

REFERENDUM VERSION
MALVERN TOWN NEIGHBOURHOOD PLAN

2015- 2030

on behalf of

DRAFT



FEBRUARY 2019

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Foreword

It was in May 2014 that Malvern Town Council took the decision to develop a Neighbourhood Plan for Malvern. With the emerging South Worcestershire Development Plan nearing completion, Councillors felt that there was a need to draw up a stronger and more locally distinctive plan for our town that would enable the community of Malvern to decide the future of the places where they live and work.

A Neighbourhood Plan has to be community-led and the call went out for volunteers who would be willing to commit their time and energy to help us consult with local residents, community groups and businesses. The response was amazing and this enabled us to understand what people liked and disliked about our town, the main issues of concern and what aspirations they had for the future.

However, a Neighbourhood Plan has to be supported with robust information and analysis and it soon became clear to Council that we needed to commission a Planning Consultant to help us with this enormous task. In October 2015 Cass Associates from Liverpool were appointed and that was when the real hard work began.

Malvern is made up of a number of different centres and the urban areas of Great Malvern, Malvern Link and Barnards Green have many differences. As a result, development pressures, transportation

issues, settlement design, needs of the local community as well as heritage and environmental concerns vary considerably across the town. Added to this, the population of Malvern has made this one of the largest Neighbourhood Plans in the country.

Over the next three years an incredible amount of work went into running focus groups, identifying policy areas, gathering evidence, drafting the plan and carrying out a number of highly successful public consultations. The views of the local community and businesses were considered at every stage and my sincere thanks go to everyone who gave their time and energy to help us achieve this blueprint for the future of Malvern.

My special thanks go to our consultant Peter Hamilton for his patience, tenacity, sound planning knowledge and unstinting support. The working partnership between Peter and Clare Lawrence, our Neighbourhood Plan Officer, has overcome every obstacle that was thrown in their way and has enabled Malvern Town Council to complete this Neighbourhood Plan for our beautiful town.

Cynthia Palmer
Mayor of Malvern May 2016 – May 2019

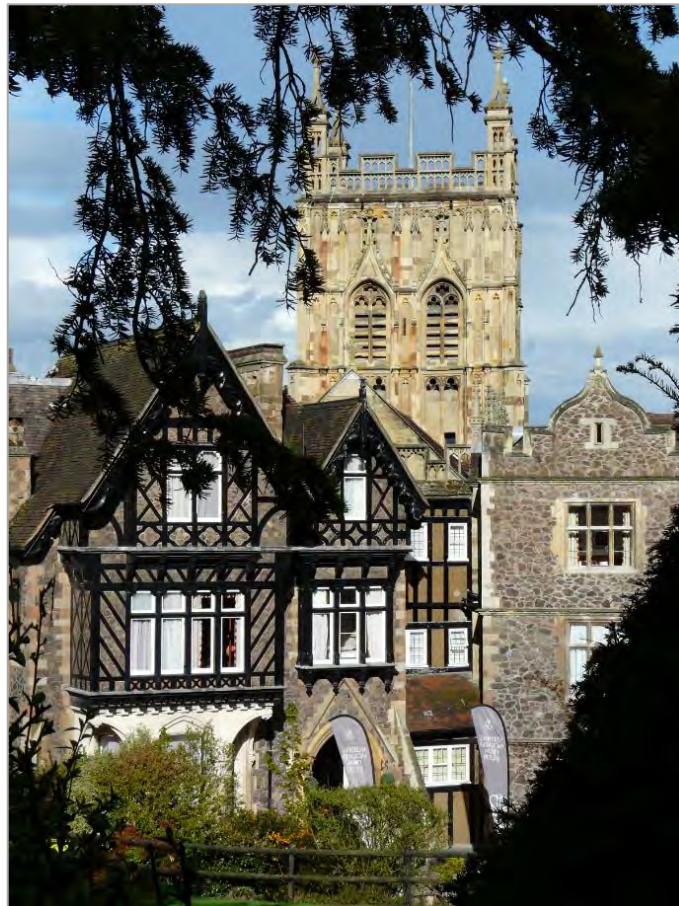


Acknowledgements

Malvern Town Council is grateful to all individuals and organisations who gave their time and support to help produce a Neighbourhood Plan for our beautiful town of Malvern.

We would especially like to thank the following for their particular contributions:

- Peter Hamilton at Cass Associates, without whom this plan would not have been completed and who gave so much time and energy to the project
- Clare Lawrence, the Town Council's Neighbourhood Plan Officer
- Councillor Peter Smith
- Carly Tinkler, Chartered Landscape Architect
- Members of Malvern Civic Society
- All members of the Working Parties who helped to identify policy areas
- Local stakeholders who contributed by giving their support and providing comments



List of Policies (25 Policies)

Sustainable Development:

MSD1: Promoting and Achieving Sustainable Development

Green Infrastructure:

MG1: Local Green Space

MG2: Neighbourhood Open Space

MG3: Woodland, Trees and Hedgerows

Visual Amenity:

MV1: Exceptional Key Views

Heritage:

MHE1: Non-Designated Heritage Assets

MHE2: Neighbourhood Heritage Areas

Community Infrastructure:

MC1: Community Facilities

MC2: Healthy Communities

Design:

MD1: Building Design and Accessibility

MD2: Landscaping and Public Realm

MD3: Microgeneration

Transport:

MT1: Town Centre and District Centres Car Parking

MT2: Malvern Link Railway Station Opportunity Area

MT3: Electric Vehicle Charging Points

Infrastructure:

MI1: High Quality Communications Infrastructure

Employment Land:

ME1: Protecting Employment Allocations at Malvern Technology Centre and North East Malvern

ME2: Provision of Micro and Small Scale Business Development

ME3: Employment Development within Existing Industrial Estates and Business Parks

ME4: Non-Employment Development within Existing Industrial Estates and Business Parks

Retail Land:

MR1: Town and District Centres

MR2: Neighbourhood Parades

Housing Land:

MH1: Housing Mix

MH2: New Residential Development within the Development Boundary

MH3: New Residential Development beyond the Development Boundary

1. Introduction

Neighbourhood Planning

- 1.1 The Malvern Town Neighbourhood Plan (MTNP) is part of the Government's approach to statutory plan-making. 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, which 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 neighbourhood plans must be in general conformity with the strategic policies of the Local Plan. In this case the strategic local policy is contained within the following:
- The South Worcestershire Development Plan (SWDP) (adopted 25 February 2016)¹;
 - The Waste Core Strategy for Worcestershire (adopted November 2012);
 - The saved policies within the County of Hereford and Worcester Minerals Local 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 MTNP, 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 (LPA) (MHDC) will have to be made in accordance with the MTNP, other parts of the statutory development plan (the SWDP) and other material considerations.
- 1.5 It is therefore important that the MTNP has followed due process and that it meets the statutory tests known as the 'basic conditions'. The basic conditions for neighbourhood plans include:
- 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;
 - They must be compatible with European Union (EU) obligations, including human rights requirements.

¹ The combined authorities started the process of a review of the SWDP in late 2017 see link http://www.swdevelopmentplan.org/?page_id=13748

- 1.6 The above will be tested through an independent examination and considered 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 Town Neighbourhood Plan

- 1.9 The MTNP has been some four 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 an NPA [see Figure 1.1]. 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), consisting of ten Town Councillors, in May 2014, with the task of overseeing the neighbourhood plan process and producing the MTNP on behalf of the community and the Town Council. MTC instructed consultants in October 2015 to assist it with producing the MTNP.
- 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;
- 17 November 2017 – 26 January 2018 – 10 week Regulation 14 consultation on the draft MTNP;
- 6 August – 31 August 2018 – 4 week consultation on proposed Neighbourhood Heritage Areas including a drop-in event at MTC Council Chamber on 15 August; and
- 11 September - 9 October 2018 – 4 week consultation on the Visual Study with a drop-in event at MTC’s Chamber on 20 September.

- 1.13 A Consultation Statement² demonstrates how the local community has been able to engage in the process. It also highlights how the community’s views have been taken into account in the preparation and production of the MTNP.
- 1.14 In July 2017 MTC requested a joint Strategic Environmental Assessment (SEA) and Habitat Regulations Assessment (HRA) Screening Opinion of the draft MTNP from MHDC. Following consultation with Natural England, Historic England and the Environment Agency MHDC concluded that the draft MTNP did not require either an SEA or an HRA Appropriate Assessment. A copy of the Screening Opinion is included within the Sustainability Statement (see below).
- 1.15 A Sustainability Statement³ has been produced to demonstrate how the MTNP contributes towards achieving sustainable development.
- 1.16 A Basic Conditions Statement⁴ has been produced to demonstrate how the MTNP meets the basic conditions requirements.
- 1.17 The MTNP 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 MTNP is being prepared, the MTNP concentrates on key issues facing the NPA and includes planning policies that aim to deliver the right type, form, scale and design of development for the Area.
- 1.19 The MTNP 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.

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

³ <http://www.malvernsfuture.org/documents/>

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

- 1.20 The MTNP has been developed through extensive consultation with the people of the Town and others with an interest in the Town. It is based on sound research and analysis of the available evidence.
- 1.21 As well as the work undertaken by the aforementioned Working Groups above, MTC used a number of sources as evidence base to support the neighbourhood plan including the following, which are all available at <http://www.malvernsfuture.org/documents/>
- The SWDP and its evidence base (where relevant to the NPA);
 - Housing Needs Assessment for Malvern Town Council by AECOM (February 2016);
 - Evidence Base Report by Cass Associates July 2016 (Updated March 2017);
 - Protected/notable species and designated sites information by Worcestershire Biological Records Centre (December 2016);
 - Heritage Character Assessment for Malvern Town Council by AECOM (November 2017);
 - Worcestershire's Local Transport Plan 4 (LTP4) (November 2017)⁵;
 - The Malvern NPA: Issues and Considerations by Cass Associates (June 2018);
 - Proposed Neighbourhood Heritage Areas Study by MTC (August 2018);
 - Public Health England Local Health Profiles (2016) from South Worcestershire Clinical Commissioning Group (SWCCG) (September 2018);
 - Local Green Space Reasoning Statement by MTC (October 2018); and
 - Visual Study by Carly Tinkler Landscape, Environmental and Colour Consultancy (October 2018).
- 1.22 The MTNP and its supporting documents were submitted for a Health Check on 11 September 2018. The Health Check report was received on 9 October 2018. The MTNP has been revised in response to the comments and suggestions within the Health Check.

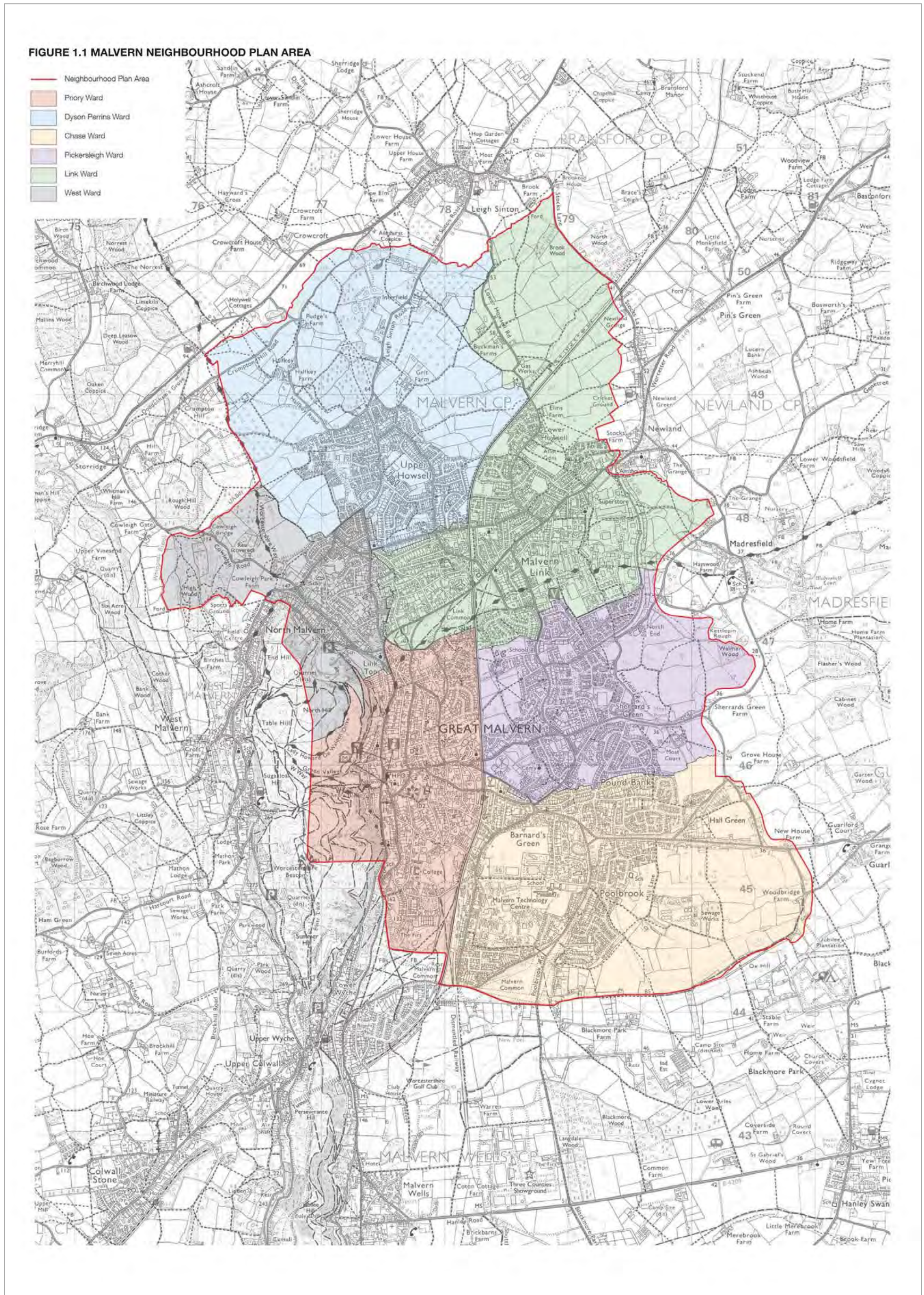
Next Steps

- 1.23 The next steps of the MTNP include:
- Referendum (anticipated May 2019) and
 - The making of the Plan by MHDC (anticipated May/June 2019).

⁵ The LTP4 sets the strategic vision and direction of highways and transportation services in Worcestershire. The availability of a reliable and efficient transport network plays a major role in the effectiveness of the Worcestershire economy. Where investment in transport infrastructure and services has been inadequate, this has been shown to adversely impact on future growth and competitiveness.



Figure 1.1 Malvern Neighbourhood Plan Area



2. The Planning Policy Context

National Planning Policy Framework (2012)

- 2.1 The NPPF⁶ 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;

⁶ The Government published a new NPPF in July 2018 which replaces the 2012 version. Paragraph 214 of NPPF 2018 states that the policies in the previous Framework (i.e. the 2012 version) will apply for the purposes of examining plans, where those plans are submitted on or before 24 January 2019. For neighbourhood plans submission means where a qualifying body submit a plan proposal to the LPA in accordance with Regulation 15 of the Neighbourhood Planning (General) Regulations 2012.

- 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, the communities within Malvern must:

- develop a neighbourhood plan that supports the strategic development needs for the area as set out in the adopted SWDP, and
- beyond these strategic elements, 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 MTNP have to be in general conformity with. The combined authorities have produced a note identifying strategic policies for the purposes of neighbourhood planning⁷. The following strategic policies are relevant to the NPA:

- SWDP1: Overarching Sustainable Development Principles – reflects the presumption in favour of sustainable development within NPPF.
- SWDP2: Development Strategy and Settlement Hierarchy – sets out the development strategy principles and the focus of development through allocations, urban extensions and windfall development.
- SWDP3: Employment, Housing and Retail Provision Requirement and Delivery – sets out the objectively assessed need and requirement for the key land uses within each of the constituent parts of South Worcestershire.
- SWDP4: Moving Around South Worcestershire – seeks to manage travel demand, provide alternative modes of travel and deliver transport infrastructure necessary to support economic prosperity.

⁷ https://www.malvernhills.gov.uk/documents/283188/8815787/Strategic_Policies_NP.pdf/603496eb-f877-8b22-4b72-bad6d7e1fe6b

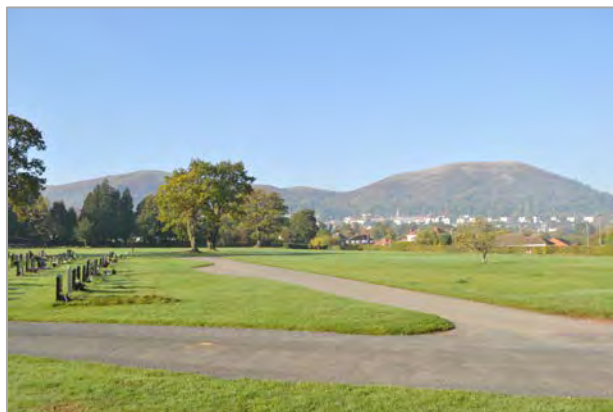
- SWDP5: Green Infrastructure – seeks to ensure the provision, maintenance and connectivity of GI within proposals for new development. The policy links with SWDP38: Green Space which is a non-strategic policy.
- SWDP6: Historic Environment - seeks to conserve and enhance the Area's designated and non-designated heritage assets. The policy links with SWDP24: Management of the Historic Environment which is a non-strategic policy.
- SWDP7: Infrastructure – the local authorities will work closely with partners to bring forward appropriate and proportionate infrastructure required to deliver the Plan and development will be required to provide or contribute towards the provision of infrastructure needed to support it.
- SWDP8: Providing the Right Land and Buildings for Jobs – seeks to protect the employment allocations for B1, B2 and B8 uses. The policy does allow for other uses that demonstrate job creation provided they do not undermine or constrain the main purpose of the employment allocation. The policy also provides criteria that need to be met for change of use of existing B1, B2 and B8 premises over 1,000 sqm.
- SWDP9: Creating and Sustaining Vibrant Centres - supports new retail, leisure and tourism development of an appropriate scale to its location. Measures to secure the vitality and viability of Centres can be set out in neighbourhood plans which can include environmental enhancements and activities that seek to improve the visitor experience.
- SWDP10: Protection and Promotion of Centres and Local Shops - supports new retail and leisure development of an appropriate scale to its location and the hierarchy of centres as shown at Table 5 within the SWDP.
- SWDP12: Employment in Rural Areas - the policy refers to Category 1, 2 and 3 villages and lower category villages and the open countryside
- SWDP13: Effective Use of Land – relates to housing and ensures that new residential development makes the most effective and sustainable use of land focusing on housing density, reusing previously developed land (PDL) including windfall sites and making only exceptional use of Best Most Versatile Agricultural Land.
- SWDP14: Market Housing Mix - relates to housing development of 5 or more units which should contain, subject to viability considerations, a mix and type of market housing. The mix will be informed by latest SHMA and other local data, for example neighbourhood plans.
- SWDP15: Meeting Affordable Housing Needs - seeks the provision of affordable housing associated with new residential development. The proportion of affordable housing is dependent on size and location of development.
- SWDP17: Travellers and Travelling Show people – sets out the requirement for plots and pitches and a set of criteria for assessing proposals.
- SWDP21: Design – a criteria-based policy seeking to encourage high quality design.

- SWDP22: Biodiversity and Geodiversity – seeks to protect species and habitats, ensure compensatory provision where relevant and enhancement through development where practicable.
- SWDP23: The Cotswolds and Malvern Hills AONB – seeks to protect the natural beauty of the AONB and conserve and enhance the special qualities of its landscape.
- SWDP27: Renewable and Low Carbon Energy – seeks to ensure that new developments over 100 sqm gross or one or more dwellings incorporate, subject to viability considerations, at least 10% of its predicted energy requirements from renewable or low carbon sources.
- SWDP28: Management of Flood Risk – seeks to minimise the impacts of and from flood risk.
- SWDP52: Malvern – lists a number of allocations within the NPA that help to ensure that the objectively assessed need will be met through new development.
- SWDP53: Malvern Technology College (QinetiQ)
- SWDP56: Development at North East Malvern

2.9 There are a number of sites allocated for development within the SWDP (policies within the Allocated Policies Section, SWDP52-54 and SWDP56) which have direct implications for land within the NPA. These are summarised in Appendix 2.1.

2.10 By definition any policy that is not identified as a strategic policy would be classed as a non-strategic policy. Non-strategic policies in the Neighbourhood Plan would take precedence over existing non-strategic policies in the SWDP where they are in conflict unless they are superseded by strategic or non-strategic policies that are adopted subsequently.

2.11 Minerals and waste matters are outside of the remit of neighbourhood planning. Nevertheless local Plan policies relating to minerals and waste can be found in the Waste Core Strategy for Worcestershire (2012)⁸ and saved policies from the Hereford and Worcester Minerals Plan (1997)⁹.



⁸ http://www.worcestershire.gov.uk/info/20015/planning_policy_and_strategy/311/waste_core_strategy

⁹ http://www.worcestershire.gov.uk/info/20015/planning_policy_and_strategy/1009/adopted_minerals_local_plan

3. *Vision and Objectives*

- 3.1 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 MTNP, its policies and proposals.
- 3.2 Its setting, heritage and culture, along with its diverse range of services, facilities and employment opportunities, make Malvern one of the preferred locations for people to live within Worcestershire and the wider area.
- 3.3 The MTNP seeks to protect the unique assets within Malvern such as the Malvern Hills AONB, Site of Special Scientific Interest (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.
- 3.4 Malvern has played, 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.
- 3.5 Malvern is considered an attractive location for the older population, particularly retirees, to move to. Its 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

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

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 on 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 & 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

- 3.7 To achieve this Vision the Town Council has identified twelve objectives for the MTNP. These objectives have emanated from the spatial issues raised through public engagement and evidence base gathering. Policies within the MTNP have been developed to ensure that the objectives and vision can be realised.
- 1. Protect and enhance 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 protects and enriches the Area's visual amenity, key views and vistas, 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 development 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.**

3.8 The policies within this neighbourhood plan seek to support from a land use perspective the above objectives. The relevant objectives are highlighted at the start of each subsection within the Policies section of this document (Section 5).



4. Strategy

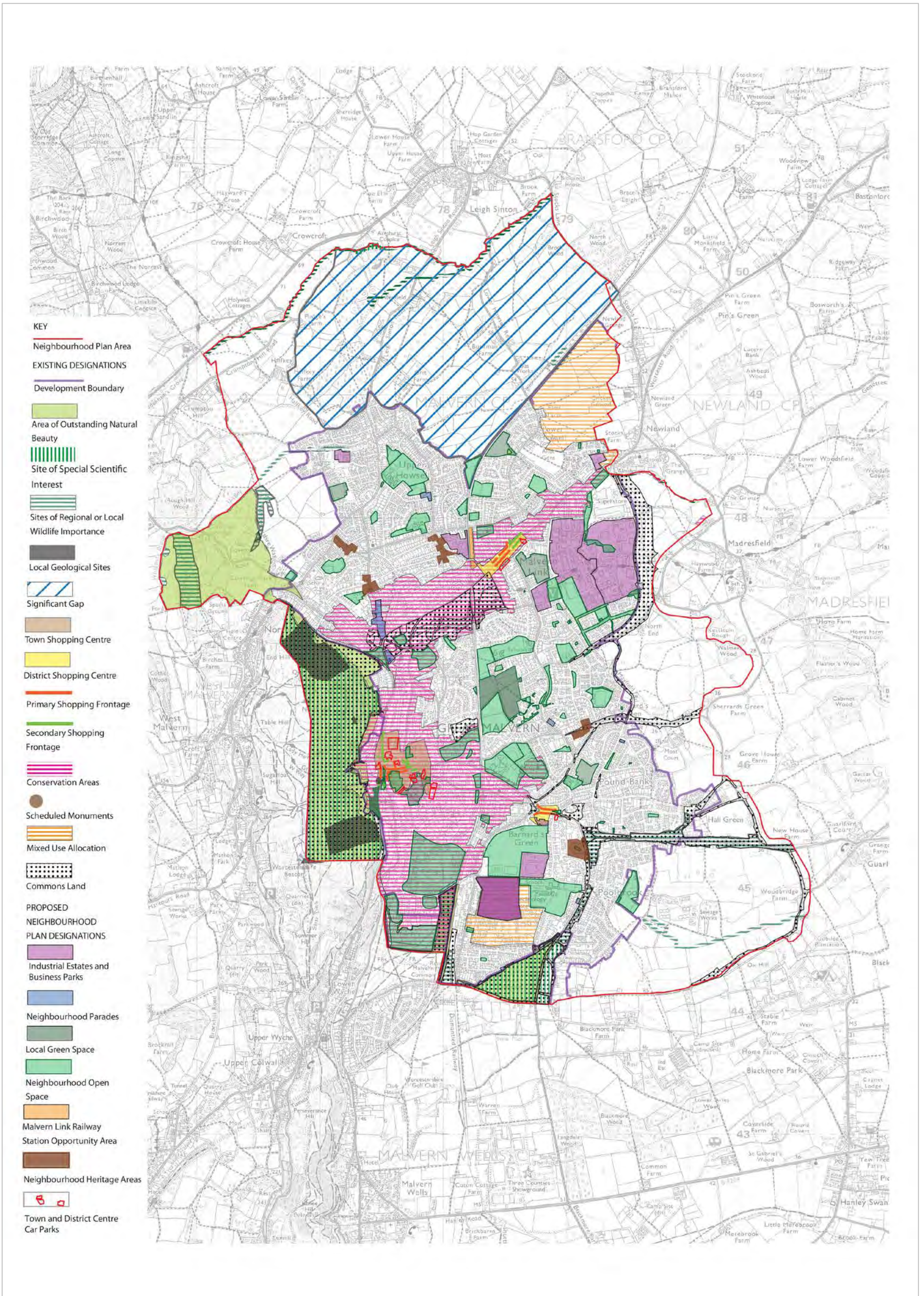
- 4.1 The strategic framework for future growth within the NPA has been established through the adopted SWDP. This provides for two strategic allocations; an urban extension at land at North East Malvern for 800 houses and 10ha of employment land, and the redevelopment of surplus land at the Malvern Technology Centre (QinetiQ) for approximately 300 dwellings and 4.5ha of employment land. There are also 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 that plan.
- 4.2 A key component of the MTNP's strategy is to promote and achieve sustainable development in the NPA up to 2030 by ensuring that this growth and other development provide sustainable and beneficial change to the environment and communities within the NPA. The natural landscape formed by the Malvern Hills and Commons and the historic townscape centred on the three conservation areas are a unique set of assets within the NPA. The MTNP 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.
- 4.3 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 MTNP 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.
- 4.4 The MTNP 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 provision to support the growth in the demand from the new resident population and employers within the NPA.
- 4.5 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, sustainability 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 alongside an element of the wider district's need.
- 4.6 The MTNP 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.
- 4.7 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.

