

REGULATION 14 CONSULTATION VERSION

# **DRAFT MALVERN NEIGHBOURHOOD PLAN 2015- 2030**

on behalf of



November 2017

# Acknowledgements

Malvern Town Council is grateful for the contributions from a number of individuals and organisations within the town to the drafting of Malvern Neighbourhood Plan. We would especially like to thank members of the working parties, local stakeholders and Peter Hamilton at Cass Associates.

# Contents

- 1 Introduction
- 2 Planning Policy Context
- 3 The Malvern Neighbourhood Plan Area: Issues and Considerations
- 4 Vision and Objectives
- 5 Strategy
- 6 Policies and Proposals
- 7 Plan Delivery and Implementation
- 8 Plan Monitoring and Review

List of Policies

Initialisms

Glossary

Figures

Appendices

Tables

# List of Policies (27 Policies)

## Green Infrastructure:

- MG1: Local Green Space
- MG2: Neighbourhood Green Space
- MG3: Key Views and Vistas
- MG4: Woodland, Trees and Hedgerows
- MG5: Neighbourhood Nature Conservation Sites

## Heritage:

- MHE1: Non-Designated Heritage Assets
- MHE2: Neighbourhood Heritage Areas

## Community Facilities:

- MC1: Community Infrastructure
- MC2: Healthy Communities

## Design:

- MD1: Development and Design Principles
- MD2: Development and Accessibility Principles
- MD3: Detailed Design Elements
- MD4: Microgeneration

## Transport:

- MT1: Transport and Development
- MT2: Car Parking
- MT3: Sustainable Transport Routes
- MT4: Great Malvern and Malvern Link Railway Stations Opportunity Areas

## Infrastructure:

- MI1: Infrastructure and Development
- MI2: High Quality Communications Infrastructure

## Employment:

- ME1: Protecting Employment Allocations
- ME2: Provision of Small Scale Employment Development
- ME3: Existing Industrial Estates

## Retail:

- MR1: Town and District Centres
- MR2: Neighbourhood Parades

## Housing Land:

- MH1: Housing Mix
- MH2: New Residential Development
- MH3: Infill Development Restraint

# Initialisms

CIL	Community Infrastructure Levy
GI	Green Infrastructure
LPA	Local Planning Authority
MHDC	Malvern Hills District Council
MHDLP	Malvern Hills District Local Plan
MHT	Malvern Hills Trust
MNP	Malvern Neighbourhood Plan
MTC	Malvern Town Council
NHB	New Homes Bonus
NPA	Neighbourhood Plan Area
NPPF	National Planning Policy Framework
NPWP	Neighbourhood Plan Working Party
OAHN	Objective Assessment of Housing Need
PPG	Planning Practice Guidance
SEA	Strategic Environmental Assessment
SHMA	Strategic Housing Market Assessment
SWDP	South Worcestershire Development Plan
WCC	Worcestershire County Council

# Glossary

## Affordable Housing

Social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices. Affordable housing should include provisions to remain at an affordable price for future eligible households or for the subsidy to be recycled for alternative affordable housing provision.

Social rented housing is owned by local authorities and private registered providers (as defined in section 80 of the Housing and Regeneration Act 2008), for which guideline target rents are determined through the national rent regime. It may also be owned by other persons and provided under equivalent rental arrangements to the above, as agreed with the local authority or with the Homes and Communities Agency.

Affordable rented housing is let by local authorities or private registered providers of social housing to households who are eligible for social rented housing. Affordable Rent is subject to rent controls that require a rent of no more than 80% of the local market rent (including service charges, where applicable).

Intermediate housing is homes for sale and rent provided at a cost above social rent, but below market levels subject to the criteria in the Affordable Housing definition above. These can include shared equity (shared ownership and equity loans), other low cost homes for sale and intermediate rent, but not affordable rented housing.

Homes that do not meet the above definition of affordable housing, such as “low cost market” housing, may not be considered as affordable housing for planning purposes.

The above is taken from the Glossary of the NPPF (March 2012)

## Starter Homes

A Starter Home is expected to be well designed and suitable for young first time buyers. Local planning authorities and developers should work together to determine what size and type of Starter Home is most appropriate for a particular Starter Home exemption site reflecting their knowledge of local housing markets and sites. A Starter Home is not expected to be priced after the discount significantly more than the average price paid by a first time buyer. This would mean the discounted price should be no more than £250,000 outside London and £450,000 in London.

Local planning authorities should put in place planning obligations to ensure that Starter Homes are offered for sale at a minimum of 20% below its open market value of the property. Such properties are expected to be offered to people who have not previously been a home buyer and want to own and occupy a home, and who are below the age of 40 at the time of purchase.

The above is taken from the DCLG guidance ‘Advises on the national Starter Homes exception site policy’ (<https://www.gov.uk/guidance/starter-homes>).

## Use Classes

From the Town and Country Planning (Use Classes) Order 1987 (as amended) which groups together certain uses of land or properties such as shops, whether they be high fashion, bookshop or charity shops, are all classed as A1.

## Major development

Unless otherwise stated, for residential uses major is defined as 10 units or more and for non-residential uses, major is defined as exceeding 1,000sq. m. (net) floor space

# Figures

- 1.1 Malvern Neighbourhood Plan Area
- 3.1 Areas of Outstanding Natural Beauty (AONB)
- 3.2 Nature Conservation Sites
- 3.3 Agricultural Land Classification
- 3.4 Landscape Character Types
- 5.1 Key Diagram (also as a separate plan)
- 6.1 Local Green Space
- 6.2 Neighbourhood Open Space
- 6.3 Key Views and Vistas
- 6.4 Neighbourhood Nature Conservation Sites
- 6.5 Neighbourhood Heritage Areas
- 6.6 Town and District Centre Car Park
- 6.7 Great Malvern Railway Station Opportunity Area
- 6.8 Malvern Link Railway Station Opportunity Area
- 6.9 Neighbourhood Parades
- A1 Mineral resources
- A2 Minerals Safeguarding Areas and Minerals Consultation Areas

# Appendices

- 2.1 South Worcestershire Development Plan (SWDP) Strategic Policies
- 2.2 List of SWDP Generic Policies
- 2.3 SWDP Allocations Relevant to the NPA
- 2.4 List of Relevant Minerals and Waste Planning Policies
- 3.1 Malvern Hills Trust Land Ownership Map
- 3.2 Key Statistics Tables
- 3.3 SWDP Allocations in Malvern Status
- 6.1 Local Green Spaces
- 6.2 Neighbourhood Open Spaces
- 6.3 Local Nature Conservation Sites
- 6.4 Neighbourhood Heritage Areas under consideration for local listing
- 6.5 Community Infrastructure Facilities
- 6.6 Town and District Centre Car Parks
- 6.7 List of Projects and Initiatives



## **Tables** (in Appendix 3.2)

- 3.2.1 Malvern Population Profile 2001 and 2011
- 3.2.2 Ethnic Group – Malvern, Malvern Hills District (MHD) and the West Midlands Region (WMR)
- 3.2.3 2011 Household Composition – Malvern, MHD and the WMR
- 3.2.4 2011 Household Spaces and Accommodation Type – Malvern, MHD and the WMR
- 3.2.5 2011 Occupancy – Malvern, MHD and the WMR
- 3.2.6 2011 Housing Tenure – Malvern, MHD and the WMR
- 3.2.7 2011 Economically Active and Inactive – Malvern, MHD and the WMR
- 3.2.8 2011 Occupation Type – Malvern, MHD and the WMR
- 3.2.9 2011 Employment Sector – Malvern, MHD and the WMR
- 3.2.10 2011 Travel Distance to Work – Malvern, MHD and the WMR
- 3.2.11 2011 Method of Travel to Work – Malvern, MHD and the WMR
- 3.2.12 2011 Car or Van Availability – Malvern, MHD and the WMR
- 3.2.13 2011 Household Deprivation Dimensions – Malvern, MHD and the WMR

# 1 Introduction

## Neighbourhood Planning

- 1.1 The Malvern Neighbourhood Plan (the MNP) is part of the Government's approach to land use planning. The neighbourhood plan process enables communities to better shape their area, inform how development takes place and helps to influence the type, quality and location of that development, ensuring that change brings with it local benefit. The statutory requirements of neighbourhood planning are set out in the Localism Act 2011 that came into force in April 2012.
- 1.2 The Government's intention through neighbourhood planning is for local people to have a greater say on what goes on in their area. However, the Localism Act sets out some important parameters. One of these is that all neighbourhood plans must be in general conformity with higher level planning policy. As such the MNP must be in line with the National Planning Policy Framework (NPPF) and local policy. In this case the strategic local policy consists of the following:
- The policies within the South Worcestershire Development Plan (SWDP) (adopted 25 February 2016).
  - The Waste Core Strategy for Worcestershire (adopted November 2012)
  - The saved policies within the County of Hereford and Worcester Minerals Plan (adopted 1997).
- 1.3 The latter two documents have less direct relevance as minerals and waste matters are outside of the remit of neighbourhood planning. Nevertheless, their provisions have been considered in the production of this plan to ensure no conflict occurs.
- 1.4 The MNP, when made (adopted) by Malvern Hills District Council (MHDC), will form part of the statutory development plan for the Neighbourhood Plan Area (NPA). Decisions on planning applications by the Local Planning Authority (MHDC) will have to be made in accordance with the MNP, other parts of the statutory development plan and other material considerations.
- 1.5 It is therefore important that the MNP has followed due process and that it meets the statutory tests known as the 'basic conditions'. The basic conditions for neighbourhood plans are:
- They must have appropriate regard to national policy.
  - They must contribute to the achievement of sustainable development.
  - They must be in general conformity with the strategic policies in the development plan for the local area.
  - Must be compatible with European Union (EU) obligations, including human rights requirements.
- 1.6 The above will be tested through an independent examination and checked by MHDC prior to proceeding to a Referendum.
- 1.7 A neighbourhood plan should be produced following community engagement and evidence base gathering. This is to make sure that it is based on a proper understanding of the local area and of the views, aspirations, wants and needs of local people.

- 1.8 Following an examination of a neighbourhood plan, the Examiner will provide an assessment as to whether the Plan meets the basic conditions and whether it needs any modifications to enable it to do so. The Examiner will also provide a recommendation on whether the plan should proceed to a public Referendum. It is necessary to gain more than a 50% 'Yes' vote of those voting in the referendum for a neighbourhood plan to be brought into force.

### **Developing the Malvern Neighbourhood Plan**

- 1.9 The MNP has been some three years in the making. The Town Council resolved on 6 May 2014 to progress with producing a neighbourhood plan. In the same month the Town Council applied for designation of the area defined by the boundaries of the Town Council as a Neighbourhood Plan Area (NPA). This designation was approved by MHDC's Executive Board on 22 August 2014.
- 1.10 MTC also set up a Neighbourhood Plan Working Party (NPWP) in May 2014 with the task of overseeing the neighbourhood plan process and producing the MNP on behalf of the community and the Parish Council. The NPWP consists of ten Town Councillors. The NPWP instructed consultants in October 2015 to assist MTC in producing the MNP.
- 1.11 MTC set up a number of Working Groups, with volunteers from the local community, to look at a number of issues within nine key themes including:
- i. Business and employment
  - ii. Local and Neighbourhood Centres
  - iii. Travel and Transport
  - iv. Visitor Economy
  - v. Design
  - vi. Heritage (non-designated heritage assets)
  - vii. Green Spaces
  - viii. Nature Conservation (local conservation assets)
  - ix. Youth Provision
- 1.12 MTC has carried out a number of engagement and consultation exercises with local residents:
- 3 November 2014 – public meeting at Dyson Perrins Church of England Academy.
  - 9 April 2015 – Neighbourhood Planning Open Day event at the Abbey Hotel.
  - June 2015 – Tour of Malvern's neighbourhoods.
  - September – October 2015 – Questionnaire to all households in the NPA.
  - 18 July 2017 – Neighbourhood Plan Policy Review event at the Lyttelton Rooms.
- 1.13 A Consultation Statement will be prepared at the Submission Stage to demonstrate how the local community has been able to engage in the process. It will also highlight how the community's views have been taken into account in the preparation and production of the MNP.

- 1.14 In July 2017 MTC requested a joint Strategic Environmental Assessment (SEA) and Habitat Regulations Assessment (HRA) Screening Opinion of the draft MNP from MHDC. Following consultation with Natural England, Historic England and the Environment Agency MHDC concluded that the draft MNP did not require either a SEA or a HRA Appropriate Assessment.
- 1.15 A Sustainability Statement has been produced to demonstrate how the MNP contributes towards achieving sustainable development.
- 1.16 A Basic Conditions Statement will be produced at the Submission Stage to demonstrate how the MNP meets the basic conditions requirements.
- 1.17 The MNP covers the area defined by the boundaries of the Town Council. This includes the Town Council wards of Priory, Chase, Pickersleigh, Link, Dyson Perrins and West. The NPA is shown at Figure 1.1.
- 1.18 The SWDP sets out Development Management policies (i.e. policies that will apply to individual development proposals) to ensure that development in south Worcestershire is appropriately located and designed. Whilst the SWDP provides the strategic framework within which the MNP is being prepared, the MNP concentrates on key issues facing the NPA and includes emerging planning policies that aim to deliver the right type, form, scale and design of development for the Area.
- 1.19 The MNP provides a Vision for the NPA for the period of 2015 – 2030. It covers this period to align with the SWDP time period. It sets out planning policies to help realise this Vision. These policies are considered to be in general conformity with higher level planning policy, as required by the Localism Act, and with the NPPF.
- 1.20 The MNP has been developed through extensive consultation with the people of the Town and others within an interest in the Town. It is based on sound research and analysis of the available evidence. The publication of this draft is part of this consultation process.
- 1.21 As well as the work undertaken by the Working Groups above MTC used a number of sources as evidence base to support the neighbourhood plan including:
- The SWDP and its evidence base (where relevant to the NPA)
  - Evidence Base Report by Cass Associates July 2016 (Updated March 2017)
  - Housing Needs Assessment for Malvern Town Council by AECOM (February 2016)
  - Heritage Character Assessment for Malvern Town Council by AECOM (due late 2017)
  - Protected/notable species and designated sites information by Worcestershire Biological Records Centre (December 2016).

### **Next Steps**

- 1.22 The next steps of the MNP include:
- Review and re-draft of MNP following consultation responses;
  - Submission of MNP to MHDC for statutory consultation by MHDC;
  - Independent examination; and
  - Referendum and adoption.

## Regulation 14 Consultation

1.23 MTC is consulting residents and stakeholders on the draft neighbourhood plan. The consultation runs for 10 weeks from **Friday 17 November 2017** to **4pm on Friday 26 January 2018**. There will be a Launch event at the Lyttelton Rooms, Great Malvern on Wednesday 29th November between 12.30pm and 6.30pm.

1.24 The draft plan is available at [www.malvernsfuture.org](http://www.malvernsfuture.org). There are also copies of the draft plan available at the following locations:

**Malvern Library, Graham Road** : Opening hours Monday, Thursday and Friday 9am until 5pm, Tuesday and Wednesday 9am until 7pm and Saturday 9am until 4pm (please note Christmas opening times will apply).

**Malvern Town Council, 28 – 30 Belle Vue Terrace** : Opening hours Monday to Thursday 9am until 5pm and Friday 8am until 4pm (please note Christmas opening times will apply).

1.25 It is important to us that we get your feedback on the plan so far, so please take this opportunity to have your say. An online response form is available at [www.malvernsfuture.org](http://www.malvernsfuture.org).

1.26 We would also be particularly interested in your views on the following questions relating to some of the policies within the draft plan:

### MG3: Key Views and Vistas

Please provide details of locations where you consider there is a Significant View in the Neighbourhood Plan Area?

### MHE2: Neighbourhood Heritage Areas

Please provide details of locations which you consider have special architectural and historic interest and could be designated as Neighbourhood Heritage Areas?

### MT3: Sustainable Transport Routes

Please provide details of locations which you consider are or could be classed as a Sustainable Transport Route?

### MH3: Infill Development Restraint

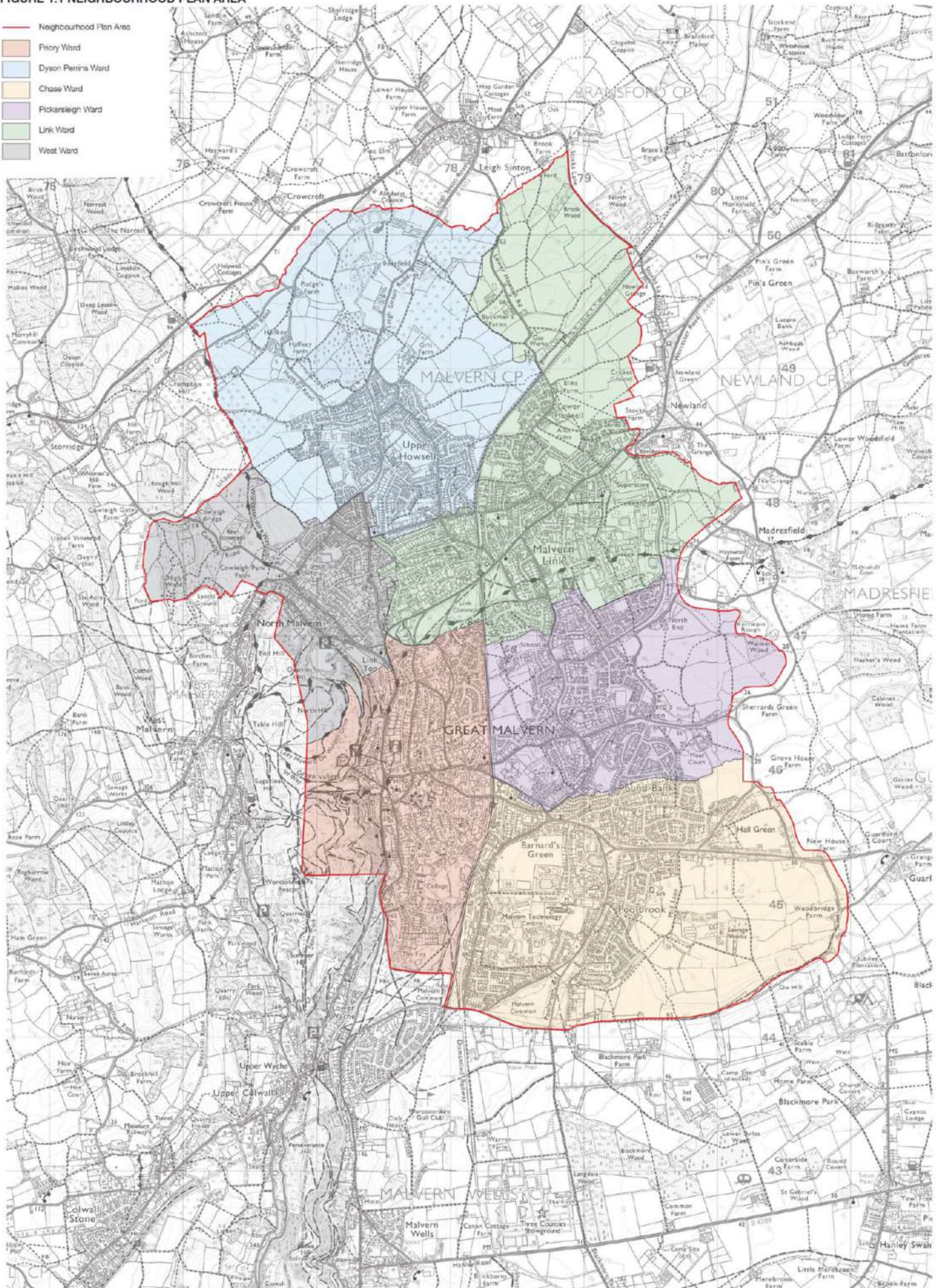
Please provide details of locations where you consider new infill housing development should be restricted as it would harm the character of the local area?

1.27 If you have any queries regarding the draft plan and the consultation process please contact the Town Council on 01684 566667 or at [clawrence@malvern-tc.org.uk](mailto:clawrence@malvern-tc.org.uk).



**MALVERN DRAFT NEIGHBOURHOOD PLAN**  
**FIGURE 1.1 NEIGHBOURHOOD PLAN AREA**

- Neighbourhood Plan Area
- Priory Ward
- Dyson Perrins Ward
- Chase Ward
- Fickersleigh Ward
- Link Ward
- West Ward



## 2 The Planning Policy Context

### National Planning Policy Framework

- 2.1 The NPPF and associated Planning Practice Guidance (PPG) set out the Government's planning policies for England and how these are expected to be applied. They set out the Government's requirements for the planning system only to the extent that it is relevant, proportionate and necessary to do so. It provides a framework within which local people can produce their own and distinctive neighbourhood plans, which reflect the needs and priorities of their communities.
- 2.2 Fundamental to the Government's planning policy is the presumption in favour of sustainable development. The NPPF identifies three dimensions to sustainable development: economic, social and environmental. These give rise to the need for the planning system to perform a number of roles:
- An economic role – contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation, and by identifying and co-ordinating development requirements, including the provision of infrastructure;
  - A social role – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations, and by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural wellbeing; and
  - An environmental role – contributing to protecting and enhancing our natural, built and historic environment, and as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy.
- 2.3 According to the NPPF these roles cannot be undertaken in isolation because they are mutually dependent. Economic growth can secure higher social and environmental standards, and well-designed buildings and places can improve the lives of people and communities. Therefore, to achieve sustainable development economic, social and environmental gains should be sought jointly and simultaneously through the planning system. The planning system should play an active role in guiding development to sustainable solutions.
- 2.4 Pursuing sustainable development involves seeking positive improvements in the quality of the built, natural and historic environment, as well as in people's quality of life, including:
- Making it easier for local jobs to be created;
  - Achieving net gains for nature;
  - Ensuring better design;
  - Improving the conditions in which people live, work, travel and take leisure, and
  - Widening the choice of high quality homes.

## Neighbourhood Plans

- 2.5 A neighbourhood plan must endeavour to support the strategic development needs set out in the local plan which in itself has to take account of the national policies, and plan positively to support local development.
- 2.6 As a consequence, Malvern's community must:
- Develop a neighbourhood plan that supports the strategic development needs for the area. This is set out in the adopted SWDP.
  - Beyond the strategic elements of the above, plan positively to support local development, shaping and directing sustainable development in the area.
- 2.7 A neighbourhood plan's policies once brought into force, will take precedence over existing non-strategic policies in a local plan for the NPA where there may be conflict.

## Strategic Policies

- 2.8 The strategic policies for the NPA are set out within the adopted South Worcestershire Development Plan (February 2016). There are a number of strategic policies within the SWDP that are relevant to the NPA and in which policies within the MNP have to be in general conformity with. These are summarised in Appendix 2.1
- 2.9 There are also a number of generic policies relevant to the NPA. These are in part summarised and in part listed in Appendix 2.2.
- 2.10 There are a number of policies within the Allocated Policies Section, SWDP52-54 and SWDP56, which have direct implications for land within the NPA. These are summarised in Appendix 2.3.
- 2.11 Relevant NPPF and Local Plan policies relating to minerals and waste are included in Appendix 2.4.



# 3 The Malvern Neighbourhood Area: Issues and Considerations

## HISTORICAL DEVELOPMENT

- 3.1 The town of Malvern was founded in the 11<sup>th</sup> 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.
- 3.2 Major growth of the town occurred in the 17<sup>th</sup> – 19<sup>th</sup> Centuries, associated with the curative benefits of spring water from the various springs on the Malvern Hills. By the beginning of the 18<sup>th</sup> 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 19<sup>th</sup> 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.
- 3.3 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.
- 3.4 Towards the end of the 19<sup>th</sup> 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 19<sup>th</sup> 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.
- 3.5 The Town had a major expansion again in the mid-20<sup>th</sup> 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 20<sup>th</sup> Century neighbourhoods are named. The TRE had many incarnations 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.

- 3.6 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.
- 3.7 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.
- 3.8 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.

## **ENVIRONMENTAL CONSIDERATIONS**

### **The Malvern Hills Area of Outstanding Natural Beauty (AONB)**

- 3.9 A small part of the Malvern Hills AONB is included within the NPA. 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.
- 3.10 The Management Plan<sup>1</sup> for the Malvern Hills AONB has been produced by the Malvern Hills AONB Partnership. This Management Plan is used by the LPA in its consideration of development proposals in the AONB.

