

NEIGHBOURHOOD HERITAGE AREAS CONSULTATION LEAFLET

NEIGHBOURHOOD HERITAGE AREAS

Why am I receiving this leaflet?



You may or may not know that Malvern is about to submit its Neighbourhood Plan, which once adopted will give power to communities to shape the development and growth of our local area. There has been a large amount of work already undertaken and we are nearly there – the last stage now is to identify Neighbourhood Heritage Areas.

What is a Neighbourhood Heritage Area?

It is an area of special local architectural and historic interest and the area in which you live is being proposed as a Neighbourhood Heritage Area within the Malvern Neighbourhood Plan.

Am I going to be affected by the Neighbourhood Heritage Area designation?

We believe that Malvern's special characteristics should be protected and therefore the Neighbourhood Plan wants to include a policy that seeks to ensure that any development within a Neighbourhood Heritage Area recognises the special local architectural and historical features. This will not prevent development but it will ensure that any new developments requiring planning permission, such as extensions or boundary walls, retain the same character and features of the area and do not look out of place.

What happens now?

We want to know if you have any comments on the proposed Neighbourhood Heritage Area and invite you to a consultation evening where you will have the opportunity to find out more.

Where can I find out more information?

The consultation evening will be held at Malvern Town Council offices, 28 – 30 Belle Vue Terrace, on Wednesday 15 August between 5 and 7pm. Alternatively, if you cannot make this time there is an online comments form at www.malvernsfuture.org which should be returned by 31 August.

The Neighbourhood Heritage Area report is also available to download at the www.malvernsfuture.org

You can contact Clare Lawrence, Neighbourhood Plan Officer, on 01684 566667 or email clawrence@malvern-tc.org.uk



NEIGHBOURHOOD HERITAGE AREAS COMMENTS FORM

MALVERN TOWN COUNCIL

PROPOSED NEIGHBOURHOOD HERITAGE AREAS COMMENTS FORM

If you live in the one of the proposed Neighbourhood Heritage Areas and would like to make a comment, please use this form and return by 31 August 2018 to Malvern Town Council, 28-30 Belle Vue Terrace, Malvern, WR14 4PZ, or by email to clawrence@malvern-tc.co.uk

Name.....

Address

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Did you receive a 'Malvern's Future' leaflet?.....

Please write any comments you have on the proposed NHA below, continuing on a separate page as required:

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If you would like us to contact you about any of your comments please tick here

Your details will only be used for this purpose. For further information on our privacy policy, please see our "General Privacy Notice" which is available from Malvern Town Council's website at www.malverntowncouncil.org

NEIGHBOURHOOD HERITAGE AREAS CONSULTATION RESPONSE

Proposed Neighbour Heritage Areas Feedback

ID Number	Name/Org	Comments	MTC proposed Response	Proposed amendments
NHA1	MHT	<p>There is one of the 5 areas that we have interest in – Madresfield Road.</p> <p>In the text for this area it says</p> <p>A grassy common-like area on either side of the road extends down into the attractive tree-lined Sherrard’s Green approach to Malvern from Madresfield.</p> <p>The grass areas outside the property frontages here, and all the way down to Sherrards Green, are fully registered Common Land, being part of <i>CL18 Malvern Common and roadside verge(s)</i>, They are under our ownership and lie within the jurisdiction of the Malvern Hills Acts, so they have quite a degree of protection. Can we suggest please that the wording on that paragraph be changed to accurately reflect their status – and it will hopefully bolster the proposed NHA status there as well.</p> <p>You can see the mapped areas of our ownership on our website here - http://www.malvernhills.org.uk/looking-after/</p> <p>Have attached a screen shot of the registered common map from MaGIC website to this email to help</p>	<p>We will review all of the proposed NHAs and where there is land with MHT’s interest we will make reference to this.</p>	<p>Amend as required.</p>
NHA2	Malvern Civic Society	<p>comment from one of our Civic Society members which you may wish to consider:</p> <p>Interesting read about the character areas. In fact my old house features in one of the photographs of Newtown Road! I’m not sure if it’s appropriate for me to make a comment but North Malvern Road/West Malvern Road (the bit within MTC area) doesn’t seem to feature. I think sometimes it falls between 2 stools – as it’s on the edge of West Malvern Parish. I was wondering, however about the links to quarrying and the Malvern stone houses/cottages which I think were linked to the quarry – quarry workers/quarry masters? Also the old school buildings. I was led to believe, many years ago that where Malvern Hills Brewery is, used to be the dynamite store...but it might just be hearsay. Also the old school buildings and Clock Tower area?</p>	<p>This area was looked at following the response. The southern area referred to (the area including the old school buildings) is within the Trinity Conservation Area. The Malvern stone houses/cottage although of historic and architectural interest in themselves (probably warranting a nomination for local listing) are not sufficient enough for a proposed NHA.</p>	<p>No change.</p>

Proposed Neighbour Heritage Areas Feedback

<p>NHA3</p>	<p>I support the NHA for Werstan Close but with some reservations. Listed is that the windows are original, in fact they are UPVC plastic with double glazing and not in the best condition. Slowly people are replacing these with more up to date and energy saving types There has been some concern expressed about removal of chimneys. Not the ones in the centre of the roofs but those at the side, Some have already been removed. They do in fact do no job at all and some are cut off at the upstairs level. Some kitchens have large chimney breasts in them and again these are slowly being removed. They are a useless attachment often creating damp patches. The homes also have concrete slabs at the side of the porch and these are beginning (on some houses) to come away from the structure, some having been replaced or ideas are there to do so. To maintain the look and feel of the Close is a good idea but you do need to bear in mind that some of these houses have had minimal improvements since they were built and only in the last 8 years have they been in private hands and improvements made So in principle we are in agreement but reservations about how the Close can continue to improve and bring these houses up to 21st century expectations</p>	<p>The comments are noted and we appreciate that owners/occupiers will wish to make improvements to the properties. Will amend the reference to original windows in the NHA Report. The proposed policy is not designed to prevent change but to ensure that any change is in keeping with the general character and appearance of the area</p>	<p>No change to the policy. Minor amendments to the NHA Report.</p>
<p>NH4</p>	<p>Werstan Close - I agree with the guidance notes, my priority would be to maintain the green space in the close as it is today, also the entrance to the close which is quite unique. The Cattle Grid should remain. Werstan close has had no significant alterations and this would be an opportune time for it to become a Heritage Area. The Green space within the close is what makes it unique, as well as the fifties architecture. Any new Building or Dwellings within the close, Rather than minor additions to properties, would ruin its character, I wholeheartedly support the idea of Heritage areas.</p>	<p>Comments are noted.</p>	<p>No change.</p>

MALVERN GAZETTE ARTICLE (APRIL 2018)

Show off and protect your favourite view

By Robert Hale

01505 742283
rh@malvern Gazette.co.uk
Twitter @RobertHaleWG

MALVERN residents are being urged to get out and about with their cameras to find the best views of in and around the town.