- 4.8 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 retailers. The MTNP seeks to protect and include the smaller shopping parades that provide important local facilities for communities within the NPA.
- 4.9 Improvements to the transport infrastructure as a whole are promoted along with enhancements to public transport services. The MTNP identifies opportunities to improve car parking at Malvern Link railway station. 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.
- 4.10 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 MTNP. Other green spaces will also be supported by a policy seeking to protect and enhance them where relevant. MTC will look at opportunities for important green spaces to be kept or taken into public ownership and/or management.
- 4.11 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 which are protected through AONB policies and guidance. The MTNP seeks to protect and enhance important views and vistas within the town. The character of the NPA's landscape is also acknowledged and to be protected through the plan.
- 4.12 Trees, woodland and hedges of local importance and high visual amenity, biodiversity and ecosystem 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.
- 4.13 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 MTNP will seek to protect the non-designated heritage assets whether or not they are on the Local List.
- 4.14 Local community facilities will be supported and protected through policy. The MTNP seeks to ensure that all relevant development takes account of the health and wellbeing of the community.

- 4.15 The MTNP 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.
- 4.16 The land use designation associated with the strategy for the NPA is illustrated on the Key Diagram (Figure 4.1, overleaf).

Figure 4.1 Key Diagram





5. Policies

5.1. Sustainable Development

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 enhance this character and are 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 visual amenity, key views and vistas, 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 development 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.

Policy MSD1: Promoting and Achieving Sustainable Development

Proposals that promote and achieve sustainable development in accordance with the vision, objectives, strategy and policies set out in the MTNP will be supported.

Reasoned Justification

- 5.1.1 According to the NPPF the purpose of the planning system is to contribute to the achievement of sustainable development (para 6). Sustainable development in this context is defined as meeting the needs of the present without compromising the ability of future generations to meet their own needs (Resolution 24/187 of the UN General Assembly). Achieving sustainable development means the planning system should perform three mutually dependant roles; economic, social and environmental (para 7).
- 5.1.2 At the heart of the NPPF is the presumption in favour of sustainable development which in relation to neighbourhood plan-making means that neighbourhood plans support the strategic development needs set out in Local Plans, including for housing and economic development and plan positively to support local development, shaping and directing development in their area that is outside the strategic elements of the Local Plan (para 16).
- 5.1.3 This overarching policy relates to the overall Vision for the community and the 12 Objectives for the Plan. It is set to guide all development in the neighbourhood and place more specific policies in context.
- 5.1.4 The Neighbourhood Plan seeks to ensure that our community is a thriving and sustainable one. The concept of sustainability in communities covers a range of social, economic and environmental factors. These include having a balanced mix of age-ranges, good housing, employment, facilities and services, as well as having good health and wellbeing, pride in the place and a community spirit which all help to create resilient sustainable communities. It also means contributing to, protecting and enhancing our highly valuable natural, built and historic environment.
- 5.1.5 For the Town Council a thriving and sustainable community is one in which people want to live and work because it meets their needs and gives them a high quality of life, and this can be sustained both socially and economically into the future without adverse impact on the environment.
- 5.1.6 The principles of sustainable development in the policy are in accordance with the National Planning Policy Framework and with strategic policy SWDP1: Overarching Sustainable Development Principles.



5.2. *Green Infrastructure*

Objectives

1. Protect and enhance 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 protects and enriches the Area's visual amenity, key views and vistas, 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.

Policy MG1: Local Green Space

The following areas (identified on the Key Diagram, Figure 5.1, and on Figures 5.1.1 to 5.1.7) are designated as Local Green Space where development will be ruled out other than in very special circumstances:

Malvern Vale Community Centre playing fields, Swinyard Road;
Lower Howsell Road playing fields, Lower Howsell Road;
Victoria Park, Pickersleigh Avenue;
Dukes Meadow, Pickersleigh Road;
Hayslan Fields, Hayslan Road;
Priory Park, Priory Road; and
Rose Bank Gardens, Wells Road.

Reasoned Justification

- 5.2.1 A key asset within the NPA is the Malvern Hills and the associated Commons with the former designated an AONB and SSSI. Malvern Link Common is also designated an SSSI. 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 (MHT). These areas are identified on the Key Diagram and listed at Appendix 5.1. This land is protected through the provisions of the legislation with the various Malvern Hills Acts.
- 5.2.2 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

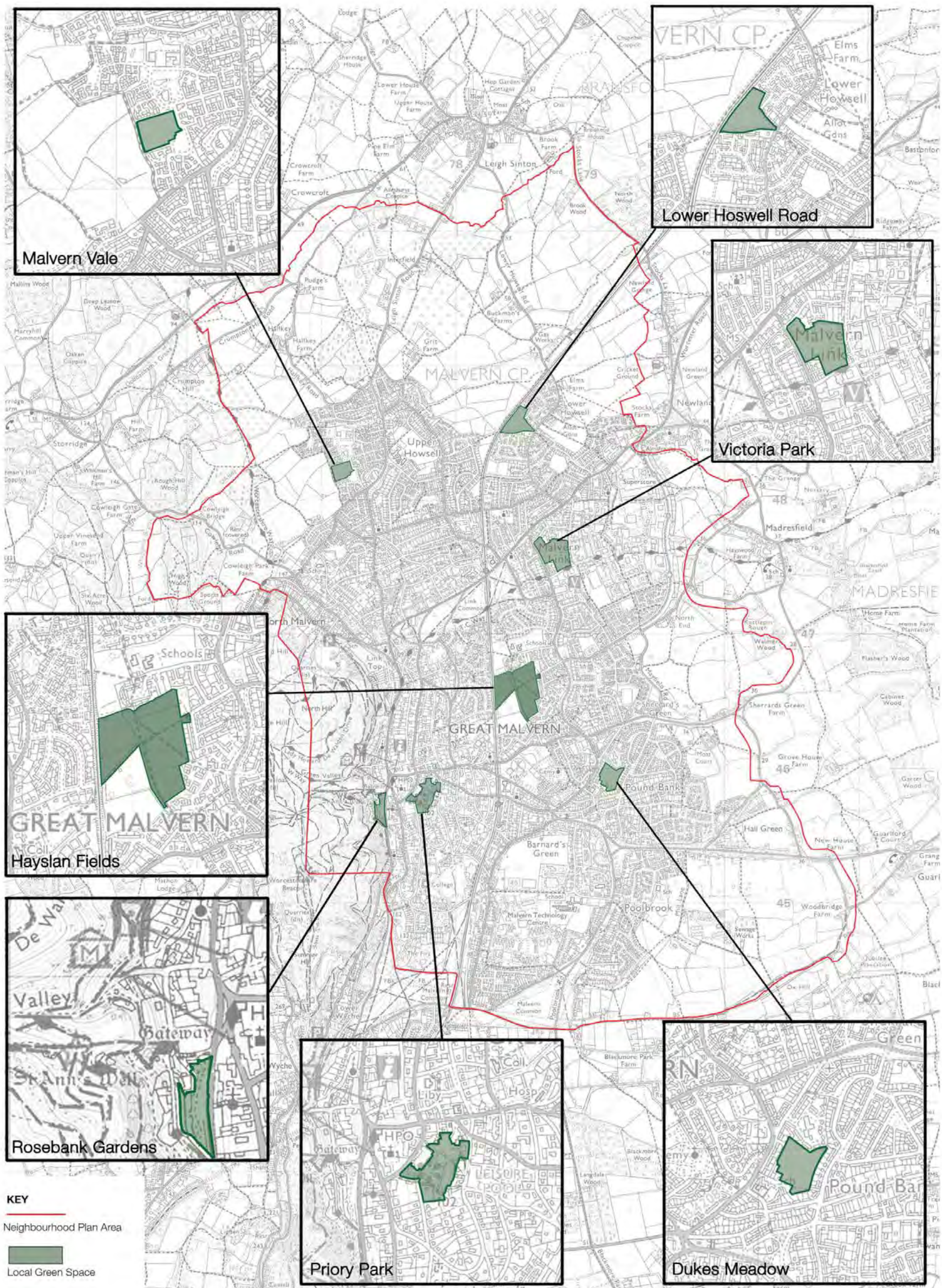
have ecological and biodiversity value. These green spaces along with the Commons, the Hills and the wider countryside are an essential part of its green infrastructure. They are important in underpinning the overall sustainability of the NPA by performing a range of functions including flood risk management, the provision of accessible green space, climate change adaptation and supporting biodiversity.

- 5.2.3 In accordance with the NPPF the community wishes to see their green spaces protected for the future. As such and in line with paragraph 76 of the NPPF the most important green spaces 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 5.1 (additional plans of each LGS are shown at Figures 5.1.1 - 5.1.7 at Appendix 5.2) and they are listed at Appendix 5.2 showing how they meet the criteria within paragraph 77 of NPPF.



Figure 5.1 Local Green Space

FIGURE 5.1 LOCAL GREEN SPACE



Policy MG2: Neighbourhood Open Space

Proposals for development on Neighbourhood Open Space (NOS) sites as identified at Appendix 5.3 and shown on the Key Diagram and at Figure 5.2 will be supported provided the following criteria are met:

- 1a) It can be demonstrated by the applicant, through an objective assessment, that any net loss of open space is surplus to requirements; or
- 1b) 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 for users of the existing site;
- 2a) Improvements are made to the visual amenity and/or nature conservation value of any retained area of NOS following the development, or
- 2b) In cases where the whole NOS is to be developed improvements to visual amenity and nature conservation should be made to a nearby NOS site which provides a benefit to the character of the local area that may be achieved through a legal agreement; and
- 3) They do not diminish the connectivity of the local network of Green Infrastructure.

Reasoned Justification

5.2.4 Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities (NPPF para 73). In addition to the Commons and LGS there are other open spaces that the community also wish to have protected. Open spaces¹⁰ refer to the typology proposed by the Urban Green Spaces Task Force (2002) and is split between greenspaces and civic 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

¹⁰ Open Space is defined within NPPF as 'All open space of public value, including not just land, but also areas of water (such as rivers, canals, lakes and reservoirs) which offer opportunities for sport and recreation and can act as visual amenity.'



Civic Spaces

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

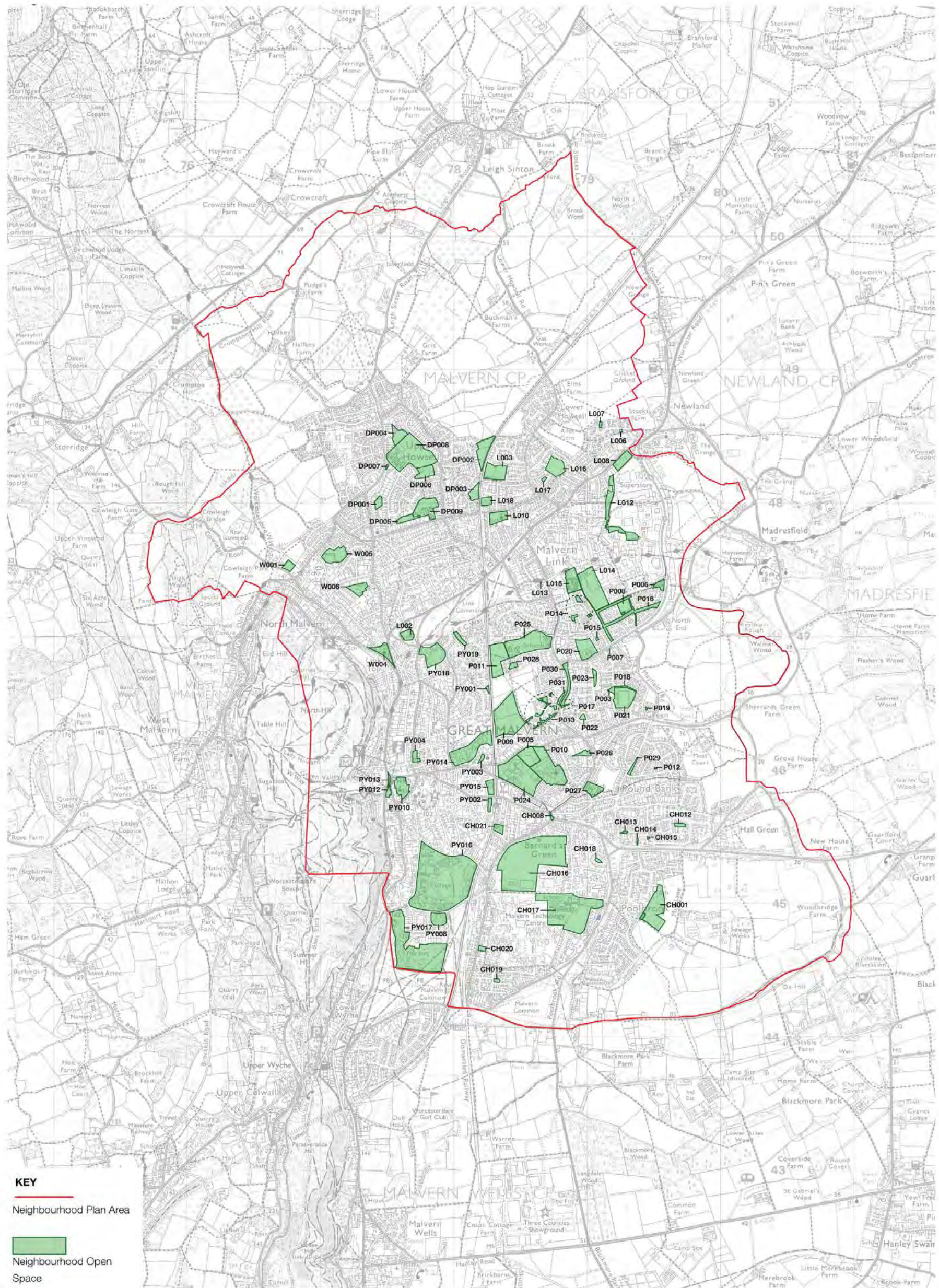
- 5.2.5 These open spaces are listed at Appendix 5.3 as NOS and are shown on Figure 5.2. The MTNP sets out a criteria-based policy that seeks to protect and enhance these open spaces, in general accordance of paragraph 74 of the NPPF and SWDP policy 38: Green Space. A number of the larger NOS are also designated as Green Space on the Interactive SWDP Policies Map¹¹. However, the MTNP also captures the smaller amenity spaces and play areas which are considered important neighbourhood amenities and are not protected by the SWDP Green Space policy.
- 5.2.6 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. This is in accordance with paragraph 114 of the NPPF which seeks to ensure that plans take a positive approach to the creation, protection, enhancement and management of networks of biodiversity and green infrastructure.
- 5.2.7 New residential development exceeding 10 dwellings should make provision for Neighbourhood Open Space in line with the standards set out in Table 10¹² of the SWDP. Residential and industrial expansion and development of the Town should not wholly rely on existing green space provision – including the Hills and Commons – as they create increased pressures on these sites both in terms of increased recreational use and car parking pressures. Provision of green infrastructure including that which is suitable for formal and informal recreation within the larger new residential developments is essential.

¹¹ <http://sw.dp.addresscafe.com/app/exploreit/default.aspx>

¹² http://www.swdevelopmentplan.org/wp-content/uploads/2016/05/SWDP_39_AdoptedSWDP.pdf

Figure 5.2 Neighbourhood Open Space

FIGURE 5.2 NEIGHBOURHOOD OPEN SPACE



Policy MG3: Woodland, Trees and Hedgerows

Developments which involve the loss of woodlands, aged or veteran trees or mature and biodiversity rich hedgerows will not be supported unless the need for, and the benefits of, the development in that location clearly outweigh the loss. In these cases compensatory measures must be put in place.

Appropriate arboricultural surveys 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 the site, or if this is not possible, elsewhere, as close as possible to the site, unless it can be demonstrated off-site provision is not deliverable.

Reasoned Justification

- 5.2.8 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.
- 5.2.9 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.
- 5.2.10 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.

5.3. *Visual Amenity*

Objectives

1. Protect and enhance 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 green spaces within the urban area and ensure that new development protects and enriches the Area's visual amenity, key views and vistas, 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.

Policy MV1: Exceptional Key Views

To be supported development proposals must demonstrate they are sited, designed, and of a scale so as not to significantly harm the Exceptional Key Views described in the Visual Study Report, from the Key Viewpoints identified in Figure 5.3.

Reasoned Justification

- 5.3.1 Areas of the western and southern sides of the NPA lie within the Malvern Hills AONB, and the rest of it lies within the AONB's setting. As such the town and the land beyond it form part of the AONB's (and the town's) setting. Malvern plays an important role in views towards the AONB from outlying areas, and the AONB plays an important role in Malvern's 'sense of place' and 'local distinctiveness'.
- 5.3.2 The AONB designation is made at a national level, and new development that is proposed within an AONB or its setting must comply with specific national planning policies as well as relevant local plan policies and guidance. The Malvern Hills AONB Unit's current Management Plan¹³ and guidance documents are material considerations in planning decisions. The Management Plan emphasises the importance of the AONB's scenic qualities. The AONB Unit's publication 'Guidance on Identifying and Grading Views and Viewpoints'¹⁴ aims to 'help people identify and grade the importance of views and associated viewpoints in and around the Malvern Hills AONB, in particular, those that relate to the Malvern Hills themselves. It can be used to help make a judgement about how a proposed development or change in land use will alter views and, consequently, whether this change is likely to be acceptable'. It is therefore an important source of

¹³ <http://www.malvernhillsaonb.org.uk/wp-content/uploads/2015/02/FinalLowResManPlan2014-19.pdf>

¹⁴ <http://www.malvernhillsaonb.org.uk/wp-content/uploads/2015/02/KEYVIEWSFinalreport-lowreswebsite.pdf>

reference for anyone planning change in the local area. It explains how key viewpoints to and from the AONB should be selected and assessed. This methodology was used within the assessment of 'locally-important' viewpoints in and around the NPA.

- 5.3.3 A Visual Study¹⁵ was undertaken to identify, map, assess and select a number of key views and viewpoints in and around the town that are of 'significant' value to the local community. The principal objective was the production of a robust and objective evidence base that would inform and underpin the above policy. This would require establishing study-specific criteria and methods; carrying out desktop searches and on-the-ground surveys; analysing and 'sifting' the data; testing / refining the results; and reporting them.
- 5.3.4 Objective sets of criteria were established for the Visual Study, to be used for the identification, selection and grading of the views. This was an important part of the process because a 'reasoned justification' for each the selected key viewpoints (VPs) would need to be set out. One of the most important sets of criteria to establish is that which is used to determine a view's level of 'visual value': this is also an integral part of the landscape and visual effects process required for most new developments.
- 5.3.5 The criteria which were used to determine levels of visual value for the Visual Study included many of the above factors but at a local/neighbourhood level. For example, the criteria for a high level of visual value include:
- Views from well-used and popular local community / visitor attractions, including long-distance / themed trails, public footpaths, public open spaces / Local Green Spaces, parks, commons etc., used by relatively large numbers of people.
 - Views with local social / cultural / historic associations / memories (including views which inspired the work of artists of all kinds, past and present, of national or local repute).
 - Views which are indicative of Malvern's unique and special 'sense of place' and 'local distinctiveness', and which reflect its intrinsic character and key characteristics.
 - Views and viewpoints that contribute to peoples' 'experience' of life, quality of life, health and wellbeing (physical / mental) , education, recreation etc.



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

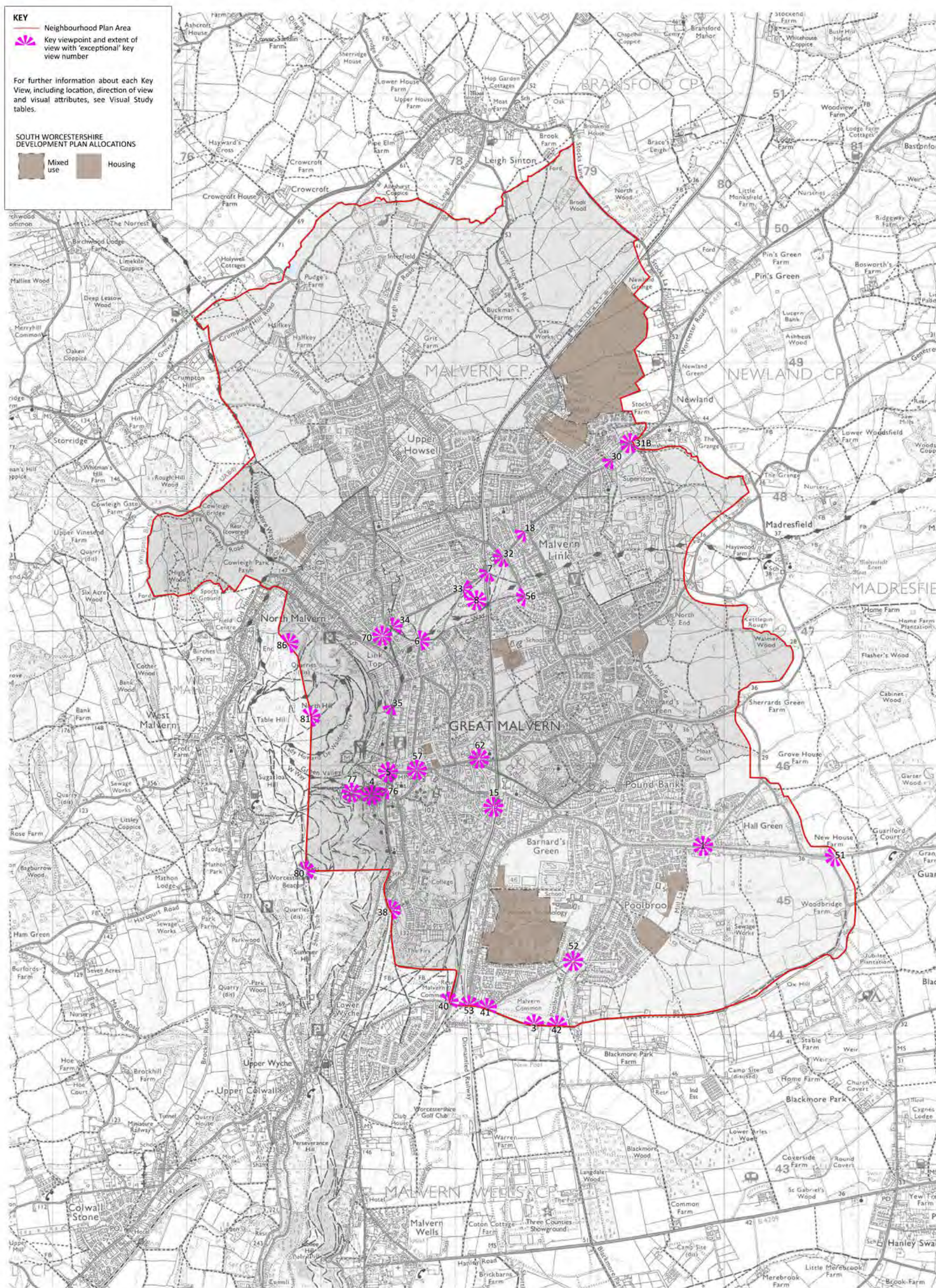
5.3.6 The same terms used for grading views and their associated view corridors in the AONB Unit's Guidance on Views were applied in the Visual Study:

- **Exceptional:** A high / very high quality view which reflects the best of the area's characteristic elements, features and qualities. View is a very good representation of the area's strong sense of place and / or local distinctiveness. Few or no visual detractors present in the view. View very accessible / widely enjoyed by local people.

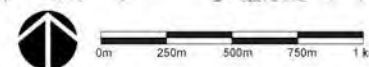
The Exceptional Key Viewpoints are identified on Figure 5.3: Exceptional Key Views Plan. The Exceptional Key Views are important in contributing to the character and the setting of the NPA. The siting, design and scale of development proposals must take account of the Exceptional Key Views. Landscape strategies and proposals prepared for new developments must take into account Exceptional Key Views at the design stage. Applicants should refer to the Visual Study and demonstrate how their proposals have taken any of the identified Exceptional Key Views into account through the submission of a Landscape and Visual Impact Assessment or similar study. Any measures proposed to mitigate adverse effects, for example materials, colours and planting, must be characteristic of, and reflect, the nature and history of, the neighbourhood within which it is located.

Figure 5.3 Exceptional Key Views Plan

Malvern Town Neighbourhood Plan- Exceptional Key Views Plan



Carly Tinkler BA CMLI FRSA MIALE



5.4 Heritage

Objectives

1. Protect and enhance 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.

Policy MHE1: Non-Designated Heritage Assets

To be supported proposals which affect a non-designated heritage asset (a building or structure on the Local List [following adoption by Malvern Hills District Council]) must demonstrate how they protect or enhance the heritage asset.

To be supported, the renovation or alteration of a non-designated heritage asset (building or structure) must 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 a non-designated heritage asset the scale of the harm and the significance of the asset must be balanced against the benefits of the proposal.

Reasoned Justification

- 5.4.1. 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).
- 5.4.2. 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.
- 5.4.3. 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. Advice from Historic England is that non-listed buildings within Conservation Areas are already afforded some protection through the Conservation Area designation and that this would be a stronger protection than the building being on the local list. This reduced the number of buildings and structures to six which are shown at Appendix 5.4.

- 5.4.4. 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.
- 5.4.5. Once the buildings or structures are on the Local List they will be a 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. This policy conforms to strategic planning policy SWDP6: Historic Environment. It complements and provides a local dimension, incorporating non-designated heritage assets considered of local importance, to non-strategic policy SWDP24: Management of the Historic Environment.

Policy MHE2: Neighbourhood Heritage Areas

The following areas contain some important architectural features from particular development periods in the evolution of Malvern and are designated as Neighbourhood Heritage Areas (NHA), shown at Figure 5.4 and on Figures 5.4.1 to 5.4.5 in Appendix 5.5.