### **Nature Conservation Assets**

- 3.11 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.
- 3.12 There are a number of nationally and locally designated nature conservation sites within the NPA (locations shown on Figure 3.1).
- Malvern Hills: Site of Special Scientific Interest and Area of Outstanding Natural Beauty
  - Aileshurst Coppice: Site of Special Scientific Interest
  - Malvern Link Common: Site of Regional or Local Wildlife Importance
  - Malvern and Lower Wyche Common: Site of Regional or Local Wildlife Importance

---

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

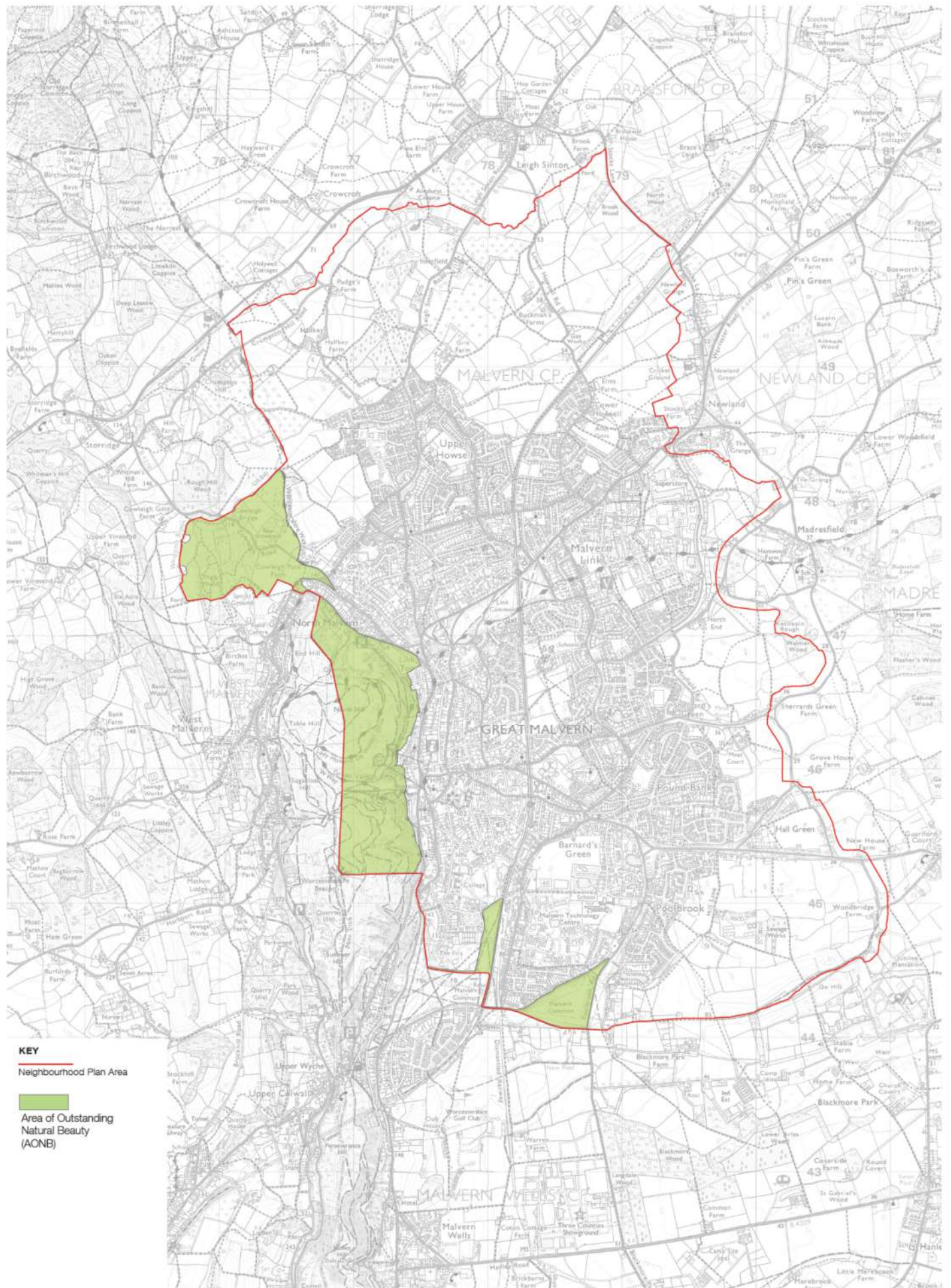
- Guarlford Green (land off Guarlford Road): Site of Regional or Local Wildlife Importance
- Pool Brook: Site of Regional or Local Wildlife Importance
- Whippet's Brook: Site of Regional or Local Wildlife Importance
- Mill Coppice: Site of Regional or Local Wildlife Importance
- High Wood: Site of Regional 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.

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

3.14 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'.

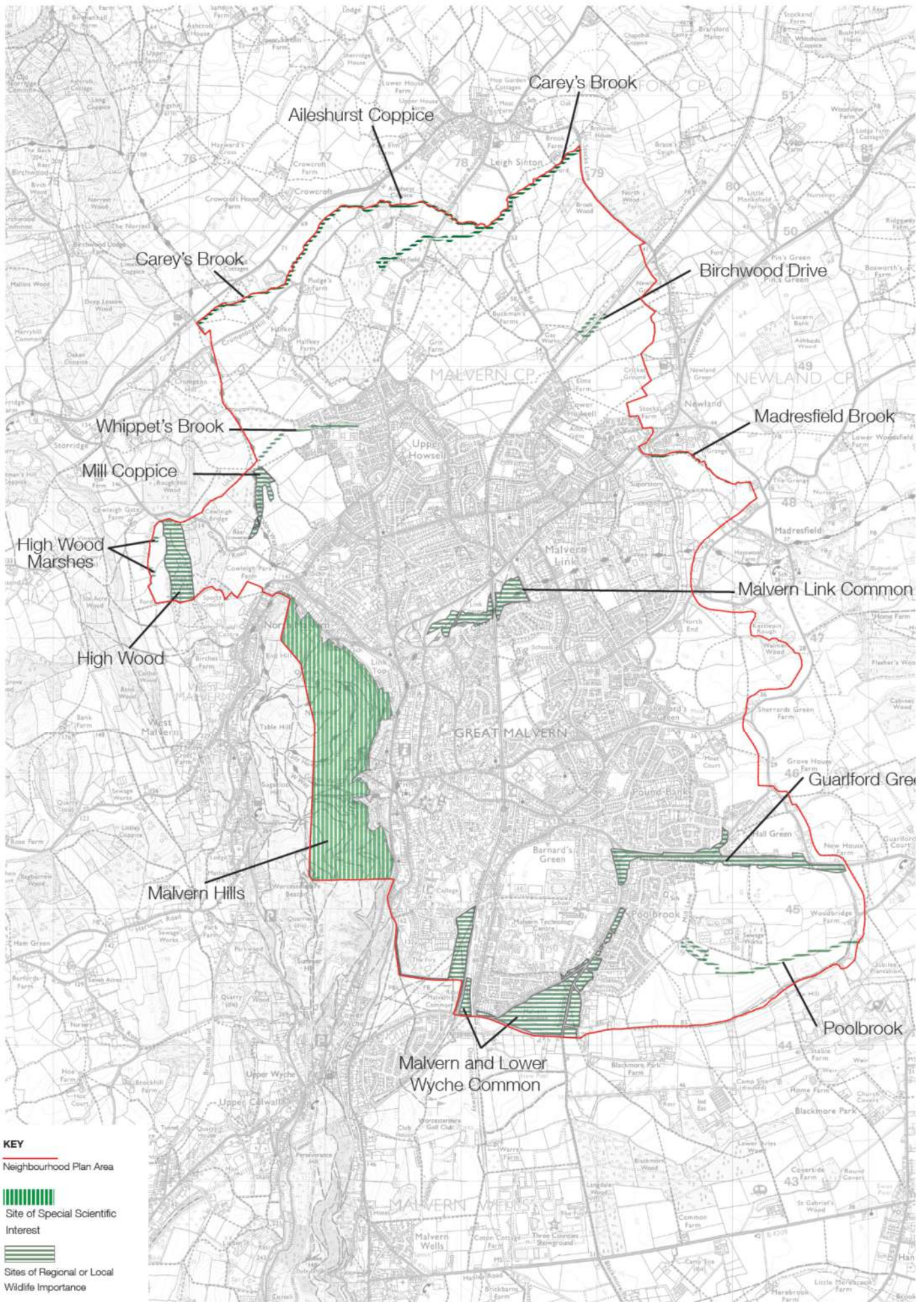
3.15 The Town Council established a local nature conservation working group as part of the evidence base gathering for the neighbourhood plan. Members of the group have identified sites that have the potential for biodiversity and nature conservation value. Information on these sites will be submitted 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.

**MALVERN DRAFT NEIGHBOURHOOD PLAN**  
**FIGURE 3.1 AREA OF OUTSTANDING NATURAL BEAUTY (AONB)**





**MALVERN DRAFT NEIGHBOURHOOD PLAN**  
**FIGURE 3.2 NATURE CONSERVATION SITES**



## Flood Risk

- 3.16 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)<sup>2</sup> 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.
- 3.17 According to the SFRA maps, this flooding would appear to affect properties in the following areas within the urban area of the NPA:
- 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.
- 3.18 Further information on flood risk is included within the Evidence Base Report (July 2016 updated March 2017).

## Agricultural Land Classification

- 3.19 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.
- 3.20 According to the Planning for Soils in Worcestershire: Technical Research Paper (December 2011)<sup>3</sup> by Worcestershire County Council, the NPA is mainly classed as Grade 3 land. 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
- 3.21 Figure 3.2 shows the above areas within the NPA.
- 3.22 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 (i.e. urban extensions), local planning authorities should seek to use areas of poorer quality land in preference to that of a higher quality.

---

<sup>2</sup> The SFRA can be viewed at [http://www.swdevelopmentplan.org/?page\\_id=4342](http://www.swdevelopmentplan.org/?page_id=4342)

<sup>3</sup> 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>

## Landscape Character

- 3.23 Much of the NPA is classed as 'urban' within the Landscape Character Assessment<sup>4</sup> undertaken by Worcestershire County Council.
- 3.24 Beyond the 'urban' area, the countryside areas of the NPA have the following landscape character types.
- Hills and Slopes – Malvern Hills
  - 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.
- 3.25 Details of the landscape typologies is included in the Annexe to the Evidence Base Report (July 2016 updated March 2017).
- 3.26 Figure 3.4 shows the location of the above character types within the NPA.

## Air Quality

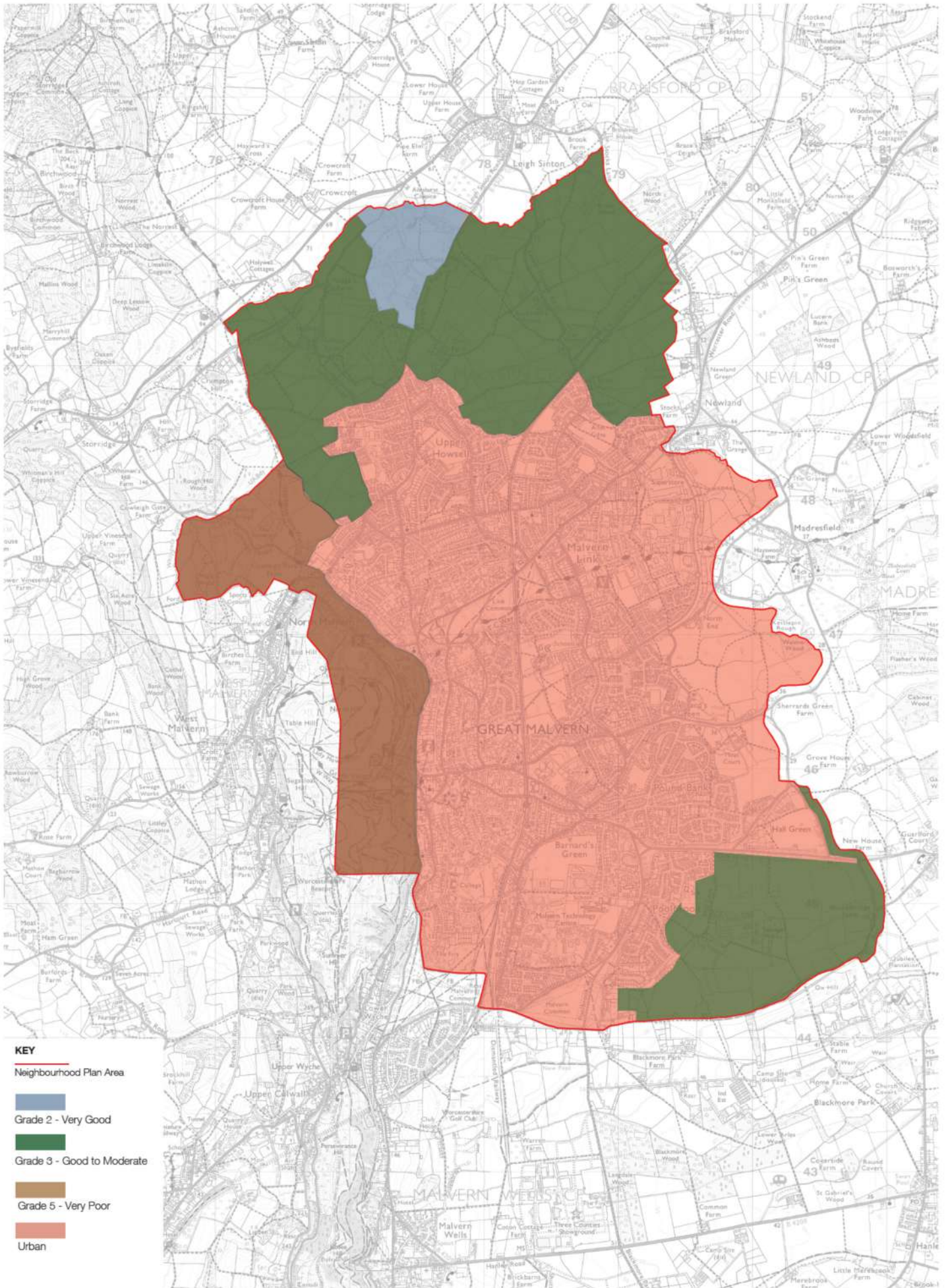
- 3.27 There are currently no Air Quality Management Areas in the NPA. The 2016 Air Quality Annual Status Report (December 2016) by Worcestershire Regulatory Services provides details of air quality for the District during 2015.
- 3.28 There are 4 No. non-automatic monitoring sites within the NPA:
- Teme Avenue.
  - Richmond Road
  - 188 Worcester Road
  - Church Street
- 3.29 The 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.

---

<sup>4</sup> The Landscape Character Assessment can be viewed at [http://www.worcestershire.gov.uk/info/20014/planning/1006/landscape\\_character\\_assessment](http://www.worcestershire.gov.uk/info/20014/planning/1006/landscape_character_assessment)

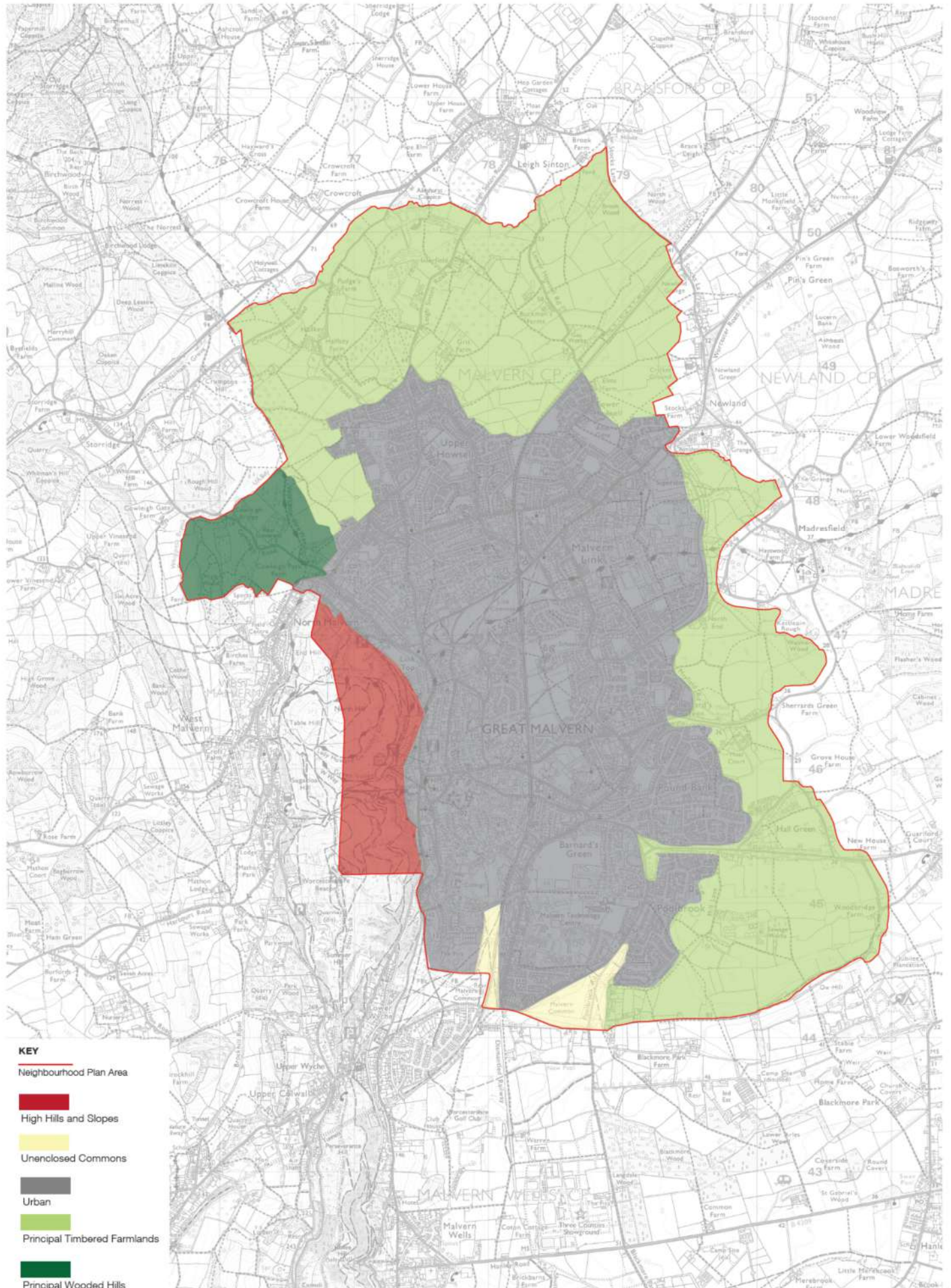








**MALVERN DRAFT NEIGHBOURHOOD PLAN**  
**FIGURE 3.3 AGRICULTURAL LAND CLASSIFICATION**





**MALVERN DRAFT NEIGHBOURHOOD PLAN**  
**FIGURE 3.4 LANDSCAPE CHARACTER TYPES**



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

## Green Infrastructure (GI)

3.30 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.

3.31 A map showing the land owned and managed by MHT is show at Appendix 3.1.

3.32 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.
- 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.

3.33 The Worcestershire Green Infrastructure Partnership, which includes MHDC, produced the Worcestershire Green Infrastructure (GI) Strategy 2013 – 2018<sup>5</sup>. 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.

## HERITAGE CONSIDERATIONS

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

### *Great Malvern Conservation Area*

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

---

<sup>5</sup> The Strategy can be found at [http://www.worcestershire.gov.uk/downloads/file/3780/worcestershire\\_gi\\_strategy\\_document\\_2013-2018](http://www.worcestershire.gov.uk/downloads/file/3780/worcestershire_gi_strategy_document_2013-2018)

1. The historic core centred around the Malvern Priory of 15<sup>th</sup> Century date and the development as a coaching stop with the Unicorn public house, built in the 16<sup>th</sup> 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.
- 3.36 MHDC produced an Appraisal and Management Strategy for the Conservation Area in April 2008. 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. Appendix 6.4 provides a list of unlisted buildings of local interest taken from the MHDC document.

### **Trinity Conservation Area**

- 3.37 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.
- 3.38 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 18<sup>th</sup> Century and early 19<sup>th</sup> Century development know 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 19<sup>th</sup> 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.
- 3.39 MHDC produced an Appraisal and Management Strategy in January 2009 which provides detail about the character and management needs for the Conservation Area. Appendix 6.4 provides a list of unlisted buildings which are considered to make positive contribution to the Conservation Area taken from MHDC document.

### **Malvern Link Conservation Area**

- 3.40 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 19<sup>th</sup> Century in character with isolated examples of its pre-19<sup>th</sup> Century rural development.
- 3.41 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.
- 3.42 MHDC produced an Appraisal and Management Strategy 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. Appendix 6.4 provides a list of unlisted buildings that are considered to make a positive contribution to the Conservation Area taken from the MHDC document.

### Listed Buildings

- 3.43 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 Report (July 2016 updated March 2017).

### Scheduled Ancient Monuments

- 3.44 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)

- 3.45 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' SPD<sup>6</sup> (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.
- 3.46 The buildings identified within the Appraisal and Management Strategies as making a positive contribution to the Conservation Areas would 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 Report) and are awaiting the District Council's assessment.

### RETAIL CONSIDERATIONS

- 3.47 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.
- 3.48 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.

<sup>6</sup> <https://www.malvernhills.gov.uk/documents/10558/867999/Local+List+SPD+15.5.15.pdf/09453be1-ac2a-431b-9d0b-316ceb04e279>

## Great Malvern

3.49 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.

3.50 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.
- 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.

3.51 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.

3.52 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.

3.53 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 initiative <sup>7</sup>, 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

3.54 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.

---

<sup>7</sup> <http://www.routetothehills.co.uk/>

3.55 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.

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

### **Barnards Green**

3.57 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.

3.58 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.

3.59 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.

3.60 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 Christmas<sup>8</sup>.

---

<sup>8</sup> Lighting at Christmas has been improved in Barnards Green for 2016 by MTC.

- 3.61 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.
- 3.62 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.
- 3.63 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
- 3.64 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.

## **EMPLOYMENT LAND CONSIDERATIONS**

- 3.65 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.
- 3.66 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 – 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.

3.67 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.

3.68 The Town Council is keen to ensure that the proposed employment allocations with 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.

### HOUSING LAND CONSIDERATIONS

3.69 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%  |

3.70 Appendix 3.2 provide further information on accommodation types with comparisons between the NPA, Malvern Hills District and the West Midlands Region.

3.71 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.

3.72 A Housing Needs Assessment 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**

- 3.73 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**

- 3.74 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 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**

- 3.75 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).
- 3.76 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**

- 3.77 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**

- 3.78 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**

- 3.79 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**

- 3.80 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**

- 3.81 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 (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.
- 3.82 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) – 25 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

3.83 Appendix 3.3 provides a position on the above sites in terms of planning applications and permissions. 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.

## TRANSPORT CONSIDERATIONS

### Roads

3.84 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 roundabout. 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.

3.85 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.

3.86 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
- 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

3.87 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.

3.88 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.

## **Rail**

3.89 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***

3.90 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.

3.91 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***

3.92 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.

3.93 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.

### ***Newland Halt***

3.94 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 Malvern.

29

### **Bus Services**

3.95 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,

### **Cycling and Walking**

3.96 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 Thirlstane 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 stations 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.

3.97 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.

3.98 It is considered that there is an absence of and a need for 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.

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

### **Parking**

3.100 An assessment of car parking provision within Great Malvern Town Centre concluded that there is probably sufficient car parking. 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.

3.101 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.

3.102 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.

## 4 Vision and Objectives

- 4.1 The vision and objectives are based on the spatial issues and considerations within the NPA along with the community's views and opinions for the future of the Town. These form the foundation of the Malvern Neighbourhood Plan, its policies and proposals.
- 4.2 Its setting, heritage and culture, along with its diverse range of services, facilities and employment opportunities, makes Malvern one of the preferred locations for people to live within Worcestershire and the wider area.
- 4.3 The Neighbourhood Plan seeks to protect the unique assets within Malvern such as the Malvern Hills AONB, SSSI and the Commons, its heritage and history including as a spa town and its role within the radar and communications industries and the quality of life of the various communities that live within the town.
- 4.4 Malvern has and continues to play a key role in the provision of high technology and advanced electronics, communications and digital industries. This provides high value jobs and opportunities for locally derived support industries.
- 4.5 Malvern is considered an attractive location for the older population, particularly retirees, to move to. It's setting, along with its culture, heritage and its locational advantages are key attributes to its attractiveness. In addition, people are attracted to the town because of the services and specialisms that exist in the area that support the older and elderly population.

### Vision

- 4.6 The vision sets out what the people of Malvern wish their Town to be like in 2030. It is based on the key issues raised by the various communities within the Town which has been gathered through the Town Council's engagement with residents on the Neighbourhood Plan and through its other activities. The Vision helps shape the objectives and policies set out in the Neighbourhood Plan.

