

THE MALVERN NEIGHBOURHOOD AREA: ISSUES AND
CONSIDERATIONS

SUBMISSION VERSION

MALVERN NEIGHBOURHOOD PLAN
2015- 2030

on behalf of



JUNE 2018

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1.1 HISTORICAL DEVELOPMENT

- 1.1.1 The town of Malvern was founded in the 11th Century, when Benedictine Monks established a priory at the foot of the Malvern Hills. For the next six centuries, the growth of the town was closely associated with the activities of Malvern Priory as a place of pilgrimage and worship.
- 1.1.2 Major growth of the town occurred in the 17th – 19th Centuries, associated with the curative benefits of spring water from the various springs on the Malvern Hills. By the beginning of the 18th Century, Malvern Water was being bottled and shipped around the country. In 1842, hydrotherapy clinics had been set up which led to Malvern expanding rapidly as a spa town with many large hotels and villas being built within Great Malvern during the latter half of the 19th Century. The extension of the railway from Worcester to Malvern Link in 1859 and Great Malvern in 1860 opened Malvern to a wider catchment of tourists attracted to the spa and the area's countryside and landscape.
- 1.1.3 By 1875, the town's development had encroached considerably on the commons at the foot of the Malvern Hills. Local residents and the Common's Society sought to preserve the Hills and Common land from further encroachment and fencing off by landowners. In 1884, the first Malvern Hills Act was enacted which provided for the appointment of local people to be guardians of the Malvern Hills, known as the 'Malvern Hills Conservators' (now called Malvern Hills Trust) and placed approximately 500 acres (202 ha) of land under their jurisdiction. There have been four further acts (1909, 1924, 1930 and 1995) since the initial Act. Today, some 2,965 acres (1,200 ha) of land is under the ownership and management of the MHC (much of which is outside the NPA). The Hills and Commons remain a unique landscape, recreation and environmental resource for the NPA and one that is universally considered valuable to the vitality, viability and sustainability of the town as a place to live, work and visit.
- 1.1.4 Towards the end of the 19th Century, the popularity of hydrotherapy was on the wane, leading to a decline in tourism and visitors and the closure of hotels and other accommodation. Some of these buildings were converted into private boarding schools. From the latter part of the 19th Century, the private education sector became the basis of Malvern's economy. Today, only two 'independent' Schools remain, Malvern College and Malvern St James Girls' School.
- 1.1.5 The Town had a major expansion again in the mid-20th Century. This was associated with the relocation of the Telecommunications Research Establishment (TRE) from the south coast in 1942. The town expanded eastwards and northwards from Great Malvern on land previously used for farming, such as Pickersleigh Farm and the Howsells Farm, after which the 20th Century neighbourhoods are named. The TRE had many reincarnations and by the mid-1990s was known as the Defence Evaluation Research Agency (DERA). By 2000, DERA was split into two entities with part transferred into private ownership becoming QinetiQ. This remains one of the largest employers in the town, operating on the former DERA south site. The former DERA north site has since been developed for housing along with associated services known as Malvern Vale. This is the largest housing development in the town since the 1960s/70s.
- 1.1.6 The town remains a national centre of expertise and knowledge in communications, electronics and cyber security, a legacy of the TRE. The private education sector remains strong with the two independent schools providing opportunities for local people through jobs and the use of state of the art facilities.

1.1.7 Malvern remains an attractive place for visitors with a variety of recreational and cultural activities for people to enjoy. The Hills are a magnet for walkers, cyclists, runners and horse riders. The town itself includes the theatres and the Priory, which form the focus of Malvern's cultural and artistic venues. Alongside these, Malvern is the location for a number of arts, music and other festivals throughout the year which help to cement the Town's place as a cultural venue in the Region.

1.1.8 Malvern is distinct and uniquely different to the rest of Malvern Hills and south Worcestershire. Its assets and the opportunities these provide continue to make Malvern an attractive place where people are actively seeking to live. This adds pressure on the existing housing market and increases the need for new development and infrastructure provision.

1.2 ENVIRONMENTAL CONSIDERATIONS

The Malvern Hills Area of Outstanding Natural Beauty (AONB)

1.2.1 A small part of the Malvern Hills AONB is included within the NPA as shown in Figure 1. The NPPF states at paragraph 115 that great weight should be given to conserving the landscape and scenic beauty of AONB which have the highest status of protection in relation to these attributes. Policy SWDP 23 follows the NPPF stating that development that would have a detrimental impact on the natural beauty of an AONB will not be permitted; any development within an AONB must conserve and enhance the special qualities of the landscape, and development proposals should have regard to the most up-to-date approved AONB Management Plan.

1.2.2 The Management Plan¹ for the Malvern Hills AONB has been produced by the Malvern Hills AONB Partnership on behalf of Local Authorities in the area. Under the Countryside and Rights of Way Act (2000) this plan formulates policy for the management of the AONB and for the carrying out of local authority functions in relation to that policy. All public bodies have a statutory duty to have regard to the purpose of conserving and enhancing the natural beauty of the AONB.

1.2.3 The Malvern Hills AONB Management Plan identifies the special features of the AONB and the key issues affecting it. The plan contains aims, objectives and policies for the area. The purpose of the management plan is to help all those involved in managing the AONB to conserve its special qualities, manage the pressures on these qualities and improve the AONB for current and future generations of people who live in and visit the area. This document was used to inform the section of this assessment on managing change and forces to change within the AONB.

Nature Conservation Assets

1.2.4 The NPA is unique in having parts of the Malvern Hills and the Commons land within its boundaries. As well as providing an important visual and recreational function for the NPA, these areas have biodiversity and nature conservation value which is important for the environmental capital of the Town and its surrounding countryside.

1.2.5 There are a number of nationally and locally designated nature conservation sites within the NPA (locations shown on Figure 2).

¹ The Management Plan can be viewed at <http://www.malvernhillsaonb.org.uk/managing-the-aonb/management-plan/>

- Malvern Hills: Site of Special Scientific Interest and Area of Outstanding Natural Beauty
- Aleshurst Coppice: Site of Special Scientific Interest
- Malvern Link Common: Site of Special Scientific Interest
- Malvern and Lower Wyche Common: Site of Regional or Local Wildlife Importance
- Guarlford Green (land off Guarlford Road): Site of Regional or Local Wildlife Importance
- Pool Brook: Site of Regional or Local Wildlife Importance
- Whippet's Brook: Site of Regional or Local Wildlife Importance
- Mill Coppice: Site of Regional or Local Wildlife Importance
- High Wood: Site of Regional or Local Wildlife Importance
- High Wood Marshes: Site of Regional or Local Wildlife Importance
- Birchwood Drive (Lower Howsell Sidings): Site of Regional or Local Wildlife Importance
- Madresfield Brook: Site of Regional or Local Wildlife Importance
- Carey's Brook: Site of Regional or Local Wildlife Importance.

1.2.6 Copies of the citations for the above sites can be found in the 'Protected/notable species and designated sites information'² by Worcestershire Biological Records Centre (December 2016).

1.2.7 Beyond these statutory protected sites, the NPA includes numerous other areas that are habitats and/or foraging sites for protected and non-protected species as well as a host of plants and other flora. Information has been obtained from the Worcester Biological Records Centre (WBRC) regarding information on protected/ notable species and designated sites. This includes a listing and a map showing the location of the species and sites. These are available within the 'Protected/notable species and designated sites information'.

1.2.8 The Town Council established a local nature conservation working group as part of the evidence base gathering for the neighbourhood plan. Members of the group have identified sites that have the potential for biodiversity and nature conservation value. Information on these sites will be submitted to WBRC for an assessment as to whether they merit designation as a local wildlife site. It is understood that there is no formal structure or process for this by WBRC and it is done on an adhoc basis. The Town Council will continue to liaise with WBRC on this. In addition, the Town Council will seek to continue to identify and submit additional sites for potential designation as local wildlife sites.

Flood Risk

1.2.9 The majority of the urban area within the NPA is within Flood Zone 1 and, therefore, has a less than 1 in 1,000 annual probability of flooding in any year. According to the December 2012 Strategic Flood Risk Assessment (SFRA)³ there are a small number of areas where there is fluvial and/or surface water flooding. These are also related to local watercourses such as Pool Brook, Whiteacres Brook and Madresfield Brook.

1.2.10 According to the SFRA maps, this flooding would appear to affect properties in the following areas within the urban area of the NPA:

² <http://www.malvernfuture.org/documents/>

³ The SFRA can be viewed at http://www.swdevelopmentplan.org/?page_id=4342

- Queen Elizabeth Road, Summerfield Road and Spring Gardens at the eastern end of the Malvern Link.
- Elgar Avenue, Orford Way and surrounding streets and roads within the Sherrard's Green/Pickersleigh area of Malvern.
- Watkins Way, Lavender Walk, Geraldine Road and surrounding streets and roads within the Poolbrook area of Malvern.
- Arosa Drive, Geneva Avenue, Lucerne Avenue and surrounding streets and roads within the Poolbrook area of Malvern.

1.2.11 Further information on flood risk is included within the Evidence Base Report⁴ (July 2016 updated March 2017). Worcestershire County Council has produced a Local Flood Risk Management Strategy (LFRMS) 2015-2022⁵ and a Surface Water Management Plan 2018⁶ which provide more specific details of flood risk in the County and how it is to be addressed.

Agricultural Land Classification

1.2.12 Much of the NPA is urban in character. The countryside around it is made up of the Malvern Hills and a mix of agricultural (arable and pastoral) to the north, east and south.

1.2.13 According to the Planning for Soils in Worcestershire: Technical Research Paper (December 2011)⁷ by Worcestershire County Council, the NPA is mainly classed as Grade 3 land. Figure 3 shows the Grading areas within the NPA. The Malvern Hills are classed as Grade 5 and a small area of land to the north of the NPA is classed as Grade 2. These classifications are:

- Grade 2: Very good
- Grade 3: Moderate to good (the paper does not distinguish between Grade 3a and 3b).
- Grade 5: Very poor

1.2.14 NPPF states that local planning authorities should take account of the economic and other benefits of the best and most versatile agricultural land (defined as Grades 1, 2 and 3a). Where significant development of agricultural land is demonstrated to be necessary (e.g. urban extensions), local planning authorities should seek to use areas of poorer quality land in preference to that of a higher quality.

Landscape Character

1.2.15 Much of the NPA is classed as 'urban' within the Landscape Character Assessment⁸ undertaken by Worcestershire County Council.

1.2.16 Beyond the 'urban' area, the countryside areas of the NPA have the following landscape character types.

- High Hills and Slopes – Malvern Hills

⁴ <http://www.malvernsfuture.org/documents/>

⁵ file:///C:/Users/peterh/Downloads/FINAL_PUBLISHED_LFRMS_2016.pdf

⁶ file:///C:/Users/peterh/Downloads/Surface_Water_Management_Plan_FINAL_FOR_WEB.pdf

⁷ The Planning for Soils Technical Paper can be viewed at <http://www.swdevelopmentplan.org/wp-content/uploads/2014/11/CD-141-Planning-for-Soils-in-Worcestershire.pdf>

⁸ The Landscape Character Assessment can be viewed at http://www.worcestershire.gov.uk/info/20014/planning/1006/landscape_character_assessment

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- Principal Timbered Farmlands – land to the north, east and south of the urban area.
 - Unenclosed Commons – land to the south of the urban area including Malvern Common.