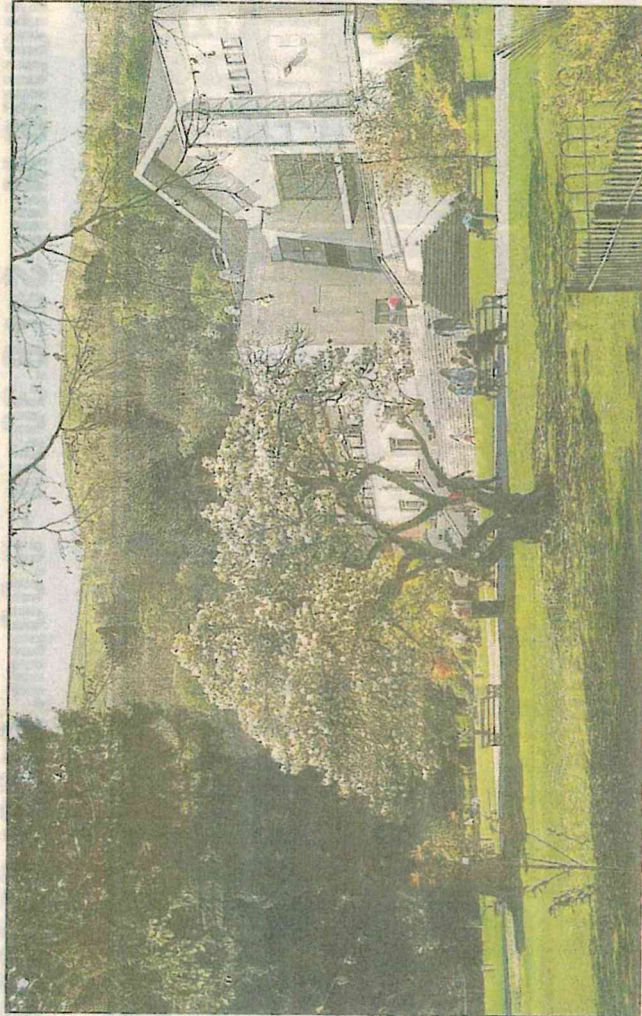
The search has been launched by Malvern Town Council as part of its Neighbourhood Plan process.

During the work on the plan, it became clear that the residents of Malvern value the town's views and want to protect them.

Clare Lawrence of the council said: "We need your help to identify Malvern's most beautiful views so that they can be protected.

"We would like you to go outdoors, take your camera and join the hunt for Malvern's best view. You can submit as many different views as you like.

"They can be views into the town, from the town, views of buildings, views of streets, views including unique architecture, views with cultural or social importance. Just



Priority Park

make sure that you write a brief explanation of why your view is exceptional." Peter Hamilton, the neighbourhood plan consultant,

said: "A lot of work has gone into the plan so far, now what we need is evidence to support the policies and to protect views and viewpoints

that are of significant value to the local community." Mayor Cynthia Palmer will be presenting a prize for the most well-thought-out view.

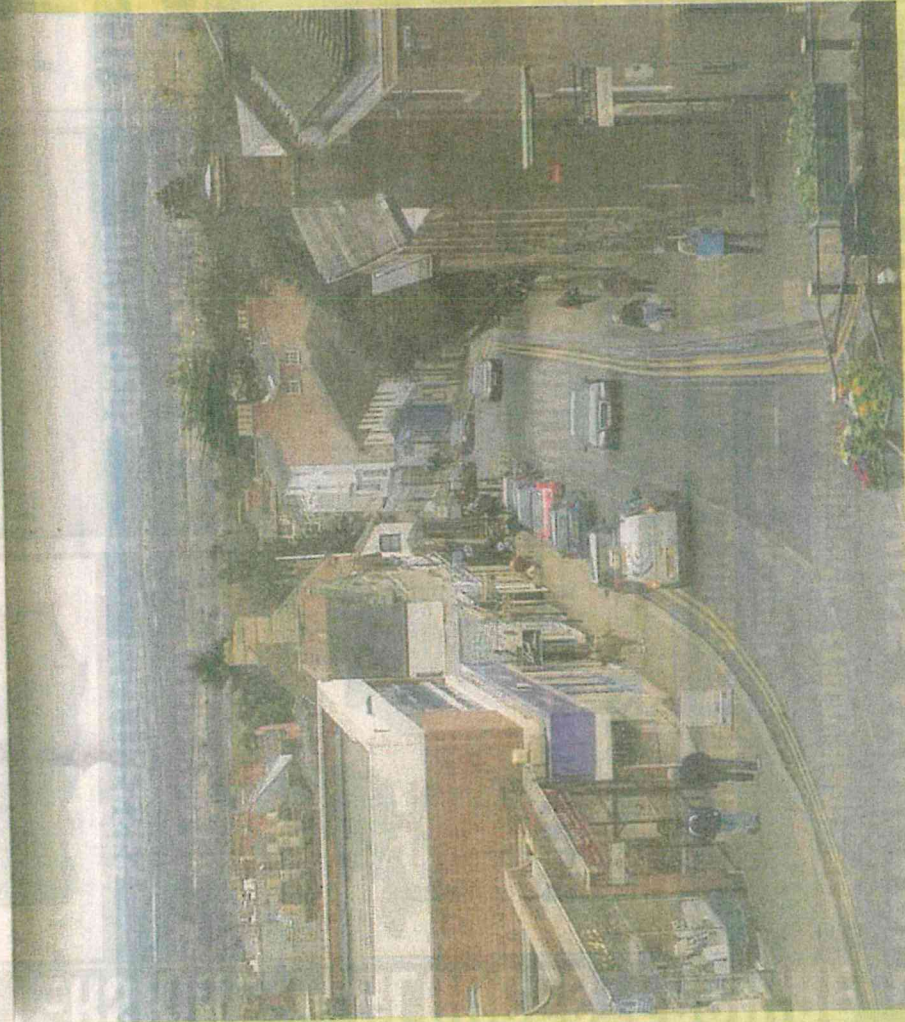
She has appealed to residents to take part saying "Malvern is a very unique place with a wealth of wonderful views. Your Best View suggestions

will help us to secure and improve Malvern's future. To find out more, visit malvernfuture.org/documents/.



