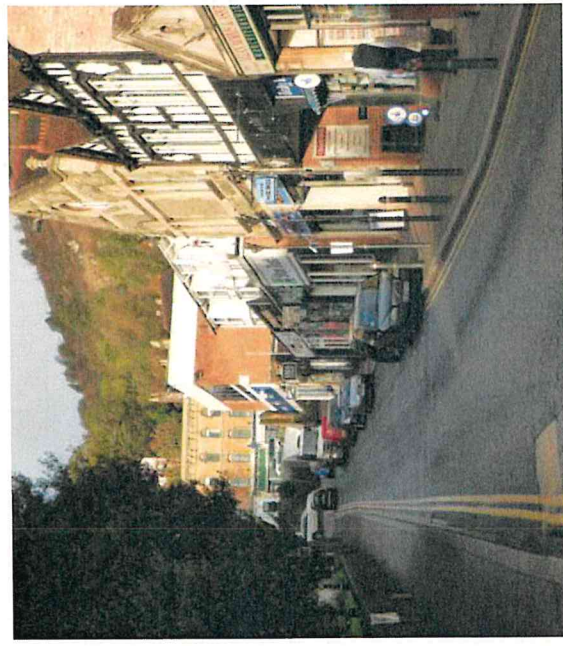
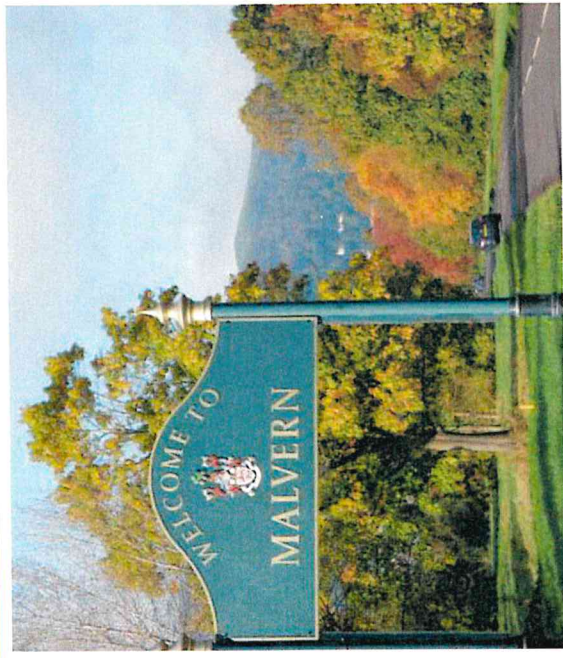


DYSON PERRINS CHURCH OF ENGLAND ACADEMY PUBLIC MEETING (NOVEMBER
2014)

Be a part of Malvern's future.....



Neighbourhood Plans are an important part of the planning process and offer communities an opportunity to decide the future of the places where they live and work.

This Public Meeting will seek input from as wide a range of interested groups and individuals as possible, and the ideas generated at the meeting will be incorporated into Malvern's Plan.

Housing is not the only element of a Neighbourhood Plan and topics for discussion will include Working and Shopping, Getting Around, Leisure and Well-Being, Environment, Sustainability and Design Quality as well as Housing.

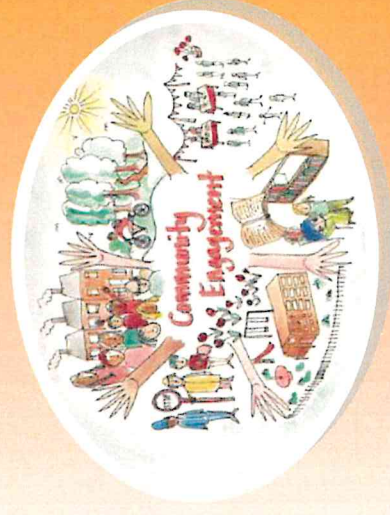
Community Engagement is an essential part of any Neighbourhood Plan. This is a unique opportunity to take part in a debate which will determine the future of Malvern and we very much hope that you will be able to attend.

Malvern Town Council Invites You to a Public Meeting

Come along and make sure Malvern's Neighbourhood Plan represents the needs of your local area



Dyson Perrins High School
Monday 3rd November at 7.00 pm



For further details please contact MTC on 01684 566667 or clawrence@malvern-tc.org.uk

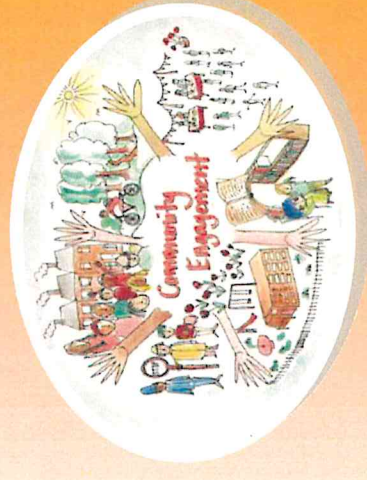
Be a part of Malvern's future.....