1.2.17 Details of the landscape typologies is included in the Annexe to the Evidence Base Report⁹ (July 2016 updated March 2017).

1.2.18 Figure 4 shows the location of the above character types within the NPA.

Air Quality

1.2.19 There are currently no Air Quality Management Areas in the NPA. The 2016 Air Quality Annual Status Report¹⁰ (December 2016) by Worcestershire Regulatory Services provides details of air quality for the District during 2015.

1.2.20 There are 4 No. non-automatic monitoring sites within the NPA:

- Teme Avenue.
- Richmond Road
- 188 Worcester Road
- Church Street

1.2.21 These sites are monitoring nitrogen oxide. Three of the above locations have shown a year on year fall of nitrogen oxide mean concentration since 2013. Church Street is in a new location for 2015 and therefore there is no comparable data from previous years.

Green Infrastructure (GI)

1.2.22 Alongside the countryside, the urban area itself has a significant area of Green Infrastructure (GI). This consists of the following:

- Commons land and other land owned and managed by the Malvern Hills Trust (MHT);
- Playing fields, parks, recreation and sports grounds and other open spaces;
- Allotments, orchards, cemeteries and churchyards;
- Highway verges, railway corridors and river/stream corridors; and
- Private gardens and amenity space.

1.2.23 A map showing the land owned and managed by MHT is shown at Figure 5. These areas, spaces and corridors provide valuable visual, environmental and recreational functions for the Town, its residents and visitors and those that work within it. The provision, enhancement and protection of Green Infrastructure can deliver a broad range of benefits:

- Facilitate climate change adaptation and mitigation.
- Provide flood and water management.
- Enhance the natural and historic environment.

⁹ <http://www.malvernfuture.org/documents/>

¹⁰ <http://www.worcsregservices.gov.uk/media/2609440/Malvern-Hills-ASR-2016.pdf>

- Improve health and wellbeing.
- Supports learning, crime reduction and social activity.
- Maintains and increases the tourism offer.
- Attracts investment, strengthens the economy and supports the green economy.
- Helps create attractive places to live, work and visit.

1.2.24 The Worcestershire Green Infrastructure Partnership, which includes MHDC, produced the Worcestershire Green Infrastructure (GI) Strategy 2013 – 2018¹¹. The Partnership considered the way in which landscape character, biodiversity and historic environment contribute towards character across the County. It identified 30 GI Environmental Character Areas (ECA). The NPA is located within the Malvern Chase and Commons ECA. The quality of these areas was assessed against the above considerations to arrive at a score for each ECA. Each ECA was placed into one of three categories depending on its score. For the NPA, the GI was placed in the 'Protect and Restore' category which has a medium existing GI value.

1.3 HERITAGE CONSIDERATIONS

1.3.1 The NPA has a number of designated heritage assets. There are three Conservation Areas:

Great Malvern Conservation Area

1.3.2 This Conservation Area was designated in 1969. It can generally be characterised by three key stages of development:

1. The historic core centred around the Malvern Priory of 15th Century date and the development as a coaching stop with the Unicorn public house, built in the 16th Century.
2. The Regency origins of the town to the base of the Malvern Hills.
3. The Victorian development of large houses on the individual plots from the Hills down into the Valley.

1.3.3 MHDC produced an Appraisal and Management Strategy for the Conservation Area in April 2008¹². Although somewhat dated, this document provides extensive information on the character and issues/needs for the area. It includes a set of design principles that should be followed when proposing new development within the Area.

Trinity Conservation Area

1.3.4 This Conservation Area was originally designated in November 1978 as the Malvern Link Conservation Area. However, the boundaries were reviewed in 1999 which resulted in the designation of a further conservation area to the east, encompassing the commercial core of Malvern Link district centre (see below). The new conservation area took the Link name and the original conservation area renamed Trinity.

¹¹ The Strategy can be found at

http://www.worcestershire.gov.uk/downloads/file/3780/worcestershire_gi_strategy_document_2013-2018

¹² The Appraisal and Management Strategy can be found at

<https://www.malvernhills.gov.uk/documents/10558/125552/mhc-planning-dpc-gtmalvernfinalapril08.pdf/8899084b-7fec-4d4b-9d40-18dae5db81f8>

- 1.3.5 The Conservation Area is dominated by the large open space of the Link Common which is a remnant of the area's rural past. Around the common and to the north east are examples of smaller housing which form the late 18th Century and early 19th Century development known as Link Top. Generally, this consists of small, densely planned housing with small scale streetscapes with modest housing fronting onto open green spaces. The Conservation Area also includes late 19th Century predominantly residential (detached and semi-detached houses) set within large plots. There is considerable variation in style and materials reflecting the relatively piecemeal development of plots. However, there is uniformity in scale and spacing and there is a predominance of Malvern stone and brick.
- 1.3.6 MHDC produced an Appraisal and Management Strategy¹³ in January 2009 which provides detail about the character and management needs for the Conservation Area.

Malvern Link Conservation Area

- 1.3.7 This Conservation Area was designated in 2000 following a review of the adjacent Trinity Conservation Area. It is largely linear in form following the busy shopping street of Worcester Road and the perpendicular residential streets of terraced properties. The area is largely 19th Century in character with isolated examples of its pre-19th Century rural development.
- 1.3.8 The south western half of the Conservation Area has a dense urban character occupied by terraced houses and shop fronts. Further to the north east, the character is more suburban with generously proportioned houses occupying larger plots and an increase in landscape and green space.
- 1.3.9 MHDC produced an Appraisal and Management Strategy¹⁴ in January 2009. This provides further detail on its character and a strategy for its future protection and enhancement. This includes design principles for new development.

Listed Buildings

- 1.3.10 There is one Grade I, three Grade II* and 200 Grade II listed buildings within the NPA. A list of the buildings/structures is provided within Section 4 of the Evidence Base Report¹⁵ (July 2016 updated March 2017).

Scheduled Ancient Monuments

- 1.3.11 There are three Scheduled Ancient Monuments within the NPA:
1. Churchyard cross in Great Malvern Priory Churchyard.
 2. Priory Gateway.
 3. Moat at Sherrard's Green.

Locally listed buildings (Non-Designated Heritage Assets)

¹³ The Appraisal and Strategy can be found at: <https://www.malvernhills.gov.uk/documents/10558/125552/mhc-planning-dpc-trinityfinalformatted.pdf/806f6557-0d26-410b-9223-045f4757fc8>

¹⁴ The Appraisal and Strategy can be found at: <https://www.malvernhills.gov.uk/documents/10558/125552/mhc-planning-malvern-link-caa-final-2.pdf/709048f6-bc30-4be8-ab22-9e4382e6f35b>

¹⁵ <http://www.malvernsfuture.org/documents/>

1.3.12 There are currently no locally listed buildings within the NPA. MHDC has produced guidance on identifying and designating locally listed buildings within its 'Local List' SPD¹⁶ (May 2015). The Local List SPD states that local heritage assets will need to be significant with regard to at least one of the following - a significant period in the District's history; the social history of the District or a notable example of planned or incidental planning or associated with an individual of local importance. In addition a nominated asset will need to be significant having regard to one or more of the following – age, rarity, aesthetic value, group value, evidential value, archaeological interest, designed landscape, landmark status and social / communal value.

1.3.13 The buildings identified within the Appraisal and Management Strategies as making a positive contribution to the Conservation Areas could be possible candidates. In addition, the Town Council set up a working group to look at nominating buildings on the local list. The Town Council has put forward 16 candidate buildings to MHDC (a list is at Section 4 of the Evidence Base Report¹⁷) and are awaiting the District Council's assessment. Advice from Historic England indicates that non-listed buildings within Conservation Areas already have protection and that this would be more than designated them as a non-heritage asset. As such they recommend removing any of the buildings that are located within the Conservation Areas. This leaves a total of ... buildings.

1.4 RETAIL CONSIDERATIONS

1.4.1 There are four principal shopping areas within the NPA:

- Great Malvern - identified as a town centre within the SWDP retail hierarchy.
- Malvern Link - identified as a district centre.
- Barnards Green - identified as a district centre.
- Malvern Shopping Park - out of town shopping centre.

1.4.2 According to Policy SWDP 10 'Protection and Promotion of Shopping Centres and Local Shops' Great Malvern is identified as a Town Centre and Barnards Green and Malvern Link as District Centres. The Malvern North East urban extension is proposed to have a Neighbourhood Centre.

Great Malvern

1.4.3 Great Malvern is a traditional town centre with a mix of retail, commercial and leisure uses that serve both the local and wider population. Due to the town's proximity to the Malvern Hills, there are also a number of services providing for tourism including hotels, cafes and restaurants. The Malvern Theatres, located within Great Malvern, is also a key cultural asset for the town. The Waitrose supermarket provides an anchor to the retail function of the town. However, it is slightly isolated from the main shopping area.

1.4.4 A number of issues relating to Great Malvern have been identified through engagement with retailers and residents:

- The steepness of roads within the town, particularly along Church Street and Edith Walk, is a problem for the elderly and less able.

¹⁶ <https://www.malvern hills.gov.uk/documents/10558/867999/Local+List+SPD+15.5.15.pdf/09453be1-ac2a-431b-9d0b-316ceb04e279>

¹⁷ <http://www.malvern future.org/documents/>

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- Traffic congestion, particularly around Belle Vue Terrace and Church Street, caused by on-street parking and the level of through traffic on the Worcester Road.
 - Lack of car parking, particularly at the western (top) end of the town.

1.4.5 In terms of improvements to Great Malvern, there was a general consensus around the following:

- Improve accessibility and the environment along Church Street, Edith Walk and Belle Vue Terrace.
- Provide better signage and interpretation to improve way finding.
- Provide more car parks at the top end of the town.
- Provide more events and activities.

1.4.6 In relation to the latter, there is an issue of the town not having a central open space or square that could hold such events or activities. A potential venue could be the space to the front of Malvern Priory. This would allow the Town Council and other local organisations to create and promote new events within the Town Centre.

1.4.7 A number of the above issues may be addressed through the Public Realm Framework for Great Malvern Town Centre which was commissioned by the District Council in 2015. Additionally, the Route to the Hills initiative¹⁸, commissioned by the District Council with the Town Council, as one of the key partners, looks (amongst other matters) to improve way finding within the Town Centre.

Malvern Link

1.4.8 Malvern Link is a linear shopping area located along the Worcester Road. The road carries a significant amount of through traffic as it is a key vehicular route into and out of Malvern. This creates significant issues for the pedestrian environment within the centre. There are also issues regarding a lack of off-street parking and delivery space which causes congestion on the road.