Church Street.

Help us find Malvern's top ten views!



Do you have a favourite view in Malvern?

Take advantage of the spring weather, go for a stroll and enjoy the outdoors, whilst helping to identify Malvern's most important views in order to protect them from unwanted change in the future.

What do we need you to do?

Take a photograph of your favourite view or views (not just the hills). The viewpoints must be within the town boundary, and you can choose as many views as you like. To help you submit your best view entries, we have provided a map and a form to be filled in and these can be found at: <http://www.malvernfuture.org/documents/>

Just complete the form, briefly explaining why that view is important and should be protected and/or improved. Think about things like:

- Is it associated with a famous local person or event?
- Does it hold a significant memory, or evoke a strong emotion?

- Does it reflect Malvern's natural, cultural or social life and history?
- Does it capture the unique 'spirit' and 'character' of Malvern?

Then mark your chosen view or views with a dot on the map and tell us about the direction and focus of the view. Bear in mind that your favourite view could be more exceptional at different times of the day and year.

Please follow the link above to download the maps and the form. Alternatively, you can collect these from Malvern Town Council offices, 28-30 Belle Vue Terrace, Malvern, WR14 4PZ. Send in your photos and information supporting your views to Clare Lawrence at the address above or email clarelawrence@malvern-tc.org.uk

To encourage the very best entries there will be a prize for the most well thought out view, which will be presented by the Mayor of Malvern, Councillor Cynthia Palmer.



TOP TEN VIEWS PRESS RELEASE (MAY 2018)



FOR IMMEDIATE RELEASE

Where are Malvern's Top Ten Views?

ONLY TWO WEEKS TO GO!

Did you know Friday 25 May is the closing date for our photographic competition, based on Malvern's most important views?

As part of Malvern's Neighbourhood Plan, we need you to send us your photographs of your favourite view, or views, in Malvern. These will form the evidence for protecting certain vistas within, from, to and around Malvern from unwanted change in the future.

So, whilst the sun is still shining get your cameras out and start snapping. The Mayor of Malvern and artist Phil Ironside will present a prize to the photographer who in their opinion has taken the most well-considered shot.

Any questions and all entries to Clare Lawrence please, at Malvern Town Council, 28-30 Belle Vue Terrace, Malvern, telephone 01684 566667, clawrence@malvern-tc.org.uk Photographs should be emailed but must be less than 5 Mb in size.

Further information can be found at www.malvernsfuture.org/documents/ 'Malvern's Top 10 views supporting information'.

VISUAL STUDY CONSULTATION: COMMENTS SUMMARY AND MTC RESPONSE

Proposed Neighbourhood Visual Study Report

ID Number	Name/Org	Comments	MTC proposed response	Proposed amendments
Policy MV1: Visual Amenity , the aim of which is 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.				
VS1	Malvern Museum	<p>The views through the arch of the Priory Gatehouse, north-south and south-north should be uncluttered by any road signs or advertising boards.</p> <p>Similar with the views from Belle Vue Terrace looking across the Severn valley.</p> <p>Cut back the foliage adjacent to Bello Sguardo to reveal the views across the town towards the Severn valley.</p> <p>Reduce/eliminate road signs and markings in St Ann's Road to produce an uncluttered view up to the hills and down to Nationwide, the original 1823 Coburg Baths.</p>	Good points but beyond scope of the NP/Visual Study.	This will be included in the Community Aspirations section of the Plan.
VS2	Civic Society	<p>Have had preliminary looks at the documents and the pictures; there is one [not very illustrative] picture of the cemetery whereas some shots of the buildings and Victorian graveyard would be useful. It is one of the significant open spaces in the town, it contains many of the movers and shakers of the late C19 and the buildings were listed a year ago. It is also under the stewardship of the Town Council.</p> <p>It has been pointed out to me that all the churchyards and cemeteries in the area should be flagged up as of special importance.</p> <p>The Civic Society are working with 'Caring for God's Acre on giving them all the correct priority - http://www.caringforgodsacre.org.uk/</p>	Your comments are noted. Great Malvern Cemetery is already in Caring for God's Acre and was the first cemetery to be included in this.	<p>Photo KFP8 will be changed to include a picture combining Victorian features with the landscape and views.</p> <p>The promotion of "Caring for God's Acre" in graveyards within the NPA will be included under the Community Aspirations section for local projects and initiatives</p>
VS3		<p>Comments: Just a quick point on The Vision page second para - talks about NPA. It might be a good idea to expand that because I don't know what it means.</p> <p>Nice website!</p>	Thank you for your comments; we will be including a glossary.	Glossary will be added.
VS4	Would like to be contacted	<p>I am surprised and disappointed that Guariford Green is no longer considered a local conservation asset in the NP.</p> <p>You told me yesterday that this was because there was no evidence provided by WBRC. I do not understand this as your documents on line give WBRC data at http://www.malvernsfuture.org/uploads/docs/y3lwmb7z_Biological_Records.pdf.</p> <p>In the first three pages the following records relate to protected /notable species in the Guariford Green area: 949, 774, 969, 802 and 9 (3 entries), 949, 968, 969, and 968 9(4 entries), 949, 968, 969, and 9(4entries), 970, 42, and 26. I do not see that there is "no evidence that the area has special local wildlife significance". It would appear that a mistake must have been made.</p> <p>Please can the decision not to include this area as a local conservation asset be reviewed</p>	Beyond Scope of Visual Study	We note your comments but this was raised earlier in the process and unfortunately comments at Regulation 14 Stage revealed a lack of substantial evidence and without the appropriate expertise we cannot produce a robust piece of evidence to back up a policy on conservation assets at this time.