### The Vision for Malvern NPA

*Our vision is that Malvern continues to be a vibrant, prosperous, safe and accessible Town where new development and its occupiers are fully integrated into the fabric and communities of the Town. The Hills, the Commons, green spaces and countryside, some of which are designated as an AONB and SSSI, are protected, enhanced and increased through the provision of a network of accessible high quality green infrastructure.*

*It is our vision that the NPA will have a diverse range of services and facilities centred around Great Malvern, Malvern Link and Barnards Green, Malvern Retail Park and the neighbourhood retail parades. The main retail centres will have improved public realm, wayfinding and car parking making them a more pleasant and attractive place to work, visit and shop.*



*Our vision is for an expansion of high quality employment premises, based around the technology, electronics, digital and research and development sectors, with development at Malvern Science Park, Malvern Technology Centre (QinetiQ) and North East Malvern providing increased jobs and economic growth for the local community. Spring Lane Industrial Estate will continue to provide a variety of industrial and commercial uses and will have improved public realm including pavements, landscaping, fencing, cycle lanes, off-street car parking and bus routes. There will also be a broadening of the Area's tourism assets which will provide further jobs and economic growth for the local economy.*

*The future development and growth of the Town will be managed through the appropriate improvements to infrastructure, services and utilities within the context of the Area's sensitive setting where the landscape, heritage, nature conservation and green infrastructure will be retained, enhanced and celebrated by the town's communities.*

*By aspiring to fulfil the above vision the Neighbourhood Plan will play an important role in ensuring that Malvern provides an outstanding quality of environment for its current and future residents, workers and visitors.*

## Objectives

4.7 To achieve this Vision the Town Council has identified 12 objectives for the Neighbourhood Plan. These objectives have emanated from the spatial issues raised through public engagement and evidence base gathering. Policies within the Neighbourhood Plan have been developed to ensure that the objectives and vision can be realised.

1. Retain the existing character of Malvern's historic spa town and its countryside setting adjacent to the Hills and Commons and ensure that new development enhances this character and is fully integrated into the fabric and infrastructure of the Area.
2. Protect and enhance the Area's green infrastructure, landscape and nature conservation assets including its Hills, its Commons, its countryside and network of greenspaces within the urban area and ensure that new development protect and enrich the Area's natural environment and landscape character.
3. Protect and enrich the Area's heritage assets and historic environment and ensure new development sustains and enhances the significance of designated and non-designated heritage assets within the Area's existing townscape and landscape.
4. Support and encourage a diverse range of education, health, leisure, recreation and social facilities to meet the everyday needs of the expanded community and protect, where possible, these facilities where there is a demonstrated need.
5. Sustain and improve the vitality, health, wellbeing and safety for all in the community through the provision and protection of appropriate facilities such as greenspace, cycle and pedestrian routes and health facilities.
6. Strengthen and support the Area's tourism assets and associated infrastructure to increase the visitor numbers to the NPA and provide opportunities for additional local businesses and employment.
7. Ensure the wider integration, co-ordination and connectivity of the existing transport infrastructure including improvements to the road and rail services to and from the Area; improvements to bus provision; measures to reduce traffic congestion; promotion of cycling and the protection and enhancement of parking provision in the area and in particular within the NPA's retail centres

8. Improvements in the existing infrastructure and utilities ensuring that new development does not exacerbate existing problems and, where appropriate, contributes towards improving the existing network.
9. Support and encourage a range of modern, sustainable and high quality industrial and business premises which provide opportunities for economic and employment and create attractive and accessible environments.
10. Support and encourage a diverse range of retail and other associated town centre uses to meet the everyday needs of the Town's expanded community and enhance the public realm and environments of the key centres to create vibrant retail, social and cultural hubs for the Area.
11. Support and encourage new housing of high quality and sustainable design that responds to local character adding to the overall quality of the Area and meets local housing need for both market and social sectors at an affordable price.
12. Support and encourage sustainable development and reduce carbon-dependent activities.

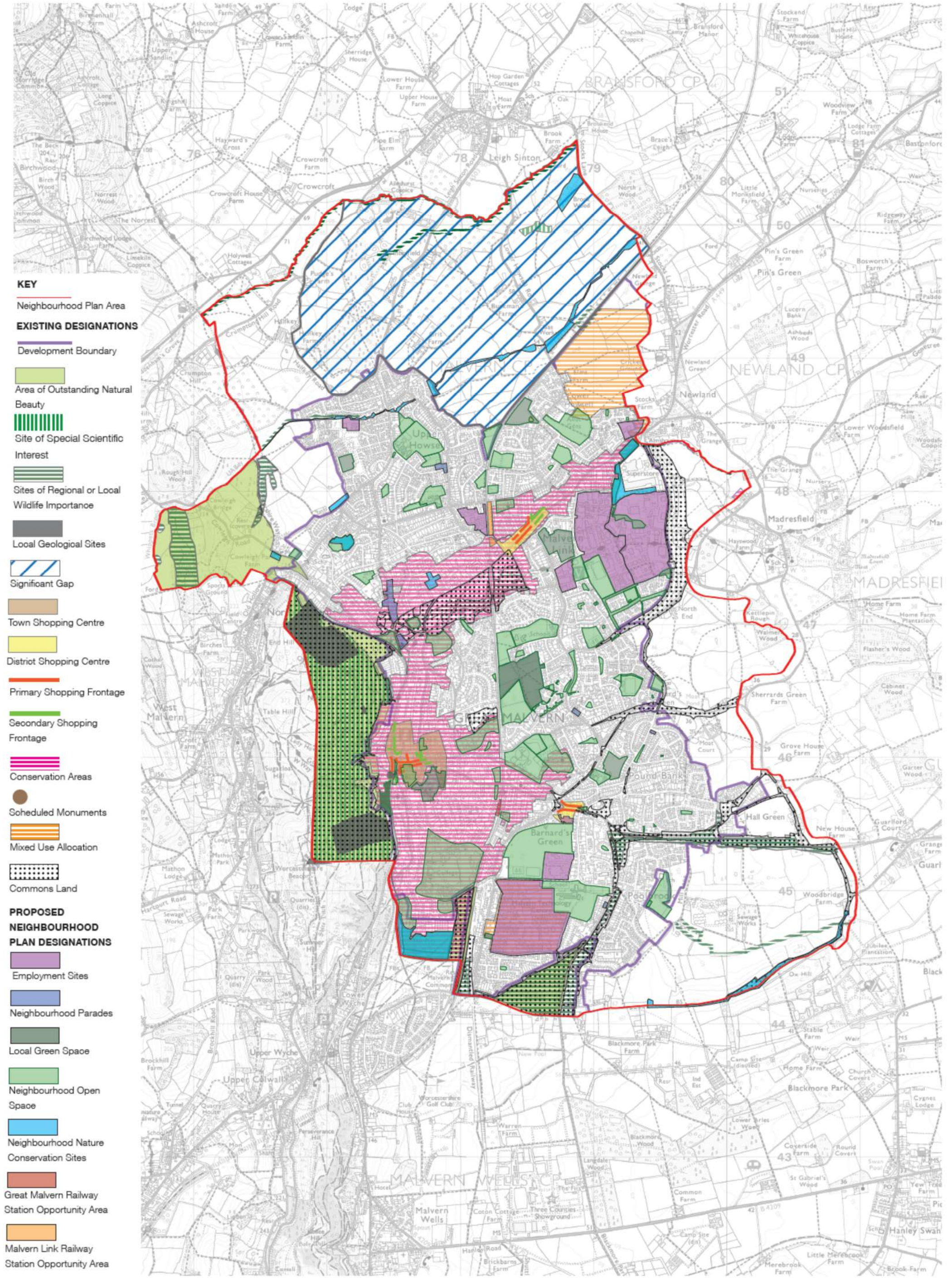
## 5 Strategy

- 5.1 The strategic framework for future growth within the NPA has been established through the adopted SWDP. This provides for two strategic allocations – an urban extension at land at North East Malvern for 800 houses and 10 ha of employment land and the redevelopment of surplus land at the Malvern Technology Centre (QinetiQ) for 300 dwellings and 4.5 ha of employment land – and a number of individual site allocations for residential development within the existing development boundary within the NPA. In addition the SWDP sets out the retail floor space requirements and the key infrastructure requirements to support the development set in out in the plan.
- 5.2 A key component of the MNP’s strategy is to ensure that this growth and other developments provide sustainable and beneficial change to the environment and communities within the NPA. The natural landscape formed by the Malvern Hills and Commons and historic townscape centred on the three conservation areas are a unique set of assets within the NPA. The MNP seeks, along with other existing plans and strategies, to protect and enhance these valuable assets that help make the NPA a viable and sustainable place to live, work and visit.
- 5.3 The strategy seeks to ensure the appropriate provision and phasing of infrastructure for new development. There should be no worsening of the existing situation and the MNP seeks to use development, where appropriate, to make improvements to the existing infrastructure provision. There is a particular need to improve the road and rail infrastructure; bus and rail service provision and the communication infrastructure within the NPA. In addition, it is understood that there are capacity issues with the power supply at Spring Lane Industrial Estate.
- 5.4 The MNP accepts that proposals for further residential development will come forward within the NPA. The strategy seeks to ensure that any proposed development is properly integrated into the NPA thereby maintaining its unique and distinctive character. In addition the plan seeks to ensure there is appropriate infrastructure to support the growth in the demand from the new resident population and employers within the NPA.
- 5.5 Housing growth is to be accommodated within the allocations in the SWDP. Windfall sites will be subject to rigorous scrutiny in relation to their scale, sustainably credentials and impact on the surrounding area. A key requirement of future housing provision is that it meets local needs in terms of tenure, size and type of housing.
- 5.6 The MNP seeks to protect the employment land allocations within the SWDP for their intended use. This will help to ensure that Malvern continues to provide business opportunities and employment growth particularly within the high tech growth areas to which the town already makes a significant contribution both regionally and nationally.
- 5.7 Employment growth within the traditional employment sectors will be directed towards the NPA’s existing industrial estates and parks. The strategy looks to make improvements to the Spring Lane Industrial Estate to benefit existing occupiers as well as visitors to the estate. The strategy also seeks to diversify the employment base by supporting the provision for smaller scale businesses within the urban area of the NPA.

- 5.8 Great Malvern Town Centre and Malvern Link and Barnards Green District Centres will continue to provide the focus for facilities, services and social infrastructure for the local and wider community. There is an identified need to enhance the Centres to provide a more attractive environment for both shoppers and shop keepers. The MNP seeks to protect and include the smaller shopping parades that provide important local facilities for communities within the NPA.
- 5.9 Improvements to the transport infrastructure as a whole are promoted along with enhancements to public transport services. The MNP identifies opportunities to improve car parking at both Great Malvern and Malvern Link railway stations. This should provide additional opportunities for people to use rail services for longer journeys. The strategy also seeks to make improvements to walking and cycling within the settlement through the designation of Sustainable Transport Routes. Existing car parks within the NPA's main retail centres are to be protected and increased, where possible, to help sustain the vitality and viability of these centres.
- 5.10 The NPA's Green Infrastructure is a unique and valuable asset. It is key to the NPA being a sustainable and viable place to live, work and visit. Important green spaces are to be designated Local Green Spaces and will be given protection through the MNP. Other greenspaces will also be supported by a policy seeking to protect and enhance where relevant. MTC will look at opportunities for important green spaces to be kept or taken into public ownership and/or management.
- 5.11 The NPA's position at the foot of the Malvern Hills provides unique and special views and vistas to this landscape asset from many parts of the urban area. The MNP seeks to protect and enhance important views and vistas. The character of the NPAs landscape is also acknowledged and to be protected through the plan.
- 5.12 Trees, woodland and hedges of local importance and high value will be protected. Should there be a loss of these valuable habitats the plan seeks appropriate mitigation. Nature conservation and wildlife sites will be protected and opportunities sought to open up public access to allow people to experience natural habitats. The Town Council will work with key stakeholders to identify and nominate additional sites within the NPA for nature conservation designation.
- 5.13 The NPA is rich in heritage and its historic environment is a major asset for the area. There are a number of designated heritage assets including three Scheduled Ancient Monuments, one Grade I listed building, three Grade II\* listed buildings, 200 Grade II listed buildings and three conservation areas. There are also a number of locally important buildings and structures. These latter non-designated heritage assets will be identified by the Town Council and the local community and proposed for nomination on the local list to MHDC. The MNP will seek to protect the non-designated heritage assets whether or not they are on the local list.
- 5.14 Local community facilities will be supported and protected through policy. The MNP seeks to ensure that all relevant development takes account of the health and wellbeing of the community.
- 5.15 The MNP seeks to ensure high quality and sustainable design for new development including extensions. This includes that new development, including its detailed elements, fits within its context and takes its cues from the positive design features of the Malvern 'vernacular'. Sustainable design includes the use of appropriate materials, energy efficiency and the use of microgeneration. A key principle of sustainable design is ensuring accessibility by a variety of means of travel and the design and layout of roads and other routes is appropriate for all users.
- 5.16 The strategy for the NPA is illustrated on the Key Diagram at Figure 5.1.



**MALVERN DRAFT NEIGHBOURHOOD PLAN**  
**FIGURE 5.1 KEY DIAGRAM NOVEMBER 2017**





# 6 Policies

## 6.1 GREEN INFRASTRUCTURE

### Objectives

1. Retain the existing character of Malvern's historic spa town and its countryside setting adjacent to the Hills and Commons and ensure that new development enhances this character and is fully integrated into the fabric and infrastructure of the Area.
2. Protect and enhance the Area's green infrastructure, landscape and nature conservation assets including its Hill, its Commons, its countryside and the network of greenspaces within the urban area and ensure that new development protect and enrich the Area's natural environment and landscape character.
5. Sustain and improve the vitality, health, wellbeing and safety for all in the community through the provision and protection of appropriate facilities such as greenspace, cycle and pedestrian routes and health facilities.

### POLICIES

#### Policy MG1: Local Green Space

- A. Development on sites designated as Local Green Spaces on the Key Diagram and shown at Figure 6.1 will not be permitted unless it is considered appropriate to its function as a special area of green space within the NPA or there are very special circumstances that demonstrate that the harm to the Local Green Space is clearly outweighed by other considerations.

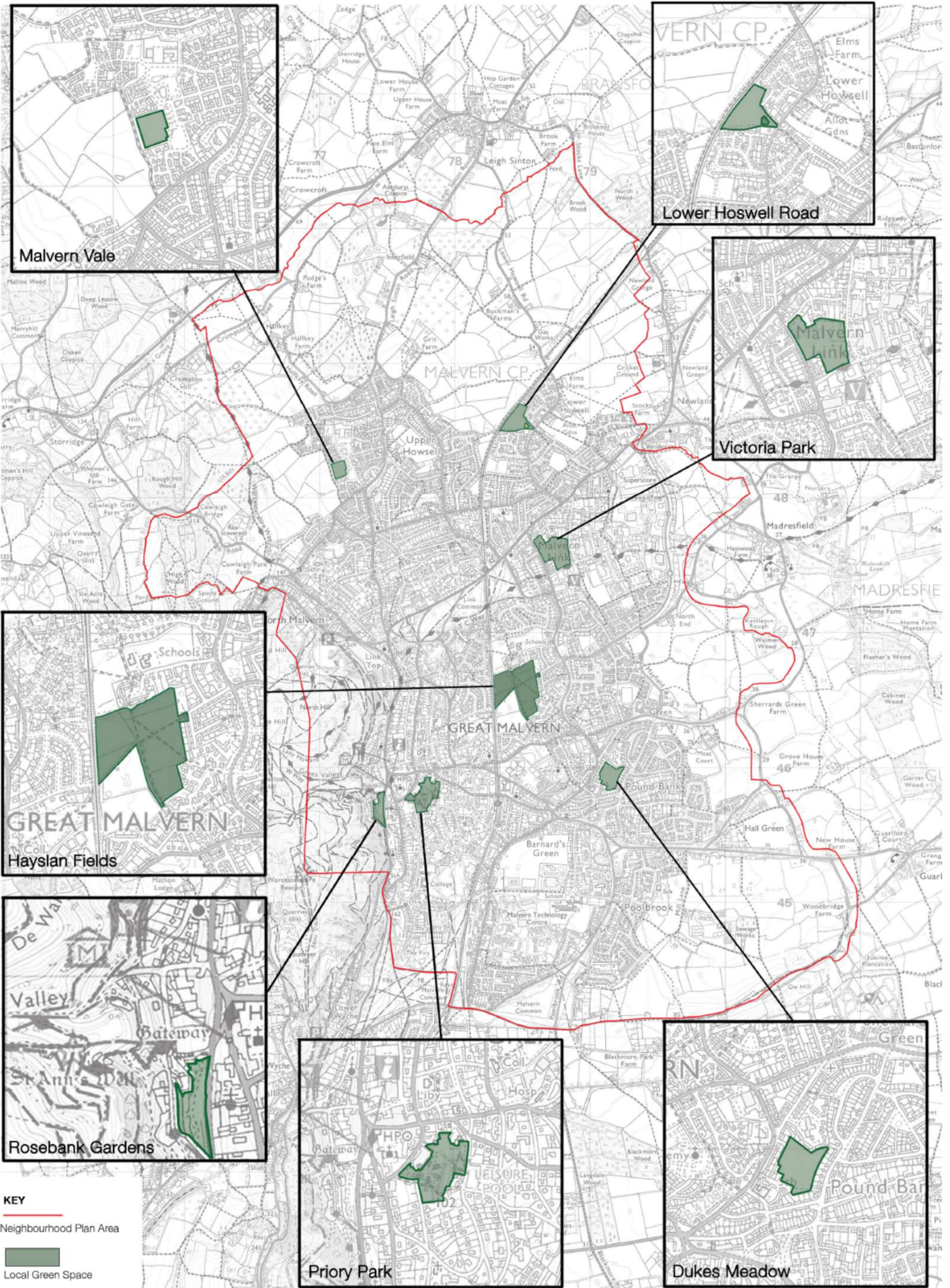
37

Development considered appropriate on a Local Green Space could include:

1. Provision of appropriate facilities for outdoor sport, outdoor recreation and for cemeteries providing it preserves the function and value of the Local Green Space
  2. The extension or alteration of an existing building providing it does not result in disproportionate additions over and above the size of the original building and does not have an unacceptable adverse impact on the function and value of the Local Green Space; and
  3. The replacement of a building, provided the new building is in the same use, not materially larger than the one it replaces and does not have an unacceptable adverse impact on the function and value of the Local Green Space.
- B. Proposals at the North East Malvern and Malvern Technology Centre (QinetiQ) site allocations should include the provision of greenspace of a size, type, design and quality that it will be designated as a Local Green Space.



**MALVERN DRAFT NEIGHBOURHOOD PLAN**  
**FIGURE 6.1 LOCAL GREEN SPACE**





## Reasoned Justification

- 6.1.1 A key asset within the NPA is the Malvern Hills and the associated Commons with the former designated a SSSI and AONB. The Hills lie to the west of the urban area and are part of the wider open countryside in which the settlement of Malvern sits. The Commons are mainly located within or adjacent to the urban area. They provide an important function and aesthetic to the landscape of the town contributing to the unique character of Malvern. The Hills and Commons are owned and managed by the Malvern Hills Trust. These areas are identified on the Key Diagram and are protected through the provisions of the legislation with the Malvern Hills Acts.
- 6.1.2 Beyond the Commons the settlement includes a number of green spaces that also contribute to the character of the area, are used for informal and formal recreation and have ecological and biodiversity value. These greenspaces along with the Commons, the Hills and the wider countryside are an essential part of its green infrastructure (GI). They are important in underpinning the overall sustainability of the NPA by performing a range of functions including flood risk management, the provision of accessible greenspace, climate change adaptation and supporting biodiversity.
- 6.1.3 In accordance with the NPPF the community wishes to see their greenspaces protected for the future. As such and in line with paragraph 76 of the NPPF the most important greenspaces will be afforded protection from new development unless very special circumstances demonstrate proposals should go ahead. These spaces are designated as LGS. Their locations are shown at Figure 6.1 and they are listed at Appendix 6.1.
- 6.1.4 The Town Council will support the provision of a LGS at the two strategic allocations of NE Malvern and Malvern Technology Centre (QinetiQ). This will ensure that the new communities within these new developments have a greenspace of sufficient quality and size and will be demonstrably special to them. It will also ensure that there is at least one LGS within each of the Wards (with the exception of West Ward) within the NPA.

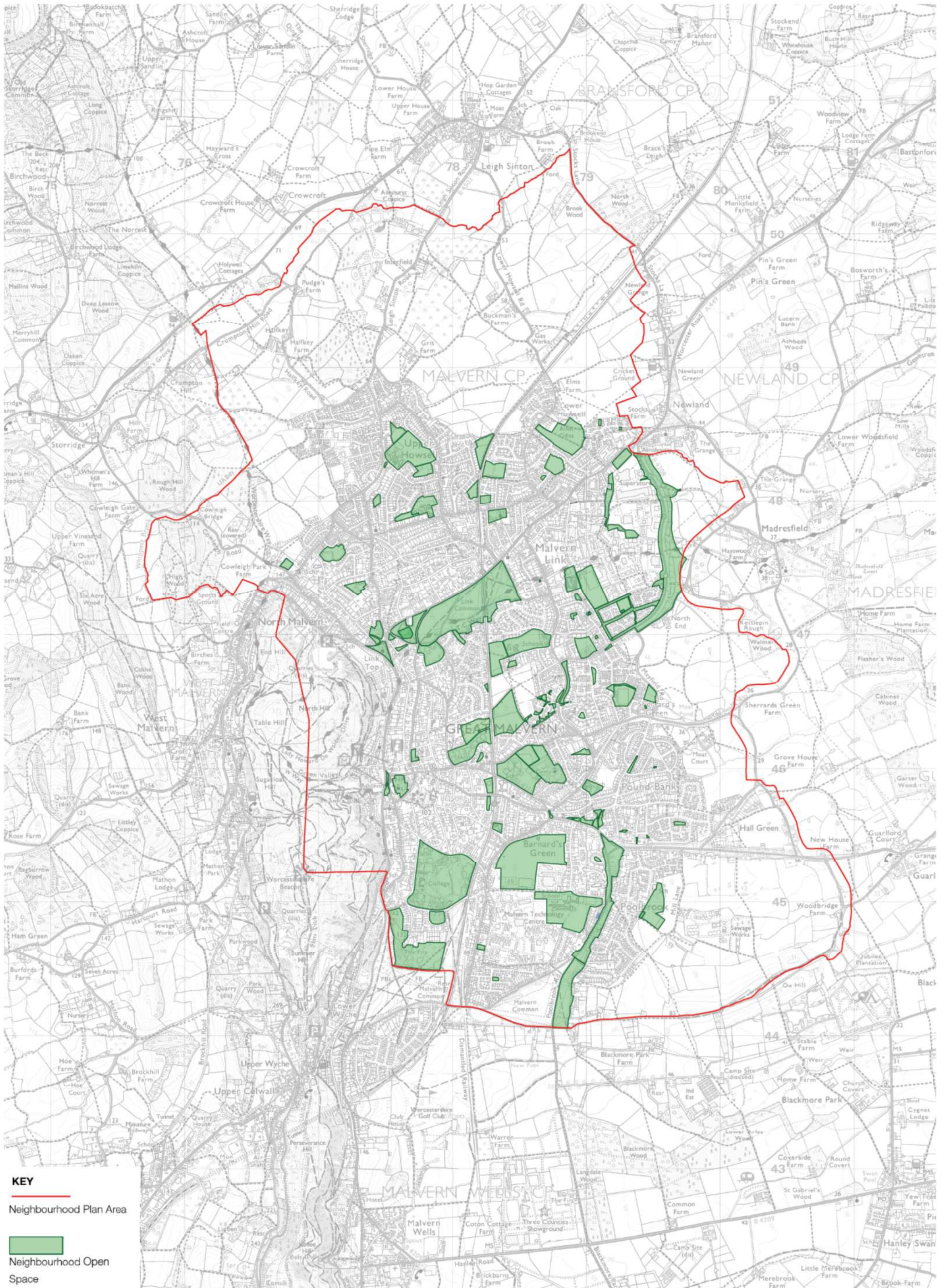
## Policy MG2: Neighbourhood Open Space

Proposals for development on Neighbourhood Open Space sites as identified on the Key Diagram and shown at Figure 6.2 will be supported provided the following criteria, where relevant, are met:

1. It can be demonstrated by the applicant, through an objective assessment, there is a surplus of green space provision in the area;
2. The recreational function of the site is retained on site or provided off-site and is of an equivalent or better provision in terms of quantity and quality and is in an equivalent or better location relative to the existing site;
3. Improvements are made to the visual appearance and/or landscape value of any retained Neighbourhood Open Space or at a nearby Neighbourhood Open Space site that provides an overall benefit to the character of the local area; and
4. It retains physical links with other Neighbourhood Open Space sites, Local Green Space sites or the wider countryside.

