

# MALVERN HERITAGE AND CHARACTER ASSESSMENT

November 2017





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## Introduction

This report presents a summary of the history and character of Malvern within the Malvern Hills District. It has been prepared by consultants at AECOM on behalf of Locality, working with the Malvern Town Council and is based on a detailed appraisal of the area carried out through desk study and fieldwork.

Landscape character assessment is a process used to describe and articulate what is special and distinctive about a particular place by identifying recognisable patterns of elements or characteristics that make one landscape different from another. Landscape is defined by the European Landscape Convention as “..... an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors.” This definition is broad and encompasses natural, rural, urban and peri-urban areas.

The information generated through the process of characterisation can be used as evidence to support the planning and design process. This approach is supported by the National Planning Policy Framework (NPPF), which states that neighbourhood plans should develop robust and comprehensive policies based on an understanding and evaluation of its defining characteristics (DCLG, 2012). In doing so, policies can ensure that development responds to local character and history, and reflects the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation.

## Approach

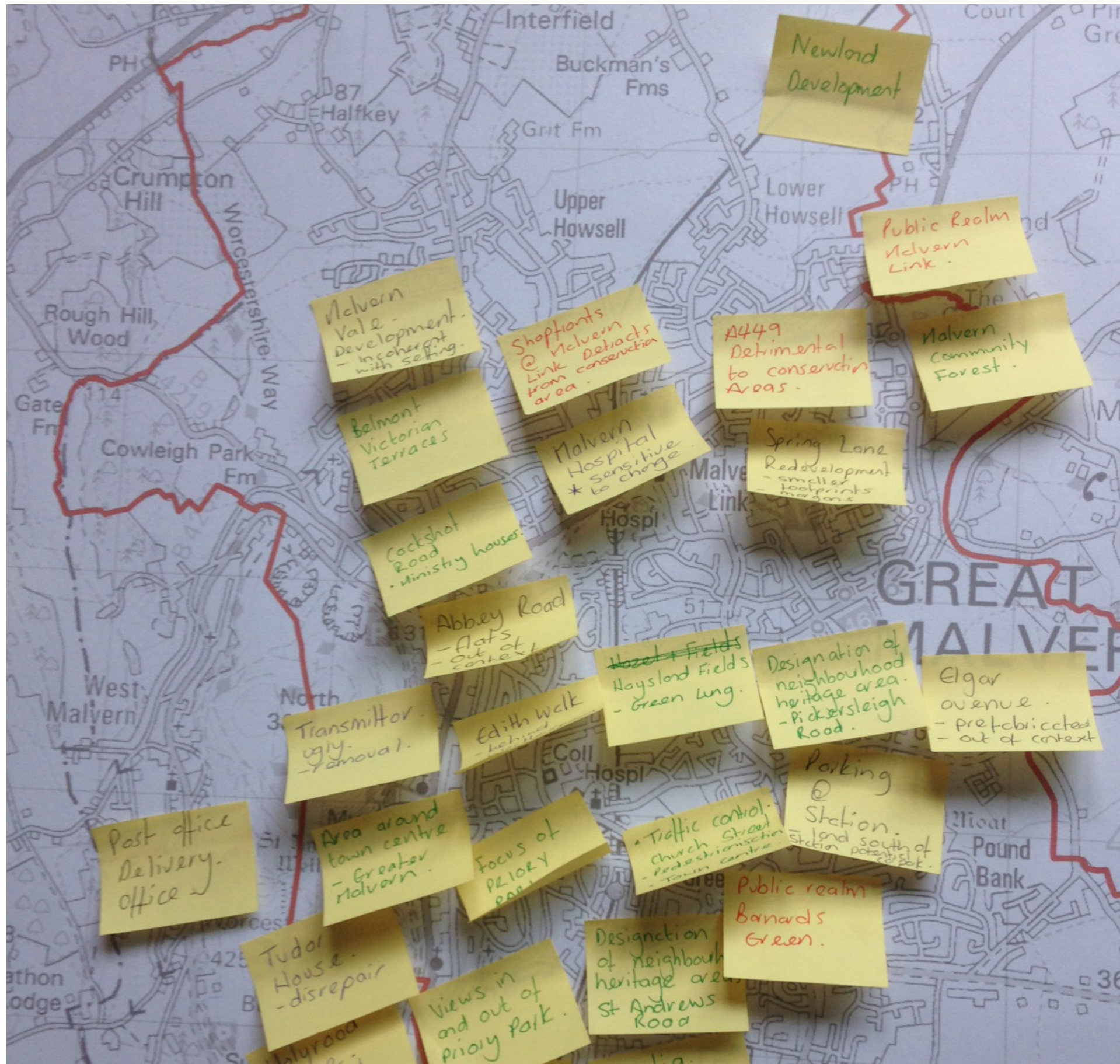
The approach of this study follows well-established landscape character assessment techniques. The detailed desk study and fieldwork carried out to inform this assessment underpins the classification and description of character areas and broadly follows the process set out in the “Approach to Landscape Character Assessment” (Natural England, 2014). This approach has been tailored to meet the specific needs of the neighbourhood planning process and draws on further best practice guidance including:

- Using Historic Landscape Characterisation (Historic England 2004);
- Character and Identity Townscape and Heritage Appraisals in Housing Market Renewal Areas (Historic England and CABE 2008); and
- Understanding Place Historic Area Assessments: Principles and Practice (Historic England 2010).

Historic England, previously English Heritage has issued a number of guidance and best practice notes covering a range of issues in relation to the conservation and management of historic places and heritage assets all of which are available on the Historic England website (<https://historicengland.org.uk/advice/planning/>).



Northern gateway to Malvern, Worcester Road



Workshop, Malvern Town Council

## Public consultation

Members of the local community and local interest groups were invited to share their knowledge and experience of the history and character of the area at a workshop held on 18th July 2017 at Malvern Town Council offices. The observations made have been used to inform the study.

A number of key considerations emerged from the consultation which have informed the preparation of the study. These are summarised below:

- Attractive place to live, work and visit;
- Landscape setting of the town adjacent to the Malvern Hills Area of Outstanding Natural Beauty;
- Strong historical and cultural associations;
- A wide variety of buildings, places and spaces which should be celebrated;
- The influence of the Malvern Hills Area of Outstanding Natural Beauty AONB;
- Influence of the commons on the townscape setting;
- Preserve and adapt listed buildings;
- Network of local routes used heavily by commuters passing through;
- Negative impact of primary routes on areas of public realm;
- Opportunities and threats of continuing change through development;
- Lack of cycle routes; and
- Views from and to the Malvern Hills.

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# CONTEXT



## Location

The town of Malvern is located in the district of Malvern Hills in the south west region of Worcestershire. It is 11km south-west of Worcester, 27km east of Hereford and 30km north of Gloucester. The parish of Malvern is an area of 1,993ha and according to the 2011 census the population is approximately 29,626, which equates to a population density of approximately 15 people per hectare.

The Malvern Parish acts as a divider in the natural landscape between the farmland of the Severn Plain to the east and the rolling wooded hills of Herefordshire to the west. The Malvern Neighbourhood Area sits partly within and adjacent to the eastern boundary of the Malvern Hills Area of Outstanding Natural Beauty (AONB), however, the majority of the area and the urban conurbations are outside, adjacent to the designation. This AONB is known for its dramatic hills, rolling pastures, wild open commons and ancient woodland interspersed with cultural heritage features. There are a variety of land uses and activities within the parish, however, it is predominantly residential. The Malvern Technology Centre (QinetiQ) is the largest single employer within the town of Malvern. There is also a large commercial area forming the north-east part of the town. The AONB to the west, attracts tourists to the area, making it an important part of the local economy.

The town derives the name Malvern from the ancient British moel-bryn, meaning "Bare or Bald Hill". The settlement of the area could have originated as far back as 1000 BC, evidence for which is still present at the Iron Age earthworks at British Camp south-west of the town. The modern town is the formation of historic Great Malvern and the formerly independent urban district of Malvern Link. Until the 20th century, the town was a prominent spa-town thanks to the spring waters of the area. As spa-tourism began to diminish at the end of 19th century, the town shifted towards education, forming several private boarding schools. An expansion of this came in 1942, when the Telecommunications Research Establishment (TRE) relocated to the town, forming the technological park still occupied by its successor (QinetiQ) today. There are three notable Scheduled Monuments within the town all dating from the medieval period, the most notable of which is the Priory Gateway which now houses the town's local museum.



Figure 1: Location

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Malvern benefits from good local rail and road connections, likely a result of its historic tourism industry since the 19th century. The town has two train stations, part of the railway link between Worcester to the north (27 mins) and Hereford (55 mins) and Newport (2 hours) to the south-west. The A449 (Worcester Road) also provides linkages to Worcester to the north and to the M5 or Hereford to the west. The A449 runs along the western boundary of the town, passing through the centre of Great Malvern before cutting north-east through Malvern Link. There are also six B-roads providing linkages to the surrounding area. The B4232 provides access to West Malvern and the Malvern Hills AONB. The National Cycle Route 46 begins in the centre of the town at Great Malvern railways station and continues north east towards Worcester.



Malvern Link, Railway Station

## Natural Factors

### Topography and hydrology

The steep topography of the Malvern Hills strongly influences the landscape setting of the town. The land rises steeply to high points of approximately 440m Above Ordnance Datum (AOD), in the west of the parish within the Malvern Hills; the steep gradients decline to low points of approximately 35m AOD in the east. In places, particularly close to the town centre, steep gradients are noticeable along the streets which lead away from the Malvern Hills where buildings step up the hillside. Small tributaries of the River Severn run across the parish, including Whippets Brook from west to east.

### Geology and soils

The underlying geology of an area is often largely hidden from view but has a strong influence on its character, having been shaped over by natural processes including erosion and sedimentation over millions of years. These processes help to define the landform, soils, vegetation, drainage and building materials which are common in an area.

The underlying bedrock of the Malvern area has a strong influence on the surrounding topography and landscape within the parish. The town of Malvern has the Bedrock Triassic Rocks (undifferentiated), consisting of Mudstone, Siltstone and Sandstone. These rocks were formed approximately 200-251 million years ago in mainly hot dry environments where potential evaporation was greater than precipitation, often characterised by dunes, loess and evaporates. Adjacent, west of the town is an Unnamed Igneous Intrusion forming 542-1000 million years ago, giving the Malvern Hills their dramatic topography. Further west are a mixture of Llandovery, Wenlock, Silurian, Ludlow and Pridoli Rocks (undifferentiated), all of which formed approximately 400 million years ago from rivers depositing mainly sand and gravel detrital material (British Geological Society 2017).

The UK Soil Observatory, Soilsapes for England and Wales map indicates that soils in the area are clearly influenced by the underlying geology. Soils within the town and the southern/eastern surrounding area are slowly permeable, seasonally wet, slightly acidic but base-rich loamy and clayey soils. The Malvern Hills, adjacent to the west of the town are freely draining acid loamy soils over rock. Further west and north the dominant soil type is slightly acid loamy and clayey soils with impeded drainage (UK Soil Observatory, 2017).

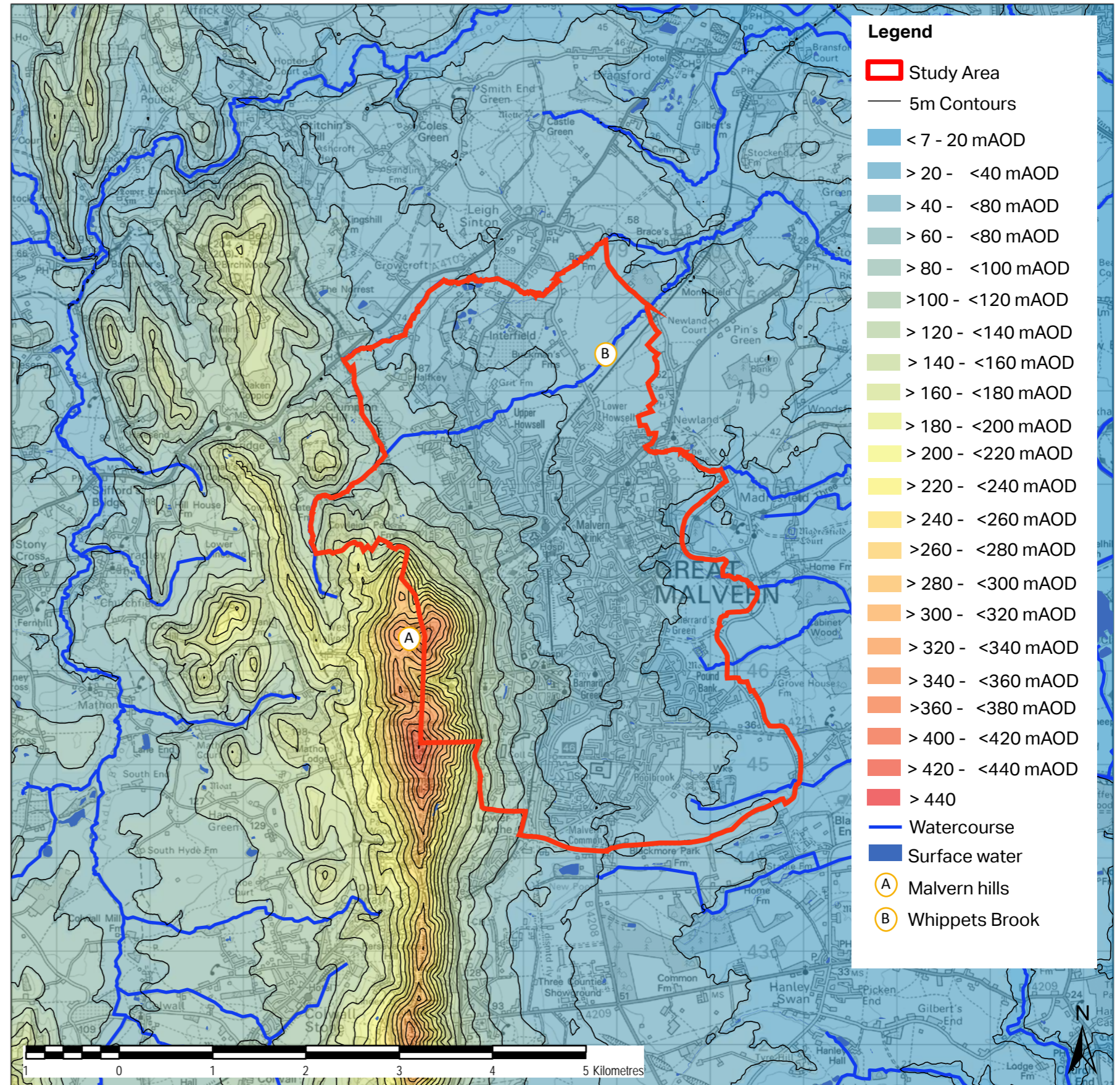


Figure 2: Topography and Hydrology

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## Planning Policy Context

### National Planning Policy

#### *National Planning Policy Framework (NPPF), 2012*

The NPPF requires local authorities to set out in their Local Plan a positive vision for the enhancement and enjoyment of heritage assets (DCLG, 2012). Part 12 Conserving and enhancing the historic environment clearly states that local authorities should recognise “*the desirability of new development making a positive contribution to local character and distinctiveness*” and should seek “*opportunities to draw on the contribution made by the historic environment to the character of a place*”.

#### *Planning Practice Guidance*

Planning Practice Guidance was reviewed, catalogued and published on the internet by the government in 2014 and is regularly updated (DCLG, 2014). The section on design includes guidance on promoting landscape character (Paragraph: 007Reference ID: 26-007-20140306). It states that “*development should seek to promote character in townscape and landscape by responding to and reinforcing locally distinctive patterns of development*” and that the “*successful integration of new development with their surrounding context is an important design objective*”.

### Local Planning Policy

For the town of Malvern, the main planning policy document that applies is the South Worcestershire Development Plan 2016, adopted by Malvern Hills District Council in February 2016, superseding the previous Local Plan 2006-2011. The development plan aims to ensure development has a positive impact on the environment so to meet its vision for the area by 2030. Within the development plan, Policy SWDP 23 provides guidance for development within the AONB. Parts of the western Malvern parish sit within the designation and Malvern urban conurbations are also directly adjacent. Therefore, AONB guidance should be taken into account.

#### *South Worcestershire Development Plan, February 2016*

Saved policies from the South Worcestershire Development Plan which are relevant to heritage and character are discussed below:

#### *Policy SWDP 6: Historic Environment*

*Policy 6A* outlines that development proposals must conserve and enhance heritage assets, protecting their character contribution to the land/town-scape. If this is achieved then under *Policy 6B* proposals will be supported. In particular, support will be given to certain aspects of heritage including designated heritage assets (i), historic landscape (ii), designed landscapes (iii), archaeological remains (iv) and historic transport networks (v).

#### *Policy SWDP 21: Design*

*Policy 21A* states that all development is expected to be of high design quality to integrate with the surrounding land/town-scape and conserve and enhance heritage assets and their settings. *Policy 21B* states that a Design and Access Statement, or other supporting evidence, should be provided to show how a development meets the objectives of *Policy 21A*. *Policy 21B* also outlines 15 criteria which the design should meet.

#### *Policy SWDP 23: Cotswolds and Malvern Hills AONBs*

*Policy 23A* strictly prohibits development that will have a detrimental impact on the natural beauty of the AONB, and *Policy 23B* states any development proposals must conserve and enhance the special qualities of the landscape. *Policy 23C* states that the appropriate AONB Management Plans must be regarded in all development proposals.

#### *Policy SWDP 24: Management of the Historic Environment*

*Policy 24A* references that the NPPF and other relevant published national and local guidance should be considered.

*Policy 24B* states that if a proposal is likely to impact a heritage asset, an assessment must be provided outlining the significance of potential impacts.

*Policy 24C* encourages developments that make sympathetic and creative use of a heritage asset; however those that will pose a risk will be considered in accordance with *Policy 24A*.

*Policy 24D* outlines procedure for when a material change to a heritage asset has been agreed, stating that recording and interpretation of the asset’s significance, proportional to its significance, should be carried out and made publicly available.

#### *Policy SWDP 25: Landscape Character*

*Policy 25A* states that a development proposal must take into account the latest Landscape Character Assessment, integrate where appropriate the character of the landscape and conserve and enhance the primary characteristics defined in character assessments and important features of the Land Cover Parcel. *Policy 25B* states that a Landscape and Visual Impact Assessment (LVIA) will be required for all major development proposals and those that are likely to have detrimental impact to significant/irreplaceable landscape features. The LVIA should also include proposals to protect and conserve and enhance key landscape features.

This report is also informed by a number of other studies relevant to the local area as follows:

#### *Malvern Hills AONB Management Plan 2014-2019*

In the UK AONB’s are required to produce a Management Plan to identify the principal needs of the area and the policies to address them. The Malvern Hills AONB Management Plan provides policies and the key issues faced by the AONB with regard to the heritage, landscape and natural assets of the area. The Management Plan’s objective for landscape and heritage is to conserve and enhance the distinctive landscape elements of the AONB and to address the challenges of climate change. This document was used to inform the section of this assessment on managing change and forces to change within the AONB.

#### *Malvern Hills AONB Landscape Strategy and Guidelines 2015*

The Landscape Strategy and Guidelines 2015 acts as additional guidance on landscape for the AONB Management Plan 2014-2019. It is predominantly aimed at developers to provide guidance on how the different landscapes within the AONB can be managed in order to obtain optimum character, condition and sustainability. However, it stresses it is not exhaustive or definitive, and that absence of information should not be inferred as lack of importance or character for a feature.

#### *Malvern Hills AONB Guidance on the selection and use of colour in development 2016*

This document provides direction and guidance on the selection and use of colour associated with development within the Malvern Hills AONB. The report covers development from small residential extensions to retail and industrial developments. Design solutions include new finishes on existing structures as well as infrastructure and finishes associated with transport (e.g. roads and signage) and utilities.

## Cultural associations

Malvern's celebrity, derived from its water cures, as a holidaying destination, and as a centre for education, has resulted in the settlement's association with a number of notable and famous individuals. This is reflected in the numerous commemorative plaques and memorials which are to be found throughout the town. The following list aims to demonstrate this fact:

Sir Edward Elgar, the Classical composer, resided and taught for some time in Malvern.

C.S. Lewis, the novelist, was a pupil of Cherbourg House School and Malvern College.

Opera singer Jenny Lind lived in Malvern.

Charles William Dyson Perrins, son of James Dyson Perrins who had owned Lea & Perrins Worcestershire sauce, resided in the town and was a notable benefactor to its people.

Charles Darwin's daughter Anne visited Great Malvern, and is buried at Malvern Priory.

Former Home Secretary Jacqui Smith was born and raised in Malvern.

Famous visitors include: Queen Victoria, Franklin D. Roosevelt, Queen Adelaide, Florence Nightingale, Charles Darwin, Alfred Lord Tennyson, Thomas Carlyle and Samuel Wilberforce, amongst others.

The Enigma fountain found in Malvern was sculpted by Rose Garrard and unveiled by Prince Andrew, HRH the Duke of York on 26th May 2000 to celebrate the work of Sir Edward Elgar and Malvern's spring water. Sir Edward Elgar composed the Enigma Variations, written in 1899 in Malvern. The Enigma Variations are made up of 14 sections, each a musical portrait of a local friend represented by their initials.

C. S. Lewis and J. R. R. Tolkien were known to frequent Malvern and upon leaving a pub one winter evening, they walked home when it started to snow. As Lewis saw a shining lamp post, he turned to Tolkien and said "that would make a very nice opening to a book". Lewis' later novel *The Lion, the Witch and the Wardrobe* used this image as the character enters Narnia. Tolkien also found inspiration in Malvern's landscape and read excerpts from *The Hobbit* and *The Lord of the Rings* recorded in 1952 in Malvern.

Ancient folklore tells the tale that the British Chieftain Caractacus made his last stand against the Romans at the British Camp, just south-west of Malvern. Although this is disputed by the Roman historian Tacitus, there is archaeological evidence of violent destruction of the site around the same time.

Malvern has long been famous for its spring water, which is of high purity, gaining official EU status as a natural mineral water in 1987. Local legend has it that the water has medicinal properties. It has also been utilised for commercial use, being bottled since 1622. In 1927, Schweppes acquired the spring at Colwall and was later operated by Coca-Cola Enterprises until closing in 2010.

The Great Malvern Food Festival is an important event that takes place on the spring bank holiday weekend, featuring over 60 stalls of locally produced food, drink and crafts. Part of the event includes a 7 mile walk over and around the Malvern Hills, taking in local food, drink and music across the area.

The Autumn in Malvern Festival, founded in 1989 is the longest running arts festival in the history of Malvern.

Malvern Concert Club, founded by Elgar in 1903 continues to present chamber music concerts.



*The Enigma Fountain*

## Landscape Designations

A number of statutory and non-statutory landscape designations cover parts of the Malvern Neighbourhood Area and have been reviewed to determine the levels of protection currently given to these landscapes. The major designations are discussed below.

Malvern Neighbourhood Area falls slightly within the Malvern Hills AONB, however the majority of the area and the urban conurbations are outside the designation. As a part of being an AONB, it is also designated a 'Category V Protected Landscape' by the International Union for the Conservation of Nature (UCN).

There are also 15 Sites of Special Scientific Interest (SSSI) partly or wholly within the AONB. The Malvern Hills SSSI is the largest designation and the closest to the town of Malvern, designated for both for its biological and geological significance.

### *Malvern Hills Trust*

The Malvern Hills Trust is a body that was first established by Act of Parliament in 1884 to protect and manage the Malvern Hills and the adjacent commons.

The Malvern Hills Trust is a registered charity (charity no 515804) who together work to ensure the Hills are open for the public, whilst protecting the landscape and ecology of the iconic landscape.



Malvern Hills AONB

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# HISTORICAL DEVELOPMENT



## Historical Background

The town of Malvern is the coalesced settlement of a number of smaller historical settlements. The largest and most influential is Great Malvern. Great Malvern originated in the medieval period as a village, developing around the Benedictine Priory, established in the Royal Malvern Chase. The earliest known record of the place name is in c.1030: Maelfern, which is derived from 'Bare Hill' and a reference to the Malvern Hills which flank the settlement to the west. The settlement was recorded as Magna Malverna in 1228; 'Magna', meaning great, was to distinguish it from surrounding settlements which shared the Malvern name.

Despite notable surviving medieval structures associated with the Priory, the present day settlement of Great Malvern owes its development largely to the booming Victorian tourist trade. Visitors were attracted to the area by the beautiful landscape and the supposed medicinal and curative properties of Malvern's spring waters.

Malvern Link, while secondary to Great Malvern, shares the medieval origins of the primary settlement. Recorded in 1215 as Lynkes, the name means a ridge and refers to the ridge in the Malvern Hills in which the settlement is located. Prior to the 19th century, Malvern Link was however, a collection of hamlets and villages and its emergence as an urban centre is a manifestation of growing industrial activity in the Malvern Hills and the boom in the tourism trade during the century.

## Historical Timeline

### MEDIEVAL, AD1066-1537

The origins of the present day settlement of Great Malvern most likely lie in the medieval period, and the establishment of a Benedictine Priory in the Malvern Chase. The settlement of Great Malvern developed around the priory from the 11th century as a small farming community, and had become established with its own parish church by the 13th century. A number of smaller settlements are known to have existed at this time north of Great Malvern at the Links. The primary settlement in the neighbourhood area, Great Malvern, remained a small settlement of little importance beyond the local area throughout the medieval period.



*Benedictine Priory*

1269

The parish church of Great Malvern, the church of St Thomas, was built at a date before 1269.

### POST MEDIEVAL, AD1537 - 1800

Settlements in the Malvern Chase remained small and focused upon an agricultural economy throughout most of the post-medieval period. Limited industry, such as quarrying in the Malvern Hills, may have had some impact upon settlement growth toward the end of the period.