NHA01: Belmont Road

NHA02: Howsell Road

NHA03: Madresfield Road

NHA04: Werstan Close

NHA05: Newtown Road

To be supported, 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

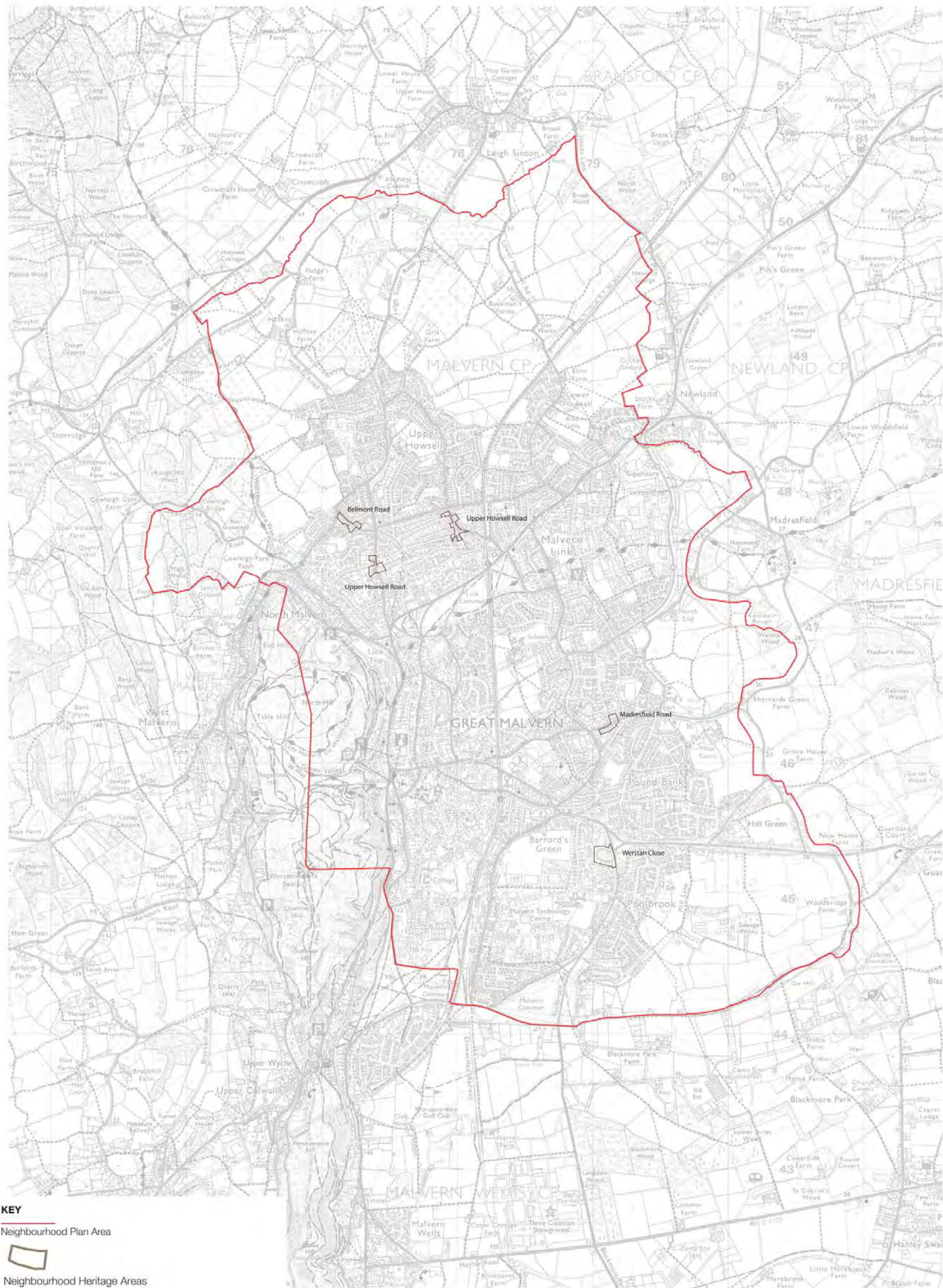
- 5.4.6. In addition to the three Conservation Areas there are areas within the NPA that illustrate an important chapter in the evolution of the town. Vestiges of the aesthetic, materials and form of the buildings and its landscape remain. These buildings and areas have a local architectural vernacular that places them historically in the development of Malvern and helps to identify parts of the town and create a sense of place.
- 5.4.7. These areas are designated as NHAs. The Town Council, following consultation with the local community and undertaking research and analysis, has identified 5 NHAs:
- NHA 01: Belmont Road – grouping of late 19th Century workers terraced housing (Chaleureux Cottages) located adjacent to the Cross Keys Public House made of red brickwork in warm terracotta colour (produced by Wilson’s brick works in Malvern) with cream banding and Welsh slate.
 - NHA02: Howsell Road – a mix of late 19th Century and 1920s and 1930s housing centred around the former Santler building (where the first motor car in the UK was built and still in commercial use) and the former Nicholson Organ factory (now converted to flats).
 - NHA03: Madresfield Road – a mix of early 20th Century mock-Tudor terraced housing (Graham Terrace) and 1920s and 1930s semi-detached villas with wide green road verge to the eastern end of the Area.
 - NHA04: Werstan Close – 8 pairs of semi-detached houses built by the Ministry of Defence in the same style and materials between the 1940s and 1950s. The houses were built for managers working at the Telecommunications Research Establishment (TRE). The houses were built around a green space and had a gatehouse at the vehicular access (since demolished)
 - NHA05: Newtown Road – adjacent to Trinity Conservation Area this area includes a collection of mid to late 19th Century buildings illustrating use of local materials and typical of the design of the period. This includes a terrace in Malvern stone with cream brick dressings, single storey bay windows and first floor roof pediments and more modest housing in Wilson’s brick.
- 5.4.8. The locations of the NHAs are shown at Figure 5.4 (additional plans of each NHA are shown at Figures 5.4.1-5.4.5 at Appendix 5.5). Further information on the above NHAs is included in the ‘Proposed Neighbourhood Heritage Areas’ Report 16 (August 2018) produced by MTC.
- 5.4.9. 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.

¹⁶ <http://www.malvernsfuture.org/documents/>



Figure 5.4 Neighbourhood Heritage Areas

FIGURE 5.4 NEIGHBOURHOOD HERITAGE AREAS



5.5 Community Infrastructure

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.

Policy MC1: Community Facilities

- A. The provision of new community and leisure facilities, or the enhancement of existing facilities (identified on Figure 5.5 and listed in Appendix 5.6), will be supported where it is demonstrated that:
1. the siting, scale and design respects the character of the surrounding area, including any historic and natural assets; and
 2. there will not be significant adverse impact on residential amenity, and there will be no additional on-street parking.
- B. Development proposals, including changes of use that will result in loss of all or part of a community facility identified at Appendix 5.6 and shown on Figure 5.5 will be resisted unless it can be demonstrated that the existing use is no longer economically viable or equivalent or better provision of the facility to be lost will be available in an equally or more accessible location.

If the existing use is no longer economically viable, evidence should be provided to show that the site has been actively marketed, at the market rate current at the time, for at least 12 months and that no sale or let has been achieved during that period.

Reasoned Justification

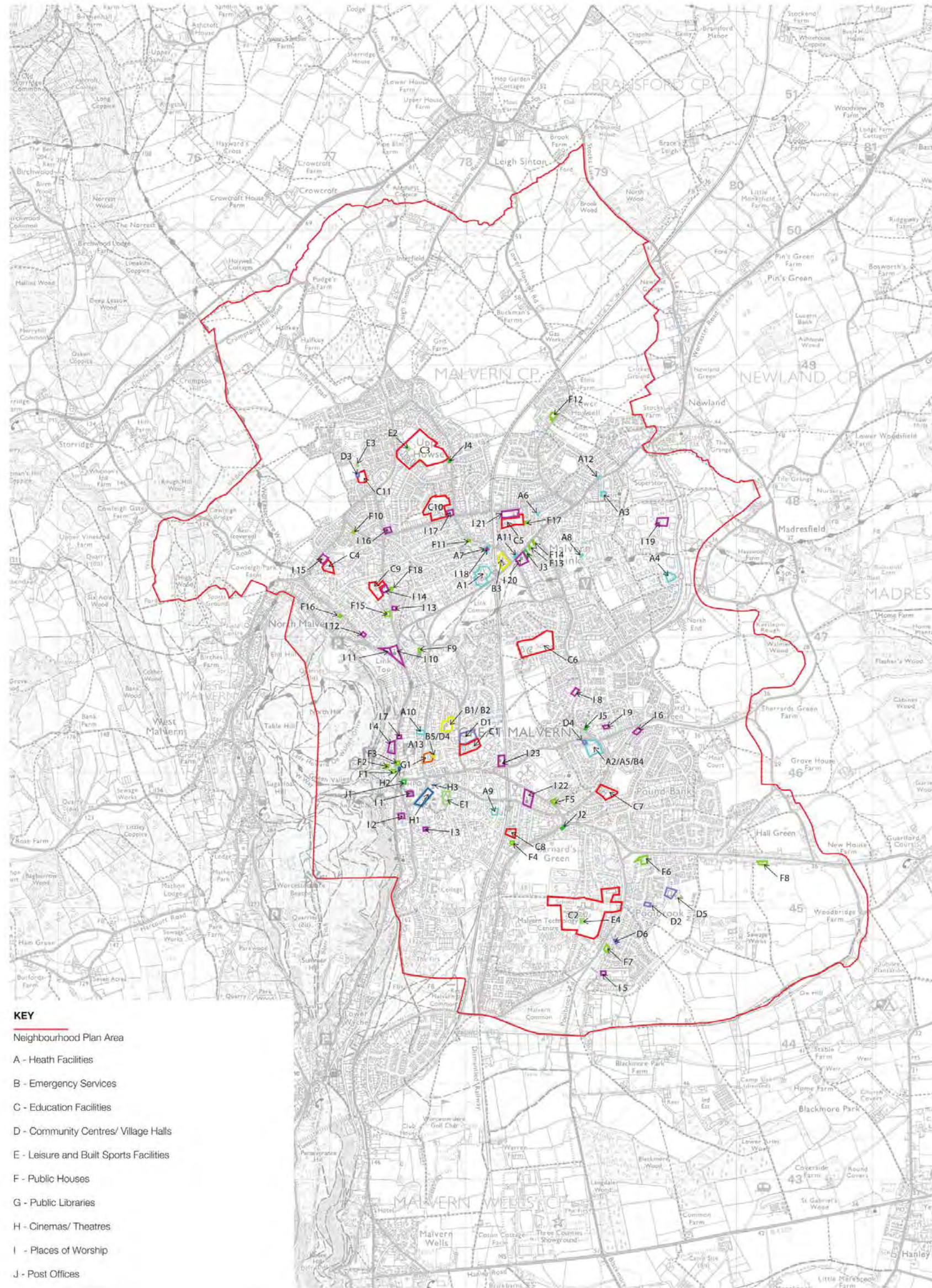
- 5.5.1. Paragraph 70 of the NPPF advises that policies should plan positively for the provision and use of community facilities and other local services to enhance the sustainability of communities and guard against the unnecessary loss of valued facilities and services. MHDC has produced a Sport & Leisure Strategy, entitled *Active Communities Malvern Hills District – A Vision for the Future*. This strategy defines how MHDC will support sport and leisure provision in the future.
- 5.5.2. Part A of the policy supports the provision of new community facilities and extensions and redevelopment of existing facilities retained within community use subject to the proposals satisfying a number of criteria.

- 5.5.3. There is a wide variety of clubs and societies within the NPA which own, manage and utilise a host of community facilities, local leisure and cultural facilities and other similar venues. There are also a number of health facilities ranging from pharmacies to hospitals and education facilities (schools and colleges) that provide vital facilities for the community. A list of these facilities is included at Appendix 5.6 and their locations are shown on Figure 5.5. To promote the ongoing social and cultural capital of the NPA it is essential that it retains and, where possible enhances, these local services that help sustain the vitality of the community.
- 5.5.4. 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 institutors), 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 and dental practices;
 - Indoor sports and leisure facilities;
 - Libraries;
 - Emergency services;
 - Community venues;
 - Youth centres;
 - Community cinemas and theatres;
 - Post Offices;
 - Places of worship; and
 - Public toilets.



Figure 5.5 Community Facilities

FIGURE 5.5 COMMUNITY FACILITIES



- KEY**
- Neighbourhood Plan Area
 - A - Heath Facilities
 - B - Emergency Services
 - C - Education Facilities
 - D - Community Centres/ Village Halls
 - E - Leisure and Built Sports Facilities
 - F - Public Houses
 - G - Public Libraries
 - H - Cinemas/ Theatres
 - I - Places of Worship
 - J - Post Offices

Policy MC2: Healthy Communities

Proposals for more than 100 dwellings that would result in the capacity of General Practices and Dental Practices within the Neighbourhood Plan area being exceeded must, subject to viability considerations, contribute to the provision of additional capacity.

Proposals for new large-scale development (in respect of residential and mixed-use sites of more than 25 dwellings; employment sites of more than 5 hectares; or retail developments of more than 500 square metres) will be supported where they deliver positive health and well-being benefits in respect of the following principles:

1. Sustainable development
2. Urban form - design and the public realm
3. Housing and employment
4. Age-friendly environments for the elderly and those living with dementia
5. Community facilities
6. Green infrastructure and play spaces/recreation
7. Air quality, noise, light and water management
8. Active travel
9. Encouraging healthier food choices

Further information on these principles is available within the Planning for Health in South Worcestershire SPD (September 2017)¹⁷.

Reasoned Justification

- 5.5.5. The NPPF states that the planning system can play an important role in facilitating social interaction and creating healthy, inclusive communities (paragraph 69).
- 5.5.6. Information provided by NHS SWCCG in September 2018 shows there are four General Medical Practices and five Dental Practices within Malvern as shown in the tables below. The tables show the list sizes for General Medical Practices and the number of people treated at Dental Practices last year.

¹⁷ <http://www.swdevelopmentplan.org/wp-content/uploads/2018/05/Adopted-Planning-for-Health-SPD-Sept-2017.pdf>

General Medical Practices

Practice	List size
Malvern Health Centre, Prospect View, 300 Pickersleigh Road, Malvern WR14 2GP	14,947
New Court Surgery, Prospect View, 300 Pickersleigh Road, Malvern WR14 2GP	9,728
St Saviour's Surgery, Merick Road, Malvern Link WR14 1DD	4,518
Whiteacres Medical Centre, Maple Road, Malvern WR14 1GQ	9,488

General Dental Practices

Practice	No. of patients treated in financial year 17/18
Mr T Mirza, 58 Spring Lane, Malvern Link WR14 1AJ	5,420
Aesthetic Dental Care Limited, St Margaret's, Imperial Road, Malvern WR14 3AT	1,553
Mr B Bushell & Mr J Hear, Malvern Hills Dental Care, 172 Worcester Road, Malvern WR14 1AA	5,260
Mr H Sanghera, Richmond Dental Practice, Richmond Road, Malvern WR14 1NE	11,056
Worcestershire Dental Access Centre (Malvern), Dental Access Centre, Osbourne Road, Malvern WR14 1JE	272

- 5.5.7. Due to an inability to recruit GPs, Link End Surgery merged with Malvern Health Centre in April 2018 thus reducing the total number of GP premises in the town. Difficulty recruiting GPs in Colwall and Cradley has also had an effect on Malvern as in the last year their surgeries have removed all of their patients living in Malvern from their lists and advised them to join a Malvern practice. Problems at St John's House Surgery in Worcester have also led to many of their Powick patients registering with Malvern practices.
- 5.5.8. Proposals to redevelop the old Malvern Hospital site into a 46-bed care home (application ref. 18/00432/FUL)¹⁸ have led to discussions about which practice will have the capacity to take on the job of looking after the residents within it. In addition, all practices within Malvern are experiencing an increase in registrations from frail patients at the new Audley

¹⁸ <https://plan.malvern hills.gov.uk/plandisp.aspx?recno=77333>

Ellerslie high end warden controlled development at the old Hillstone School (application ref. 10/01480/FUL)¹⁹.

5.5.9. Since Link End Surgery and Malvern Health Centre merged, the room for expansion in the town's GP premises has reduced.

- St Saviour's has no more room to build and their car park is inadequate.
- Whiteacres has one additional large consulting room which could be divided in two to make two normal sized consulting rooms if funding was available. There is also a patch of ground which serves as expansion space and could house a two storey extension if the need and the funding arose. Car parking is tight.
- Prospect View, which houses Malvern Health Centre and New Court Surgery, has no capacity to expand in terms of consulting rooms and car parking space is limited. Any expansion would involve the creation of a third floor, or vacation by the Health & Care Trust of the space they use, who would then need alternative accommodation.

5.5.10. The 800 proposed houses at NE Malvern allocation will be the biggest immediate threat to primary care in Malvern. St Saviour's had to close its list to new patients earlier in the year during the merger due to their lack of capacity to take on additional patients. NHS SWCCG submitted a request for a S106 contribution in March 2017 relating to application ref. 15/01625/OUT²⁰ for a financial contribution towards the development of an extension to St Saviour's Surgery to meet the demand generated from the future residents of this development.

5.5.11. The impact of future 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 General Medical and Dental Practices and other service providers such as Fortis. Applicants should contact the NHS South Worcestershire CCG 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.

5.5.12. According to information supplied by the NHS SWCCG Malvern's main health issues are that its population is much older and frailer than the national average and the town has far more care homes than the national average. These factors lead to higher consultation rates and higher home visiting rates than average. Public Health England Local Health Profiles²¹ have been provided by NHS SWCCG and are included within the supporting documents to the Plan. The health indicators which are significantly worse within the Ward than the England average are:

- Chase Ward – Colorectal cancer and health and care indicators such as 'general health very bad', 'general health bad or very bad' and 'limiting long term illness or disability'; hospital stays for self-harm and hospital stays for alcohol related harm.

¹⁹ <https://plan.malvernhills.gov.uk/plandisp.aspx?recno=58268>

²⁰ <https://plan.malvernhills.gov.uk/plandisp.aspx?recno=72172>

²¹ <http://www.malvernsfuture.org/documents/>

- Dyson Perrins – no indicators significantly worse than the England average.
- Link Ward - health and care indicator ‘limiting long term illness or disability’; pensioners living alone; hospital stays for self-harm; elective hospital admissions for hip replacements and stroke as a cause of death.
- Pickersleigh Ward – income deprivation; child poverty and older people in deprivation; child development at age 5; health and care indicators such as ‘general health very bad’, ‘general health bad or very bad’ and ‘limiting long term illness or disability’; pensioners living alone; obese children (Reception Year); hospital stays for self-harm and hospital stays for alcohol related harm and premature mortality for under 65s.
- Priory Ward - health and care indicator ‘limiting long term illness or disability’ and stroke and all circulatory disease as causes of death.
- West Ward - no indicators significantly worse than the England average.

5.5.13. Malvern faces a number of health and well-being challenges principally around a growing aged population and avoidable behaviours such as physical inactivity or poor diet. The places and spaces where we live and work can have a real impact on health and well-being. Additionally, an individual’s actions to improve their lifestyle or health status are also influenced by their environmental and socio-economic context. Ensuring healthy developments and better living environments will help meet some of these challenges.

5.5.14. Development has the potential to have a negative 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 MTNP seeks to ensure new development does not harm health and wellbeing and where possible seek improvement to the health of the wider population. Proposals for major development should demonstrate how they have addressed the following health and well-being principles.²²

1. Sustainable development
2. Urban form - design and the public realm
3. Housing and employment
4. Age-friendly environments for the elderly and those living with dementia
5. Community facilities
6. Green infrastructure and play spaces/recreation
7. Air quality, noise, light and water management
8. Active travel
9. Encouraging healthier food choices

5.5.15. Sport England has also produced guidance on how to produce active and healthy developments.²³ This includes ten principles, some of which cross-reference with the

²² Further information is available from http://www.swdevelopmentplan.org/?page_id=13484

²³ <https://www.sportengland.org/media/3964/spe003-active-design-published-october-2015-high-quality-for-web-2.pdf>

principles above, which should be considered for development proposals. Developers will be expected to demonstrate how their proposals address these principles. The 10 principles are listed below:

1. Activity for all
2. Walkable communities
3. Connected walking & cycling routes
4. Co-location of community facilities
5. Network of multifunctional open space
6. High quality streets & spaces
7. Appropriate infrastructure
8. Active buildings
9. Management, maintenance, monitoring & evaluation
10. Activity promotion & local champions



5.6 Design

Objectives

1. Protect and enhance 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 protects and enriches the Area's visual amenity, key views and vistas, natural environment and landscape character.
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.

Policy MD1: Building Design and Accessibility

- A. To be supported development proposals must demonstrate that they achieve high quality inclusive design and are fully integrated into the existing area in terms of design and accessibility by meeting, where relevant, the following criteria:
1. The development responds to and reflects the local character, as set out in the Local Character Areas (presented in Appendix 5.7), and integrates positive attributes within the area into their design;
 2. Are of a scale and mass that reflects their surroundings and makes effective use of land whilst ensuring that the amenity of the area and neighbouring residents is not significantly adversely impacted;
 3. Create a safe and accessible environment for all highway users.

Reasoned Justification

- 5.6.1. 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.
- 5.6.2. 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.

5.6.3. A Heritage Character Assessment (HCA)²⁴ 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 MTNP seeks to ensure that new residential development in the NPA responds and reinforces the positive characteristics of the area. The HCA identifies six distinct character areas informed through:

- Historical development;
- Movement;
- Urban structure and built development;
- Land use and levels of activity;
- Green space and public realm;
- Views; and
- Worcestershire Landscape Character Assessment

5.6.4. Appendix 5.7 provides relevant extracts from the HCA detailing the positive attributes and the principles that should be used to manage the character of each of the six character areas which include:

- LCA01: Great Malvern Conservation Area
- LCA02: Poolbrook, Barnards Green and QinetiQ
- LCA03: Pickersleigh and Clerkenwell
- LCA04: Malvern Link
- LCA05: Malvern Industrial Fringe
- LCA06: Upper and Lower Howsell and Belmont

5.6.5. 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.

Policy MD2: Landscaping and Public Realm

To be supported development proposals must be fully integrated into, and contribute to, their landscape character and public realm setting, and must not result in any net biodiversity loss.

Reasoned Justification

5.6.6. Good quality design is not just about what buildings look like. It is also about how new development is designed to relate to public spaces and the landscape that its sits within.

²⁴ <http://www.malvernsfuture.org/documents/>

New buildings and developments should respond to local character reflecting the local landscape character and public realm which contribute to creating a positive environment.

5.6.7. A Heritage Character Assessment (HCA)²⁵ 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 MTNP seeks to ensure that new residential development in the NPA responds and reinforces the positive characteristics of the area. The HCA identifies six distinct character areas informed through:

- Historical development;
- Movement;
- Urban structure and built development;
- Land use and levels of activity;
- Green space and public realm;
- Views; and
- Worcestershire Landscape Character Assessment

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- LCA02: Poolbrook, Barnards Green and QinetiQ
- LCA03: Pickersleigh and Clerkenwell
- LCA04: Malvern Link
- LCA05: Malvern Industrial Fringe
- LCA06: Upper and Lower Howsell and Belmont

5.6.9. Parts of the NPA are located within the Malvern Hills Area of Outstanding Natural Beauty. The AONB Partnership has issued guidance on 'Building Design'²⁶, 'Identifying and Grading Views and Viewpoints' and 'The Selection and Use of Colour in Development'²⁷. These guidance notes should be referred to by developers putting forward proposals within and adjacent to the AONB.

5.6.10. Proposals will also, where relevant, need to take into account whether the site and the development will have an adversely harmful impact on the key views identified in the Visual Study (see policy MV1: Exceptional Key Views).

5.6.11. The local landscape and the biodiversity interest within it are key attributes of the NPA's natural capital (i.e. the stock of natural assets). Proposals will need to ensure that they account for these assets by protecting and reinforcing them so that new development integrates and enhances the character of the area.

²⁵ <http://www.malvernsfuture.org/documents/>

²⁶ http://www.malvernhillsaonb.org.uk/wp-content/uploads/2015/02/MalvernBuildingDesignGuideLoRes_000.pdf

²⁷ http://www.malvernhillsaonb.org.uk/wp-content/uploads/2015/02/guidance_on_colour_use_screen-1.pdf



Policy MD3: Microgeneration

Proposals for microgeneration schemes including those on domestic and non-domestic buildings will be supported providing they meet the following criteria:

1. They do not have a significant adverse impact on the external appearance of the building;
2. They do not in themselves or cumulatively have a significant adverse impact on the character of the local area including the Malvern Hills Area of Outstanding Natural Beauty; and
3. They do not in themselves or cumulatively have a significant adverse impact on the amenity of neighbouring residents and occupiers.

Reasoned Justification

- 5.6.12. 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.
- 5.6.13. The 'energy hierarchy' states that energy demand is reduced through energy efficiency and low energy design before meeting residual energy demand, first from renewable or low carbon or low carbon sources and then from fossil fuels. Designs should therefore incorporate and maximise energy-efficient methods of construction and design including sustainable heating and lighting and passive ventilation. The choice of location, materials and design are also important considerations. All development should also incorporate the use of sources of renewable energy to provide at least 10% of predicted energy requirements (unless it is demonstrated that this would make the development unviable through the submission of a development appraisal to an agreed methodology) in line with strategic policy SWDP27: Renewable and Low Carbon Energy. All developments should demonstrate how they have taken sustainable design, improving energy efficiency and energy generation into consideration.
- 5.6.14. It is accepted that many types of microgeneration development may be considered 'permitted development' under Part 14, Schedule 2 of the Town and Country Planning (General Permitted Development) (England) Order 2015²⁸. This policy would apply to those situations where the microgeneration development falls outside of the permitted development rights. It would also apply in instances where the 10% provision associated with policy SWDP 27: Renewable and Low Carbon Energy is incorporating microgeneration proposals particularly where the development is located within the existing urban area close to existing properties.

²⁸ <http://www.legislation.gov.uk/uksi/2015/596/contents/made>

- 5.6.15. In line with the conditions associated with many of the Classes of permitted development within Part 14, Schedule 2 of the Town and Country Planning (General Permitted Development) (England) Order 2015 the policy seeks to ensure that proposals requiring planning permission minimise their effect on the external appearance of the building and the amenity and character of the area.
- 5.6.16. Parts of the NPA are included within the Malvern Hills AONB where it is important from a planning perspective to conserve and enhance the special qualities and natural beauty of this landscape. The Malvern Hills AONB Partnership has issued guidance in relation to renewable energy technologies²⁹ which should be referred to for proposals within and adjacent to the AONB.