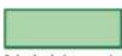


**MALVERN DRAFT NEIGHBOURHOOD PLAN**  
**FIGURE 6.2 NEIGHBOURHOOD OPEN SPACE**



**KEY**

 Neighbourhood Plan Area

 Neighbourhood Open Space



## Reasoned Justification

- 6.1.5 In addition to the Commons and LGS there are other open spaces that the community also wish to have protected. Open spaces refer to the typology proposed by the Urban Green Spaces Task Force (2002) and is split between greenspaces and civic spaces. The MNP sets out a criteria-based policy that seeks to protect and enhance these open spaces.

### Greenspaces

- Parks and gardens
- Natural and semi-natural greenspaces, including urban woodland
- Green corridors
- Outdoor sports facilities
- Amenity greenspace
- Provision for children and young people
- Allotments, community gardens and urban farms
- Cemeteries, disused churchyards and other burial, grounds

### Civic Spaces

- Civic and market squares and other hard surfaced areas designed for pedestrians

- 6.1.6 These open spaces are listed at Appendix 6.2 as Neighbourhood Open Spaces (NOS) and are shown on Figure 6.2.

41

- 6.1.7 Opportunities to expand the network of open spaces and create and retain physical links between open spaces and the countryside within the NPA will be supported. This will help to provide a robust Green Infrastructure network and the associated benefits in terms of recreational opportunities, visual and environmental amenity value and climate change adaptation.

### Policy MG3: Key Views and Vistas

**Development proposals should respect the Significant Views identified on the Key Diagram and in Figure 6.3.**

**Where a development proposal impacts on an identified 'Significant View' a Landscape and Visual Impact Assessment or similar study should be carried out to ensure that the landscape is not compromised.**

### Reasoned Justification

- 6.1.8 Landscape strategies and proposals prepared for new developments must take into account key views, vistas and gateways at the design stage. The MNP has identified key views and vistas that are important in contributing to the character and the setting of the NPA. These views and vistas are to be preserved and/or protected from inappropriate and obstructive development and/or planting.
- 6.1.9 Long distance views out of the NPA, particularly towards the Malvern Hills, should be protected from inappropriate development in order to maintain the existing relationship between the NPA and its surrounding landscape. These key views are identified within the MNP Figure 6.3.

FIGURE 6.3 KEY VIEWS AND VISTAS

To be completed

#### Policy MG4: Woodland, Trees and Hedgerows

Developments which involve the loss of woodlands, trees of local significance or significant lengths of mature and biodiversity rich hedgerows will not be allowed unless adequate compensatory measures are put in place which will result in a net gain to the overall quality of the environment.

Adequate tree survey information must be provided to assess the value of the existing trees and hedgerows and the impact of the proposals on them. Trees and hedgerows not to be retained as a result of the development are to be replaced on a like-for-like basis. Additional new trees and hedgerows will be planted on the site as part of a wider planting scheme to help reflect and enhance the landscape character of the site.

Where it is not possible or appropriate to secure this new or replacement tree planting on site, trees should be planted at a suitable location outside the site such as on LGS and NOS or other publicly owned land.

Planning conditions or legal agreements will be used to secure the above.

#### Reasoned Justification

- 6.1.10 Trees and hedgerows are integral and valuable components of the natural and built environment that help deliver significant benefits in respect of landscape and townscape character; green infrastructure networks; ecological biodiversity; climate changing and promoting economic development. The retention of existing trees and the provision of additional tree planting within new development are therefore important.
- 6.1.11 Hedgerows are defined within the Hedgerows Regulations 1997 and trees protected by tree preservation orders are covered by the Town & Country Planning Act 1990 (as amended) and the Town & Country Planning (Tree Preservation) (England) Regulations 2012. Policy SWDP 22C and D seeks to protect the loss or deterioration of an Ancient Woodland, a Veteran Tree, a nationally protected species and an important individual tree or woodland or species or habitat recognised in the Biodiversity Action Plan.
- 6.1.12 This policy seeks to protect existing trees, woodland and hedges of local value. Where there is to be a loss of these environmental and ecological assets there should be compulsory measures that result in a net gain to the local environment. In relation to legal agreements, these should only be sought where they meet the tests outlined in Paragraph 204 of the NPPF.

#### Policy MG5: Neighbourhood Nature Conservation Sites

Proposals that have a unacceptable adverse impact on Neighbourhood Nature Conservation Sites will not be supported unless it can be demonstrated that:

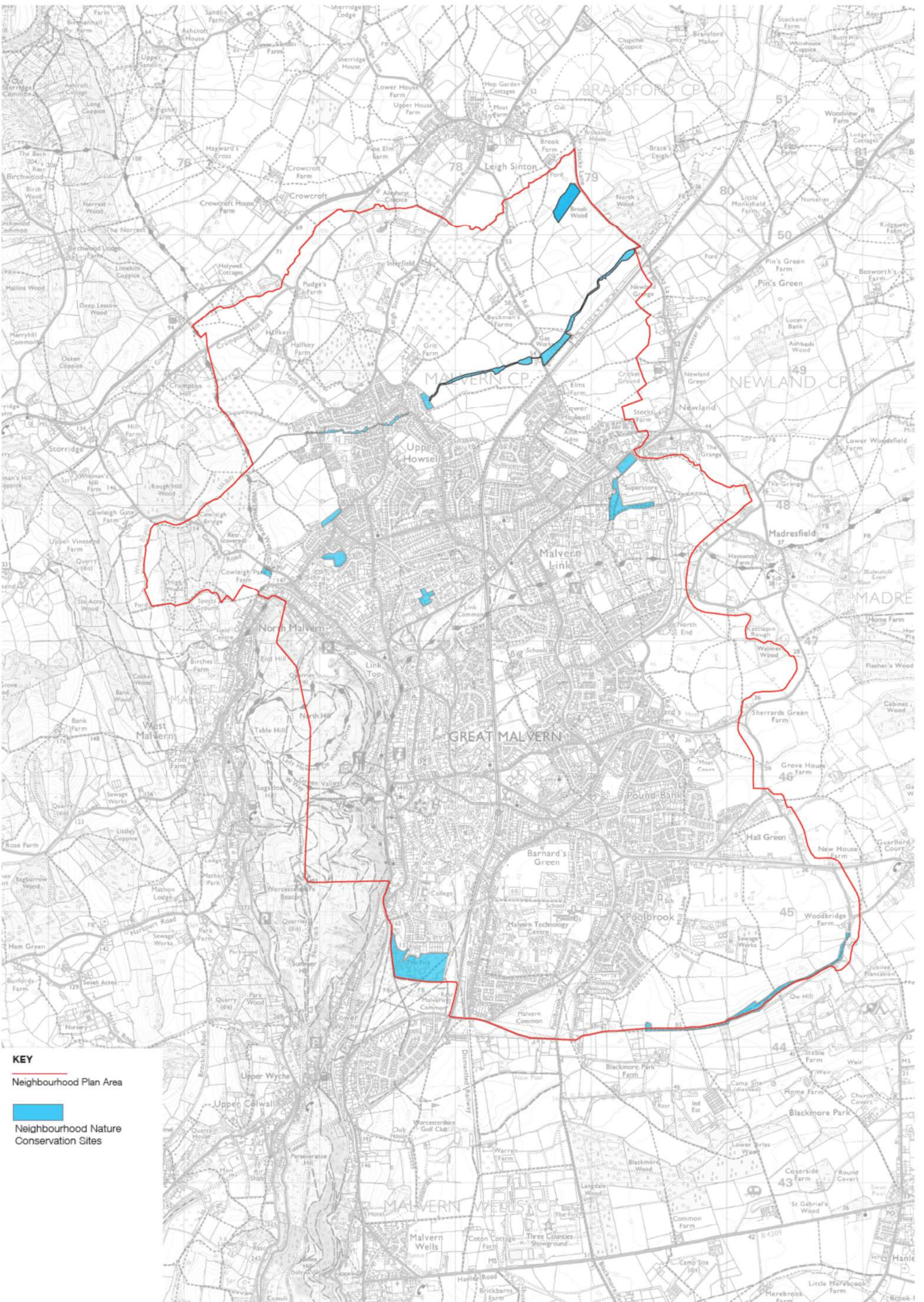
1. The need for the development clearly outweighs the importance of the Neighbourhood Nature Conservation Site; or
2. Measures can be provided that fully mitigate for the impact. This will be secured through a planning condition or legal agreement.

## Reasoned Justification

- 6.1.13 Within the NPA there are a number of nationally and locally designated nature conservation sites including sites of Special Scientific Interest (SSSI) and Sites of Regional or Local Wildlife Importance. The nature conservation interests of these sites are protected through the NPPF and SWDP Policy 22: Biodiversity and Geodiversity.
- 6.1.14 There are a number of sites (see Appendix 6.3 and Figure 6.4) within the NPA that have important local nature conservation value and need to be afforded some protection from development and the impact of development. New development will protect and enhance wildlife value within the protected site and within the surrounding area.
- 6.1.15 Below are some examples of how nature conservation within the NPA could improve biodiversity and compensate for any loss or harm. Development proposals of a relevant size and scale will be encouraged to enhance nature conservation through activity such as:
- Protect, enhance and create hedgerows when opportunities arise, such as additional garden boundary features, provide important wildlife corridors.
  - Protect, enhance and create water courses and water bodies which provide wildlife habitats and foraging areas.
  - Maintain, connect and enhance improved grassland with or without wild flowers as a habitat for small mammals, birds of prey, owls and bats.
  - Protect and plant indigenous trees when opportunities arise which provide habitat, roost and foraging for birds and bats.
- 6.1.16 The above list is not exhaustive and the actual provision will be dependent on a range of factors including the size of the site, scale of development and the landscape features on the site.



**MALVERN DRAFT NEIGHBOURHOOD PLAN**  
**FIGURE 6.4 NEIGHBOURHOOD NATURE CONSERVATION SITES**





## 6.2 HERITAGE

### Objectives

1. Retain the existing character of Malvern's historic spa town and its countryside setting adjacent to the Hills and Commons and ensure that new development enhances this character and is fully integrated into the fabric and infrastructure of the Area.
3. Protect and enrich the Area's heritage assets and historic environment and ensure new development sustains and enhances the significance of designated and non-designated heritage assets within the Area's existing townscape and landscape.

### POLICIES

#### Policy MHE1: Non-Designated Heritage Assets

Proposals requiring consent which affect a non-designated heritage asset (including a building or structure on the Local Heritage List [following adoption by Malvern Hills District Council]) must demonstrate how they protect or enhance the heritage asset.

The renovation or alteration of a non-designated heritage asset (building or structure) should be designed sensitively, and with careful regard to the heritage asset's historical and architectural interest and setting.

Where a proposal would result in harm to the significance of an asset the extent of the harm and the significance of the asset should be balanced against the benefits of the proposal.

#### Reasoned Justification

- 6.2.1 The NPA includes a number of designated heritage assets including three Scheduled Ancient Monuments, one Grade I, three Grade II\* and 200 Grade II listed buildings. There are three Conservation Areas; Great Malvern, Malvern Trinity and Malvern Link. Designated heritage assets are afforded significant protection under national planning policy within the NPPF and local planning policy within the SWDP (Policy SWDP6: Historic Environment).
- 6.2.2 Non-designated heritage assets enhance local distinctiveness and should be conserved in a manner appropriate to their significance. Applicants will need to describe the significance of the non-designated heritage asset and proposals must seek to protect the significance of and, where possible enhance, the non-designated heritage asset (above and below ground) and their setting, as well as the historic landscape character, and put in place measures to avoid, minimise or mitigate any impact that may be caused to its significance.
- 6.2.3 The Town Council in consultation within the local community and interest groups consider there are a number of buildings and structures within the NPA that have local heritage value. Although, these may not be appropriate for listing they could however be locally listed. MHDC is the responsible authority for designating locally listed buildings. The Town Council has facilitated an exercise in identifying buildings and structures and nominating them to MHDC for inclusion on the local list of heritage assets. An initial 16 buildings and structures were submitted in 2016 and further submissions will be made in the future. In addition the Conservation Appraisals and Management Strategies carried out by MHDC also include a list of buildings that make a positive contribution to the conservation area. These are listed at Appendix 6.4.
- 6.2.4 The Local List SPD (May 2015) 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.

- 6.2.5 Once the buildings or structures are on the local list they will be non-designated heritage asset and will be afforded some protection through local planning policy. The policy above seeks to provide a localised policy for the locally identified heritage assets.

#### **Policy MHE2: Neighbourhood Heritage Areas**

**Areas, beyond the NPA's Conservation Areas, which reflect and retain particular development periods in the evolution of Malvern, are identified as Neighbourhood Heritage Areas (NHA) at Figure 6.5. Proposals for development or change of use in an NHA must demonstrate how they recognise its special local architectural and historic interest and make a positive contribution to its local character and distinctiveness.**

#### **Reasoned Justification**

- 6.2.6 In addition to the three Conservation Areas there are areas within the NPA that illustrate an important chapter in the evolution of the town. Vestiges of the aesthetic, materials and form of the buildings and its landscape remain. These buildings and areas have a local architectural vernacular that places them historically in the development of Malvern and helps to create and identify parts of the town.
- 6.2.7 These areas are designated as Neighbourhood Heritage Areas. The Town Council and local community wish these areas to be recognised, protected and enhanced in the interest of their local historical and architectural interest. The above policy seeks to protect these assets and support development and initiatives that positively manage and enhance the character and interest of these areas.

FIGURE 6.5 NEIGHBOURHOOD HERITAGE AREAS

To be completed

## 6.3 COMMUNITY FACILITIES

### Objectives

4. Support and encourage a diverse range of education, health, leisure, recreation and social facilities to meet the everyday needs of the expanded community and protect, where possible, these facilities where there is a demonstrated need.
5. Sustain and improve the vitality, health, wellbeing and safety for all in the community through the provision and protection of appropriate facilities such as green space, cycle and pedestrian routes and health facilities.

### POLICIES

#### Policy MC1: Community Infrastructure

- A. Development proposals for new or expanded community and recreation facilities will be supported provided that:
  1. The siting, scale and design respects the character of the surrounding area, including any historic and natural assets;
  2. It is accessible to the community it is to serve;
  3. The impact on the residential amenity is acceptable; and
  4. There is no adverse impact on traffic generation, and adequate parking is provided on the site.
- B. The development or change of use of important and valued facilities for the local community, such as those registered (but not exclusively) as an Asset of Community Value, will be resisted unless it can be demonstrated that the continued use of the premises or site for community use is no longer commercially viable and that the site or premises has been actively marketed for at least 12 months for that or any other suitable community use or equivalent or better provision of the facility to be lost is made in an equally or more accessible location.

49

### Reasoned Justification

- 6.3.1 Paragraph 70 of the NPPF advises that policies should plan positively for the provision and use of community facilities and other local services to enhance the sustainability of communities and guard against the unnecessary loss of valued facilities and services.
- 6.3.2 There are a wide variety of clubs and societies within the NPA alongside community facilities, local leisure facilities and other similar venues. A list of these facilities is included in at Appendix 6.5. To promote the ongoing social and cultural activities of the NPA it is essential that it retains and, where possible enhances local services that will sustain the vitality of the community.
- 6.3.3 Social and community facilities cover a wide range of uses provided by the public, voluntary and private sectors. These can include C2 uses (residential institutions), D1 uses (non-residential institutions), D2 uses (assembly and leisure) and some sui generis uses (those uses without a use class) as identified in the Town and Country (Use Classes) Order 1987 as amended. They can include the following uses:
  - Education – schools, colleges, universities

- Health – GP surgeries, dental practises, pharmacies, physiotherapists, alternative health practices, etc.
- Sports and leisure
- Childcare – day nurseries
- Social care – nursing homes, residential care homes
- Libraries
- Emergency services
- Community venues
- Youth centres
- Places of worship
- Public toilets

6.3.4 The Town Council has, and will continue, to support and facilitate applications to designate such facilities as Assets of Community Value (ACV). At present there are three AVCs within the NPA on the register held by MHDC. These are listed at Appendix 6.5.

## Healthy Communities

### Policy MC2: Healthy Communities

Proposals for new residential development of 10 or more dwellings should either demonstrate that there is sufficient capacity within General Practice and Dental services within the catchment area of the Neighbourhood Plan Area or make an appropriate contribution through a section 106 deed or by Community Infrastructure Levy payment to address any identifiable and increased need.

Proposals for new major development should demonstrate how it provides opportunities to improve health and wellbeing for the future occupiers of the development through measures such as provision of open space, green infrastructure and landscaping; being accessible by non-car modes of travel; and design that facilitate social interaction and provide safe and secure environments.

### Reasoned Justification

6.3.5 The NPPF states that the planning system can play an important role in facilitating social interaction and creating healthy, inclusive communities (paragraph 69).

6.3.6 The impact of residential proposals on primary, secondary and community health care will need to be assessed. There are many organisations that provide health services in the area including the NHS, CCG, WCC, individual GP and dental practices and other service providers such as Fortis and BUPA. Applicants should contact the NHS South Worcestershire Clinical Commissioning Group to understand the current provision of health care and how it may be affected by their proposals. The applicant should demonstrate with the application that, following dialogue with healthcare providers and commissioners, there is sufficient provision within the catchment area. If there isn't, applicants may need to make provision or contribute towards the provision of healthcare facilities.

6.3.7 Development has the potential to impact on human health and wellbeing. This is because a wide range of social and environmental factors affect the health of local communities. Good health and wellbeing is related to good quality housing and developments; well-designed streets; well laid out neighbourhoods; quality and efficiency in transport systems; opportunities to experience leisure and cultural activities, and green and open spaces. These factors are known as the 'wider determinants of health'. The Town Council will seek to ensure the new development does not harm health and wellbeing and where possible seek improvement to the health of the wider population.

## 6.4 DESIGN

### Objectives

1. Retain the existing character of Malvern's historic spa town and its countryside setting adjacent to the Hills and Commons and ensure that new development enhances this character and is fully integrated into the fabric and infrastructure of the Area.
9. Support and encourage a range of modern, sustainable and high quality industrial and business premises which provide opportunities for economic growth and employment and create attractive and accessible environments.
11. Support and encourage new housing of high quality and sustainable design that responds to local character adding to the overall quality of the Area.
12. Support and encourage sustainable development and reduce carbon-dependent activities.

### POLICIES

#### Policy MD1: Development and Design Principles

Proposals for major development will demonstrate through a Design and Access Statement that they achieve high quality and inclusive design and integrate into the existing area in terms of landscape, character, design and density by meeting where relevant the following criteria:

1. The development responds to and reflects the local character and integrates positive attributes within the area into their design;
2. Is of an appropriate scale and mass to its surroundings;
3. Makes efficient use of land whilst ensuring that the amenity of the area and neighbouring residents is not unacceptably adversely impacted;
4. Creates a safe and accessible environment that integrates into the existing environment through the application of Secured by Design: Manual for Streets and the Worcestershire County Council's Highways Design Guide;
5. Takes account and reinforces the existing landscape character and biodiversity assets of the site;
6. Provides a visually attractive architecture, landscaping and public realm that reinforces and promotes the Town's aesthetic;
7. It takes account of the water environment by providing sustainable drainage to help manage surface water run-off and reduce flood risk and incorporating measures to improve water efficiency; and
8. It makes provision for sustainable design by incorporating energy efficiency features and renewable energy generation.

The Design and Access Statement should address the following themes, where relevant, as part of explaining the design approach:

- Context and character
- Historic character
- Connection with the countryside
- Crime and security through the application of Secured by Design
- Development quality
- Disposal or re-use of excavated material, landscape quality and biodiversity
- Environmental sustainability, sustainable drainage and flood risk
- Travel and access.

#### Reasoned Justification

- 6.4.1 The physical environment of the NPA is important at many levels. It can generate a sense of belonging and pride amongst the local community, attract new residents, employers and visitors into the area and encourage investment from landowners and businesses.
- 6.4.2 A Heritage and Character Assessment has been undertaken for the NPA. This provides an assessment of the attributes and qualities of the NPA including the town's key aesthetics and its vernacular. The Town Council and the local community are keen to ensure that new residential development in the NPA responds and reinforces the positive characteristics of the town.
- 6.4.3 Good quality design is not just about what buildings look like. It is also about how new development is designed to relate to nearby buildings and spaces. New buildings and developments should respond to local character and should reflect the identity of the local surroundings and the materials used in the past that contribute to creating a positive environment. The policy does not seek to prevent or discourage appropriate innovation in building design particularly in terms of energy efficiency, the use of reclaimed/recycled materials and provision of microgeneration for energy supply.
- 6.4.4 For relevant proposals applicants should demonstrate in a Design and Access Statement (DAS) how their proposed development reinforces the character of Malvern and its particular location. The DAS and accompanying drawings should provide sufficient details so that proposals can be properly assessed.

#### Policy MD2: Development and Accessibility Principles

Proposals for major development should demonstrate through a Design and Access Statement that they provide an inclusive and accessible environment by meeting, where relevant, the following criteria:

1. The provision of pavements with an appropriate width and surface treatment including tactile paving where necessary and dropped kerbs suitable for all pedestrian users including the mobility impaired;
2. The provision of sufficient off-street car parking for the development to minimise on-street parking where it may cause a highway safety issue to other highway users, and
3. The design and layout of new roads should prioritise for the safe and effective movement of pedestrians and cyclists whilst ensuring that motor vehicles are accommodated without conflicting with other road users.



## **Reasoned Justification**

- 6.4.5 Accessible and safe environments are important to all members of the community and specifically young families, children and young persons, elderly residents and those that have impaired mobility through a disability. Ensuring that new development is accessible and safe for all users is an essential component of creating a sustainable environment.
- 6.4.6 Applicants must demonstrate in a DAS, where required, how their development creates an accessible and safe environment for all users. This should include internal and external areas within the proposed development. The access section of the DAS should demonstrate how the criteria in the above policy, where relevant, are satisfied.

## **Policy MD3: Detailed Design Elements**

**For proposals within full planning application and reserved matters applications the following elements, where appropriate, must be considered early in the design process and integrated into the overall scheme:**

- 1. Bin stores and recycling facilities;**
- 2. Cycle Storage;**
- 3. Street and other external lighting;**
- 4. Flues and ventilation ducts;**
- 5. Gutter and pipework;**
- 6. Meter boxes;**
- 7. Satellite dishes, cable and telephone lines;**
- 8. CCTV;**
- 9. External access arrangements such as ramps and fire escapes;**
- 10. Provision of and connection to water for firefighting, and**
- 11. Permeable paving.**

## **Reasoned Justification**

- 6.4.7 The following are all too easily forgotten about until the end of the design process. By considering them early, it will be possible to meet the following design requirements:
- Bin stores and recycling facilities should be designed to screen bins away from public view, whilst being easily accessible for occupants. Bin stores must be placed in a position that meets the WCC Highways standards.
  - Cycle Stores should be integrated into the overall design so that they are secure, safe and easily accessible. The provision of cycle parking must meet the relevant standards.
  - Lighting should be designed so that it is unobtrusive and does not impact on either residential amenity or the rural character of the NPA. Care should be taken in relation to views of Malvern from the Hills and also the effects of lighting on the local flora and fauna. Lighting assessments should be submitted with relevant applications to show how the design and light spillage has been taken into consideration within the proposals. These assessments' should also show that energy-efficient lamps have been used within the provision of lighting.

- Carefully position flues and ventilation ducts, ensuring they are as unobtrusive as possible. Use good quality grilles that fit in with the approach to materials for the building as a whole.
- Ensure that gutters and pipes fit into the overall design approach to the building and aim to minimise their visual impact.
- Meter boxes need not be standard white units; consider a bespoke approach that fits in with the materials used for the remainder of the building. Position them to be unobtrusive.
- Satellite dishes and overhead telephone lines should be integrated and carefully located to minimise their visual impact.
- CCTV equipment and masts should be sensitively located so as they do not harm residential amenity and integrate with the overall design approach.
- Proposals that incorporate external access facilities such as ramps and fire escapes must be sensitively designed so that they do not create an incongruous feature on the building or the area and that they do not create amenity issues for neighbouring residents through loss of privacy and overlooking.
- Fire hydrants and other forms of firefighting infrastructure are important assets for the Fire and Rescue Service. They should be located in accessible locations and should be of a design that minimises their visual impact.
- Permeable paving is an important design feature to assist with rainwater runoff. It is important that hard landscaping associated with development includes the use, where possible, of permeable materials.