By the 17th century, Malvern's spring waters had become increasingly recognised for their purity.

### EARLY MEDIEVAL, AD456-1066

An historical extract from 1387 cited in William Dugdale's Monasticon, published in 1655, describes a congregation of hermits existing at Malvern some time before the Norman Conquest. However, little evidence beyond this is known.

1074 - 1085

1074 - The Malvern Forest was designated as a Royal Chase by William I, and was administered by Hanley Castle to the south-east.

1085 - Building work began on a Benedictine monastery in the Malvern Chase. Although in the Diocese of Powick the land belonged to Westminster Abbey, giving the monastery priory status as a subservient cell of the Abbey.

1440

Between 1440 and 1500 the Norman church of Great Malvern Priory was extended.

1500's

1500s - Great Malvern is known to have been a coaching stop, with inns such as the Unicorn serving this trade



*The Unicorn Inn*



1539

Under Henry VIII England's monasteries were dissolved, and much of Great Malvern Priory was destroyed. The parishioners of Great Malvern petitioned the king to purchase the priory church to replace their own smaller parish church, the Church of St Thomas, which had fallen into decay. The church of St Thomas was subsequently demolished.

1622-1688

1622 – Bottling of Malvern water is first recorded.  
 1632 – A decree was passed for the deforestation of the Malvern Chase, freeing up the lands from forest law.  
 1688 – The waters of Malvern had by this time become widely known for their supposed medicinal benefits, believed to be a cure for cancers and other ailments.

19th Century

Great Malvern prospered during the 19th century, and richly benefited from the prevailing fashion for Europe's wealthy to indulge in the hydropathic therapies or 'water cures' which had originated in Greifenburg, Austria. The reputation of the purity and medicinal qualities of Malvern's spring waters made it the ideal place to establish institutions for such therapies in England.

Malvern became a fashionable holidaying destination and the honeypot effect from Malvern's booming tourism trade defines the present day character of the historic core of the town.

The form of the settlement is largely defined by growth during this period and was also influenced by industrial activity, such as quarrying in the surrounding hills. This is particularly true of Malvern Link, which had by this time become a single definable settlement. Great Malvern and Malvern Link rapidly grew also to coalesce as one settlement.

1810s-1820s

Residential development was undertaken between Great Malvern and Malvern Link, and focused on smaller dwellings for tradesmen and quarry workers. 1830 - Malvern had become well established as a small summer resort, whose reputation was aided by notable famous visitors including the future Queen Victoria in 1830. Malvern was famed for its beautiful setting and the quality of its spring waters.

1562-63

The village of Malvern was a small and relatively unimportant settlement after the Dissolution, containing 105 families.

1700's

A number of small schools were established in Great Malvern during the century.  
 1756 - Dr Wall published his Experiments and observations on the Malvern Waters adding to the reputation of Malvern Water's curative properties.

1801

The population of Great Malvern was recorded as 819, and the settlement was still a small farming village. The village of Powick, to the north east, was at this time larger with a population of 1172.

1840s

1840s -1870s – The majority of land in Malvern was owned by the Manor of Malvern, or the Mason and Foley families. By way of strict covenants, low density and high quality development was ensured.

1841 – The census records Great Malvern's population as 2,768.

1842 – Britain's first hydropathy clinic was opened in Malvern by Dr James Manby Gully and Dr James Wilson in the Crown Hotel on Belle Vue Terrace, offering healing water therapies based upon those of a clinic in Gräfenberg, Silesia (DSC\_0282.JPG).

Famous patients included Charles Dickens, Charles Darwin, Alfred Lord Tennyson, Florence Nightingale and Queen Adelaide.

1848 – The partnership between Dr Wilson and Dr Gully was dissolved and separate larger clinics were established by the doctors. A large hospital for water treatment was built by Dr James Wilson, known at the time as The Establishment, which stands today under the name of Park View and contains residential apartments.

## Timeline

1859

1859 – A railway link to Worcester arrived in Malvern Link. Malvern Link rapidly grew, with hotels, boarding houses and private houses having been constructed (DSC\_0387.JPG).

Visitors to Malvern via the railway included working class 'excursionists' from the Black Country. Tourism boomed as Malvern's natural beauty and reputation as a spa began to encourage day trip visitors from across the country.

The growing availability of coal due to the railway also encouraged the growth of the tourist trade beyond the summer months, increasing the popularity of Malvern as a winter resort.



Malvern Link Railway Station

1884

Converted to a theatre, the Assembly Rooms became known as the Festival Theatre and Winter Gardens (the Large conservatory 'Winter Garden') having been demolished and replaced with a Civic Ball Room & Pump Room.

1871-75

1871 – Great Malvern's population had continued to rise, reaching 7,605.

1875 – The Malvern Society for the Prevention of Cruelty to Animals was established.

1903 -1905

1903 - Malvern Concert Club established by Edward Elgar (and still runs)

1905 - Morgan & Co. Garage and Motor Works was established in Malvern Link. Morgan's first motorcar was produced there in 1909.



Winter Garden and Festival Theatre

1850 - 51

1850 - A bottling plant was opened by J Schweppe & Co at Holywell – outside of the Neighbourhood Plan area. They presented their bottled water at the Great Exhibition in Hyde Park the following year.

1851 – Great Malvern's population had risen to 3,771. An act was passed in the same year granting Great Malvern status as a town.

1860s

1860 – Great Western Railway stations were opened in Great Malvern and Malvern Wells. Malvern Wells Station was closed between 1861 and 1864.

1862 – Malvern Wells Midland Railway Station opens.

1861 – Great Malvern's population was recorded as 6,049.

1865 – There were 200 recorded hotel and lodging house keepers.

1865 – Malvern College was founded by a group of local businessmen on what is now College Road. In that year 17 single sex private schools were recorded in the town, increasing to 25 by 1885.

1880s and 90s

1881 – Great Malvern's population was recorded as 13,216, more than doubling from 1861.

1884 – The Malvern Hills Act was passed to prevent the encroachment of Great Malvern's urban area further upon the Malvern Hills, and to prevent erosion of the Malvern Chase which had been noted since 1632. The Malvern Hills Conservators were established to undertake the management and care of the hills and commons.

1884 – The Malvern Assembly Rooms were established.

1890s – Edward Elgar, who was born near Worcester, moved to Great Malvern with his wife.

20th Century

By the end of the 19th century the popularity of Hydropathy had waned drastically, and the economy of Great Malvern became focused towards education. The town was ideally suited setting for the establishment of schools, which enjoyed tranquil country surroundings and rail links on which unaccompanied boarding students could travel. A number of schools were established in Malvern by the end of the 19th century, and the town was ideally placed to exploit the burgeoning reputation for high quality educational establishments as the peak of the tourist industry began to wane. Malvern Link equally benefited from the educational economy of Great Malvern, as it had from the effects of the water cure.

1928-40

1928 - The Malvern Drama Festival 1929-39 was founded by Sir Barry Jackson. George Bernard Shaw had his plays presented at the festival. (Elgar was merely a guest) 1934 – Edward Elgar died, and was buried in Little Malvern to the south of Great Malvern.

1939 – As Britain joined the fighting in the Second World War, a site was purchased for the Telecommunications Research Establishment in the event of London becoming threatened by air raids. The site would however be used by the Air Ministry, who established a facility in prefabricated sheds, for signals training.

1939 – Malvern College was occupied by Admiralty administration until 1940, and the college was temporarily relocated.

1942-46

1942 - The Telecommunications Research Establishment began operations at Malvern College and the college was again relocated until 1946.

1946 - The Telecommunications Research Establishment continued to operate in Malvern at a site east of the college at Christchurch Road under the name of the Royal Radar Establishment.

Late 20th Century

1989 - Autumn Malvern Festival established. 1999 - The Malvern Hills Science Park was established, and continues to operate today as a centre of military research and development.

Late 20th century development has focused to the east and north of Malvern, in the large residential developments.

2001

The Royal Radar Establishment, which had been incorporated with other military research establishments to form the Defence Evaluation and Research Agency, was incorporated into QinetiQ. QinetiQ continues to operate from the St Andrews Road site in the Malvern Hills Science Park on Geraldine Road.

Present

Present day Malvern continues to be a tourist destination, and renowned educational facilities such as Malvern St James College continue to operate in the town. Manufacturing, such as at the Morgan Motor Company, also continues to play a role in the local economy and research and development, such as at QinetiQ, is a source of graduate employment in the town. The population is largely employed outside of the town however, in centres such as Worcester and Birmingham, and the present day settlement can be largely defined as a commuter settlement.

1950s and 60s

1950s/60s - Development of council housing estates to the north of Malvern Link resulted in the coalescence with Howsell.

1960s - Spring Lane industrial estate began to develop east of Malvern Link around the site of the Morgan Motor Works. The area developed into a manufacturing centre which remains a key source of employment in Malvern today.

1951 - Great Malvern's population was recorded as 21,681.

1952 - The former Midland Railway Malvern Wells Station closed.

1959 - A secondary school was built to serve Great Malvern and neighbouring settlements (DSC\_0348.JPG).

1960s - The Malvern Winter Gardens became a major venue for music concerts.

1961 - Great Malvern's population had continued to increase, reaching 24,373.

1965 - The former Great Western Railway Malvern Wells Station closed.



The Chase School

21st Century - Present

2000 - A statue of Edward Elgar was unveiled in Great Malvern, on Belle Vue Terrace, by HRH the Duke of York (DSC\_0248.JPG).

2011

Malvern's population was recorded as 29,626.

*This timeline is not exhaustive and is not intended to provide the entire history of the Neighbourhood Plan area, but instead highlighting key dates relating to its development. Particularly the key buildings that have influenced the heritage and character of the area. Further information on the sources can be found within our reference section in the Appendices.*

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# CHARACTER ASSESSMENT



## Existing Character Assessment

Existing character assessments have been reviewed to provide some context to this more detailed assessment. The western section of the study area falls within National Character Area (NCA) 103 (2015) and the eastern sections within NCA:106 Severn and Avon Vales, as defined by Natural England (Natural England, 2014). NCA 103 is broad but provides some context to the character of the study area to the west. The key characteristics of this area, which are of particular relevance to this assessment are:

- A prominent, narrow north–south ridge of high, unenclosed, rounded hills of igneous and metamorphic rocks, which rise abruptly from the Severn Vale along a fault plane to form a highly visible dominant landmark, visible from a long distance;
- A varied geology, which is reflected in the soils, which range from thin, acidic soils on the Malvern Hills, through deeper, neutral soils over the Old Red Sandstone to calcareous soils on Silurian shale and siltstone;
- Along the Malvern Hills ridge there are several dramatic historic sites, including the bronze-age barrows, iron-age hill forts at British Camp and Midsummer Hill, and the Shire Ditch;
- The high hills and the surrounding area are dominated by unimproved grassland, heathland and bracken, with encroaching scrub from the woodlands below;
- There are good rail and road links to urban populations;
- The ridges and vales form a mixed pastoral landscape of small irregular fields, orchards, hop yards and many ancient, species-rich hedgerows and meadows. Interspersed throughout this landscape (particularly to the south, where larger farms and estates developed) are larger fields bounded by thorn hedges, resulting from 18th- and 19th-century reorganisation;
- Redundant quarries and sandpits providing relatively rare standing water habitats;
- A diversity of building materials influenced by the variations in geology, with Malvern stone houses and walls, limestone houses and walls and timber frame buildings; and
- On the steep sides of the Malvern Hills are distinctive Victorian and Edwardian buildings;

The key characteristics of NCA 106 that are of particular relevance to this assessment are:

- Woodland is sparsely distributed across this landscape but a well wooded impression is provided by frequent hedgerow trees, parkland and surviving traditional orchards. Remnants of formerly extensive Chases and Royal Forests, centred around Malvern, Feckenham and Ombersley still survive;
- Pasture and stock rearing predominate on the floodplain and on steeper slopes, with a mixture of livestock rearing, arable, market gardening and hop growing elsewhere;
- Unimproved neutral grassland (lowland meadow priority habitat) survives around Feckenham Forest and Malvern Chase. Along the main rivers, floodplain grazing marsh is prevalent. Fragments of unimproved calcareous grassland and acidic grasslands are also found;

- A strong historic time line is visible in the landscape, from the Roman influences centred at Gloucester, earthwork remains of medieval settlements and associated field systems through to the strong Shakespearean heritage at Stratford-upon-Avon;
- Highly varied use of traditional buildings materials, with black and white timber frame are intermixed with deep-red brick buildings, grey Lias and also Cotswolds stone; and
- Many ancient market towns and large villages are located along the rivers, their cathedrals and churches standing as prominent features in the relatively flat landscape.



Malvern Hills AONB (image available at: <https://malvernwalks.co.uk/wp-content/uploads/2017/03/book2-cover-crop.jpg>)

## *Landscape Character Assessment of Worcestershire (Worcestershire County Council)*

At a county level, the Worcestershire landscape is further broken down into Landscape Description Units (LDUs). These are a representation of a Landscape Type in a specific location. LDUs are the building blocks of the Landscape Character Assessment and are determined by analysing maps of geology, topography, soils, tree cover character, land use and settlement pattern.

Nesting within LDUs are the smallest units of landscape character – Land Cover Parcels (LCPs). These describe any local variation that is present and visually apparent within the larger LDUs, such as minor variations in land use and the historic patterns of field enclosure. Within LCPs the landscape is a visual entirety and they are totally homogenous with respect to landscape attributes. LCPs can vary considerably in size from perhaps a few fields to larger areas where there is less diversity in landscape character.

The process of LCA identifies commonalities in landscapes, recognising repeating patterns of natural and cultural attributes that reflect how geographically separate areas have evolved in a similar way. This information allows these areas – LDUs and by default the LCPs that nest within them – to be classified into Landscape Types.

At a local level, the study area falls mostly within the Urban landscape character area (LCA) with smaller areas divided into the following landscape character types:

### *High Hills and Slopes*

#### Key Characteristics:

- Prominent, steeply-sloping highland topography;
- Unsettled landscape, with few signs of human habitation;
- Wide views over surrounding, lower lying farmland;
- Hard rock geology with localised prominent rocky outcrops;
- Shallow mineral soils supporting extensive areas of acid grassland and heath; and
- Unenclosed landscape.

### *Principal Timbered Farmlands*

#### Key Characteristics:

- Hedgerow boundaries to fields;
- Ancient wooded character; and
- Notable pattern of hedgerow trees, predominantly oak.

### *Principal Wooded Hills*

#### Key Characteristics:

- Varied, often steeply sloping, topography; and
- Large, often interconnecting, blocks of ancient woodland.

### *Unenclosed Commons*

#### Key Characteristics:

- Unenclosed land ;and
- Rough grazing land use.



*Malvern common*

## Character Area Profiles

The results of the desk study and fieldwork have been analysed and six distinct character areas have been identified, as shown in Figure 3. These have been informed by the following:

- Historical development - including street pattern, land use, conservation areas and heritage assets;
- Movement - including physical boundaries such as railway lines, roads, rivers and gateways, nodes and linkages;
- Urban structure and built development - including density and building height, enclosure, architectural style and detailing;
- Land use and levels of activity;
- Green space and public realm - including those with planning policy and statutory protection, and how this relates to buildings and spaces;
- Views and their contribution to an understanding of character, including the identification of landmarks; and
- The areas have also been informed by review of the area boundaries in the Worcester LCA.

Initial research undertaken by the Malvern Town Council, Neighbourhood Plan, Design Working Group has been used to define the six character areas. This body of work can be found in Appendix C. It is to be noted that areas within the Parish that have a rural context and are covered by previous Landscape Character Assessments have been omitted from this study.

### Legend

- Study Area
- Character Areas
- Roads
- Railway Line
- Railway Station
- 1 LCA 1 - Great Malvern Conservation Area
- 2 LCA 2 - Poolbrook, Barnards Green and Qinetiq
- 3 LCA 3 - Pickersleigh and Clerkenwell
- 4 LCA 4 - Malvern Link and Trinity Conservation Area
- 5 LCA 5 - Malvern Industrial Fringe
- 6 LCA 6 - Upper and Lower Howsell and Belmont

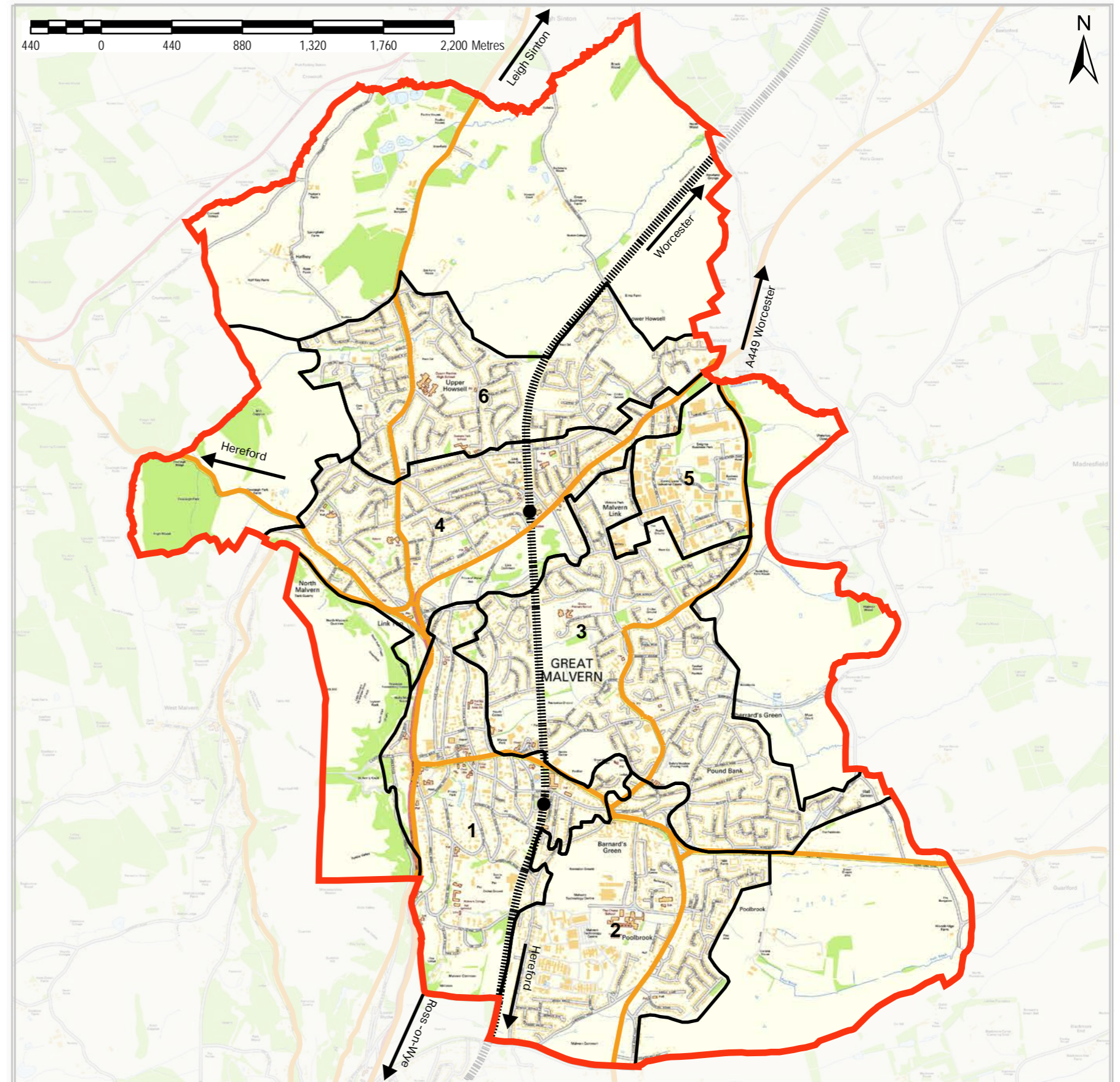


Figure 3 : Character Area Overview

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











## LCA 1: Great Malvern Conservation Area

Natural England defines key characteristics as “those combinations of elements which help to give an area its distinctive sense of place” that would result in significant consequences for the current character if they were changed or lost. As a result, they form important evidence to support the development of planning and management policies and a reference point against which to monitor change.

The key characteristics of The Great Malvern Conservation Area are as follows:

- This area is diverse but balanced, on rising ground providing panoramic views across the settlement to the east;
- This area forms the Great Malvern Conservation Area, which provides a central historical setting for diverse and community driven activity within the town;
- Church Street provides a central transect from east to west and is important to the built structure of this area;
- The area contains the earliest medieval fabric of the town, although the area largely reflects the 19th century spa town which developed from the Regency period;
- Victorian properties have architectural details including decorative brickwork and pitched roofs;
- The area is well provided in terms of open green space and recreational facilities including Priory Park, Rose Bank Gardens and Manor Park;
- Mature trees are abundant in the area and provide a sense of enclosure and tranquillity; and
- The area is afforded some of the best views in the town; properties stepped up the hillside on and to the west of the A449 have panoramic views of Malvern below and east across the low-lying land towards the Cotswolds AONB.

### Legend

- |   |  |   |                             |
|---|--|---|-----------------------------|
|  | Study Area                                 |  | Railway                     |
|  | Character Area                             |  | Railway Station             |
|  | Woodland                                   |  | Scheduled Ancient Monument  |
|  | Building                                   |  | Listed Building - Grade I   |
|  | Site of Special Scientific Interest (SSSI) |  | Listed Building - Grade II* |
|  | Area of Outstanding Natural Beauty         |  | Listed Building - Grade II  |
|  | Ancient Woodland                           |  | Priory Park                 |
|  | Surface Water                              |  | Malvern Theatres Trust      |
|  | Secondary Road                             |  | Rose Bank Gardens           |
|  | Local Road                                 |  | Malvern College             |
|  | Public Right of Way                        |  | Inset (see Figure 5)        |

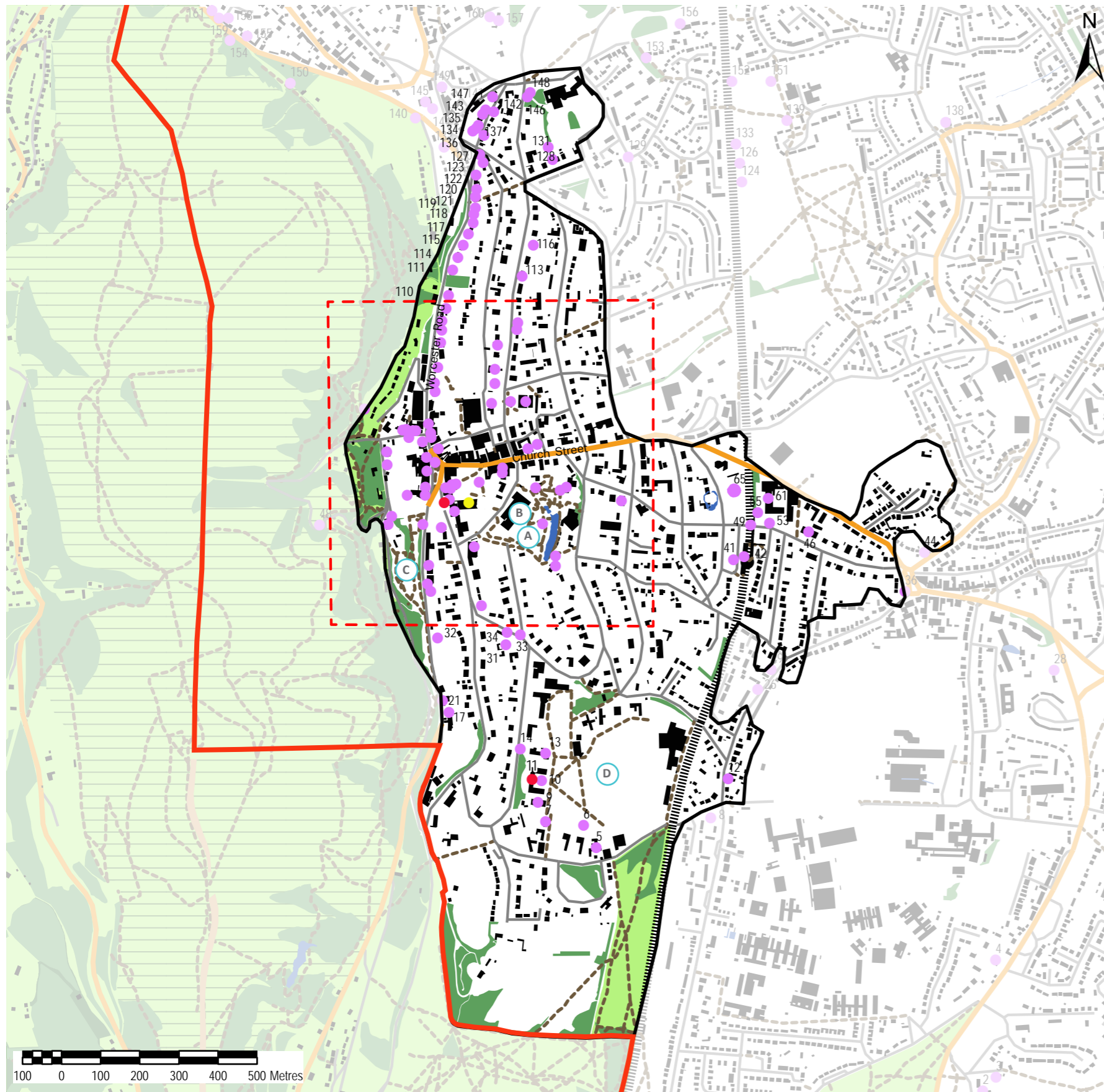


Figure 4 : LCA 1 Great Malvern Conservation Area

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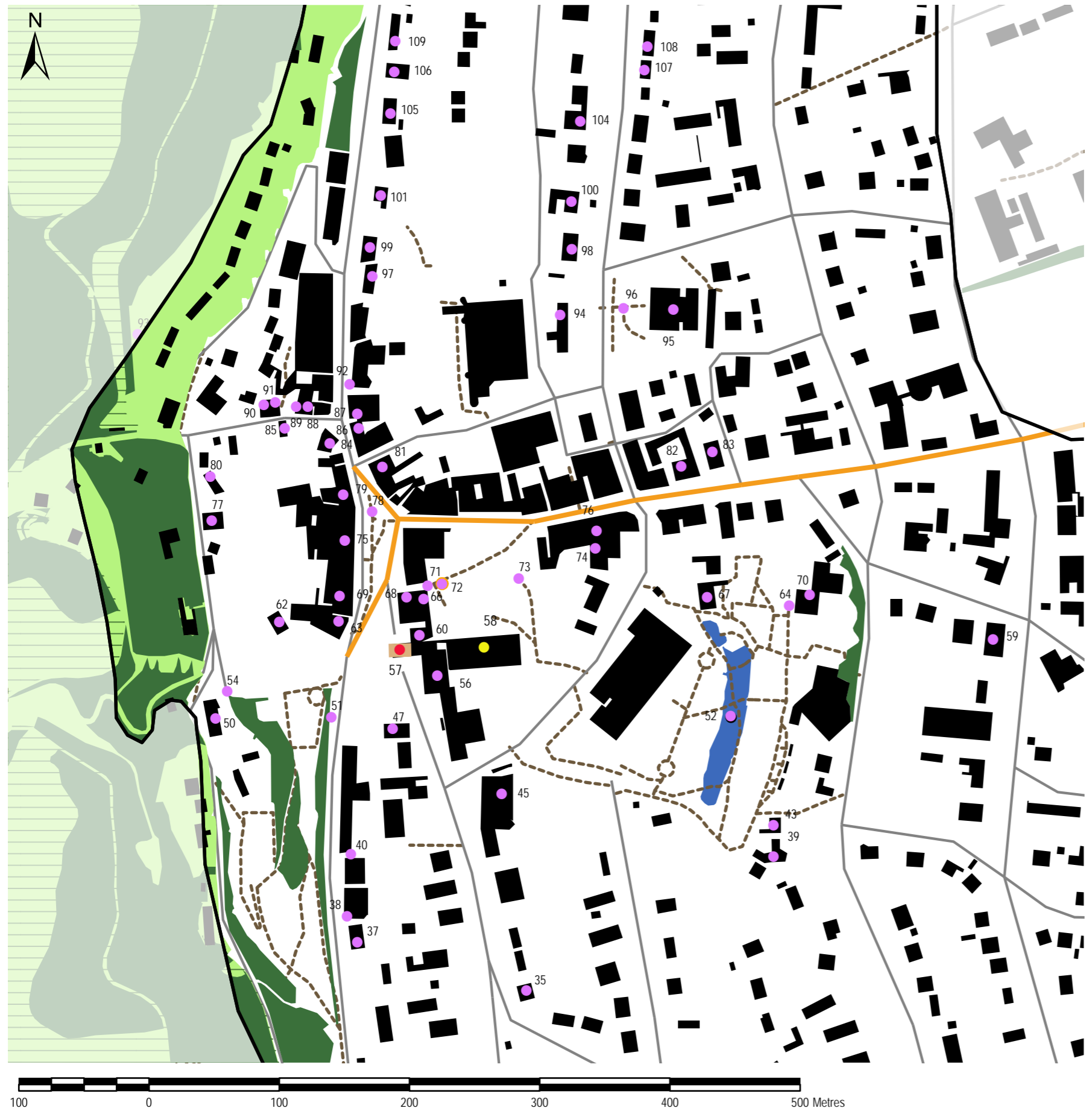