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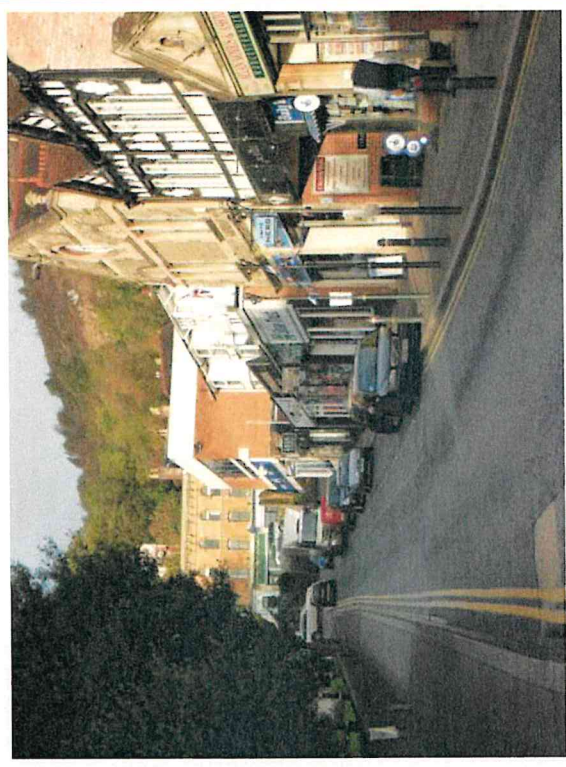
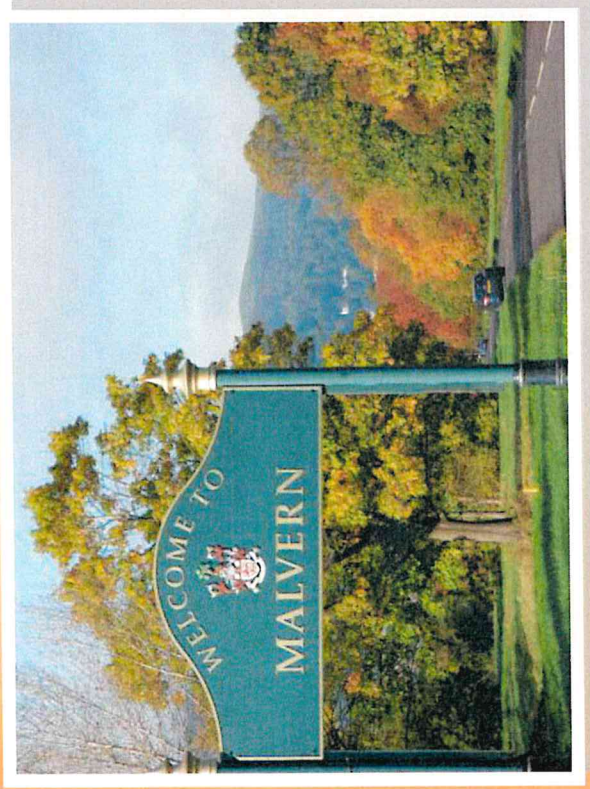
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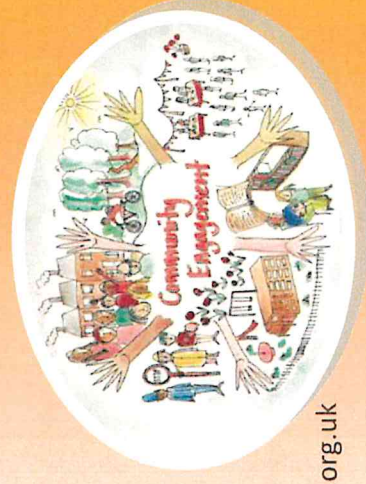
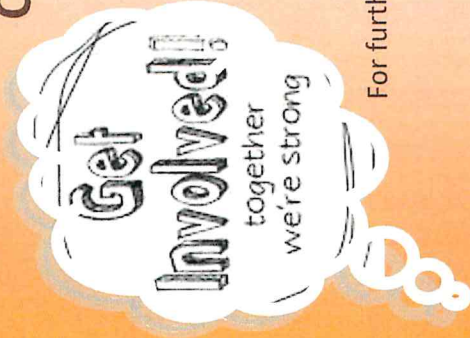
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Notes from Neighbourhood Plan Public Meeting 3/11/14

Environment, Sustainability and Design Quality

- Sustainability = avoiding degradation of the environment
- Concerns over the infilling of green spaces within existing developments
- Desire for more explanation of Cllr Mewton's figures
- Sustainability of population: education, parking, energy all must be developed alongside housing – hand-in-hand development
- Sustainability of population – creating jobs and providing education
- Series of caveats written, which developers must abide by
- Drainage concerns in new and existing developments – Broadlands, Foley Terrace
- Keep existing water features in their existing form or add them as part of development (streams, culverts, grassed areas, ponds). This avoids flooding, benefits environment, creates a 'nicer' development
- Consider building on under-used parking, not green spaces
- Town centre parking is detrimental to shopping and town centre – impact of vehicle passage, frustrating experience
- Increased protection of local environment
- Sustainable development needs to consider design of new housing (eco features in all new builds); transport links to reduce car dependency; provision of safer cycle network
- Areas within developments for recreation, well supervised by residents surrounding this
- Infrastructure needs to be improved – more provision for parking spaces allocated to new housing
- Communications infrastructure must also be developed – provision for fibre-optic broadband, wi-fi etc
- All new developments need to take the space required for resident/commuter parking into account. Households do not have 1 car
- Steel-framed buildings; quick, strong, efficient – any cosmetic appearance or environmental details can be accommodated
- Environmentally sustainable housing should be developed to offset the poor energy efficiency of older housing in Malvern – a requirement of developers
- Solar panels, steel frames, wood etc. Design quality = quality of materials
- Could the Newlands development be a showpiece estate of modern and energy-efficient/sustainable energy design?

- Cherry-pick a 'scrapbook' of design ideas for developers, from shows like *Grand Designs* that focus on sustainable designs and energy-efficiency

Notes from Neighbourhood Plan Public Meeting 3/11/14

Getting Around

Accessibility

Church Street is very steep and a problem for many elderly/disabled people.

Parking generally is a problem – particularly near the theatre - for the elderly/disabled.

Parking problems need addressing:

Extend the car park at Waitrose to a multi-storey?

Extend parking behind Belle Vue Terrace?

More central parking spaces required to encourage tourism.

Free short-term parking.

Improved public transport:

Viability of park and ride at Malvern Link station.

'Hopper' bus service for tourists and residents.

Integrated public transport will make town less car-focussed.

Car clubs, especially for new builds?

Restrict movement of delivery vehicles to night-time in order to ease congestion in the town.

Get rid of deregulation for country buses.

Cycling

Promote electric bikes.

Provide secure parking for bikes within town.

Cycle paths to be included in new developments and on existing roads where possible.

Reduce speed limits to make roads more cycle-friendly.

Commuting

Need a survey to establish how many people commute to/from Malvern.

How to improve the A449? Already very congested, too narrow, poor lighting etc and will get worse with more houses.

Notes from Neighbourhood Plan Public Meeting 3/11/14

Housing

- 1606 for Malvern
- 15 years to build (105 per year)
- Supply and Demand
- Demographic of the working population
- Affordable housing
- Percentage of house type in the overall plan
- Backyard development
- Balance/got to go somewhere
- Encouraging the best sites to be developed
- Planning based on existing or new infrastructure
- Possibly moving the development boundaries
- More information from the Planning Authority
- "In keeping"
- Eco Housing
- Zero Carbon – (All new housing needs to be ZERO CARBON or Carbon negative (Producing more energy than consumed, All Existing needs to be refurbished towards the above specification)
- 963 empty houses in Malvern Hills District
(How many in Malvern Town?)
Total number of housing 33,521 Empty 963 2.87%
Long term empty 387 1.15% (figures from emptyhomes.com 2013)
- Confidence in the planning authority with regard to environmental impact.
- Housing should be aimed at young families - affordable!!
Bungalows take up a lot of space 3 / 4 storeys need to be considered.
- Need to also promote regeneration opportunities

Notes from Neighbourhood Plan Public Meeting 3/11/14

Leisure and Well-Being

The overwhelming comment was that Malvern is currently great for the elderly and not so great for teenagers and children.