#### **Policy MD4: Microgeneration**

**Proposals for microgeneration schemes including those on dwellings and other small scale buildings will be supported providing it meets the following criteria:**

- 1. It does not in itself or cumulatively have an unacceptable or adverse impact on the character of the local area; and**
- 2. It does not in itself or cumulatively have an unacceptable adverse impact on the amenity of neighbouring residents and occupiers.**

#### **Reasoned Justification**

6.4.8 Microgeneration is the small-scale generation of heat and electricity by individuals, small businesses and communities to meet their own needs as alternatives or supplements to the traditional centralised grid-connected power supplies. The technologies include small-scale wind turbines, micro hydro, solar PV and Thermal systems, air and ground source heat pumps, biomass boilers and micro combined heat and power systems.

6.4.9 Designs should incorporate and maximise the use of sources of renewable energy and include energy-efficient methods of heating, lighting and ventilation. The choice of location, materials and design are also important considerations.

6.4.10 All developments should demonstrate how they have taken sustainable design, improving energy efficiency and energy generation into consideration.

## 6.5 TRANSPORT

### Objectives

7. Ensure the wider integration, coordination and connectivity of the existing transport infrastructure, including improvements to the road and rail services to and from the Area; improvements to bus provision; measures to reduce traffic congestion, promotion of cycling and the protection and enhancement of parking provision in the area and in particular within the NPA's retail centres.

### POLICIES

#### Policy MT1: Transport and Development

Proposals for all new major development including change of use, must meet all of the following criteria:

1. It has adequate vehicular access arrangements onto the highway;
2. It is appropriate in terms of its impact on the local highway network in terms of capacity and road safety;
3. It provides adequate vehicular and cycle parking in accordance with standards adopted by Worcestershire County Council;
4. It is, or can be, appropriately accessed by public transport; and
5. The design of proposed roads, pavements and cycle routes create a safe and efficient layout for all users including the mobility impaired, pedestrians and cyclists and for emergency service and refuse vehicles.

Relevant planning applications will be supported by a statement, either within a Design and Access Statement or a Transport Statement, depending on the scale of development, which sets out how the proposal meets the above requirements.

#### Reasoned Justification

- 6.5.1 The Town Council recognises that the transport impacts associated with new development cause a significant amount of concern for local residents. It is important that proposals demonstrate in a clear and objective way the impact new development will have on the local highway network. Where the network will be unacceptably impacted, proposals will need to demonstrate how they will be mitigated for in order to reduce this impact so there is no detrimental harmful impact on highway safety and the amenity of local residents.
- 6.5.2 Proposals should also demonstrate how they have incorporated sustainable transport measures. In particular, the integration of pedestrian and cycle provision will be seen as an important contributor to sustainability and accessibility. In addition, proposals will need to demonstrate that the development is or can be appropriately accessed by public transport. Proposals will need to demonstrate they have provided safe and efficient access arrangements for all highway users. Parking should be provided in accordance with the recognised standards.

6.5.3 The above policy provides a local interpretation of Policy SWDP4 'Moving Around South Worcestershire' highlighting aspects of that policy that are particularly important for residents within the NPA. It is considered that the policy as worded does not conflict with Policy SWDP4 and will ensure for the benefit of the Town Council and residents that these issues are demonstrated by applicants through the supporting statements associated with relevant planning applications and addressed by MHDC in its determination of those applications. The current parking standards are in Appendix A 'Worcestershire County Council Parking Standards' within the Highways Design Code (March 2011).

#### **Policy MT2: Car Parking**

- A. Applications for development on land used for car parking will not be supported providing proposals include provision for replacement parking on an equivalent basis in terms of quantity, quality and accessibility along with the required provision for the proposed development.**
- B. Proposals to increase the amount of car parking within the Centres will be supported provided they meet all of the following criteria:**
- 1. It does not have an unacceptable adverse impact on highway safety and the amenity of neighbourhood properties;**
  - 2. It includes provision for sustainable transport measures such as links with the existing pavements and provision for cycle parking;**
  - 3. It provides high quality planting and landscape appropriate to its surroundings and context;**
  - 4. It provides a safe layout for all car park users including motorists, pedestrians, the mobility impaired and cyclists; and**
  - 5. It provides parking spaces to large enough to accommodate larger model of cars and disabled car park bays to meet the current parking standards.**

56

#### **Reasoned Justification**

6.5.4 Land used for car parking within and adjacent to the Great Malvern Town Centre and Malvern Link and Barnards Green District Centres will be retained for car parking in order to support the vitality and viability of the Centres and the NPA's tourism function. Figure 6.6 shows the locations of and Appendix 6.6 lists the car parks referred to in this policy.

6.5.5 All three Centres within the NPA have some degree of off-street parking. However, it is more limited within Malvern Link and Barnards Green. There is also a lack of off-street parking at the top (western) end of Great Malvern. There is also on-street parking in all three Centres. Although this provides opportunities for shoppers to park for limited times directly outside retail units the amount of parking is limited. In addition, the roads are heavily trafficked and the vehicle manoeuvres needed to park in these spaces can cause traffic congestion particularly at peak times.

6.5.6 There are also issues regarding the management and pricing structure for some of the off-street car parks. Although not a land use planning issue the lack of an appropriate strategy for long and short stay car parking or pricing mechanism leads to visitors and users of the Centres undertaking unnecessary vehicle trips to find the most adequate space. This leads to more traffic movements and potentially congestions, noise, air pollution and unacceptable pedestrian environment in the Centres.

FIGURE 6.6 TOWN AND DISTRICT CENTRE CAR PARK

To be completed

- 6.5.7 The general consensus of opinion, particularly amongst retailers, is that parking provision is important to the vitality and viability of the three Centres. The loss of car parking would therefore harm the health of the Centres. Additional car parking would be of benefit to the Centres and also to the visitor economy of the NPA. This would be supported provided that it also includes sustainable transport measures.
- 6.5.8 In November 2016, National Car Parks (NCP) announced that it had widened some of its parking bays in its car parks to cope with the popularity of increasingly large cars. The standard parking bay is 4.8m x 2.4m. However, many models of family car, including SUVs, are larger than 4.8m. This needs to be recognised when developers are providing car parking spaces on their sites.

### **Policy MT3: Sustainable Transport Routes**

**Proposals to provide Sustainable Transport Routes and protect, improve and extend existing routes, as shown on the Key Diagram, will be supported provided that it meets all of the following criteria:**

- 1. It provides a safe and efficient route for all users;**
- 2. It is appropriate in terms of existing landscape and provides mitigation for the loss of any existing planting as part of the works; and**
- 3. It does not have an unacceptable adverse impact on the amenity of adjacent residents.**

### **Reasoned Justification**

- 6.5.9 A Sustainable Travel Route is an off-road or segregated and safe on-road transport corridor primarily for cyclists. Non-vehicle travel is important for the sustainability of the NPA. In particular it provides health benefits through exercise and physical activity for those cycling and walking. It provides environmental benefits particularly in relation to air quality and noise.
- 6.5.10 Although there are a number of walking (and cycling) routes along the Malvern Hills, there is little in the way of off-road or segregated cycle routes within the urban area. However, there are opportunities to provide segregated routes along the Commons and adjacent to the brooks located within the NPA. These could provide opportunities for sustainable commuter and recreational travel. In addition, the provision of on-road segregated routes to and from nodes of activity could also provide sustainable travel.
- 6.5.11 It is important that new development makes provision for sustainable travel. Those sites of an appropriate size should provide segregated cycle and pedestrian routes that link or make provision to link with existing or routes within close proximity to the site.

### **Policy MT4: Great Malvern and Malvern Link Railway Stations Opportunity Areas**

**Proposals for a transport interchange including bus shelters, park and ride, car parking at the Opportunity Areas identified on the Key Diagram and at Figure 6.7 and 6.8 will be supported provided it meets all the following criteria:**

- 1. It has adequate vehicular access arrangements onto the highway;**
- 2. It is appropriate in terms of its impact on the local highway network in terms of capacity and road safety;**
- 3. In terms of Great Malvern Railway Station it is of a high quality and sustainable design appropriate to the Grade II listed heritage asset and its setting and it provides improvements to the public realm and townscape within this part of the Conservation Area;**

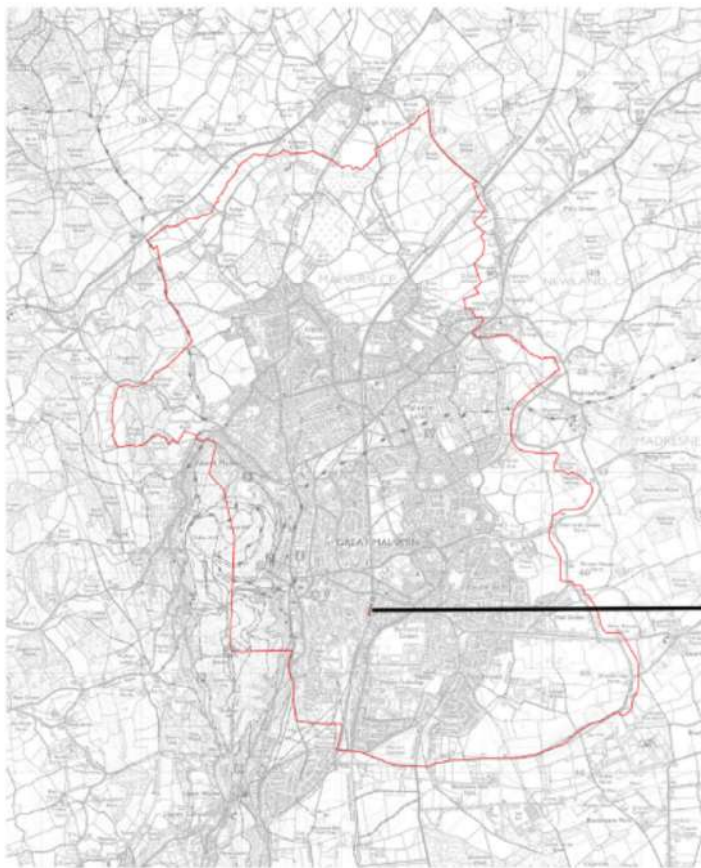


4. It provides a safe and efficient layout for all car park users, including motorists, pedestrians, mobility impaired and cyclists, with a dedicated pedestrian route to the railway station; and
5. It does not have an unacceptable adverse impact on the amenity of adjacent residents.


#### Reasoned Justification

- 6.5.12 Great Malvern Station is one of two railway stations within the NPA. According to the office of Rail and Road Statistics the annual passenger usage for 2015/16 was 557,000, up 2.5% on the previous year and over 10% on 2011/12. The station retains most of its original Victorian design and is a Grade II listed building. There are limited parking facilities available with many people parking on-street which has an impact on the amenity of nearby residents and also on the local road network. There is also significant on-street parking associated with Malvern St James Girls' School particularly during the school run.
- 6.5.13 There is a strip of unused land adjacent to the railway line that could be used for off-street parking. This would help reduce on-street parking and associated problems. It would also potentially increase passenger numbers using services out of Great Malvern thereby reducing car journeys. The policy sets out a series of criteria that need to be fulfilled for a car park proposal to be considered acceptable.
- 6.5.14 Malvern Link Railway Station is located off the Worcester Road to the West of Malvern Link District Centre. According to the office of Rail and Road Statistics, the annual passenger usage for 2015/16 was 344,000 up 9.5% compared to the previous year and up just under 29% from 2011/12.
- 6.5.15 Vacant land to the North of the railway station has been identified in the draft WCC Local Transport Plan 4 for a car park. This is part of the LTP's sustainable travel measures. The Town Council consider the provision of additional car parking facilities at the station would be of significant benefit to residents and businesses within the NPA. As such the MNP includes a policy for this which sets out a series of criteria that need to be fulfilled for a park and ride proposal to be considered acceptable.

**MALVERN DRAFT NEIGHBOURHOOD PLAN**  
**FIGURE 6.7 GREAT MALVERN RAILWAY STATION OPPORTUNITY AREAS**

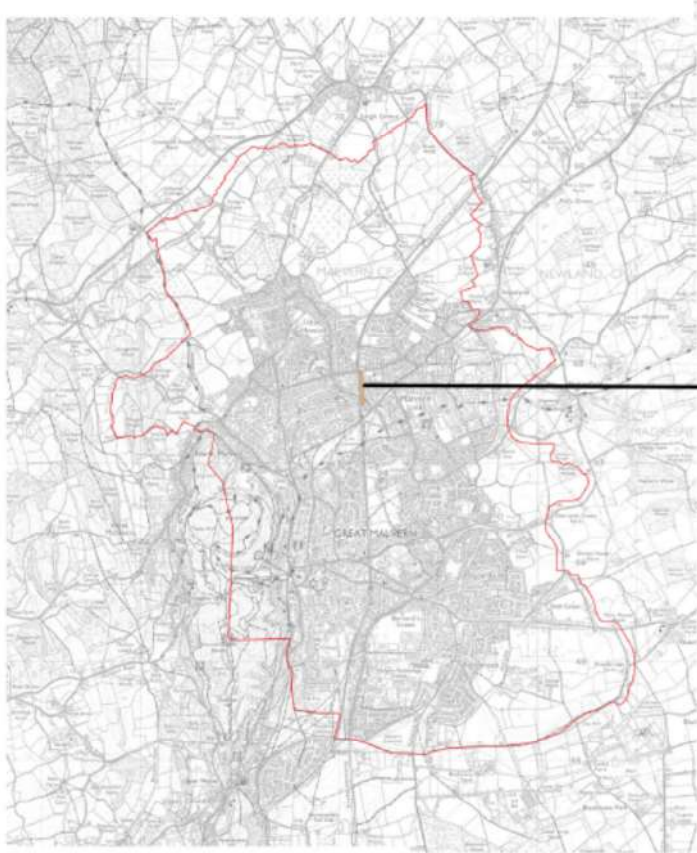


**KEY**



-  Neighbourhood Plan Area
-  Great Malvern Railway Station Opportunity Area

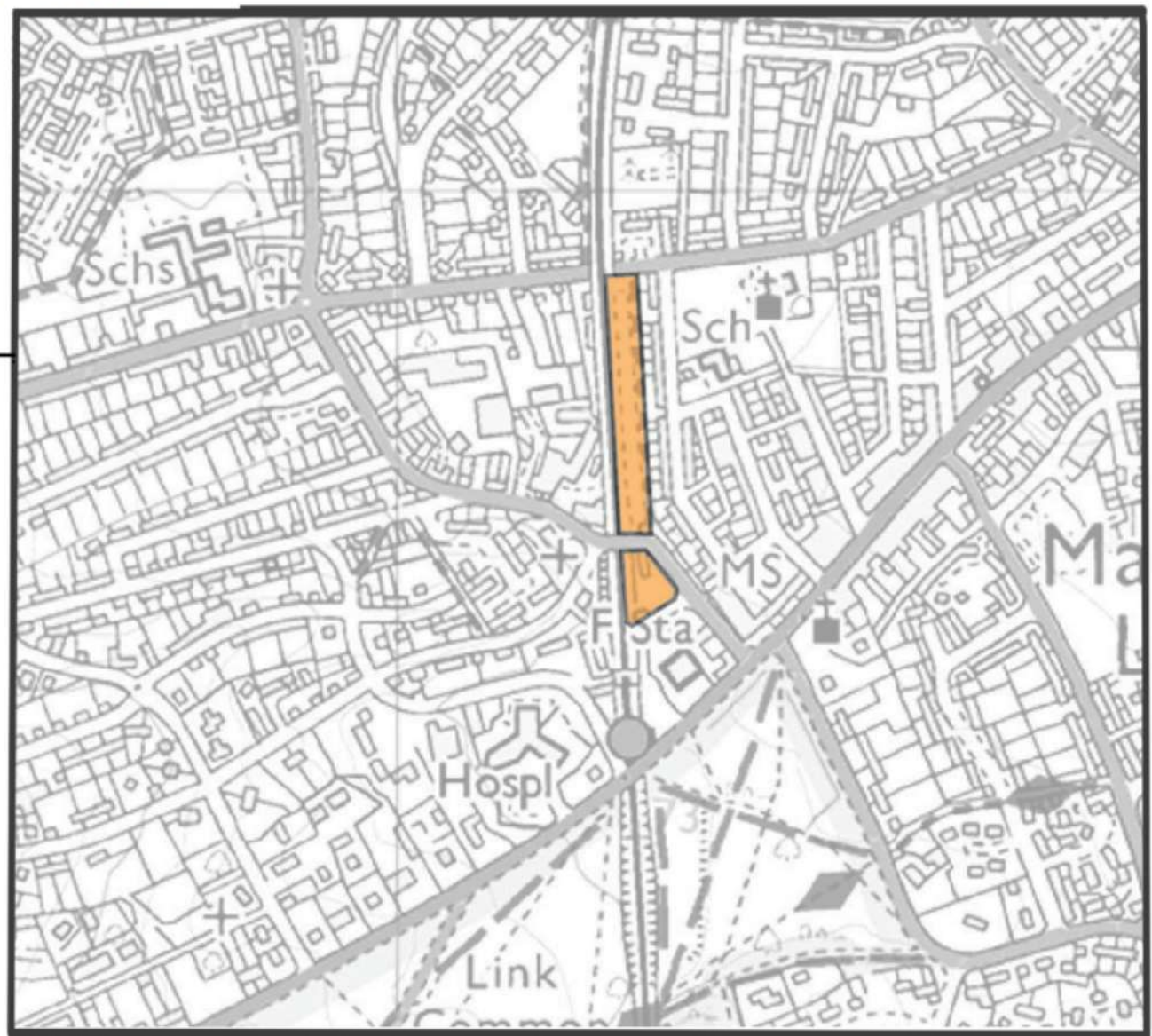


**MALVERN DRAFT NEIGHBOURHOOD PLAN**  
**FIGURE 6.8 MALVERN LINK RAILWAY STATION OPPORTUNITY AREAS**



**KEY**

-  Neighbourhood Plan Area
-  Malvern Link Railway Station Opportunity Area





## 6.6 INFRASTRUCTURE

### Objectives

8. Improvements in the existing infrastructure and utilities ensuring that new development does not exacerbate existing problems and, where appropriate, contributes to improving the existing network.

### POLICIES

#### Policy MI1: Infrastructure and Development

Proposals for new development with the NPA must demonstrate they provide the appropriate infrastructure necessary to serve the development without causing an unacceptable adverse impact on existing provision and creating a worsening of any existing problem.

Where necessary, proposals may require appropriate mitigation measures to reduce any impact through the provision of phased infrastructure to meet the needs of the development and its future occupiers.

Planning applications for major developments will be required to provide an Infrastructure Delivery Statement to demonstrate the appropriate phasing of infrastructure provision to coincide with the phasing of development.

#### Reasoned Justification

- 6.6.1 NPPF states that the planning system in performing its economic role for promoting sustainable development should identify and co-ordinate development requirements including the provision of infrastructure (paragraph 7). One of planning's core principles is to proactively drive and support sustainable economic development to deliver infrastructure and thriving places that the country needs (paragraph 17). In relation to neighbourhood planning the NPPF states at paragraph 183 that it gives local communities direct power to deliver the sustainable development they need. There is no doubt that government policy seeks to ensure the provision of infrastructure contributes towards building a strong economy and delivering sustainable development. Policy SWDP7 'Infrastructure' seeks to ensure that development provides or contributes towards the provision of infrastructure to support it and that the relevant authorities will work closely together to bring forward the infrastructure needed to support the SWDP.
- 6.6.2 There is significant concern amongst the local community about the condition and capacity of the local infrastructure particularly in relation to transport, health and social care facilities, sewerage and drainage. The local community's concerns are intensified by the development planned through the SWDP and other recent developments that are considered will or have had an impact on existing provision without providing appropriate mitigation.
- 6.6.3 This policy seeks to ensure that the existing infrastructure provision can support new development without having a detrimental impact on the amenity of residents and business within the NPA. Where the existing infrastructure provision is inadequate then applicants will need to show how proposals will make or contribute towards making the necessary improvements so that the proposed developments do not worsen the existing situation. The assessment of adequacy of infrastructure provision should be made clear within the planning applications. For major applications this assessment should be provided through the submission of an Infrastructure Delivery Statement. The IDS should be proportionate to the scale, type and size of the proposed development and provide, where appropriate, the following details:

1. A description of the proposal and the infrastructure arising from it;
  2. An overview of infrastructure provision and capacity or lack of capacity in the area;
  3. A review of planned and proposed infrastructure improvement works by utility companies, strategy authorities other relevant parties;
  4. The impact of the development on infrastructure provision and where necessary the measures of proposed to mitigate for any harmful impacts in the infrastructure provision; and
  5. Where appropriate, the programme for delivery of infrastructure in relation to its associated development.
- 6.6.4 It is expected that developers will work closely with Worcestershire County Council in relation to assessing the need for and provision of the appropriate infrastructure which should be implemented with the phasing of development.
- 6.6.5 New development, where relevant, will be required subject to the requirements of the relevant Regulations to contribute towards the South Worcestershire Community Infrastructure Levy and/or S106 Agreements. The Town Council, through engagement with the local community, has identified a list of projects that it believes will help continue to make the Malvern NPA a vibrant, viable and sustainable place to live, work and visit. In line with the Community Infrastructure Levy Regulations 2010 (as amended) and the Planning Act 2008 (as amended) the Town Council will seek to use some of this revenue to help deliver those projects identified at Appendix 6.7. The Town Council will also lobby other authorities such as MHDC make contributions towards these projects.
- 6.6.6 In addition, the Town Council will expect statutory authorities to assess the infrastructure requirements for the area and ensure a robust assessment of the impact of new development on infrastructure provision. The Town Council will seek to ensure statutory authorities request and obtain the required improvements to infrastructure, where necessary, through new development before any work on the development has commenced. In addition, it is important that infrastructure is delivered in a timely manner and adequately provides for the delivery of its associated development.

#### **Policy MI2: High Quality Communications Infrastructure**

**Development of high speed broadband infrastructure to serve the NPA will be supported. Any new development within the NPA should be served by superfast broadband (fibre optic) connection unless it can be demonstrated through consultation with the NGA Network providers that this would not be possible, practical or commercially viable. In such circumstances, suitable ducting should be provided within the site and to the property to facilitate future installation.**

**The area in which the works have been carried out should be, so far as necessary practicable, reinstated to its condition before the infrastructure was laid.**

**Where planning permission is required, new infrastructure to support telecommunications installations will be supported provided that the proposal meets all of the following criteria:**

1. **The siting and appearance of equipment does not have an unacceptable adverse impact on the character and appearance of the surrounding area and/or amenity of local residents;**
2. **Equipment sited on existing buildings and structures is sympathetically designed;**
3. **Where new masts are proposed, it is demonstrated that there are no viable options for siting the equipment on or in existing buildings or structures; and**
4. **The equipment meets International Commission Guidelines for public exposure.**

## Reasoned Justification

- 6.6.7 Broadband internet connections in parts of the NPA are slow. This affects the ability of residents to access information and the performance of businesses that rely on the broadband as a key means of communication. High speed broadband serving mobile devices as well as hard-wired systems will help to address these issues and bring with it a range of new opportunities, such as better results and home working and access to more online applications and services and the rapid transformation of high volumes of data. In time when the internet and digital media is continuing to grow as an essential means of communication the provision of fast broadband is a key asset for existing and new businesses within the NPA and will improve the wellbeing of its residents.
- 6.6.8 Mobile phone coverage within parts of the NPA is considered variable. This affects local businesses and residents alike. The infrastructure provision for telecommunications should be the minimum consistent with the efficient operation of the network. Existing masts, buildings and other structures should be used unless the need for a new site can be justified. It will need to be demonstrated that the relevant guidelines and exposure of non-ionising radiation have been met. The siting, appearance and design of equipment and masts will be important consideration in relation to its impact on the character of the area.

## 6.7 EMPLOYMENT LAND

### Objectives

9. Support and encourage a range of modern, sustainable and high quality industrial and business premises which provide opportunities for economic and employment growth and create attractive and accessible environments.

### Policies

#### ME1: Protecting Employment Allocations

**The employment land allocations at NE Malvern (10 ha) and Malvern Technology Centre (QinetiQ) (4.5 ha) will be protected for future employment development. Development for employment uses must be brought forward in a phased manner along with residential development on the allocated sites. Proposals that reduce the employment land allocated on the sites will not be supported.**

### Reasoned Justification

- 6.7.1 The allocations at NE Malvern and the Malvern Technology Centre (QinetiQ) provide 10 ha and 4.5ha of employment land for the SWDP and neighbourhood plan period. In relation to the latter the allocation is for B1(b) research and development uses. These are the only two allocations for employment land within the NPA. There is very little spare capacity, if any, at any of the existing industrial estates.
- 6.7.2 It is important for the long term viability and sustainability of Malvern as a place to work and do business that the employment land is protected over the plan period. Additionally, the Town Council will work with landowners, developers and others in the business community to help deliver employment development on the two allocations.