Figure 5 : Great Malvern Insert (see Figure 4)

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Church Street

As set out above, the character of the landscape is the result of the action and interaction of a range of natural and/or human factors. These are considered in turn below:

## Topography and Hydrology

The steep topography of the Malvern Hills strongly influences the landscape setting of the Great Malvern Conservation Area. The land rises steeply to high points of approximately 190m Above Ordnance Datum (AOD), in the west of the area. The steep gradients decline to low points of approximately 90m AOD in the east. In places, particularly close to the town centre, steep gradients are noticeable along the streets which lead away from the Malvern Hills where buildings step up the hillside.

## Movement and connectivity

Movement within the Great Malvern Conservation Area is structured by the A449 (Wells Road/Worcester Road) from north to south on the western fringe of the character area. This is a busy two-lane route flanked by large period properties, stone retaining walls, mature trees, and vegetation within this character area before heading north east through Malvern Link. Within the centre of the town, the character of the route alters as the road becomes part of the townscape; pavements line both sides of the road in front of shop parades and crossings for pedestrians are present. Church Street is also important to the building structure of this area as it provides a central transect from east to west. The northern section of Church Street is also the main shopping and retail area in the town and is flanked by wider areas of the public realm and wide pavements in places of high pedestrian footfall. Other vehicle routes in the character area are wide residential streets lined by pavements, mature trees, stone walls and large residential properties. There is a large network of Public Rights of Way (PRoW) on the north and south peripheries of the area that connect the town of Great Malvern to the Malvern Hills behind. Great Malvern railway station is located in the east of the area and connects Great Malvern to Worcester (north east) and Hereford (west). The National Cycle Route 46 begins in the centre of the area at Great Malvern railway station and continues north east towards Worcester.



A449 Worcester Road, busy route on the western periphery



Albert Road North, wide, tree-lined street



Bellevue Terrace/Worcester Road, key route through the area

### Land use

The Great Malvern Conservation Area provides a central historical setting for diverse and community driven activity within the town, including council buildings. Land use is predominantly residential with a complementary mixture of retail, educational and leisure facilities. Activity is concentrated in the west of the character area including shops, hotels, restaurants and religious buildings, in particular, the Great Malvern Priory and Malvern Baptist Church. There are community and social buildings including Malvern Town Council and Malvern Theatres Trust Arts Centre and Cinema. The Malvern College independent secondary school, Malvern St James Girls School, the Manor Park Sports Club and associated recreational grounds sit on large footprints. Additionally, there is a large amount of low-density residential housing in the area including large detached properties with extensive well-vegetated gardens.

### Urban settlement and built form

This character area is a diverse but balanced and well maintained mix of built form and landscape elements. Large villas, detached properties and a range of landmark buildings are stepped up the hillside at the foot of the Malvern Hills. Streets are lined with mature trees, well-maintained gardens, and attractive stone walls. Street furniture and lighting is bespoke to the area which enhances the character of the area and unites the conservation area.

Large Georgian villas are designed with symmetry and well-proportioned sash windows and doors, muted render and slate roofs. Victorian properties such as the Malvern Library have architectural details, including decorative brickwork, ornate columns, door surrounds, and steeply pitched roofs.

The majority of 21st-century development within the character area reflects the historical context of the surroundings through scale, materials, and architectural detailing. Commercial developments such as supermarkets on Edith Walk vary in size and quality, the most successful, located at Back Lane, reference the historical local development through a pitched roof, muted render, and stone detailing such as quoins and lintels.

Church Street and Belle Vue provide the commercial centre of the character area and include retail shops, public houses, and restaurants in a variety of architectural styles providing an interesting and diverse high street. Shop fronts vary in quality; some shops have bright coloured signage that detracts from the muted tones of the surrounding architecture, particularly the retail chain shops located along Church Street. There are isolated developments of low quality infill development such as the row of shops on Graham Road.

Great Malvern Priory is an impressive religious building and landmark feature within the character area, set back from Church Street to the south side and accessed through a large cemetery. Malvern School for Girls and St James Malvern College are impressive examples of Victorian architecture within this character area; Malvern St James School also has a 21st Century sports centre. The buildings are highly decorative, with ornate windows, pitched roofs and detailing on stone work. Malvern College has a 21st Century sports facility development within the extensive grounds, built to a high quality, contemporary design, with glass panels and curved roof features. Both schools have extensive grounds with sports pitches, open space, and mature trees.



*No 5 House, Malvern College where, during WWII, some of the Free French Resistance were stationed. General Charles de Gaulle visited them there.*

# MALVERN HERITAGE AND CHARACTER ASSESSMENT



20th Century suburban development



Malvern Stone Walls, lining streets



Large apartment buildings



21st century apartment building



Post Office, Church Street



Georgian Villa



Malvern Hills College



Houses Woodshears Road



Shop fronts, Graham Road



Curved stone faced building, Church Street



Post Office and 19th Century Haynes Music Emporium



Mount Pleasant Hotel

## Heritage Assets

The LCA primarily comprises the historic urban core of Great Malvern, and follows the boundary of the Great Malvern Conservation Area.

### Scheduled Monuments

A Scheduled Monument is a nationally important archaeological site or building, and two are located in the area. The first of these comprises the 15th century Priory Gateway (NHLE 1005301) (DSC\_0261.JPG), which with the Priory Church of St Michael and a Churchyard Cross are the only standing remains of Great Malvern Priory. The second Scheduled Monument comprises the Churchyard Cross in Great Malvern Priory Churchyard (NHLE 1018346), with a stepped medieval socket base and 19th century cross head.

### Conservation Areas

The Great Malvern Conservation Area was designated in 1969 in recognition of the special architectural and historic interest of the area. The area contains the earliest medieval fabric of the town, although the area largely reflects the 19th century spa town which developed from the Regency period. Great Malvern represents one of a small number of such well preserved 19th century towns and was originally designated in recognition of the high architectural quality of Great Malvern. The architectural heritage of Great Malvern includes a number of styles constructed of a wide variety of both vernacular and non-vernacular materials. Heterogeneity in the built form is a defining characteristic of the conservation area. Planned streetscapes, such as the Victorian promenade, also form a vital contribution to the interest of the area.

Three principal phases of development are apparent in the area; the first of these is the medieval core, focused around the 15th century Priory Church of St Michael. Later Regency development is focused around the base of the Malvern Hills, and reflects the origins of Malvern as a spa town (DSC\_0230.JPG). Victorian development, while also interwoven with earlier Regency development, dominates the built environment of the remainder of the conservation area. Throughout the latter half of the 19th century, development of large houses on individual plots spread down from the hills and into the valley. A conservation area appraisal has been published by Malvern Hills District Council in 2008, and should be consulted for further information.

### Listed Buildings

105 listed buildings are located within the LCA. Of these a single example is considered of exceptional interest and is grade I listed. This comprises the Priory Church of St Michael (NHLE 1082794), founded in 1085 as the church of the Benedictine Priory of Great Malvern and extended between 1440 and 1500. The church became the parish church of Great Malvern after the dissolution of the monasteries.

Two buildings are considered of more than special interest and are grade II\* listed. The first of these is The Council House (1156369), a grand perpendicular gothic revival house built from 1874-80 for Albert Miles Speer by Henry Haddon, with carvings by William Forsyth and stained glass by Heaton, Butler and Bayne. The house was intended as one of the finest in Malvern and was built on the site of The Priory. The Priory was the home of Dr James Manby Gully. The house, converted to a preparatory school in 1909, has group value with the grade II listed Priory Lodge (NHLE 1442151) which was built as a gymnasium for the school in c.1919. The building has functioned as local authority offices from 1925 to the present.

The second building of more than special interest is the main building of Malvern College (NHLE 1082796). The building was built in 1862 of Malvern Stone in a composite decorated and Perpendicular Gothic Revival style. The building comprises three wings, partially enclosing a quadrangle, with a near replica of the Lupton Tower at Eton College. The remaining 102 listed buildings are of special interest, and have been designated grade II listed. These assets typically date to the 19th and 20th centuries and represent the emergence and development of Malvern as a popular destination, and as a centre of education, during the period. The variety of grade II listed buildings includes houses, hotels, public houses, a bandstand, gas lights (essential for promenading during the evening), post boxes, a railway station, schools, churches, crosses and monuments, a bank, and other amenities. Notable examples include:



Regency Gothic House, Worcester Road

- The Foley Arms Hotel (NHLE 1082721) built in 1810, is a three storey stuccoed hotel, with street facing wrought iron balconies and royal crest;

- Bandstand in Priory Park (NHLE 1266979) dated to the early 20th century and constructed of cast iron and timber; and

- The Unicorn Inn, a timber framed public house dated to the 16th century.

### Locally Listed Buildings

A number of buildings of local interest have been identified within the Great Malvern Conservation Area Appraisal (a link to which can be found in the References of this report), (see also Appendix D Malvern Civic Society locally listed buildings) no formal local list has been adopted for the neighbourhood plan area by Malvern Hills District Council; however a number of buildings and structures have been identified by the neighbourhood plan group and our heritage team which positively contribute to the character and heritage of the area and should be considered in the formal adoption of a local list of non-designated heritage assets. These are as follows:

- The Holly Mount United Reform Church was built in 1875 by James Taite of Leicester and is constructed of stone in the gothic revival style. The church is located on a prominent part of Queens Drive, commanding



Shop fronts, Worcester Road

views from the Victorian promenade and from the vale below. Historic interest is derived from the evidence for non-conformist beliefs in Malvern from the 19th century. Architectural interest is also derived from the design quality of the structure and the historic influence upon views from both within and outside of the Great Malvern Conservation Area;

- Rockcliffe House at 40 Church Street is an early 20th Century Arts and Crafts house, of random rubble stone construction with ashlar dressings and gable end external roof trusses with king posts. Rockcliffe House contributes to the architectural diversity of the Great Malvern Conservation Area, and historic interest is derived from the evidential value for the development of large private villas on individual plots during the Victorian and Edwardian periods;

- The Theatre of Small Convenience on Edith Walk is the Guinness world record holder for the smallest theatre in the world, and is located in the historic setting of a 19th century gentlemen's public convenience. Interest is derived from both the unique qualities of the theatre, and the evidential value of the theatre for the importance of the performing arts in the modern culture of Malvern;

- Malvern Theatres largely comprise the original assembly rooms dating to 1884 and Art Deco additions dated to 1928 when the site was converted to a theatre. While the exterior is architecturally modest the site has played an important role in the cultural life of the Malvern community for over a century, and is of historic interest to the development of the importance of the performing arts to modern Malvern;

- The former Malvern Hospital at Lansdowne Crescent was built c.1910, and operated as a hospital until 2010. The site is a large complex with the historic stone built Jacobean revival hospital at its core. The building is of historic interest to the development of modern Malvern, and is a prominent and conspicuous contributor to the architectural quality and diversity in the Great Malvern Conservation Area;

- 24-26 Church Street is a mid 20th century art deco high street shop, with prominent first floor pilasters and entablature. The building is architecturally distinct from surrounding buildings and is a prominent feature of the key shopping street. The building is of evidential value to the modern development of Great Malvern;

- Warwick House on Wells Road is an early example of a department store, built by George Warwick, and the earliest parts of the building are dated to the 1830s. The structure is a mix of neo-Baroque and early English Gothic Revival styles. Historic interest is derived from the evidential value the building holds for the development of tourism and recreation as a key element of Malvern's economy from the Regency period. The building is also an architecturally impressive structure and is a prominent feature of the approach from the south into the commercial centre of the town;



*Theatre of Small Convenience*



*Shop fronts, Church Street*



*Warwick House*

- Rosebank Gardens were the private gardens of Rosebank House, noted in the 1841 census, and were gifted to the town in 1918 by local benefactor Charles William Dyson Perrins. While the gardens are an attractive, key open space in the heart of Great Malvern, they have been much modified over time and lack historical integrity. However modern features, including a buzzard sculpture by Polish sculptor Walenty Pytel "The Lark Ascending" from 2012 and a plaque to C.S. Lewis, contribute both historic and architectural interest respectively;

- The Wilson Memorial marks the location, and duplicates the original dedication, of a memorial erected in 1877 for the late Dr James Wilson, who with Dr James Manby Gully had pioneered hydrotherapy treatments in Malvern. The memorial was demolished in 1948 and replaced by the present memorial comprising a stone with metal plaques which detail the original design and inscriptions of the 19th century memorial. The memorial is of historic interest to the development of Great Malvern as a centre for spa medical treatments from the mid 19th century;

- The Tree Sculpture in Priory Park was unveiled in 2009, created by Tom Harvey with inputs from local young people on the theme of 'water gives life'. The sculpture depicts a child swimming with an otter, carved from the trunk of a tree cut down after storm damage. The sculpture is of value to the community of Malvern, which has cooperatively engaged in the production of this work of art;

- 32 Church Street is a modest neo-classical building, formerly a gentlemen's club during the Victorian era. The structure positively contributes to the appearance of the area, however the greatest interest is derived from the historical association with this aspect of the Victorian social scene in Malvern; and

- The Great Malvern Cemetery Chapel comprises an impressive gothic revival chapel of stone construction, built 1887 by W. H. Knight. An earlier monumental gateway was constructed in 1874 and has group value with the chapel. The cemetery and building group represent a significant historic landmark at the western fringe of the historic core and is associated with a number of notable internments, including Jenny Lind d.1887.

An extensive list of 40 buildings or groups of buildings which have been identified as positively contributing to the area has been included within the Great Malvern Conservation Area Appraisal. These range from a gate post, summer house and domestic houses to the Exchange Building on Graham Road and Malvern Parish School. For further information regarding this list the Great Malvern Conservation Area Appraisal should be consulted.

### Green space and public realm

The character area is well provided in terms of open green space and recreational facilities and limited public realm including mature landscaped grounds at Priory Park, Great Malvern Priory and Malvern Hills College. On account of its location at the foot of the well vegetated Malvern Hills, this area is characteristically leafy and very green. Mature trees are abundant in the area and provide a sense of enclosure and tranquillity. There are two large parks including Priory Park and Rose Bank Gardens, which include well maintained ornamental gardens, seating and access for informal recreation. As discussed, the schools within the area contain sports pitches and outdoor areas for recreation. Manor Park located in the centre of the area has tennis courts and clubhouse. The main areas of public realm are located close to Church Street, including landscaped gardens and memorials and wide pavements adjacent to retail areas.

### Views

This character area is afforded some of the best views in the town. The location of properties raised on the hillside at St Anns Road and Worcester Road (A449) provide panoramic views of the Town of Malvern below and across the low-lying land to the east towards the Cotswolds AONB. There are views from properties on Belle Vue Terrace and channelled along Church Street as land declines and the road disappears towards Barnards Green. Rose Bank Gardens is located above the roofline of the townscape and as a result, there are impressive views of landmarks such as the Great Malvern Priory.



*Rose Bank Gardens*



*Views west from properties on A449 Worcester Road*



## Managing Change

The character of The Great Malvern Conservation Area described above is the result of a range of interactions between natural and human processes. This evolution is supported by the section on historical development, which describes how the structure and character of the area have changed over time. Together this provides a baseline against which change can be monitored and managed.

The evolution of the landscape will continue and therefore the management of change is essential to ensure that sustainable social, environmental and economic outcomes are achieved. This section, therefore, considers various factors which may influence change and inform the policies set out in the Malvern Neighbourhood Plan.

### Positive aspects of character

There are a number of positive aspects of character which should be sustained, reinforced or enhanced. These relate to the quality of built form, panoramic views, mature trees, and vegetation:

- The location of properties raised on the hillside to the west, affords panoramic views of Malvern below and across the low-lying land to the east towards the Cotswold's AONB;
- This area is diverse but balanced;
- Large villas, landmark buildings and detached properties are steeped up the hillside at the foot of the Malvern Hills;
- Education and community facilities are located in well maintained, high-quality properties;
- Mature trees and vegetation are abundant in the area and provide a sense of enclosure and tranquillity;
- The survival of a large number of historic buildings of a variety of mostly polite styles and materials, largely dating to the Regency, Victorian and Edwardian periods. These vary from regency era Italianate to Victorian gothic revival examples. Repetition of a number of varieties however creates cohesion throughout the area.
- The architectural quality of buildings throughout the area is high. Regency and Victorian architects traditionally also designed the boundary treatments and gates of commissions in the area, a high proportion of which survive, enhancing the quality and consistency of the streetscape.
- The historic development of the settlement is apparent in the plan and built form of Great Malvern. This can be defined by three key stages of development: The Medieval associated with the priory, Regency origins of the spa town, and Victorian development of large houses on low density individual plots.

- Despite the loss of historically rural character, the southern boundary of the Malvern Common and the Malvern Hills to the west, as well as the low density and prevalence of greenery in the area, provide visual relief from the urban nature of more recent development outside of the area.
- Buildings are characteristically two or three storeys in height enhancing the impact of key listed buildings, such as the Priory Church of St Michael, by opening views to these taller structures.
- The linear nature of Regency development has resulted in a dispersed commercial centre, however with open green space preserved surrounding the priory resulting in a park-like focal core of the area around the church.
- Regency developments on the east side of Worcester Road are built on large individual plots, with often sparse landscaping, allowing extensive views of the town and vale below.
- Development west of Worcester Road including St Ann's Road and Queen's Drive is heavily wooded, increasing the visual connection with the Malvern Hills.

### Issues to be addressed

The following issues have been identified which could be addressed through new development or active management. These are principally related to potential infill development, signage and lack of maintenance:

- Low-quality infill development reduces the quality of the area;
- Heritage properties which are not maintained to a high standard reduce the quality of the area;
- The area has a high amount of green and public open space but a limited amount of high-quality public realm;
- Although intrusive modern development is sparse, modern extensions to prominent buildings can have a damaging impact upon the character and appearance of the area;
- Modern development which tries to replicate historic forms often appear artificial and incongruent with the built form of the area. Examples of poorly designed modern infill are located on the eastern side of Worcester Road;
- Areas on the eastern boundary of the area are met by a hard border of modern development, which is unsympathetic to the character and appearance of the Great Malvern Conservation Area; and
- Primary transport routes used heavily by commuters passing through have a negative impact on areas of public realm.



Malvern Library

## MALVERN HERITAGE AND CHARACTER ASSESSMENT

### Sensitivity to change

There are also some elements which are particularly sensitive to change. These relate to the protection of heritage assets, mature trees, vegetation and panoramic views:

- Parks and open space are sensitive to infill development;
- Heritage properties are sensitive to being sub-divided into smaller properties and apartments, which could reduce the quality of the built form;
- Mature trees and vegetation are sensitive to infill development;
- Panoramic views which characterise the area are sensitive to further development;
- Open green space is susceptible to changes of use. Noted within the Great Malvern Conservation Area Appraisal is the use of the Green in The Lees as informal car parking, which is encroaching onto the open green space; and
- Retail premises in the historic core of Great Malvern are susceptible to incremental change through their continued commercial use.



Contemporary Villa, Worcester Road

### Character Management Principles

The Great Malvern Conservation Area is a diverse and balanced townscape. Grand villas and large detached properties are located on the hillside below the Malvern Hills. The area is characterised by high-quality architecture with the exception of small pockets of low quality infill development and lack of maintenance. Further low-quality infill development would threaten the integrity of the townscape. The location at the foot of the well vegetated Malvern Hill results in an abundance of street trees which provide a tranquil and enclosed environment.

In order to address the issues highlighted above, principles for managing change should focus on sustaining, reinforcing or enhancing those aspects which enhance the scenic, peaceful and attractive qualities of the character area. The following principles should be considered when defining policies with respect to heritage and character:

- Development proposals within the centre of the character area particularly at Church Road and Belle Vue Terrace should focus on providing a strong retail and community core in order to maintain the vibrant town centre character;

- Proposals to sub-divide large detached properties should consider the integrity of the buildings and the possible negative effects on the streetscape including fire exits and off street parking to ensure the quality of the architecture and the environment is not compromised;
- Proposals for public realm additions and improvements should be encouraged to increase the amount of quality public realm space within the townscape and increase the sense of community within the area;
- Infill development should reflect the scale, density and roof line of adjacent buildings;
- Unit sizes in future development should reflect the size and scale of local development;
- Future development within the conservation area should demonstrate an understanding of the history and complement the existing materials, scale and proportions, architectural detailing and roof lines;
- Proposals to reduce the negative impact of on-street parking and through traffic on key areas of public realm should be encouraged;
- Future development should retain and enhance existing shop fronts;



Supermarket, Back Lane

- Public green space within the urban areas should be protected and enhanced;
- In streets where front gardens are common, proposals which retain or enhance well-vegetated front gardens that demonstrate a strong relationship with the street are more likely to be acceptable than proposals to introduce substantial areas of paving or parking;
- A common palette of materials, street furniture and signage should be developed further to enhance the quality and legibility of the public realm. Some groups have developed neighbourhood design guidance or design codes which set out standards expected from new development (refer to shop front Design SDP adopted by Malvern Hills District Council);
- Development should retain and enhance views to local landmarks such as the Malvern Priory and panoramic views east towards the rural landscape and open countryside;
- Modern development should act to conserve, and where possible enhance, the historic character and appearance of the area;
- New builds should be responsive to the historic fabric of the area. However, development which takes a considered and appropriate approach to design in a contemporary style is often more sympathetic to historic fabric than poorly executed pastiches of historic architecture;
- The list of historic buildings which have been identified within this report as positively contributing to the character of the area and those which have been identified within the Great Malvern Conservation Area Appraisal as of local interest, should be considered in the production of any formally adopted local list of non-designated heritage assets. Historic England has published 'Good Practice Guide for Local Heritage Listing' (HE, 2012), this should be used as a guide;

In addition to policy protection, this assessment has identified projects or initiatives which could be financed through the Community Infrastructure Levy (CIL) and Section 106 (S106) contributions, or if the project is not eligible for these mechanisms, through other means of funding or delivery. CIL is a tool for local authorities to levy contributions from developers to help deliver infrastructure projects which benefit the local community – for more information, see <http://planningguidance.communities.gov.uk/blog/guidance/community-infrastructure-levy/>.