1.4.9 The main anchor store is Francis of Malvern, an independent furniture and home ware store, which has three outlets within the centre. Alongside this, there are a variety of food and non-food retail and associated services including cafes, restaurants and hot food takeaways. There is concern amongst some retailers and others that there are too many takeaways, hairdressers and charity shops within the centre. In terms of improvements to Malvern Link, there was general consensus around the following:

- Investment and maintenance in the public realm and shop fronts.
- Create one-way road systems along some local roads in order to allow for on-street parking.
- Limit the number of takeaways, hairdressers and charity shops.

1.4.10 A number of these issues are beyond neighbourhood planning and the planning system. It would appear from the feedback provided that it would be helpful for the future vitality and viability of the retail centre that a strategy for public realm and shop front improvements was

¹⁸ <http://www.routetothehills.co.uk/>

produced. This would help deliver a consensus on the key requirements and would assist in obtaining the necessary funding.

Barnards Green

1.4.11 Barnards Green shopping area is located on the Barnards Green six ways roundabout. Barnards Green Road is a key route into and out of Malvern and as such, it carries a significant amount of through and local traffic. The shops and services front on to Barnards Green Road and there is some on-street parking. Due to the proximity of the shopping area and the roundabout, there is potential for conflict between road users (those parking and those driving through) and vehicles and pedestrians.

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1.4.12 The centre has a range of food and non-food retail along with associated services such as cafes and takeaways and also a number of commercial premises. The key anchor units are the Co-operative Food Store and the Post Office.

1.4.13 Barnards Green has a strong trader's group which the Town Council has engaged with to identify issues within the retail centre. These include:

- Lack of parking and the duration of on-street free parking is too short.
- Too many charity shops and takeaways.
- Empty shop units left vacant for a lengthy time create a negative image for the centre.
- There is no CCTV in the centre which would help to reduce or prevent incidents of anti-social behaviour.

1.4.14 The trader's group has some suggestions for improvements to the centre, including:

- Use of an area of open land (owned by the Malvern Hill Trust) for events, markets and other activities to bring people to the centre.
- Provide additional parking and remove existing parking restrictions.
- Improve lighting and decorations at Christmas¹⁹.

1.4.15 In addition to the above main retail centres, the NPA also includes the out of town shopping centre, Malvern Shopping Park. This is located to the east of the NPA, close to the Enigma Business Park and adjacent to urban extension allocation at North East Malvern. The Shopping Park contains a range of national multiples and a Morrison's food-retail supermarket. The Shopping Park has significant amounts of free car parking (an issue that aggrieves some traders in the traditional centres) and there is a bus turnaround outside Morrison's. There are some reports that at peak periods, there is congestion into and out of the Shopping Park which can lead to queues backing onto and along Townsend Way.

1.4.16 According to the SWDP, the allocation at North East Malvern will contain a neighbourhood centre (policy SWDP10 and SWDP56). There is no detail in the SWDP as to how large this should be and what it should include. However, it is clear from the SWDP that it would be in the lowest category of the retail hierarchy.

¹⁹ Lighting at Christmas has been improved in Barnards Green for 2016 by MTC.

1.4.17 There are a number of small retail parades, such as a terrace of up to 2 - 3 units, within the NPA, such as:

- Malvern Link Top, Worcester Road
- Newtown Road
- Yates Hey Road
- Pickersleigh Road
- Moatway
- Poolbrook Road

1.4.18 These parades provide an important local function for their immediate communities. In many cases, they are accessible by foot to patrons with the sustainability and health benefits that accrue to the user and surrounding area. These parades are not identified within the SWDP and there is no specific policy that seeks to protect them. This is an area that the neighbourhood plan can seek to have some influence.

1.5 EMPLOYMENT LAND CONSIDERATIONS

1.5.1 The NPA is a key employment location within South Worcestershire with a recent historical link with communications and defence industries. There are a variety of companies based in NPA ranging from large multi-nationals such as QinetiQ and BAE Systems and large local companies such as Malvern Instruments, Morgan Motor Company and Speller Metcalfe to small business start-ups. In order for the NPA to remain a sustainable and viable place to live and work, it is important that the area continues to provide employment land and premises to meet the current and future needs of business and employers.

1.5.2 There are a number of key sites/areas used for commercial, industrial and other employment related activities within the NPA.

- Enigma Business Park – a mix of office, light industrial and research and development uses with occupiers such as Malvern Instruments, BAE Systems, Lockheed Martin, Fortis Living and Speller Metcalfe. There are also some non-employment land uses such as Malvern Premier Inn, Malvern Spa, Whiteacres Medical Centre, Eden Church and Little Oaks Day Nursery. The Business Park includes, in the main, modern units with surface car parking, landscaped areas and footpaths. The Business Park has one or two empty plots that would appear to be available for development. However, there are no significant areas of land for expansion of the Business Park. There are also limited long term vacancies with most units occupied.
- Spring Lane Industrial Estate – this is an older traditional employment area with light and general industrial, manufacturing, engineering and storage uses. Over recent years, non-industrial and other commercial uses, such as nursing homes, leisure and retail warehousing have been introduced to the Estate. It is understood that power supply to parts of the Estate are at or beyond capacity which has limited the growth and expansion of some businesses. In one or two cases, it is understood this may have led to relocation of previous businesses. In addition, it is understood that broadband is limited in parts of the Estate which affects business performance and efficiency. Parts of the Estate look rundown and have a poor quality of environment. The state of the public realm within the

Estate was raised by some within the responses to consultation on the neighbourhood plan. There is a desire by some to improve the environment within the Estate, particularly along routes used by the public and where buildings are used by visitors and members of the public (rather than just employees and suppliers). In addition, there is no bus route through the site and walking and cycling through the Estate is unattractive. This increases the reliance on using the car to travel to work to the Estate. Many premises have inadequate parking, leading to on-street parking and associated problems to the flow of traffic through the Estate and safety issues for other users.

- Link and Howsell Industrial Estates – these two small industrial estates are located to the north of Malvern Link rail station. Part of the site is known and marketed as Link Business Centre. The Industrial Estates include a mix of light industrial and commercial uses, including Travis Perkins. There does not appear to be any land for development or expansion.
- Sixways Industrial Estate – a small backland estate to the rear of retail units within Barnards Green district centre. It includes a number of small light industrial and commercial units. There does not appear to be any long term vacancies and there is no spare land for development.
- Malvern Hills Science Park (MHSP) – a joint venture between MHDC, WCC and the Herefordshire and Worcestershire Chamber of Commerce. The MHSP opened in October 1999 and currently accommodates over 300 employees. It is currently in its fifth phase of development with over 100,000 sq ft of office, laboratory and conference space. There is one more phase of development after which the Park will be at capacity.
- Malvern Technology Centre (QinetiQ) – the former Defence Evaluation and Research Agency site is 10.6 ha in area with around 750 staff on site. It is a secure site with restricted access. The SWDP allocates 4.5 ha of surplus land on the wider site (measuring 15.4 ha) for B1 (b) use class employment land. This is a key development site for Malvern in relation to electronics, communications and digital technologies. Its location adjacent to Malvern Hills Science Park provides an opportunity to enhance these sectors and their job opportunities within Malvern.
- Morgan Motor Company Ltd – the factory is located to the west of Spring Lane Industrial Estate. There are a number of buildings on the site, including the assembly line, offices, research and development and Visitor's Centre. There is some land available to the rear of the buildings that could potentially provide additional accommodation.
- Frobisher Business Park – this single building, occupied by Element, a defence training centre, is what remains of the Defence Evaluation and Research Agency North site (which is now known as Malvern Vale).
- Newland Depot and Recycling Centre – owned by Worcestershire County Council, the site includes the waste management recycling centre and Ringway Infrastructure Services which provides highway services to WCC. The site is located close to the Newlands roundabout, at the eastern boundary of the NPA.

1.5.3 The North East Malvern SWDP allocation includes provision for 10 ha of land for employment generating uses. The reasoned justification to SWDP Policy 56: Development at North East Malvern states that the employment land should be in a location within the urban extension site

that is attractive to business interests which will retain local businesses and attract new investment into the area and offer employment opportunities for local residents.

- 1.5.4 The Town Council is keen to ensure that the proposed employment allocations within QinetiQ and North East Malvern are protected for future employment use for the duration of the plan. This is considered essential to maintain the sustainability and viability of Malvern as a place to live and work.

1.6 HOUSING LAND CONSIDERATIONS

- 1.6.1 According to the 2011 census, there were 13,654 dwellings within the NPA which is split by type in the following:

• Detached	29.8%
• Semi-detached	33.2%
• Terraced	14.0%
• Flats – purpose built	15.9%
• Flats – conversions	5.6%
• Flats – commercial building	1.4%
• Caravan, mobile home, etc	0.1%

- 1.6.2 Appendix 1 provides further information on accommodation types with comparisons between the NPA, Malvern Hills District and the West Midlands Region.

- 1.6.3 From April 2011 to March 2016 there have been 565 (net) housing completions within the NPA (Source: MHDC). This represents a 4% increase on the 2011 census figure for the NPA.

- 1.6.4 A Housing Needs Assessment²⁰ for the NPA was carried out by AECOM and produced in February 2016. The Report is part of the evidence base supporting the neighbourhood plan. A summary of local factors specific to the NPA with a potential to impact housing characteristics is provided below:

HNA: Affordable / Social Housing

- 1.6.5 There are relatively low levels of affordable / social housing in Malvern Hills at present, although the figures are higher in Malvern (the NPA) itself. Although recent provision was in line with relevant policy, demand for more remains. The local market housing is relatively expensive, meaning the limited but growing private rental market plays an important role for those not needing to be in social housing. Most affordable needs are for socially-rented 1-bedroom units, meaning flats would be the best means of meeting this need. Some of this provision could be sheltered to meet the needs of the older market.

HNA: Demand/Need for Smaller Dwellings

- 1.6.6 1-2 room houses are few in number and declining as a proportion of the total housing stock. Traditionally, demand for smaller dwellings was limited by 15-29 year olds moving away, but a

²⁰ <http://www.malvernfuture.org/documents/>

range of factors (older people looking to downsize, limited number of international migrants, high house prices, buy-to-let investors and so on) are now reinvigorating demand. Greater provision of smaller market dwellings for owner-occupation would reduce pressure on private rental market. Census data shows under crowding increasing rapidly, and large increase in single person households, both further indicators that smaller housing is needed.

HNA: Demographic Change

- 1.6.7 The population is ageing rapidly, and this is partly driven by retired incomers. However, a smaller number of (younger) international migrants bring some demand for smaller dwellings. The South Worcestershire Strategic Housing Market Assessment does not consider the needs of Black and Minority Ethnic, student or gypsy/traveller households relevant to Malvern Town. Recent uplift in single person and couple households drives a need for smaller dwellings (above).
- 1.6.8 There is some anecdotal evidence to suggest that there is an increasing demand for student accommodation. Worcester University has an extensive development and the expansion plan with consequential increases in student numbers. There has been some take up of accommodation in the form of private rental sector within Malvern. Should this continue, it may drive up the cost of private rented stock in the town.