6.7.3 Planning Applications for proposals that seek a reduction in the levels of non-employment land on these two sites will be resisted. A report 'Employment Land Allocation at QinetiQ' by AMION Consultancy and Thomas Lister in April 2015 on behalf of MHDC assessed in the context of representations to the SWDP the need for the 4.5ha allocation. The report concludes that there is a strong policy context for the provision of at least 4.5ha of class B1(b) employment land on the site based on a number of key factors:

- The on-going need for specialist employment use within this location;
- The designation of the site as a 'game changer' of strategic significance;
- The opportunity provided by its brownfield designation;
- The expansion proposals for activity at the adjacent Malvern Hills Science Park;
- Support for the nationally significant cyber security and defence cluster; and
- The Examination into the SWDP did not seek to reduce the provision of employment land, and as such, it has been treated as a minimum level provision

6.7.4 In fact the report concludes that its assessment of future net demand for employment space based on economic prospects for Malvern Hills indicates a total additional employment land requirement to 2030 within the relevant sectors and use classes of more than 4.5 ha (range of 4.6ha to 5.4 ha).

6.7.5 The above analysis helps to demonstrate the importance of the long term protection and delivery of the two employment land allocations for employment related development.

#### **ME2: Provision of Small Scale Employment Development**

**Proposals for new build development and the conversion and/or extension of existing buildings for employment uses by micro and small sized enterprises within the existing development boundary will be supported provided it meets all of the following criteria:**

1. **It is appropriate in scale and design to its surroundings and it's context;**
2. **It is acceptable in terms of highway safety and capacity, car parking and delivery space; and**
3. **It does not have an unacceptable adverse impact on the amenity of neighbouring residents or occupiers.**

#### **Reasoned Justification**

6.7.6 According to a House of Commons Standard Note 'Small Businesses and the UK Economy' (December 2014)<sup>9</sup> there were 5 million micro-businesses in the UK in 2014, accounting for 96% of all businesses. Small businesses accounted for 3.7% of all businesses. The note states that the Government's Plan for Growth published alongside the Budget in March 2011 highlighted a number of policies which, it stated, would be of "particular benefit" to SMEs. These included measures to make it easier for SMEs to get planning consent.

---

<sup>9</sup> [researchbriefings.files.parliament.uk/documents/SN06078/SN06078.pdf](https://researchbriefings.files.parliament.uk/documents/SN06078/SN06078.pdf)

- 6.7.7 There is a need to diversify the local economy to enable the NPA to be an attractive and sustainable place for businesses to locate to, start up and grow. There is an identified need for small flexible work space for business start-ups, micro businesses (those employing less than 10 employees) and small businesses (employing 10-49 employees) within the NPA. Many new business such as those in the knowledge based sectors, technology, design and the digital economy do not need large sized accommodation.
- 6.7.8 Proposals for such workspace within residential buildings within the existing development boundary will be supported. In addition, small scale new build developments within the development boundary and outwith traditional employment areas will also be supported. As well as providing important employment opportunities this provision with the NPA will help to reduce out-commuting and the associated problems of road congestion, air pollution and high carbon footprints that these journeys create.

### **Policy ME3: Existing Industrial Estates**

- A. Proposals for employment development and redevelopment within the NPA's existing Industrial Estates will be permitted provided that it meets all of the following criteria:
1. For development within Use Class B1, B2 and B8 unless the criteria for Part B or C of this policy can be met;
  2. Is of high quality sustainable design and of a scale compatible with the Industrial Estate and adjacent uses;
  3. Is appropriate in terms of its impact on the capacity and road safety of the local highway network including providing sufficient car parking and service and delivery areas;
  4. Provides opportunities to travel by non-car modes (bus, cycle and walking) for visitors and employees; and
  5. Does not have an unacceptable adverse impact on the amenity of neighbouring residents and occupiers.
- B. Development for non-B1, B2 and B8 use classes at the existing industrial estates will only be allowed in exceptional circumstances where it can be demonstrated that the proposal meets all of the following criteria:
1. The continued use of the premises or site for employment use is no longer commercially viable and that the site or premises has been marketed for at least 12 months for that or any other suitable employment use;
  2. Would be compatible with existing retained employment uses;
  3. Would be considered ancillary to the principal B1, B2 and B8 use of the premises or site;
  4. Would not limit the range, choice and quality of B1, B2 and B8 employment land available to meet future employment needs; and
  5. If for A1-A5 Use Classes, the proposal will not impact on the vitality of the Town and District Centres within the NPA.
- C. Proposals for a like for like replacement of an existing non-B1, B2 and B8 established use within one of the Industrial Estates will be acceptable providing all of the following criteria are met:
1. It should be for the same use class as the existing established use;
  2. It should be of a scale and design compatible with the character of its surroundings;

3. It should have sufficient parking and service/delivery provision and appropriate vehicular access arrangements; and
4. It should create opportunities to provide improvements to non-car modes of travel to and from the site including pedestrian, cycle and public transport.

### **Reasoned Justification**

- 6.7.9 There are a number of industrial estates and business parks located within the NPA that provide significant economic development and employment opportunities to the residents of Malvern. These estates and parks are of varying in size and quality. However, they are in the main relatively fully occupied with little in the way of long term vacancy.
- 6.7.10 The Town Council and the local community wishes to protect the existing land within these estates and parks for employment related uses. The policy seeks to safeguard the land within these areas for employment use unless stringent pre-conditions have been met that demonstrate that the unit(s) or land is no longer required for that use and that changing its use will not have a detrimentally harmful impact on the rest of the estate or park.
- 6.7.11 It is acknowledged that there are already non-employment related uses on some of the existing industrial estates. The MNP recognises that it would be unreasonable not to allow a like-for-like replacement for these established uses. The final set of criteria within the policy applies to proposals within this category of development.

## **6.8 RETAIL**

### **Objectives**

10. Support and encourage a diverse range of retail and other associated town centre uses to meet the everyday needs of the Town's expanded community and enhance the public realm and environments of the key centres to create vibrant retail, social and cultural hubs.

### **POLICIES**

#### **Policy MR1: Town and District Centres**

Proposals for new town centre uses (Use Classes A1-A5) and social, cultural and leisure uses (Use Classes D1 and D2 Non-Residential Institutions and Assembly and Leisure Uses) within the NPA's town, district and local centres must:

1. be of an appropriate scale to that centre;
2. be compatible with adjacent land uses and not prejudice the amenity, lawful operation, viability or future development of existing businesses; and
3. not have an unacceptable adverse impact on the amenities of residents living within or adjacent to the centre.

## Reasoned Justification

- 6.8.1 The SWDP includes two policies relating to retail centres; SWDP9 'Creating and Sustaining Vibrant Centres' and SWDP 10 'Protection and Promotion of Centres and Local Shops'. SWDP9 is an overarching policy supporting appropriate development in within south Worcestershire's network of urban and rural centres.
- 6.8.2 In terms of retail hierarchy, as set out in the SWDP, the NPA includes Great Malvern Town Centre and the District Centres of Malvern Link and Barnards Green. These three centres are in the top two tiers of the retail hierarchy within South Worcestershire. SWDP Policy 10 provides detailed policy requirements relating to retail development and non-retail development in these centres.
- 6.8.3 The first three criteria of SWDP Policy 10 relate to the principle of retail and leisure development being appropriate in location and scale to the hierarchy centre; the need for a Retail Impact Assessment if the retails/leisure proposal is over 1,000sqm and the requirements for any retail/leisure development proposed outside of the identified centres.
- 6.8.4 Criteria D and E of SWDP Policy 10 relate to detailed considerations around proposals for non-retail development and change of use in the Primary Shopping Frontage (PSF) and Secondary Shopping Frontages (SSF) as designated on the SWDP policies map. All three centres within the NPA have PSF and SSF.
- 6.8.5 Policy MR1 supports SWDP Policy 10. However, it recognises that with the changing nature of shopping and leisure time that the centres should also have accommodation for social, cultural and service activities. The objective is to create centres for living, working and visiting rather than a place just to do the daily or weekly shop. Opportunities for mixed use developments with elements of residential and commercial as a part of a town centre use type development will be supported.
- 6.8.6 Additionally policy MR1 recognises that the centres include residential properties including flats above shops. It is important that the amenities of these residents, who help to maintain the vitality and viability of the centres, is safeguarded from any potentially harmful impact from development within them.
- 6.8.7 Development, including change of use, should assist, where possible, in achieving the objectives for improvements to the Centres as outlined in Appendix 6.7 of the Neighbourhood Plan.

## Policy MR2: Neighbourhood Parades

Proposals for the change of use of units in Use Class A1 (shops) within the NPA's neighbourhood parades, as identified on the Key Diagram and at Figure 6.9 to non-A1 uses must meet all of the following criteria:

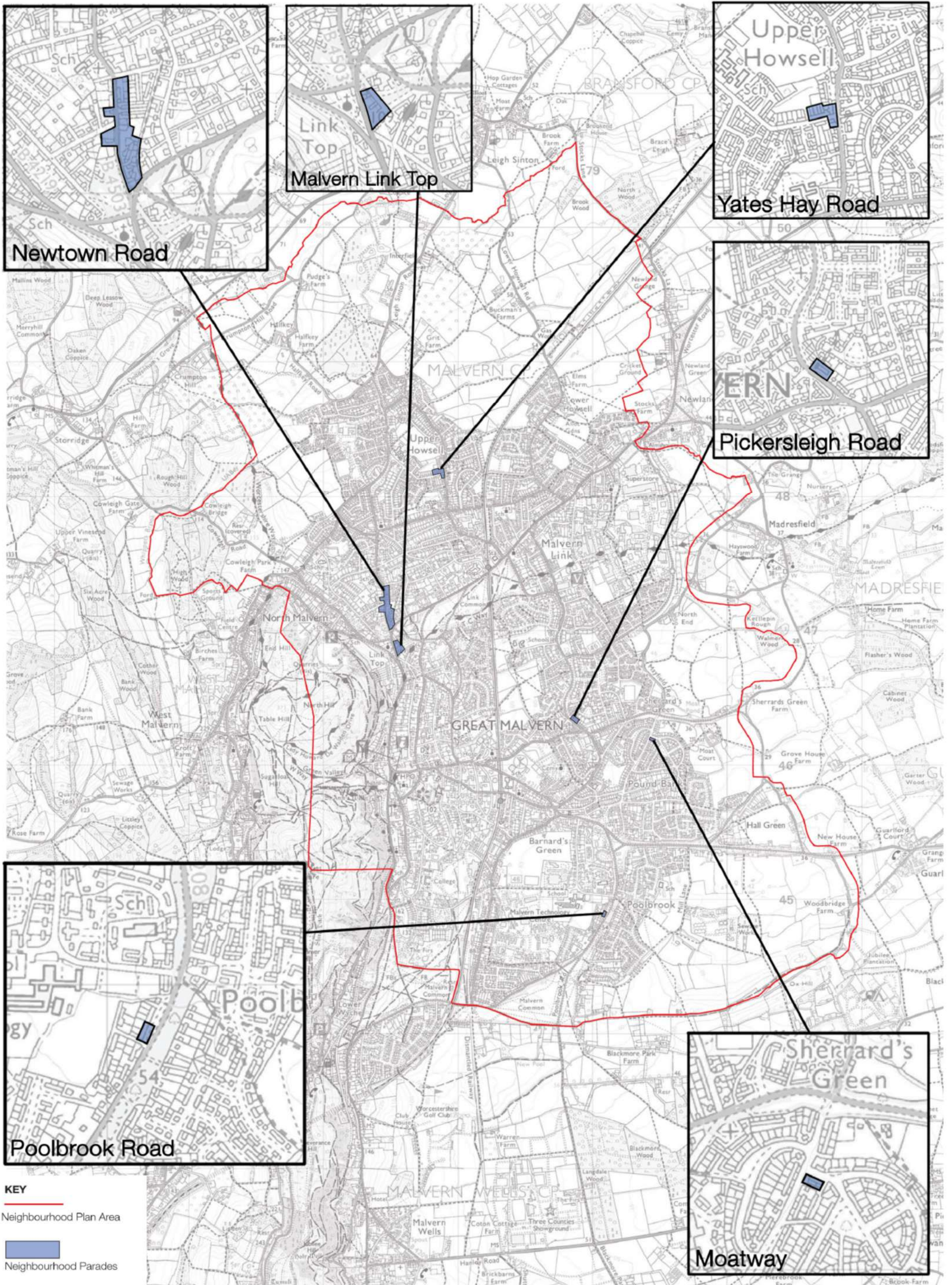
1. The shop use is no longer commercially viable and it has been demonstrated that the premises have been marketed for that or any other suitable retail use for at least 12 continuous months;
2. It will not have an unacceptable adverse impact on the amenities of residents living within or adjacent to the neighbourhood parade; and
3. It will not have a detrimental impact on vitality and viability of the neighbourhood parade demonstrated through the proposal not
  - a. resulting in two or more non-A1 retail units in a row;
  - b. resulting in less than 50% of all units within the parade being in A1 use.

## Reasoned Justification

- 6.8.8 There are a number of locations within the NPA that where there are a group of shops and other facilities. These can either be in a purpose built parade or within individual properties some of which were previously in residential or other uses. In some cases the units are immediately adjoined and in other cases they are interspersed with residential properties.
- 6.8.9 The six locations for these designated neighbourhoods parades, as shows at Figure 6.9, are as follows:
- Malvern Link Top
  - Newtown Road
  - Yates Hay Road
  - Pickersleigh Road
  - Moatway
  - Poolbrook Road
- 6.8.10 These neighbourhood parades provide useful facilities and services for the local community. They allow local residents to walk or cycle to meet day-to-day shopping needs or other services such as hairdressers. It is important for these local communities that they have access to these local facilities. These units also provide local employment opportunities as many are owned / franchised by people from the local community.



**MALVERN DRAFT NEIGHBOURHOOD PLAN**  
**FIGURE 6.9 NEIGHBOURHOOD PARADES**



**KEY**

Neighbourhood Plan Area

Neighbourhood Parades



6.8.11 Application for non-A1 uses (shops) will need to demonstrate there is no need for retail provision in the area. Where premises have been offered for lease and freehold sale, at realistic rents and prices, with a local property agent for at least 12 months without securing a new tenant, it will be accepted that it has been demonstrated that there is no alternative viable retailing use. Detailed marketing requirements are contained in Annex F of the SWDP<sup>10</sup>. Applications will also need to demonstrate that a change of use of the unit will not have an unacceptable harmful impact on the amenity of nearby residents and the vitality and viability of the neighbourhood parade.

6.8.12 6.8.12 Non-A1 uses are any use that is not classed as a shop. Within a small retail area, these uses may include restaurants and cafes (Use Class A3), drinking establishment (pub, bar, etc) (Use Class A4) and hot food takeaway (Use Class A5). However, other uses may include a betting shop, laundrette, flat, which are all non-A1 uses.

6.8.13 The above policy expands on Policy SWDP10H and I which relates to changes of use from A1 uses within district and local centres and changes of use of village, neighbourhood and corner shops to non-retailing uses.

## 6.9 HOUSING LAND

### Objectives

11. Support and encourage new housing of high quality and sustainable design that responds to local character adding to the overall quality of the Area and meets local housing need for both market and social sectors at an affordable price.

## POLICIES

### Policy MH1: Housing Mix

All new housing development proposals over 5 units should provide a range of types, sizes and tenures of housing. As and when proposals are submitted, an assessment of how the proposals meet local housing need, including for low cost market housing, affordable social housing and specialist housing for the elderly within the NPA, must be provided in the form of a Local Housing Provision Statement. The proposed mix of housing will be assessed on a site by site basis. This assessment will take into account SWDP Policy 14 and the most up to date local Housing Needs Assessment and/or Strategic Housing Market Assessment.

### Reasoned Justification

- 6.9.1 NPPF requires that land use plans should provide for a mix of housing based on evidence and to identify the size, type, tenure and range of housing that is required. Policy SWDP14: Market Housing Mix within the SWDP seeks to ensure that this requirement is fulfilled for proposals for new residential development of 5 or more units.

---

<sup>10</sup> <http://www.swdevelopmentplan.org/wp-content/uploads/2016/06/The-Adopted-SWDP-February-2016.pdf>

6.9.2 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 (300 dwellings). In addition there will inevitably be windfall sites coming forward over the plan period which will increase the provision still further.

6.9.3 An important output of the HNA is identifying the characteristics of housing need (i.e. the type of housing needed). This information will help developers, the LPA and others involved in the process to ensure that the right form and type of housing is provided to meet the identified need. The HNA arrived at the following conclusions:

1. Existing/recent housing supply – evidence shows that recent supply of family housing has been at the larger end of the market. There has also been some recent provision of 3 room dwellings and flats. Detached and semi-detached properties have also been part of the recent supply but there has been little in the way of terraces. Affordable housing is concentrated in the Pickersleigh, Link and Chase Wards. No evidence was found of an oversupply of residential care or nursing homes. There is a low level of provision of warden-assisted developments for older people.
2. Demographic change – the population within the NPA is aging rapidly. Provision for smaller dwellings and specialist housing for the elderly populations to support and encourage downsizing would help to reduce under occupancy and free existing housing for others within the demographic profile in the NPA.
3. Affordable housing – provision required for affordable housing including 1 bedroomed socially rented flats and affordable sheltered units to meet the needs of the older market. The HNA recommends support the SWDP affordable housing target.
4. Demand/need for smaller dwellings – the demand/need for smaller dwellings is on the increase. Greater provision of smaller market dwellings for owner-occupation would reduce pressure on the private rental market. Census data shows under occupancy increasing rapidly and a large increase in single person households. These are further indicators that smaller housing is needed. There is a need to support, encourage and/or require the development of a large proportion of smaller (1-2 bedroom) dwellings to meet local needs.
5. Demand/meet local needs for family households – many in-migrants are families including younger (smaller) families that need dwellings at the lower end of the size range (2-3 bedroom units). The SHMA notes a sustained demand for 3-4 bedroom dwellings. The higher than average number of self-employed in the area is a factor in driving demand for larger dwellings. Despite a clear need to support the provision of smaller dwellings within the NPA evidence supports the demand for family sized (3-4 bedroomed) dwellings. Further provision of dwellings with five or more bedrooms should be discouraged.
6. Demand/need for specialist housing for the elderly – 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. This is supported by the Housing Learning and Improvement Network which indicates a need for 468 specialist units for the elderly between 2016-2026 split in the following types:
  - 112 conventional sheltered units

- 224 leasehold sheltered units
- 37 'enhanced' sheltered units (provision with some care needs)
- 84 extra care units
- 11 specialist dementia care dwellings

6.9.4 Applicants are required to demonstrate how the mix within their proposed development meets the identified need at the time of the submission of the application. This will be in the form of local Housing Provision Statement which should be submitted with the application.

#### **Policy MH2: New Residential Development**

**New residential development within the development boundary of Malvern needs to accord with other relevant policies of the MNP and the SWDP and meet, where relevant, all of the following criteria:**

1. **It is in a sustainable location and has good, or can improve access to, public transport and other local amenities;**
2. **It is a mix of tenure and size that meets identified need;**
3. **It is appropriate in scale and design to its local context and adjacent properties;**
4. **It can be adequately serviced by the existing infrastructure and utilities network and/or the capacity can be increased to accommodate the development;**
5. **It provides adequate vehicular and non-vehicular access arrangements; and**
6. **It makes provision for sustainable design features.**

73

**Proposals for further new residential development beyond the existing development boundary of Malvern will be resisted unless it can be demonstrated that the proposal meets the requirements of national and local planning policy in relation to housing in the countryside.**

#### **Reasoned Justification**

- 6.9.5 The government seeks through planning system to significantly boost the supply of housing (NPPF paragraph 17) and deliver a wide choice of high quality homes, widen opportunities for home ownership and create sustainable, inclusive and mixed communities (NPPF para 50).
- 6.9.6 The Housing Needs Assessment (HNA) undertaken by AECOM (February 2016) identified a need for 1,988 dwellings within the NPA for the period 2006-2030. Between 2006-2016, 1,200 dwellings have been completed within the NPA leaving an outstanding requirement of 788 dwellings.
- 6.9.7 The SWDP allocates two strategic sites at North East Malvern (SWDP 56) for 800 dwellings and at Malvern Technology Centre (QinetiQ) for 300 dwellings. This provision will more than meet the remaining requirement for the plan period.

6.9.8 It is clear that government policy seeks to increase housing provision. The housing provision figures within the SWDP are set as minimums and not maximums. The MNP seeks to allow additional sustainable development within the existing settlement limits of the NPA providing it meets certain criteria aimed at ensuring that new housing is sustainable. The allocations at North East Malvern and within SWDP52 are now part of the settlement. The Town Council will not support additional housing development beyond the settlement boundary during the plan period unless the relevant tests within the relevant policies can be demonstrated.

### **Policy MH3: Infill Development Restraint**

**In the Infill Development Restraint Zones, planning permission will be refused for development of residential gardens or land within the curtilage of previously developed land that has, through time, blended into the landscape. An exception to this may be where the proposed development enables and secures the long term future of a heritage asset with limited impact on the character of this area.**

### **Reasoned Justification**

6.9.9 NPPF paragraph 53 allows for policies to resist inappropriate development of residential gardens, for example, where it could cause harm to the local area.

6.9.10 There are many areas within the town that are characterised by having relatively large gardens with mature landscaping. As well as providing a valuable private outdoor amenity space for the occupiers of the properties the gardens make an important contribution to the town's Green Infrastructure and its mature landscape character. These include the town's three Conservation Areas and other areas of similar layout and design as identified within the Infill Development Restraint Zones on the Key Diagram.

6.9.11 Infill development on residential gardens or other land that has blended into the landscape is considered to have an unacceptable adverse impact on the character of the local area and the contribution that these areas have on the quality of the built and natural environment within Malvern. As such, proposals for their development beyond that which would be to the property or incidental to the enjoyment of an existing dwelling house will be refused.

6.9.12 Exceptions to the above may involve proposals that enable the refurbishment of a heritage asset which result in benefits that outweigh the harm that may be caused to the character of the area.



## 7 Plan Delivery and Implementation

- 7.1 The MNP will be delivered and implemented over a 15 year period and by different stakeholders and partners. It is not, nor can it be, a rigid 'blueprint'. It is instead a spatial framework and set of policies that will help guide incremental and sustainable growth within the NPA. The MNP provides an indication of the hopes and aspirations of today's community. New challenges and opportunities will arise over the MNP period and it needs to be flexible enough to respond to these.
- 7.2 There will be three principle sectors of activity which will direct delivery of the MNP. These do not act in isolation and for it to succeed and the NPA to prosper these sectors need to work together.
1. Investment in, and management of, public services, assets and facilities to support the provision of local services. This will help to provide and maintain the appropriate environment and circumstances for investment from other sectors. Within the existing economic and public sector budgetary position this is and will continue to be a challenging proposition.
  2. Investment and sustainable development from the private sector will help the NPA prosper and deliver the objectives of the MNP. The MNP will provide as part of the statutory planning process, the framework to guide development of an appropriate scale to the right locations within the NPA.
  3. The third sector (voluntary and community) has a strong role to play in delivery. They have made a significant contribution to the realisation of the MNP. Their continued involvement will be necessary to realise the aims and objectives of the MNP. In many respects it will be difficult to achieve this without their continued support.
- 7.3 The following summarises the Town Council's approach to delivery and implementation of each of the key issues and policy themes identified within the MNP.

75

### **Green Infrastructure (Policies MG1-5)**

- 7.4 The Town Council will work with landowners and managers to ensure that the Area's green spaces, countryside, landscape character and wildlife are protected and enhanced. It will seek to protect the key views and vistas within the Area. The Town Council will enter into negotiations with developers for it to take on the ownership, maintenance and management of future green spaces provided on development sites.

### **Heritage (Policies MHE1 and 2)**

- 7.5 The Town Council will also work with stakeholders (landowners, managers, Heritage England and other heritage organisations) to ensure the NPA's designated and non-designated heritage assets are identified, protected and, where possible, enhanced.

### **Community Infrastructure (Policies MC1 and 2)**

- 7.6 The Town Council will work with local organisations, WCC and MHDC to improve facilities and services for local people.

### **Design (Policies MD1- MD4)**

- 7.7 The Town Council will work with developers and owners of land and buildings to ensure that new and existing development makes a positive contribution to the character or the area, is sustainable in construction and energy efficient.