Section 106 agreements are site-specific and put in place to make it possible to approve a planning application that might not otherwise be acceptable in planning terms – for example, the provision of new green space. It is recommended to seek advice from the Local Planning Authority on what types of project can be funded through CIL and S106.

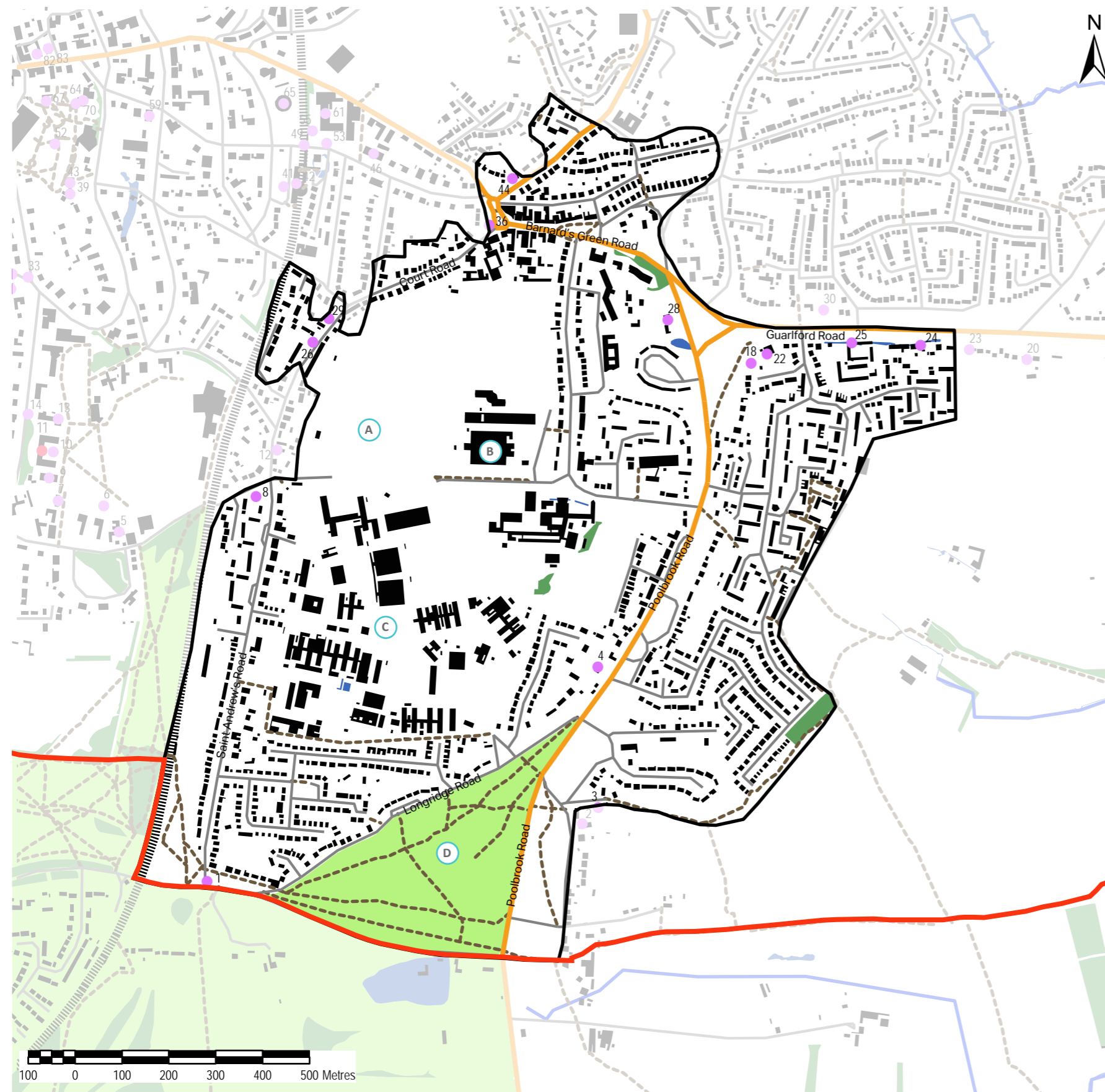
Projects and initiatives identified as having the potential to be brought forward by CIL, S106 or other means include:

- Managing the recreational, cultural and educational value of the conservation area features;
- A strategy for street tree management and replanting should be developed to increase the age structure of tree stock and range of species to ensure the continuous contribution of tree cover to streets, increased diversity and resilience to environmental change;
- Seek opportunities to create new or improve or extend existing PRow and cycle routes, to promote cycling as a recreational pursuit, to improve people's health and well-being, and to provide a form of sustainable transport;

- Developing a strategy for maintenance of public and private properties within the conservation area;
- Developing a strategy for strategic traffic management within the parish should be explored.



Contemporary property, Orchard Road



## LCA 2: Poolbrook, Barnards Green and Qinetiq

### Key Characteristics

The key characteristics of Poolbrook, Barnards Green and Qinetiq character area as follows:

- The land is sloping from west to east, which is particularly noticeable in undeveloped areas such as Malvern Common;
- PRow across Malvern Common connect the urban areas of Malvern to the Malvern Hills AONB;
- This character area is characterised by a number of educational and commercial facilities and retail activity in the north of the character area at Barnards Green;
- Barnards Green in a linear development of retail units located on Barnard Green Road and forms a community hub and high street;
- There is residential land use on the fringes of the character area including public houses and convenience stores;
- The QinetiQ Malvern Technology Centre has the largest footprint and contains a variety of contemporary commercial buildings, often 2 or 3 storeys in height, with large glass panelling, metal cladding and landscaped grounds; and
- Residential properties along these routes benefit from a large area of common ground running adjacent to the street that provides an attractive and open outlook.

### Legend

- Study Area
- Character Area
- Woodland
- Building
- Area of Outstanding Natural Beauty
- Waterbodies
- Surface Water
- Secondary Road
- Local Road
- Public Right of Way
- Railway
- Railway Station
- Listed Building - Grade II
- A Malvern College Sports Ground
- B Malvern Hills Science Park
- C Malvern Technology Centre
- D Malvern Common

Figure 6 : LCA 2 Poolbrook, Barnards Green and Qinetiq

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## Topography and hydrology

This character area sits at the base of the Malvern Hillside and as a result, there is an incline from the west at approximately 90m AOD to the east at approximately 50m AOD. The land is sloping consistently which is particularly noticeable in undeveloped areas such as Malvern Common.

## Movement and connectivity

Vehicle movement circulates the Malvern Hills Science Park via the B4208 (Poolbrook Road) in the east of the character area; Peachfield Road in the north of the character area and St Andrew's Road/Court Road in the west. There is an intersection of various routes that travel through Malvern in the north of the area at Barnards Green. Other routes include wide residential streets such as Watkins Way and Arosa Drive with pavements either side. Longridge Road in the south forms a physical boundary between Malvern Common and built up residential areas on the urban fringe. There is a network of PRow within Malvern Common, an area of common land adjacent to Longridge Road that connects the urban areas of Malvern with the Malvern Hills AONB and rural countryside to the east. The National Cycle Route 46 bisects the character area from west to east along Thirlstane Road and continues north east towards Worcester. To the west it runs to Malvern railway station.



Public footpath on the northern periphery of Malvern Technology Centre



Longridge Road, forming the boundary to Malvern Common



Art Deco bus shelter, Barnard's Green



Barnard's Green junction

### Land use

This character area is defined by educational and commercial facilities, located on large footprints and retail activity in the north of the character area at Barnards Green. Also in the north of the area are the recreation grounds of Malvern College including sports pitches and clubhouses. The Malvern Hills Science Park is located adjacent to the sports pitches and includes offices, laboratories and conference facilities. The QinetiQ Malvern Technology Centre is a science and engineering facility that dominates the land use in the area and includes commercial buildings and large areas of hardstanding for parking. The Chase School (secondary school), associated grounds and sports pitches are located in the east of the character area. There is predominantly medium density, residential land use on the fringes of the character area including public houses and convenience stores. Malvern Common is a large area of common land used for recreation on the southern fringes of Malvern. There are a number of small retail units and convenience outlets at Barnards Green.

### Urban settlement and built form

Commercial estates that characterise the majority of this character area contain modern 21st-century facilities with large areas of hardstanding for parking. The QinetiQ Malvern Technology Centre has the largest footprint and contains a variety of contemporary commercial buildings, often 2 or 3 storeys in height with large glass panelling, metal cladding and well-manicured, landscaped grounds. Four large satellites located on the roof of the facility reinforce the commercial character of the site. The Malvern Hills Science Park has similar characteristics to the Technology Centre; commercial buildings have large footprints and use materials such as glass panelling and sheet metal cladding. The commercial buildings within this character area are dominant in the surrounding landscape; boundaries lined with mature tree and dense hedgerows mitigate the impact of the buildings within the wider suburban townscape such as the trees along St Andrews Road; high metal fences are also present to obstruct access to the site.

There is a cluster of retail development in the north west of the character area located on Barnards Green Road, forming a community hub and high street. Shops are located within small terrace properties, the older Victorian buildings feature steep gabled roof details and decorative stone detailing on windows surrounds. There is infill development within the streetscape at Barnards Green Road, that is not keeping with the local vernacular including timber cladding, colourful signage and PVC windows. The art deco bus shelter at Barnards Green includes a painted brick wall, circular roof shape and simple, colourful seating, providing visual interest to the streetscape.



*Qinetiq, Malvern Technology Centre, St Andrews Road*

Suburban development is located in the south and east of the character area, largely delineated by Longridge Road and Poolbrook Road. Properties along these routes benefit from a large area of common ground running adjacent to the street that provides an open outlook. Properties along these routes are built in a modest post-war style built with mostly red brick or painted render; properties vary in size from terrace to detached which adds variety to the streetscape.

Properties along Guarlford Road are larger, detached properties with individual driveways and well-maintained gardens. They are set back from the street by a wide grass verge with mature trees. There is a mix of architectural styles including a combination of modern, red brick properties, a Victorian townhouse with gable detailing, a Georgian red brick property and a restored farmhouse and outbuildings with red brick and white render of the vernacular style. The majority of properties along this street are bounded by stone walls and mature trees.

Residential housing estates in the east of the character area are higher density and contain little or no reference to the local vernacular. Streets are wide with pavements on both sides and contain large areas of grass verge and street trees which break the massing of the high-density development. The location of the character area on the urban fringe results in well-vegetated boundaries and rural views across the open countryside. Churchdown Road in the south-east of the character area is a tranquil cul de sac of modern 20th century detached properties. Properties are built with little reference to the local vernacular including materials such as reconstituted brick and PVC windows; properties are set back from the street with wide front gardens and mature ornamental trees. There are small areas of undeveloped/vacant land within the character area that detract from local setting including a brownfield site at Thirlestane Road.



*Large detached houses, Guarlford Road*



*The Three Horseshoes, Public House*



*Houses, Barnard's Green Road*

## Heritage Assets

The area has historically consisted of the rural fringe of Great Malvern and a small handful of vernacular rural buildings that survive today. While mostly located amongst suburban 20th century development, the historic Malvern Common forms the southern boundary of the now urban area and corridors of green space surround key routes through the area alluding to the historically rural setting of the area.

### Scheduled Monuments

There are no Scheduled Monuments in the LCA.

### Conservation Areas

There are no Conservation Areas in the LCA.

### Listed Buildings

A total of 11 listed buildings are located within the area, all of which are considered of special interest and are designated grade II listed. These primarily consist of domestic building types of a rural character, isolated amongst 20th century development. Reflecting an earlier rural character of Malvern, these buildings are largely dated to the early 19th century and earlier. Notable examples include: the 17th century Littlewood House (NHLE 1349446), Priors Cottage (NHLE 1082798), and Bluebell Public House (NHLE 1082765); and the early 19th century Mill Farmhouse (NHLE 1082766), Peachfield Cottage (NHLE 1082742) and Peachfield House (NHLE 1349445). These buildings are of vernacular styles which contrast with the polite architecture which has dominated the historic core of Great Malvern since the Regency period.

### Locally Listed Buildings

The following building has been identified as contributing positively to the character and appearance of the area:

The Chase School is a secondary modern school built in 1953, in an international modern style, and is an architecturally distinct and valuable contribution to the built form of Malvern. Historic interest is derived from the importance of the school to the modern development of Malvern, while the architectural interest of the site is perhaps most significant and unique in the neighbourhood plan area.

(See also Appendix D, Malvern Civic Society locally listed buildings)

## Green space and public realm

Large areas of recreation and common ground provide this character area with a leafy and open character. The main areas include the recreation grounds of Malvern College and The Chase School which include both hard and soft sports pitches. Malvern Common is located in the south of the area and punctuates the urban development adjacent to Poolbrook Road; this connects the urban fringe with the Malvern Hills AONB and draws the rural landscape into the urban setting. The character area is abundant in large street trees and grass verges within housing estates, contributing to the overall leafy character of this area and the town in general. Street trees are particularly impressive along Guarlford Road. Housing estates also benefit from small playgrounds such as the Adam Lee Playground on Meadowsweet Crescent which benefits from open views across the agricultural landscape to the east.

## Views

Views of the Malvern Hills within this character area are channelled through residential streets and between properties. Large areas of open space such as the recreation ground at The Chase School provide panoramic views of the raised hills beyond. The Malvern Common also provides an opportunity for long distance views towards the Malvern Hills and properties facing the common are afforded views across the open space to the hills beyond. The location of this character area on the urban fringe provides properties in the east and south rural views to the open countryside beyond, which again draws the rural character into the urban setting.



Malvern Common





Views north across Malvern Common

## Managing Change

The character of Poolbrook, Barnards Green and QinetiQ described above is the result of a range of interactions between natural and human processes. This evolution is supported by the section on historical development, which describes how the structure and character of the area has changed over time. Together this provides a baseline against which change can be monitored and managed.

The evolution of the settlement will continue and therefore the management of change is essential to ensure that sustainable social, environmental and economic outcomes are achieved. This section, therefore, considers various factors which may influence change and inform the policies set out in the Malvern Neighbourhood Plan.

## Positive aspects of character

There are a number of positive aspects of character which should be sustained, reinforced or enhanced. These relate to open green space, mature trees and the location on the urban fringe:

- Malvern Common punctuates urban development adjacent to Poolbrook Road which draws the rural landscape into the urban setting;
- The character area is abundant in large street trees and grass verges within housing estates, contributing to the overall leafy character;
- Large areas of recreation and common ground provide this character area within an overall green and open character;
- Views of the Malvern Hills within this character area are channelled through residential streets and between properties;
- The location on the urban fringe results in rural views from properties in the east and south to the open countryside beyond;
- There is a cluster of retail development in the north west of the character area, located on Barnards Green Road and forming a community hub and high street;
- Properties along Guarlford Road are larger detached properties with more extensive grounds, set back from the street by wide grass verges with mature trees. The properties have individual driveways and well-maintained gardens;
- Churchdown Road in the south-east of the character area is a tranquil cul de sac of modern 20th century detached properties;
- PRow which connects the urban fringe to the rural landscape;
- The survival of a handful of historic buildings which are associated with the historically rural character of the area;

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- Some areas of historic open green spaces have been preserved. This includes Barnards Green and areas of common land surrounding Guarlford and Poolbrook Roads. Despite 20th century development encroaching upon these areas, a corridor of green space remains, spanning north to south in the area as a visual reminder of the historic character;
- The preserved corridor of common land through the area is bound by loose grain late 19th and early 20th century development, which screen views of more recent development. The flat topography of the vale in which the area is located also increases the prominence of views of the Malvern Hills, enhancing the impression of an isolated strip of historic linear development as one travels along Poolbrook Road; and
- Buildings within the area are typically two storeys in height, enhancing views of the Malvern Hills and the historic core of the settlement at Great Malvern.

### Issues to be addressed

The following issues have been identified which could be addressed through new development or active management. These are principally related to potential future infill development, vacant land and loss of vernacular building style with modern development:

- Infill development within streetscape that is not in keeping with the local vernacular;
- Commercial units and large areas of hard-standing for parking dominate large areas of land at the foot of the Malvern Hills;



Churchdown Road

- Modern housing estates that show little or no reference to the local vernacular;
- High metal fences surrounding commercial and educational facilities harden the urban setting and reduce the permeability of the character area;
- Areas of vacant brownfield land left undeveloped such as Thirlstone Road;
- Historic properties surrounding common land (protected by the Malvern Hills Acts) have been subject to incremental and unsympathetic change. This includes the use of modern materials, and the construction of porches, car ports and other development allowed under General Permitted Development, which are unresponsive to the historic character of the area; and
- Primary transport routes used heavily by commuters passing through, have a negative impact on areas of public realm particularly at Barnards Green.

### Sensitivity to change

There are also some elements which are particularly sensitive to change. These relate to areas of open space, key outward views and mature trees:

- Areas of common land including Malvern Common is sensitive to infill development and the urban expansion of Malvern;
- Views towards the Malvern Hills AONB;
- Recreational space and sports pitches;



Vacant brownfield land Thirlstone Road

- Street trees contribute to the individual character of each street and the gradual loss of these trees could erode the quality of the character area;
- Private front gardens, which create an attractive edge to the streets;
- Properties on large blocks with ample space and well-vegetated gardens;
- Retail units, public houses and convenience stores which contribute to a strong sense of community are sensitive to residential development and conversion;
- Taller buildings within the area would distract from views of the Malvern Hills and the historic core of the settlement, and would erode the semi-rural character which prevails in areas of the area;
- Areas of historic, open land are sensitive to incremental changes to flanking properties, which may be of detriment to the character and appearance of these areas. This may include the introduction of unsympathetic boundary treatments; and
- Redevelopment of parts of Qinetiq.

### Character Management Principles

This character area sits on the urban fringe of Malvern. Malvern Common is a large area of open space that punctuates residential development and draws the rural environment into the urban setting. Characteristic of Malvern, the area has a leafy and open character due to an abundance of mature street trees and wide grass verges lining streets. The large commercial estates which dominate the land use within the character area show little or no reference to the local vernacular. High metal fences surrounding commercial and educational facilities harshen the urban setting and reduce the permeability of the character area. Due to the location on the urban fringe, the character area is sensitive to change from the urban expansion from the commercial and residential growth of Malvern.

In order to address the issues highlighted above, principles for managing change should focus on sustaining, reinforcing or enhancing those aspects which contribute the open, leafy character of the area. The following principles should be considered when defining policies with respect to heritage and character:

- Future development of and adjacent to local retail and community areas, such as Barnard's Green Road and Poolbrook Road, should consider how to enhance the quality and distinctiveness of the streetscape and public realm to create a destination for the community and visitors;

- Areas of green space within new development should be designed and managed to provide attractive and functional areas for residents and visitors. This may include play equipment, seating, lighting and sculptures. The landscape should be designed to complement the local building style and historical/landscape context of the character area;
- Future proposals for commercial or educational facilities should consider the effect on the wider community and offer an opportunity for green infrastructure networks and provide permeability through large areas;
- Proposals which retain or enhance well-vegetated front gardens that demonstrate a strong relationship with the street are more likely to be acceptable than proposals to introduce substantial areas of paving for parking;
- Proposals which include grass verges and street trees that contribute to the leafy character of the area are more likely to be acceptable than proposals to introduce large areas of hardstanding for on-street parking;
- A common palette of materials, street furniture and signage should be further developed to enhance the quality and legibility of the public realm. Some groups have developed neighbourhood design guidance or design codes which set out standards expected from new development;
- The materials proposed for any new development should be responsive to the vernacular style and materials of the character area. Some groups have developed neighbourhood design guidance or design codes which set out standards expected from new development;
- Seeking opportunities to create new – or improve or extend existing – cycle routes, to promote cycling as a recreational pursuit, to improve people’s health and wellbeing, and to provide a form of sustainable transport;
- Proposals to reduce the negative impact of on street parking and through traffic on key areas of public realm should be encouraged;
- Areas of open space within the area such as Malvern Common should be protected and enhanced to provide residents with opportunity for informal recreation and improved well-being;
- Large areas of grass verge within the area should be protected and enhanced to provide residents with the opportunity for informal recreation and improved well-being. Enhancements could include verge side allotments, street tree planting, seating and informal play areas;

- Development should retain and enhance views to local landmarks such as the Malvern Hills AONB and religious/historic buildings;
- Areas of vacant brownfield land should be considered for infill development or utilised for community facilities such as community woodland, playground or allotments for improved-health and well-being;
- Modern development should act to conserve, and if possible enhance, the distinctive character and appearance of the area;
- Modern development in close proximity to areas of common land and open space should be responsive to historic rural setting;
- While areas of common land do not meet the criteria for designation as a conservation area, the local authority can designate an area as an Area of Special Local Character. This is an appropriate measure to manage change in an area which has been recognised as a locally important landscape. Guidance can be found at: <https://historicengland.org.uk/listing/what-is-designation/local/>; and
- The historic buildings which have been identified within this report as positively contributing to the character of the area should be considered in the production of any formally adopted list of non-designated heritage assets. Historic England has published ‘Good Practice Guide for Local Heritage Listing’ (HE, 2012), this should be used as a guide.

In addition to policy protection, this assessment has identified projects or initiatives which could be financed through the Community Infrastructure Levy (CIL) and Section 106 (S106) contributions, or if the project is not eligible for these mechanisms, through other means of funding or delivery. CIL is a tool for local authorities to levy contributions from developers to help deliver infrastructure projects which benefit the local community – for more information, see <http://planningguidance.communities.gov.uk/blog/guidance/community-infrastructure-levy/>.

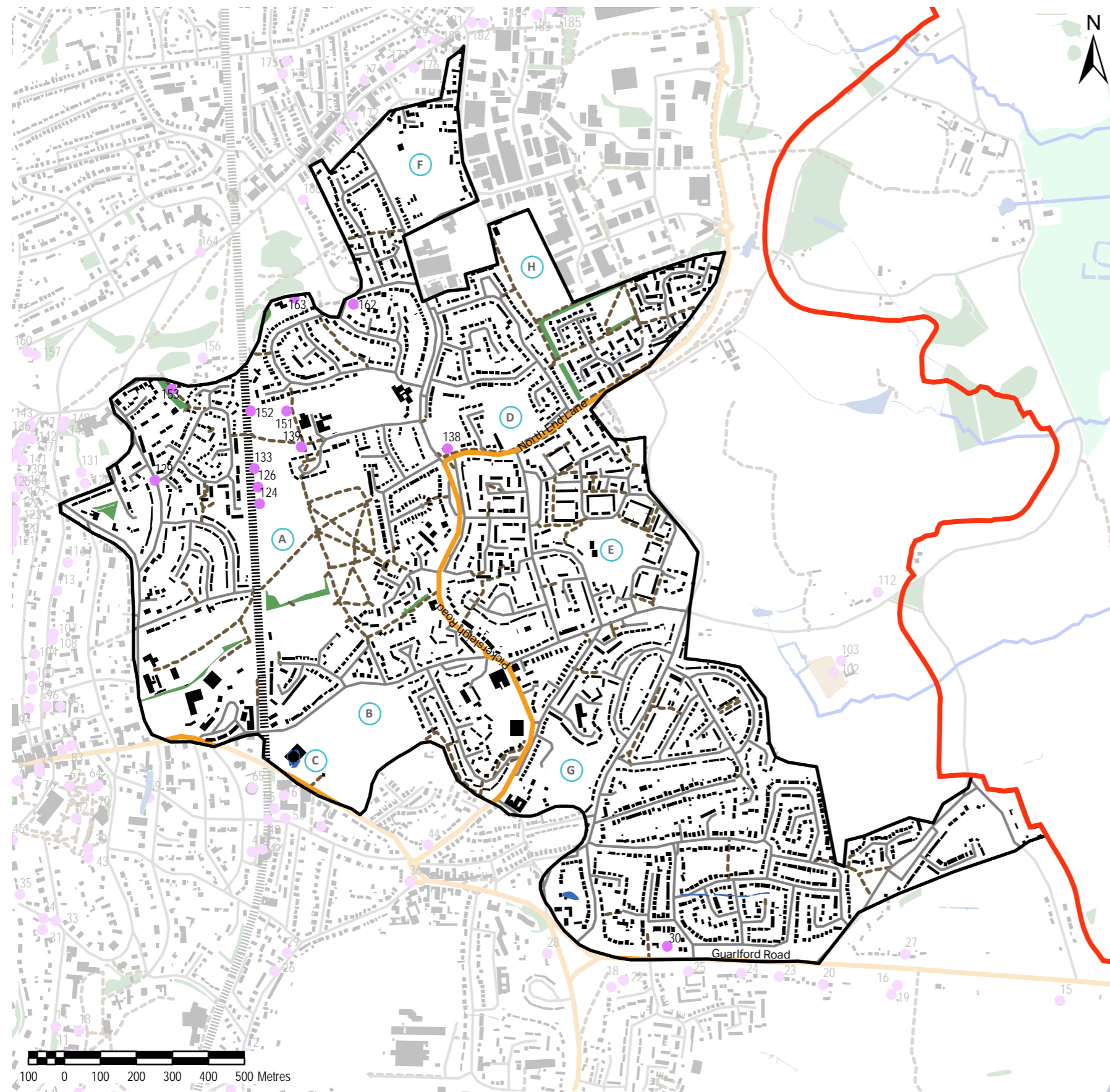
Section 106 agreements are site-specific and put in place to make it possible to approve a planning application that might not otherwise be acceptable in planning terms – for example, the provision of new green space. It is recommended to seek advice from the Local Planning Authority on what types of project can be funded through CIL and S106.