²⁹ <http://www.malvernhillsaonb.org.uk/wp-content/uploads/2015/02/SolarPanelsFinal.pdf>; <http://www.malvernhillsaonb.org.uk/wp-content/uploads/2015/02/Wind-Turbines-Final.pdf>; and <http://www.malvernhillsaonb.org.uk/wp-content/uploads/2015/02/HeatPumpsFinal.pdf>

5.7 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.
12. Support and encourage sustainable development and reduce carbon-dependent activities.

Policy MT1: Town Centre and District Centres Car Parking

- A. Applications for development on land used for car parking within and adjacent to Malvern Town Centre and Malvern Link and Barnards Green District Centres as identified on Figure 5.6 and at Appendix 5.8 will be supported providing proposals include provision for replacement parking on an equivalent basis (unless it can be demonstrated this is not necessary) 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 Great Malvern Town Centre and Malvern Link and Barnards Green District Centres will be supported provided they meet all of the following criteria:
 1. The development will not result in severe residual cumulative impacts on the transport network;
 2. They include provision for sustainable transport measures such as links with the existing pedestrian routes such as 'Routes to the Hills' and provision for cycle parking;
 3. They provide high quality planting and landscape in keeping with the distinctive local character of its surroundings and context;
 4. They provide a safe and efficient access and layout for all car park users, including motorists, pedestrians, mobility impaired and cyclists;
 5. They provide parking spaces (car, motor cycle and cycle) including disabled car park bays to meet the current parking standards;
 6. They include car parking spaces that have an electric vehicle charging point in an active form (see policy MT3);
 7. They do not have a significant adverse impact on the amenity of adjacent residents and occupiers; and
 8. They demonstrate that the mix of sizes of parking spaces meets local needs

Reasoned Justification

- 5.7.1. 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 these Centres and the NPA's tourism function. Figure 5.6 shows the locations of these car parks and the car parks are listed below.

Great Malvern

1. Priory Road North Car Park
2. Priory Road South Car Park
3. Waitrose Car Park, Graham Road
4. Edith Walk Car Park (next to Wilko)
5. Car park at the back of Worcester Road
6. Edith Walk Car Park
7. Grange Road Car Park
8. Car Park next to the Coach House Theatre, Grange Road
9. Car Parking bays next to Malvern Theatres, Grange Road
10. Council House Car Park (evenings only), Avenue Road

Malvern Link

1. Rear of retail units, Pickersleigh Close
2. Co-operative Supermarket Car Park

Barnards Green

1. Geraldine Road

- 5.7.2. 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.
- 5.7.3. 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 congestion, noise, air pollution and an unacceptable pedestrian environment in the Centres.
- 5.7.4. 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.

- 5.7.5. 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 cars³⁰. 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. According to Jato, a car industry analyst, almost one in every three new cars sold in the UK is now an SUV, with demand up more than 40% year on year in the 12 months to February 2017³¹.

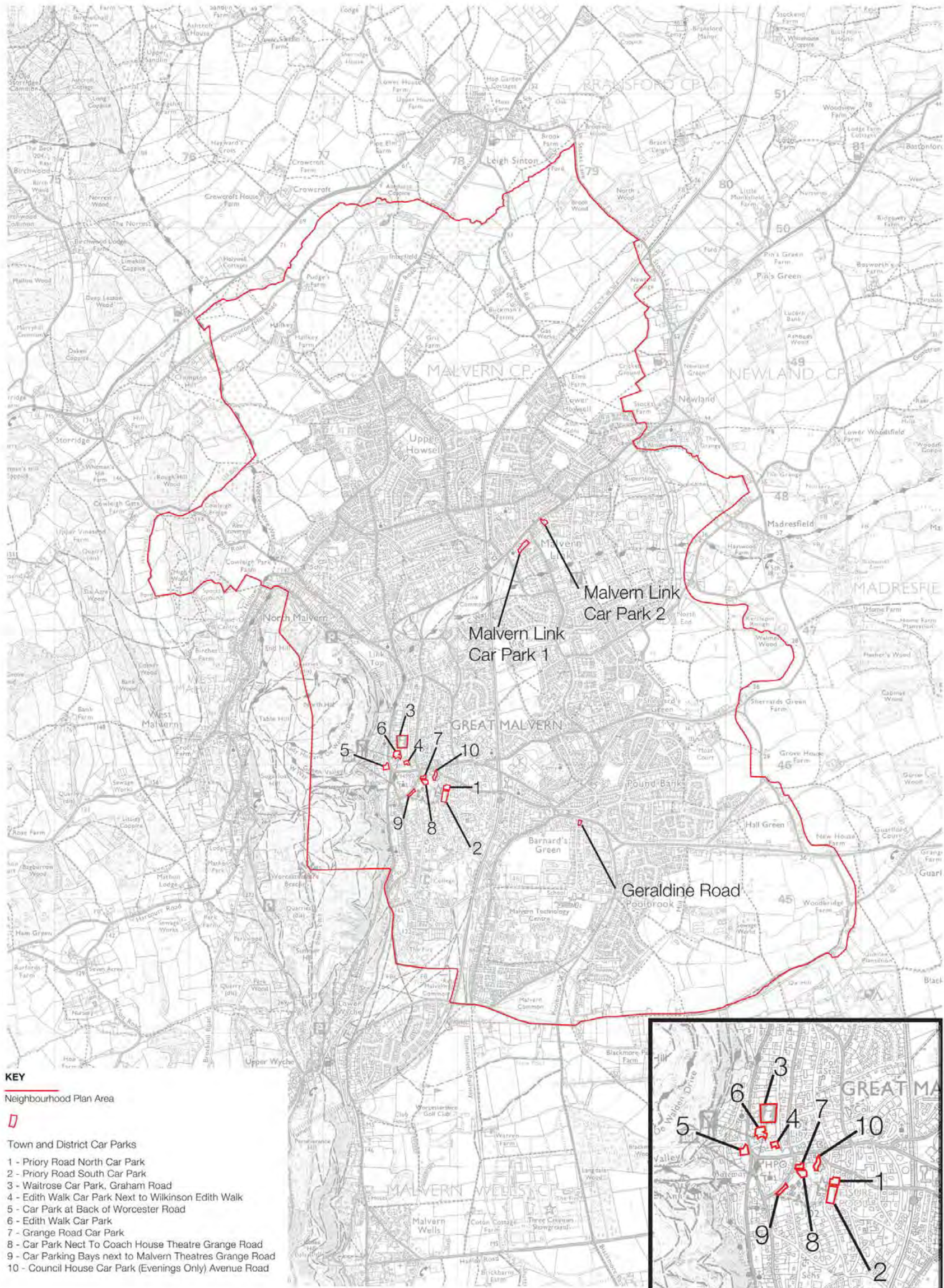


³⁰ <https://www.bbc.co.uk/news/uk-38048793>

³¹ <https://www.driving.co.uk/news/parking-spaces-widened-bigger-cars-get-owners-scrape/>

Figure 5.6 Town and District Centre Car Parks

FIGURE 5.6 TOWN AND DISTRICT CENTRE CAR PARKS



Policy MT2: Malvern Link Rail Station Opportunity Area

Proposals for a transport interchange including bus facilities and park and ride facilities with car, motorcycle and cycle parking at the Opportunity Area identified on the Key Diagram and at Figure 5.7 will be supported provided they meet all the following criteria:

1. They do not prejudice the operation of the Malvern Fire Station;
2. The development will not result in severe residual cumulative impacts on the transport network;
3. They are of a high quality and sustainable design and it provides improvements to the public realm and townscape in keeping with the distinctive local character of its location within and adjacent to two Conservation Areas;
4. They provide a safe and efficient access and layout for all car park users, including motorists, pedestrians, mobility impaired and cyclists, with a dedicated pedestrian route to the railway station and other facilities;
5. They provide parking spaces (car, motor cycle and cycle) including disabled car park bays to meet the current parking standards;
6. They include car parking spaces that have an electric vehicle charging point in an active form; (see policy MT3); and
7. They do not have a significant adverse impact on the amenity of adjacent residents and occupiers.

Reasoned Justification

- 5.7.6. Malvern Link Rail 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.
- 5.7.7. Vacant land to the north of the railway station has been identified in the Worcestershire's Local Transport Plan (LTP) 2018 - 2030³² for a car park. This is part of the LTP's sustainable travel measures. The Town Council considers the provision of additional car parking facilities at the station would be of significant benefit to residents and businesses within the NPA.
- 5.7.8. In addition to a new car park the Town Council considers there is a significant opportunity for a transport interchange at Malvern Link rail station. This would include the provision of bus facilities such as a station or shelters with real-time service information which should be closely located to the rail station buildings. The provision of park and ride facilities at

³² http://www.worcestershire.gov.uk/downloads/file/9024/worcestershire_s_local_transport_plan_ltp_2018_-_2030 (page 50)

the station would also assist in greater use of rail and bus services and reduce car journeys into and out of Malvern.

- 5.7.9. Proposals will need to ensure that they have adequate access arrangements onto the road network. Improvements may be required to the existing junction on Howsell Road and Worcester Road. Proposals may need to consider traffic regulation orders to reduce non-resident on-street parking within the surrounding area.
- 5.7.10. The southern section of the site is located within the Trinity Conservation Area and the eastern boundary of the northern section of the site adjoins Malvern Link Conservation Area. As such proposals will need to be of high quality design with public realm, boundary treatments and landscaping sympathetic to the character of the area.
- 5.7.11. The policy does not provide an indication of the total number of parking spaces to be provided. This will be based on a quantified assessment of future demand and to viability considerations. It is also important that the car park is attractively and efficiently laid out to ensure the safe and effective travel of all users within it. Meeting the needs of pedestrians and cyclists within the design and layout of car park will be essential.
- 5.7.12. The site is located within close proximity to existing housing. Visual and aural amenity will be important considerations within the design of any proposals. Within this context landscaping and other boundary treatments will be important elements of any proposals. Proposals should not prejudice the operation of the adjacent Malvern Fire Station.



Figure 5.7 Malvern Link Railway Station Opportunity Area

FIGURE 5.7 MALVERN LINK RAILWAY STATION OPPORTUNITY AREA



Malvern Link Railway

Station Opportunity Area

Policy MT3: Electric Vehicle Charging Points

Proposals for all new development, including change of use, must, subject to technical feasibility and viability considerations, provide an electric vehicle charging point (EVCP), either in an active or passive form, with each car parking space to be provided in line with the adopted parking standards as a result of the development. To be supported the location and design of the EVCP must not detract from the visual appearance and character of the building and its surroundings.

Reasoned Justification

- 5.7.13. In July 2018 the Government confirmed in its 'Road to Zero Strategy'³³ that at least half of new cars produced will be ultra-low emission by 2030. Ultra-low emission refers to vehicles that produce less than 75g/km of CO₂ which can include different types of energy efficient vehicles including; Electric Vehicles (EV's); Hybrids; Plug-in Hybrid Electric Vehicle's (PHEV's) and Range-extended electric vehicles (E-Rev's). In July 2017 the Government reaffirmed its intentions to end the sale of all new conventional petrol and diesel cars and vans by 2040, as part of new plans to tackle air pollution³⁴.
- 5.7.14. It is important that there is the necessary infrastructure available to allow electric vehicles to be charged at the home, work and in places where people visit. In order to ensure the NPA is planning appropriately for this all new development which generates a need for car parking provision will be required to provide an EVCP with each car park space to be provided in line with the adopted parking standards.
- 5.7.15. It is recognised that there will be a roll out of ultra-low emission vehicles over a period of time and that the relative proportion of ultra-low emission vehicles will be relatively small to start with. As such the policy requires you to provide active spaces and passive provision. Active spaces are fully wired and connected, ready to use, points at parking spaces. Passive provision requires the necessary underlying infrastructure (e.g. capacity in the connection to the local electricity distribution network and electricity distribution board, as well as cabling to parking spaces) to enable simple installation and activation of a charge point at a future date. The requirements for active and passive spaces are shown below:
- Residential (houses and flats): 100% active space provision; and
 - Non-residential development where the new floor-space created exceeds 1,000 sqm net: 20% of provision to be active spaces and 80% passive spaces.
 - Car parks and park & ride sites: 20% of provision to be active spaces and 80% passive spaces.

³³

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/724391/road-to-zero.pdf

³⁴ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/633269/air-quality-plan-overview.pdf

5.7.16. The onus for the activation of passive charging points rests on the individual or company who manage or operate the car park. For those developments with a travel plan, the level of use of the active charging points should form part of the monitoring. An action should be to activate the passive charge points once the demand exceeds the supply of active infrastructure. Where the development does not have a travel plan the activation of passive charging points should form part of a separate site management strategy.



5.8 Infrastructure Provision

Objectives

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.

Policy MI1: 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 full fibre broadband connections 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 necessarily practicable, reinstated to its condition before the infrastructure was laid.

New infrastructure to support telecommunications installations will be supported provided that the proposal meets all of the following criteria:

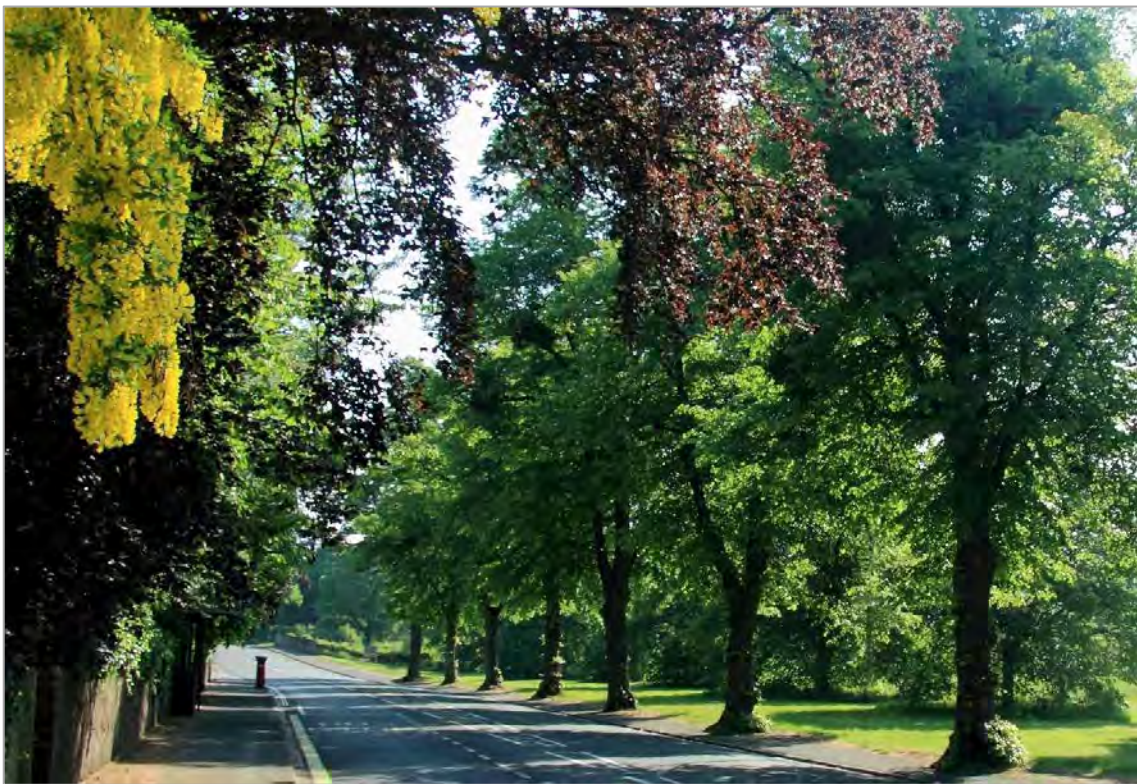
1. The siting and appearance of equipment does not have a significant adverse impact on the character and appearance of the surrounding area including the Malvern Hills Area of Outstanding Natural Beauty and its setting;
2. The siting and appearance of equipment does not have a significant adverse impact on the amenity of local residents;
3. Equipment sited on existing buildings and structures is sympathetically designed; and
4. Where freestanding new masts are proposed, it is demonstrated that there are no viable options for siting the equipment on or in existing buildings or structures.

Reasoned Justification

- 5.8.1. 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 times 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.

- 5.8.2. 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.
- 5.8.3. This policy complies with non-strategic policy SWDP26: Telecommunications and Broadband providing criteria that relate to the context of the NPA within and adjacent to the Malvern Hills.



5.9 Employment Land

Objectives

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

Policy ME1: Protecting Employment Allocations at Malvern Technology Centre and North East Malvern

Proposals for uses other than B1(b) employment uses at Malvern Technology Centre (QinetiQ) will not be supported unless it is demonstrated there is no reasonable prospect of the site being used for that purpose.

Proposals for non B1, B2 and B8 employment uses on the employment land allocated at North East Malvern will only be supported if it can be demonstrated that there is no reasonable prospect of the site being used for B1, B2 or B8 employment uses, and proposals for other uses meet the following criteria:

1. They generate local employment opportunities and do not undermine the primary purpose of the employment allocation to meet the needs of businesses within South Worcestershire, the District and the NPA;
2. Retail and leisure uses must satisfy the sequential test for main town centre uses within NPPF and must not harm the vitality and viability of Town and District Centres and Neighbourhood Parades within the Neighbourhood Area.

Reasoned Justification

- 5.9.1. The allocations at North East Malvern³⁵ and the Malvern Technology Centre (QinetiQ)³⁶ provide 10ha and 4.5ha respectively of employment land for the SWDP and neighbourhood plan period. In relation to the latter the allocation is for B1(b) research and development or associated uses. The associated uses are linked to a possible expansion of the adjacent Malvern Hills Science Park to create a Malvern innovation and technology park as described at paragraph 3 of the Reasoned Justification to policy SDWP53.
- 5.9.2. In relation to North East Malvern policy SWDP 56 states 10ha of employment-generating uses. The Reasoned Justification states that future development is intended to incorporate 10ha of employment land and buildings in a location that is attractive to

³⁵ Planning application ref. [15/01625/OUT](#) was submitted in November 2015. Planning permission was granted subject to the signing of an S106 legal agreement at the District Council's Southern Area Planning Committee on 16th January 2019.

³⁶ Planning application ref. [18/01087/OUT](#) for demolition of existing buildings and erection of up to 300,000 sq ft of commercial floorspace (Use Class B1(b)) with all matters (layout, scale, appearance and landscaping) except access reserved for subsequent approvals to include open space; earthworks to facilitate surface water drainage; and all other ancillary and enabling works was submitted in August 2018. A decision is pending.

business interests – retaining local businesses and attracting new investment into the area. It is proposed that this employment land allocation should be confined to development that is in the B Use Classes (B1 Business, B2 General Industrial and B8 Storage or Distribution). Proposals for retail and leisure may be supported providing it can be demonstrated that it does not impact the vitality and viability of the Town and District Centres and there are no sequentially preferable sites.

- 5.9.3. 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. 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.
- 5.9.4. Planning applications for proposals that seek any reduction in the levels of employment land on these two sites will be resisted. A report ‘Employment Land Allocation at QinetiQ’ by AMION Consultancy and Thomas Lister in April 2015³⁷ 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
- 5.9.5. 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 4.5ha (range of 4.6ha to 5.4ha). 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.
- 5.9.6. The above policy is considered to be in general conformity with strategic policy SWDP8: Providing the Right Land and Buildings for Jobs. In particular Criteria C which states that employment land at Malvern Technology Centre (QinetiQ) should only be released for B1(b) uses (or associated uses) in line with strategic policy SWDP53. Criteria A of SWDP8 allows proposals for uses other than B1, B2 and B8 uses on employment land provided that it clearly demonstrates the potential for job creation and does not undermine the main purpose of the employment allocation. In the context of the Neighbourhood Plan any non-employment development on the North East Malvern employment allocation that

³⁷ <http://www.swdevelopmentplan.org/wp-content/uploads/2013/02/QinetiQ-Employment-Land-Report-270415.pdf>

does not meet the criteria within the policy could undermine the spatial strategy for the Town. Malvern needs additional well located employment land to retain existing and attract new businesses into the area providing job opportunities for residents within the Town. Proposals for retail or leisure uses on the employment land will not be permitted if it is considered they will have an adversely harmful impact on the vitality and viability of the NPA's town and district centres and reduce the availability of new land to provide for new and expanding businesses in the NPA.

Policy ME2: Provision of Micro and Small Business Development

Proposals for the expansion of an existing employment use, new employment development and the conversion of existing buildings for employment uses by micro and small sized enterprises outside of the existing employment sites as identified on the Key Diagram will be supported provided they meet, where relevant, the following criteria:

1. It is demonstrated that they support an expansion of an existing business or a new enterprise and creates employment;
2. They reflect the scale and design of surrounding buildings;
3. They do not have significant adverse impact on landscape character and quality, or on biodiversity;
4. They include safe access arrangements and will not result in additional on-street car parking or on-street deliveries;
5. They do not have a significant adverse impact on the amenity of neighbouring residents or occupiers; and
6. It is demonstrated, in the case of a relocation to a site within the open countryside, that intensification of any existing site is not viable or practical.

Reasoned Justification

- 5.9.7. According to a House of Commons Standard Note 'Small Businesses and the UK Economy' (December 2014)³⁸ there were 5 million micro-businesses (i.e. a business with fewer than 10 employees) in the UK in 2014, accounting for 96% of all businesses. Small businesses (i.e. a business with 10-49 employees) 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.

³⁸ <https://researchbriefings.files.parliament.uk/documents/SN06078/SN06078.pdf>

- 5.9.8. 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 fewer 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.
- 5.9.9. Proposals for such workspace within converted non-employment buildings and new build developments within the NPA and outwith the Town's designated employment sites as shown on the Key Diagram will be supported providing that the relevant tests within the policy are adhered to. It is important that applicants demonstrate that their proposals creates employment opportunities and deliver local economic development. In addition the proposals should be of a scale appropriate to their location, ensure that they have adequate vehicular access and take account of the amenities of nearby occupiers. Where business uses are proposed within residential areas consideration should be given to hours of operation, noise emitting activities and parking and delivery areas which could have an adverse harmful impact on residential amenity.
- 5.9.10. In certain instances, particularly outwith the development boundary and in the Town's Conservation Areas and adjacent to the Hills and Commons, proposals will need to be sympathetic to the landscape character and views to and from the Malvern Hills AONB. Where an existing site is proposed to be expanded within the open countryside the applicant will need to demonstrate why it is not practical or viable to intensify the existing premises. This is in line with policy SWDP12C.
- 5.9.11. 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.
- 5.9.12. The above policy is considered to be in general conformity with strategic policies SWDP8: Providing the Right Land and Buildings for Jobs and SWDP12: Employment in Rural Areas. The policy provides additional criteria considered appropriate to the NPA's location adjacent to Malvern Hills and in terms of the need to provide additional employment development to ensure that the Town remains a sustainable place to live and work.

Policy ME3: Employment Development within Existing Industrial Estates and Business Parks

Proposals for employment development and redevelopment and conversion to an employment use within the NPA's existing Industrial Estates and Business Parks as shown on the Key Diagram and at Figure 5.8 will be supported provided that they meet, where appropriate, all of the following criteria or they are development forming part of a scheme for implementation of a strategic allocation of the South Worcestershire Development Plan:

1. They are development within Use Class B1, B2 and B8;
2. They are of high quality sustainable design;

3. They include safe access arrangements and will not result in additional on-street car parking or additional on-street deliveries;
4. Do not have a significant adverse impact on the amenity of neighbouring residents and occupiers;
5. For major developments (over 1,000sqm in floor-space) proposals demonstrate provision for travel by non-car modes (bus, cycle and walking) for visitors and employees; and
6. For office development a sequential test should be submitted. This should demonstrate that there are no preferable sites for the development within or on the edge of Town and District Centres within the Neighbourhood Area.

Reasoned Justification

- 5.9.13. This policy deals with how applications for proposed employment development or changes of use to employment within the designated Industrial Estates and Business Parks will be assessed.
- 5.9.14. There are a number of Industrial Estates and Business Parks located within the NPA as shown at Figure 5.8 and listed below that provide significant economic development and employment opportunities to the residents of Malvern and the wider area. 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.

Existing Industrial Estates (see Figure 5.8 for locations)

- Enigma Business Park
- Spring Lane Industrial Estate
- Link and Howsell Industrial Estates
- Sixways Industrial Estate.
- Malvern Hills Science Park
- Malvern Technology Centre (QinetiQ)
- Morgan Motor Company Ltd
- Frobisher Business Park
- Newland Depot and Recycling Centre

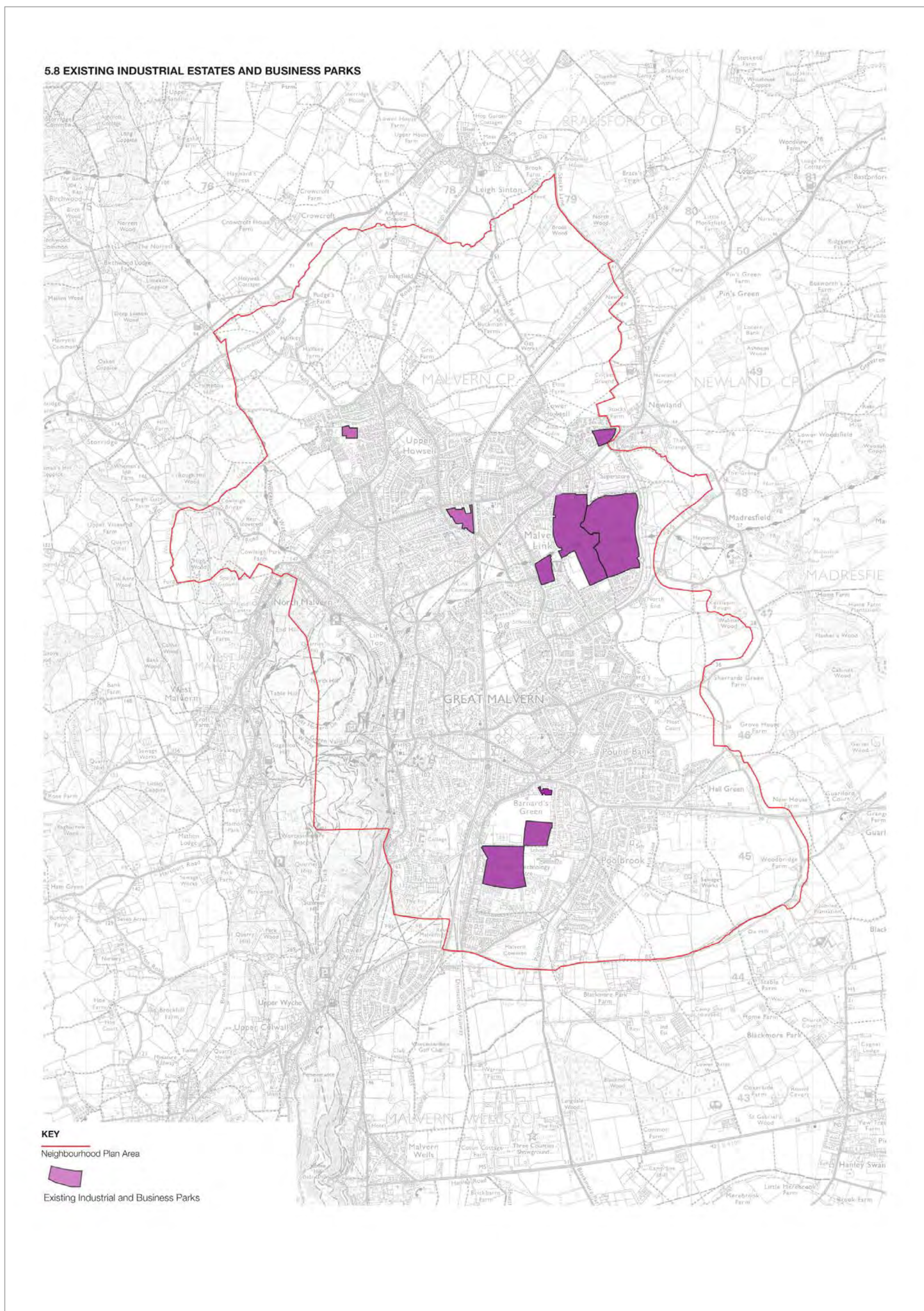
- 5.9.15. Proposals for employment development within the B Use Classes³⁹ will be supported in principle subject to the proposal satisfying the criteria in policy ME3. This is in line with strategic policy SWDP8: Providing the Right Land and Buildings for Jobs. For major employment development proposals should set out measures to reduce the demand for travel by private cars and encourage cycling, walking and the use of public transport. This is in line with strategic policy SWDP4B: Moving Around South Worcestershire (Managing Travel Demand).