### **Infrastructure (Policies MI1-2)**

- 7.8 The Town Council will work with key infrastructure and utility providers to ensure that appropriate provision is made to serve new development and that it is properly phased with the development. The Town Council will lobby the appropriate agencies to ensure that developers provide the required infrastructure and that the necessary enforcement action is taken if it is inadequately provided.

### **Transport (Policies MT1-MT4)**

- 7.9 The Town Council will work with the Local Highways Authority, public transport infrastructure and service providers and developers to improve road safety and capacity and address issues around the Area's public transport provision and off road cycle provision. The Town Council will seek to bring forward proposals to create transport interchanges at both Great Malvern and Malvern Link railway stations.

### **Employment (Policies ME1-ME3)**

- 7.10 The Town Council will work with local businesses, landowners and relevant economic development agencies to improve local employment opportunities. The continued development and enhancement of Spring Lane Industrial Estate will be a key objective. In addition the retention and bringing forward of business development on the employment allocations within Malvern Technology Centre (QinetiQ) and NE Malvern is an important objective for the MNP in ensuring good access to jobs for local residents.

76

### **Retail (Policies MR1 and 2)**

- 7.11 The Town Council will work with retailers, businesses and landowners to improve and widen the offer in the NPA. A key objective is to improve the environment and public realm within the Centres and ensure the widest mix of uses for both the daytime and night-time economies.

### **Housing (Policies MH1 and 3)**

- 7.12 The Town Council will work with all those in the housing industry (including Registered Social Landlords, house builders, developers and MHDC) and the local community to deliver high quality and sustainably built housing to meet identified local need and that reflects and responds to local character.

## 8 Plan Monitoring and Review

- 8.1 The Town Council will ensure that the MNP is pro-actively monitored and reviewed over its lifetime. The MNP will be monitored on an annual basis following its adoption. The results of this will be reported annually at the meeting of the Town Council. This will monitor the progress of the aims and objectives of the MNP and the success or otherwise of the various policies and progress with the implementation of the projects identified at Appendix 6.7 within the MNP.
- 8.2 The MNP will also be monitored on a monthly basis by the Town Council's Strategic Planning Committee. This committee currently monitors and makes representations on planning applications submitted to the MHDC. It will continue to do this but with the benefit of applying the policies within the MNP to its responses. The MHDC Officer's reports in relation to the application of the MNP policies, the decisions by the LPA and any appeal decisions will be monitored and reviewed on a monthly basis by this Committee. This information will provide the key data to be included in the report to the annual meeting. The monthly monitoring reports will also be submitted to MHDC.
- 8.3 Additionally, it is proposed to establish a Neighbourhood Design Review Panel for large scale applications that come forward in the NPA. The Panel will consist of a small number of Town Councillors and also members of the local community who have a professional background in planning, urban design, architecture, landscape architecture, engineering, surveying and environmental fields. These members will provide their time and expertise on a voluntary basis.
- 8.4 This Panel will monitor the changes resulting from its review of proposals and report on an annual basis to the Strategic Planning Committee. This will be included in the monitoring report presented at the annual meeting.
- 8.5 In 2020 a five year monitoring report will be produced and published to the local community. The purpose of this report is to demonstrate the application of the MNP and its influence on proposals within the NPA.
- 8.6 Within two years of the end of the MNP period the Town Council will start the process of a full review of the MNP with the intention to produce a new MNP for the next 20-30 years (timescale to be determined by the predecessor to the SWDP). A new Neighbourhood Plan Working Party within the Town Council will be established with the remit to take this forward.
- 8.7 Should the SWDP be reviewed within the time period up to 2030 and result in proposals to change land use designations and/or policies within the NPA then the Town Council will assess the need to carry out a review of the MNP.

# Appendices

- 2.1 South Worcestershire Development Plan (SWDP) Strategic Policies
  - 2.2 List of SWDP Generic Policies
  - 2.3 SWDP Allocations Relevant to the NPA
- 2.4 List of Relevant Minerals and Waste Planning Policies
  - 3.1 Malvern Hills Trust Land Ownership Map
  - 3.2 Key Statistics Tables
  - 3.3 SWDP Allocations in Malvern Status
    - 6.1 Local Green Spaces
    - 6.2 Neighbourhood Green Spaces
    - 6.3 Local Nature Conservation Sites
    - 6.4 Neighbourhood Heritage Areas
  - 6.6 Town and District Centre Car Parks
  - 6.7 List of Local Projects and Initiatives

### SWDP1: Overarching Sustainable Development Principles

This policy, at criteria B, flows from the presumption in favour of sustainable development in NPPF. It states that planning applications that accord with policies within the SWDP (and where relevant, with policies in Neighbourhood Plans) will be approved unless material considerations indicate otherwise.

### SWDP2: Development Strategy and Settlement Hierarchy

The development strategy and the site allocations seeks to provide accessible and attractive employment sites to help delivery job creation and provide for the delivery of sufficient homes to meet objectively assessed needs to 2030. The focus is on urban areas for most development and the strategy seeks to safeguard and (where possible) enhance the open countryside.

Malvern is identified within the second tier of the SWDP Settlement Hierarchy as a 'Main Town'. These towns provide a comprehensive range of local services and employment opportunities for their residents and the rural hinterland. These towns will continue to be the focus of balanced growth in Malvern Hills and Wychavon. Future development will be delivered through urban extensions, other allocations and infill development within the town's boundaries.

Criteria 'H' of the policy states that the SWDP is supportive of development proposals that are promoted through neighbourhood planning mechanisms, where proposals do not compromise the delivery of the plan's strategic policies and proposals.

### SWDP3: Employment, Housing and Retail Provision Requirement and Delivery

In terms of housing, provision is to be made for 28,400 dwellings (net) within South Worcestershire. 5,650 dwellings are to be provided in Malvern Hills (excluding the Wider Worcester Area (WWA) and 4,450 dwellings within the Malvern Hills WWA. The supply to meet this provision is made up of completions and commitments (sites with planning permission and sites under construction), windfalls, allocations and urban extensions. The allocations and urban extensions are identified under separate policies in the SWDP. The two WWA sites are located at Broomhall Community and Norton Barracks Community (Worcester South Urban Extension) and Temple Laughene (Worcester West Urban Extension).

In terms of employment land requirement the policy identifies 40ha within Malvern Hills (excluding WWA). The policy identifies 9ha of urban allocations and 10ha from urban extensions to contribute towards this requirement. These allocations and extensions are identified under separate policies in the SWDP.

Retail requirements within Malvern Hills (excluding WWA) is 7,455 sq m (net floorspace). The SWDP identifies a supply of 5,703 sq m (net floorspace) primarily from urban allocations and commitments.

### SWDP4: Moving Around South Worcestershire

This policy provides a wide range of transportation measures including major transport schemes, managing travel demand, promoting alternative modes of travel and car parking standards.



### **SWDP5: Green Infrastructure**

Certain developments are required to make GI provision. In cases where development would have a detrimental impact on certain categories of existing GI they will not be permitted unless it meets certain criteria. Most of the NPA is urban and unsurveyed. However, the GI adjacent to the urban area is identified for 'Protection and Enhancement'.

### **SWDP6: Historic Environment**

The policy refers to the importance of the historic environment to the character and identify of South Worcestershire. As well as referring to designated heritage assets (Listed Buildings, Conservation Areas, etc.) it mentions the wealth of heritage assets of local significance and the variety of building styles and materials in the area.

### **SWDP7: Infrastructure**

The policy states that development will be required to provide or contribute towards the provision of infrastructure needed to support it. Developers will also need to contribute towards community benefits related to the development. An Infrastructure Delivery Plan is included in an Annexe to the SWDP which provides details of the crucial infrastructure requirements.

## Economic Growth

### **SWDP8: Providing the Right Land and Buildings for Jobs**

The policy supports the provision of employment land and the conversion of existing buildings to support job creation throughout South Worcestershire providing it supports an existing business or new enterprise of a scale appropriate to the setting and host community.

### **SWDP9: Creating and Sustaining Vibrant Centres**

This policy seeks to support new retail, leisure and tourism development of appropriate scale within an identified hierarchy of centres

### **SWDP10: Protection and Promotion of Centres and Local Shops**

The policy provides a hierarchy of District, Local and Neighbourhood Centres. The policy seeks to protect shops within Primary and Secondary Shopping Frontages from being lost to non-retail uses.

### **SWDP12: Rural Employment**

The policy seeks to protect existing employment sites in rural areas. It also allows, again subject to criteria, farm diversification for employment, tourism, leisure, recreation uses. In addition it allows the expansion of existing employment sites where it is demonstrated that intensification of the existing site is not viable or practical.

81

## Housing

### **SWDP13: Effective Use of Land**

The policy seeks to make the most effective and sustainable use of land by focusing on:

- housing density
- re-using previously developed land; and
- making only exceptional use of the best and most versatile agricultural land.

### **SWDP14: Housing Mix**

All new residential developments over five or more units should contain a viable mix of sizes, and housing types informed by the latest Strategic Housing Market Assessment and any other local data.

### **SWDP15: Meeting Affordable Housing Needs**

The policy seeks the provision of affordable housing from all new residential development including conversions. The amount, type, tenure and distribution will be subject to negotiation, dependent on recognised need, site and location factors, development viability and a sliding scale approach:

- Sites of 15+ dwellings on greenfield land and brownfield land within Malvern District, 40% provision
- Sites of 10 – 14 dwellings, 30% provision
- Sites of 5 – 9 dwellings, 20% provision
- Sites of less than five dwellings a financial contribution towards provision.

#### **SWDP16: Rural Exception Sites**

Affordable housing development will be permitted on small sites beyond but reasonably adjacent to the development boundaries of settlements subject to fulfilling certain criteria.

#### **SWDP18: Replacement Dwellings in the Open Countryside**

The replacement of an existing dwelling in the open countryside with another single dwelling will be permitted subject to certain criteria.

#### **SWDP19: Dwellings for Rural Workers**

Proposals for permanent agricultural, horticultural, forestry and rural enterprise-related dwellings will be permitted subject to certain criteria.

#### **SWDP20: Housing to Meet the Needs of Older People**

All allocated and windfall sites of five units or more will be encouraged to provide housing to meet the needs of older people. Specialist housing for older people will be allowed providing it meets certain criteria.

There are a number of policies under the following sections which are relevant and listed below:

#### **Environmental Enhancement and Protection**

- SWDP21: Design
- SWDP22: Biodiversity and Geodiversity
- SWDP23: Areas of Outstanding Natural Beauty
- SWDP24: Management of the Historic Environment
- SWDP25: Landscape Character

#### **Resource Management**

- SWDP26: Telecommunications and Broadband
- SWDP27: Renewable and Low-Carbon Energy
- SWDP28: Management of Flood Risk
- SWDP29: Sustainable Drainage Systems

- SWDP30: Water Resources, Efficiency and Treatment
- SWDP31: Pollution and Land Instability

#### **Tourism and Leisure**

- SWDP 34: Tourist Development
- SWDP35: Visitor Accommodation
- SWDP36: Static and Touring Caravans, Chalets and Camping Sites
- SWDP37: Indoor Leisure and Community Facilities
- SWDP38: Local Green Network
- SWDP39: Provision for Outdoor Community Uses in New Development

There are a number of policies within this section that have direct implications for land within the NPA.

### **SWDP52: Malvern Allocations**

Within Malvern Town 13 sites are identified for residential allocations providing around 530 no. dwellings. These sites range in size from 0.22 – 5.51ha.

### **SWDP53: Malvern Technology Centre (QinetiQ)**

A 15.4ha site is identified for mixed use development including:

- At least 4.5ha for B1(b) or associated uses.
- Provision for approximately 300 dwellings of which up to 40% will be affordable housing.
- Open space and recreational facilities and informal open space linking to adjacent common land.

The policy seeks to ensure that development proposals address:

- Vehicular access to the site through existing residential areas.
- Existing congestion in the vicinity of the current site entrances; and
- Segregation of employment and housing land uses.

A remaining area measuring 10.6ha will be safeguarded for B1 uses and associated development.

### **SWDP56: Development at North East Malvern**

A 56.84ha (gross) site is identified to the north east of Malvern for a mixed use urban extension incorporating the following elements:

- 800 dwellings of which up to 40% will be affordable housing.
- Community infrastructure including a primary school, a community hall, a cemetery and a police post.
- Neighbourhood shopping facilities.
- Green Infrastructure to provide formal and informal public open space and to facilitate physical and visual separation from the settlement at Newland.
- Facilities for public transport and safe pedestrian and cycle routes to local services including Malvern Retail Park, Enigma Business Park and Malvern Link Station.

The policy proposes the access from the Townsend Way/A449 roundabout and to create this as a gateway entrance into Malvern.



Development will need to mitigate impact on the setting of the Newland Conservation Area and on nearby listed buildings. Long distance views to and from the Malvern Hills across parts of the site should be retained.

Development should look at opportunities to connect and integrate proposals with existing and proposed development such as Malvern Vale and the former allotments site allocation (land at Lower Howsell Road) through appropriate road, footpath and cycle links and through opportunities for regeneration.

#### **SWDP54: Blackmore Park**

Although the site is not within the NPA it is only 2.4km of Great Malvern Town Centre. It is therefore potentially important to the residents and businesses within the NPA.

The policy identifies 5.1ha of land at Blackmore Park to be allocated for B1, B2 and B8 employment uses. This is located adjacent to the existing employment site which had planning permission for approximately 84,000 sq m of mixed use business space with a 1,800 sq m high technology workspace unit completed.

### WASTE

The Waste Core Strategy Local Plan forms part of the statutory Development Plan and therefore any neighbourhood plans or development orders must conform to its provision. The following points are the key issues which the MNP will need to consider with regard to waste issues.

#### Geographic hierarchy

Settlements within Worcestershire perform different waste management functions. The geographic hierarchy takes into account current waste arisings, resource demand and existing waste management capacity of each settlement. The settlements which have a major role to play are in the top levels (level 1 is the highest level) and those which have only a minor role are in the bottom levels (level 5 is the lowest level).

Malvern is in Level 3 of the geographic hierarchy. This means that Malvern is likely to host re-use and recycling facilities which serve the town and surrounding rural areas. Further waste management facilities may be developed in Malvern over the life of the Waste Core Strategy, although there are no specific site allocations for waste management facilities in the Waste Core Strategy as a whole or in the area proposed for the Neighbourhood Plan in particular.

There is no identified requirement for new landfill sites over the life of the Waste Core Strategy (to 2027) and no locations are proposed for landfill sites.

#### Policies

The following policies are also likely to be particularly relevant within the proposed Plan area:

#### **Policy WCS 5 – Landfill and disposal**

The Waste Core Strategy seeks to ensure that waste is managed as a resource in accordance with the waste hierarchy. Landfill and disposal of waste should be a last resort. This is relevant to the development of neighbourhood plans and development orders in relation to excavated materials from development.

Part a) of Policy WCS 5 sets out that planning permission for landfill or disposal will not be granted unless:

1. re-use, recycling or energy or resource recovery are not practicable for the waste type to be managed and no landfill or disposal capacity exists in the county for that type of waste; or
2. there will be a shortfall in landfill or disposal capacity necessary to achieve the aims and purpose of the strategy; or
3. the proposal is essential for operational or safety reasons or is the most appropriate option.

The explanatory text supporting policy WCS 5 states that:

"excavation activities, a normal part of the construction process, can result in considerable arisings of subsoils. In some cases, this type of waste can usefully be re- used for purposes such as... landscaping, levelling of sites, the construction of bunds, embankments or features for noise attenuation. However, to prevent inappropriate development, these kinds of proposals will be considered against Policy WCS 5: Landfill and

disposal. The decision on whether proposals are a form of disposal will be guided by the Environment Agency's advice (currently set out in "Defining Waste Recovery: Permanent Deposit of Waste on Land" Regulatory Guidance Series No RGN13)".

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/302955/R\\_GN13.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/302955/R_GN13.pdf)

Whilst WCC welcome the minimisation of waste by re-use on site where appropriate, the Town Councils should ensure that any neighbourhood plan or development orders do not allow unnecessary landscaping to become an inappropriate disposal of waste.

### **Policy WCS 16 – New development proposed on or near to existing waste management facilities**

Policy WCS 16 aims to safeguard existing waste management facilities by considering the potential impact and design of new development on or near to existing waste management facilities. There are currently two waste management facilities in Malvern, Newlands Household Recycling Centre, and Court Reclamation and Salvage Ltd (CRS).

The Town Council and developers preparing and implementing the neighbourhood plan or development orders should consult the web-tool which has been developed to support this policy (available through the Waste Core Strategy webpage [www.worcestershire.gov.uk/wcs](http://www.worcestershire.gov.uk/wcs)) to establish whether there are any waste management facilities within 250m and if so, the provisions of this policy should be applied or included in the conditions of the development order.

Any proposals for waste management facilities which come forward will be considered under the provisions of the Waste Core Strategy, the rest of the Development Plan and any material considerations. Once adopted, the Malvern Neighbourhood Plan would form part of the Development Plan.

87

### **WCS 17: Making provision for waste in all new development**

Policy WCS 17 aims to ensure that the waste implications of all new development are considered. The policy provisions expect that proposals for new development either:

1. incorporate facilities into the design that allow occupiers to separate and store waste for recycling and recovery; or
2. make appropriate developer contributions where this is more appropriate than on-site facilities; or
3. have adequate existing provision.

## **MINERALS**

The saved policies of the adopted Hereford and Worcester Minerals Local Plan 1997 form part of the statutory Development Plan and therefore any neighbourhood plans or development orders must conform to its provisions alongside the guidance contained in the National Planning Policy Framework. WCC is currently developing a new Minerals Local Plan for Worcestershire and consulted on a full draft of the plan in the third stage consultation which ran until 8 March 2017. The following points are the key issues which MTC will need to consider with regard to minerals issues.

## Mineral resources, safeguarding and mineral development

The Malvern Neighbourhood Plan Area contains known mineral resources (crushed rock aggregate), notably rocks of the Malverns Complex which form the Malvern Hills themselves. As part of the development of the emerging Minerals Local Plan, mineral resources across the county have been analysed in the background document 'Analysis of Mineral Resources in Worcestershire'

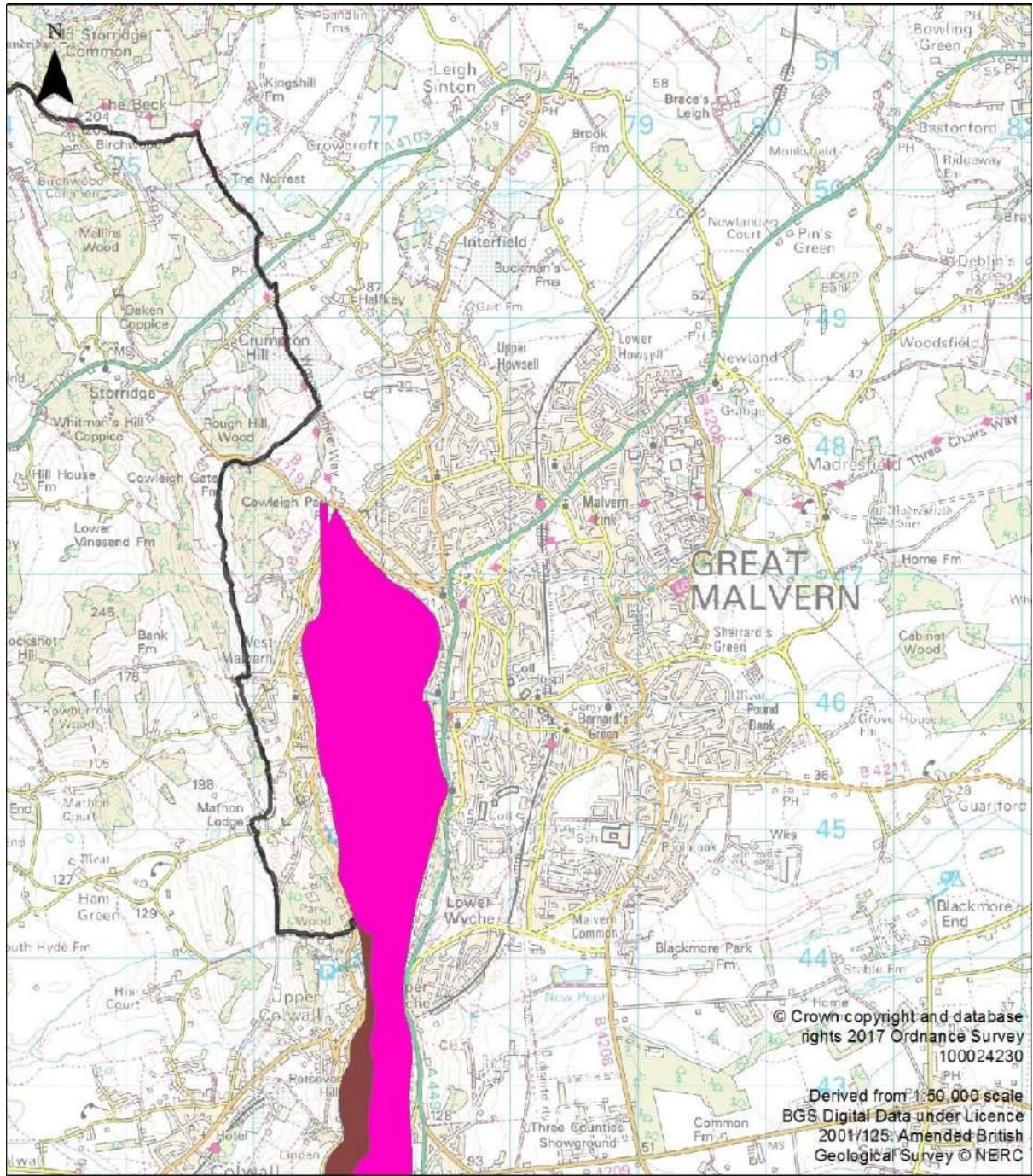
([http://www.worcestershire.gov.uk/downloads/download/85/analysis\\_of\\_mineral\\_resources](http://www.worcestershire.gov.uk/downloads/download/85/analysis_of_mineral_resources)).

The NPPF requires minerals plans to "*define Minerals Safeguarding Areas and adopt appropriate policies in order that known locations of specific minerals resources of local and national importance are not needlessly sterilised by non-mineral development, whilst not creating a presumption that resources defined will be worked; and define Minerals Consultation Areas based on these Minerals Safeguarding Areas*" (NPPF Para 143).

The Third Stage Consultation on the Minerals Local Plan proposes Mineral Resource Safeguarding Areas based on the 'Key' and 'Significant' resources identified in the Analysis of Minerals Resources in Worcestershire' background document, and Mineral Resource Consultation Areas have been defined to a distance of 250m around these resources. These include the crushed rock resources in the Malvern Hills and can be seen on the online interactive minerals mapping tool available at: [www.worcestershire.gov.uk/minerals](http://www.worcestershire.gov.uk/minerals).

The identification of these safeguarding areas does not mean that planning permission to win or work minerals in them will be given, only that their value should be assessed before any decisions about the future use of the land are made. The mineral deposits should therefore be taken into account in the preparation of local and neighbourhood plans when applying paragraph 144 of the NPPF which states that: "*When determining planning applications, local planning authorities should...not normally permit other development proposals in mineral safeguarding areas where they might constrain potential future use for these purposes*".

Quarrying has taken place in the Malvern Hills in the past but that there are currently no active minerals operations in this area. No sites have been proposed in the Malvern Hills, and due to the unique constraints outlined in the consultation document, working within the Malvern Hills is not promoted. However, we have been mindful of the potential need for appropriate materials to maintain the local vernacular of Malvern and its surroundings, and any proposals for working building stone or crushed rock aggregate would be assessed against the proposed policy framework.