Projects and initiatives identified as having the potential to be brought forward by CIL, S106 or other means include:

- PRoW and other pedestrian routes through the character area should be maintained to provide safe, legible and attractive environments for pedestrians and cyclists;
- A strategy for street tree management and replanting should be developed to increase the age structure of tree stock and range of species to ensure the continuous contribution of tree cover to streets increased diversity and resilience to environmental change; and
- Developing a strategy for strategic traffic management within the parish should be explored.



Restored farmhouse, Guarlford Road



## LCA 03: Pickersleigh and Clerkenwell

### Key Characteristics

The key characteristics of Pickersleigh and Clerkenwell are as follows:

- The built elements of urban fabric comprise varied density areas, 20th-century infill housing development and permeability for pedestrians in-between;
- Pockets of historical development that reflect the local vernacular building style contribute to the character of the area;
- Well connected vehicle routes;
- High number of outdoor recreational facilities and sports pitches;
- PRow provide permeability through dense residential estates;
- Streets and breaks in development offer views of the Malvern Hills; and
- There is a high number of mature trees that contribute to an overall leafy character.

### Legend

- |                                    |                              |
|------------------------------------|------------------------------|
| Study Area                         | Listed Building - Grade II   |
| Character Area                     | Scheduled Ancient Monument   |
| Woodland                           | Registered Parks and Gardens |
| Building                           | Hayslan Fields               |
| Area of Outstanding Natural Beauty | Malvern Cemetary             |
| Ancient Woodland                   | Malvern St James School      |
| Watercourse                        | Malvern Cricket Club         |
| Surface Water                      | Malvern Town Football Club   |
| Secondary Road                     | Victoria Park                |
| Local Road                         | Dukes Meadow                 |
| Public Right of Way                | Malvern Rugby Club           |
| Railway                            |                              |
| Railway Station                    |                              |

Figure 7 : LCA 3 Pickersleigh and Clerkenwell

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## Topography and hydrology

This character area sits at the base of the Malvern Hillside and as a result, there is an incline from the west at approximately 60m AOD to the east at approximately 40m AOD. The land is sloping consistently which is particularly noticeable in undeveloped areas such as Great Malvern Cemetery.

## Movement and connectivity

As a residential hub within the centre of Malvern, this character area benefits from well-connected vehicle routes. There is an intersection at Pickersleigh Road and Madresfield Road, the main routes connecting to the residential estates. The B4208 Pickersleigh Road/Townsend Way is the main route through the character area from north to south. It is wide with two lanes, pavements on either side, mature trees and wide grass verges in places. This road provides open space within the dense residential area, a green infrastructure route and a gap in the mass of buildings. There is a network of PRow within the character area that provides permeability through dense residential areas.

The National Cycle Route 46 runs through the character area from south to north along Pound Bank Road, Languard Drive, Orford Way and Townsend Way and continues north-east towards Worcester.

## Land use

Land use within this character area is predominantly residential with some other complementary land uses. There are educational facilities including Great Malvern Primary School and The Grove Primary School and Nursery and Malvern St James School. Community facilities include Great Malvern Cemetery found on Pickersleigh Road, Newcourt Surgery Medical Centre and number of religious buildings including Lansdowne Crescent Methodist Church and The Church of The Blessed Virgin Mary. Local convenience and retail outlets are found Pickersleigh Road and Pound Bank Road. There is a high number of sporting facilities which break up the mass of residential housing.



20th Century Residential Development, Whitborn Close



Pickersleigh Road



Public footpath, Whitborn Close



Swale within Harbinger Avenue

# MALVERN HERITAGE AND CHARACTER ASSESSMENT

## Urban settlement and Built Form

The urban fabric of Pickersleigh and Clerkenwell is dominated by 20th century housing estates of varying density, interspersed with some open areas and green infrastructure. Many of the less compact estates comprise largely detached or semi-detached houses with private gardens developed to a standard design providing little or no reference to the local vernacular. Oak Crescent is a semi-circular street offset by repeated blocks of similar housing; large grass verges and views of the Malvern Hills improve the quality of the streetscape. Streets such as Hastings Road accommodate detached and semi-detached properties with well-maintained front gardens, ornamental street trees and driveways limiting off street parking. High-density estates on streets such as Elgar Avenue include low-quality housing with little or no reference to the local vernacular; properties include terraces and larger buildings for residential flats.

Streets to the south of Worcester Road such as Russell Drive are 20th century suburban developments, containing modern detached properties on large plots. Most properties are detached with one and two stories on wide streets with grass verges and well-maintained gardens.

Pockets of historical development that reflect the local vernacular building style contribute to the character of the area, such as converted farmhouses along Hall Green on the urban fringe. Historical properties along Madresfield Road vary slightly in style, scale and quality including a mixture of terrace and semi-detached properties built in red brick with slate roofs.

Community facilities within this character area are sparsely spread throughout the residential estates. New Court Surgery is a modern facility on a large footprint, using materials such as glass panels, metal cladding and white render. Adjacent is a high density, 21st century, residential development at Prospect View including apartment blocks designed with red brick.



*Madresfield Road*



*Moat Crescent*



*Hall Green*



*Oak Crescent*



*Oak Crescent*

## Heritage Assets

The area has historically consisted of rural land outlying the settlements at Great Malvern and Malvern Link. IncurSION of development from these settlements into the area was limited even by the 1938 Ordnance Survey map. Heritage assets within the area typically reflect this earlier character, and are isolated from their historically rural setting by enclosing mid - late 20th century residential development.

### Scheduled Monuments

There are no Scheduled Monuments in the area.

### Conservation Areas

There are no Conservation Areas in the area.

### Listed Buildings

A total of 10 listed buildings are located within the area and are a reflection of the rural and undeveloped character of the area until the latter half of the 20th century. All of these are of special interest and designated grade II listed. Seven consist of boundary markers or posts. The remaining three comprise: the 15th century timber framed Pickersleigh Court (NHLE 1349444), the 18th century rendered brick constructed No. 62 The Cedars (NHLE 1082738), and the 16th century timber framed The Hermitage (NHLE 1082739).

### Locally Listed Buildings

There is no formal list of non-designated heritage assets for the area (See also Appendix D, Malvern Civic Society Locally Listed Buildings), however the following structure has been identified as contributing positively to the character and appearance of the area:

A stone horse trough is located in Pickersleigh beside Gaurford Road. It was erected in 1901 as a memorial to the Boer War by the Malvern Society for the Prevention of Cruelty to Animals 'in grateful memory of the faithful services of the horses of South Africa 1900-1901'. The trough is of value to the understanding of societies and groups which were historically formed and operated in Malvern.



Stone horse trough, Gaurford Road

### Green space and public realm

Overall the character area has a high provision of recreation and green spaces but limited high-quality public realm. The largest area of green space is Woodford's Meadow, Sling Lane Playing Fields, and the open green space at Hayslan Fields which provides PRoW and access for informal recreation. Other informal green spaces within the character area are The Prospect Community Woodland, Dukes Meadow and Woodfords Meadow; providing diverse and tranquil landscapes, hidden within the urban setting.

Victoria Park is a well-maintained recreation park that provides facilities such as sports pitches and children's playground. The boundary to the park on Pickersleigh Avenue is a combination of estate fencing and lines of trees. In the north of the park, there is an informal area including mature trees, ornamental flower beds and bench seating.

Similar to other areas of Malvern there is a high number of mature trees that contribute to an overall leafy character; streets such as Pickersleigh Road are lined with mature trees that provide green infrastructure links through the character area.

Sports facilities within the character area include the Malvern Rugby Club, Barnards Green Cricket Club and Malvern Town Football Club, these facilities along with associated sports pitches, clubhouses and car parking add to the sense of community within the character area and provide gaps within the dense residential development.

There are a number of smaller open green spaces distributed within the residential developments that create breaks in the otherwise dense urban development. These spaces are predominantly turfed with minimal or no planting. Public realm within the residential areas is generally limited to pavements, which are generally surfaced with asphalt.

### Views

Due to the dense urban fabric, long distance views within this character area are limited but some streets and breaks in development do offer glimpsed views of the Malvern Hills; Bawdsey Avenue is high-density residential development but enhanced with wide grass verges and ornamental street trees along main roads that channel views towards the Malvern Hills AONB. The open space at the Great Malvern Cemetery, Hayslan Fields, Victoria Park and Malvern St James School provides panoramic views, west towards the Malvern Hills.



Malvern St James School (<http://www.malvernstjames.co.uk>)



## Managing Change

The character of Pickersleigh and Clerkenwell described above is the result of a range of interactions between natural and human processes. This evolution is supported by the section on historical development, which describes how the structure and character of the area have changed over time. Together this provides a baseline against which change can be monitored and managed.

The evolution of the settlement will continue and therefore the management of change is essential to ensure that sustainable, social, environmental and economic outcomes are achieved. This section, therefore, considers various factors which may influence change and inform the policies set out in the Malvern Neighbourhood Plan.

## Positive aspects of character

There are a number of positive aspects of character which should be sustained, reinforced or enhanced. These relate to the sense of community, leafy character and views towards the Malvern Hills:

- Well- connected vehicle routes;
- Pockets of historical properties that reflect the local vernacular building style contribute to the character of the area;
- Historical developments that are well maintained and have been sensitively restored enhance the quality of the streetscape;
- High number of outdoor recreational facilities and sports pitches contribute to a sense of community;
- PRow provide permeability through dense residential estates;
- Streets and breaks in development offer views of the Malvern Hills;
- There is a high number of mature trees that contribute to an overall leafy character;
- The open space at the Great Malvern Cemetery provides expansive views, west towards the Malvern Hills;
- Wide residential streets with grass verges and mature street trees;
- The area largely comprises piecemeal residential development, and therefore reflects a wide range of 20th century housing styles and include a number of high quality examples, such as at Sherrard's Green Road;
- Areas of historic open green space have been preserved east of the railway; and
- Community facilities such as retail outlets, hospital and cemetery.

## Issues to be addressed

The following issues have been identified which could be addressed through new development or active management. These are principally related to continued loss of historic street pattern, quality of public realm and loss of local vernacular:

- Many of the 21st-century housing estates such as Poundbank and Elgar Avenue are developed to a standard design providing little or no reference to the local vernacular;
- New Court Surgery is a large modern community building that is set apart in scale, mass and material from other architecture in the urban setting;
- Recent housing development at Prospect View is set apart in scale and architectural design to other buildings within the urban setting;
- Low quality, high-density housing estates reduces the quality of the area;
- Inappropriate boundary treatments, particularly on front lawns of residential developments, restrict the appearance of open green spaces which surround key roads through the area;
- Large grass verges are turfed with little or no planting; and
- Community facilities are sparsely spread through the residential estates and as a result there is no central community location within this character area.

## Sensitivity to change

There are also some elements which are particularly sensitive to change. These relate to recreation and open space, rural land on the urban fringe and street trees:

- Recreation grounds and sports pitches such as Malvern Rugby Club and Victoria Park are sensitive to infill development;
- Open spaces such as Dukes Meadow are sensitive to infill development;
- Prospect Community Woodland is sensitive to infill development;
- The open grained character of residential development, and historic open spaces which have survived in the area, are sensitive to new development;
- Street trees are sensitive to infill development; and
- Rural landscapes on the urban fringe are sensitive to the urban expansion of Malvern.



Prospect Close



Outfield Drive



Moat Way

### Character Management Principles

The urban fabric of Pickersleigh and Clerkenwell is dominated by 20th century housing estates of varying density, interspersed with some open areas and green infrastructure. Although many estates comprise largely detached or semi-detached houses and are well maintained, they are developed to a standard design providing little or no reference to the local vernacular. Estates in the north of the character area are of poorer quality, many properties are built to a lower standard. Higher quality parts of character area are found where pockets of historical properties have been maintained to a high standard, such as Hall Green. In order to address the issues highlighted above, principles for managing change should focus on sustaining, reinforcing or enhancing those aspects which contribute to the open, well maintained and leafy aspects of the character area. The following principles should be considered when defining policies with respect to heritage and character:

- Future development of and adjacent to local retail and community areas, such as Pickersleigh Road, should consider how to create community centres and enhance the public realm to create a destination for the community and visitors;
- Designs of new development should consider a range of appropriate scales in relation to the surrounding context to achieve a varied urban form. The materials proposed should be responsive to the vernacular style and scale of the character area. Some groups have developed neighbourhood design guidance or design codes which set out standards expected from new development;
- Areas of green space should be designed and managed to provide attractive and functional areas for residents and visitors. This may include play equipment, seating, lighting and sculptures. The landscape should be designed to complement the local building style and historical/landscape context of the character area;
- New development should maintain PRow and opportunities for walking to retain and enhance the permeability of the character area;
- Historic properties should be maintained to a high standard to conserve the character of their setting and place within the wider character area;
- Development should maximise potential views of the Malvern Hills and surrounding rural-urban fringe to enhance the quality of the streetscape. This can be achieved in the direction of streets; framing views with avenues of trees; providing space between buildings to provide glimpsed views; considering the location of windows and balconies on new properties;

- Proposals which retain or enhance well-vegetated front gardens that demonstrate a strong relationship with the street are more likely to be acceptable than proposals that introduce substantial areas of paving for parking;
- A common palette of materials, street furniture and signage should be further developed to enhance the quality and legibility of the public realm. Some groups have developed neighbourhood design guidance or design codes which set out standards expected from new development;
- Seeking opportunities to create new – or improve or extend existing – cycle routes, to promote cycling as a recreational pursuit, to improve people’s health and wellbeing, and to provide a form of sustainable transport;
- New development in the vicinity of historic buildings should be responsive to that historic fabric, particular in close proximity to the Great Malvern Conservation Area in the west, and the Trinity and Malvern Link Conservation Areas to the north;
- The historic buildings which have been identified within this report as positively contributing to the character of the area should be considered in the production of any formally adopted list of non-designated heritage assets. Historic England has published ‘Good Practice Guide for Local Heritage Listing’ (HE, 2012), this should be used as a guide;
- Areas of open space within the character area should be protected and enhanced to provide residents with opportunity for informal recreation and improved well-being; and
- Development should retain and enhance views to local landmarks such as the Malvern Hill AONB and religious/historic buildings.



Prospect Close

In addition to policy protection, this assessment has identified projects or initiatives which could be financed through the Community Infrastructure Levy (CIL) and Section 106 (S106) contributions, or if the project is not eligible for these mechanisms, through other means of funding or delivery. CIL is a tool for local authorities to levy contributions from developers to help deliver infrastructure projects which benefit the local community – for more information, see <http://planningguidance.communities.gov.uk/blog/guidance/community-infrastructure-levy/>.

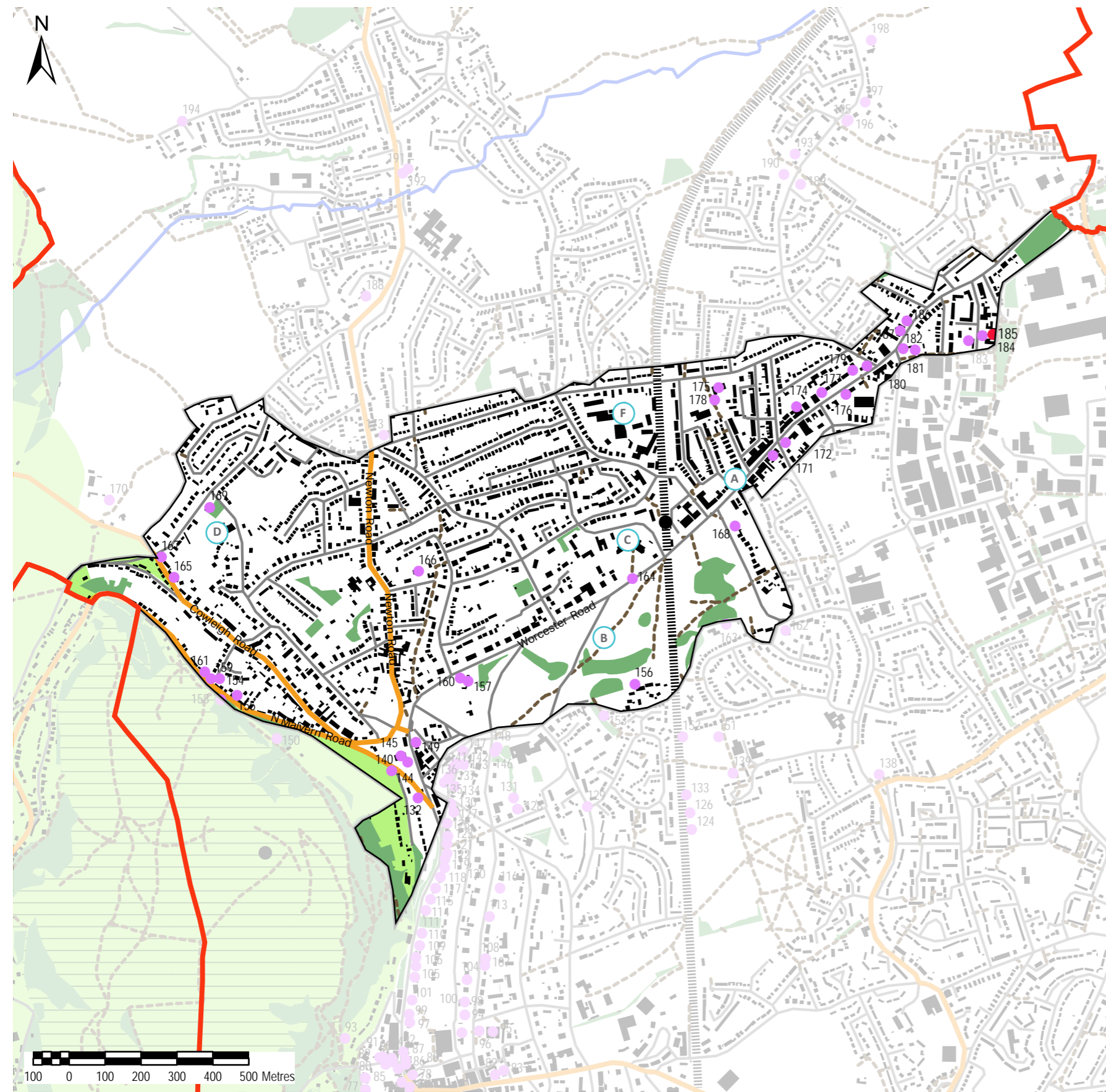
Section 106 agreements are site-specific and put in place to make it possible to approve a planning application that might not otherwise be acceptable in planning terms – for example, the provision of new green space. It is recommended to seek advice from the Local Planning Authority on what types of project can be funded through CIL and S106.

Projects and initiatives identified as having the potential to be brought forward by CIL, S106 or other means include:

- PRow and other pedestrian routes through the character area should be maintained to provide safe, legible and attractive environments for pedestrians and cyclists;
- A strategy for street tree management and replanting should be developed to increase the age structure of tree stock and range of species to ensure the continuous contribution of tree cover to streets increased diversity and resilience to environmental change; and
- Improvement of Victoria Park as central, destination community facility.



Malvern Health Centre



## LCA 4: Malvern Link

The key characteristics of The Malvern Link are as follows:

- Link Common provides a sense of openness and draws the rural character of the Malvern Hills into the urban landscape;
- Large street trees and well-vegetated gardens which contribute to an overall leafy character;
- High quality Victorian and Georgian properties;
- Good mix of residential areas with wide residential streets in some areas with grass verges and mature street trees. Recreational, retail and religious facilities contribute to the sense of community; and
- Contemporary architecture such as the Malvern Hills Community Hospital.

### Legend

- |  |                                    |
|--|------------------------------------|
| Study Area                                 | Railway Station                    |
| Character Area                             | Listed Building - Grade II*        |
| Woodland                                   | Listed Building - Grade II         |
| Building                                   | St Mathias Church                  |
| Site of Special Scientific Interest (SSSI) | Link Common                        |
| Area of Outstanding Natural Beauty         | Malvern Community Hospital         |
| Ancient Woodland                           | Northleigh C of E Primary School   |
| Watercourse                                | Malvern Link District Centre       |
| Secondary Road                             | Link and Howsell Industrial Estate |
| Local Road                                 |                                    |
| Public Right of Way                        |                                    |
| Railway                                    |                                    |

Figure 8 : LCA 4 Malvern Link and Trinity Conservation Area

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### Topography and hydrology

There is a strong correlation between the topography of the land and the character of properties within this area. This area sits at the base of the Malvern Hills and as a result the topography slopes from approximately 100m AOD in the west at Link Top where properties are stepped up the hillside to approximately 50m AOD at Pickersleigh Avenue where the topography flattens at the base of the hills.

### Movement and connectivity

This character area is well connected via road and rail. Worcester Road (the A449) is the main vehicle link through Great Malvern from north-east (Worcester) to the south-west (Ross-on-Wye). Worcester Road is a busy vehicle route that forms the main shopping precinct within this character area; providing off street parking and pavements for pedestrians. Newtown Road/ Leigh Sinton Road (B4503) is another main route in the west of the character area from north to south; this route connects Great Malvern to Leigh Station. Other vehicle routes in the character area provide access to residential streets and estates.

The Malvern Link railway station is located in the centre of the character area of Howswell Road; this is one of two railway stations in Great Malvern that form part of the rail link between Worcester to the north (27 mins) and Hereford (55 mins) the south-west.

The character area has a network of PRow that provides access and permeability through residential areas. There is a high number of PRow within Link Common that offer access for recreation and connects the character area to Malvern Hills AONB.



Worcester Road

# MALVERN HERITAGE AND CHARACTER ASSESSMENT

## Land use

This character area is a community hub and the land use reflects this. The main retail core of this character area is concentrated within a linear development along the Worcester Road. Along this route, there are also community facilities including the Malvern Link Railway Station, Malvern Community Hospital and Malvern Fire Station. There is a group of small retail outlets including restaurants, independent shops and services located along Newton Road. There are several large commercial facilities in various locations within the character area including the Link Industrial Estate off Howsell Road and a supermarket off Worcester Lane; other small convenience stores are dispersed throughout the residential areas including the newsagents on Albert Park Road. There are several religious and educational buildings in the character area; St Matthias' Church is a large religious building with extensive grounds.

## Urban structure and built form

The linear commercial development on Worcester Road to the east of Link Common, provides the centre of activity for this character area, particularly for retail and hospitality services. The architecture is a mixture of 19th Century Victorian properties and shop fronts with the addition of post-war and 20th-century buildings and commercial units. Large, plain retail units are in contrast with the more decorative historic properties on the high street. North of Worcester Road, streets such as Richmond Road are wide with a mixture of low density Georgian and Victorian detached properties. The historic character of these streets is enhanced by properties with large windows framed with stone lintels and cills, decorative stonework and well-manicured front gardens.

Streets such as Hampden Road contain terraced and semi-detached properties with a mixture of architectural styles; properties on the east of the street are a mixture of 20th-century terrace properties with large stone lintels and decorative stone work on windows and around doors, with red brick and rendered façades. The west of the road terraces have decorative Victorian features including bay windows with sash panels, decorative brickwork and stained glass detailing. The tower of St Matthias' at the Link Church is a landmark feature within the character area; the large church has extensive grounds and provides relief within dense residential areas.

Architectural and contemporary buildings such as Malvern Community Hospital reference the local vernacular using of red brick and sandstone combined with contemporary materials such as steel and glass.



Converted property, Worcester Road



Shop, Cowleigh Road



Hornyold Road



Cowleigh Road



Hampden Road



Hampden Road



Pickersleigh Road



Somers Park School



Street Art

## Heritage Assets

The area is a primarily urban area, with a mixed character which can be divided between the open grain development surrounding the Link Common in the south-west of the Area, the close grained development of Malvern Link east of the common and the Malvern Link suburbs in the north of the area. A large proportion of the areas contained within two conservation areas, and development within the area primarily dates to the 19th century and early 20th century.

### Scheduled Monuments

There are no Scheduled Monuments in the area.

### Listed Buildings

A total of 35 listed buildings are located within the area, while only 6 are located outside of conservation areas. Those included within conservation areas have been discussed separately below. The remaining six are all considered of special interest and are grade II listed. Two are Anglican places of worship, and include the Church of Ascension and Church Hall (NHLE 1349465) built by Walter Tapper in 1903 in an early English gothic revival style, and the Church of St Peter (NHLE 1156503) built in 1865 by G E Street in a composite Early English and Decorated Gothic Revival style. The remaining four listed buildings comprise houses.

### Conservation Areas

There are two conservation areas within LCA 4 which have been designated in recognition of their special architectural and historic interest. In 1978 an area surrounding the Link Common was designated as the Malvern Link Conservation Area. A review of the area boundaries in 1999 resulted in an extension in 2000 to include the commercial centre of Malvern Link within a conservation area. This new designated area took the name of Malvern Link Conservation Area, while the original area became Malvern Trinity Conservation Area.

### Malvern Trinity Conservation Area

Malvern Trinity Conservation Area is still focused around Link Common, which is a key historic green space, and is located between the Great Malvern Conservation area to the south and Malvern Link Conservation Area in the north. The built environment of the area primarily comprises 19th century polite villas, which are located on key routes through the area, and smaller housing which are dated to the 18th and 19th centuries. Small housing such as that at Link Top are associated with earlier development in Malvern to house workers who worked in the local industries, and are of a more vernacular referenced style built of local Malvern Stone. Most development in the area is however characterised by a loose grain nature, being sparsely populated with a profusion of open space.

13 listed buildings are located within the conservation area, all of which are considered of special interest and are grade II listed. These reflect a diverse range of assets and examples include houses, gas street lamps (NHLE 1389551), a school (NHLE 1082780), stocks and whipping post (NHLE 1082779), a boundary post (NHLE 1266843) and a public house (1224346). Notable examples in the conservation area include the Holy Trinity Church (NHLE 1392674), after which the area was named, built in 1850-51; Redwood House (formerly Malvern Rural Hospital) (NHLE 1380320), a polychromatic brick built cottage hospital built in the gothic revival style in 1868; and a Pillar Box (NHLE 1349443) which represents a rare survival of a PB1/viii fluted post box dated to 1857.