The existing youth facilities are struggling. The indoor skating (at The Cube) is causing problems with the floor and they would like to develop a skate/BMX park outside. Surrounding land could be developed and planning support for that in the Neighbourhood Plan would be beneficial. Having only one highly subscribed facility for teenagers causes problems if they don't conform to the existing clique there.

The library - is it well used? Provides the right services? Increased demand with more people? Enough funding?

There are insufficient music practice facilities which are in extremely high demand.

The Cubs group is full and is becoming more popular. The gymnastic lessons provided by Malvern College have a 6-month waiting list.

Malvern Cinema isn't appealing to teenagers who prefer to go to Worcester. However, it is apparently opening space for youth downstairs.

More cultural events like Upton music festivals.

The theatre isn't being supported enough by the councils.

Walks are sometimes difficult to access and there isn't enough information actually on the walk. The tourist information centre doesn't provide much information about walks. The state of some footpaths is poor.

Cycling: we need cycle lanes and there isn't anywhere to put them in Malvern. Electric bikes aren't accessible enough - you can hire them from the Malvern car club - maybe a grant is in order?

Live music has suffered due to the closing of the Recon and the Lamb. More venues could be provided via churches.

Will our medical services meet the demands of the new residents? More doctor surgeries might be needed. Possibly a mobile surgery?

Street lights: turning them off to cut light pollution; purchasing ones which don't emit much light pollution; using the right colours of street lighting, eg areas with social problems could use blue (which reduces behavioural problems and hanging around).

Victoria Park doesn't have good enough facilities for children/teenagers. Could help to reduce antisocial behaviour.

Have we contacted schools to get their opinion of what would be good for their pupils?
Do they know of missing facilities?

Transport to Belle Vue or the Malvern Hills other than on foot ie on-road electric train,
donkeys, etc.

The Conservators could do more for leisure. Their activities only cater for naturalists.
There could be a mobile catering shop at the Beacon replacing the lost café.

Support for arts: Is there enough of it? Are there grants? Places where people can do
arts etc? Perhaps former pubs such as The Lamb could be turned into community
spaces for things like art?

Teenagers want to play computer games - perhaps a LAN/gaming party could be set up?

Someone liked the Bristol Slide idea, and suggested we put it on as a temporary event.
Might even raise money.

Perhaps our existing facilities could do a better job of letting the community know about
what's on. Maybe the town council could help?

Notes from Neighbourhood Plan Public Meeting 3/11/14

NOTES FROM WORKING AND SHOPPING

Working

- It is important to recognise what successful industry and business we have already got and to engage with these to identify skills required.
- The success of the science park was noted together with the importance of service industries in Malvern
- There has been a growth in the cyber skills industry and courses are essential in order to develop and support this area
- Education and training is an important part of the skills supply
- There is a need to identify any skills shortages and to encourage the filling of these gaps by grants for training and funding for college courses
- It is important to encourage larger businesses to locate in Malvern
- The unique factors of Malvern must be noted as these are important when trying to attract new businesses - however the main problem with this is logistics and access to main transport links
- Malvern is always going to be a magnet for those who can choose where to live i.e. the retired and those who earn high salaries and commute.
- Linking housing to employment is a fundamental problem
- House prices in Malvern are not affordable for the salaries earned in the area.
- Does Malvern have the rental stock available for those in lower paid jobs such as carers?
- Employment needs to be found for those who have lower skilled jobs but they also need to be able to find housing and secondly where higher salaried jobs are available those with the appropriate skills need to be attracted to live in the area.
- Culture is linked to a person's choice of location to live. Culture is therefore linked to working and business opportunities
- With a boom in house building – the shortage of construction skills was noted and it is important to address this so that these jobs can be filled locally

Shopping

- The presence of successful chain stores in Malvern was noted but it is important to keep smaller local shops open.
- The issue of the hill in Great Malvern was an important one and although parking is possible at the bottom of the hill for 2 hours, it is limited to 1 hour at the top of town
- Suggestions were made for an electric train or small cable lift system for Church Street that could alleviate this problem as well as providing a tourist attraction

- To increase the footfall of shoppers – particularly in Belle Vue Terrace – better parking is essential
- A suggestion was made for a piazza style café culture area outside of the post office – perhaps where the sorting office is now located as the sorting office could be moved to the business park.
- It was noted that money was spent in local shops by visitors and that many came from London
- When considering shopping needs it is important to consider tourists – particularly with regard to shopping hours and the need to provide coffee shops, refreshments etc.
- It was felt that the retail park did a good job – and that it met a particular need.
- Barnards Green has an interesting mix of shops and seems to be fairly successful but it was felt this area benefited from free on-street parking and from being flat

NEIGHBOURHOOD PLANNING OPEN DAY AT THE ABBEY HOTEL (APRIL 2015)



Malvern's FUTURE

Come And Join Us

A workshop is being held for people to have their say on Malvern's Future.

**Come along to the Shaw Suite at
The Abbey Hotel on Thursday 9th April 2015
anytime between 1pm and 7pm.**

**See how you can contribute to YOUR
Neighbourhood Plan and the future of YOUR town**

What is a Neighbourhood Plan? Scan this
code or visit www.malvernsfuture.org



If you have any questions please contact Clare on 01684 566667
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TOUR MALVERN'S NEIGHBOURHOOD (JUNE 2015)

Malvern's Future Local Focus Week

There were lots of interesting comments raised at last month's successful Neighbourhood Plan workshop, so to really understand these things that matter to you, we would like to invite you to take part in our Local Focus Week.

Between Monday 1st and Friday 5th June we will be in your neighbourhood and we would like to hear from you. If it is parking problems that are important to you or the need for more affordable housing or maybe the lack of facilities for young people please come and tell us.

We are not promising that we can fix everything but by including your views in Malvern's Neighbourhood Plan we can make sure that developers and planners take note of how we would like Malvern to develop over the next 20 years.

Join with us in creating Malvern's Future before others do it for us!