³⁹ https://www.planningportal.co.uk/info/200130/common_projects/9/change_of_use

- 5.9.16. For office development a sequential test for main town centre uses should be submitted. This should demonstrate that there are no preferable sites for the development within or on the edge of the NPA's Centres. This is in line with the paragraphs 86-90 of the revised Framework.
- 5.9.17. Proposals will need to be of a scale and design which is compatible with their context and which does not have an adversely harmful impact on their surroundings and neighbouring occupiers. Proposals should ensure that there is appropriate off-road servicing and parking and adequate access to allow the effective operation of the business without having a significantly harmful effect on the local highway network.
- 5.9.18. With developments over 1,000sqm proposals should look to provide opportunities for employees and visitors to travel to the site by non-car modes. This would be included with a Travel Plan which should be submitted with the planning application.
- 5.9.19. The above policy is considered to be in general conformity with the strategic policies SWDP8: Providing the Right Land and Buildings for Jobs and SWDP10: Protection and Promotion of Centres and Local Shops. The policy provides amplification on the criteria to be met by proposals for development within the existing Industrial Estates and Business Parks in order that existing land and premises are protected where appropriate and new employment development is appropriate to its location in terms of scale, design, amenity and highway impact.



Figure 5.8 Existing Industrial Estates and Business Parks



Policy ME4: Non-Employment Development within Existing Industrial Estates and Business Parks

Development for non-B1, B2 and B8 use classes, including development of an existing non-B1, B2 and B8 established use, within the existing Industrial Estates and Business Parks as shown on the Key Diagram and at Figure 5.8 will only be supported where it can be demonstrated that proposals meet, where relevant, all of the following criteria or they are development forming part of a scheme for implementation of a strategic allocation of the South Worcestershire Development Plan:

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. They would not limit the range and quality of B1, B2 and B8 employment land available to meet future employment needs;
3. They would be compatible with existing retained employment uses;
4. They would be considered an ancillary, complementary and supporting uses to the principal B1, B2 and B8 uses within the Industrial Estate or Business Park in which it is located;
5. They should be of a scale and design compatible with the character of its surroundings;
6. They have safe access and would not result in additional on-street parking or additional on-street servicing;
7. If for a main town centre use, a sequential test and, where appropriate, an impact assessment should demonstrate that the proposals will not have an adversely harmful impact on the vitality and viability of the Town and District Centres and Neighbourhood Parades within the NPA.
8. For major developments (over 1,000sqm in floor space) proposals demonstrate provision for travel by non-car modes (bus, cycle and walking) for visitors and employees;

Reasoned Justification

- 5.9.20. This policy deals with how applications for non-B1, B2 and B8 use development within the designated Industrial Estates and Business Parks will be assessed.
- 5.9.21. The MTNP seeks to protect the existing land within the Industrial Estates and Business Parks for B1, B2 and B8 use. Policy ME4 seeks to safeguard the land within these areas for B1, B2 and B8 use unless certain pre-conditions have been met that demonstrate that the unit(s) or land is no longer required for that use (policy ME4(1)) and that changing its use will not have an adversely harmful impact on the nearby retained uses within the

Industrial Estate or Business Park (policy ME4(3)). Policy ME4(2) seeks to ensure that the applicant demonstrates that the loss of a particular unit or site for non-B1, B2 and B8 use does not affect the overall employment land availability to meet the objectively assessed needs.

- 5.9.22. If a proposal for a change of use or the redevelopment of a non-B1, B2 and B8 use to a use within B use Class then policy ME3 would apply.
- 5.9.23. The above policy is considered to be in general conformity with the strategic policies SWDP8: Providing the Right Land and Buildings for Jobs and SWDP10: Protection and Promotion of Centres and Local Shops. The policy provides amplification on the criteria to be met by proposals for development within the existing Industrial Estates and Business Parks in order that existing land and premises are protected where appropriate and new employment development is appropriate to its location in terms of scale, design, amenity and highway impact.
- 5.9.24. The sequential test referred to in criterion 7 above relates to paragraphs 86-90 of the revised Framework.



5.10 Retail Land

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 for the area.

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 a single use or a mixed use development within the NPA's town and district centres as shown on the Key Diagram and at Figure 5.9 will be considered favourably provided they meet, where relevant, all of the following criteria:

1. are of high quality design providing active frontages to key pedestrian routes and, where possible, enhancements to the public realm;
2. provide safe vehicular and non-vehicular access and where possible, achieve off-street servicing and delivery areas and parking provision;
3. are compatible with adjacent land uses and not prejudice the amenity, lawful operation, viability or future development of existing businesses; and
4. do not have a significant adverse impact on the amenities of residents living within or adjacent to the centre.

Reasoned Justification

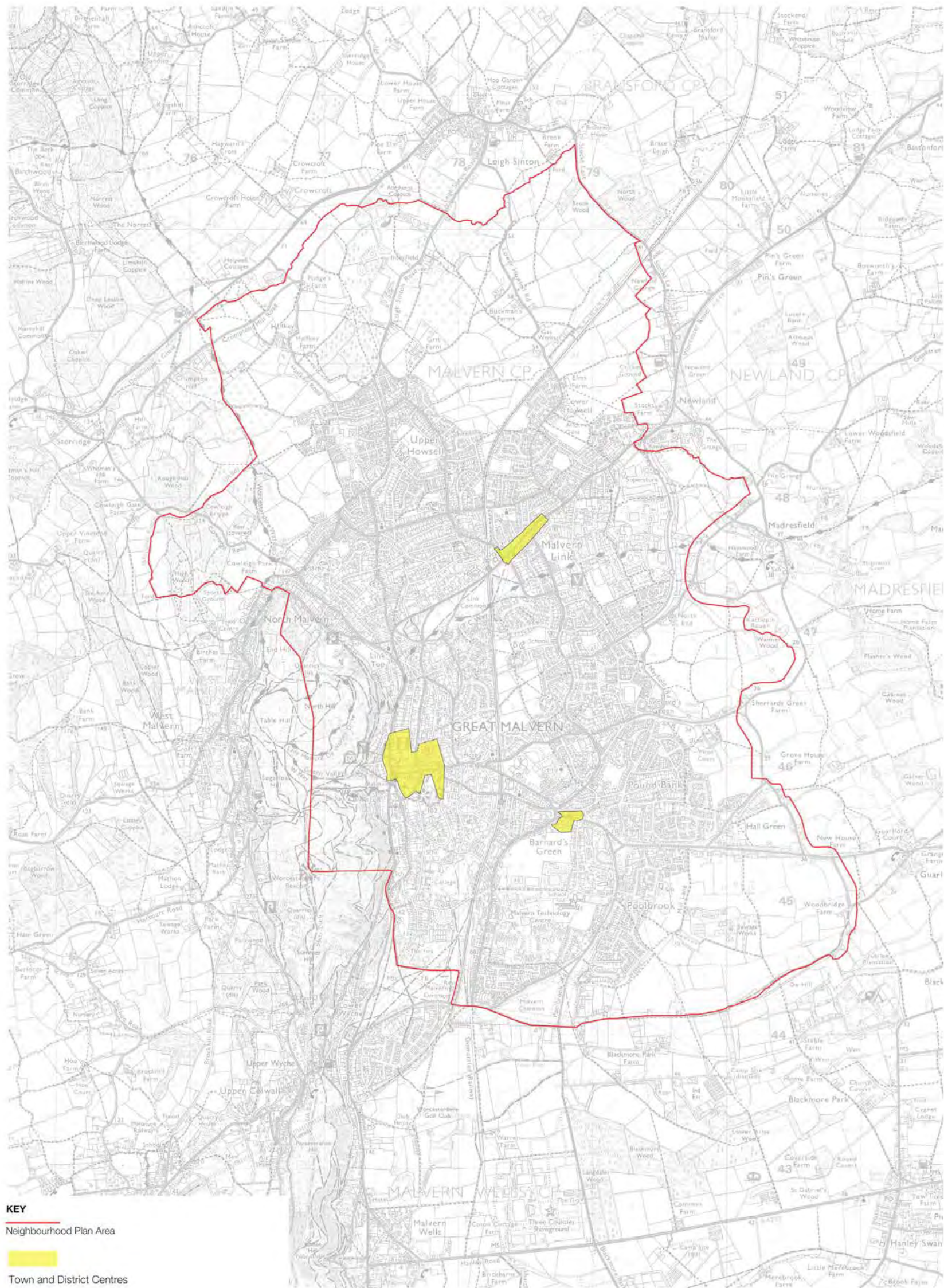
- 5.10.1. The SWDP includes two strategic policies relating to retail centres; SWDP9: 'Creating and Sustaining Vibrant Centres' and SWDP10: 'Protection and Promotion of Centres and Local Shops'. SWDP9 is an overarching policy supporting appropriate development within south Worcestershire's network of urban and rural centres.
- 5.10.2. In terms of retail hierarchy, as set out in SWDP10, the NPA includes Great Malvern Town Centre and the District Centres of Malvern Link and Barnards Green the locations of which are shown at Figure 5.9. These three centres are in the top two tiers of the retail hierarchy within South Worcestershire. SWDP10 provides detailed policy requirements relating to retail development and non-retail development in these centres.
- 5.10.3. The first three criteria of SWDP 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.

- 5.10.4. Criteria D and E of SWDP 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.
- 5.10.5. Policy MR1 supports SWDP 10. However, it also 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 retail, leisure, social, cultural and commercial use as a part of a town centre development will be supported subject to the proposals being appropriate in scale to the centre or parade. Proposals should also be of high quality design creating active and attractive frontages to key pedestrian routes. Opportunities should be taken for proposals to provide or contribute towards making environmental enhancements to the public realm within the centre or parade.
- 5.10.6. Access to the new centres uses is an important consideration particular for those with impaired mobility. Vehicular access, parking and servicing should not have an adverse harmful impact on the local highway network or on the amenity of adjacent residents and occupiers.
- 5.10.7. 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.
- 5.10.8. Development, including change of use, should assist, where possible, in achieving the objectives for improvements to the centres as outlined in the 'Community Aspirations' sub section within Section 6 'Plan Delivery' of the Neighbourhood Plan which summarises a list of projects and initiatives from the community.



Figure 5.9 Town and District Centres

FIGURE 5.9 TOWN AND DISTRICT CENTRES



Policy MR2: Neighbourhood Parades

To be supported, 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 5.10 to non-A1 uses must meet the following criteria:

1. a) The shop use is no longer commercially viable and it has been demonstrated that the premises have been marketed for retail use for at least 12 continuous months; or
b) There is an alternative equivalent retail unit within safe walking distance to the local community; and
2. It will not have a detrimental impact on vitality and viability of the neighbourhood parade demonstrated through the proposal not resulting in:
 - a) two or more non-A1 retail units in a row; and
 - b) less than 50% of all units within the parade being in A1 use; or
3. All proposals must demonstrate that they will not have a significant adverse impact on the amenities of residents living within or adjacent to the neighbourhood parade.

Reasoned Justification

- 5.10.9. There are a number of locations within the NPA 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.
- 5.10.10. The six locations for these designated Neighbourhood Parades, as shown at Figure 5.10 and at Appendix 5.9, are as follows:
- Malvern Link Top
 - Newtown Road
 - Yates Hay Road
 - Pickersleigh Road
 - Moatway
 - Poolbrook Road
- 5.10.11. 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.
- 5.10.12. Applications 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

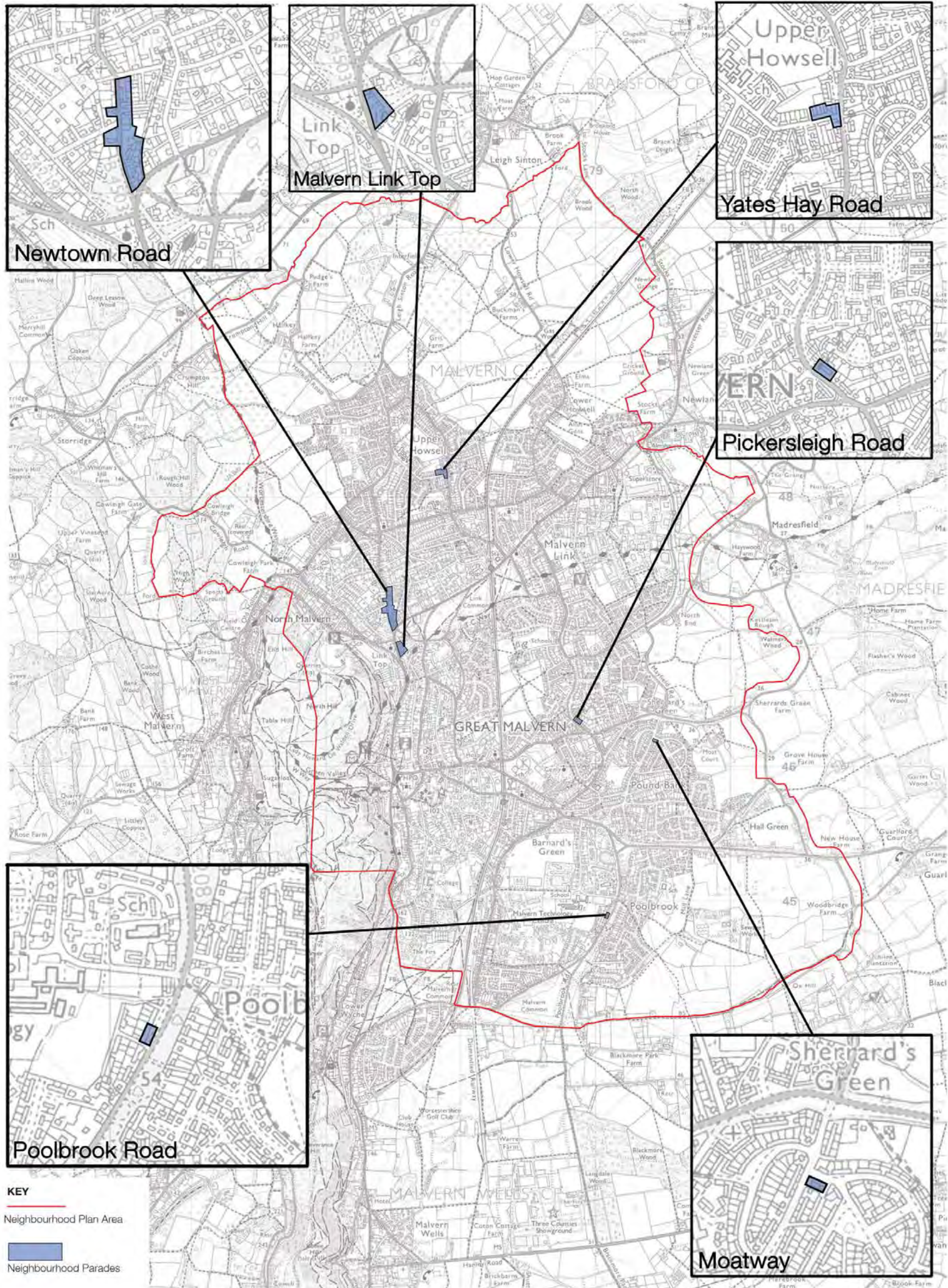
realistic rents and prices, with a local property agent for at least 12 months without securing a new tenant, it will be accepted that it has been demonstrated that there is no alternative viable retailing use. Detailed marketing requirements are contained in Annex F of the SWDP⁴⁰. Alternatively applications can demonstrate that there is an alternative similar shop within safe walking distance of the existing facility. According to the 'Manual for Streets' (2007), which is referenced in policy SWDP4: Moving Around South Worcestershire, walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800m) walking distance of residential areas which residents may access comfortably on foot. This distance is also put forward in 'Planning for Walking' (2015) guidance by Chartered Institute for Highways & Transportation. This distance is considered appropriate to use to measure whether the alternative facility is within a safe walking distance. Other factors that may be taken into consideration are whether there are any significant barriers to pedestrian movement within that distance such as a main road or industrial estates.

- 5.10.13. Applicants will also need to demonstrate that the loss of the retail unit will not harm the vitality and viability of the neighbourhood parade by ensuring that the parade maintains an appropriate balance of A1 (retail) to non-retail uses. The criterion used in the policy is similar to that at policy SWDP10H.
- 5.10.14. 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.
- 5.10.15. 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.
- 5.10.16. The above policy expands on strategic policy SWDP10H and 10I 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 to provide a policy applicable to the NPA's identified Neighbourhood Parades.

⁴⁰ <http://www.swdevelopmentplan.org/wp-content/uploads/2016/06/The-Adopted-SWDP-February-2016.pdf>

Figure 5.10 Neighbourhood Parades

FIGURE 5.10 NEIGHBOURHOOD PARADES



5.11 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.

Policy MH1: Housing Mix

To be supported all new housing development proposals over 5 units, subject to viability considerations must demonstrate that they provide a range of types, sizes and tenures of housing to meet local housing need. Within the NPA there is a particular need for:

- Affordable housing (particularly 1 bedroom social rented flats and affordable sheltered units)
- 1-2 bedroom starter homes
- Two, three and four bedroom family homes
- Specialist housing for the elderly

Applicants should take account of the requirements of the most up-to-date local Housing Needs Assessment and/or Strategic Housing Market Assessment or provide their own assessment of how their proposals meet local housing needs.

Reasoned Justification

- 5.11.1. 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. Policy MH1 follows this requirement.
- 5.11.2. Policy SWDP 15: Meeting Affordable Housing Needs sets out the thresholds for affordable housing provision associated with new residential development and issues regarding impact on development viability from affordable housing provision. The policy, in respect of smaller developments of 10 units or less, has been superseded by the Written Ministerial Statement of 28 November 2014 announcing that Local Authorities should not request affordable housing contributions on sites of 10 dwellings or fewer (and which have a maximum combined gross floor space of 1,000sq m), or 5 dwellings or fewer in designated protected rural areas. The National Planning Practice Guidance was updated accordingly. The South Worcestershire Combined Authorities issued a 'position statement' on this issue⁴¹. As such the LPA will not be requiring affordable housing provision on developments of 10 dwellings or fewer within the NPA.

⁴¹ <http://www.swdevelopmentplan.org/wp-content/uploads/2016/08/Position-with-respect-to-affordable-housing.pdf>

5.11.3. A Housing Needs Assessment (HNA)⁴² 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 required the HNA calculates this at 1,988 dwellings for the SWDP plan 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)⁴³ and QinetiQ (approximately 300 dwellings)⁴⁴. In addition there will inevitably be windfall sites coming forward over the plan period which will increase the provision still further.

5.11.4. 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

⁴² http://www.malvernfuture.org/uploads/docs/gh6mnday_Malvern_Housing_Needs_Assessment_Final_230216.pdf

⁴³ Planning application ref. [15/01625/OUT](#) for a mixed-use urban extension comprising: up-to 800 dwellings; commercial development (Class B uses); a mixed use local centre comprising local retail facilities and public house (Class A uses), residential uses (Class C3 uses) and a care home (Class C2); a community centre and police post (Class D1); open space and landscaping; playing fields, a multi-use games area, and children's play areas; allotment and orchard land; wildlife area; diverted public rights of way; and associated infrastructure was submitted in November 2015. Planning permission was granted subject to the signing of a S106 legal agreement at the District Council's Southern Area Planning Committee on 16th January 2019.

⁴⁴ Planning application ref. [18/01088/FUL](#) for the demolition of existing buildings and re-development of the site with 311 dwellings (Use Class C3) (including 20% provision of affordable housing) and a 66-bed care home facility (Use Class C2), to include new access junction onto Longridge Road; Upgraded access arrangements to St Andrews Road; The principal road bisecting the site between St Andrews Road and Longridge Road; Internal roads, footpaths and cycleways; Diversion of the existing footpath at the site's boundary; Car parking; Public open space, including formal and informal play areas; Landscaping, boundary treatments and green infrastructure; Sustainable drainage systems; and related works including earthworks, remediation, tree clearance, utilities service diversion, connections and ancillary structures was submitted in August 2018.

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 (HLIN) 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

5.11.5. 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.

Policy MH2: New Residential Development within the Development Boundary

New infill housing development, and conversion, re-use or extension of an existing building for residential use, will be supported within the development boundary (defined on the Key Diagram) provided it does not harm land that is of high environmental value, and does not significantly harm the amenity of adjacent residents and occupiers.

Reasoned Justification

- 5.11.6. 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).
- 5.11.7. The HNA undertaken by AECOM (February 2016) identified a requirement for 1,988 dwellings within the NPA for the period 2006-2030. Between 2006 and 2016, 1,200 dwellings have been completed within the NPA leaving an outstanding requirement of 788 dwellings.

- 5.11.8. The SWDP allocates two strategic sites at North East Malvern (SWDP 56) for 800 dwellings and at Malvern Technology Centre (QinetiQ) for approximately 300 dwellings. This provision will more than meet the remaining requirement for the plan period.
- 5.11.9. 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 MTNP seeks to allow additional sustainable development within the existing development boundary (the allocations at North East Malvern and within SWDP52 are now within the development boundary) of the NPA providing it meets certain criteria aimed at ensuring that new housing is appropriate in terms of a range of principles as set out in the policy. These are aimed at ensuring that new housing is sustainable and adds to the high quality environment within the NPA.
- 5.11.10. The policy is in general conformity with strategic policies SWDP2: Development Strategy and Settlement Hierarchy and SWDP3: Employment, Housing and Retail Provision Requirement and Delivery. It is accepted that the principles within the policy may repeat criteria in relevant policies within the SWDP and the MTNP. However, it was considered important within the context of the NPA and the feedback from the community that there should be a policy relating specifically to the key requirements relating to new residential development. There is no conflict with these other policies and therefore it is not considered harmful to the decision-maker to repeat the principles specifically in relation to new housing proposals.

Policy MH3: New Residential Development beyond the Development Boundary

Housing development beyond the development boundary identified on the Key Diagram in the open countryside will be considered favourably if it is:

1. A dwelling clearly necessary for use by rural workers including persons employed in agriculture, horticulture, forestry or a rural enterprise; or
2. Affordable housing on an exception site to meet identified local need; or
3. A replacement of an existing dwelling with established use rights and where the replacement dwelling is not disproportionately larger than the existing dwelling and does not exceed the original footprint by 30%; or
4. Representing the optimum viable use of a heritage asset or it would enable the future of a heritage asset to be secured; and
5. Of exceptional quality or innovative nature.

Extensions to existing dwellings will be supported providing that they are subordinate to, and do not dominate the character and appearance of the original dwelling.

The subdivision of an existing residential dwelling will be supported providing that the development does not result in additional on-road car parking and does not have an adversely harmful impact on the area's visual amenity and landscape character.

The conversion and re-use of redundant or disused buildings will be supported providing

there is an enhancement to the building's immediate setting and there is no need for substantial reconstruction and large extensions.

Reasoned Justification

- 5.11.11. This policy reflects the NPPF and relevant SWDP policies regarding new residential development in the open countryside. Although most of the NPA is within the Development Boundary there are areas within the open countryside where there is existing houses and other buildings and there may be pressure for further residential development in the future.
- 5.11.12. The open countryside within the NPA includes some sensitive land use designations including the Malvern Hills AONB supported by SWDP23 and Leigh Sinton Strategic Gap supported by SWDP2D. Protecting the natural beauty and special qualities of the AONB and the open character of the Strategic Gap are of significant importance and proposals that are considered to have an adversely harmful impact on these qualities and character will not be permitted.
- 5.11.13. The policy complies with non-strategic policies SWDP16: Rural Exception Sites; SWDP18: Replacement Dwellings in the Open Countryside and SWDP19: Dwellings for Rural Workers. It provides the key elements of these policies within the one neighbourhood plan policy.
- 5.11.14. The policy allows, in line with NPPF, the subdivision of existing dwellings within the open countryside. Proposals for the subdivision of an existing dwelling will need to ensure there is sufficient and appropriately designed garden space and curtilage car parking. The intensification of use should not have an adversely harmful effect on the visual and landscape qualities of the site and its setting. The policy also allows, in line with NPPF, the re-use of redundant and disused buildings within the open countryside subject to the development enhancing its immediate setting. In addition proposals should not require substantial reconstruction unless it can be demonstrated that the use of the existing structure is not viable. Proposals which include extensions to the existing building should be subordinate to the existing building and no more than 30% of the original footprint of the building.



6. *Plan Delivery and Implementation*

6.1 The MTNP will become part of the statutory development plan once it has been made (brought into legal force). Applications for planning permission must be determined in accordance with the development plan, unless material considerations indicate otherwise. This will be the principal way in which the plan will be delivered and implemented.