HNA: Existing Housing/Recent Housing Supply

- 1.6.9 There is a concentration of affordable housing in Pickersleigh, Link and Chase wards. The SWDP supports the provision of C2 residential care or nursing homes only with evidence of a local undersupply, indicating high level of recent provision in response to demand, though no specific evidence of actual over-supply was found. Recent supply of family housing has been at the larger end of the market (7-8 rooms), which can be an effect of developers seeking to avoid affordable housing contributions. However, there has also been some recent provision of 3-room dwellings and level of flats provision has also been relatively high. Detached and semi-detached remain popular, but there are fewer terraces. There is a low level of warden-assisted developments for older people, but there is stock available for independent living.

HNA: Housing Type

- 1.6.10 Slow employment growth, and limited demand from commuters (and hence reducing demand for larger, detached family-sized dwellings). There appears to be very limited open market demand for flats/apartments for a number of reasons, even though there is demand for smaller houses. Bungalows are in demand among the elderly and the SWDP notes some demand for custom-build homes. There is policy support within SWDP for mix of housing to meet needs of all sectors of the community.

HNA: Need for Family Households

- 1.6.11 The current housing stock is larger than average. However, many in-migrants are families, including younger (smaller) families that need dwellings at the lower end of the range (2-3 bedroom units). This is supported by the Census data, which shows lower than average number of families with children. According to the Census data there has also been a decline in family households, although the SHMA notes a sustained demand for 3-4 bed stock. Census data also indicates continued growth in family population, and higher than average number of self-employed (which also drives demand for larger dwellings).

HNA: Need for Specialist Housing for the Elderly

1.6.12 There is a clear requirement for the full range of specialist elderly housing units. The SHMA notes a need for sheltered and enhanced sheltered housing, as well as extra care housing, and this is supported by Housing Learning and Improvement Network, which indicates a need for 468 specialist homes for the elderly 2016-2026. Further care home places are required as part of this figure, but if these are provided as C2 (residential institutions) they are additional to the outstanding need for 848 dwellings. The Census supports evidence of need for specialist units as it found a higher than average level of activity limitation. There is a need/demand for less expensive (market rather than social) dwellings for older people, which would help meet local need as well as need from retired in-migrants.

Objectively Assessed Housing Needs and SWDP Housing Allocations in the NPA

1.6.13 The Objectively Assessed Housing Need (OAHN) up to 2030 in South Worcestershire is 28,370 dwellings. The SWDP makes provision for around 28,400 dwellings to meet this need. A Housing Needs Assessment (HNA) has been undertaken for the NPA. The HNA (February 2016) by AECOM provides the most up to date information on housing need within the NPA. In terms of the quantity of housing needed the HNA calculates this at 1,988 dwellings for the period of 2006-2030. Between 2006 and 2016, 1,200 dwellings have been completed in the NPA meaning that the outstanding number of dwellings to 2030 is 788 dwellings. This will be more than met by the SWDP allocations of NE Malvern (800 dwellings) and QinetiQ (approximately 300 dwellings). In addition there are other allocations as listed below and there will inevitably be windfall sites coming forward over the plan period which will increase the provision still further.

1.6.14 The SWDP identifies a number of strategic allocations and sites within the existing settlement for future residential development to help meet the needs of the area. These allocations are listed below:

- North East Malvern (SWDP 56) – 800 dwellings (up to 40% affordable)
- Malvern Technology Centre [QinetiQ] (SWDP53) – 300 dwellings (up to 40% affordable)
- Land at lower Hoswell Road [former allotments] (SWDP52i) – 110 dwellings
- Land off Brook Farm Drive (SWDP 52w) – 77 dwellings
- Land at Mill Lane (SWDP52d) – 63 dwellings
- Former BMX Track, off Mayfield Road (SWDP52/2) – 59 dwellings
- Pickersleigh Grove (SWDP52f) – 44 dwellings
- Broadlands Drive (SWDP52y) – 33 dwellings
- Barracks Store, Court Road (SWDP52*) – 28 dwellings
- Victoria Road Car Park (SWDP52s) – 21 dwellings
- Lansdowne Crescent [former hospital site] (SWDP52/8) – 15 dwellings
- Portland House, Church Street (SWDP52/5) – 15 dwellings
- Homestead, Halfkey Road (SWDP52/4) - 5 dwellings

1.6.15 Appendix 2 provides a position on the above sites in terms of planning applications and permissions as at 31 March 2018. The above provides 1,570 dwellings over the SWDP plan

period 2006-2030 and represents an 11.5% increase in number of dwellings within the NPA according to the 2011 census data. It also represents around 18% of the total housing provision within Malvern Hills District (excluding the wider Worcester area provision within MHD). There is also a number of existing commitments (planning permissions) within the NPA that will contribute towards the overall housing provision.

1.7 TRANSPORT CONSIDERATIONS

Cycling and Walking

1.7.1 In terms of cycling there are a number of on road and traffic free routes within the NPA:

- National Cycle Network Route 46 runs from the junction of Thirstane Road and St. Andrew's Road along Geraldine Road, Poundbank Road, Oak Crescent, Acorn Drive, Sherrard's Green Road, Langland Avenue, Orford Way through to Townsend Way predominantly on road with some traffic free sections
- Local cycle routes 9 and 10. The No.9 route runs from Malvern link rail station to the parade of shops at the southern end of Pickersleigh Road.
- There are a number of recommended routes by local cyclists through the NPA. All are on road routes.
- There are a number of traffic free cycle routes particularly on the Malvern Hills, Malvern and Wyche Common and Link Common. This land is owned and managed by the Malvern Hills Trust and they have provided guidance and advice for cyclists due to conflict between walkers and cyclists on the Hills.

1.7.2 There are many recreational walking routes within the Malvern Hills which can be relatively easily accessed from the town. The typography of Great Malvern Town Centre is a challenge for some particularly the elderly and mobility impaired. This is an issue that has been raised by many respondents to different consultation events for the town.

1.7.3 It is considered that there is a need for additional safe and segregated cycle routes within the NPA. There are also issues for cyclists finding secure cycle storage facilities at key destinations in the area. In addition, cyclists find difficulty in taking cycles on board other modes of transport such as trains and buses which would allow them to carry on their journey by cycle to their destination.

1.7.4 There are potentially opportunities to provide additional off-road cycleways and pathways particularly utilising, if possible, land along Poolbrook Road, Barnards Green Road and Guarford Road. This land is in the ownership of the MHT and there are statutory limits on development on this land.

1.7.5 The main transport infrastructure – roads, rail and cycle routes - within the NPA is shown at Figure 6.

1.7.6 There are a number of proposals within the LTP4 that seek to promote walking and cycling

-
- M5: Active Travel Network Investment Programme;
 - SWAT1: Worcester to Malvern Wells (NCN41) Active Travel Corridor;
 - SWAT7: Malvern to Upton-upon-Severn Active Travel Corridor Phase 1 (Malvern to Three Counties Showground);
 - SWAT8: Malvern to Upton-upon-Severn Active Travel Corridor Phase 2 (Three Counties Showground to Upton-upon-Severn); and
 - SWAT9: Malvern to Leigh Sinton Active Travel Corridor.

Rail

- 1.7.6 A rail line between Hereford and Worcester runs on a north-south axis through the majority of the NPA before turning on a north-east/south-west axis at Lower Howsell. There are two railway stations within the NPA; Great Malvern and Malvern Link Stations.

Great Malvern Station

- 1.7.7 A Grade II listed building located to the south-east of Great Malvern Town Centre. It is served by two train operating companies which provide services to London, Oxford, Bristol, Birmingham and Hereford.
- 1.7.8 The station has major constraints regarding a lack of sufficient car parking with many users having to park on nearby residential streets. According to the National Rail Enquiries website the station has 122 car parking spaces and 4 accessible spaces. Avenue Road to the north of the railway station is a key bus route for a number of local services (42, 44b, 44c, 44d and S42). According to the Office of Rail and Road statistics 0.543 million passengers used this station for the start of their journey in 2014/15, an increase of 3% on the previous year.

Malvern Link Station

- 1.7.9 This station is located to the north of Great Malvern Station and is located off Worcester Road close to the Malvern Link District Centre and Malvern Community Hospital. It is located on the same line as Great Malvern Station and the same services operate from this station.
- 1.7.10 According to the National Rail Enquiries website the station has 96 car parking spaces with 6 accessible spaces. There are also 32 cycle storage spaces. There are bus shelters on Howsell Road adjacent to the station entrance and on Worcester Road. According to the Office of Rail and Road Statistics 0.297 million passengers used this station for the start of their journey in 2013/14 (latest available figures), an increase of 6.5% on the previous year.

1.7.12 The LTP4 includes a scheme for this station. M4: Malvern Link - Station Car Park Expansion Scheme. Potential future expansion of Malvern Link Station Car Park to the north of the existing car park, using land formerly occupied by the rail industry.

Newland Halt

1.7.11 In 1929 Newland Halt was opened on either side of the level crossing to the west of Stocks Lane. Later it opened sidings and a permanent depot. The halt closed in 1965. However, the signal box (Newland East) remains and serves the Stocks Lane level crossing. The signal box is located outside of the Malvern NPA. The remains of the depot and sidings are located off Birchwood Drive and Lower Hoswell Road with the latter owned by the National Grid. Some local residents consider that a rail halt should be re-established in this vicinity to serve the new development at North East Malvern²¹.

Worcestershire Parkway

1.7.12 The town's nearest proposed strategic railway station is Worcestershire Parkway which is approximately 10 miles to the north east of Malvern. It is a LTP4 scheme. SWST1: Worcestershire Parkway involves the development of a new parkway station for Worcestershire at the intersection of the Bristol to Birmingham and the Worcester – London (Cotswold Line) main line railways. This station would provide significantly improved direct access to national (inter-city express) rail services from Worcestershire, and provide significant opportunities for local economic growth.

Worcestershire's Rail Investment Strategy (WRIS)

1.7.13 The WRIS proposes four overarching Conditional Outputs for rail service development, two of which are particularly relevant for Malvern:

- 2 trains per hour Worcester-Oxford- Paddington – £21.22m GVA p.a. and 475 new jobs; and
- Calls at Worcestershire Parkway on the Bristol-Manchester and Plymouth-Newcastle Services – £9.6m GVA p.a. and 250 new jobs.

1.7.14 The Conditional Outputs also cover key aspirational infrastructure schemes essential to facilitate this new connectivity, including:

- North Cotswold Line Capacity Upgrade (dualling); and New Car Park Capacity

1.7.15 There are other infrastructure constraints (e.g. manual signals). The consequences of continued dependence on mechanical signaling are that, notwithstanding its reliability and safety, the headway (spacing of trains) is often far below modern standards e.g. trains terminating at Great

²¹ Comment from WCC Transport Strategy Team - A rail halt at Newlands is not in the LTP4 and will not be considered for future inclusion. This is because it is very unlikely indeed to have a viable business case to support investment. It should be noted that the provision of rail halts (platforms with no other facilities) is not supported by the rail industry.

Malvern Station, of which there are currently 18 per weekday, are unable to reverse at Great Malvern due to signaling constraints and instead they have to continue onto Malvern Wells where they can reverse (the closest point where this is permissible on the network).

