views from Hills to west.</p> <p>See also KVPs 5, 15, 57, 62 and 76; KFPs 23, 24, 25, 26, 27, 28, 29, 30, 31, 32 and 33; KVRs 15, 22, 23 and 24; and Gateway 4</p>
KVZ2	SPECIAL	Great Malvern town centre: area between Bank Street / Moorlands Road (N) and Church Street (S), the A449 (W) and the railway (E)		<p>Area contains many features of local interest and importance although of less significance than those in KVZ1 to south, as area developed later. Exceptional KFP19 (Davenham) within zone, also Malvern Library, Malvern Hills College and ‘The Cube’. Highly characteristic historic street patterns, large residential properties in generous gardens, significant vegetation including mature ornamental trees. Historic route into town from east runs through this zone from Hayslan Fields to east, through highly valuable green space (KVR14).</p> <p>See also KVPs 5, 6, 7, 35 and 66; KFPs 19, 21, 22 and 33; KVRs 3, 9, 14 and 24</p>








KVZ No.	Grading	Location / Area	Photograph	Visual Attributes
KVZ3	SPECIAL	Barnards Green: area between Avenue Road (N), Court Road (S), Clarence Road (SW) and the railway (W)		<p>Area is of local historic importance, displaying many locally-distinctive and valuable features / buildings which are very good illustrations of the town's evolution. These include large properties in generous gardens with fine mature trees along south side of Avenue Road (Exceptional KVR23 with associated KFP24 (Christ Church) and KFP25 (Malvern Girls' College) on north side of road). Great Malvern Station (KFP26, within Exceptional KVZ1) adjacent to west. Barnards Green roundabout and bus shelter (KFP9). Widespread use of Malvern stone in buildings and walls. Very good representation of area's distinctive traditional historic rural landscape character and features having been absorbed into settlement esp. along old routes (Grade II timber-framed thatched cottage on Court Road (KVP 54).</p> <p>See also KVP54, KFP9 and KVR23.</p>

Table 5: Key Gateways

Key Gateway	Grading	Location	Photograph	Visual Attributes
<b>Key Gateway 1 (north east)</b>	<b>EXCEPTIONAL</b>	On A449 at Newland 'Triangle' and junction with Madresfield (just east of town boundary)		<p>Key Gateway 1 is along historic approach to town from north east and at junction of KVRs 9 and 11. Tantalising glimpses of Hills' ridgeline above trees. Apart from Beauchamp Community 'cluster' (KFP1), very little built form visible esp. in summer. Area's distinctive and characteristic features within view and which make highly important contribution to town's character, context and setting include significant vegetation (fine mature avenue trees along well managed wide grassed verges, and grass triangle lined with trees), Beauchamp Community Almshouses (cluster of grade II and II* listed buildings) and St. Leonard's Church (grade I listed).</p> <p>See also KFP1 (Beauchamp Community), KVP31A and KVRs 9 and 11.</p>
<b>Key Gateway 2 (south east)</b>	<b>EXCEPTIONAL</b>	On B4211 Guarlford Road at town boundary		<p>Key Gateway 2 is along historic approach to Malvern from east (B4211 Guarlford Road). High quality views along KVR17 and very good representations of area's distinctive landscape characteristics. Glimpses of Hills's ridges and summits on skyline above trees, main view framed by avenue of mature trees along well-managed wide grassed verges (commons / Open Access Land).</p> <p>See also KVP51 and KVR17.</p>
<b>Key Gateway 3 (south)</b>	<b>EXCEPTIONAL</b>	On B4208 Blackmore Park Road at junction with Peachfield Road at town boundary		<p>Key Gateway 3 along B4208 offers travellers from south sudden / unexpected and high quality uninterrupted panoramic view of Hills, well-managed commons (SSSI), and 'tidy' southern edge of settlement. Area makes highly important contribution to town's distinctive and characteristic context, setting and sense of place. Within AONB.</p> <p>See also KVP42 and KVR19B.</p>

Key Gateway	Grading	Location	Photograph	Visual Attributes
<b>Key Gateway 4 (south west)</b>	<b>EXCEPTIONAL</b>	On A449 at town boundary		Key Gateway 4 is along A449. Announces' Great Malvern's distinctive character and sense of place with highly-important features including fine mature avenue and ornamental trees, commons / well-managed commons and grassland / native woodland, bespoke signs, gas lamps, Malvern Water features and Malvern stone walls.  See also KVP38 and KVR15.
<b>Key Gateway 5 (north west)</b>	<b>SPECIAL</b>	Area around junctions of Cowleigh Road, Cowleigh Bank and Old Hollow		Key Gateway 5 is along Cowleigh Road, an historic route to Hills and town. Clear transition from town to open countryside. Good representation of town's distinctive and characteristic historic rural context, setting and sense of place at edge of settlement. Earl Beauchamp's fountain is key feature in area. Partly within AONB.  See also KVPs 11A, 11B, 22A and 22B and KVR20.
<b>Key Gateway 6 (east)</b>	<b>SPECIAL</b>	Sherrard's Green Triangle		Key Gateway 6 is at junction of Madresfield Road and Chance Lane. Highly distinctive and characteristic grassed triangle lined with fine mature trees: lies within rural open countryside but still some suburban formality from avenue.  See also KVRs 11 and 13.