6.2 The MTNP will be delivered and implemented over a 12 year period and by different stakeholders and partners subject to it being reviewed (see Section 7: Plan Monitoring and Review). 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 MTNP provides an indication of the hopes and aspirations of today's community. New challenges and opportunities will arise over the MTNP period and it needs to be flexible enough to respond to these.

6.3 The following summarises the Town Council's approach to delivery and implementation of each of the key issues and policy themes identified within the MTNP.

Green Infrastructure (Policies MG1 - MG3)

6.4 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. 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.

Visual Amenity (Policy MV1)

6.5 The Town Council will use the plan to protect the key views within the NPA identified through the Visual Study. It will also work with stakeholders to improve or enhance views and vistas where the Study has identified issues with them.

Heritage (Policies MHE1 and 2)

6.6 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)

6.7 The Town Council will work with local organisations, SWCCG, WCC and MHDC to improve facilities and services for local people where there is an identified need.

Design (Policies MD1 - MD3)

6.8 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 (Policy MI1)

6.9 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 - MT3)

- 6.10 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 NPA'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 - ME4)

- 6.11 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 North East Malvern is an important objective for the MTNP in ensuring good access to jobs for local residents.

Retail (Policies MR1 and 2)

- 6.12 The Town Council will work with retailers, businesses and landowners to improve and widen the shopping 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 - MH3)

- 6.13 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 on the housing allocations, including Malvern Technology Centre (QinetiQ) and North East Malvern, and windfall sites. The MTNP will help deliver housing which meets the objectively assessed need including identified local need and which reflects and responds to local character.
- 6.14 To demonstrate that the requirements of Policy MH1 (Housing Mix) will be met, the District Council require all applications for new housing development over 5 units in the Neighbourhood Area to demonstrate that they provide a range of types, sizes and tenures of housing to meet local housing need. MHDC's local validation requirements can be viewed at <https://www.malvernhills.gov.uk/making-a-planning-application>.

Community Aspirations: Local Projects and Initiatives

- 6.15 The local community and MTC have identified a range of projects and initiatives that they believe will help to make the NPA a more sustainable place to live, work and visit. These projects and initiatives are not neighbourhood plan policies but in some cases may in part be delivered through policies within the MTNP.
- 6.16 These projects and initiatives will be prioritised by MTC and an action plan for their delivery produced.

Feasibility Studies

- 6.17 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

- 6.18 Working with Network Rail, Train Operation Companies, WCC, MHDC, Newland Parish Council and the developers for improved access and accessibility into the site including the provision an additional vehicular access and the viability of a rail halt at the North East Malvern site.
- 6.19 Working with Network Rail, WCC and landowners to provide Transport Interchanges at Great Malvern and Malvern Link railway stations including additional parking facilities, bus shelter facilities and secure cycle parking.
- 6.20 Working with MHT, WCC and others to provide Sustainable Transport Routes along commons and other routes for cyclists and pedestrians.
- 6.21 Working with WCC, MHDC and retailers to ban deliveries during peak periods on certain roads within Malvern Town Centre and Barnards Green and Malvern Link District Centres.

District Centres

- 6.22 Working with WCC, MHDC and Newland Parish Council for the provision of a pelican/toucan crossing across the A449.
- 6.23 Working with WCC, Malvern Wells Parish Council and landowners for the provision of an off-road route to the Three Counties Agricultural Showground.
- 6.24 Working with WCC to investigate further improvement of the strategic road infrastructure that provides access to and from the motorway network.
- 6.25 Working with Highways England, WCC and others to assess the viability of a ring road around the east of the town and across the north of the town.

Design and Public Realm

- 6.26 Working with WCC and retailers to design and implement public realm improvements at Malvern Link and Barnards Green.
- 6.27 Working with WCC, retailers and landowners to pedestrianise certain streets and provide a town square in Great Malvern.
- 6.28 Working with WCC, retailers and landowners to close Church Street and Belle Vue Island to traffic once a month for town centre events.
- 6.29 Working with WCC, land and property owners to remove/relocate signage and cut back foliage within the Great Malvern Town Centre to improve key views within and out of the Centre.

Green Infrastructure

- 6.30 Provision of a basketball/MUGA and other enhanced facilities at Victoria Park.
- 6.31 Working with MHDC to transfer ownership of Belle Vue Island and Rose Bank Gardens to MTC.
- 6.32 Looking at the future options for the former allotment site on Elgar Avenue.
- 6.33 Working with landowners for the provision of allotments and a local nature area off Guarford Road.
- 6.34 Carrying 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.
- 6.35 Working with Malvern Civic Society on 'Caring for God's Acre' in respect of Malvern Cemetery and other graveyards within the NPA.

Community

- 6.36 Proposal for a Science and Technology museum showcasing radar/technology/defence and water cure
- 6.37 Working with stakeholders to draw up options for the former Malvern Old Hospital that retain the majority of the buildings.
- 6.38 Working with stakeholders to redevelop and relocate the Post Office Sorting Office in Malvern Town Centre.
- 6.39 MTC to assess the feasibility of obtaining the lease or purchasing the Tourist Information Centre within Malvern Town Centre.

Non-Designated Heritage Assets (Local List)

- 6.40 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.
- 6.41 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

- 6.42 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

- 6.43 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 the 'neighbourhood portion' of the Community Infrastructure Levy (CIL) (i.e. 25% of the levy revenues once the MTNP is made) alongside other funding streams to help deliver those projects identified within this section.

- 6.44 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.

Assets of Community Value

- 6.45 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 ACVs within the NPA on the register held by MHDC.

Friends of Parks Groups for key green spaces

- 6.46 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 MTNP.

Crematorium

- 6.47 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

- 6.48 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.

Spring Lane Industrial Estate

- 6.49 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.

- 6.50 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.

- 6.51 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.
- 6.52 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.
- 6.53 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.
- 6.54 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.
- 6.55 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 security for occupiers and users.

Sustainable Transport Routes

- 6.56 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.
- 6.57 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.
- 6.58 The Town Council will work with the MHT, WCC and other stakeholders to bring forward a strategy for creating a network of Sustainable Transport Routes within the NPA. The Strategy will then be used to make applications for funding within the Local Transport Plan and other sources to bring forward the routes enabling residents, workers and visitors to effectively and safely travel around the NPA by foot or cycle.

Delivery Action Plan

- 6.59 The Town Council will produce an annual Delivery Action Plan that will provide information on how the MTNP'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 (NHB) Allocation and CIL on community infrastructure
- Applications for external funding based on the MTNP 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.



7. Plan Monitoring and Review

- 7.1. The Town Council will ensure that the MTNP is proactively monitored and reviewed over its lifetime. Monitoring of the MTNP will be considered each year at the Annual Council Meeting. The Town Council will monitor the progress of the aims and objectives of the MTNP and the success or otherwise of the various policies and progress with the implementation of the projects identified within the 'Community Aspirations' sub section of Section 6 'Plan Delivery' of the MTNP.
- 7.2. The MTNP will also be monitored on a regular basis by the appropriate Town Council Committee. The Town Council's Operations and Planning Committee currently monitors and makes representations on planning applications submitted to MHDC. It will continue to do this but with the benefit of applying the policies within the MTNP to its responses. The MHDC Officer's reports in relation to the application of the MTNP policies, the decisions by the LPA and any appeal decisions will be monitored and reviewed regularly by this Committee.
- 7.3. Additionally, it is proposed to establish a Neighbourhood Design Review Panel for very 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.
- 7.4. The South Worcestershire combined authorities started a review of the SWDP in late 2017. This is in line with new Government requirements that local plans should be updated every five years, and therefore a revised SWDP is required by 2021. The review will provide an updated plan period to the year 2041. The plan will update the existing SWDP and where necessary its Vision, Objectives, Spatial Strategy and policies for the future development of the South Worcestershire area. The second part of the plan will include site allocations, policies and policy designations that will provide for the development needs of the area up to 2041 (11 years beyond the current SWDP). According to MHDC's Local Development Scheme⁴⁵ (November 2017 Update) it is anticipated that the publication version of the SWDP Review document (i.e. the document to be submitted for Examination) will go out for consultation in autumn 2020.
- 7.5. MTC will assess whether the MTNP is in general conformity with the strategic policies of the emerging SWDP Review and will consult MHDC on its findings before making the review publicly available.
- 7.6. When new issues are identified, or policies are found to be out of date or in need of change, for example due to changing national or strategic planning policy or upon adoption of the SWDPR, MTC, in consultation with MHDC, may decide to update the MTNP, or part of it.

⁴⁵ <http://www.swdevelopmentplan.org/wp-content/uploads/2018/01/MalvernHillsLDS2017.pdf>



Appendices

- 2.1 SWDP Allocations Relevant to the NPA
- 5.1 Hills and Commons Land
- 5.2 Local Green Spaces (Figures 5.1.1 - 5.1.7)
- 5.3 Neighbourhood Open Spaces
- 5.4 List of Buildings and Structures Nominated for Local Listing
- 5.5 Neighbourhood Heritage Areas (Figures 5.4.1 - 5.4.5)
- 5.6 Community Infrastructure Facilities
- 5.7 Local Character Areas: positive aspects of character and character management principles
- 5.8 Car Parks (Figures 5.6.1 – 5.6.3)
- 5.9 Neighbourhood Parades (Figures 5.10.1 - 5.10.6)

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 school⁴⁶, 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.

⁴⁶ Worcestershire County Council advise this site will no longer deliver a primary school on site and instead will provide a S106 contribution towards off-site provision to integrate with the existing development at Malvern Vale.

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 sqm of mixed use business space with a 1,800 sqm high technology workspace unit completed.

Appendix 5.1 Hills and Commons Land

CH003	Barnards Green Road
CH005	Borrowdale Road - Barnards Green Road (corner)
CH006	Borrowdale Road - Pound Bank Lane
CH007	Borrowdale Road
CH009	Malvern Common - east of railway
CH010	Malvern Common - Poolbrook Road
CH011	Malvern Common - Guarlford Road
L002	Moorlands Road & Graham Road
L005	Link Common
L011	Townsend Woods
P004	Madresfield Road
PY005	Link Terrace
PY011	Rear of Youth Club
W002	Hornyold Road
W003	Newtown Road

Appendix 5.2: Local Green Space Sites (Figures 5.1.1 – 5.1.7)

Site	Close proximity to community	Demonstrably special to the local community	Beauty/ Visual amenity	Historic/ Cultural Significance	Recreational Value	Tranquil	Wildlife	Local in Character
DP010: Malvern Vale Community Centre playing fields	✓	✓	✓		✓			✓
L001: Lower Howsell Road playing fields	✓	✓	✓		✓	✓		✓
L004: Victoria Park	✓	✓	✓	✓	✓	✓		✓
P001: Dukes Meadow	✓	✓	✓		✓	✓	✓	✓
P011: Hayslan Fields	✓	✓	✓	✓	✓	✓	✓	✓
PY007: Priory Park	✓	✓	✓	✓	✓	✓	✓	✓
PY009: Rose Bank Gardens	✓	✓	✓	✓	✓	✓	✓	✓

Further information on the suitability of the above sites to be designated as Local Green Spaces is included within the Proposed Local Green Space Sites Report⁴⁷.

⁴⁷ <http://www.malvernsfuture.org/documents/>

Figure 5.1.1 Local Green Space Site - Dukes Meadow



Figure 5.1.2 Local Green Space Site - Hayslan Fields



Figure 5.1.3 Local Green Space Site - Lower Howsell



Figure 5.1.4 Local Green Space Site - Malvern Vale



Figure 5.1.5 Local Green Space Site - Priory Park

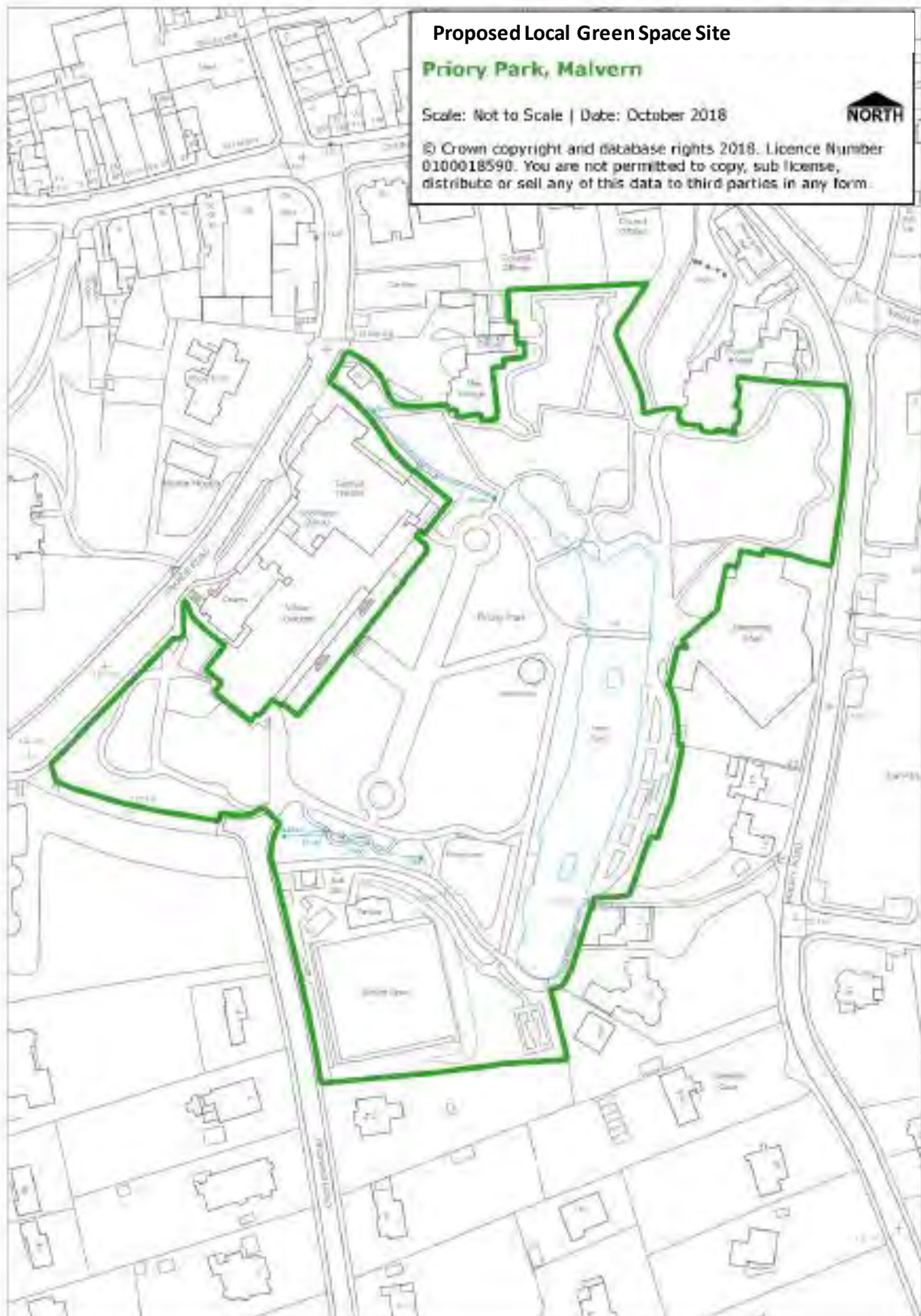
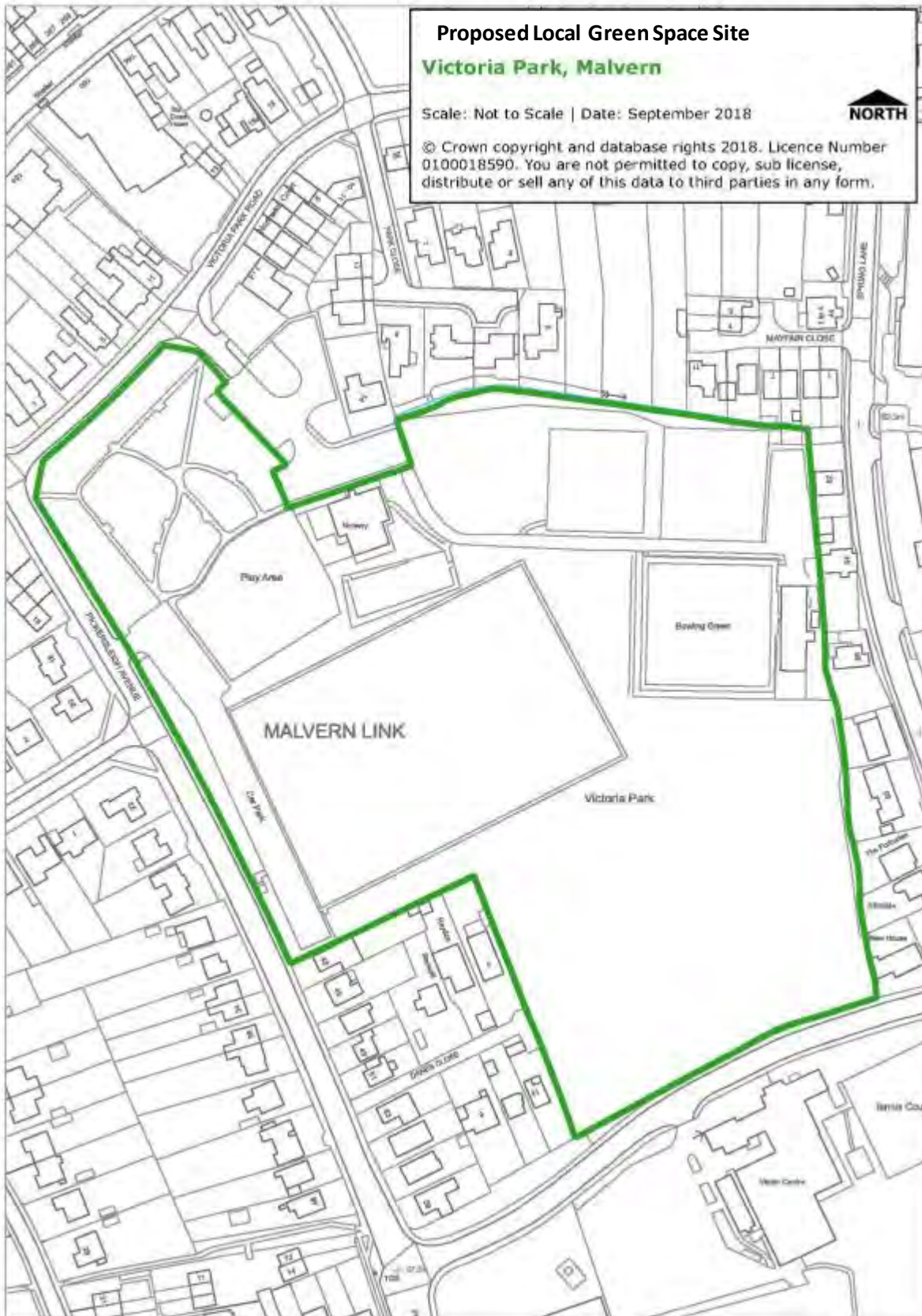


Figure 5.1.7 Local Green Space Site - Victoria Park



Appendix 5.3: Neighbourhood Open Spaces

Site Ref	Site Name	
CH001	Adam Lee Open Space & Play Area (3.56ha)	Amenity greenspace and provision for children and young people
CH002	Barnards Green Road (0.09ha)	Amenity greenspace
CH004	Barnards Green Road (0.04ha)	Amenity greenspace
CH008	Barnards Green roundabout (0.08ha)	Amenity greenspace
CH012	Avon Close Play Area (0.19ha)	Provision for children and young people
CH013	Whitborn End (0.27ha)	Amenity greenspace
CH014	Whitborn Close (0.04ha)	Amenity greenspace
CH015	Whitborn Close / Eston Avenue (0.02ha)	Amenity greenspace
CH016	Malvern College playing fields	Outdoor sports facilities
CH017	The Chase School playing fields	Outdoor sports facilities
CH018	Werstan Close	Amenity greenspace
CH019	Lucerne Avenue	Amenity greenspace
CH020	St Andrew's Road	Amenity greenspace
CH021	Malvern Parish School playing fields	Outdoor sports facilities
DP001	Beauchamp Road (0.38ha)	Amenity greenspace
DP002	Greenfields Road (1.60ha)	Amenity greenspace
DP003	Jamaica Crescent (0.66ha)	Amenity greenspace
DP004	Michael Crescent (0/94ha)	Amenity greenspace and provision for children and young people
DP005	North of Somers Park Avenue (0.58ha)	Allotments
DP006	Yates Hay Road (1.02ha)	Amenity greenspace
DP007	Leigh Sinton Road (0.05ha)	Amenity greenspace
DP008	Dyson Perrins School playing fields	Outdoor sports facilities
DP009	Somers Park School playing fields	Outdoor sports facilities

DP010	Malvern Vale Community Centre playing fields	Outdoor sports facilities
L003	North of Goodwood Road (1.72ha)	Allotments
L006	Duke of Edinburgh Way (0.04ha)	Provision for children and young people
L007	Kent Close (0.08ha)	Amenity greenspace and provision for children and young people
L008	Worcester Road Woods (0.97ha)	Natural and semi-natural greenspace
L009	St Matthias's School	Sports facilities
L010	St Matthias's Church & Cemetery (1.45ha)	Cemetery
L012	Spring Woods (0.91ha)	Natural and semi-natural greenspace
L013	Russell Close Play Area (0.01ha)	Provision for children and young people
L014	Malvern RUFC (Spring Lane playing fields)	Sports facilities
L015	Morgan Motor Company playing fields	Sports facilities
L016	Malvern Cricket Club	Sports facilities
L017	Regency Road	Amenity greenspace
L018	Church Road allotments	Allotments
P002	Elgar Avenue (0.77ha)	
P003	Langland Avenue (0.17ha)	
P005	Madresfield Road (1.62ha)	Allotments
P006	Mansfield Road (0.38ha)	Amenity greenspace
P007	North End Lane (0.08ha)	Amenity greenspace
P008	Ransoms Close	Amenity greenspace and provision for children and young people
P009	Sling Lane (2.86ha)	Sports facilities
P010	Malvern Cemetery (4.16ha)	Cemetery
P012	Dyson Close amenity greenspace	Amenity greenspace
P013	Harbinger Road (0.80ha)	Amenity greenspace and provision for children and young people

P014	Charles Way / Mason Close open spaces (0.33ha)	Amenity greenspace
P015	Charles Way (0.04ha)	Amenity greenspace
P016	Whiteacres Brook (2.13ha)	Green corridor
P017	Edith Berry Court (0.05ha)	Amenity greenspace
P018	Elgar Avenue amenity greenspace (0.03ha)	Amenity greenspace
P019	Martin Close Play Area (0.02ha)	Provision for children and young people
P020	Barnards Green Cricket Club	Sports facilities
P021	Malvern Town FC	Sports facilities
P022	Clare Road	Amenity greenspace
P023	Orford Way	Amenity greenspace
P024	Malvern St James' playing fields	Sports facilities
P025	Grove Primary School playing fields	Sports facilities
P026	Prospect Community Woodland	Sports facilities
P027	Great Malvern Primary School playing fields	Sports facilities
P028	Pickersleigh Grove	Amenity greenspace
P029	Pound Bank Road	Amenity greenspace
P030	Pickersleigh Road	Green corridor
P031	Pickersleigh Road	Green corridor
PY001	Clerkenwell Crescent (0.16ha)	Provision for children and young people
PY002	Imperial Rd - Avenue Rd (0.25ha)	Amenity greenspace
PY003	Lansdowne Crescent (0.16ha)	Amenity greenspace
PY004	Library, Graham Road, war memorial (0.34ha)	Park and gardens
PY006	Oxford Road (0.14ha)	Amenity greenspace
PY008	The Lees/Thirlstane Road (1.00ha)	Amenity greenspace
PY010	Priory Churchyard (1.27ha)	Cemetery
PY012	Promenade Gardens (0.21ha)	Park and garden

PY013	Belle Vue Terrace (0.11ha)	Park and garden
PY014	Manor Park Malvern Sports Ground	Sports facilities
PY015	The Edinburgh Dome open space	Amenity greenspace
PY016	Malvern College	Sports facilities
PY017	Malvern College	Natural and semi-natural greenspace
PY018	Davenham Care Home	Amenity greenspace
PY019	Little Davenham woodland	Natural and semi-natural greenspace
W001	Cowleigh Road Allotments (0.44ha)	Allotments
W004	Trinity Road Churchyard (0.97ha)	Cemetery
W005	Northleigh Primary School playing field	Sports facilities
W006	St Joseph's Primary School playing fields	Sports facilities and natural and semi-natural greenspace

Appendix 5.4: List of Buildings and Structures Nominated for Local Listing

The following buildings and structures were nominated by Malvern Town Council in August 2016 for inclusion by Malvern Hills District Council on the local list of heritage assets:

6 St. Peter's Road

Forli, 35 Alexandra Road

The Chase School (Original 1950's buildings)