Bus Services

1.7.12 There are a number of bus providers operating within Malvern including, First Group, LMS Travel, Worcestershire County Council, Astons Coaches and Community Action Malvern. These provide regular services around Malvern and further afield including Worcester, Upton and Ledbury.

Roads

1.7.13 The A449 is a key road corridor running from Stafford to Wolverhampton continuing south to Worcester, Ross-in-Wye and ending in Newport. Locally, the A449 route runs from Worcester in the north-east to Ledbury in the south-west. To the south of Worcester the A449 links with the A4440 near to Powick which provides access to junction 7 of the M5 via the A44. There have been recent improvements to the A4440 including dualing of sections and junction upgrades. A key issue is the capacity of Carrington Bridge which crosses the River Seven close to the junction of the A4440 and the A38 and the nearby Ketch roundabout²². The single carriageway bridge and its proximity to the junction cause significant congestion at peak periods and is a major bottleneck in the strategic highway network locally. It has a major impact on commuter traffic heading into and out of Malvern.

1.7.14 As the A449 moves towards the NPA it is a single carriageway. There are localised capacity problems particularly in Powick at the junction of B4424 (Upton Road) outside of the NPA. The A449 enters the Malvern NPA south of Newland and flows in a south-west/north-east direction within the NPA until it reaches Link Top. From this point it flows in a north-south direction until it leaves the NPA close to its junction with Abbey Road. From here the A449 routes through Malvern Wells and Little Malvern after which it runs in an east-west direction routing through the Malvern Hills and linking to Ledbury.

1.7.15 Within the NPA the A449, which carries significant local and regional traffic, encounters a number of capacity issues along its route including:

- Newlands roundabout (A449 Worcester Road/Townsend Way)
- The access junction to the Malvern Household Recycling Centre close to Newlands roundabout
- Pelican crossing adjacent Clarence Park
- The location of bus stops adjacent each other close to Clarence Park
- Traffic light controlled junction A449 Worcester Road/Spring Lane
- Traffic light controlled junction A449 Worcester Road/Lower Howsell Road

²² LTP4: SWST 5: Southern Link Road (A4440) Phase 4 – Ketch to Powick Hams. This is a Major Scheme for WCC and the budget has been secured to enable its progression. Southern Link Road Improvements Phase 4 includes an offline widening of the existing SLR 1.2 mile carriageway from Ketch roundabout to Powick Roundabout to provide a dual carriageway. The scheme also includes two new bridge structures, at Carrington Bridge and at Powick Common viaduct and sustainable transport.

- Traffic light controlled junction A449 Worcester Road/Richmond Road/Pickersleigh Avenue
 - Through Malvern Link District Centre with on-street parking/deliveries
 - Junction of A449 Worcester Road/Pickersleigh Road/Howsell Road
 - At Link Top junction of A449 Worcester Road/Newtown Road
 - Through Great Malvern Town Centre, particularly at Belle Vue Terrace, with on-street parking/ deliveries and at the junction with Church Street
- 1.7.16 There are significant concerns regarding the capacity of the A449, particularly at Newland roundabout, in relation to the allocation at North East Malvern. It is proposed that the sole vehicular access to this site will be off a redesigned roundabout. Policy SWDP 56 criteria C v refers to opportunities for connection to and integration with existing and proposed development, for example the Royal Estates and the former allotments site to the south through appropriate road, footpath and cycle links and through opportunities for regeneration. However, many local people feel that a secondary vehicular access should be provided onto the A449 from the development site to allow vehicular traffic easier access on to the strategic highway network than on to local residential roads.
- 1.7.17 There are a number of other key road corridors within the NPA that provide for local and wider traffic movements:
- B4211- This runs from Great Malvern Town Centre at its junction with the A449 on an east-west axis through Barnards Green District Centre and leaves the NPA close to New House Farm on the Guarford Road. The B4211 continues east linking with the B4424 at Rhydd and runs south to Upton-upon-Seven and north to Callow End and Powick.
 - B4208- this acts as an outer ring road from the Newland roundabout around Malvern Shopping Park and Enigma Business Park connecting to Pickersleigh Road. From this point it runs south to Barnards Green District Centre and then Malvern Common where it leaves the NPA at its junction with Peachfield Road. Beyond the Malvern NPA the B4208 routes to Welland and on to the A417 Ledbury Road close to junction 2 of the M50.
- 1.7.18 The LTP4 includes a number of proposals which seek to address some of the above issues:
- M3: Malvern Link (A449) Key Corridor of Improvement (Including Public Realm and Junction Enhancement at: Worcester Road/Howsell Road/Pickersleigh Road, Worcester Road/Newtown Road/Hornycold Road, Worcester Road/Pickersleigh Avenue/Richmond Road). This proposed scheme would involve a package of public realm enhancements for Malvern Link Shopping Area, including decluttering of street scene, maintenance and replacement of street furniture and surfacing (where a need is identified) and a review of all junctions along the corridor.
 - M6: B4208 Barnards Green Road/Pound Bank Road Junction
 - M7: B4208 Pickersleigh Road/North End Lane /Hayslan Road junction
 - M8: B4211 Barnards Green Rd/B4208 Pickersleigh Rd/Upper Chase Rd/Court Rd/Avenue Rd junction
 - M9: A449 Belle Vue Terrace/Wells Road/B4211 Church Street junction
 - M10: B4208 Barnards Green Rd/B4211 Poolbrook Road junction
 - M11: Malvern Three Counties Showground - B4208 Blackmore Park Rd/B4209 Hanley Rd;

-
- M12: B4219 Cowleigh Road/Cowleigh Bank/Old Hollow junction • M13 A449 Wells Road/Upper Welland Road Junction
 - SWST18: The Rhydd (B4211 Guarlford Road/B4211 Upton Road/B4424 Powick Road) Junction.

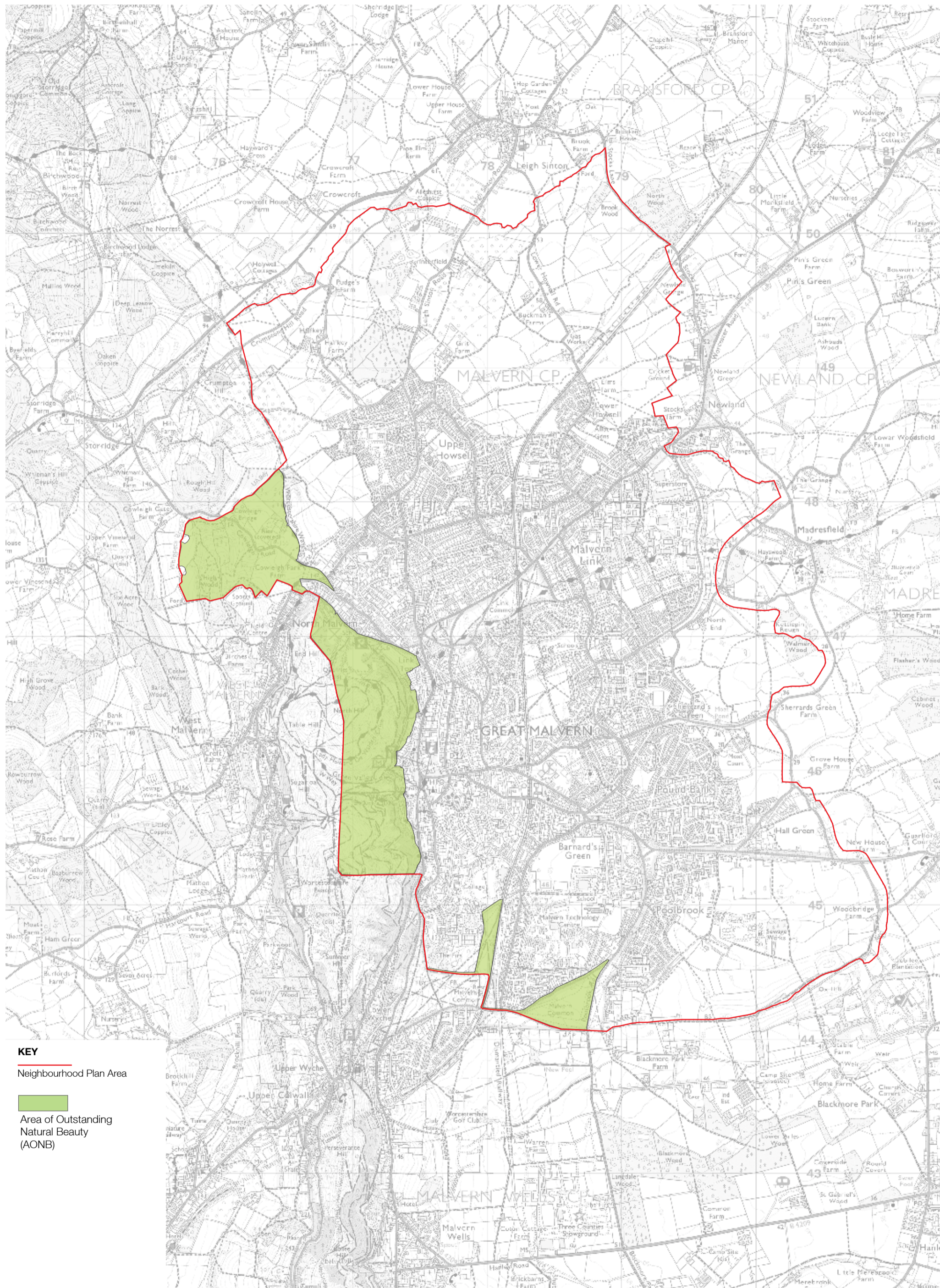
Parking

- 1.7.18 An assessment of car parking provision within Great Malvern Town Centre concluded that there is probably sufficient car parking (see Evidence Base Report²³). However there are issues regarding the management and charging of some car parks that if rectified could enable the car parks to operate more efficiently.
- 1.7.19 In addition it would be beneficial to have additional car parking to the west of the Town Centre. There are concerns regarding the provision of car parking within both Malvern Link and Barnards Green particularly in terms of amount and location. Traders consider the free parking at Malvern Shopping Park places them at an unfair disadvantage and it is taking trade and customers away from them.
- 1.7.20 A further issue is the larger size of car that is being manufactured in recent years such as SUVs and other people carriers. In some cases these vehicles are larger than the standard car park dimensions. This will increasingly impact on the capacity of existing car parks to accommodate these and standard sized vehicles. New car park provision should recognise the need to include larger spaces to accommodate the increasing number of larger vehicles.
- 1.7.21 There are a couple of proposals within the LTP4 relating to parking in Malvern:
- M1: Great Malvern Town Centre Regeneration Scheme, and
 - M2: Parking Strategy²⁴ - to include parking for cars, motorcycles and covered parking for bicycles. This proposed study would involve a comprehensive multimodal review of parking and identify where to focus investment to improve the operation of the local transport network.

²³ <http://www.malvernfuture.org/documents/>

²⁴ Parking strategy is an area that requires extensive partnership working across all stakeholders (e.g. Town, District and WCC) to ensure that the best solution can be implemented.