Proposed Neighbourhood Visual Study Report

ID Number	Name/Org	Comments	MTC proposed response	Proposed amendments
VS5		<p>and reversed? Please could you let me know of any decisions about this matter?</p> <p>Thank you for holding the consultation event yesterday.</p> <p>Rather than move VP51 to the end of Chance Lane why not have an additional one by the Malvern sign at the end of Chance Lane? Both the views are different and exceptional. I suggest you come and have a look as I did this morning.</p> <p>I am surprised, when so many town council people said how amazing the view is from Jack pits Lane, that there is no viewing point along it.</p> <p>I was slightly disconcerted talking to your landscape architect who thought that desecrated views can always be re-established by help - grants for tree planting and shop fronts were mentioned, surely it is much better to have a policy where views which are currently an asset to the town are protected and remain unspoilt.</p> <p>Views of the town of Malvern from the hills are also important. The abundance of mature trees in the conservation area is very noticeable when you look at the town from the Worcester Beacon. When we were looking at this very point last weekend it was clear to see that no housing estate in Malvern is sufficiently screened by trees, even those built 50 years ago. Also distant views of open countryside some of which fall within the town boundary put a definite edge to the town.</p>	<p>Noted that VP51 has wrong image, will replace photo but have used the old VP51 photo as illustration of KVR17 at end of Chance Lane as suggested.</p> <p>Re improving views, study notes where improvement of existing view of poor quality may be feasible regardless of whether developed or not.</p> <p>Agree about importance of trees in views already noted in study – the issue of trees is already covered in MG3 Woodland, Trees and Hedgerows.</p>	<p>The gateway photo will be replaced.</p>
VS6		<p>Excellent report well considered and valuable resource for the powers that be!</p> <p>Particularly like the Guilford Road recommendations and Jackpit Lane and chance lane as these areas and field within could well be developed, this will set a precedent for development of whole area degrading Malvern as an area of beauty.</p>	<p>Thank you.</p>	<p>None required.</p>
VS7 Would like to be contacted		<p>A brilliant report dedicated to preserving the essential character and unique beauty of the area. Thank you</p> <p>The Malvern area should be granted Exceptional status with the West Midlands area. It should be preserved for the future.</p> <p>The key gateways should be the main focus and should be preserved at all costs.</p> <p>Please can you include all the public footpaths within the Malvern Link Industrial/retail area in V124, especially those on the Three Choirs Way. They are in a poor state and give a bad impression for workers/shoppers who don't live in the area but may be encouraged to walk if they saw better footpaths.</p>	<p>Thank you. It is difficult to include all footpaths and we already have 181 views in the Town. There are policies within the Neighbourhood Plan which look at Public Realm.</p>	<p>None required.</p>
VS8 Would like to		<p>This is truly a wonderful Visual Study and one I am proud as a Malvern resident to view. It is so good that Malvern Town Council cares about our countryside. (KVP50) – if proposed easement, leading to development of field (owned by rose farm)</p>	<p>Thank you.</p>	<p>None required.</p>

Proposed Neighbourhood Visual Study Report

ID Number	Name/Org	Comments	MTC proposed response	Proposed amendments
be contacted		<p>Partnership) takes place the long profile of this KVP of the Hills will be completely altered. The agricultural field will have hundreds of houses that will be huge distracters. It will not be rural and will be out of place.</p> <p>(KVR35) – Linked to (KV11 & KVR17) – within this area is the proposed development of an agricultural field of some 25 acres – all of the views and context would be massively destroyed and would enable areas between KVR36 & KVR17 to be developed.</p>		
VS9 Would like to be contacted		<p>Thank you for such a wonderful display of our glorious landscape! It is fantastic to know that Malvern Town Council cares as much as we do about protecting our views.</p> <p>KVR35, KVR11, KVP49 & KVP50 are particularly important to us. They are in danger of being destroyed if easements are allowed, ultimately agricultural land is developed. The Guariford gateway into Malvern is stunning, the approach and the open commons. Avenue of stunning trees and then the magnificent Malvern's are just breath taking. We all need to protect our precious landscapes as well as the hills themselves.</p>	<p>Thank you for your comment. The issue of trees is already covered in MG3 Woodland, Trees and Hedgerows.</p>	<p>None required.</p>
VS10		<p>The Key viewpoints (KVPs) listed as representative i.e. in the lowest category tend to be in open country thus they are most liable to future development. What protection do we have against this?</p>	<p>Noted but these viewpoints do not meet the criteria for a higher level of value for various reasons e.g. quality/ condition, scenic qualities, heritage interest etc. The area to the north of Malvern where lower category viewpoints apply is covered by the Leigh Sinton Strategic Gap policy and the Open Countryside Policy.</p>	<p>None, as open countryside is covered by other policies.</p>
VS11 Would like to be contacted		<p>On behalf of the Friends of Commons, I have enjoyed reading the report online and I am impressed by the selection and application of relevant criteria. A most impressive report.</p> <p>KVP1, KVP51, KG2, KVR17, KVR11, KVP50, KVR35 are at present under threat from (possibly illegal) actions by the Malvern Hills Trust so they need defending at the moment. Additional information – a bat walk and survey by a registered bat worker has identified 6 species including one rare one thriving there</p>	<p>Thank you for information but this is beyond the scope of the Visual Study</p>	<p>Bat information could be directed to Worcester Biological Records Centre http://www.wbrc.org.uk or given to your local county councillor.</p>
VS12 Would like to be contacted		<p>It would be helpful to include on the maps, those areas such as the former QinetiQ site, Newland etc. Where future development has already been identified on the SWDO. This would provide a more complete picture of the future shape of Malvern.</p>	<p>This is a good suggestion, thank you.</p>	<p>Strategic sites will be added to the plan for clarity.</p>
VS13 Would like to		<p>I would like to say that I am very impressed with the Neighbourhood Plan, The visual study, the Worcestershire biological records and in maintaining the existing boundaries, both of the town and the development boundary.</p>	<p>Thank you, your comments are noted. However, this is not something that the Neighbourhood Plan can deal with at this time as without the appropriate expertise</p>	<p>None required.</p>