An appraisal was adopted by Malvern Hills District Council in 2009, and should be consulted for further information.

### Malvern Link Conservation Area

The Malvern Link Conservation Area is primarily linear in form, and follows the principal commercial centre of Malvern Link along Worcester Road, including side streets of terraced housing. The area was a sparsely populated rural area prior to the 19th century, and a number of buildings represent this earlier phase, however the area developed rapidly during the Victoria era to supply housing for Malvern's workers. These workers were employed in Malvern's industries, which included quarries and brickworks, and in the spa town of Great Malvern.

The close grain commercial character of Worcester Street, as well as the modest size of domestic properties, contrasts with neighbouring Great Malvern and properties surrounding Link Common. A more suburban character defines the north-east of the conservation area which is dated to the late 19th and early 20th centuries, and properties are more generously proportioned with larger plots and greater green space.

A total of 16 listed buildings are located within the conservation area, of which a single example is considered of more than special interest and is grade II\* listed. The Chapel and Cloister at the Convent of the Holy Name (NHLE 1082736) was constructed in 1891 and comprises a red brick built chapel, with stone dressings, constructed in the Gothic Revival style. A finely decorated interior is included within the list description. A further two listed buildings, both grade II, are associated with the convent. These include the convent itself (NHLE 1082746) and St Saviour's Guest House (NHLE 1224099)

The remaining assets within the conservation area are of special interest and are grade II listed. These largely comprise 19th century houses. Other notable examples however include: the Church of St Matthias (NHLE 1082791), built in 1844-6 by Sir George Gilbert Scott in a gothic revival style, and associated churchyard gas lamps (NHLE 1389564); Townsend House (NHLE 1082751) farmhouse and a former range of associated farm buildings, now occupied by the Malvern Tile Company



Worcester Road



(NHLE 1082730), both of which are dated to the late 18th – early 19th century and reflect the rural origins of the settlement; and two public houses, the Beauchamp Arms Public House (NHLE 1082729) and the Royal Oak Public House (no longer a public house) (NHLE 1224386), both dated to the 19th century. An appraisal was adopted by Malvern Hills District Council in 2009, and should be consulted for further information.

#### Locally Listed buildings

There is no list of locally listed assets for the area, although buildings which make a positive contribution to the character and appearance of the Malvern Link and Trinity Conservation Areas have been identified within their respective appraisals. Links to these appraisals can be found within the References of this report (See also Appendix D, Malvern Civic Society Locally Listed Buildings). Further to this, some buildings have been identified by our heritage team and the Neighbourhood Plan Group which contribute positively to the character and appearance of those areas and the wider area:

- 6 St Peter’s Road is a fine example of an arts and crafts house, built in 1908 by architects Groach and Butler, and is constructed of rough cast rendered brick with red brick dressings. Interest is derived from the contribution to the architectural diversity of Malvern Link, and its historic interest is derived from the evidential value of the house for large private villas on individual plots surrounding Link Common during the Victorian and Edwardian periods;

- A group of semi-detached workers houses are located on Moorlands Road built, in a polite domestic revival style, by Charles Dyson Perrins sometime after 1905 for his employees at the Davenham Estate Farm. Historic interest is derived from the association with Charles Dyson Perrins who used his fortune, amassed from the manufacture of Lea and Perrins Worcestershire Sauce, for the benefit of society;
- Forli, at 35 Alexandra Road, is a semi-detached house with modest gothic revival references built of smooth faced random rubble with yellow brick dressings. Built in 1875, the building is an attractive polite house however the greatest interest is derived from the historical association with Edward Elgar, who resided in the house from 1891-99 during which time he composed the Enigma Variations; and
- The Malvern Link Mural, located on the junction of Pickerlseigh Avenue and Worcester Road, is a two storey high mural depicting scenes and notable people connected with Malvern. These for example include Elgar and the Morgan Motor Company. Interest is derived from the positive contribution to the appearance of the area, and to the sense of place.

Seven buildings have also been identified in the Malvern Link Conservation Area Appraisal as making a positive contribution to the area. These include:

- Malvern Link C of E School, Cromwell Road
- Colston Building, Worcester Road
- Methodist Chapel fronting Worcester Road
- Festival Housing, Worcester Road
- No 1 Hampden Mews
- Shops at 196-208 Worcester Road
- 31 Hampden Road

For further information the Malvern Link Conservation Area Appraisal should be consulted.

A total of 18 building have been identified within the Malvern Trinity Conservation Area Appraisal as making a positive contribution to the area. Notable examples include: Trinity Hall on North Malvern Road, associated with the Holy Trinity Church; and the United Reform Church on Worcester Road and built in 1903 in a Gothic Revival style. The remaining 16 buildings comprise houses in close proximity to the Link Common. For further information the Malvern Trinity Conservation Area Appraisal should be consulted.



Moorlands Road

## MALVERN HERITAGE AND CHARACTER ASSESSMENT

### Green space and public realm

Overall the character area has a high number of mature trees that contribute to a leafy character; streets such as the main Worcester Road are lined with an avenue of large mature trees provide strong green infrastructure links through the character area towards the Malvern Hills. Many suburban streets contain mature trees and have well-vegetated gardens which again contributes to the overall leafy character of the character area. Link Common is a large area of open green space, the informal and naturalistic character of the common draws the rural character of the Malvern Hills into the urban environment.

### Views

Properties on the fringe of Link Common are afforded panoramic views of the area, towards the Malvern Hills which provide a dramatic backdrop and strong sense of place. There are also channelled views along streets towards the Malvern Hills, which again adds to the strong sense of place and physical connection with the wider rural landscape. Properties on areas of higher ground such as Cowleigh Road are afforded panoramic views of the urban settlement of Malvern below and across the low-lying land to the east towards the Cotswolds AONB.



Hampden Road



Views of The Malvern Hills, Worcester Road



*Link Common*

## Managing Change

The character of Malvern Link described above is the result of a range of interactions between natural and human processes. This evolution is supported by the section on historical development, which describes how the structure and character of the area has changed over time. Together this provides a baseline against which change can be monitored and managed.

The evolution of the settlement will continue and therefore the management of change is essential to ensure that sustainable social, environmental and economic outcomes are achieved. This section, therefore, considers various factors which may influence change and inform the policies set out in the Malvern Neighbourhood Plan.

## Positive aspects of character

There are a number of positive aspects of character which should be sustained, reinforced or enhanced. These relate to street trees, open space and quality architectural building style:

- The character area is well connected via road and rail including the Malvern Link Railway Station;
- PRow within Link Common that offer access for recreation and connect the character area to rest of the town to the south and to the Malvern Hills AONB;
- PRow and passageways within residential estates provide permeability through the character area;
- The character area is abundant in community facilities and services;
- The character area has a strong retail hub;
- The character of the area is defined by the high level of survival of 19th century development;
- The character of the south-west of the area is dominated by the historic Link Common, and the well preserved loose grained 19th century development of high quality villas which surround it. This is reflected in the designation of the area as the Trinity Conservation Area;
- The higher density 19th century commercial centre of Malvern Link, primarily located on Worcester Street, is also well preserved. This is reflected in the designation of the area as the Malvern Link Conservation Area;

- The combined Conservation Areas, and Great Malvern Conservation Area create a continuous band of well-preserved historic townscape, which spans the entirety of the settlement when travelling along the main Worcester Road (A449). This increases the legibility of the historic significance of Malvern, and its linear form;
- Visual interest is provided by the contrast of the built forms of the three principal historic areas of the area; these being the Trinity Conservation Area, Malvern Link Conservation Area, and suburban areas in the north of the area;
- Local influence can be seen in the use of Malvern stone as a primary building material and as a dressing across the area, although largely in the Trinity Conservation Area;
- A mix of white rendered and red brick buildings in the Malvern Link Conservation Area provide diversity in the built form of the area, and the abundance of brick contrasts with other historic areas of Malvern;
- Good mix of residential areas with Wide residential streets in some areas with grass verges and mature street trees; Other residential streets here defined by high quality Victorian and Georgian detached properties; and
- Views towards the Malvern Hills AONB.



Malvern Community Hospital

## Issues to be addressed

The following issues have been identified which could be addressed through new development or active management. These are principally related to existing buildings not addressing the quality of the streetscape, loss of quality of architecture and the impact of vehicles:

- Large, plain retail units within the streets such as Worcester Road dilute the quality and character of the high street;
- 21st Century suburban development that shows little or no reference to the local vernacular;
- A mixture of building quality along routes such as Worcester Road reduces the continuity and sense of place within the character area;
- Modern shop fronts in the Malvern Link Conservation Area are intrusive features, and are unresponsive to the historic character of the area. Modern infill development in Malvern Link has been unsympathetic to the character and appearance of the conservation area. The Malvern Link Conservation Area details specific examples;
- Modern development north-east of the Link Common, including the Malvern Fire Station, is of low architectural quality and are detrimental to the character and appearance of the area;
- Rebuilding of boundary walls in materials unresponsive to the historic character of the area has diminished the continuity of the streetscape;



Worcester Road

- Modern materials which are unresponsive to the historic character of the area have been widely employed on historic buildings throughout the area. This would include in particular PVC;
- Removal of front gardens and vegetation to create driveways for off- street parking;
- High levels of traffic and on-street parking further deter access and create barriers for pedestrians and cyclists; and
- Primary transport routes used heavily by commuters passing through have a negative impact on areas of public realm.

## Sensitivity to change

There are also some elements which are particularly sensitive to change. These relate to connections with the physical connections with the Malvern Hills and open green space:

- Views towards the Malvern Hills AONB;
- Public green space, recreational space and open commons within the dense residential estates;
- Street trees contribute to the individual character of each street and the gradual loss of these trees could erode the quality of the character area;
- Private front gardens, which create an attractive edge to the streets;



Malvern Fire Station

- Properties on large blocks with ample space well-vegetated gardens;
- Facilities such as hospitals and religious buildings which contribute to a strong sense of community;
- Due to the open character of the Link Common, unsympathetic development has greater potential to impact upon the setting of heritage assets; and
- Buildings of architectural and historic interest within the Malvern Link Conservation Area are sensitive to incremental change through their continued commercial use.



Pickersleigh Road

# MALVERN HERITAGE AND CHARACTER ASSESSMENT

## Character Management Principles

The key positive attributes within this character area are the combination and mix of residential areas with wide open streets with many houses providing a strong reference to the local vernacular. This, alongside wide grass verges on suburban roads and large street trees, provides an area that is attractive and well vegetated. Link Common is a large area of open space that provides tranquillity and openness within the suburban environment and a physical connection with the Malvern Hills AONB.

The diversity of building styles particularly in community areas such as Worcester Road is an issue in terms of local character; historical properties and high-quality buildings are diluted by modern development which shows little or no reference to the local vernacular.

In order to address the issues highlighted above, principles for managing change should focus on sustaining, reinforcing or enhancing those aspects which enhance the historical development and distinctive character of the area. The following principles should be considered when defining policies with respect to heritage and character:

- Future development of and adjacent to local retail and community areas, such as Worcester Road, should consider how to enhance the quality and distinctiveness of the streetscape and public realm to create a destination for the community and visitors;

- New development should seek to conserve, and where possible enhance, the distinctive historic character and appearance of the area particularly inside or in close proximity to both conservation areas in the area;
- New buildings should be responsive to traditional building materials, height, scale and massing;
- The historic buildings which have been identified within this report, and within conservation area appraisals, as positively contributing to the character of the area should be considered in the production of any formally adopted local list heritage assets. Historic England has published 'Good Practice Guide for Local Heritage Listing' (HE, 2012), which should be used as a guide;
- Areas of green space should be designed and managed to provide attractive and functional areas for residents and visitors. This may include play equipment, seating, lighting and sculptures. The landscape should be designed to complement the local building style and historical/landscape context of the character area;
- Proposals which retain or enhance well-vegetated front gardens that demonstrate a strong relationship with the street are more likely to be acceptable than proposals to introduce substantial areas of paving for parking;
- Proposals to reduce the negative impact of on street parking and through traffic on key areas of public realm should be encouraged;
- A common palette of materials, street furniture and signage should be further developed to enhance the quality and legibility of the public realm. Some groups have developed neighbourhood design guidance or design codes which set out standards expected from new development;
- The materials proposed for any new development should be responsive to the vernacular style and materials of the character area. Some groups have developed neighbourhood design guidance or design codes which set out standards expected from new development;
- Seeking opportunities to create new – or improve or extend existing – cycle routes, to promote cycling as a recreational pursuit, to improve people's health and wellbeing, and to provide a form of sustainable transport;
- Areas of open space within the character area should be protected and enhanced to provide residents with the opportunity for informal recreation and improved well-being; and
- Development should retain and enhance views to local landmarks such as the Malvern Hill AONB and religious/historic buildings.



Worcester Road



Late 20th century development



Restored property Farley Road

In addition to policy protection, this assessment has identified projects or initiatives which could be financed through the Community Infrastructure Levy (CIL) and Section 106 (S106) contributions, or if the project is not eligible for these mechanisms, through other means of funding or delivery. CIL is a tool for local authorities to levy contributions from developers to help deliver infrastructure projects which benefit the local community – for more information, see <http://planningguidance.communities.gov.uk/blog/guidance/community-infrastructure-levy/>.

Section 106 agreements are site-specific and put in place to make it possible to approve a planning application that might not otherwise be acceptable in planning terms – for example, the provision of new green space. It is recommended to seek advice from the Local Planning Authority on what types of project can be funded through CIL and S106.

Projects and initiatives identified as having the potential to be brought forward by CIL, S106 or other means include:

- PRoW and other pedestrian routes through the character area should be maintained to provide safe, legible and attractive environments for pedestrians and cyclists;
- A strategy for street tree management and replanting should be developed to increase the age structure of tree stock and range of species to ensure the continuous contribution of tree cover to streets increased diversity and resilience to environmental change; and
- Developing a strategy for strategic traffic management within the parish should be explored.



Malvern Link Railway Station



**LCA 05: Malvern Industrial Fringe**



The key characteristics of Malvern Industrial Fringe character area are as follows:

- A mixture of large scale urban fringe land uses including commercial, retail, leisure contribute to an industrial character.
- Generally good pedestrian access via designated footpaths, crossings, and access routes through the industrial estates including wide pavements.
- Vehicles can easily access the character area via the A449 Worcester Road and Townsend Way roundabout.
- Buildings are typically large scale, occupying large footprints and are generally equivalent to 2-4 stories in height set within large areas of hard standing.
- Madresfield Brook and other minor tributaries run through the site instigating breaks in the built form and green infrastructure corridors through the character area.

**Legend**

- Study Area
- Character Area
- Woodland
- Building
- Surface Water
- Secondary Road
- Local Road
- Public Right of Way

Figure 9 : LCA 5 Malvern Industrial Fringe

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Townsend Way



Townsend Way



Grovewood Road



Grovewood Road



PRoW through estate

## Topography and hydrology

This character area sits within an area of relatively flat, low-lying ground at the base of the Malvern Hills. As a result Madresfield Brook and other small tributaries from areas of higher ground west of the site, bisect the site from west to east. The highest point within the site is approximately 50m AOD at Spring Lane and approximately 40m AOD at Townsend Road.

## Movement and connectivity

Townsend Way is the primary route into the character area and runs adjacent to the eastern boundary, dividing the rural fringe. The roundabout with Townsend Road and the A449 Worcester Road provides a central nodal point for vehicle users into the retail and commercial areas. Spring Lane on the western periphery, divides the area from residential development.

The Malvern Retail Park and Enigma Business Park are accessed from Townsend Road, a wide road with no on-street parking and wide grass verges. Both the shopping park and business estate have large areas of hard standing for car parking. Wide streets provide access to the various pockets of development within the site and movement is fluid and well managed. Within individual estates there are high levels of on-street parking.

Pedestrian access both to and within the character area is relatively good. There are a number of pedestrian crossings and PRoW routes through the industrial estates and wide pavements; on-street parking is common on pavements. The PRoW provides pedestrian access east to the rural fringe including Townsend Community Woodland which flanks the eastern boundary of the character area.

# MALVERN HERITAGE AND CHARACTER ASSESSMENT

## Land use

This character area is characterised by commercial, retail, leisure, and recreation use. In the north-east there is the Malvern Retail Park, the Enigma Business Park and other commercial facilities on Grovewood Road. In the south of the character area is largely industrial and trading estates at Spring Lane. The industrial estates are separated from residential development along Spring Lane in the west of the character area. All of the individual estates have large areas of hard standing for car parking.

## Urban structure and built form

This character area sits on the urban edge of Malvern separated from the main town by Worcester Road to the north and Victoria Park and Malvern Rugby Club to the west. Townsend Community Woodland provides a buffer between the industrial settlement and the rural fringe and open countryside to the east.

The street pattern defines large blocks and industrial areas which are bound by grass verges and ornamental planting which breaks the massing. Buildings are typically large scale detached warehouses and they occupy large footprints and are generally equivalent to 2-4 stories in height.

The Malvern Retail Park is the largest block of buildings in scale and most prominent within the landscape setting. The large retail buildings and associated car parking area set within landscaped grounds including wide grass verges, hedges, ornamental planting, and street trees. The supermarket has referenced the local Victorian architecture found in Malvern with steep gabled roof designs and decorative cladding. Other buildings within the park show little or no reference to the local vernacular.

Commercial buildings on Grovewood Road and the Enigma Business Park are modern 21st Century, brick office buildings with large entrances and individual car parking. Each unit has individual areas of landscaped grounds, ornamental planting, timber knee rail fencing delineates road boundaries.

The majority of buildings within the Industrial Estate in the south are brick buildings, with metal cladding, with flat or shallow pitched roofs and few windows. There are a number of office blocks with signage, windows and entrance doors for customers. Car parks and extensive areas of hard-standing are common, particularly internally to blocks. Prominent signage and advertising hoardings, coloured architectural trim and window and door details create variety and differentiate between different businesses and use. Electricity pylons enter and exit the character area from the east and contribute to the industrial character of the area.



*Business Unit, Grovewood Road*



*Supermarket, Townsend Way*

## Heritage Assets

- There are Roman pottery workings on the site now occupied by retail park and Morrisons.

## Green space and public realm

There is no formal public green space within the character area, and private green space is more common in the development in the north-east section of the character area. Ornamental tree and shrub planting are common both within and on the edge of the industrial estates and along designated footpaths and pavements that provide attractive access routes through the character area. Madresfield Brook and other minor tributaries run through the area and routes are lined with riparian woodland, instigating breaks in the built form and providing green infrastructure corridors. The Townsend Community Woodland flanks the eastern boundary of the character area and provides a well-vegetated edge between the developed areas and the adjacent rural landscape. There is a dense belt of woodland buffering the north-west boundary of Malvern Retail Park from residential development to the west.

## Views

The main views outward from the character area are from open areas such as car parking and along wide streets that offer an opportunity for views of the Malvern Hills AONB to the west. Views within the character area are more typically contained by tall buildings and mature woodland on boundaries.



Townsend Way



Hardware store



Views west towards the Malvern Hills, Sandy's Road

## Managing Change

The character of Malvern Industrial Fringe described above is the result of a range of interactions between natural and human processes. This evolution is supported by the section on historical development, which describes how the structure and character of the area has changed over time. Together this provides a baseline against which change can be monitored and managed.

The evolution of the settlement will continue and therefore the management of change is essential to ensure that sustainable social, environmental and economic outcomes are achieved. This section, therefore, considers various factors which may influence change and inform the policies set out in the Malvern Neighbourhood Plan.

## Positive aspects of character

There are a number of positive aspects of character which should be sustained, reinforced or enhanced. These generally relate to the permeability of the character area and positive areas of open space:

- Landscape detailing such as timber fencing demonstrates a consideration for the rural fringe location of the character area and should be maintained and enhanced;
- Access and legibility for pedestrians is good, designated pedestrian access routes through the character area should be sustained, reinforced or enhanced;
- The Malvern Retail Park and Grovewood Road Estate provide large grass verges and ornamental planting which softens the impact of large scale buildings and should be reinforced and enhanced;
- Dense, mature vegetation which divides sections of the character area, provides green infrastructure links and encloses the character area on the boundaries should be sustained, reinforced or enhanced; and
- Retail buildings at Malvern Retail Park demonstrate consideration of the local vernacular including scale and architectural design.

## Issues to be addressed

The following issues have been identified which could be addressed through new development or active management. These are principally related to the location of the character area adjacent the rural fringe and conservation areas within Malvern:

- Encroachment of the industrial area into the surrounding agricultural landscape;
- Scale and relationship of buildings and other features with adjacent conservation area;
- Spring Lane is a primary route into the character area from the A449 and shares access with residential properties;
- Buildings within the Malvern Retail Park are large scale, retail developments that do not demonstrate a relationship with the surrounding rural landscape including scale, mass, architectural detailing and materials;
- Worcester Road and Townsend Roundabout is a key nodal point and forms the northern gateway to Malvern; there is no signage, sculpture or reference to Malvern; and
- Electricity pylons enter and exit the character area from the east and contribute to the industrial character of the area.

## Sensitivity to change

There are also some elements which are particularly sensitive to change. These relate to connections with the physical connections with the Malvern Hills, open green space:

- Townsend Community Woodland on the eastern boundary of the character area is particularly sensitive to change from urban expansion of Malvern;
- Areas of dense woodland and vegetation that divide pockets of development are sensitive to infill development; and
- View of the Malvern Hills AONB.



Spring Lane divides the residential and industrial land uses.

### Character Management Principles

This character area is characterised by commercial, retail, leisure and recreation users. The street pattern defines large industrial blocks which are bound by grass verges and ornamental planting. Large areas of dense woodland on the boundaries of development provide green infrastructure corridors which break the massing of large commercial buildings.

In order to address the issues highlighted above, principles for managing change should focus on sustaining, reinforcing or enhancing those aspects which are key contributors to local distinctiveness. The following principles should be considered when defining policies with respect to heritage and character:

- Future development should consider opportunities to introduce a mix of uses including those beneficial to the local community;
- Development should protect and enhance existing blocks and belts of woodland that provide strong green corridors and network for biodiversity;
- Public realm improvements should be made to the centre of the Townsend Way, Worcester Road roundabout including distinctive signage, planting, and sculptures in order to provide a visible gateway to Malvern;
- Pedestrian and cyclist access improvements should be explored to improve permeability and legibility of the character area from residential estates surrounding the area; and
- Future development on Spring Lane should be sensitive to the residential uses along the route including the management of traffic and quality of the public realm.

In addition to policy protection, this assessment has identified projects or initiatives which could be financed through the Community Infrastructure Levy (CIL) and Section 106 (S106) contributions, or if the project is not eligible for these mechanisms, through other means of funding or delivery. CIL is a tool for local authorities to levy contributions from developers to help deliver infrastructure projects which benefit the local community – for more information, see <http://planningguidance.communities.gov.uk/blog/guidance/community-infrastructure-levy/>.

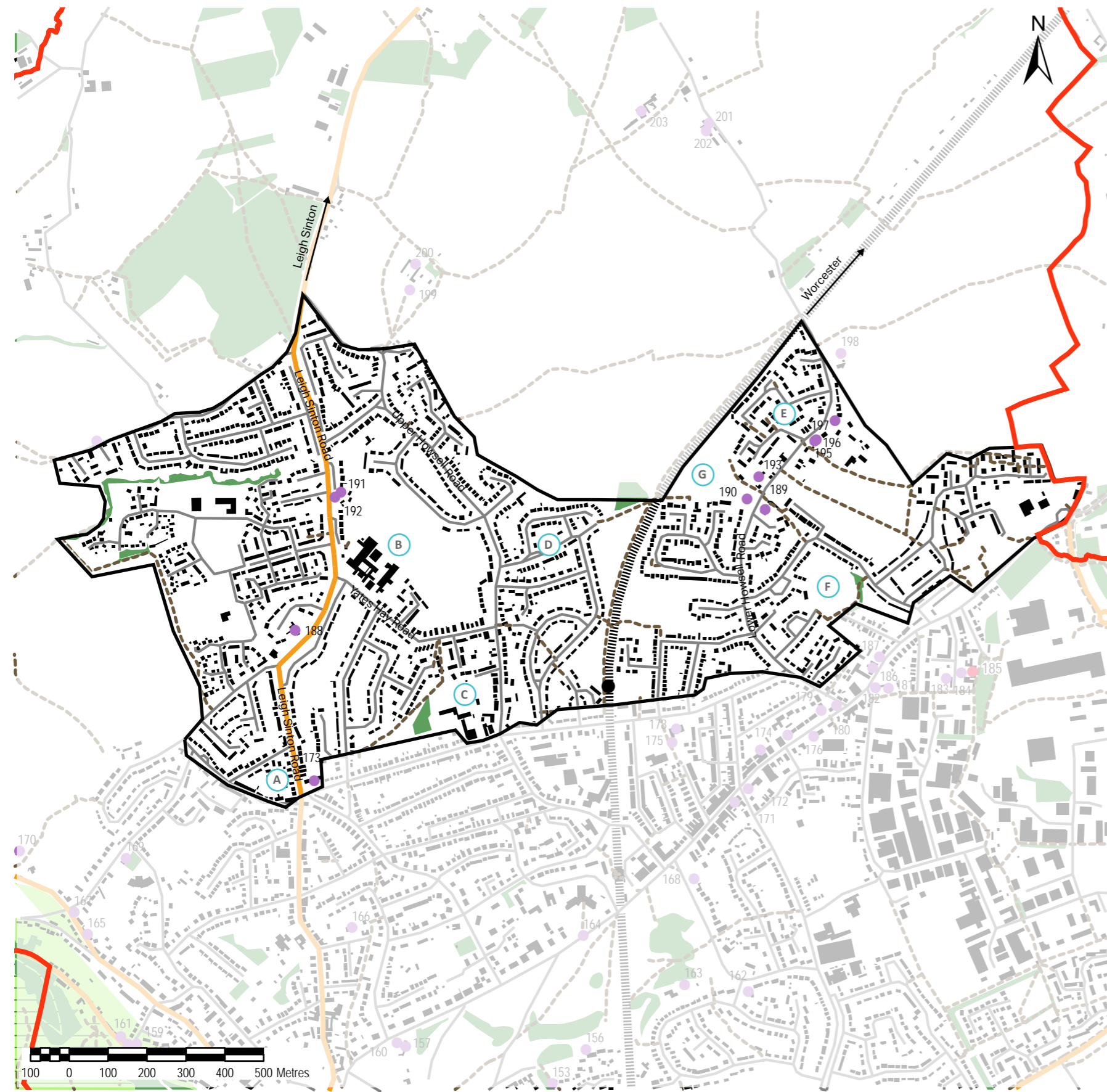
Section 106 agreements are site-specific and put in place to make it possible to approve a planning application that might not otherwise be acceptable in planning terms – for example, the provision of new green space. It is recommended to seek advice from the Local Planning Authority on what types of project can be funded through CIL and S106.