Location sign at Barnards Green Common

Location sign at Newland roundabout

Barnards Green Trough, Guarlford Road

Figure 5.4.1 Neighbourhood Heritage Area - Belmont Road

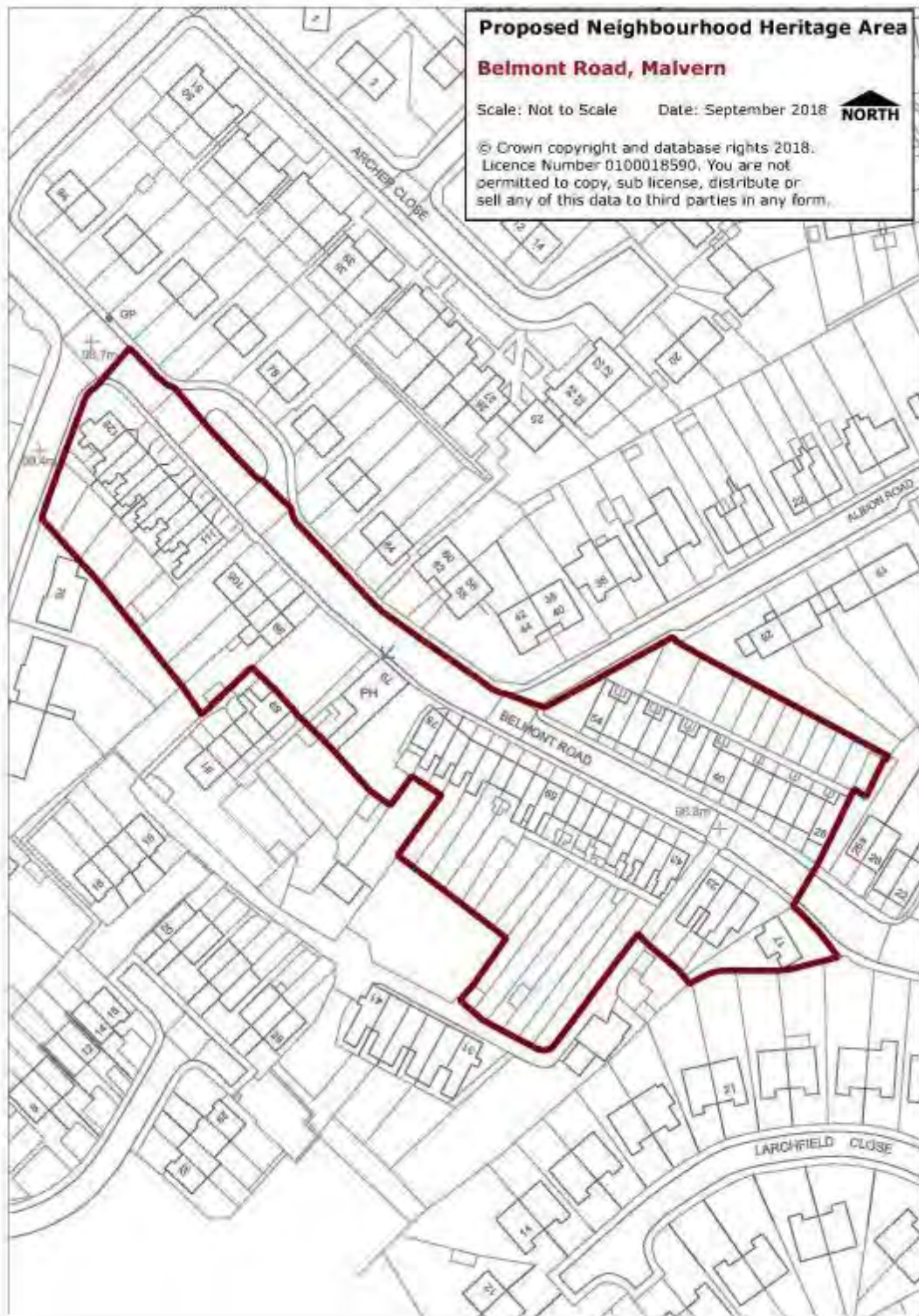


Figure 5.4.2 Neighbourhood Heritage Area - Howsell Road

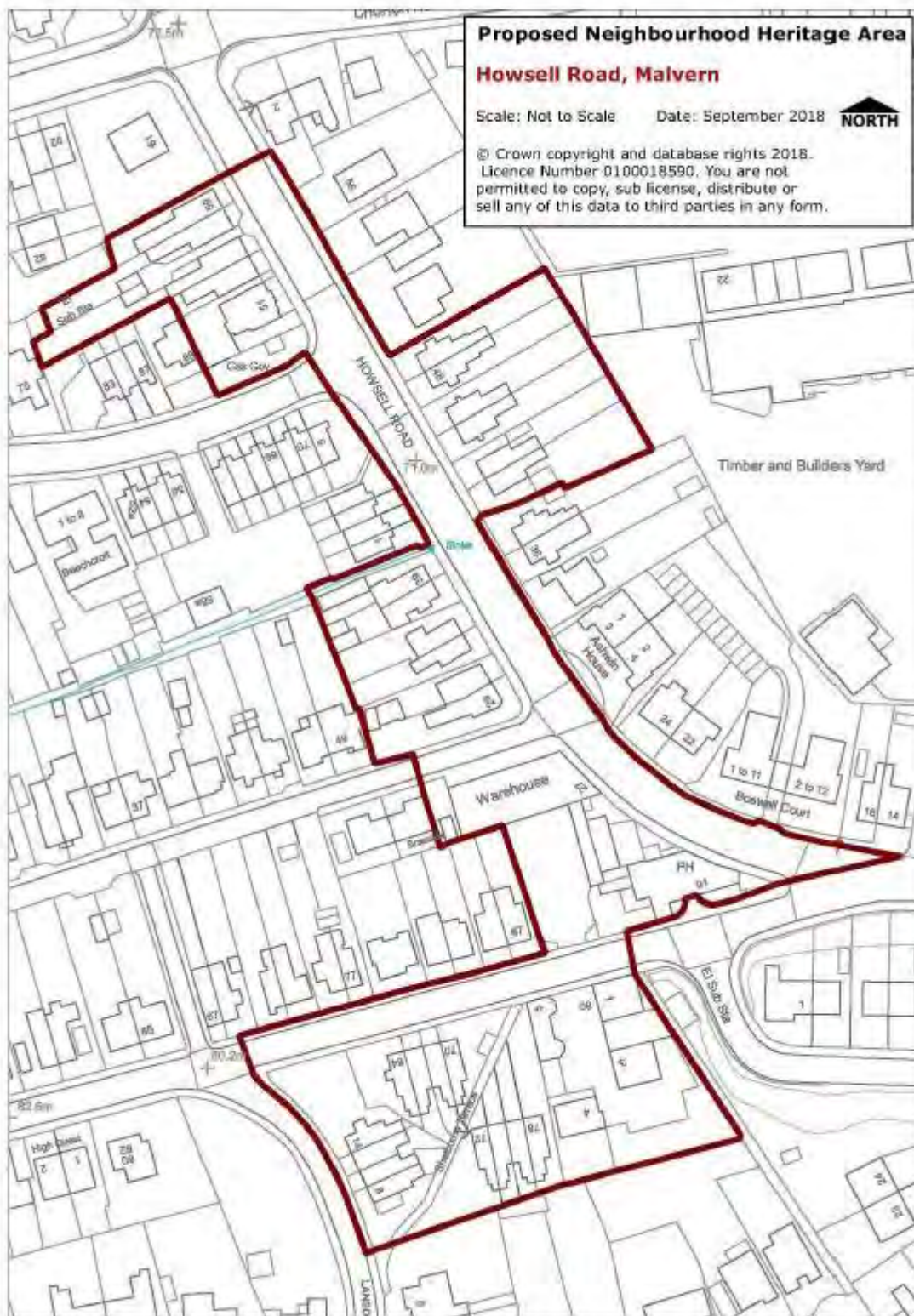


Figure 5.4.3 Neighbourhood Heritage Area - Madresfield Road



Figure 5.4.4 Neighbourhood Heritage Area - Werstan Close

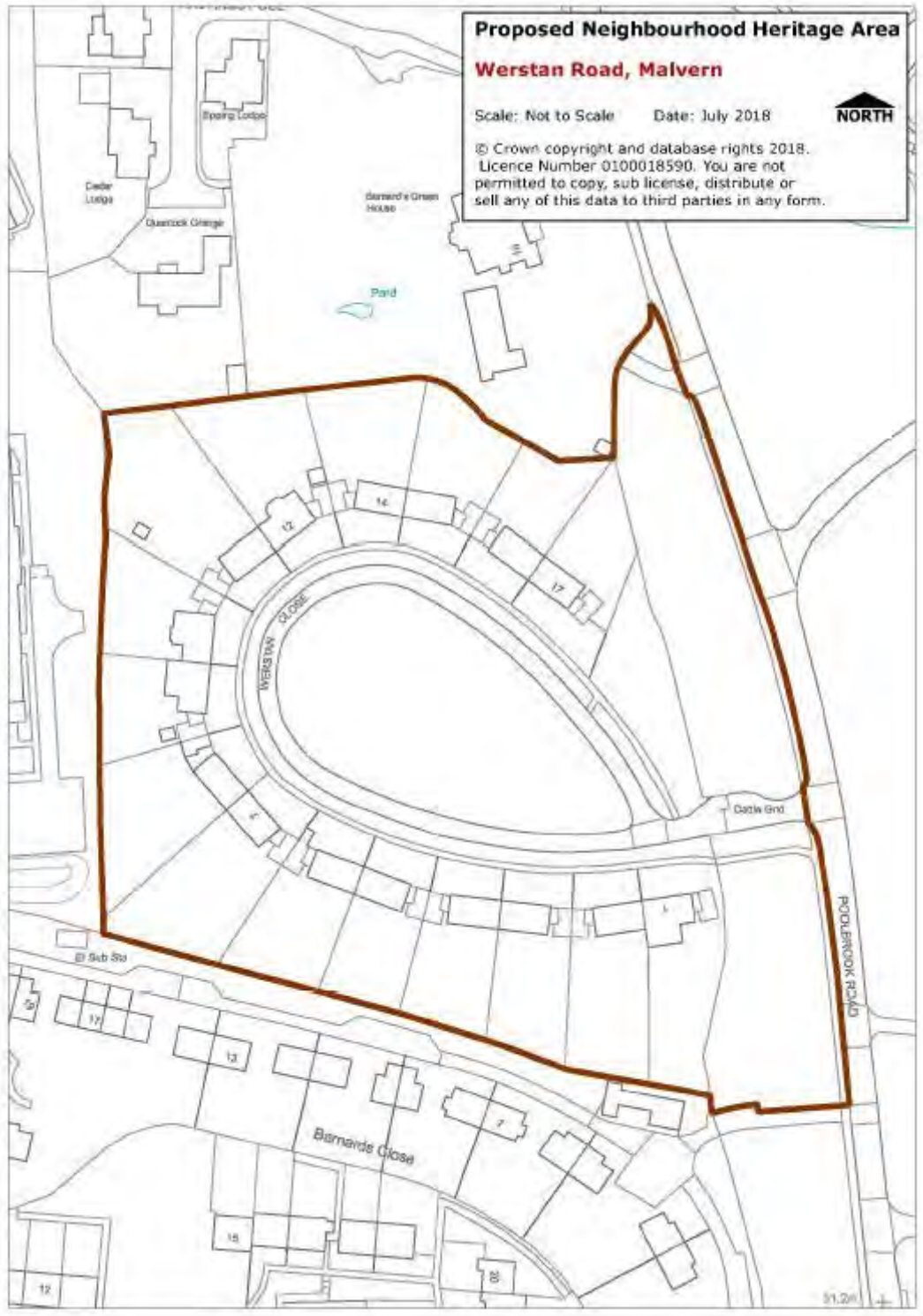


Figure 5.4.5 Neighbourhood Heritage Area - Newtown Road



A. Health Facilities

- A1. Malvern Community Hospital, 185 Worcester Road.
- A2. Malvern Health Centre, Prospect View, 300 Pickersleigh Road.
- A3. St Saviours Surgery, Merick Road.
- A4. Whitacres Medical Centre, Sandy's Road.
- A5. New Court Surgery (based at Malvern Health Centre).
- A6. Richmond Dental Practice, 12 Richmond Road.
- A7. Malvern Hills Dental Care, Somers Road.
- A8. Malvern Spring Dental Practice, 58 Spring Lane.
- A9. Worcester Dental Access Centre, Osborne Road.
- A10. Aesthetic Dental Care Limited, Imperial Road.

B. Emergency Services

- B1. West Mercia Police, Malvern Police Station, Albert Road North.
- B2. West Midlands Ambulance Service, Ambulance Station, Victoria Road.
- B3. Hereford and Worcester Fire and Rescue Service, Malvern Station, Worcester Road.
- B4. Red Cross Malvern, Prospect View, 300 Pickersleigh Road.
- B5. St John's Ambulance, Portland Road.

C. Education Establishments

- C1. Malvern Hills College, Albert Road North.
- C2. The Chase School, Geraldine Road.
- C3. Dyson Perrins CE Academy, Yates Hey Road.
- C4. Northleigh CE Primary School, St Peter's Road.
- C5. St Matthias CE Primary School, Cromwell Road.
- C6. Grove Primary School, Pickersleigh Grove.
- C7. Great Malvern Primary School, Lydes Road.

- C8. Malvern Parish CE Primary School, Manby Road.
- C9. St Joseph's Catholic Primary School, Newtown Road.
- C10. Somers Park Primary School, Somers Park Avenue.
- C11. Malvern Vale Primary School, Swinyard Road.

D. Community Centres/Village Halls

- D1. Malvern Cube, Albert Road North.
- D2. The Octagon Malvern, Brook Farm Drive.
- D3. Malvern Vale Community Centre, Swinyard Road.
- D4. St John Ambulance Hall, Portland Road.
- D5. Malvern Foley Institute, Poolbrook Road.
- D6. Pickersleigh Malvern Youth Centre, 6-7 Baxter's Walk.

E. Leisure and Built Sports Facilities

- E1. Malvern Splash Leisure Complex, Priory Road.
- E2. Sport Dyson Perrins Leisure Centre, Yates Hay Road.
- E3. Malvern Vale Community Centre, Swinyard Road.
- E4. The Chase Technology Centre, Geraldine Road,

F. Public Houses

- F1. The Unicorn Inn, 2 Bellevue Terrace.
- F2. The Red Lion, 4 St. Ann's Road.
- F3. The Foley Arms Hotel, 14 Worcester Road.
- F4. The Morgan Public House, 52 Clarence Road.
- F5. Foresters Arms, Wilton Road.
- F6. Bluebell Inn, 4 Guarlford Road.
- F7. The Three Horseshoes, 105 Poolbrook Road.
- F8. The Green Dragon, 126 Guarlford Road.
- F9. The Nags Head, 19-21 Bank Street.

- F10. The Cross Keys, 79 Belmont Road.
- F11. Express Inn, 91 Quest Hills Road.
- F12. The New Inn, Lower Howsell Road.
- F13. The Bakery Inn, 126 Worcester Road.
- F14. Beauchamp Arms, 142 Worcester Road.
- F15. The Retired Soldier, 83 Newtown Road.
- F16. The Star Inn, 59 Cowleigh Road.
- F17. The Gloster Arms, Merton Road.
- F18. Prince of Wales, 104 Newtown Road.

G. Libraries

- G1. Malvern Library, Graham Road.

H. Cinemas/ Theatres

- H1. Malvern Theatres, Grange Road.
- H2. The Theatres of Small Convenience, Edith Walk.
- H3. Coach House Theatre, Graham Road.

I. Places of Worship

- I1. Great Malvern Priory, Church Street.
- I2. Malvern Baptist Church, Abbey Road.
- I3. Quaker Meeting House, 1 Orchard Road.
- I4. Holly Mount United Reformed Church, Queen's Drive.
- I5. St Andrews Church, Churchdown Road.
- I7. St Giles CE Church, Wykewane.
- I8. St.Mary the Virgin Church, Sherrards Green Road.
- I9. Amida Mandala Buddhist Temple, Worcester Road.
- I11. Malvern Evangelical Church, Pickersleigh Road.
- I12. Kingdom Hall of Jehovah's Witnesses, 1 Orford Way.

- I13. Holy Trinity Church, North Malvern Road.
- I14. St James Church, 2 North Malvern Road.
- I15. Malvern Gospel Hall, 6 Cowleigh Road.
- I16. The Salvation Army, 62 Newton Road.
- I17. St Joseph's RC Church, 125 Newtown Road.
- I18. St Peter's CE Church, Cowleigh Bank Road.
- I19. The Source Church, (Dyson Perrins School), Yates Hay Road.
- I20. Ascension Park Methodist Church, Somers Park Avenue.
- I21. Somers Park Methodist Church, Somers Park Avenue.
- I22. Malvern Pentecostal Church, Somers Road.
- I23. Eden Church, Somers Road.
- I24. Malvern Link URC Church, Worcester Road.
- I25. St Matthias CE Church, Church Road.

J. Post Offices

- J1. Great Malvern Post Office, Wells Road.
- J2. Barnard's Green Post Office, Court Road.
- J3. Malvern Link Post Office, Worcester Road.
- J4. Upper Howsell Post Office, Upper Howsell Road.
- J5. Pickersleigh Road Post Office.

Appendix 5.7 Local Character Areas - positive aspects of character and character management principles

The Malvern Heritage Character Area identifies 6 main Local Character Areas (LCA) within the NPA. The paragraphs below are extracted from the HCA report and provide details on the positive aspects of character and the character management principles for each LCA. These should be considered in relation to the design for proposals within their respective LCA to ensure that the proposed development responds to and reinforces the local character including building design, landscape and public realm. This is in line with policies MD1 and MD2 of the MTNP. The full HCA is available at <http://www.malvernfuture.org/documents/>

- LCA01: Great Malvern Conservation Area
- LCA02: Poolbrook, Barnards Green and QinetiQ
- LCA03: Pickersleigh and Clerkenwell
- LCA04: Malvern Link
- LCA05: Malvern Industrial Fringe
- LCA06: Upper and Lower Howsell and Belmont

The map at the rear of this Appendix shows the boundaries of the above areas.

LCA1: GREAT MALVERN CONSERVATION AREA

Positive aspects of character

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

- The location of properties raised on the hillside to the west, affords panoramic views of Malvern below and across the low-lying land to the east towards the Cotswold's AONB;
- This area is diverse but balanced;
- Large villas, landmark buildings and detached properties are steeped up the hillside at the foot of the Malvern Hills;
- Education and community facilities are located in well maintained, high-quality properties;
- Mature trees and vegetation are abundant in the area and provide a sense of enclosure and tranquillity;
- The survival of a large number of historic buildings of a variety of mostly polite styles and materials, largely dating to the Regency, Victorian and Edwardian periods. These vary from

regency era Italianate to Victorian gothic revival examples. Repetition of a number of varieties however creates cohesion throughout the area.

- The architectural quality of buildings throughout the area is high. Regency and Victorian architects traditionally also designed the boundary treatments and gates of commissions in the area, a high proportion of which survive, enhancing the quality and consistency of the streetscape.
- The historic development of the settlement is apparent in the plan and built form of Great Malvern. This can be defined by three key stages of development: The Medieval associated with the priory, Regency origins of the spa town, and Victorian development of large houses on low density individual plots.
- Despite the loss of historically rural character, the southern boundary of the Malvern Common and the Malvern Hills to the west, as well as the low density and prevalence of greenery in the area, provide visual relief from the urban nature of more recent development outside of the area.
- Buildings are characteristically two or three storeys in height enhancing the impact of key listed buildings, such as the Priory Church of St Michael, by opening views to these taller structures.
- The linear nature of Regency development has resulted in a dispersed commercial centre, however with open green space preserved surrounding the priory resulting in a park-like focal core of the area around the church.
- Regency developments on the east side of Worcester Road are built on large individual plots, with often sparse landscaping, allowing extensive views of the town and vale below.
- Development west of Worcester Road including St Ann's Road and Queen's Drive is heavily wooded, increasing the visual connection with the Malvern Hills.

Character Management Principles

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

The principles for managing change should focus on sustaining, reinforcing or enhancing those aspects which enhance the scenic, peaceful and attractive qualities of the character area. The following principles should be considered:

- Development proposals within the centre of the character area particularly at Church Road and Belle Vue Terrace should focus on providing a strong retail and community core in order to maintain the vibrant town centre character;
- Proposals to sub-divide large detached properties should consider the integrity of the buildings and the possible negative effects on the streetscape including fire exits and off

street parking to ensure the quality of the architecture and the environment is not compromised;

- Proposals for public realm additions and improvements should be encouraged to increase the amount of quality public realm space within the townscape and increase the sense of community within the area;
- Infill development should reflect the scale, density and roof line of adjacent buildings;
- Unit sizes in future development should reflect the size and scale of local development;
- Future development within the conservation area should demonstrate an understanding of the history and complement the existing materials, scale and proportions, architectural detailing and roof lines;
- Proposals to reduce the negative impact of on-street parking and through traffic on key areas of public realm should be encouraged;
- Future development should retain and enhance existing shop fronts;
- Public green space within the urban areas should be protected and enhanced;
- In streets where front gardens are common, proposals which retain or enhance well-vegetated front gardens that demonstrate a strong relationship with the street are more likely to be acceptable than proposals to introduce substantial areas of paving or parking;
- A common palette of materials, street furniture and signage should be developed further to enhance the quality and legibility of the public realm. Some groups have developed neighbourhood design guidance or design codes which set out standards expected from new development (refer to Shop Front Design Guide SDP adopted by Malvern Hills District Council);
- Development should retain and enhance views to local landmarks such as the Malvern Priory and panoramic views east towards the rural landscape and open countryside;
- Modern development should act to conserve, and where possible enhance, the historic character and appearance of the area; and
- New builds should be responsive to the historic fabric of the area. However, development which takes a considered and appropriate approach to design in a contemporary style is often more sympathetic to historic fabric than poorly executed pastiches of historic architecture.

LCA02: POOLBROOK, BARNARDS GREEN AND QINETIQ

Positive aspects of character

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

- Malvern Common punctuates urban development adjacent to Poolbrook Road which draws the rural landscape into the urban setting;

- The character area is abundant in large street trees and grass verges within housing estates, contributing to the overall leafy character;
- Large areas of recreation and common ground provide this character area within an overall green and open character;
- Views of the Malvern Hills within this character area are channelled through residential streets and between properties;
- The location on the urban fringe results in rural views from properties in the east and south to the open countryside beyond;
- There is a cluster of retail development in the north west of the character area, located on Barnards Green Road and forming a community hub and high street;
- Properties along Guarford Road are larger detached properties with more extensive grounds, set back from the street by wide grass verges with mature trees. The properties have individual driveways and well-maintained gardens;
- Churchdown Road in the south-east of the character area is a tranquil cul-de-sac of modern 20th century detached properties;
- PRoW which connects the urban fringe to the rural landscape;
- The survival of a handful of historic buildings which are associated with the historically rural character of the area;
- Some areas of historic open green spaces have been preserved. This includes Barnards Green and areas of common land surrounding Guarford and Poolbrook Roads. Despite 20th century development encroaching upon these areas, a corridor of green space remains, spanning north to south in the area as a visual reminder of the historic character;
- The preserved corridor of common land through the area is bound by loose grain late 19th and early 20th century development, which screen views of more recent development. The flat topography of the vale in which the area is located also increases the prominence of views of the Malvern Hills, enhancing the impression of an isolated strip of historic linear development as one travels along Poolbrook Road; and
- Buildings within the area are typically two storeys in height, enhancing views of the Malvern Hills and the historic core of the settlement at Great Malvern.

Character Management Principles

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

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

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

- Development should retain and enhance views to local landmarks such as the Malvern Hills AONB and religious/historic buildings;
- Areas of vacant brownfield land should be considered for infill development or utilised for community facilities such as community woodland, playground or allotments for improved health and well-being;
- Modern development should act to conserve, and if possible enhance, the distinctive character and appearance of the area; and
- Modern development in close proximity to areas of common land and open space should be responsive to historic rural setting;

LCA03: PICKERSLEIGH AND CLERKENWELL

Positive aspects of character

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

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

Character Management Principles

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

- Future development of and adjacent to local retail and community areas, such as Pickersleigh Road, should consider how to create community centres and enhance the public realm to create a destination for the community and visitors;
- Designs of new development should consider a range of appropriate scales in relation to the surrounding context to achieve a varied urban form. The materials proposed should be responsive to the vernacular style and scale of the character area. Some groups have developed neighbourhood design guidance or design codes which set out standards expected from new development;
- Areas of green space should be designed and managed to provide attractive and functional areas for residents and visitors. This may include play equipment, seating, lighting and sculptures. The landscape should be designed to complement the local building style and historical/landscape context of the character area;
- New development should maintain PRow and opportunities for walking to retain and enhance the permeability of the character area;
- Historic properties should be maintained to a high standard to conserve the character of their setting and place within the wider character area;
- Development should maximise potential views of the Malvern Hills and surrounding rural-urban fringe to enhance the quality of the streetscape. This can be achieved in the direction of streets; framing views with avenues of trees; providing space between buildings to provide glimpsed views; considering the location of windows and balconies on new properties;
- Proposals which retain or enhance well-vegetated front gardens that demonstrate a strong relationship with the street are more likely to be acceptable than proposals that introduce substantial areas of paving for parking;
- A common palette of materials, street furniture and signage should be further developed to enhance the quality and legibility of the public realm. Some groups have developed neighbourhood design guidance or design codes which set out standards expected from new development;
- Seeking opportunities to create new – or improve or extend existing – cycle routes, to promote cycling as a recreational pursuit, to improve people’s health and wellbeing, and to provide a form of sustainable transport;

- New development in the vicinity of historic buildings should be responsive to that historic fabric, particular in close proximity to the Great Malvern Conservation Area in the west, and the Trinity and Malvern Link Conservation Areas to the north;
- The historic buildings which have been identified within this report as positively contributing to the character of the area should be considered in the production of any formally adopted list of non-designated heritage assets. Historic England has published 'Good Practice Guide for Local Heritage Listing' (HE, 2012), this should be used as a guide;
- Areas of open space within the character area should be protected and enhanced to provide residents with opportunity for informal recreation and improved well-being; and
- Development should retain and enhance views to local landmarks such as the Malvern Hill AONB and religious/historic buildings.

LCA04: MALVERN LINK

Positive aspects of character

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

- The character area is well connected via road and rail including the Malvern Link Railway Station;
- PRoW within Link Common that offer access for recreation and connect the character area to rest of the town to the south and to the Malvern Hills AONB;
- PRoW and passageways within residential estates provide permeability through the character area;
- The character area is abundant in community facilities and services;
- The character area has a strong retail hub;
- The character of the area is defined by the high level of survival of 19th century development;
- The character of the south-west of the area is dominated by the historic Link Common, and the well preserved loose grained 19th century development of high quality villas which surround it. This is reflected in the designation of the area as the Trinity Conservation Area;
- The higher density 19th century commercial centre of Malvern Link, primarily located on Worcester Street, is also well preserved. This is reflected in the designation of the area as the Malvern Link Conservation Area;
- The combined Conservation Areas and Great Malvern Conservation Area create a continuous band of well-preserved historic townscape, which spans the entirety of the settlement when travelling along the main Worcester Road (A449). This increases the legibility of the historic significance of Malvern, and its linear form;

- Visual interest is provided by the contrast of the built forms of the three principal historic areas of the area; these being the Trinity Conservation Area, Malvern Link Conservation Area, and suburban areas in the north of the area;
- Local influence can be seen in the use of Malvern stone as a primary building material and as a dressing across the area, although largely in the Trinity Conservation Area;
- A mix of white rendered and red brick buildings in the Malvern Link Conservation Area provide diversity in the built form of the area, and the abundance of brick contrasts with other historic areas of Malvern;
- Good mix of residential areas with wide residential streets in some areas with grass verges and mature street trees; other residential streets have defined by high quality Victorian and Georgian detached properties; and
- Views towards the Malvern Hills AONB.