Proposed Neighbourhood Visual Study Report

ID Number	Name/Org	Comments	MTC proposed response	Proposed amendments
<p>be contacted</p>		<p>I have given my response to the visual study separately. However, with respect to the biological study, particularly in connection with the different species noted on the commons land between Hall Green and the Rhydd, I wondered if there was some argument for enquiring from Natural England to see if they could designate these commons a site of scientific interest SSSI.</p> <p>I am aware that peachfield common had this designation granted in May 2018, though it has not been widely publicised. If Peachfield Common can have this Title, then surely there is some argument for the commons along the Guariford too. Further I note that there are probably 3 Black Poplars on What I assume to be Jackpit Lane, surely that should also be included in an SSSI designation.</p> <p>All this area desperately needs protection when it seems that the Malvern Hills Trust is no longer prepared to do this.</p> <p>I would be interested in your opinion to my suggestion.</p>	<p>we cannot build a robust enough evidence base to support inclusion as a conservation asset. If you wanted to follow this up yourself can I suggest contacting:</p> <p>Natural England https://www.gov.uk/government/organizations/natural-england</p> <p>Worcester Biological Records Centre http://www.wbrc.org.uk/</p> <p>Worcester Wildlife Trust https://www.worcswildlifetrust.co.uk/</p> <p>You could also contact your local town councillor for the area and ask for their assistance on this matter:</p> <p>Jenny Cain. Tel: [REDACTED] Samantha Charles. Tel: [REDACTED] James O'Donnell, [REDACTED] Neil Morton, Tel: [REDACTED]</p>	
<p>VS14 Would like to be contacted</p>		<p>Firstly we wanted to say how impressed we are with the visual study. We have often thought we lived in a very special part of Worcestershire and your study certainly emphasises that.</p> <p>Such stunning views are so easy to lose and impossible to retrieve once gone. They need to be protected for future generations.</p> <p>We have brought up our family on the Guariford road side of Malvern, Friends and relatives over the years have often commented upon the lovely area in which we live and the spectacular views as one enters Malvern from Guariford. With that in mind, the views which are very special and significant to the local community are KVP1, KVP24, KVP49, KVP50, KVP51, KVP80, KVR11, KVR35 and KFP 12. Also the Guariford Road entrance being classed as a key gateway. It is these views that give Malvern its character and distinguishes it from many other towns. We are deeply saddened and upset at the proposals Malvern Hills Trust has for this area. They, who should be protecting our</p>	<p>Thank you helpful comments.</p>	<p>Community key views will be in the report and in tables.</p>

Proposed Neighbourhood Visual Study Report

ID Number	Name/Org	Comments	MTC proposed response	Proposed amendments
VS15	Malvern Hills Trust	<p>assets, seem intent on destroying them. All the views mentioned above will disappear or change dramatically if their plans go ahead. If Malvern is to continue to attract visitors to our town which benefits us all, we need to protect the views which are our biggest asset. When we have been away from home is that spectacular view along the Guarford Road. Please help us keep these views intact.</p> <ol style="list-style-type: none"> 1. The Draft Neighbourhood Plan Key Views Policy. <p>The suggested rewording of this Draft NP policy, as laid out in paragraph 5.3 on page 12 of the report is considered appropriate. Similarly, the recommendation as set out in Paragraph 5.4 to have a separate policy ensuring that mitigation proposals are characteristic to the local area is also considered appropriate for inclusion in the NP.</p> <ol style="list-style-type: none"> 2. The Key Views Table <p>Appendix B to the Report, the Key View Table, includes many views and sites that are either within, alongside or feature views of land under the jurisdiction of the Malvern Hills Trust. It is not possible to comment in detail on every one individually within this response, but overall their inclusion in the Tables is welcomed. However, one general point that applies to many of the views in the list is the presence of mature trees. It should be noted that, quite apart from any issues regarding trees that naturally become over mature, MHT recognises that there is increasing threat to many of our trees from the spread of diseases such as Chalara Ash dieback and acute Oak decline. The effects of these diseases on local views could, over the next 10-20 years, be quite dramatic and significantly alter some of those views listed in the tables. Trees planted to replace such losses from diseases will take time to become established, and consequently we support the inclusion of the wording in the draft policy relating to mitigating adverse effects, that 'Tree species / varieties should be long-lived and resilient'.</p>	<ol style="list-style-type: none"> i. Thank you, noted ii. Agree about the need to consider future changes to views which currently rely on significant vegetation. 	MHT's response will be noted about trees in report paragraph 4.9.
VS16	MHDC	<p>It is considered that the Visual Study Report (September 2018) is a comprehensive and potentially helpful evidence source to underpin new planning policy. However, the District Council consider that draft Policy MV1 (Key Views), in conjunction with the Visual Report Study, would not provide a practical framework which would enable decision makers to apply the policy consistently and with confidence as required by paragraph 16 of the Framework. The reasons for this are as follows:</p> <ol style="list-style-type: none"> i. The Visual Study Report identifies 181 proposed key viewpoints / focal points / view routes / view zones / gateways / visual improvement zones. Whilst Malvern clearly has many beautiful views, the designation of 181 key views could be seen as excessive as an excessive constraint on development. ii. To provide clarity for decision makers the proposals map should indicate the direction and, ideally, extent of any key views. iii. There is a lack of clarity on precisely which key views Draft Policy MV1 would 	<p>Noted</p> <ol style="list-style-type: none"> i. We accept that 181 views all under the same protection and therefore the policy will be split into two parts. Firstly, exceptional views carrying the highest amount of protection and then special and representative views which still are afforded consideration but to a lesser extent. ii. This will be a very large task and the direction/ extent of views is already 	Policy MV1 to be re-worded to recognise differing levels of protection.