FIGURE 1 - MALVERN HILLS AREA OF OUTSTANDING NATURAL BEAUTY (AONB)



KEY
Neighbourhood Plan Area
Area of Outstanding Natural Beauty (AONB)

FIGURE 2 NATURE CONSERVATION SITES

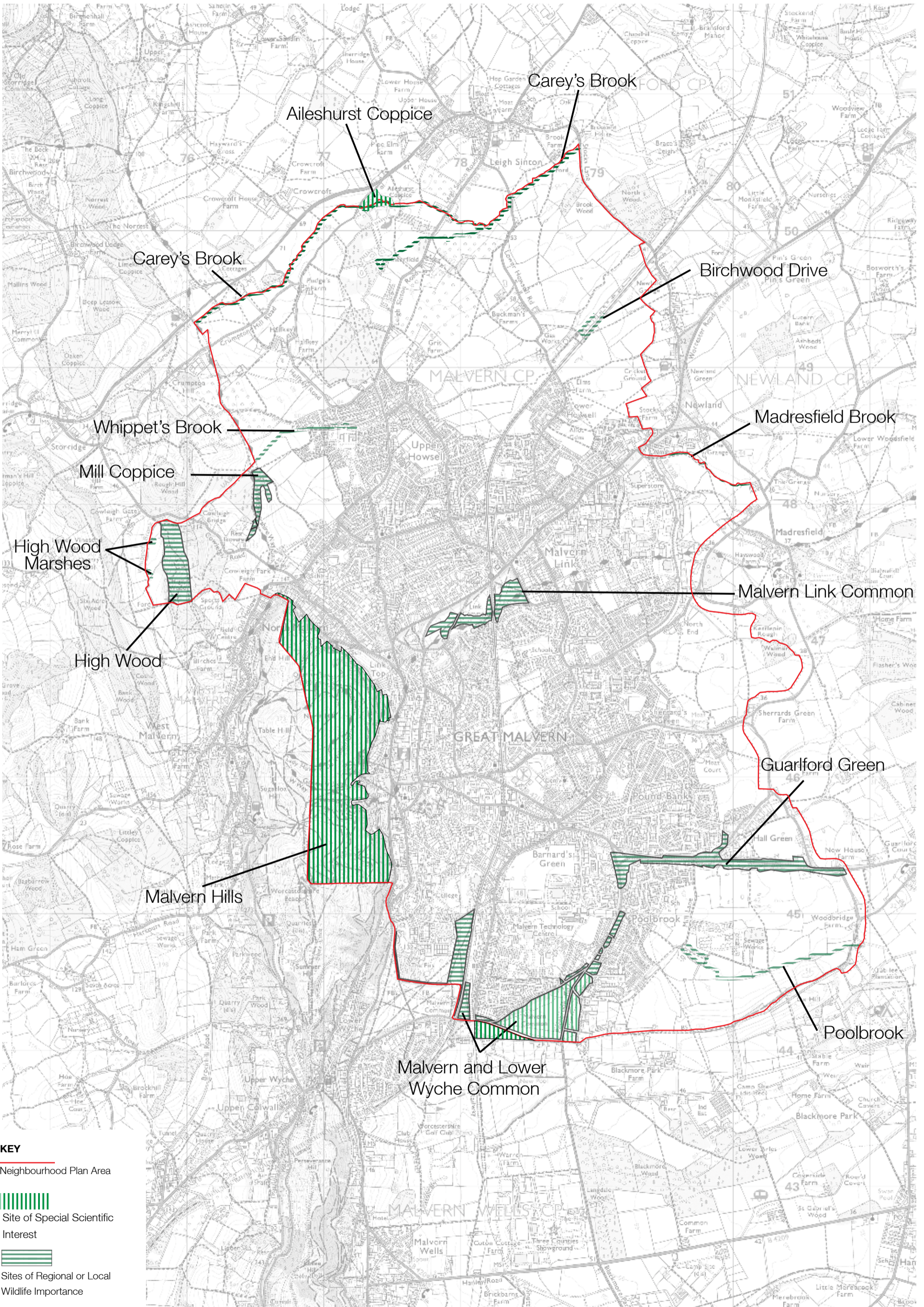


FIGURE 3 AGRICULTURAL LAND CLASSIFICATION

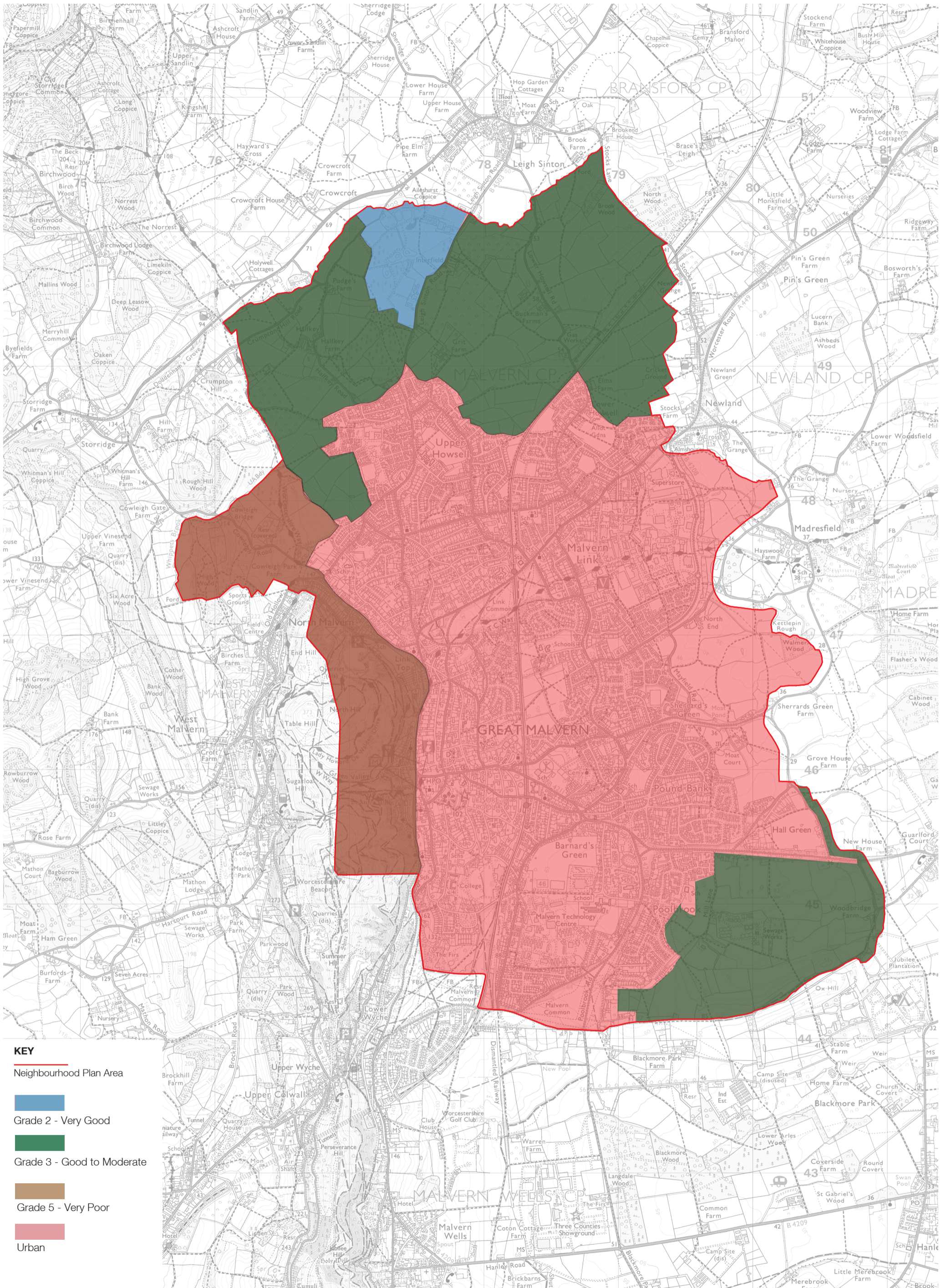
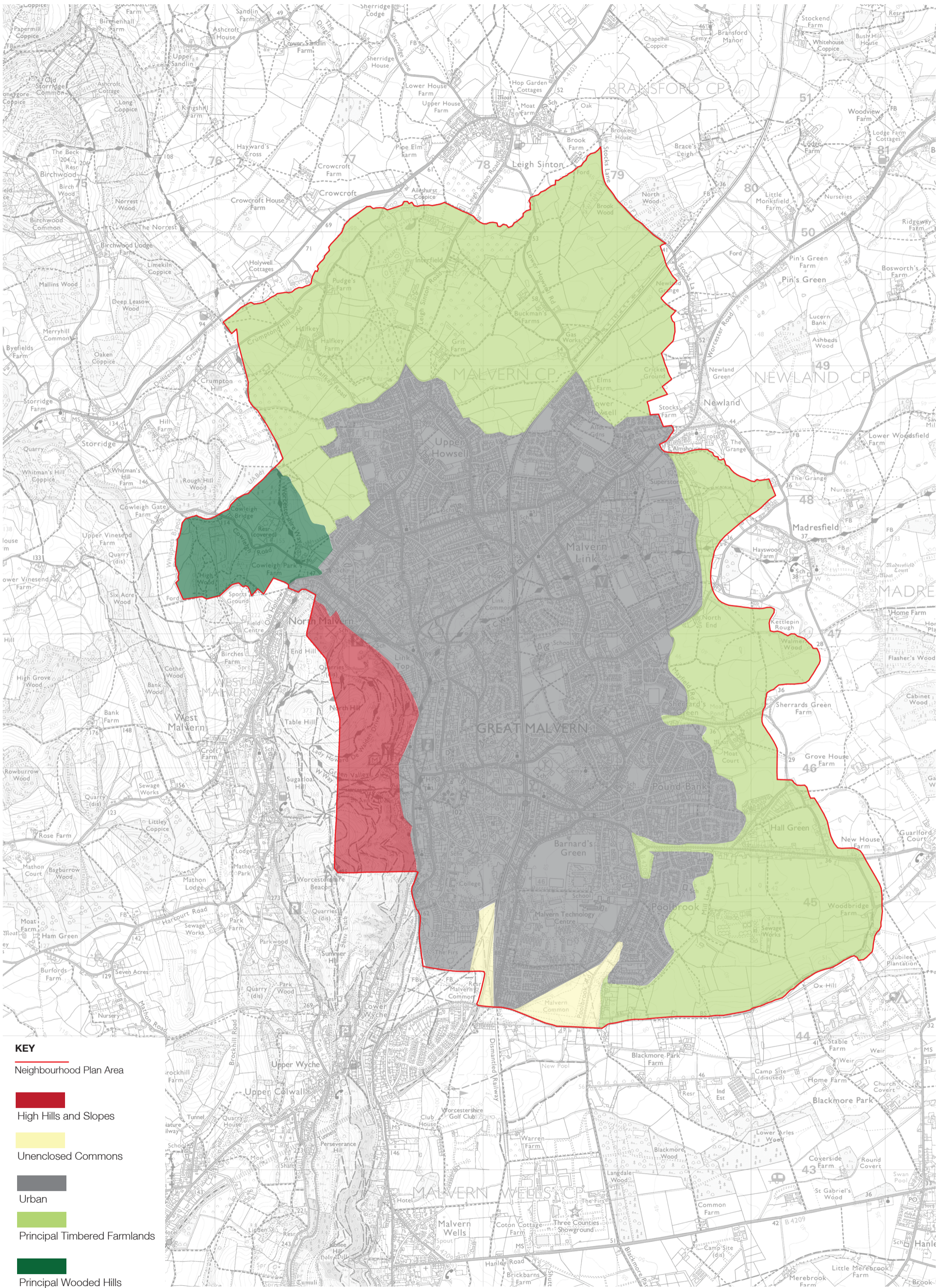
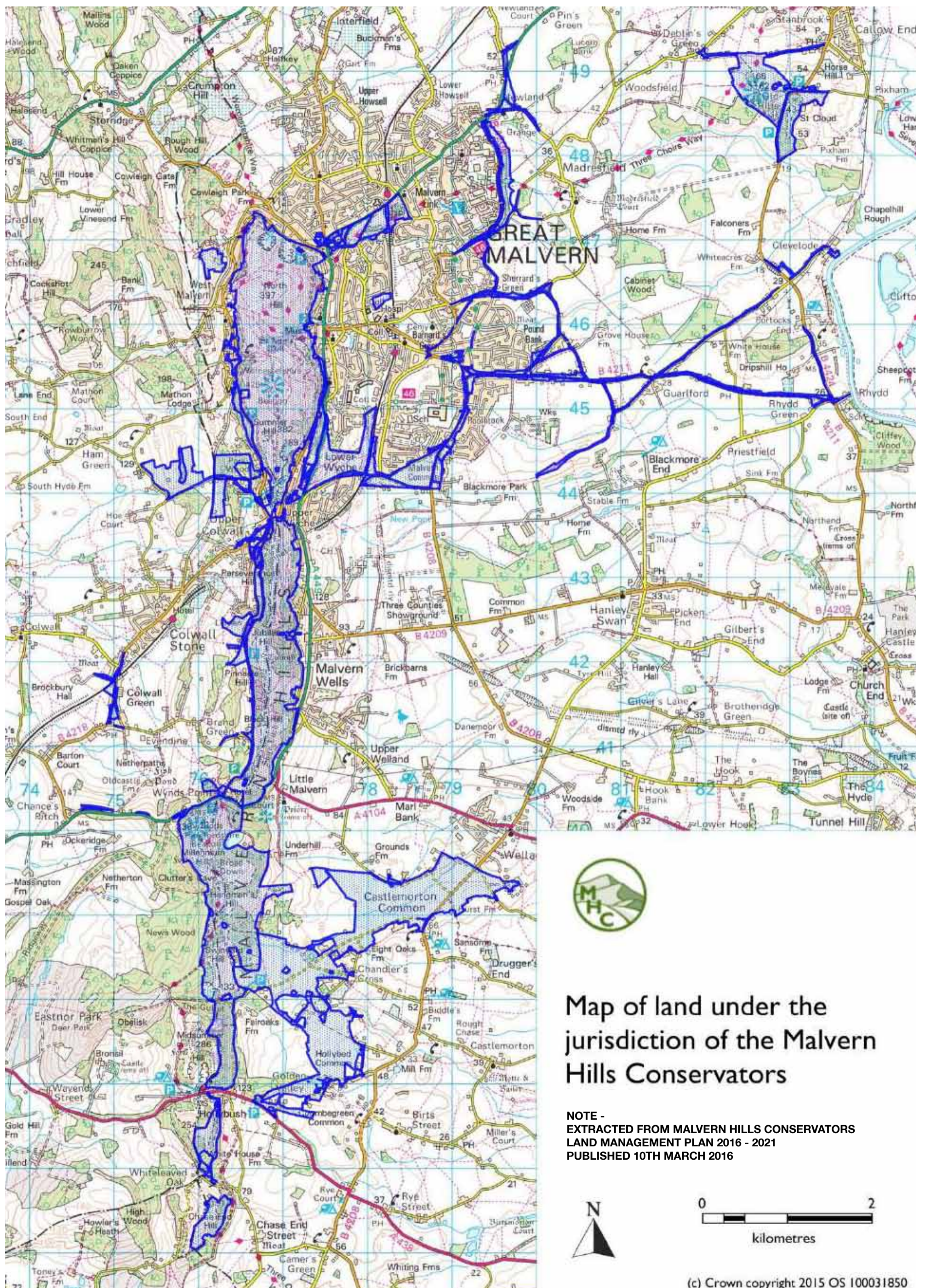