Character Management Principles

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

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

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

- Future development of and adjacent to local retail and community areas, such as Worcester Road, should consider how to enhance the quality and distinctiveness of the streetscape and public realm to create a destination for the community and visitors;
- New development should seek to conserve, and where possible enhance, the distinctive historic character and appearance of the area particularly inside or in close proximity to both conservation areas in the area;
- New buildings should be responsive to traditional building materials, height, scale and massing;
- The historic buildings which have been identified within this report, and within conservation area appraisals, as positively contributing to the character of the area should be considered in the production of any formally adopted local list heritage assets. Historic England has published 'Good Practice Guide for Local Heritage Listing' (HE, 2012), which should be used as a guide;

- Areas of green space should be designed and managed to provide attractive and functional areas for residents and visitors. This may include play equipment, seating, lighting and sculptures. The landscape should be designed to complement the local building style and historical/landscape context of the character area;
- Proposals which retain or enhance well-vegetated front gardens that demonstrate a strong relationship with the street are more likely to be acceptable than proposals to introduce substantial areas of paving for parking;
- Proposals to reduce the negative impact of on street parking and through traffic on key areas of public realm should be encouraged;
- A common palette of materials, street furniture and signage should be further developed to enhance the quality and legibility of the public realm. Some groups have developed neighbourhood design guidance or design codes which set out standards expected from new development;
- The materials proposed for any new development should be responsive to the vernacular style and materials of the character area. Some groups have developed neighbourhood design guidance or design codes which set out standards expected from new development;
- Seeking opportunities to create new – or improve or extend existing – cycle routes, to promote cycling as a recreational pursuit, to improve people’s health and wellbeing, and to provide a form of sustainable transport;
- Areas of open space within the character area should be protected and enhanced to provide residents with the opportunity for informal recreation and improved well-being; and
- Development should retain and enhance views to local landmarks such as the Malvern Hills AONB and religious/historic buildings.

LCA05: MALVERN INDUSTRIAL FRINGE

Positive aspects of character

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

- Landscape detailing such as timber fencing demonstrates a consideration for the rural fringe location of the character area and should be maintained and enhanced;
- Access and legibility for pedestrians is good, designated pedestrian access routes through the character area should be sustained, reinforced or enhanced;
- The Malvern Retail Park and Grovewood Road Estate provide large grass verges and ornamental planting which softens the impact of large scale buildings and should be reinforced and enhanced;

- Dense, mature vegetation which divides sections of the character area, provides green infrastructure links and encloses the character area on the boundaries should be sustained, reinforced or enhanced; and
- Retail buildings at Malvern Retail Park demonstrate consideration of the local vernacular including scale and architectural design.

Character Management Principles

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

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

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

LCA06: UPPER AND LOWER HOWSELL AND BELMONT

Positive aspects of character

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

- Properties set back from the street by turfed curtilage treatments;
- Pockets of open green space and mature trees within residential developments;
- Victorian and Georgian style properties which provide character and visual interest to the street scene;
- Well maintained front gardens that contribute to the leafy character of the area;

- Permeability through the character area is provided through PRow and passageways through residential estates;
- Large areas of open space, recreational space and common ground that offer tranquillity between residential estates;
- The historic open character of the village of Lower Howsell has been preserved to some extent despite the encroachment of modern development;
- Detached properties on large plots with space for driveways and large gardens; and
- Shared spaces within residential estates provide a sense of enclosure and safe space within the streetscape.

Character Management Principles

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

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

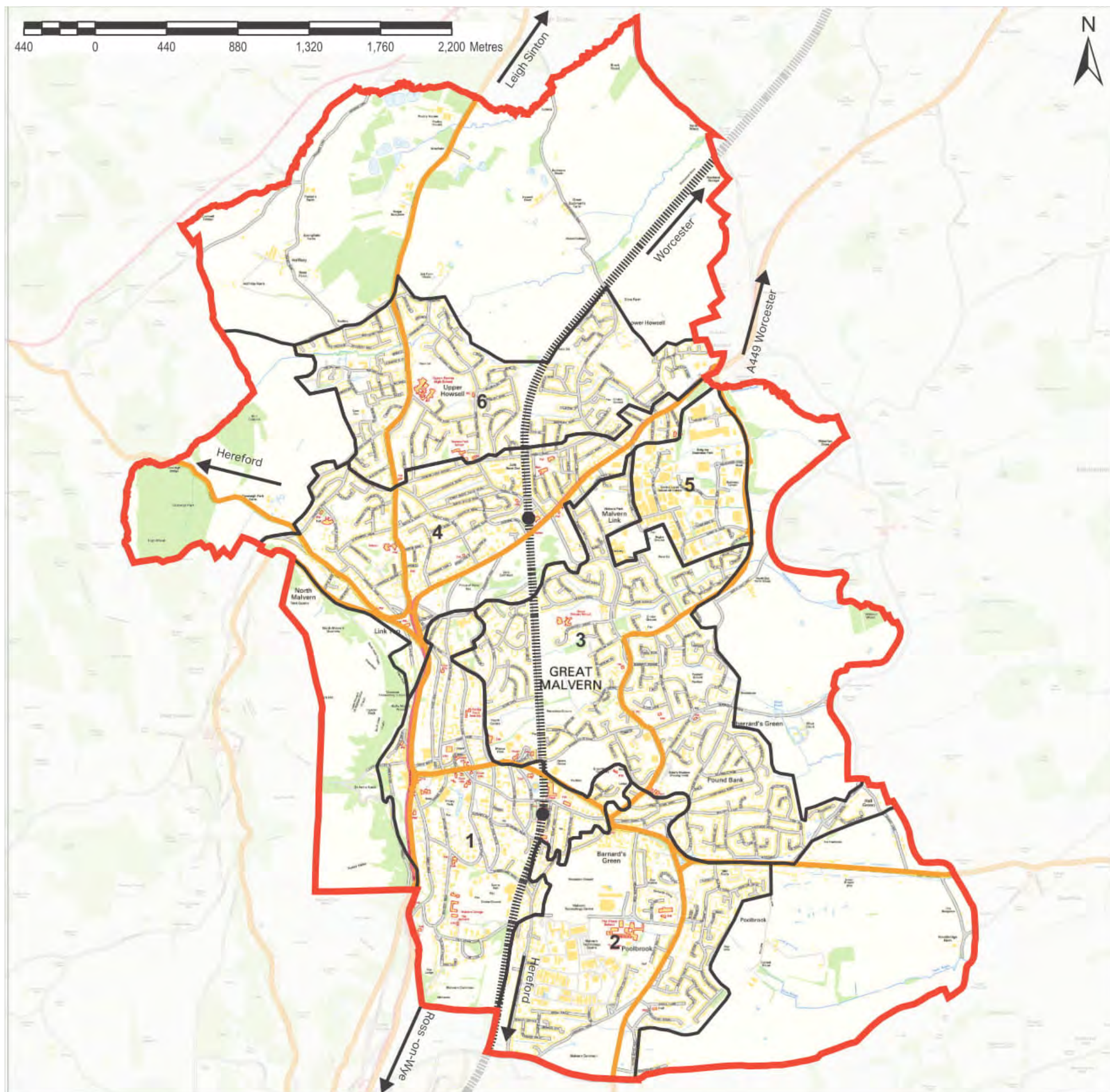
In order to address the issues highlighted in the HCA, principles for managing change should focus on sustaining, reinforcing or enhancing those aspects which contribute to the leafy suburban character of the area.

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

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

- The materials proposed for any new development should be responsive to the vernacular style and materials of the character area. Some groups have developed neighbourhood design guidance or design codes which set out standards expected from new development;
- Seeking opportunities to create new – or improve and extend existing – cycle routes, to promote cycling as a recreational pursuit, to improve people’s health and wellbeing, and to provide a form of sustainable transport; and
- Areas of open space within the character area should be protected and enhanced to provide residents with the opportunity for informal recreation and improved well-being.

Map showing boundaries of Local Character Areas



Key

- LCA01: Great Malvern Conservation Area
- LCA02: Poolbrook, Barnards Green and QinetiQ
- LCA03: Pickersleigh and Clerkenwell
- LCA04: Malvern Link
- LCA05: Malvern Industrial Fringe
- LCA06: Upper and Lower Howsell and Belmont

Appendix 5.8 Neighbourhood Car Parks (Figures 5.6.1 – 5.6.3)

Figure 5.6.1 Car Parks in Great Malvern

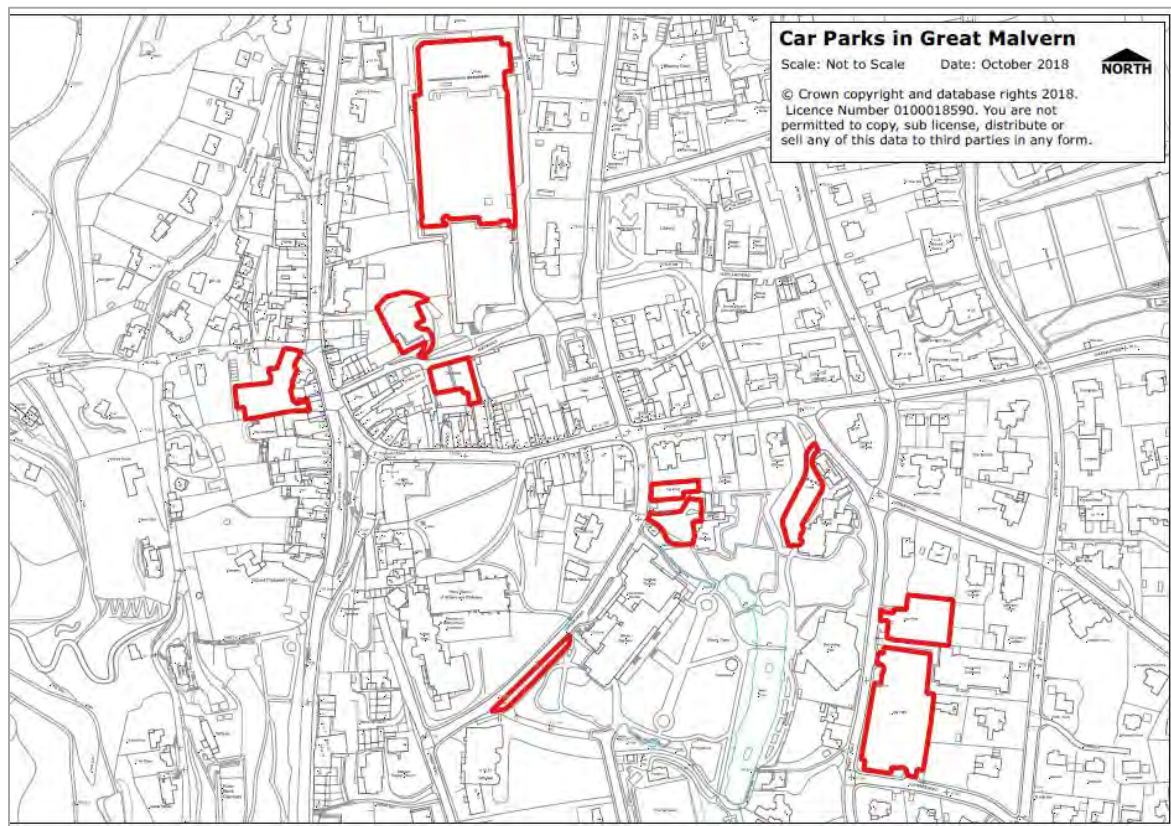


Figure 5.6.2 Car Parks in Malvern Link

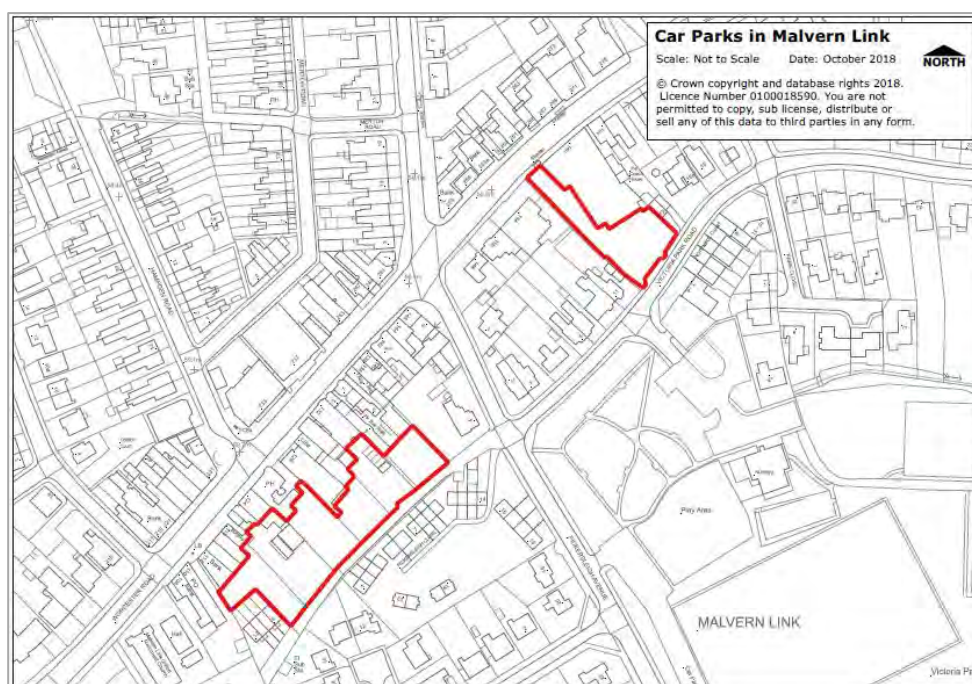


Figure 5.6.3 Car Parks in Barnard's Green

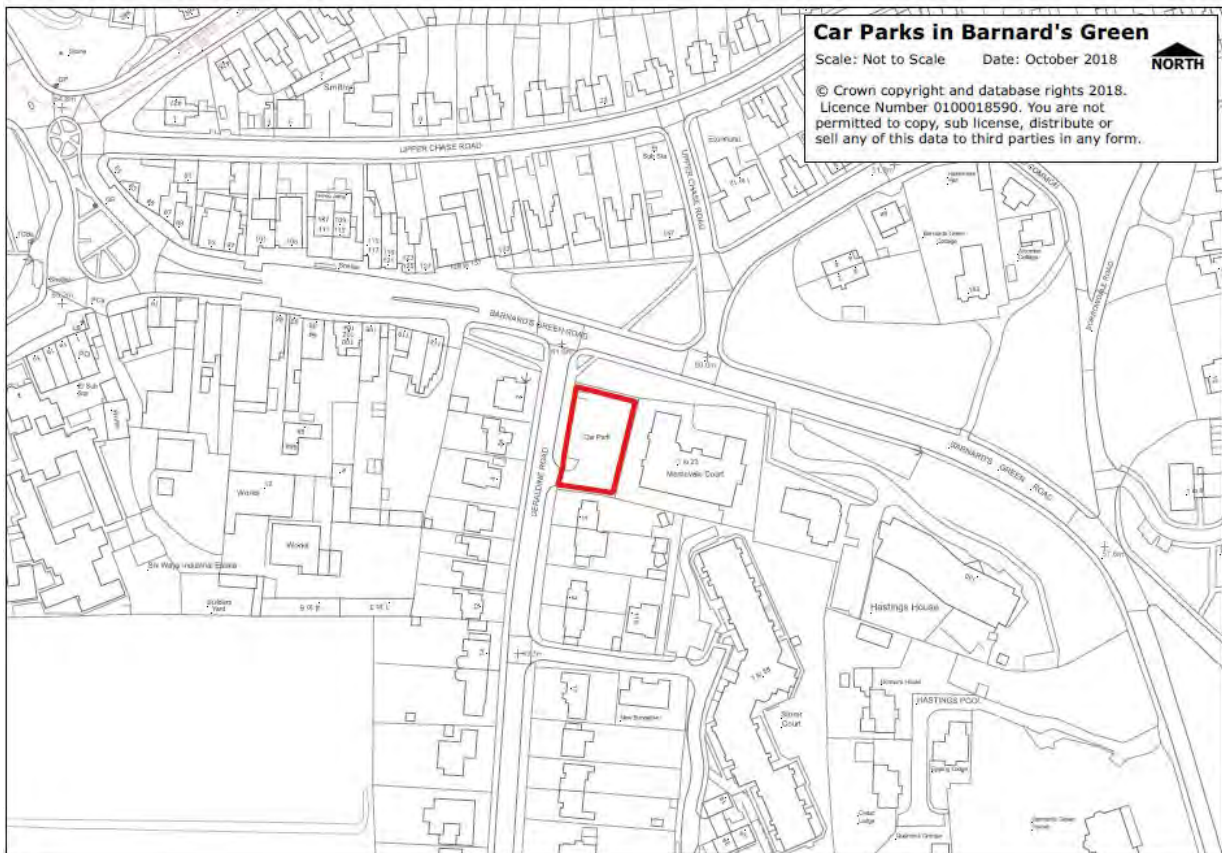


Figure 5.10.1 Neighbourhood Parades - Malvern Link Top



Figure 5.10.2 Neighbourhood Parades - Moat Way



Figure 5.10.3 Neighbourhood Parades - Newton Road

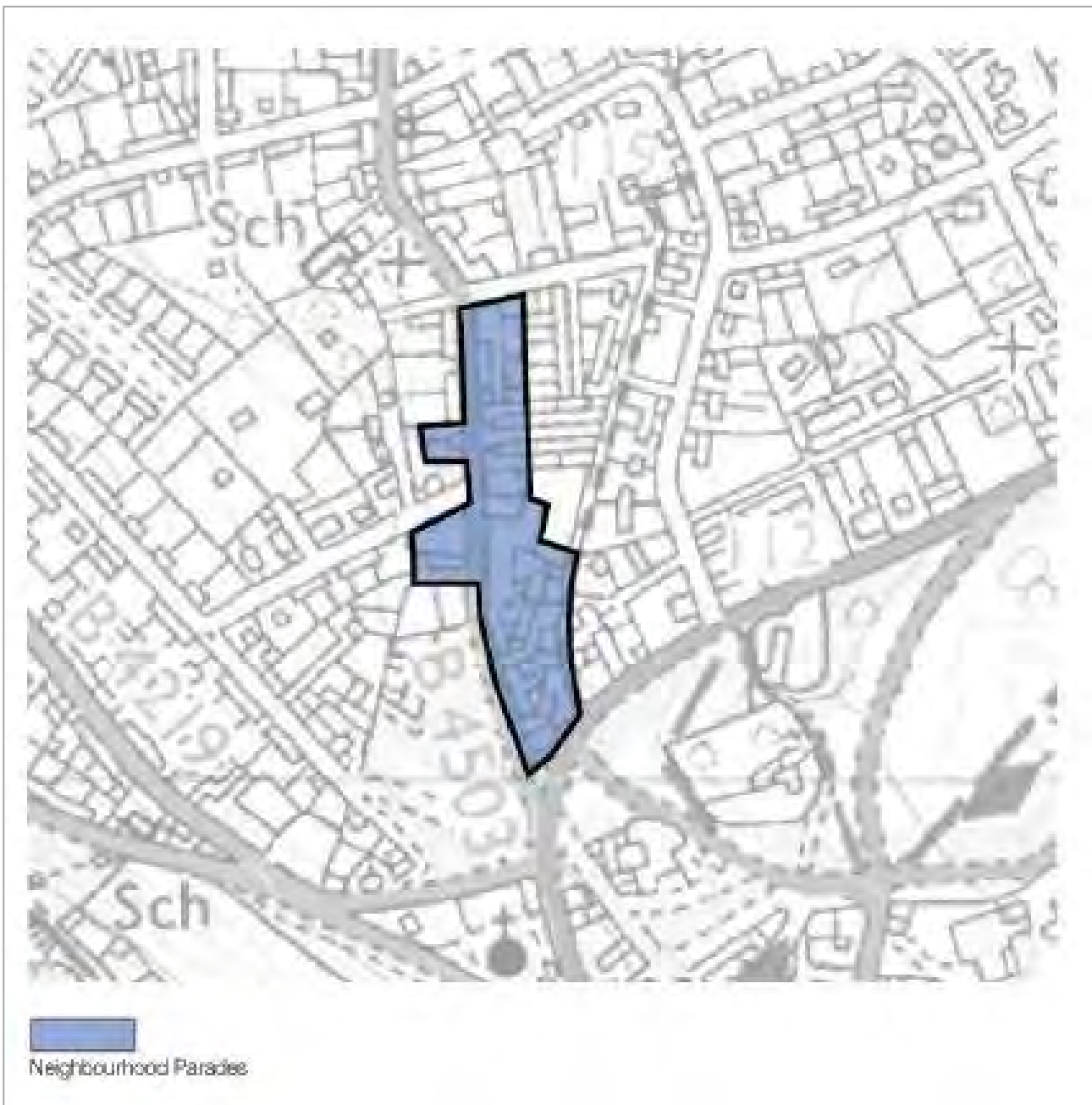


Figure 5.10.4 Neighbourhood Parades - Pickersleigh Road



Figure 5.10.5 Neighbourhood Parades - Poolbrook Road



Figure 5.10.6 Neighbourhood Parades - Yates Hay Road



Initialisms

ACV	Assets of Community Value
AONB	Area of Outstanding Natural Beauty
BREEAM	British Research Establishment Environmental Assessment
CCG	Clinical Commissioning Group
CIL	Community Infrastructure Levy
DAS	Design and Access Statement
EU	European Union
EVCP	Electric Vehicle Charging Point
GI	Green Infrastructure
HCA	Heritage Character Assessment
HNA	Housing Needs Assessment
HRA	Habitat Regulations Assessment
IDS	Infrastructure Delivery Statement
LCA	Local Character Areas
LGS	Local Green Space
LPA	Local Planning Authority
LTP	Local Transport Plan
MHDC	Malvern Hills District Council
MHDLP	Malvern Hills District Local Plan
MHT	Malvern Hills Trust
MTNP	Malvern Town Neighbourhood Plan
MTC	Malvern Town Council
MUGA	Multi Use Games Area
NCP	National Car Parks
NHA	Neighbourhood Heritage Areas
NHB	New Homes Bonus
NOS	Neighbourhood Open Space
NPA	Neighbourhood Plan Area
NPPF	National Planning Policy Framework
NPWP	Neighbourhood Plan Working Party
PDL	Previously Developed Land
PPG	Planning Practice Guidance
PRoW	Public Rights of Way
PSF	Primary Shop Frontage
SEA	Strategic Environmental Assessment
SHMA	Strategic Housing Market Assessment
SPD	Supplementary Planning Document
SSF	Secondary Shop Frontage
SSSI	Site of Special Scientific Interest
SuDS	Sustainable Drainage Schemes
SWCCG	South Worcestershire Clinical Commissioning Group
SWDP	South Worcestershire Development Plan
WCC	Worcestershire County Council

Glossary

Active Travel	Active travel means making journeys by physically active means, like walking or cycling.
Affordable Housing	<p>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.</p> <p>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.</p> <p>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).</p> <p>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.</p> <p>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.</p> <p>The above is taken from the Glossary of the National Planning Policy Framework (NPPF (March 2012)).</p>
Aged or veteran trees	A tree which, because of its great age, size or condition is of exceptional value for wildlife, in the landscape, or culturally.
Community Infrastructure Levy	A levy allowing local authorities to raise funds from owners or developers of land undertaking new building projects in their area.
Edge of centre	For retail purposes, a location that is well connected and up to 300 metres of the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In

determining whether a site falls within the definition of edge of centre, account should be taken of local circumstances.

Green infrastructure	A network of multi-functional green space, urban and rural, which is capable of delivering a wide range of environmental and quality of life benefits for local communities.
Heritage asset	A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing).
Main Town Centre Uses	Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).
Major development	For housing, development where ten or more homes will be provided, or the site has an area of 0.5 hectares or more. For non-residential development it means additional floor space of 1,000m ² or more, or a site of 1 hectare or more, or as otherwise provided in the Town and Country Planning (Development Management Procedure) (England) Order 2015.
Micro-business	A business employing 0-9 employees.
Microgeneration	This Strategy is limited in scope by the definition of microgeneration under the terms of the Green Energy Act 2009 – up to 50kW for electricity and up to 300kWth for heat. This differs slightly from the legal definitions of microgeneration (up to 50kW for electricity and up to 45kWth for heat). This recognises that microgeneration technologies can be installed at scale above domestic - namely community and small commercial sites.
Neighbourhood Open Space	All open space of public value, including not just land, but also areas of water (such as rivers, canals, lakes and reservoirs) which offer important opportunities for sport and recreation and can act as a visual amenity such as parks and gardens; natural and semi-natural greenspaces; green corridors; outdoor sports facilities; amenity greenspace; children's play areas; allotments, community gardens and urban farms; cemeteries, disused churchyards and other burial grounds; and civic and market squares and other hard surfaced areas.
Planning obligation	A legally enforceable obligation entered into under section 106 of the Town and Country Planning Act 1990 to mitigate the impacts of a development proposal.

Playing field	The whole of a site which encompasses at least one playing pitch as defined in the Town and Country Planning (Development Management Procedure) (England) Order 2010.
Previously developed land	Land which is or was occupied by a permanent structure, including the curtilage of the developed land (although it should not be assumed that the whole of the curtilage should be developed) and any associated fixed surface infrastructure. This excludes: land that is or has been occupied by agricultural or forestry buildings; land that has been developed for minerals extraction or waste disposal by landfill purposes where provision for restoration has been made through development control procedures; land in built-up areas such as private residential gardens, parks, recreation grounds and allotments; and land that was previously-developed but where the remains of the permanent structure or fixed surface structure have blended into the landscape in the process of time.
Primary and secondary frontages	Primary frontages are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. Secondary frontages provide greater opportunities for a diversity of uses such as restaurants, cinemas and businesses.
Setting of a heritage asset	The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.
Significance (for heritage policy)	The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.
Small business	A business employing 10-49 employees.
Starter Homes	<p>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.</p> <p>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</p>

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 Ministry for Housing, Communities and Local Government guidance 'Advises on the National Starter Homes Exception Site Policy' (<https://www.gov.uk/guidance/starter-homes>).

Town centre:

Area defined on the local authority's proposal map, including the primary shopping area and areas predominantly occupied by main town centre uses within or adjacent to the primary shopping area. References to town centres or centres apply to city centres, town centres, district centres and local centres but exclude small parades of shops of purely neighbourhood significance. Unless they are identified as centres in Local Plans, existing out-of-centre developments, comprising or including main town centre uses, do not constitute town centres.

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.

Windfall sites

Sites which have not been specifically identified as available in the Local Plan process. They normally comprise previously-developed sites that have unexpectedly become available.



Picture by Paige, aged 9, St Matthias Church of England Primary School