Proposed Neighbourhood Visual Study Report

ID Number	Name/Org	Comments	MTC proposed response	Proposed amendments
		<p>relate to. On the one hand, the draft policy refers to “Key Views”. On the other hand, the Visual Study Report refers to “key viewpoints”, “focal points”, “view routes”, “view zones”, “gateways” and “visual improvement zones”. Further, the Visual Study Report then categorises some of these view types according to whether they are “exceptional”, “special” or “representative”. It is not clear from the draft Policy whether the requirement for a Landscape and Visual Impact Assessment (LVIA) would be the same for exceptional, special and / or representative views / routes / gateways / zones etc. This would not enable a decision maker to apply the policy consistently and with confidence.</p> <p>We also note that the wording of the Draft Policy has changed since the Regulation 14 consultation so that Policy MV1 would apply significantly more onerous requirements on applicants compared to the earlier draft Policy MG3 (Key Views and Vistas) which said:</p> <p>“Development proposals should respect the Significant Views identified on the Key Diagram and in Figure 6.3.</p> <p>Where a development proposal impacts on an identified ‘Significant View’ a Landscape and Visual Impact Assessment or similar study should be carried out to insure that the landscape is not compromised.”</p> <p>The revised Policy MV1, based on the recommendation of the Visual Study Report, proposes that:</p> <p>“Development proposals should not adversely affect, and where possible, should enhance, the existing character, quality and value of the Key Views shown on the Key Diagram and Figure 5.3 – “Key Views Plan”, and described in the Visual Study Tables within the Visual Study Report.</p> <p>Where a development proposal is likely to adversely affect one or more of the “Key Views” a Landscape and Visual Impact Assessment or similar study should be carried out to ensure that the existing character, quality and value of the Key View are protected and / or enhanced.”</p> <p>Thus, whilst the earlier Regulation 14 draft policy proposed that a key view should be respected, the revised version proposes that they should not be adversely affected and, where possible, should be enhanced. Further, whilst the purpose of a LVIA under the earlier Regulation 14 version would have been to ensure that the landscape is not compromised, the purpose of a LVIA under the revised MV1 would be to ensure that the character, quality and value of the key view would be protected and / or enhanced.</p> <p>Given the large number of proposed Key Views and potential requirement for many development proposals to have to undertake costly LVIA’s, the potential impact of the revised Policy MV1 on the viability of developments would also be a concern.</p> <p>One of the conditions that the Malvern Town Neighbourhood Plan will have to meet at</p>	<p>noted in the tables.</p> <p>iii. All of the headings mentioned fall under “key view”, text will be included to clarify this.</p> <p>Noted.</p>	<p>The policy has been re-drafted.</p>

Proposed Neighbourhood Visual Study Report

ID Number	Name/Org	Comments	MTC proposed response	Proposed amendments
VS17	PBA on behalf of Hallam Land Management	<p>the Examination stage is that it contributes to the achievement of sustainable development. The revised Policy MV1, combined with the Visual Study Report, effectively proposes that 181 views should not be adversely affected and, if possible enhanced, by development proposals. When combined with other environmental protection policies proposed in the Neighbourhood Plan, (including 84 Neighbourhood Open Areas and 7 Local Green Spaces) it is very uncertain were sustainable</p> <p>In light of the above, we would like to suggest that:</p> <ol style="list-style-type: none"> i. The number of “key views” identified in the Visual Study Report, and to which Policy MV1 would apply, is reduced. ii. The proposals map indicates the direction and, ideally, extent of the Key Views. iii. The terminology of the Visual Study Report and Policy MV1 are aligned so that it is clear to decision makers whether the policy would apply to Key Views or whether it would also apply to routes, zones, gateways etc. It is also suggested that the policy should distinguish between exceptional, significant and representative views. iv. To reduce the potential financial burden on applicants it is suggested that consideration be given to re-wording Policy MV1 along the following lines – “Development proposals should respect the Key Views identified on Map X. Where a development proposal potentially impacts negatively upon a Key View, it needs to be demonstrated that the Key Views have been taken into account and given an appropriate level of consideration in any design or layout submitted.” 	<p>Noted.</p> <p>Noted.</p> <p>Noted.</p> <p>Noted.</p>	<p>Views to be split over two maps.</p> <p>None to be taken.</p> <p>This has been completed.</p> <p>Policy re-worded by CT/PH and MTC.</p>
		<p>Paragraph 2.2: Aims and Objectives</p> <p>The wording requires more clarity around the fact that this is a Local Key View Study, the emphasis being on ‘local’. This would in with the later approach and methodology wording in paras 2.26, 2.27 and 2.29, but as written this paragraph and the Visual Study Report could end up being interpreted as having greater weighting than a ‘local’ study.</p> <p>Paragraph 2.27: Criteria for visual value for the NP Study</p> <p>There is an attempt to distinguish what defines views of ‘local high visual value’. However, there appears to be some overlap with and, in my opinion, not adequate distinction from, those criteria listed for the ‘very highest levels of visual value’ i.e. those at a ‘national level’. In addition, the wording of the criteria at para 2.26 suggests that all views in Malvern would be considered of being a high level of visual value (especially the</p>	<p>Thank you for comments which have been considered.</p> <p>Throughout, the study makes it clear that it is about local value, focussing on the NP area; however, we have further emphasised this point.</p> <p>The points raised such as addition of definitions, and clarification of points such as criteria, categories and guidance, with which we agree, have been factored in to the report as appropriate. The whole of</p>	<p>Consideration has been given to all the comments and where appropriate are reflected in the revised report.</p>