We look forward to seeing you at one of the following locations

Monday 1st June – United Reformed Church Hall 5-7pm

Tuesday 2nd June- Barnards Green Cricket Club 5-7pm

Wednesday 3rd June- Malvern Vale Community Centre 5-7pm

Thursday 4th June- Octagon Community Centre 5-7pm

Friday 5th June- Great Malvern Library 10am-noon



Local Focus Week

Help us to highlight the issues
that matter to you in your area.

Come along and have YOUR say.
It's YOUR Neighbourhood Plan and
the future of YOUR Town.

Mon 1st June, United Reformed Church Hall 5-7pm

Tues 2nd June, Barnards Green Cricket Club 5-7pm


Wed 3rd June, Malvern Vale Community Centre 5-7pm

Thurs 4th June, The Octagon Community Centre 5-7pm

Fri 5th June, Great Malvern Library 10am-12 noon

Scan this code or visit www.malvernsfuture.org



Find us on Facebook <https://www.facebook.com/malverns.future> 

Follow us on Twitter https://twitter.com/malvern_future 

contact Clare on 01684 566667 or email clawrence@malvern-tc.org.uk

Area ↓ Subject →	Housing	Working & Shopping	Getting Around	Environment	Leisure & Wellbeing / Tourism	Other
GM ML LT	Keeping a tighter reign on developers to make sure they live up to there proposals		Bus & Train transport is not adequate. London Midland Train Service and 44 Bus Service.		Reduced rates for 3 Counties events for residents	
GM ML					Activities that develop a better community	Education what is a neighbourhood plan and what's it for
GM	Affordable housing				Need something to draw people in to the town	
GM ML				Wheelie Bins	Dog Pooh bins	Council Notice board in Malvern Vale
ML		Pop up shops - help with starter costs	Better transport to out lying areas Train times to Ledbury & Hereford		Adult educational/recreational classes in the community to help with social isolation.	
GM BG ML LT		Economically sustainable town		Environmentally conscious town	More allotments needed	
LT BG			Lack of cycle lanes & Bike parking, bus routes are unclear and the busses don't take bikes. Train times are not frequent enough for work		Poor Swimming facilities - No outdoor swimming facilities. No central place for yoga classes, times for hiring badminton courts are poor.	

GM LT	Modern and ecological in design a good example of this is a development being built in kingston nr Hereford.	Keep local shops alive	Better parking is needed in the town, and perhaps an open central space. Abbey road should be a pedestrianised like a town square.			Focusing on families and young couples as well as attracting tourists of all ages
GM BG ML		too many charity shops	Parking is a major problem in the town with some areas becoming impassable. Church street should be one way down the hill only. Access needed on/off qinetiq site	Litter	too many take always and cafes. Bike trails on the hills to avoid conflict with pedestrians.	
GM		Friday Market, Resurrect Warwick House, no more charity shops, nail bars, coffeshops or restaurants instead we need butchers, veg shop and fish shop.	Lge carpark needed on Belle Vue Terrace, No charge in the evening for car parking. Charges to high for parking in comparison to adjacent towns i.e. Ledbury	sandwich boards on pavement dangerous.		We need to make it a premier town with farm shape and quirky shops.

GM ML	Encourage more developments in the style of Clarence Park		electric vehicle hopper to take people up the hills and around the wells (during the summer months)		move post office to retail park use the space for a visitor centre and more central parking. Tourist trail like the one in Bristol called the Grommit trail and the Gorilla Trail. Local schools, Malvern Art College build a sculpture which can be painted by various people and dotted around the town for tourists to trace. A youth hostel but not sited at the cube. Exploit a package weekend to include the theatre, hills trip, wells trip and visit to the worm and Gt Malvern station.	Malvern is becoming all about the elderly we must encourage younger people to live within the town.
GM	More developments for starter homes & social housing within great Malvern to help young people get on to the property ladder. Field at sling lane should be built on. As its close to all the amenities. There is enough Green Lung all around Malvern.		Car Parking should be free or a very nominal amount. To encourage people to come into the town centre & stop shops closing.		No Cable Car	

GM BG	concerned about the density of housing proposed for the qinetiq site		parking is appalling in both areas. Access to Malvern centre should be considered for residents and visitors and treated seperately. St Andrews road and court road a problem		More events utilising local musical artists	
GM					Priory Park play area needs improving, Evesham would be a good example	
GM BG			not enough short stay carparks within the town for tourists		published and publicised guided walks, a link between the theatre and the hills would be good as most visitors come to the theatre. Tourist bus doing a circuit of the town and a visitor centre.	
ML	Is building houses on Greenfield sites right for Malvern and for the country as a whole					

ML		<p>We have started a Malvern link traders association, Presently we have 27 traders who wish to improve trading conditions and the Malvern Link environment.</p>				
GM BG		<p>we must let the thriving commercial and industrial sector dominate other needs</p>			<p>Preservation of the AONB is very important, Conservators are too passive</p>	<p>we need to pay particular attention to the older generation (look at the demographic) U3A is a fantastic pool of talent - USE IT</p>
GM BG		<p>Barnards Green is successful because its flat and the shops are geared toward the locals</p>				<p>What does Malvern town want to be like?? i.e. Green, specialist, touristy, antique type shops. Not easy to have an ethos that contains all. U3A - loads of people with talent, enthusiasm, knowledge & experience.</p>

GM BG ML LT						Focus on more for teenagers and 20-40 age group, More local music events better advertising of events. Bring back Malvern Fringe was very popular in the 80s 90s	
GM BG ML LT	Malvern Vale Development included road adjustments and a school which has not happened	Promote local produce - look at Rushwick Roots. Pedestrian area in front of post office	transport links are poor. Cycle routes- into Barnards Green/Malvern Link/Dysons. Regulate buses, Park and Ride is a great idea.	Encourage food recycling/waste collection.	Lack of activities for teenagers and young adults. Theme any future festivals.	Have a young persons council to form future projects.	
GM ML	All new builds should be designed to a very high standard of sustainability insulated and energy efficient. Smaller easy to maintain dwellings on small plots not like Malvern vale		Safer cycling routes, to reduce car dependency, make church St a pedestrian precinct			Involve community groups on the Steering group	
GM LT	Lack of affordable homes for young people and young families to rent and buy					There seems to be more promises mad to the elderly and wealthy people in the area	
GM BG ML LT	Malvern's Architectural integrity is becoming greatly compromised			Cherish the Hills & Environment	Encourage steam trains to come to Malvern station with associated events	Malvern should exploit - Elgar Connection for events etc.	