0 0.5 1 2 Kilometers

**Legend**

**Crushed Rock resources**

- Key resource
- Out of county

Figure A1: Mineral resources



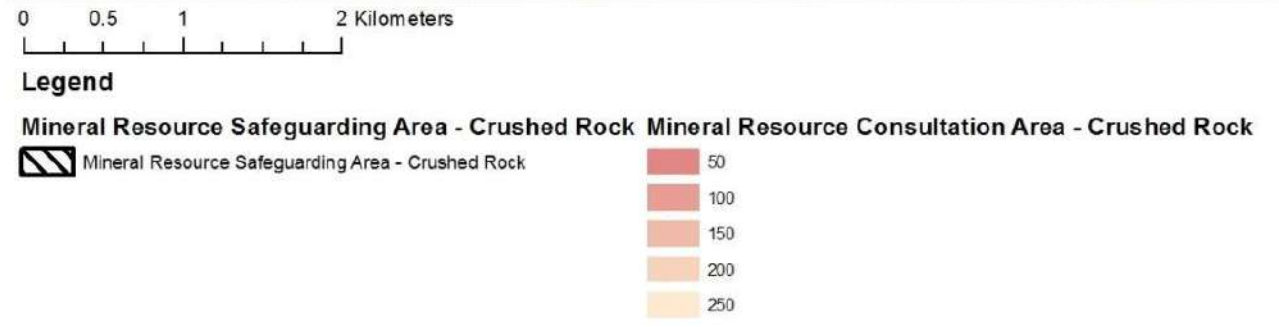
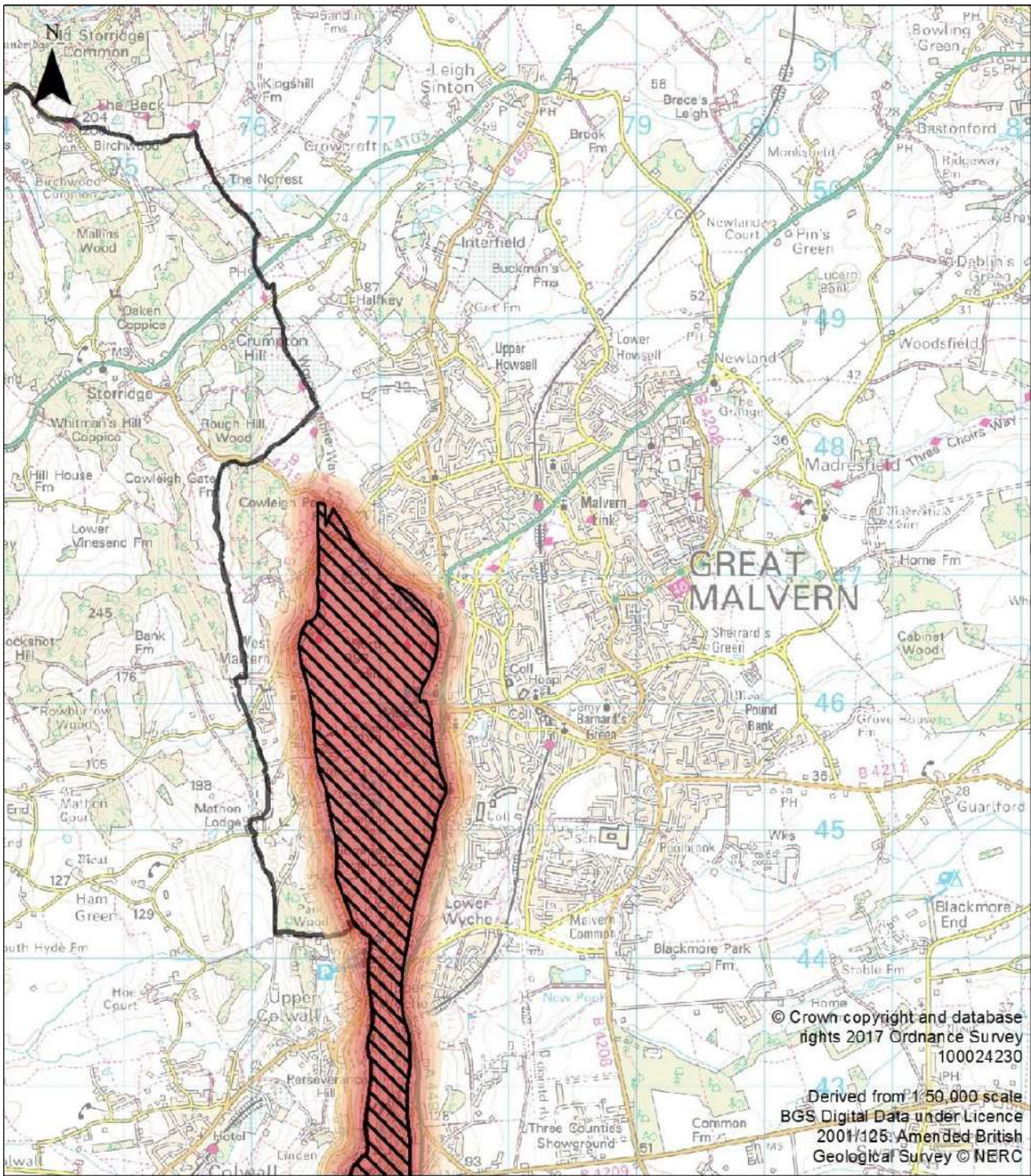


Figure A2: Minerals Safeguarding Areas and Minerals Consultation Areas



Appendix 3.1: Malvern Hills Trust Land Ownership Map



Appendix 3.2: 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
<b>Children and teenagers</b>	<b>7,370</b>	<b>25.6</b>	<b>7,117</b>	<b>24.0</b>	<b>-253</b>	<b>-3.4</b>
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
<b>Working age adults</b>	<b>15,204</b>	<b>52.9</b>	<b>15,832</b>	<b>53.4</b>	<b>+628</b>	<b>+4.1</b>
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
<b>Pensionable adults</b>	<b>6,175</b>	<b>21.5</b>	<b>6,677</b>	<b>22.5</b>	<b>+502</b>	<b>+8.1</b>
<b>Malvern Total</b>	<b>28,749</b>		<b>29,626</b>		<b>+877</b>	<b>+3.1</b>
<b>Malvern Hills District Total</b>	<b>72,172</b>		<b>74,631</b>		<b>+2,459</b>	<b>+3.4</b>
<b>West Midlands Total</b>	<b>5,267,308</b>		<b>5,601,847</b>		<b>+334,539</b>	<b>+6.4</b>

Table 3.2.1: 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 3.2.2: 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 %
<b>Family Households</b>				
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
<b>One Person Households</b>				
Lone Pensioner	2,210	16.9	15.5	12.6
One person other	2,310	17.7	14.1	16.9
<b>Other Households</b>				
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 3.2.3: 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 3.2.4: 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 3.2.5: 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 3.2.6: 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 %
<b>Economically active <sup>1</sup></b>	<b>13,847</b>	<b>66.7</b>	<b>67.8</b>	<b>68.3</b>
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 <sup>2</sup>	531	2.6	2.3	3.3
Unemployed	866	4.2	3.2	5.1
<b>Economically inactive</b>	<b>6,918</b>	<b>33.3</b>	<b>32.2</b>	<b>25.7</b>
Retired	3,590	17.2	19.2	14.4
Student <sup>3</sup>	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 3.2.7: 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 3.2.8: 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 3.2.9: 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 3.2.10: 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

97

**Table 3.2.11: 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 3.2.12: 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 3.2.13: 2011 Household Deprivation Dimensions – Malvern, Malvern Hills District and West Midlands Region**

ONS Ref: Households by Deprivation Dimensions, 2011 QS119EW

### Appendix 3.3: SWDP Allocations in Malvern Status

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.

## Appendix 6.1: Local Green Space Sites

Site Ref	Site Name	Ward
DP010	Malvern Vale Community Centre playing field	Dyson Perrins
L001	Lower Howsell Road	Link
L004	Victoria Park	Link
P001	Dukes Meadow	Pickersleigh
P011	Hayslan Fields	Pickersleigh
PY007	Priory Park	Priory
PY009	Rosebank Gardens Wells Road (near ninety nine steps)	Priory



## Appendix 6.2: Neighbourhood Open Space

Site Ref	Site Name	Ward
CH001	Adam Lee Play Area	Chase
CH002	Barnards Green Road	Chase
CH003	Barnards Green Road	Chase
CH004	Barnards Green Road	Chase
CH005	Borrowdale Road - Barnards Green Road (corner)	Chase
CH006	Borrowdale Road -Pound Bank Lane	Chase
CH007	Borrowdale Road	Chase
CH008	Barnards Green roundabout	Chase
CH009	Malvern Common - east of railway	Chase
CH010	Malvern Common - Poolbrook Road	Chase
CH011	Malvern Common - Guarlford Road	Chase
CH012	Avon Close Play Area	Chase
CH013	Whitborn End	Chase
CH014	Whitborn Close	Chase
CH015	Whitborn Close / Eston Avenue around electricity sub-stn.	Chase
CH016	Malvern College playing fields	Chase
CH017	The Chase School playing fields	Chase
CH018	Werstan Close	Chase
CH019	Lucerne Avenue	Chase
CH020	St Andrew's Road	Chase
	Malvern Parish School playing fields	Chase
DP001	Beauchamp Road	Dyson Perrins
DP002	Greenfields Road	Dyson Perrins
DP003	Jamaica Crescent	Dyson Perrins
DP004	Micheal Crescent	Dyson Perrins
DP005	North of Somers Park Avenue	Dyson Perrins
DP006	Yates Hay Road	Dyson Perrins
DP007	Leigh Sinton Road	Dyson Perrins
DP008	Dyson Perrins School playing fields	Dyson Perrins
L002	Moorlands Road & Graham Road	Link
L003	North of Goodwood Road	Link
L005	Link Common	Link
L006	Duke of Edinburgh Way	Link
L007	Kent Close	Link
L008	Worcester Road Woods	Link
L009	Lower Howsell Road	Link
L010	St Matthias's Church & Cemetery	Link
L011	Townsend Woods	Link
L012	Spring Woods	Link
L013	Russell Close Play Area	Link
L014	Malvern RUFC (Spring Lane playing fields)	Link
L015	Morgan Motor Company playing fields	Link
L016	Malvern Cricket Club	Link
L017	Regency Road	Link
L018	Church Road allotments	Link
P002	Elgar Avenue	Pickersleigh
P003	Langland Avenue	Pickersleigh
P004	Madresfield Road	Pickersleigh
P005	Madresfield Road	Pickersleigh
P006	Mansfield Road	Pickersleigh
P007	North End Lane Play Area	Pickersleigh
P008	Ransoms Close / Ash Close	Pickersleigh
P009	Sling Lane	Pickersleigh

<b>Site Ref</b>	<b>Site Name</b>	<b>Ward</b>
P010	Malvern Cemetery	Pickersleigh
P012	Dyson Close Amenity greenspace	Pickersleigh
P013	Craig Lea Estate	Pickersleigh
P014	Charles Way / Mason Close multiple	Pickersleigh
P015	Charles Way	Pickersleigh
P016	Townsend Way / Maybank etc.	Pickersleigh
P017	Edith Berry Court	Pickersleigh
P018	Elgar Avenue Amenity Greenspace	Pickersleigh
P019	Martin Close Play Area	Pickersleigh
P020	Barnards Green Cricket Club	Pickersleigh
P021	Malvern Town FC	Pickersleigh
P022	Clare Road	Pickersleigh
P023	Orford Way	Pickersleigh
P024	Malvern St James playing fields	Pickersleigh
P025	Grove Primary School playing fields	Pickersleigh
P026	Prospect Community Woodland	Pickersleigh
P027	Great Malvern Primary School playing fields	Pickersleigh
P028	Pickersleigh Grove	Pickersleigh
P029	Pound Bank Road	Pickersleigh
P030	Pickersleigh Road	Pickersleigh
P031	Pickersleigh Road	Pickersleigh
P032	Whiteacres Brook	Pickersleigh
PY001	Clerkenwell Crescent	Priory
PY002	Imperial Rd - Avenue Rd	Priory
PY003	Lansdowne Crescent	Priory
PY004	Library, Graham Road, war memorial	Priory
PY005	Link Terrace	Priory
PY006	Oxford Road	Priory
PY008	The Lees/Thirstane Road	Priory
PY010	Priory Churchyard	Priory
PY011	Rear of Youth Club	Priory
PY012	Promenade gardens	Priory
PY013	Belle Vue Terrace	Priory
PY014	Manor Park Malvern Sports Ground	Priory
PY015	The Dome	Priory
PY016	Malvern College	Priory
PY017	Malvern College	Priory
PY018	Davenham Care Home	Priory
PY019	Little Davenham woodland	Priory
W001	Cowleigh Road	West
W002	Hornyold Road	West
W003	Newtown Road	West
W004	Trinity Road Churchyard	West
W005	Northleigh Primary School playing field	West
W006	Saint Joseph's Primary School playing fields	West

## Appendix 6.3: Neighbourhood Nature Conservation Sites

<b>Site Ref</b>	<b>Site Name</b>
N01	Brook Wood
N02	Whippets Brook/Carey's Brook
N03	Bronsil Drive
N04	Whippets Brook/Carey's Brook
N05	Broadlands Drive
N06	Woodland adjacent North Leigh CE Primary School playing fields
N07	Land adjacent Earl Beauchamp's Fountain, Cowleigh Road
N08	Jenny Lind Grove
N09	Woodland adjacent Malvern Shopping Park
N10	The Firs
N11	Rectory Lane/Hawthorn Lane Corridor

## Appendix 6.4: Neighbourhood Heritage Assets under consideration for Local Listing

### Unlisted buildings of local interest within Great Malvern Conservation Area

1. Malvernbury, Abbey Road
2. Malvern House, Abbey Road
3. Market Cross, Great Malvern
4. Brick structure, 45 Graham Road, Shirley Lodge, Malvern Town
5. Christ Church, Avenue Road, Malvern Town
6. Our Lady and St. Edmund Church, Malvern Town
7. Congregational Church, Queen's Drive, Malvern Town
8. Summer House of Mount Pleasant Hotel, Belle Vue Terrace, Malvern Town
9. Malvern Festival Theatre and Winter Gardens
10. 17 Graham Road (west side), Malvern Town
11. 29 Graham Road, Malvern Town
12. 45 Graham Road (west side), Malvern Town
13. 51 Graham Road (west side, Malvern Town
14. 50 Graham Road, Malvern Town
15. 107 Graham Lodge, Graham Road, Malvern Town
16. 142 Graham Road, Malvern Town
17. 98 (2 & 3 Stokefield Road) Graham Road, Malvern Town
18. 65 Graham Road, Malvern Town
19. 116 Graham Road, Malvern Town
20. Cotford Hotel, Graham Road, Malvern Town
21. The Exchange Building, Graham Road, Malvern Town
22. Stable Building, Priory Road, Malvern Town
23. 40 Priory Road
24. Iceland, Church Street
25. Coach House to the rear of 119-121 Church Street, Malvern Town
26. Iron Post supporting kissing gate, Great Malvern
27. Trafalgar House, 24 Worcester Road, Malvern Town
28. Malvern Parish School, Malvern Town
29. 50 Graham Road, Malvern Town
30. 86 Graham Road, Malvern Town
31. 70 Graham Road, Malvern Town
32. 76 Graham Road, Malvern Town

33. 19<sup>th</sup> century house, Graham Road, Malvern Town
34. Monastery, Malvern Town
35. Lodge to The Firs, Wells Road, Malvern Town
36. Gardeners Cottages, 26-36 Moorlands Road, Malvern Town
37. 22 Bank Street with 7 Zetland Road, Malvern Town
38. Davenport House. The Clock Tower Moorlands Road, Malvern Town
39. Various shop fronts along Belle Vue Terrace, Church Street, Abbey Road and Graham Road (more in depth study is required to determine elements of change and what original fabric remains intact)

Buildings which make a positive contribution to Trinity Conservation Area

1. Link Villa, 111 Moorlands Road
2. Link Tower Lodge, 20-26 Somers Road
3. 24-26 Somers Road
4. 64-66 Somers Road
5. 125 Worcester Road
6. 143 Worcester Road
7. 169 Worcester Road
8. 171 Worcester Road
9. 179 Worcester Road
10. 181 Worcester Road
11. 187 Worcester Road
12. Station House at the Link Station, Worcester Road
13. United Reform Church, Worcester Road
14. Trinity Hall, Malvern Road
15. 11 Hornyold Road
16. Lancaster House, 25 Hornyold Road
17. 59-63 Hornyold Road
18. 26-36 Moorlands Road

Buildings which make a positive contribution to Malvern Link Conservation Area

1. Malvern Link C of E School, Cromwell Road
2. Colston Building, Worcester Road
3. Methodist Chapel fronting Worcester Road
4. Festival Housing, Worcester Road
5. No 1 Hampden Mews

6. Shops at 196-208 Worcester Road
7. 31 Hampden Road

Buildings and structures nominated to MHDC for local listing (December 2016)

1. 6 St. Peter's Road
2. Forli, 35 Alexandra Road
3. The Chase School (Original 1950's buildings)
4. 50-58 Moorlands Road
5. Mural on gable end of 146 Worcester Road, Malvern Link
6. Location sign at Barnards Green Common
7. Location sign at Newland roundabout
8. Barnards Green Trough, Guarlford Road
9. Rockcliffe House, 40 Church Street, Great Malvern
10. The Wilson Memorial, Abbey Road/ Priory Road
11. 32 Church Street, Great Malvern
12. Tree sculpture, Priory Park
13. Former Malvern Hospital, Landsdowne Crescent
14. CS Lewis plaque, Rosebank Gardens, Belle Vue Terrace
15. Buzzard sculpture, Rosebank Gardens, Belle Vue Terrace
16. Theatre of Small Convenience, Edith Walk
17. Malvern Theatres (Assembly Room), Grange Road
18. Warwick House, 1 Wells Road



**Car Parks**

Great Malvern

Priory Car Park – Priory Road opposite the Splash leisure centre

Waitrose Car Park – Waitrose Graham Road

Edith Walk Car Park – next to Wilkinson Edith Walk

Car park at the back of Worcester road - 6/8 Belle Vue Terrace

Car Park at Great Malvern Station - Great Malvern Station Avenue Road

Car Park next to the Coach House theatre – Grange Road

Car Parking bays next to Malvern Theatres – Grange Road

Council House Car Park (evenings only) – Avenue Road

Clock tower car park– North Malvern Road

Tank Quarry car park – North Malvern Road

Malvern Link

Station Car Park – Malvern Link Station, Howsell Road

Victoria Park parking – Victoria Park, Pickersleigh Road

B & Q Car Park – Spring Lane

Retail Park – Townsend Way

Barnards Green

Car Park – Geraldine Road

**Projects**

A1 The Town Council has identified a range of projects that will help to make the NPA a more sustainable place to live, work and visit. These projects will in part be delivered through policies within the MNP.

***Feasibility Studies***

A2 The Town Council will lobby for feasibility studies to be carried out on key infrastructure and development that are considered to be extremely beneficial to the local community and to make the NPA a more sustainable place to live, work and visit. These studies include:

**Transport**

- The provision of a rail Halt at the North East Malvern allocation / development site.
- Working with WCC, MHDC, Newland Parish Council and the developers for the provision an additional vehicular access to the North East Malvern allocation / development site.
- Transport Interchanges at Great Malvern and Malvern Link railway stations including additional parking facilities, bus shelter facilities and secure cycle parking.
- Greenways along commons and other routes for cyclists and pedestrians.
- Ban deliveries during peak periods on certain roads within Malvern Town Centre and Barnards Green and Malvern Link

**District Centres.**

- Working with WCC, MHDC and Newland Parish Council for the provision of a pelican/toucan crossing across the A449. 108
- Off-road route to the Three Counties Agricultural Showground.
- Improvement of the strategic road infrastructure that provides access to and from the motorway network.
- A ring road around the east of the town and across the north of the town.

**Design and public realm**

- Public realm improvements at Malvern link and Barnards Green
- Pedestrianisation and provision of a town square in Great Malvern.
- Close Church Street and Belle Vue Island to traffic once a month for town centre events.

**Green Infrastructure**

- Provision of a basketball/MUGA and other enhanced facilities at Victoria Park
- Transfer ownership of Belle Vue Island and Rose Bank Gardens to MTC.
- Options for the former allotments site on Elgar Avenue
- Provision of allotments and a local nature area off Guarlford Road
- Carry out a survey of the stock of existing trees on public land to assess their likely longevity and produce a strategy for new tree planting.

**Community**

- Proposal for a Science and Technology museum showcasing radar/technology/defence and water cure
- Options for the former Malvern Old Hospital

- Redevelopment of the Post Office Sorting Office in Malvern Town Centre
- MTC to lease or purchase the Tourist Information Centre within Malvern Town Centre.

A3 The Town Council will lobby MHDC to obtain receipts from the New Homes Bonus, the CIL and S106 agreements to be used to delivery where appropriate, improvements to existing community facilities or to deliver new community infrastructure. The Town Council will work with the local community to identify the additional need for community facilities.

#### ***Local Heritage Assets***

A4 The Town Council will seek to work with key stakeholders to nominate buildings and structures to MHDC for local listing as non-designated heritage assets.

A5 The establishment of a local 'green plaque' scheme to help celebrate the heritage, culture and people of Malvern with green plaques erected on buildings within the NPA.

#### ***Neighbourhood Design Review Panel***

A6 Where appropriate on larger scale applications, of 10 dwellings or more over 1,000sq m for non-residential development, applicants will be requested to present their proposals to a Neighbourhood Design Review Panel set up by the Town Council. The views of the Panel will form part of the Town Council's response to its consultation on the application.

#### ***Community Infrastructure***

A7 The Town Council will support and facilitate applications to designate facilities for inclusion on the register of Assets of Community Value. Additionally, the Town Council will lobby MHDC to obtain receipts from the New Homes Bonus (NHB), the Community Infrastructure Levy (CIL) and S106 obligations to help deliver improvements to existing community facilities or to deliver new community infrastructure. The Town Council will work with the local community to identify the additional needs for community facilities.

109

A8 The Government commissioned a review of CIL in November 2015. An independent review group was set up and produced its report in February 2017 alongside the Government's Housing White Paper. A key recommendation from the CIL review team is that CIL should be replaced by a hybrid system of a broad and low level Local Infrastructure Tariff (LIT) and Section 106 agreements for larger developments.

A9 The Government is due to provide an announcement on its reform of developer contributions in the Autumn Budget 2017.

#### ***Friends of Parks Groups for key green spaces***

A10 The Town Council will work with local communities and key stakeholders to set up Friends of Parks Groups for key green spaces within the NPA. The priority will be those green spaces identified as Local Green Space within the MNP.

#### ***Crematorium***

A11 MTC will discuss with key stakeholders the possibility of providing a crematorium within Malvern. This will look at need and land requirements along with potential locations.

#### ***Town and District Centre Car parking***

A12 MTC will investigate additional car park facilities through the provision of new car parks should land become available or intensify the use of existing car parks to increase provision. MTC will also seek to make representations on the next 'car parking strategy' by MHDC to ensure that the management and pricing structure associated with car parks works for retailers, shoppers and the wider community.

### ***Great Malvern Railway Station on-street car parking***

A13 Alongside, the provision of additional parking for rail users as proposed with Policy MT4, MTC will press MHDC and WCC to review on-street parking restrictions in the area.

### ***Spring Lane Industrial Estate***

A14 MTC will support proposals that upgrade and/or redevelop parts of the Spring Lane Industrial Estate including:

1. Provision of landscape and environmental improvements;
2. Enhancement of access to and within the Estate by public transport, cycling and walking including the provision of bus shelters and real time information and the provision of appropriate footpaths and cycleways; and
3. Enhancement to safety and security for occupiers and users.

A15 There should be no net loss of employment provision as a result of the proposals. Additionally, any proposals must not have an unacceptable adverse impact on the amenities of neighbouring occupiers.

A16 In terms of redevelopment, the Town Council would particularly welcome the provision of small scale employment units to meet the needs for starter and small/micro businesses.

A17 Spring Lane Industrial Estate is the second largest industrial estate by area within the NPA. It has the highest number and most diverse range of businesses located within it. Spring Lane is a key road corridor within the NPA Worcester Road to Townsend Way and Pickersleigh Avenue.

A18 Over recent years a number of employment related uses have been converted and/or redeveloped to other uses including leisure, nursing and residential care and retail. This brings with it a change in the nature, character and activity in those areas of the industrial estate. These uses are bringing an increasing number of visits by members of the public.

A19 Some areas of the industrial estate have poor public realm, lack of parking and delivery areas. Some units do not meet modern specifications and standards.

A20 The Town Council will support opportunities and proposals to upgrade and develop parts of the individual estate. There is particular support for the provision of small scale employment units to meet identified need. In addition, the Town Council will support opportunities to provide improvements to the estate's public realm, accessibility throughout the estate and safety and severity for occupiers and users

### ***Delivery Action Plan***

A21 The Town Council will produce an annual Delivery Action Plan that will provide information on how the MNP's objectives and aspirations will be achieved. This will be monitored on an annual basis to demonstrate what has been undertaken. Examples of activities could be:

- Nominating facilities as Assets of Community Value to MHDC
- Nominating buildings and structures for inclusion on a 'Local List' to MHDC
- Use of the Town's New Homes Bonus Allocation and CIL on community infrastructure
- Applications for external funding based on the MNP towards community infrastructure
- The formation of a Neighbouring Design Review Panel
- The retention of the existing working groups with local residents to help bring forward and implement projects within the NPA.