FIGURE 4 LANDSCAPE CHARACTER TYPES



- KEY**
- Neighbourhood Plan Area
 - High Hills and Slopes
 - Unenclosed Commons
 - Urban
 - Principal Timbered Farmlands
 - Principal Wooded Hills

FIGURE 5 MALVERN HILLS TRUST LAND OWNERSHIP MAP



Map of land under the jurisdiction of the Malvern Hills Conservators

NOTE - EXTRACTED FROM MALVERN HILLS CONSERVATORS LAND MANAGEMENT PLAN 2016 - 2021 PUBLISHED 10TH MARCH 2016

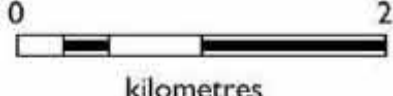
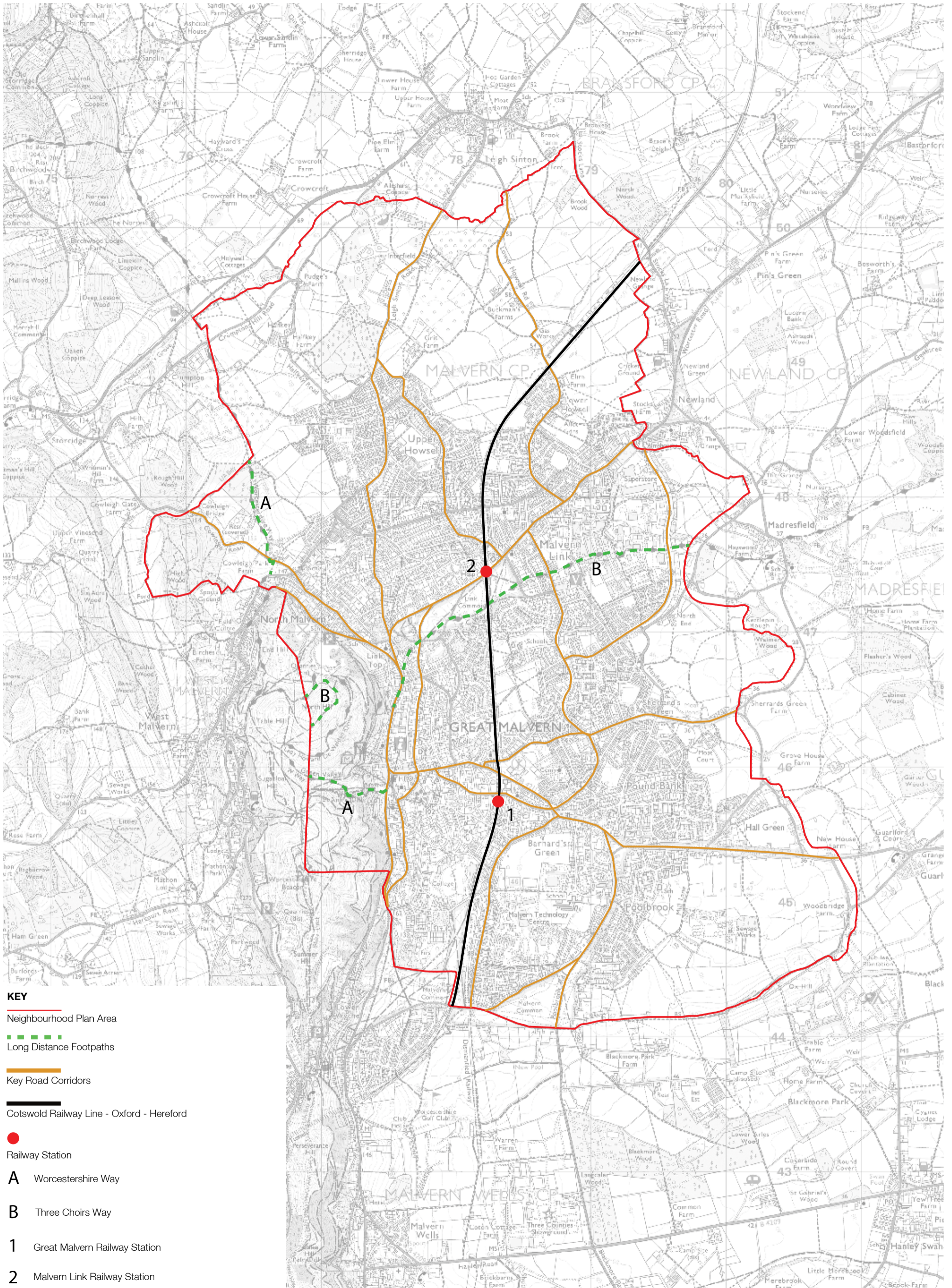


FIGURE 6 KEY TRANSPORT INFRASTRUCTURE



- KEY**
- Neighbourhood Plan Area
 - Long Distance Footpaths
 - Key Road Corridors
 - Cotswold Railway Line - Oxford - Hereford
 - Railway Station
 - A** Worcester's Way
 - B** Three Choirs Way
 - 1** Great Malvern Railway Station
 - 2** Malvern Link Railway Station

Appendix 1: Key Statistics Tables

Age	2001		2011		Gain/Loss	
	No	%	No	%	No	%
0 – 4	1,468	5.1	1,565	5.3	+97	+6.6
5 – 15	4,193	14.6	3,749	12.7	-44.4	-10.6
16 – 19	1,709	5.9	1,803	6.1	+94	+5.5
Children and teenagers	7,370	25.6	7,117	24.0	-253	-3.4
20 – 24	1,253	4.4	1,432	4.8	+179	+14.3
25 – 29	1,449	5.0	1,461	4.9	+12	+0.8
30 – 44	5,601	19.5	5,108	17.2	-493	-8.8
45 – 59	5,400	18.8	5,797	19.6	+397	+7.4
60 – 64	1,501	5.2	2,034	6.9	+533	+35.5
Working age adults	15,204	52.9	15,832	53.4	+628	+4.1
65 – 74	2,856	9.9	3,130	10.6	+274	+9.6
75 – 84	2,400	8.3	2,332	7.9	-68	-2.8
85 and older	919	3.2	1,215	4.1	+296	+32.2
Pensionable adults	6,175	21.5	6,677	22.5	+502	+8.1
Malvern Total	28,749		29,626		+877	+3.1
Malvern Hills District Total	72,172		74,631		+2,459	+3.4
West Midlands Total	5,267,308		5,601,847		+334,539	+6.4