	Development & Planning issues		Pedestrianise Church St		Instead of Cable car could we have a short vernacular up church St to aid the disabled and elderly. We already have enough visitors to the hills we need to attract more people to the town so they spend money. We need a visitor Centre	
GM BG ML	Housing development needs to ensure that Malvern maintains its heritage of buildings whilst encouraging further development in sympathy with the environment, as seen in both Bath and York.	The shopping experience in Malvern needs to be a unique experience		The Hills need more exploitation through events and easier access	It is important the needs of all ages of the population are met	Needs to be a balance for developing Malvern both as housing stock and residents as well as for tourists. Malvern needs to change to meet the future but it is important that we take the lead in this rating than having unsuitable development thrust on us from above because we have failed to be proactive and embrace change.
GM			Resident parking permit on Worcester road			Also additional surveillance (cameras) is required on Worcester road due to vandalism of cars

GM	Affordable accommodation for low paid workers	Stronger link between Waitrose and the town centre, develop Edith walk	Parking free, or refundable after a purchase		Attract more visitors i.e. cable car or something similar. A Youth Hostel and an Arts complex would be a good idea	
GM BG ML						We all need to support our areas of deprivation within each ward. We have retired people with money who will make all the decisions to suit themselves, and not consider all walks of life
GM BG	Think positively where houses should go, where will the care workers live to look after the vast number of old people	Community we live in so people can make more use of there smart phones, shops should advertise a delivery service	Buses from Fruitland's and Poolbrook are 2 hourly where as buses from the link are several times an hour	encourage use of public transport encourage energy efficient housing		Need to give all residents the opportunity to participate, do something at the octagon, I am concerned that decisions will be made by car owners and computer owners which may not work for people dependent on buses and without internet access

GM BG ML		Independent local businesses should be exempt from taxes & Fees. This can be replace by MHDC getting funding from other EU initiatives.	Parking should be more tourist friendly (I don't know how long it will take for my walk so I don't know how many hours to pay for. Cycle paths making it easy for people to cycle to the shops.			More Social Groups need to be created. Community Wi-Fi for council tax payers.	Malvern Money?
GM BG ML LT			Free parking in Great Malvern for shopping customers. Improve traffic flow by making some of the roads through Great Malvern one way.				
GM BG ML LT	Restrict development in conservational areas		Transport that makes it easier to access the town centre and parking should be more affordable, especially as its free parking at the retail park.			There must be a reason for residents and visitors to come to great Malvern	
GM		Interesting shops not just gifts, Seasonal Decorations		Clean air in Malvern by reducing traffic in Church Street.			

GM	Concerns about where houses are to go and added pressure on existing infrastructure	No more café's/restaurants	Improve infrastructure to cope with expansion	One way system for Church Street	Check that we have enough doctors etc. before more houses are built	Why was the school not built in Malvern Vale?
GM			Reduce traffic congestion around theatre	Keep hills as they are	No Cable Car!	
GM BG Pickersleigh			Full time Lengthsman required to help with litter etc.		Need to raise quality of life for young people in deprived wards	
GM			Gas light Malvern centre			
GM BG ML LT	Need affordable housing to encourage young families	Parking charges need to encourage not force people to park in surrounding roads			No Cable car! Town needs Civic Hall or Public Meeting place for hire at low cost	
		Independent shops should pay lower business rates			No Cable Car!	
GM ML LT BG					No Cable Car!	
GM ML LT BG	Better designed housing. No more old peoples homes	No further expansion of industry in Spring Lane etc.				
ML GM			Better bus service to Wyche and British Camp for non drivers		More support for theatre	
			All day parking in town			

GM LT	More affordable housing		Need car sharing community project for nominal cost				
	Design of new housing very important to create 'villages' not ghettos			Preserve the beauty of the Hills			
		Small shops in town need free parking to compete with retail park			Great theatre		
GM ML LT BG					Yes to cable car		
GM ML LT BG				Hills are being overcome by ash and birch trees that stop views and destroy eco systems			
GM LT ML BG	Not enough housing for young families	Small shops are declining due to Waitrose		Loss of habitats in gardens due to areas being paved	No to Cable Car		
GM LT ML BG		Plan should show where high value businesses can be sited to encourage new wealth creating businesses to relocate and increase incomes	Saying there is no funding for roads is not a defence for doing nothing. Need new roads from Townsend Way to Guariford Way and from Morrison's roundabout to Leigh Sinton	Preserve the Hills and green spaces around the town	No to Cable Car		

GM ML LT BG		Subsidise business rates for independent traders to get rid of charity shops	No more houses without better roads	Preserve the Hills	No Cable Car!	
			No increased traffic around the retail park			
GM		Transport needed from Worcester Road to shops in GM				
GM		Encourage use of upper floors over shops	2 hour parking in GM	Improve town signage		
		Move postal sorting office				
GM			Transport for young and unemployed looking for work opportunities			
GM			Church Street should be pedestrianised		Cable car - yes	
			Post Sorting office should be listed			
GM			Need to improve Edith Walk car parks		Need more for young to do	
GM			Make car parks free within shopping areas.		Green Gym needed in Victoria Park	

				People using the Splash park in residential areas causing problems for locals			Encourage sports and leisure centres to have free taster days for older people	
GM BG	Housing should be what we want not the developers		More bike parking					
GM BG	More housing on small developments		Bus services must be maintained at current levels to meet needs of elderly					
	Empty properties should no be allowed to become derelict as council should place orders on them so they get repaired		Parking should be at minimal cost so people use car parks					
			No parking on Graham Road or make it one way using Victoria Road					
GM BG					Conservators need to be open to change		Not enough emphasis on GP facilities	
							Theatre should be used for more music events for younger audiences	

GM BG	No building on greenfield sites	Retail park good but consider letting empty shops at reduced rates to encourage new local businesses	Keep variety of shops at BG and make the shops wheelchair friendly	Retail park good but consider letting empty shops at reduced rates to encourage new local businesses	Bus services are vital for the town's aging population		Grange Road car park 2hr restriction is not long enough for people visiting the theatre - consider increasing it to 3 hrs	Need a café at the Beacon Develop St Anne's Well as a leisure venue	
							Priority Road car park is too far from theatre for the elderly		
							Theatre is excellent for locals and visitors		
							Splash gym good		
							Consider use of golf type buggies to take people up the Hills		
							Cinema not trendy enough to attract young people		
							Need a café on the Beacon		
						Conservators need to consider change	Need a Chinese restaurant		