Projects and initiatives identified as having the potential to be brought forward by CIL, S106 or other means include:

- PRoW and other pedestrian routes through the character area should be maintained to provide safe, legible and attractive environments for pedestrians and cyclists;
- A strategy for street tree management and replanting should be developed to increase the age structure of tree stock and range of species to ensure the continuous contribution of tree cover to streets, increased diversity and resilience to environmental change; and
- A strategy to reduce the visual impact of signage within industrial estates should be considered.



*PRoW through the area*



## LCA 06: Upper and Lower Howsell and Belmont

The key characteristics of Upper and Lower Howsell and Belmont are as follows:

- Good mixture of residential areas with wide residential streets, properties set back from the streets such as Lower Howsell Road by wide turfed curtilages;
- There is diversity across the character area in architectural style and scale;
- Recreational, retail and religious facilities contribute to the sense of community; and
- Views towards the Malvern Hills AONB and across agricultural land and areas of common ground draw the rural landscape into the urban setting and contribute to a sense of place.

### Legend

- Study Area
- Character Area
- Woodland
- Building
- Area of Outstanding Natural Beauty
- Surface Water
- Secondary Road
- Local Road
- Public Right of Way
- Railway
- Railway Station
- Listed Building - Grade II
- A Belmont
- B Dyson Perrins C of E Academy
- C Somers Park School
- D Upper Howsell
- E Lower Howsell
- F Malvern Cricket Club
- G Lower Howsell Road Recreation Ground

Figure 9 : LCA 6 Upper and Lower Howsell and Belmont

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## Topography and hydrology

There is a strong correlation between the topography of the land and the character of properties within this character area. This character area sits at the base of the Malvern Hills and as a result the topography slopes from approximately 100m AOD in the west at Leigh Sinton Road where properties are stepped up the hillside to approximately 50m AOD at Lower Howsell where the topography flattens at the base of the hills.

## Movement and connectivity

Upper and Lower Howsell are divided from north to south by the railway line from Malvern to Worcester. Access to the Malvern Link railway station is available from this character area via Howsell Road. Vehicle movement is predominantly via residential streets that extend off Worcester Road. The main route through the character area from east to west is Somers Park Avenue/Church Road; a busy street with pavements on both sides and frequent on-street parking. Streets such as Hill View Close and Oakfield Road are quieter and provide access to residential estates. Large residential roads such as Duke of Edinburgh Way have home zones or slow zones which provide a sense of enclosure and safe space within the streetscape.

PRoW within the character area provide linkages and permeability across residential estates. There are also further PRoW on the boundaries of the character area that connect the urban settlement to the wider rural landscape north of Malvern; there is a PRoW that runs adjacent to the railway line and continues north into the wider landscape.



Duke of Edinburgh Way



Footway through the character area



Footway through the character area



Leigh Sinton Road, wide verges

# MALVERN HERITAGE AND CHARACTER ASSESSMENT

## Land use

This character area is predominantly residential development with pockets of complimentary community land use including Somers Park School, Dyson Perrins Church of England Sports Academy, Dyson Perrins Leisure Centre and Clarence Park Village Health Club, all with associated recreation grounds and sports pitches. The Malvern Cricket Club is located in the east of the character area off Regency Road and includes a cricket pitch, clubhouse, and car parking; similarly, the Malvern Vale Football Club at Swinyard Road includes sports pitches, car parking and the Malvern Vale Community Centre. There are commercial facilities including the Malvern Recycling Centre in the east at Gloucester Close and Frobisher Business Park in the west off Hill View Road. There is a cemetery off Church Road; further religious buildings include Somers Park Methodist Church and The Source Church Malvern. There are various local convenience stores located within residential streets including supermarkets at Buttercup Walk and Upper Howsell Road.

## Urban structure and built form

Areas of lower lying topography within this character area particularly at Lower Howsell benefit from wide, open streets properties set back from the streets such as Lower Howsell Road by turfed curtilages and a range of boundary treatments, mixing old and new. Lower Howsell comprises streets and estates of varying densities; streets such as Church Road have a mix of detached and semi-detached properties that vary in architectural style including unadorned post war semi detached properties to Victorian properties with steep gables and front porches with curved and decorative surrounds.

There are larger detached properties located within Lower Howsell that sit on large blocks with extensive gardens and driveways. Properties such as 29 Farley Road have geometric Georgian features including a central front door and symmetrical windows, built from red brick typical within the local vernacular and large stone lintels.

Within Upper Howsell and Belmont development has been influenced by the gentle gradient of the topography and streets such as Somers Park Avenue are long and rise up the hillside to the west. Properties having varying character including semi-detached properties with decorative features including steep gables, sash windows, porches and ornate lintels typical of Victorian architecture.

The Ascension Church of England building marks the centre of the Belmont Area; a 20th-century building built in sandstone and render with small ornate windows. Surrounding residential properties such as Albert Park Road are red brick terrace properties with decorative detailing such as cills, lintels and porches and semi-detached properties of varying style including Georgian with simple, symmetrical features



Albert Park Road



Church Road



Malvern Recycling Centre



St Joseph R C Church



and large lintels subtle variation is achieved with window panes colours and front doors.

Malvern Vale is a uniform, residential development and building work is still ongoing. The site contains modern, mixed sized houses and apartments, as well as a community centre, open play areas, and a convenience store. Some houses have features such as wooden cladding or solar panels.

Overall there is diversity across the character area in building density and architectural style. Regularity has been achieved with the use of red façades and street trees, verges and well-maintained gardens which contribute to an overall leafy character.

## Heritage Assets

The area is a primarily urban area, although it represents a historically rural area outlying Malvern Link. Two historic hamlets, Upper and Lower Howsell, are contained within the coalesced suburbs of Malvern Link which rapidly grew during the latter half of the 20th century. Assets within the area are largely distinct from the majority of assets within the neighbourhood plan area, located in LCA 1 and 4, and like those in LCA 2 and 3 reflect the earlier rural character of the Malvern area. As with LCA 2 and 3 these assets have largely lost their historic rural setting.

## Scheduled Monuments

There are no Scheduled Monuments in the area.

## Conservation Areas

There are no Conservation Areas in the area.

## Listed Buildings

A total of eleven listed buildings are located within the area, all of which are considered of special interest and are grade II listed. These assets reflect the largely rural character of the area- prior to the latter half of the 20th century. These mostly comprise domestic buildings as well as a group of gas street lights (NHLE 1389568).

Notable examples include the 16th century timber framed Pale Manor (NHLE 1156605); the 17th century timber framed Lower House Farmhouse (NHLE 1156592); and Main Block to Somerfield House School (NHLE 1349424), a mid 19th century rendered house used as school rooms.

(See also Appendix D, Malvern Civic Society Locally Listed Buildings)

## Locally Listed Buildings

There is no list of locally listed assets for the area



Newton Road



Lower Howswell Road



Newtown Road



Summerfield Road



Leigh Sinton Road



Vandra Close

# MALVERN HERITAGE AND CHARACTER ASSESSMENT

## Green space and public realm

Residential estates within the character area are fragmented by large areas of open green space including recreation and sports pitches mentioned above which provide gaps in the urban areas. Lower Howsell recreation ground provides a large area of public open space on the urban fringe. There are also pockets of common ground and agricultural land for grazing which draw the rural-urban fringe into the urban landscape. The streetscapes within this character area benefit from wide, open, grass verges and patches of green space often accompanied by large street trees which contribute to a green leafy character.

## Views

Key views in this character area are channelled along wide streets and between properties and the Malvern Hills provide a distinctive backdrop. There are outwards facing, rural views from the edges of the urban fringe to the open countryside north of the character area. There are open views within the character area across areas of open space and common ground.



Leigh Sinton Road



Park, Lower Howsell Road



Common land



Playground, Duke of Edinburgh Way



PRoW



Duke of Edinburgh Way



New Court Surgery

## Managing Change

The character of Lower Howswell, Upper Howswell and Belmont described above is the result of a range of interactions between natural and human processes. This evolution is supported by the section on historical development, which describes how the structure and character of the area has changed over time. Together this provides a baseline against which change can be monitored and managed.

The evolution of the settlement will continue and therefore the management of change is essential to ensure that sustainable social, environmental and economic outcomes are achieved. This section, therefore, considers various factors which may influence change and inform the policies set out in the Malvern Neighbourhood Plan.

## Positive aspects of character

There are a number of positive aspects of character which should be sustained, reinforced or enhanced. These relate to street trees, open space and building style:

- Properties set back from the street by turfed curtilage treatments;
- Pockets of open green space and mature trees within residential developments;
- Victorian and Georgian style properties which provide character and visual interest to the street scene;
- Well maintained front gardens that contribute to the leafy character of the area;
- Permeability through the character area is provided through PRow and passageways through residential estates;
- Large areas of open space, recreational space and common ground that offer tranquillity between residential estates;
- The historic open character of the village of Lower Howsell has been preserved to some extent despite the encroachment of modern development;
- Detached properties on large plots with space for driveways and large gardens; and
- Shared spaces within residential estates provide a sense of enclosure and safe space within the streetscape.



*Thatched cottage, Lower Howsell Road*

### Issues to be addressed

The following issues have been identified which could be addressed through new development or active management. These are principally related to potential loss of historic street pattern and on-street parking:

- Modern residential properties and housing developments such as Malvern Vale that provide little or no reference to the local vernacular;
- A mixture of building quality reduces the continuity and sense of place within the character area;
- Removal of front gardens and vegetation to create driveways for off-street parking;
- High levels of traffic and on-street parking deters access and create barriers for pedestrians and cyclists;
- The encroachment of modern development into countryside north of Malvern has resulted in a negative impact upon the setting of designated heritage assets, and a loss of significance, such as the Old Diary on Leigh Sinton Road; and
- Large historic properties surrounded by modern development and housing estates.

### Sensitivity to change

There are also some elements which are particularly sensitive to change. These relate to public green space and private front gardens.

- Public green space within the residential estates;
- Street trees contribute to the individual character of each street and the gradual loss of these trees could erode the quality of the character area;
- Private front gardens, which create an attractive edge to the streets;
- Small blocks of common ground and green open space and hedgerows on the urban fringe which divide the adjacent housing estates and provide a clear boundary to development;
- Properties on large blocks with large well-vegetated gardens; and
- Areas of recreation and open green space including Lower Howsell Road recreation ground.



*Common land adjacent to Vandra Close*

## Character Management Principles

The key positive attributes within this character area are the combination of wide open streets with many houses on large to medium plots which provide a sense of space and permeability. This, alongside wide grass verges and large street trees, provides an area that is pleasant and well vegetated. Areas of common ground and recreation space provide tranquillity and openness within the suburban environment.

There is risk that the diversity of building styles and the character of historical properties and building styles will be further diluted by modern estates which show little or no reference to the local vernacular.

In order to address the issues highlighted above, principles for managing change should focus on sustaining, reinforcing or enhancing those aspects which contribute to the leafy suburban character of the area.

The following principles should be considered when defining policies with respect to heritage and character:

- Future development of land adjacent to local retail and community areas, such as adjacent to Somers Park Avenue and Newtown Road, should consider how to enhance the quality and distinctiveness of the public realm to create a destination for the community and visitors;
- New development in the setting of heritage assets should be responsive to the historic fabric of those assets;
- Areas of green space should be designed and managed to provide attractive and functional areas for residents and visitors. This may include play equipment, seating, lighting, and sculptures. The landscape should be designed to complement the local building style and historical/landscape context of the character area;
- Proposals which retain or enhance well-vegetated front gardens that demonstrate a strong relationship with the street are more likely to be acceptable than proposals to introduce substantial areas of paving for parking;
- A common palette of materials, street furniture and signage should be further developed to enhance the quality and legibility of the public realm. Some groups have developed neighbourhood design guidance or design codes which set out standards expected from new development;
- The materials proposed for any new development should be responsive to the vernacular style and materials of the character area. Some groups have developed neighbourhood design guidance or design codes which set out standards expected from new development;
- Seeking opportunities to create new – or improve and extend

existing –cycle routes, to promote cycling as a recreational pursuit, to improve people’s health and wellbeing, and to provide a form of sustainable transport; and

- Areas of open space within the character area should be protected and enhanced to provide residents with the opportunity for informal recreation and improved well-being.

In addition to policy protection, this assessment has identified projects or initiatives which could be financed through the Community Infrastructure Levy (CIL) and Section 106 (S106) contributions, or if the project is not eligible for these mechanisms, through other means of funding or delivery. CIL is a tool for local authorities to levy contributions from developers to help deliver infrastructure projects which benefit the local community – for more information, see <http://planningguidance.communities.gov.uk/blog/guidance/community-infrastructure-levy/>.

Section 106 agreements are site-specific and put in place to make it possible to approve a planning application that might not otherwise be acceptable in planning terms – for example, the provision of new green space. It is recommended to seek advice from the Local Planning Authority on what types of project can be funded through CIL and S106.

Projects and initiatives identified as having the potential to be brought forward by CIL, S106 or other means include:

- PRow and other pedestrian routes through the character area should be maintained to provide safe, legible and attractive environments for pedestrians and cyclists; and
- A strategy for street tree management and replanting should be developed to increase the age structure of tree stock and range of species to ensure the continuous contribution of tree cover to streets increased diversity and resilience to environmental change.



Malvern Vale, Leigh Sinton Road

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MANAGING CHANGE



## Next steps

This study is intended to provide evidence to support the development of policies with respect to heritage and character for the Malvern Neighbourhood Plan. As such, it does not provide a comprehensive overview of contribution of individual buildings, streets or spaces to the character of the area. It should be considered alongside other evidence gathered through the plan making process, such as detailed policy reviews, consultation responses and site options assessments and the evidence base of the South Worcestershire Development Plan.

Other work which would strengthen the evidence base and provide a basis for monitoring and managing future change includes:

- Design codes which specify the types, form and appearance of development in the area;
- Common signage should be developed as part of Design Codes for the area; to enhance the quality of the area and improve legibility. This could include; a design style for way-finding, tourist information and landmarks that would provide continuity to the urban landscape and define individual settlements;
- A common palette of materials should be developed as part of Design Codes for the area to enhance the quality of the area. This could include directions for the sympathetic use of locally used materials with contemporary building materials. This will provide continuity to the local vernacular;
- A strategic transport assessment to identify opportunities and constraints associated with high levels of through traffic and on street parking; and
- Detailed mapping and interpretation of green infrastructure, including access to the AONB, Nature Reserves and PRow to identify deficiencies and opportunities to further enhance the character and appearance of the area.



*Decorative gateways*



*Decorative railings*



*Bus Shelter*



*Decorative, gas street lighting (Malvern is one of a few towns in Britain to have gas street lighting)*



A wealth of further information and support is available to assist Malvern Town Council in applying the principles set out in this assessment. The Locality website is a useful starting point and is updated regularly. Current guidance which may be of interest includes:

- Community Rights and Heritage, July 2016: <http://mycommunity.org.uk/resources/community-rights-and-heritage/>
- Heritage in Neighbourhood Plans, July 2016: <http://mycommunity.org.uk/news/heritage-in-neighbourhood-plans/>
- Design in Neighbourhood Planning, February 2016: <http://mycommunity.org.uk/resources/design-in-neighbourhood-planning/>

Further technical support is also available to priority neighbourhood planning groups and forums through Locality, funded by DCLG. The other packages of support currently available are:

- Housing Advice and Assessment
- Site options and assessment
- Urban Design and Masterplanning, including Design Codes
- Strategic Environmental Assessment (SEA)
- Environmental Impact Assessment (EIA)
- Habitats Regulations Assessment (HRA)
- Viability of proposals
- Evidence Base and Policy Reviews
- Facilitation Support
- Technical Facilitation
- Healthcheck prior to examination

Further information is available in the Neighbourhood Planning Grant Guidance Notes produced by Locality: <http://mycommunity.org.uk/resources/guidance-notes-neighbourhood-planning/>



*Clarence Park Village*

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## Glossary of Terms

### Building line

The line formed by the frontages of buildings along a street.

### Built form

Buildings and structures.

### Edge

The boundary between two areas, these can be natural topographical features or man-made features.

### Enclosure

The use of buildings and structures to create a sense of defined space.

### Gateway

The design of a building, site or landscape to symbolise an entrance or arrival to a specific location.

### Historic Environment Record

A record held by the local authority of known archaeological sites, historic buildings, and designed landscapes.

### Land Cover

The surface cover of the land, usually expressed in terms of vegetation cover or lack of it. Related to but not the same as land use.

### Land Use

What land is used for, based on broad categories of functional land cover, such as urban and industrial use and the different types of agriculture and forestry.

### Landscape

An area, as perceived by people, the character of which is the result of the

action and interaction of natural and/or human factors.

### Landscape Character

A distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, rather than better or worse.

### Landscape Character Areas (LCAs)

Landscape character areas are unique areas which are the discrete geographical areas of a particular landscape type.

## Landscape Types

Distinct landscape types that are relatively homogeneous in character. They are generic in nature in that they may occur in different areas in different parts of the country, but wherever they occur they share broadly similar combinations of geology, topography, drainage patterns, vegetation and historical land use and settlement pattern, and perceptual and aesthetic attributes.

### Listed Building

A listed building is one that has been placed on the Statutory List of Buildings of Special Architectural or Historic Interest. There are three categories of listed buildings in the United Kingdom:

- Grade I buildings, which are of exceptional interest and make up 2.5% of all listed buildings in the United Kingdom.
- Grade II\* buildings, which are particularly important buildings of more than special interest and make up 5.5% of all listed buildings in the United Kingdom.
- Grade II buildings, which are of special interest and make up 92% of all listed buildings in the United Kingdom.

### National Character Area (NCA)

A National Character Area is a natural subdivision of England based on a combination of landscape, biodiversity, geodiversity and economic activity.

There are 159 NCAs and they follow natural, rather than administrative, boundaries.

### Polite Architecture

Buildings designed to include non-local styles for aesthetically-pleasing decorative effect

### PRoW

Public Right of Way

### Rural

Relating to, or characteristic of the countryside rather than the town.

### Setting

The context or environment in which something sits.

### Tranquillity

A state of calm and quietude associated with a peace, considered to be a significant asset of landscape.

## Tree Preservation Order (TPO)

A Tree Preservation Order is an order made by a local planning authority in England to protect specific trees, groups of trees or woodland in the interests of amenity.

## Vernacular

The way in which ordinary buildings were built in a particular place, making use of local styles, techniques and materials and responding to local economic and social conditions.

## Views

Views that can be seen from an observation point to an object (s) particularly a landscape or building.

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# APPENDIX A: SCHEDULE OF HERITAGE ASSETS



# MALVERN HERITAGE AND CHARACTER ASSESSMENT

## LISTED BUILDINGS

ID	LIST ENTRY	NAME	GRADE	EASTING	NORTHING	LIST DATE
1	1082747	PILLAR BOX AT JUNCTION OF THE ST ANDREW'S ROAD AND PEACHFIELD ROAD	II	378110	244222.3608	11/05/1979
2	1349445	PEACHFIELD HOUSE	II	378912	244345.3608	11/05/1979
3	1082742	PEACHFIELD COTTAGE	II	378946	244380.3608	11/05/1979
4	1349446	LITTLEWOOD HOUSE	II	378945	244680.3608	18/11/1976
5	1266951	NUMBER 6 HOUSE AT MALVERN COLLEGE	II	377922	244968.3608	11/05/1979
6	1082752	GATES AND 8 GATE PIERS TO NUMBER 3 HOUSE AND NUMBER 4 HOUSE AT MALVERN COLLEGE	II	377890	245025.3608	11/05/1979
7	1082797	THE WAR MEMORIAL LIBRARY AT MALVERN COLLEGE	II	377792.4	245035.8393	11/05/1979
8	1349452	NUMBER 3 HOUSE AND NUMBER 4 HOUSE AT MALVERN COLLEGE	II	378215	245044.3608	11/05/1979
9	1349435	CHAPEL AT MALVERN COLLEGE	II	377772.969	245084.6428	11/05/1979
10	1156482	WAR MEMORIAL STATUE AT MALVERN COLLEGE	II	377782	245140.3608	11/05/1979
11	1082796	MAIN BUILDING OF MALVERN COLLEGE	II*	377757.344	245143.2688	01/01/1970
12	1082799	LAPWOOD COTTAGE	II	378260	245144.3608	01/01/1970
13	1082795	THE SCHOOL HOUSE AT MALVERN COLLEGE	II	377792	245209.3608	11/05/1979
14	1302830	GATE PIERS AND GATES AT MAIN ENTRANCE TO MALVERN COLLEGE	II	377728	245220.3608	11/05/1979
15	1349420	170, GUARLFORD ROAD	II	380520	245292.3608	04/06/1973
16	1156578	110, GUARLFORD ROAD	II	380052	245309.3608	11/05/1979
17	1082753	SOUTHLANDS (ELLERSLIE SCHOOL)	II	377545	245314.3608	11/05/1979
18	1349418	COTTAGE AT THE BLUE BELL PUBLIC HOUSE	II	379273	245329.3608	11/05/1979
19	1082768	112, GUARLFORD ROAD	II	380068	245335.3608	11/05/1979
20	1082767	84, GUARLFORD ROAD	II	379862	245337.3608	11/05/1979
21	1224399	EMMANUEL EVANGELICAL CHURCH	II	377529	245345.3608	22/06/1989
22	1082765	THE BLUE BELL PUBLIC HOUSE	II	379307	245348.3608	11/05/1979
23	1302798	64, GUARLFORD ROAD	II	379739	245358.3608	11/05/1979
24	1349419	52, GUARLFORD ROAD	II	379635	245367.3608	01/01/1970
25	1082766	MILL FARMHOUSE	II	379488	245372.3608	11/05/1979
26	1082798	PRIORS COTTAGE	II	378335.95	245374.0395	01/01/1970
27	1082769	99, GUARLFORD ROAD	II	380090	245421.3608	31/10/1973
28	1349429	BARNARD'S GREEN HOUSE	II	379095	245422.3608	30/11/1949
29	1156498	CLUMBER COTTAGE	II	378370.875	245424.277	01/01/1970
30	1156583	17, GUARLFORD ROAD	II	379428	245443.3608	31/10/1973
31	1082743	37, PRIORY ROAD	II	377691	245488.3608	11/05/1979
32	1434485	Melton Lodge with detached Coach House	II	377515.675	245506.1715	10/05/2016
33	1082737	PILLAR BOX AT JUNCTION OF ORCHARD ROAD AND PRIORY ROAD	II	377728	245513.3608	11/05/1979
34	1082744	GATE PIERS TO NUMBER 37	II	377694	245520.3608	11/05/1979
35	1349448	52, PRIORY ROAD	II	377628	245587.3608	11/05/1979
36	1399709	War Memorial Bus Shelter	II	378712.65	245624.0347	18/05/2011
37	1224147	ADELAIDE HOUSE	II	377498	245624.3608	11/05/1979
38	1349453	THE TUDOR HOTEL	II	377490	245644.3608	11/05/1979
39	1082745	OAKDALE	II	377818	245690.3608	01/01/1970
40	1389555	Two gas street lamps	II	377493	245692	07/11/2001
41	1082822	FORECOURT WALLS AND PIERS TO GREAT MALVERN STATION	II	378274	245706.3608	11/05/1979
42	1082821	Great Malvern Station	II	378301.035	245713.7996	12/09/1969
43	1349447	SPA COTTAGE	II	377818	245714.3608	11/05/1979