Table 1: Malvern Population Profile 2001 and 2011

Census Table Ref. KS102EW

Ethnic Group	Number	Malvern %	Malvern Hills District %	West Midlands %
White; English, Welsh, Scottish, Northern Irish, British	27,613	93.2	95.2	79.2
White; Irish	167	0.6	0.5	1.0
White; Gypsy or Irish Traveller	69	0.2	0.2	0.1
White; Other	716	2.4	1.8	2.5
Mixed Race	348	1.2	0.9	2.0
Asian/Asian British	581	2.0	1.3	10.8
Black/African/Caribbean/Black British	78	0.3	0.2	3.2
Other Ethnic Group	54	0.2	0.1	0.9
Total Residents	29,626			

Table 2: Ethnic Group – Malvern, Malvern Hills District and West Midlands Region

ONS Ref: Ethnic Group, 2011 KS201EW

Household Type	No	Malvern %	Malvern Hills District %	West Midlands %
Family Households				
Married Couple (with our without children)	3,918	30.0	35.9	33.6
Same sex civil partnership (with our without children)	3.0	0.0	0.1	0.09
Co-habiting (with or without children)	1,244	9.5	8.7	9.6
Lone parent	1,253	9.6	7.9	11.3
All Pensioner (ie. aged 65 and over)	1,474	11.3	12.9	8.6
One Person Households				
Lone Pensioner	2,210	16.9	15.5	12.6
One person other	2,310	17.7	14.1	16.9
Other Households				
Student	0.0	0.0	0.0	0.5
Other	652	5.0	4.9	6.8
Total	13,064		32,212	2,294,909

Table 3: 2011 Household Composition – Malvern, Malvern Hills District and West Midlands Region

ONS Ref: Household Composition – Households, 2011 QS113EW

Category	Malvern	Malvern %	Malvern Hills District %	West Midlands %
All household spaces	13,678	100	-	-
At least 1 resident	13,064	95.5	95.5	96.4
Vacant spaces	614	4.5	4.5	3.6
Detached	4,077	29.8	43.8	23.7
Semi-detached	4,547	33.2	30.6	36.8
Terraced	1,912	14.0	11.0	22.9
Flats – purpose built	2,173	15.9	8.6	13.3
Flats – conversions	759	5.6	3.5	1.9
Flats in commercial building	192	1.4	1.2	1.0
Caravans, etc.	18	0.1	1.3	0.4

Table 4: 2011 Household Spaces and Accommodation Type – Malvern, Malvern Hills District and West Midlands Region

ONS Ref: Dwellings, Household Spaces and Accommodation Type, 2011 KS401EW

Occupancy Rating	Malvern	Malvern %	Malvern Hills District %	West Midlands %
Households with 2 or more spare bedrooms	4,824	40.0	46.0	36.0
Households with 1 spare bedroom	4,620	35.4	33.2	34.5
Households with no spare bedrooms	3,313	25.4	19.1	25.1
Households in need of 1 bedroom	286	2.2	1.6	3.8
Households in need of 2 or more bedrooms	21	0.2	0.2	0.7

Table 5: Occupancy Rating (Bedrooms) – Malvern, Malvern Hills District and West Midlands Region

ONS Ref: Occupancy Rating QS412EW

Category	Malvern	Malvern %	Malvern Hills District %	West Midlands %
All households	13,064	-	-	-
Owned outright	4,912	37.6	42.5	32.3
Owned mortgage or loan	3,524	27.0	29.4	32.6
Part loan/part rent	157	1.2	0.8	0.7
Social rented Council	355	2.7	1.7	10.9
Social rented other	2,360	18.1	12.4	8.1
Private rented from landlord/agency	1,453	11.1	10.4	12.8
Private rented other	139	1.1	1.2	1.2
Living rent-free	164	1.3	1.7	1.5

Table 6: 2011 Housing Tenure – Malvern, Malvern Hills District and West Midlands Region

ONS Ref: Tenure, 2011 KS402EW

Employment Type	Malvern	Malvern %	Malvern Hills District %	West Midlands %
Economically active ¹	13,847	66.7	67.8	68.3
Full time	7,301	35.2	33.7	37.4
Part time	3,067	14.8	14.4	14.0
Self employed	2,082	10.0	14.2	8.5
Full time student ²	531	2.6	2.3	3.3
Unemployed	866	4.2	3.2	5.1
Economically inactive	6,918	33.3	32.2	25.7
Retired	3,590	17.2	19.2	14.4
Student ³	1,226	5.9	4.8	5.9
Carer	821	4.0	3.5	4.6
Long term sick/other	1,281	6.2	4.7	6.8

Table 7: 2011 Economically Active and Inactive – Malvern, Malvern Hills District and West Midlands Region

ONS Ref: Economic Activity, 2011 KS601EW

- 1 Census data collects information on Economic Activity for all people usually resident in the area aged 16 – 74
- 2 Full time students who are either in employment or unemployed
- 3 Students, including full time students, who were not in employment and did not meet the criteria to be classified as unemployed.

Occupation	Malvern	Malvern %	Malvern Hills District %	West Midlands %
Mangers, Directors and Senior Officials	1,357	10.5	13.8	10.1
Professionals	2,566	19.9	20.4	15.8
Associate professionals	1,470	11.4	11.7	11.1
Administrative and Secretarial	1,208	9.4	10.0	11.4
Skilled trades	1,643	12.8	14.0	12.2
Caring, Leisure and other service	1,442	11.2	9.2	9.5
Sales and Customer Service	1,051	8.2	6.7	8.6
Process, plant and machine operatives	770	6.0	5.5	8.8
Elementary	1,367	10.6	8.8	12.5

Table 8: 2011 Occupation Type – Malvern, Malvern Hills District and West Midlands Region

ONS Ref: Occupation, 2011 KS608EW

Sector	Malvern	Malvern %	Malvern Hills District %	West Midlands %
Retail	1,949	15.1	14.9	17.1
Health and Social Work	1,798	14.0	12.6	12.9
Education	1,564	12.2	11.6	10.2
Manufacturing	1,436	11.2	10.8	12.3
Construction and Real Estate	1,161	9.0	9.7	8.9
Professional, Scientific and Technical	1,053	8.2	8.2	5.1
Public Administration and Defence	738	5.7	5.5	5.3
Accommodation and Food	724	5.6	4.9	5.2
Administrative and Support Services	596	4.6	4.3	4.7
Information and Communications	430	3.3	3.6	2.9
Transport and Storage	352	2.7	2.8	5.2
Finance and Insurance	231	1.8	2.2	3.1
Agriculture	70	0.5	2.8	0.9
Others	772	6.0	6.3	6.1

Table 9: 2011 Employment Sector – Malvern, Malvern Hills District and West Midlands Region

ONS Ref: Industry, 2011 KS605EW

Distance	Malvern	Malvern %	Malvern Hills District %	West Midlands %
Work from home or mainly from home	1,586	12.2	18.6	9.8
Less than 10km	6,420	49.5	38.7	55.1
10km to <30km	2,743	21.1	23.3	20.4
30km and over	1,167	9.0	10.8	7.1
Other	1,062	8.2	8.6	7.5

Table 10: 2011 Travel Distance to Work – Malvern, Malvern Hills District and West Midlands Region

ONS Ref: Distance Travelled to Work by Sex, LC7104EW

Method of Travel	Malvern %	Malvern Hills District %	West Midlands %
Work mainly from home	7.0	10.9	4.8
Car/van (driver and passenger)	70.7	73.1	71.1
Motorcycle, scooter or moped	0.8	0.8	0.7
Bus	2.1	1.4	7.8
Train	2.8	2.1	2.6
Bicycle	2.6	1.9	1.9
On foot	13.1	8.9	9.9
Underground, Metro, Light Rail, Tram	0.1	0.1	0.3
Taxi	0.3	0.2	0.5
Other	0.6	0.7	0.5

Table 11: 2011 Method of Travel to Work – Malvern, Malvern Hills District and West Midlands Region

ONS Ref: Method of Travel to Work, 2011 QS701EW

Car or Van Availability	Malvern %	Malvern Hills District %	West Midlands %
None in household	20.7	13.5	24.7
One in household	45.6	39.1	41.5
Two in household	26.0	33.8	25.8
Three in household	5.7	9.5	5.9
Four or more in household	11.5	4.2	2.1
Average car/van per household	1.24	1.54	1.20

Table 12: 2011 Car or Van Availability – Malvern, Malvern Hills District and West Midlands Region

ONS Ref: Car or Van Availability, 2011 QS416EW

Household Deprivation Dimensions	Malvern %	Malvern Hills District %	West Midlands %
Not deprived in any dimension	44.0	47.5	42.5
Deprived in 1 dimension	33.6	32.9	32.7
Deprived in 2 dimensions	17.9	16.2	19.1
Deprived in 3 dimensions	4.2	3.2	5.2
Deprived in 4 dimensions	0.4	0.2	0.5

Table 13: 2011 Household Deprivation Dimensions – Malvern, Malvern Hills District and West Midlands Region

ONS Ref: Households by Deprivation Dimensions, 2011 QS119EW

Appendix 2: SWDP Allocations in Malvern Status as at 31 March 2018

North East Malvern (SWDP 56)	- Planning application ref: 15/01625/OUT, submitted 19/04/2015 for 800 dwellings – decision pending.
Malvern Technology Centre (SWDP 53)	- No planning application
Land at Lower Hansell Road (SWDP 52i)	- Appeal allowed S/OP/2016, outline permission 14/01231/OUT for up to 110 dwellings.
Land at Brook Farm Drive (SWDP 52w)	- Planning Application ref: 17/00440/FUC submitted 20/03/2017 for 81 dwellings. - Decision pending.
Land at Mill Lane (SWDP 52d)	- Planning application ref: 13/01095/OUT submitted 05/09/2013 for 63 dwellings, granted 02/04/2015.
Former BMX Track (SWDP 52/2)	- Planning application ref: 14/00788/OUT, submitted 20/06/2014 for 57 dwellings, withdrawn 11/08/2015.
Pickersleigh Grove (SWDP 52f)	- Planning applications 13/00900/OUT and 16/01443/REM granted for 92 units following demolition of existing dwellings (44 net), granted 16/06/2014 and 04/05/2017 respectively.
Broadlands Drive (SWDP 53y)	- Planning application 15/00888/OUT for 33 dwellings granted 11/08/2016. Reserved Matters application ref: 17/00649/RM submitted 11/04/2017 – decision pending.
Barracks Store, Court Road (SWDP 52*)	- No planning application.
Victoria Road Car Park (SWDP 52s)	- No planning application.
Landsdown Crescent (SWDP 52/8)	- Planning application ref: 16/01233/FUL submitted 01/09/2016 for 46No. bed care home – decision pending.
Portland House (SWDP 52/5)	- Planning application ref: 16/00545/FUL for change of use to 8 dwellings – decision pending.
Homestead, Halfkey Road (SWDP 52/4)	- Planning application ref: 15/01628/FUL for 4 dwellings granted 07/11/2016.