GM		Effect of Internet shopping means we have to review retail in the town so it fits demographics of population	More cycle routes		Sports facilities are expensive	
GM BG		Make Abbey Road a Piazza	Support transition Malvern	Champion Malvern as a sustainable destination	Address long term problems locally	
GM			A fleet of eco friendly buses could be used to provide a continuous service around the town, up to the Wyche and British Camp. This would be good for elderly and those who can't drive and visitors coming by train			
GM	Make all new developments walker friendly - not like the retail park		Changes to on street parking - good		Green gym needed in Victoria Park	
	More affordable housing for young people on small developments		Car park in BG should be free for the first hour to encourage shoppers		Encourage sports and fitness centres to hold free taster days for elderly, beginners and those who are unfit	

				Do not mow common land too often to encourage wild flowers, insects and birds		People now work until 65+ but over 50s fitness classes are during the daytime. Need to rethink timetables	
						Visitor centre needed on the Hills	
				Parking charges and yellow lines at stations make surrounding roads congested with parked cars - solution residential parking permits			
				Poor signs to station also need shuttle bus from town			
						Combination of pedestrianised areas and re-routing of traffic would result in visitors staying longer and spending more	
GM				Need better parking at ML Improve parking enforcement		Don't cut funding for theatre	
						More dog bins everywhere	

GM ML	Housing - need to keep green spaces between developments to improve wellbeing	Small independent shops cannot compete with charity shops that pay no business rates and employ volunteers. Balance needs to be redressed to encourage independent traders	Parking in Church Street causes congestion which puts shoppers off. Can this area be pedestrianised?		No Cable Car	
			Additional car park needed in BG		Fountains for children to play in when hot like Worcester	
GM			Pedestrianise Church Street		Art gallery needed	
			Shops Front Grants scheme		No cable car	
			Pedestrianise Abbey Gateway			
ML		Move Post Sorting office			Litter is a real problem in Malvern	
					Cable car would mean more litter	
GM BG		Reduce business rates for small shops to keep them viable	Free parking in GM would encourage more shoppers			
GM BG		Keep small shops open	Pavements need better upkeep		Cable car would cause more parking problems - we are not Blackpool!	

	Brownfield sites should be used for housing		Overspill parking around theatre is hazardous and junction of Priory Rd/Abbey Road dangerous			
	Need more housing for young families		Victoria Road car park must stay		Do not reduce funding for theatre	

APPENDIX 3.4

FEEDBACK SUMMARY TO DATE

Appendix - Feedback Summary to Date

Abbey Hotel Event

Working & Shopping

- Malvern is an excellent base if you are self employed
- Keep identity of local shops and businesses
- Retain public facilities – Post office, banks etc
- Town centre needs a facelift
- Preserve the town's look and feel
- Town lacks direction – needs to develop a real identity
- Need a shop sign policy
- Pedestrianisation improves businesses and users of public transport do not have to rush off when their 2 hour limit runs out
- Ban deliveries to shop fronts on Church Street
- Nurture small shops and businesses
- Pedestrianise Church Street/Belle Vue Terrace to make town centre attractive
- Move Post Office to Spring Lane

Environment, Leisure & Wellbeing

- Litter clearing needs to be improved - Reward responsible/ Shame offenders (M Gazette could list star roads/communities)
- Need to keep weekly black bag collection on health grounds
- Encourage people to sweep in front of their houses and trim overgrown hedges that obstruct pavements
- TV/Radio signal is poor
- Educate and encourage use of compost bins
- MHDC need to act as catalyst for encouraging alternate community energy conservation schemes
- Housing should be built to conserve heat for sake of occupier and environment
- More dog mess bins
- Need to plan health services for aging population and additional housing
- Stop anti-social behaviour by cyclists on the Hills
- Leisure facilities to support disadvantaged people
- Safe outdoor swimming venue needed – more support for swimming for all ages
- Keep funding existing facilities and capitalise on Theatre, Priory Gardens, Splash etc
- Need more allotments
- More facilities for children
- Not enough to do for 18-25 year olds
- Police should visit all schools regularly
- Need a Diabetic clinic at hospital fortnightly
- Need to preserve our green spaces
- Make more of our stunning landscape and ensure visitors don't miss it
- Cable car a good idea
- Reduce light pollution from street lamps
- Need a tourist pull for the town – ski slope, water park
- Police need to be more attentive to growing drug problem
- Need to provide security and confidence for our children
- Malvern Hospital is excellent
- Make more use of Belle Vue for events
- Need to develop town's tourism
- Think about encouraging good health and not just health facilities

- Malvern town centre looks very tatty
- More litter bins
- More facilities for teenagers
- Malvern needs to be a clean attractive vibrant town with good waymarked trails up the Hills
- More use of Priory Gardens for big events like Droitwich Salt Fest

Getting Around

- Better train service to London
- Exclude cars from town centre
- Bus services poor which makes people reliant on cars
- More cycle routes, especially to residential areas
- Open the Malvern Wells station again
- Some bus services duplicate routes. One service should be clockwise and the other anti-clockwise
- Bus services to Worcester hospital and schools essential
- Need a small bus station so town is used as launch pad for events eg Hay Festival, Jazz Festival etc
- With proposed increases in population parking problem will be exacerbated
- Pavement from GM station to Clarence Road in very bad state – needs fixing!
- J7 on M5 congestion very bad
- Need no new roads but better road management
- Need better signage to the Hills
- Lovely improvements to M Link station but road bridge and adjoining footpaths are very poor and over grown – not good advert for visitors
- Need better ties with showground
- Like to see Hopper bus around town and Hills again
- Make Church Street one way or pedestrianised
- Stop cars parking on pavements
- Install benches in town centre
- More tourist information at railway stations with dispensing machines for town maps

Housing

- New housing developments should not have more car parking but good public transport, cycle routes and pedestrian paths separated from road traffic.
- Make use of brownfield sites first! Plus empty properties and individual sites
- Too many retirement properties
- Need houses for young professionals to bring life and money to town
- Need a housing mix according to demand and we should not just build ones that are most profitable for the developers
- Large developments are totally inappropriate for Malvern
- Smaller developments are more sustainable
- Large new developments do not foster new communities without proper shops, a pub etc
- Build houses for single people and small families
- Help young people to attain first homes either rental or purchased
- Affordable housing
- Need to complete all infrastructure in line with housing completion on big sites – not like Malvern Vale
- Architecture should be influenced by the predominate local style e.g. Graham Road
- Must retain gap between Malvern and Leigh Sinton

Lifelong Learning

- More primary schools
- More interaction between state and public schools

- Lack of school places is having a bad effect on young families

Other Comments

- Make sure town caters for cross-sectional mixed communities of all ages and interests
- Put the GREAT back into Malvern
- Make sure there is a plan and not just a long wish list
- Need good leadership with a clear vision of what we want and the important values we hold – sustainability, community. This will allow communities to grow and develop safely and contentedly
- Take great care to maintain and improve the best things about Malvern
- Need a sincere effort to involve young people in consultation
- Keep local residents up to date with developments
- Keep Malvern's character and quality of life
- Malvern should pride itself on country living, open spaces and community schools

Local Focus Week

Feedback Summary

How important to you are the following for quality of life in Malvern?