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		<p>first and last bullet points), which is not a reasonable statement and confuses the distinction between national level and local level important or key views.</p> <p>Paragraph 2.29: Definition of categories of 'local context and value of views' Re: the definition of 'Special' – which includes reference to 'many local people'. Need to define 'many' – this will have different meanings and interpretations to different people</p> <p>Paragraph 2.30: Following on from paragraph 2.29, this states that not all the criteria in paragraph 2.29 need apply: this opens up risk of assessors deciding levels of categories without following the defined parameters. This is likely to result in contesting assigned categories in the future and carries a risk of assessment without clear approach.</p> <p>Paragraphs 4.12 to 4.17: definition of Key Gateways? Paragraphs 4.12 to 4.17 refer to 'Approaches and Gateways', but don't clearly define what a Key Gateway is (note Key Gateways are labelled on the Study's Figure 5.3.)</p> <p>Section 5, paragraph 5.2: Draft MNP Key Views Policy This paragraph omits reference to the views being 'Local'. The Draft policy should be titled: Local Key Views, not just 'Key Views', so that it is clear they are local views, and that this is a local study. Furthermore, the suggested explanation for the policy is muddled and needs a sense check.</p> <p>Section 5, paragraph 5.3: Draft Policy MV1: Visual Amenity This paragraph omits reference to the views being 'Local'. It also appears to be written in a negative way that precludes against development, which in my opinion is not the purpose of the study. Suggested alternative wording is [underlined: additional words, strikethrough wording: deleted words], "Development proposals should, not adversely effect, and where possible, should enhance the existing character, quality and value of the Local Key Views shown on the Key Diagram and Figure 5.3 Local Key View Plan, and the key visual attributes of local key views as described in the Visual Study Tables. Where a development proposal is likely to affect one or more of the identified 'Local Key Views', a Landscape and Visual Impact Assessment or similar study which is prepared in accordance with the Guidelines for Landscape and Visual Impact Assessment (3rd Edition), should be carried out to ensure that the determine the nature of the visual effects (adverse or beneficial) and to inform the proposed development's layout and design, such that existing character, quality and value of the Local Key View are protected and / or enhanced.</p> <p>Paragraph 5.4: This paragraph does not specifically relate to visual amenity or views, and as such should not be included in the MNP Visual Study Report.</p> <p>Comment on Visual Study Tables and identified local key views, key routes and key focal points: Assessment of each identified local key view, route and focal point should transparently relate to the defined criteria for their assigned category of representative, special or exceptional local views. Currently, the reasoning's are descriptive, but do not easily</p>	<p>the policy section has been omitted.</p> <p>Policy MV1 has been re-drafted taking into account consultation feedback and your comments were used in this process.</p>	

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VS18	AONB	<p>translate into the qualitative criteria that has been set out earlier in the Study. The categorisation of each key local view needs to be qualified.</p> <p>It would be more helpful for the descriptions to clearly identify the key attributes of each local key view, which should be protected or enhanced where possible. This would link with the suggested re-wording of policy MV1, above.</p> <p>Overview: It should be recognised that not all change to a view is harmful, and not all views would be harmed by a change occurring in their composition. The MNP policy MV1 and visual study should be written such that reliance is upon professional Landscape and Visual Impact Assessment to determine the nature of effects and to qualify the balance of the value of a view, whether that value is assigned due to local or wider importance, in so far as the value contributes to the overall sensitivity of people's views and visual amenity.</p>	<p>Thanks for your support and contribution to the report.</p> <p>In response to comments that the Key Views needed to be simplified and rationalised, it was 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 (noting your comment 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').</p> <p>To address this, the proposal is to divide the draft Key Views Plan into two separate Key Views Plans:</p> <p>- 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</p>	
		<p>The first thing to say is that you, the Town Council, and Carly and co. should be commended on taking these comprehensive and inclusive steps to identify key views and to enshrine a form of protection of them through the NP. Doing this work will undoubtedly help to protect that which local people and visitors to the area value so highly.</p> <p>I think there is merit in following the terminology and approach employed in the AONB Views guidance, albeit adapted to reflect more local circumstances. The criteria listed to determine visual value appear relevant and reflective of good practice. I understand the use of the different terms - viewpoints, focal points, view zones, view routes etc. but do fear that these may lead to confusion for some. Hence, I support and welcome the suggestion for rationalisation proposed in para 5.2, and that the NP draft policy is simply called 'key views'.</p> <p>My gut feeling is that a key views policy should be just that, a focus on protecting the best. Instinctively I feel that some of the images graded as exceptional fit better into this category than others, for various reasons. The text alongside the image is of course very valuable in explaining why some views make the grade but I still feel that there is room for rationalisation here. For me, understanding the value of the view point, its significance as a gateway etc. is important but wouldn't necessarily elevate a view into an exceptional category if the view itself doesn't hit the mark too.</p> <p>I can well understand and fully support the desire to protect the many different views that exist around the town and which are important to people in different ways. The visual study provides the evidence base and perhaps the trick now is finding the form of words for the policy or policies that 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.</p>		

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VS19	Barwood Land Management /Tyler Grange	<p>Proposed Neighbourhood Visual Study Report Consultation: Representations on behalf of Barwood Land</p> <p>These representations are submitted on behalf of Barwood Strategic Land II LLP (Barwood Land) in response to the current consultation on the Visual Study Report. Barwood Land has a legal agreement with the landowners (Malvern St James Girls' School and the Oseman Family) of the land to the south of Hayslan Avenue, which the Neighbourhood Plan proposes as a Local Green Space in the draft Neighbourhood Plan.</p> <p>Comments on the Comments on the Comments on the Visual Study Report Visual Study Report Visual Study Report</p> <p>Barwood Land instructed Tyler Grange to review the Study in order to understand whether this provides a robust basis upon which the identified Key Views are based. A copy of their review is appended to this letter.</p> <p>The stated purpose of the Visual Study Report is 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". It is stated on the comments form accompanying the current consultation that the purpose of the Study is to inform draft Policy MV1. However, we note that the Visual Study is dated September 2018 and bases the study upon the key views and draft policies set out in the January 2019 draft Neighbourhood Plan. We therefore question whether this represents a Neighbourhood Plan that is truly prepared on the basis of a proportionate and robust evidence base to support the choices made and approach taken, which the July 2018 National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG) makes clear is a</p>	<p>Views only, and would help to ensure their protection and, where desirable / feasible, their enhancement.</p> <p>- 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 the 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.</p>	<p>Consideration has been given to all the comments and where appropriate are reflected in the revised report.</p> <p>Changes have been made to the proposed policy MV1 as a result of comments received.</p>