## LISTED BUILDINGS

ID	LIST ENTRY	NAME	GRADE	EASTING	NORTHING	LIST DATE
44	1082741	LYDES HOUSE	II	378763	245724.3608	11/05/1979
45	1082819	PARKVIEW (MINISTRY OF DEFENCE HOSTEL)	II	377609	245738.3608	01/01/1970
46	1391823	CHRIST CHURCH	II	378466.45	245776.6137	03/08/2005
47	1082820	THE GATE HOUSE	II	377525.284	245788.4998	30/11/1949
48	1082750	ST ANN'S WELL	II	377213	245794.3608	01/01/1970
49	1082823	RAILWAY BRIDGE TO GREAT MALVERN STATION	II	378318	245795.3608	11/05/1979
50	1082802	BELLO SGUARDO	II	377389	245796.3608	11/05/1979
51	1082735	K6 TELEPHONE KIOSK, WELLS ROAD	II	377478	245797.3608	13/05/1988
52	1266979	BANDSTAND IN PRIORY PARK	II	377785.025	245798.0821	11/05/1979
53	1082825	WALL AND GATE PIERS TO MALVERN GIRLS' COLLEGE	II	378366	245799.3608	11/05/1979
54	1389553	Two gas street lamps	II	377397.9525	245817	07/11/2001
55	1427007	Great Malvern Station covered pedestrian walkway and goods entrance tunnel	II	378335.7718	245825.5146	28/07/2015
56	1082818	THE ABBEY HOTEL WITH ADJOINING WING TO NORTH WEST	II	377559.603	245829.1558	30/11/1949
57	1349407	ABBAY GATEWAY	II*	377530.703	245849.1708	30/11/1949
58	1082794	PRIORY CHURCH OF ST MARY AND ST MICHAEL	I	377595.475	245850.8926	30/11/1949
59	1417165	Elmslie House	II	377986.875	245857.1939	11/12/2013
60	1082817	23 AND 25, ABBEY ROAD	II	377545.75	245860.1608	01/01/1970
61	1082824	MALVERN GIRLS COLLEGE	II	378363	245862.3608	11/05/1979
62	1156324	SUMMER HOUSE TO MOUNT PLEASANT HOTEL	II	377438	245870.3608	30/11/1949
63	1349430	MOUNT PLEASANT HOTEL	II	377483.698	245870.9588	30/11/1949
64	1082793	GATES AND GATE POSTS TO THE COUNCIL HOUSE (MALVERN HILLS DISTRICT COUNCIL OFFICES)	II	377830	245883.3608	11/05/1979
65	1393577	EDINBURGH SPORTS DOME	II	378274.33	245883.4358	21/05/2009
66	1082816	3-7, ABBEY ROAD	II	377549	245887.9018	11/05/1979
67	1082764	THE GRANGE	II	377767	245889.3608	11/05/1979
68	1349406	LYTTELTON HOUSE	II	377535.889	245889.3688	11/05/1979
69	1082789	LLOYDS BANK	II	377484.285	245890.7798	11/05/1979
70	1156369	THE COUNCIL HOUSE (MALVERN HILLS DISTRICT COUNCIL OFFICES)	II	377846	245891.3608	11/05/1979
71	1302876	GATE PIERS WITH OVERTHROW AND GATE TO THE PRIORY CHURCH OF ST MARY AND ST MICHAEL	II	377552.243	245898.4538	11/05/1979
72	1349434	CHURCH YARD CROSS TO PRIORY CHURCH OF ST MARY AND ST MICHAEL	II	377562.901	245899.8648	30/11/1949
73	1389554	EIGHT GAS STREET LAMPS IN THE CHURCHYARD OF THE PRIORY CHURCH OF ST MARY AND ST MICHAEL	II	377622	245904	07/11/2001
74	1349433	CECILIA HALL	II	377681	245927.3608	22/08/1974
75	1302948	20-44, BELLE VUE TERRACE	II	377488.294	245933.0618	11/05/1979
76	1302898	18-22, CHURCH STREET	II	377682	245940.3608	22/08/1974
77	1266972	ALDWYN TOWER HOTEL	II	377386	245948.3608	11/05/1979
78	1082790	WAYSIDE CROSS ON BELLE VUE ISLAND	II	377509.447	245955.5088	11/05/1979
79	1082788	12-18, BELLE VUE TERRACE	II	377487.14	245968.3778	11/05/1979
80	1082749	KENSINGTON COTTAGE	II	377385	245982.3608	11/05/1979
81	1302897	MIDLAND BANK	II	377517.3	245989.9108	11/05/1979
82	1349432	119 AND 121, CHURCH STREET	II	377747	245990.3608	11/05/1979
83	1082792	HOLLAND HOUSE	II	377771	246001.3608	01/01/1970
84	1156256	THE UNICORN INN	II	377476.8	246007.9908	30/11/1949
85	1349450	3, ST ANN'S ROAD	II	377442	246019.3608	11/05/1979
86	1082720	2, 6 AND 8, WORCESTER ROAD	II	377499	246019.3608	01/01/1970

## LISTED BUILDINGS

ID	LIST ENTRY	NAME	GRADE	EASTING	NORTHING	LIST DATE
87	1349436	10, 10A AND 12, WORCESTER ROAD	II	377498	246030.3608	01/01/1970
88	1266970	CENTRAL HOTEL	II	377460	246036.3608	11/05/1979
89	1349449	RED LION INN	II	377452	246036.3608	11/05/1979
90	1224105	UPPER HILL HOUSE	II	377426	246037.3608	11/05/1979
91	1082748	26, ST ANN'S ROAD	II	377435	246039.3608	11/05/1979
92	1082721	THE FOLEY ARMS HOTEL	II	377492	246053.3608	30/11/1949
93	1342108	SUMMERHOUSE ABOUT 25 METRES WEST OF NUMBER 23	II	377329	246091.3608	03/11/1992
94	1156523	19, GRAHAM ROAD	II	377654	246106.3608	11/05/1979
95	1408873	Malvern Library	II	377741.12	246110.4042	14/06/2012
96	1407573	Malvern War Memorial	II	377702.7182	246111.6455	14/06/2012
97	1082722	FOLEY HOUSE	II	377509.526	246136.0898	30/11/1949
98	1082803	MONTROSE HOTEL	II	377663.016	246157.0848	11/05/1979
99	1349437	TOWN CLUB	II	377507.582	246158.5198	11/05/1979
100	1268453	UPLANDS AND UPLANDS COTTAGE INCLUDING RAILINGS ADJOINING NORTH EAST	II	377662.646	246193.7308	26/06/1996
101	1266874	BURFORD HOUSE	II	377516	246198.3608	01/01/1970
102	1224117	MOAT COURT	II	379891	246204.3608	01/01/1970
103	1349451	DOVECOTE AT MOAT COURT	II	379911.4576	246236.3609	01/01/1970
104	1082760	CLANMERE NURSING AND REST HOME	II	377669.225	246255.4777	11/05/1979
105	1082723	AMIDA MANDALA BUDDHIST TEMPLE	II	377523.474	246261.6198	01/01/1970
106	1349438	BRANKSOME AND IVY CREST	II	377526.371	246293.1538	01/01/1970
107	1082761	68, GRAHAM ROAD	II	377718.8	246294.9963	11/05/1979
108	1349454	70, GRAHAM ROAD	II	377721	246312.6678	11/05/1979
109	1224318	SIDNEY HOUSE HOTEL	II	377527.211	246317.2528	01/01/1970
110	1082724	44, WORCESTER ROAD	II	377536.737	246349.9898	11/05/1979
111	1082725	46, WORCESTER ROAD	II	377543.737	246382.9898	01/01/1970
112	1082778	MOAT COTTAGE	II	380013.6723	246428.6729	11/05/1979
113	1082762	86, GRAHAM ROAD	II	377732	246431.3608	11/05/1979
114	1266877	WORFIELD HOUSE	II	377554.307	246448.0458	01/01/1970
115	1349439	52, WORCESTER ROAD	II	377567.371	246479.0458	11/05/1979
116	1349455	98, GRAHAM ROAD	II	377761	246510.3608	01/01/1970
117	1266886	AUCOTT HOUSE	II	377581	246510.3608	01/01/1970
118	1082726	ABBERLEY HOUSE	II	377595	246540.3608	11/05/1979
119	1349440	SIDMOUTH HOUSE	II	377607	246567.3608	11/05/1979
120	1266850	60, WORCESTER ROAD	II	377608	246590.3608	11/05/1979
121	1082727	62, WORCESTER ROAD	II	377613	246606.3608	11/05/1979
122	1082728	64, WORCESTER ROAD	II	377613	246634.3608	01/01/1970
123	1082784	2, BANK STREET	II	377616	246654.3608	11/05/1979
124	1393188	BOUNDARY MARKER AT SO7829546672	II	378295	246672.3608	10/01/2008
125	1349427	12, BANK STREET	II	377614	246691.3608	11/05/1979
126	1224451	BOUNDARY POST AT SO 7829 4672	II	378290	246720.3608	21/08/1990
127	1082785	18, BANK STREET	II	377632	246722.3608	11/05/1979
128	1082698	BOUNDARY POST AT SO 7781 4673	II	377810	246730.3608	21/08/1990
129	1393186	BOUNDARY MARKER AT SO7800446737	II	378004	246737.3608	08/01/2008
130	1082786	RONKSWOOD	II	377624	246743.3608	11/05/1979

**LISTED BUILDINGS**

ID	LIST ENTRY	NAME	GRADE	EASTING	NORTHING	LIST DATE
131	1393187	BOUNDARY MARKER AT SO7779946761 IN KITCHEN GARDEN OF DAVENHAM HOUSE	II	377799	246761.3608	10/01/2008
132	1224012	1 AND 3, NORTH MALVERN ROAD	II	377532	246761.3608	08/04/1974
133	1082697	BOUNDARY POST AT SO 7828 4677	II	378280	246770.3608	21/08/1990
134	1349428	24 AND 26, BANK STREET	II	377635	246793.3608	11/05/1979
135	1082734	LABURNUM COTTAGE	II	377606	246804.3608	11/05/1979
136	1082781	1, BANK STREET	II	377614	246810.3608	11/05/1979
137	1082782	3, BANK STREET	II	377620	246818.3608	11/05/1979
138	1349444	PICKERSLEIGH COURT	II	378817	246826.3608	30/11/1949
139	1266814	BOUNDARY POST AT SO 7841 4683	II	378410	246830.3608	21/08/1990
140	1082779	STOCKS, WHIPPING POST AND ANIMAL POUND OPPOSITE HOLY TRINITY CHURCH	II	377459	246836.3608	11/05/1979
141	1349425	7, BANK STREET	II	377631	246845.3608	11/05/1979
142	1082787	BROMPTON COTTAGE	II	377660	246853.3608	11/05/1979
143	1082783	17, BANK STREET	II	377639	246857.3608	11/05/1979
144	1429171	North Malvern War Memorial	II	377503.4145	246860.8829	23/09/2015
145	1392674	HOLY TRINITY CHURCH	II	377484.52	246878.1098	03/04/2008
146	1082763	GATES GATE PIERS AND RAILINGS TO NUMBER 148 (DAVENHAM)	II	377746	246890.3608	11/05/1979
147	1349426	THE NAGS HEAD INN	II	377657	246891.3608	11/05/1979
148	1349417	LODGE TO NUMBER 148 (DAVENHAM)	II	377753	246901.3608	11/05/1979
149	1224346	THE BANK VAULTS PUBLIC HOUSE	II	377527	246916.3608	11/05/1979
150	1389559	One gas street lamp	II	377139	246926	07/11/2001
151	1349464	BOUNDARY POST AT SO 7837 4693	II	378370	246930.3608	21/08/1990
152	1082696	BOUNDARY POST AT SO 7827 4693	II	378270	246930.3608	21/08/1990
153	1266843	BOUNDARY POST AT SO 7805 4699	II	378050	246990.3608	21/08/1990
154	1224014	THE WATER TOWER	II	376983.3385	247035.8726	11/05/1979
155	1082780	THE MORRIS SCHOOL	II	377028	247046.3608	11/05/1979
156	1389551	Five gas street lamps	II	378137	247079	07/11/2001
157	1349441	ST ANN'S ORCHARD	II	377672	247086.3608	11/05/1979
158	1156366	NORTH MALVERN HOUSE FLATS	II	376955.6054	247092.0835	11/05/1979
159	1349431	9, BELVOIR BANK	II	376979	247093.3608	11/05/1979
160	1266861	GATE AND GATE PIERS TO ST ANN'S ORCHARD	II	377650	247095.3608	11/05/1979
161	1082719	4 AND 6, WEST MALVERN ROAD	II	376938	247111.3608	11/05/1979
162	1082738	THE CEDARS	II	378556	247227.3608	11/05/1979
163	1082739	THE HERMITAGE	II	378391	247245.3608	12/05/1977
164	1349443	PILLAR BOX IN FRONT OF THE SEAFORD COURT PREPARATORY SCHOOL	II	378130	247372.3608	11/05/1979
165	1082800	NETHERAVON COTTAGE	II	376852.45	247375.1637	14/05/1975
166	1380320	REDWOOD HOUSE (FORMERLY MALVERN RURAL HOSPITAL)	II	377534	247392.3608	18/05/2000
167	1302844	CLARE COTTAGE	II	376818	247432.0928	11/05/1979
168	1082740	LINK LODGE	II	378416	247518.3608	30/11/1949
169	1156503	CHURCH OF ST PETER	II	376952	247571.3608	01/01/1970
170	1082801	COWLEIGH PARK FARMHOUSE	II	376673	247590.3608	11/05/1979
171	1082729	BEAUCHAMP ARMS PUBLIC HOUSE	II	378521	247715.3608	11/05/1979
172	1349442	BEAUCHAMP COTTAGE	II	378556	247751.3608	14/05/1975
173	1349465	CHURCH OF THE ASCENSION INCLUDING CHURCH HALL TO EAST	II	377436.65	247771.4517	20/06/1991
174	1224374	273, WORCESTER ROAD	II	378587	247850.3608	01/01/1970

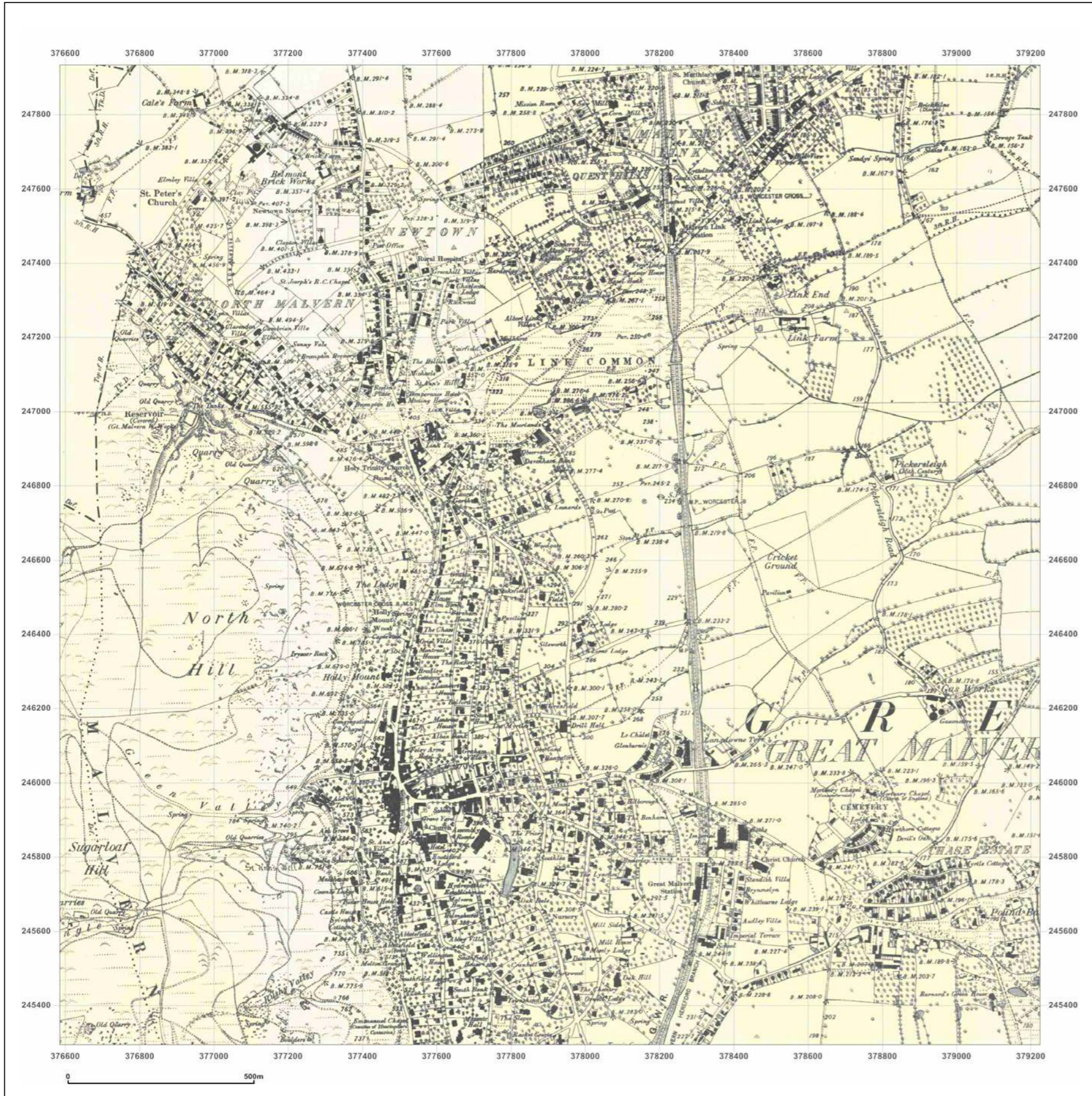
## LISTED BUILDINGS

ID	LIST ENTRY	NAME	GRADE	EASTING	NORTHING	LIST DATE
175	1389564	Two gas street lamps in the churchyard of the Church of St Matthias	II	378359	247869.0794	07/11/2001
176	1224366	ST HILDA'S	II	378724	247885.3608	11/05/1979
177	1082731	SUNNY LODGE	II	378657.185	247889.2405	11/05/1979
178	1082791	CHURCH OF ST MATTHIAS	II	378370	247904.3608	11/05/1979
179	1224378	ROSE GARTH	II	378744	247952.3608	01/01/1970
180	1082732	ECKINGTON COTTAGE	II	378783	247965.3608	11/05/1979
181	1082751	TOWNSEND HOUSE	II	378917	248009.3608	11/05/1979
182	1082730	PREMISES OCCUPIED BY THE MALVERN TILE COMPANY (FORMERLY A RANGE OF FARM BUILDINGS TO TOWNSEND HOUSE)	II	378884	248011.3608	11/05/1979
183	1224099	ST SAVIOUR'S GUEST HOUSE AT THE CONVENT OF THE HOLY NAME	II	379066	248034.3608	04/06/1973
184	1082746	THE CONVENT OF THE HOLY NAME	II	379105	248048.3608	04/06/1973
185	1082736	CHAPEL AND CLOISTER AT THE CONVENT OF THE HOLY NAME	II*	379134	248052.3608	04/06/1973
186	1082733	BATH VILLA	II	378876	248062.3608	11/05/1979
187	1224386	THE ROYAL OAK PUBLIC HOUSE	II	378894	248090.3608	11/05/1979
188	1156605	PALE MANOR	II	377387	248158.3608	30/11/1949
189	1349424	MAIN BLOCK TO SUMMERFIELD HOUSE SCHOOL	II	378599	248470.3608	11/05/1979
190	1302776	79, LOWER HOWSELL ROAD	II	378552	248497.3608	01/01/1970
191	1156592	LOWER HOUSE FARMHOUSE	II	377490	248502.3608	12/09/1969
192	1082772	BARN COTTAGE	II	377505	248514.3608	11/05/1979
193	1082775	91, LOWER HOWSELL ROAD	II	378583	248554.3608	11/05/1979
194	1389568	Three gas street lamps	II	376876	248646	07/11/2001
195	1302775	132, LOWER HOWSELL ROAD	II	378727	248646.3608	31/10/1973
196	1082773	136, LOWER HOWSELL ROAD	II	378731	248649.3608	02/03/1974
197	1082774	THE COTTAGE	II	378779	248698.3608	12/09/1969
198	1156609	ELMS FARMHOUSE	II	378795	248872.3608	11/05/1979
199	1156595	GRIT FARMHOUSE	II	377683	249035.3608	16/01/1974
200	1349423	OUTBUILDINGS AT GRIT FARMHOUSE	II	377698	249102.3608	16/01/1974
201	1156615	BARN TO GREAT BUCKMAN'S FARM	II	378447	249445.3608	11/05/1979
202	1082776	GREAT BUCKMANS FARMHOUSE AND ATTACHED COTTAGE TO REAR	II	378454	249464.3608	01/01/1970
203	1082777	LITTLE BUCKMAN'S FARMHOUSE	II	378280	249496.3608	11/05/1979

**APPENDIX B: HISTORIC MAPS**



# MALVERN HERITAGE AND CHARACTER ASSESSMENT



**Site Details:**

1885-A3PDF-10000,

**Client Ref:** 39015  
**Report Ref:** CMAPS-CM-640461-39015-170717  
**Grid Ref:** 377904, 246613

**Map Name:** County Series

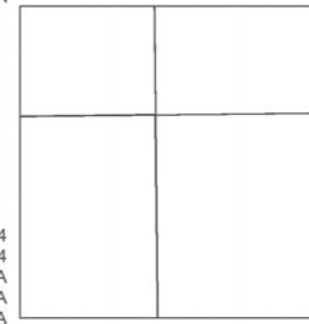
**Map date:** 1884-1885

**Scale:** 1:10,560

**Printed at:** 1:10,560



Surveyed 1885  
 Revised 1885  
 Edition N/A  
 Copyright N/A  
 Levelled N/A



Surveyed 1884  
 Revised 1884  
 Edition N/A  
 Copyright N/A  
 Levelled N/A

Surveyed 1884  
 Revised 1884  
 Edition N/A  
 Copyright N/A  
 Levelled N/A

Surveyed 1885  
 Revised 1885  
 Edition N/A  
 Copyright N/A  
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Production date: 18 July 2017

To view map legend click here [Legend](#)

# MALVERN HERITAGE AND CHARACTER ASSESSMENT



**Site Details:**  
1954-A3PDF-10000,

**Client Ref:** 39015  
**Report Ref:** CMAPS-CM-640462-39015-170717  
**Grid Ref:** 377904, 246613

**Map Name:** Provisional

**Map date:** 1955

**Scale:** 1:10,560

**Printed at:** 1:10,560



Surveyed N/A  
Revised 1954  
Edition 1955  
Copyright N/A  
Levelled N/A



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Production date: 18 July 2017

To view map legend click here [Legend](#)



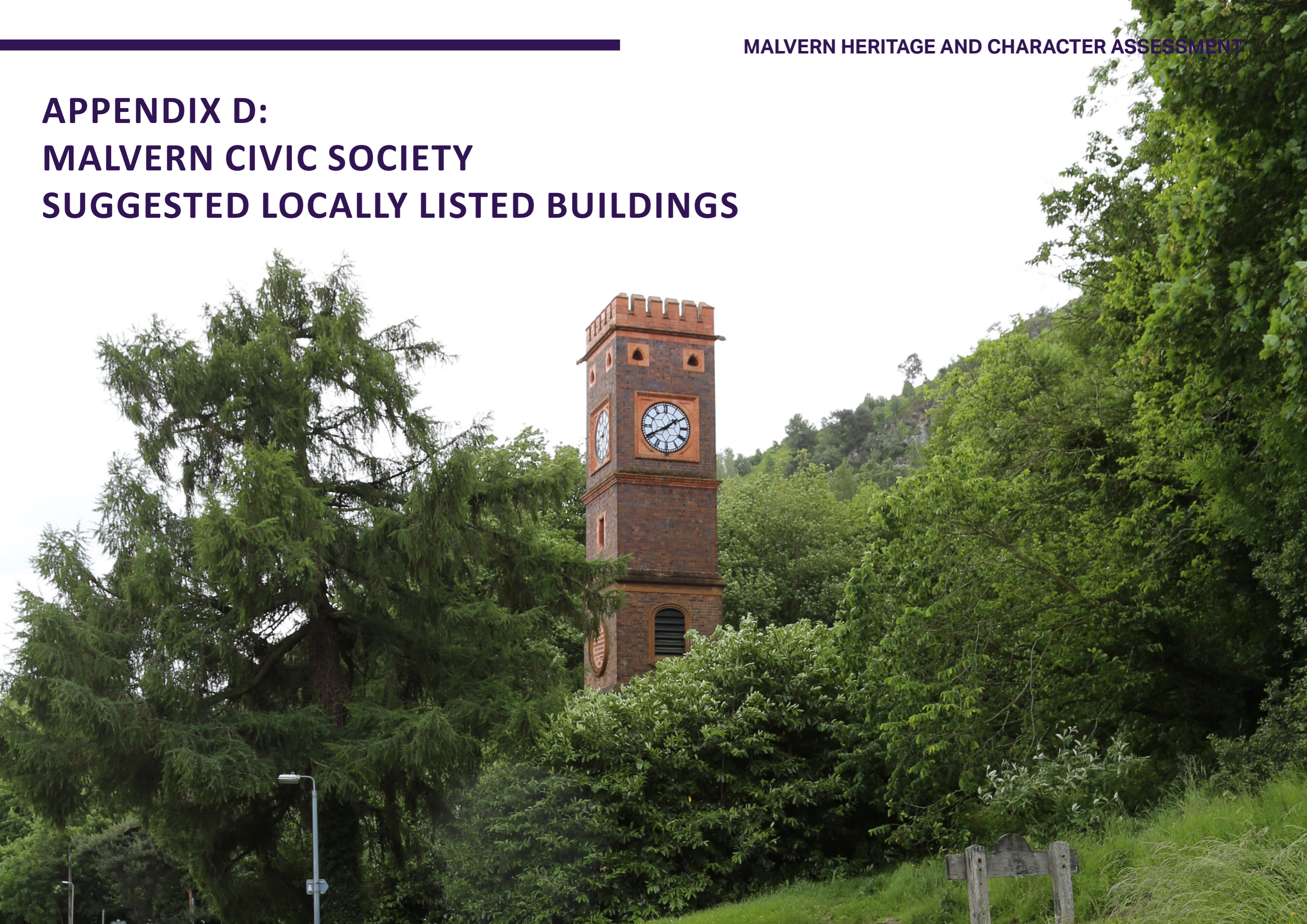


**APPENDIX C:  
MALVERN TOWN COUNCIL  
NEIGHBOURHOOD PLAN DESIGN  
WORKING GROUP STUDY**





**APPENDIX D:  
MALVERN CIVIC SOCIETY  
SUGGESTED LOCALLY LISTED BUILDINGS**



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