34 people think Transport Roads & Traffic as well as Health Facilities where important for quality of Life in Malvern.

Compared to

14 People think Shopping & Retail where important for quality of life in Malvern.

Only 1 person thinks Health facilities, Shopping & Retail, Leisure facilities and Green Issues & Sustainable living weren't important at all.

What size development(s) do you think are suitable for future housing needs in Malvern?

28 people think Larger Developments where not suitable in Malvern.

21 people think that several smaller developments where most suitable for Malvern.

What type of housing do you think should be built in Malvern?

25 people think Affordable housing would be the most desirable type of housing.

19 people think Owner/tenant 5 or more was the least desirable type of housing.

When considering the local environment, how important to you are the following?

36 People think that conserving the Area of Natural Beauty was Very Important.

2 People think reducing the Carbon Footprint wasn't important.

Are you happy with the following facilities in your area?

27 people are happy with the Recycling and Rubbish Collection service

6 People are Unhappy with Surface water drainage and Mobile telephone network.

Are you currently concerned about any of the following in your area?

14 People are very concerned about litter in their area.

10 People aren't concerned about pollution in their area.

How important to you are the following services in your area?

36 People think Health Services are a very important service.

6 People think children's play areas are not important.

How important is the following in your area?

35 People think Maintaining regular Bus & Train services are very important.

6 People think Availability of parking is not important.

12 People work in Malvern, **28** people don't work in Malvern (but based on the feedback information the majority of these people are retired)

Do you feel Malvern offers enough of the following?

30 People think Malvern has enough larger chain stores.

7 People think Malvern doesn't offer enough Health Facilities.

Information

24 Male **22** Female filled in the feedback form

29 of these were over **60** and **25** retired

13 people from the Link ward filled in the feedback form, only **4** from North Malvern Ward, and **6** people outside of the wards.

FEEDBACK SUMMARY TO DATE – COMMENTS 26-10-2015

MALVERN NEIGHBOURHOOD PLAN

FEEDBACK SUMMARY TO DATE –

COMMENTS 26-10-2015



Working & Shopping	Comments
Malvern is an excellent base if you are self employed	NP policy to support small business units and conversions for small businesses and working from home.
Keep identity of local shops and businesses	Design guide required to support NP policy.
Retain public facilities – Post office, banks etc	NP policy to protect community facilities including ACV.
Town centre needs a facelift	Town Centre Public Realm Strategy?
Preserve the town's look and feel	Town Centre Public Realm Strategy?
Town lacks direction – needs to develop a real identity	Town Centre Strategy & Action Plan / Town Centre Manager.
Need a shop sign policy	Design guide required to support NP policy.
Pedestrianization improves businesses and users of public transport do not have to rush off when their 2 hour limit runs out	Discuss with LHA / Town Centre Strategy & Action Plan / Town Centre Manager.
Ban deliveries to shop fronts on Church Street	Would appear unreasonable. Work with LHA and shop owners to reduce impact.
Nurture small shops and businesses	Town Centre Strategy & Action Plan / Town Centre Manager.
Pedestrianise Church Street/Belle Vue Terrace to make town centre attractive	Discuss with LHA / Town Centre Strategy & Action Plan / Town Centre Manager.
Move Post Office to Spring Lane	Why and what would happen to existing post office premises?

Environment, Leisure & Wellbeing	Comments
Litter clearing needs to be improved - Reward responsible/ Shame offenders (M Gazette could list star roads/communities)	Not a NP issue.
Need to keep weekly black bag collection on health grounds	Not a NP issue.
Encourage people to sweep in front of their houses and trim overgrown hedges that obstruct pavements	Not a NP issue.
TV/Radio signal is poor	Not a NP issue.
Educate and encourage use of compost bins	NP Policy requiring new build and change of use to incorporate compost and recycling storage.
MHDC need to act as catalyst for encouraging alternate community energy conservation schemes	Could MTC bring this forward under a pilot scheme. Would be a NP issue if it required development or was a land use issue.
Housing should be built to conserve heat for sake of occupier and environment	NP policy seeking sustainable construction and lower levels of energy consumption from new development.
More dog mess bins	Not a NP issue.
Need to plan health services for aging population and additional housing	Need to understand what the population profile may be, what the needs will be and whether there are any land use implications for the NP.
Stop anti-social behaviour by cyclists on the Hills	Not a NP issue.
Leisure facilities to support disadvantaged people	Evidence of need, where would it be located, what's the cost and how will it be paid for?
Safe outdoor swimming venue needed – more support for swimming for all ages	What type of need and can these be provided within existing centres?
Keep funding existing facilities and capitalise on Theatre, Priory Gardens, Splash etc	Not a NP issue. The NP can provide a policy seeking to protect existing provision and promote additional provision if there is evidence of need.
Need more allotments	Evidence of need, where would they be located, what's the cost and how will it be paid for?
More facilities for children	What type of facilities, what's the evidence of need, where would they be located and how will they be funded?
Not enough to do for 18-25 year olds	What type of facilities, what's the evidence of need, where would they be located and how will they be funded?
Police should visit all schools regularly	Discuss separately with West Mercia Police.
Need a Diabetic clinic at hospital fortnightly	Discuss separately with the Hospital Trust/CCG.
Need to preserve our green spaces	Draft a NP policy to identify Local Green Spaces which would preserve important greenspaces with similar policy protection as Green Belt. However, need robust evidence to demonstrate the special significance.