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		<p>requirement1.</p> <p>Nonetheless, Tyler Grange's review concludes that the Visual Study Report does not provide a robust or proportionate evidence base upon which to base draft Policy MV1 or the proposed Local Green Space at Haysian Fields. In particular, it notes that</p> <ol style="list-style-type: none"> 1. the Study lacks transparency as to how the 'key view points' and 'key view routes' have been selected and how the findings have been arrived at; and 2. The Study's findings clearly over-emphasise factors relating to the character and use of the land. <p>1 NPPG Para. 040 Ref. ID 41-040-20160211 (revision date 11.02.2016)</p> <p>In reaching these conclusions, it is clear that that only limited notes and indicative photographs are used to inform the study and the influence of adjacent land uses and development have not been fully taken into account in the assessment of the visual amenity of the identified views and routes. In the case of KVR 14 and KVP10, the evidence, including the images used and notes provided are not representative of the visual context, their key features, composition and specific sensitivities or opportunities for their protection and enhancement.</p> <p>It is also noted that the Study indicates that the key views identified comes from the results of a public consultation were used to identify the key views and their value. However, this evidence is not made available as part of the consultation and it is important to highlight that popularity alone is not a justification for attributing 'value' or protection.</p> <p>Further work and reassessment is needed and further evidence is provided in the Tyler Grange report to assist the Neighbourhood Plan Group give further consideration to the evidence base it is proposing to use to support its policy choices.</p> <p>Draft Policy MV1 (Key Views) Draft Policy MV1 (Key Views) Draft Policy MV1 (Key Views) Draft Policy MV1 (Key Views)</p> <p>The wording of MV1 indicates that it is not a restrictive policy, and seeks to inform decisions relating to proposed new development and ensure that key views are retained and, where possible enhanced. However, in practice, this policy would prevent development across much of the Neighbourhood Plan area on the basis that it would place a restriction on any development which could affect the views from 94 different viewpoints across the area.</p> <p>Paragraph 170 of the NPPF makes clear that planning policies should protect and enhance natural and local environments in a manner which is commensurate with their statutory status. There is no national or local planning basis upon which to seek to protect the key views and key routes identified. The Visual Study Report presents no</p>	<p>the context of the NPPF, meaning that it should be protected and enhanced.</p> <p>The decision notice mentioned many of the Field's attributes including 'important in terms of visual amenity', 'important function and contribution to the distinctive form and character of Malvern' esp. the 'network of open spaces', 'very unusual semi-rural environment', 'visual link in long range views... towards the Malvern Hills to the west and Bredon Hill further away to the south west, thereby creating a much valued sense of openness and space', 'important recreational opportunities', 'significant in meeting the existing community's needs for access to and across open space for recreational purposes and health and well-being' etc.</p> <p>Your point about how the Visual Study was informed by the public call for views is noted and this has been updated in the report.</p> <p>We note Tyler Grange's comment that the criteria 'are strongly focussed upon matters relating to the character of the area', but in fact, as published guidance clearly explains, character is what we see and experience. Changes to character may affect certain views.</p> <p>Clearly it is beyond the scope of the NP Visual Study to consider how any form of development in any location may affect specific attributes. We consider that any competent landscape architect carrying out an LVIA or similar study would be able to identify the key attributes, and assess how a specific development may affect them.</p>	

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		<p>evidence which counters this policy position.</p> <p>In respect of the land at Hayslan Fields, there is no evidence to support a conclusion that the identified key view points and routes KVR14 and KP10 are 'valued' or which suggests that the views from these should be protected as proposed by draft Policy MV1. We highlight in particular:</p> <ol style="list-style-type: none"> 1. The land is not subject to a statutory designation; 2. Popularity alone is not a justification to attribute greater than local value to a landscape or a view and no evidence has been presented to demonstrate that there are any characteristics which take the views out of the ordinary; 3. The images used in the Visual Study are not representative of the views from KVR14 or KP10. Further views from here are included in the appended Tyler Grange Report, which clearly shows that, whilst partial views of the Malvern Hills are possible, they are experienced in context with surrounding existing residential development and the railway line, with the regular passing of passenger and freight trains. In this respect the views are not unusual to numerous views towards the hills from within both Malvern and the wider landscape. 4. There is no historic significance to the views from KVR14 and no evidence to support the claim in the Visual Study that there was an historic pilgrimage route. 5. The fields are in agricultural use and ecology surveys show that the ecological or biodiversity value is typical of agricultural fields that are in urban areas and adjacent to busy rail lines. <p>Draft Policy MG1: Hayslan Fields Local Green Space</p> <p>Whilst the consultation is not explicit, it would seem that the Visual Study has been drafted to include information that supports the case for land being included as Local Green Space (LGS).</p> <p>We note that the appendix makes reference to a "Proposed Local Green Spaces Sites Report" that is available on the Town Council website: www.malvernfuture.org/documents. However, this document is not available on the website and therefore cannot be reviewed in order to gain a better understanding of the reasoning and justification behind the proposed LGS designation at Hayslan Fields.</p> <p>Without this key piece of evidence, the assessment contained in this report against the Visual Study factors illustrates the limited contribution of the land and unsuitability for allocation against the identified criteria.</p> <p>The land at Hayslan Fields does not sufficiently perform the functions required of Local Green Space as set out in Para. 100 of the NPPF. As set out above, popularity of a public right of way is not sufficient to demonstrate that it is demonstrably special to the community because of its beauty, tranquillity, historical significance or recreational value. The NPPG is clear that there is no need to designate linear corridors as Local</p>		

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		<p>Green Space simply to protect rights of way, which are already protected under other legislation.</p> <p>Finally, we would highlight the NPPG makes clear that where Local Green Spaces are proposed, the qualifying body should contact landowners at an early stage about proposals to designate any part of their land as Local Green Space and more generally consult with landowners and developers with interests in the Neighbourhood Plan area. We are unfortunately not aware that the Neighbourhood Plan group has done this and request that the Neighbourhood Plan Group consults meaningfully with all relevant stakeholders prior to the Neighbourhood Plan being submitted.</p> <p>We trust these comments are helpful to inform the ongoing preparation of the draft Neighbourhood Plan. We trust that we will be kept informed of the next steps in the preparation of the Plan and look forward to future opportunities to comment and engage with the Neighbourhood Plan Group on this.</p>	<p>We would confirm that the owner of the land at Haylan Fields was consulted at the Regulation 14 stage.</p>	