Make more of our stunning landscape and ensure visitors don't miss it	Branding and Tourism issue.
Cable car a good idea	What is the overall consensus on this issue? Is there a proposal?
Reduce light pollution from street lamps	Discuss with the LHA.
Need a tourist pull for the town – ski slope, water park	Is there evidence of need, is there a site, is there funding?
Police need to be more attentive to growing drug problem	Discuss separately with West Mercia Police.
Need to provide security and confidence for our children	Not a NP issue.
Malvern Hospital is excellent	Not a NP issue.
Make more use of Belle Vue for events	Not a NP issue.
Need to develop town's tourism	Tourism Strategy – are there any land use / development considerations for developing tourism?
Think about encouraging good health and not just health facilities	Public health and health promotion – discuss with MHDC/CCG. Protection and use of green space and safe cycling routes contribute to good health and well being as does attractive environments.
Malvern town centre looks very tatty	Town Centre Strategy & Action Plan / Town Centre Manager.
More litter bins	Not a NP issue.
More facilities for teenagers	What type of facilities, what's the evidence of need, where would they be located and how will they be funded?
Malvern needs to be a clean attractive vibrant town with good waymarked trails up the Hills	Tourism Strategy.
More use of Priory Gardens for big events like Droitwich Salt Fest	Tourism Strategy.

Getting Around	Comments
Better train service to London	Discuss separately with PTE, rail service provider and Network Rail.
Exclude cars from town centre	Discuss with the LHA / Town Centre Strategy & Action Plan / Town Centre Manager.
Bus services poor which makes people reliant on cars	Discuss separately with bus operators.
More cycle routes, especially to residential areas	Discuss cycle routes with the LHA. The NP can include a policy requiring cycle routes for new development and also contributions towards cycle routes from new developments. Are there routes in consideration?
Open the Malvern Wells station again	Discuss with Network rail and WCC. Is there business case and land availability?
Some bus services duplicate routes. One service should be clockwise and the other anti-clockwise	Discuss separately with bus operators.
Bus services to Worcester hospital and schools essential	Discuss separately with bus operators, hospital and schools.
Need a small bus station so town is used as launch pad for events eg Hay Festival, Jazz Festival etc	Is there a business case? Is there support from key stakeholders? Is there a suitable location and what are the land use implications?
With proposed increases in population parking problem will be exacerbated	What is the current parking problem?
Pavement from GM station to Clarence Road in very bad state – needs fixing!	Discuss separately with LHA.
J7 on M5 congestion very bad	Discuss separately with Highways England and the LHA.
Need no new roads but better road management	Discuss separately with LHA.
Need better signage to the Hills	Discuss separately with LHA.
Lovely improvements to M Link station but road bridge and adjoining footpaths are very poor and over grown – not good advert for visitors	Discuss with Network Rail and the LHA.
Need better ties with showground	Are there any land use implications?
Like to see Hopper bus around town and Hills again	Discuss separately with bus operators.
Make Church Street one way or pedestrianised	Discuss separately with LHA / Town Centre Strategy & Action Plan / Town Centre Manager.
Stop cars parking on pavements	Discuss with LHA Highways Enforcement Team.
Install benches in town centre	Discuss separately with LHA / Town Centre Strategy & Action Plan / Town Centre Manager.
More tourist information at railway stations with dispensing machines for town maps	Tourism Strategy.

Housing	Comments
New housing developments should not have more car parking but good public transport, cycle routes and pedestrian paths separated from road traffic.	New development requires a wide an holistic approach to transport and travel including parking provision, good public transport, cycle routes and pedestrian routes. It is possible to have zero parking developments but do not consider this appropriate in Malvern.
Make use of brownfield sites first! Plus empty properties and individual sites	Doesn't comply with NPPF in relation to the 5 Year Housing Land Supply.
Too many retirement properties	Isn't the demographic profile for the area suggesting an increasing demand for retirement provision?
Need houses for young professionals to bring life and money to town	What does the SHMA say about the type of property need?
Need a housing mix according to demand and we should not just build ones that are most profitable for the developers	What does the SHMA say about the type of property need?
Large developments are totally inappropriate for Malvern	The SWDP proposes large allocations within Malvern. We await the outcome of that process. However, the NP will need to be in conformity with the SWDP in this regard whatever its outcome.
Smaller developments are more sustainable	The NP can put forward smaller developments if it wishes as part of the Governments 'growth' agenda but the allocations within the SWDP will remain (provided they are accepted).
Large new developments do not foster new communities without proper shops, a pub etc	The proposed large allocation at NE Malvern has a policy in the SWDP seeking the provision of these uses.
Build houses for single people and small families	What does the SHMA say about the type of property need?
Help young people to attain first homes either rental or purchased	Additional housing provision can help in this regard.
Affordable housing	I assume this is a reference to more being required?
Need to complete all infrastructure in line with housing completion on big sites – not like Malvern Vale	Infrastructure and phasing can be included as a NP policy. Need to be mindful of the NPPF and SWDP. What happened at Malvern Vale?
Architecture should be influenced by the predominate local style e.g. Graham Road	It would be useful to obtain and understanding / evaluation of the NPA's defining characteristics as this would be the basis for a policy requiring good design (i.e. design responding to and reinforcing local character and place).
Must retain gap between Malvern and Leigh Sinton	Are there any policies in the Local Plan or SWDP that protect this gap? What is the significance of the gap?

Lifelong Learning	Comments
More primary schools	What is the LEA's view?
More interaction between state and public schools	Not a NP issue. Discuss separately with the relevant schools.
Lack of school places is having a bad effect on young families	What is the LEA's view?

Other Comments	Comments
Make sure town caters for cross-sectional mixed communities of all ages and interests	How would the NP assist this?
Put the GREAT back into Malvern	Tourism Strategy / Town Centre Strategy & Action Plan / Town Centre Manager.
Make sure there is a plan and not just a long wish list	Delivery and implementation is an important issue for the NP.
Need good leadership with a clear vision of what we want and the important values we hold – sustainability, community. This will allow communities to grow and develop safely and contentedly	This is a key issue for MTC to lead the process.
Take great care to maintain and improve the best things about Malvern	What are the best things about Malvern? Is there consensus on this?
Keep local residents up to date with developments	Need to discuss and agree the engagement strategy.
Need a sincere effort to involve young people in consultation	Need to discuss and agree the engagement strategy.
Keep Malvern's character and quality of life	Need to define the character and quality of life.
Malvern should pride itself on country living, open spaces and community schools	What is meant by country living?