

Thank you for consulting the Malvern Hills AONB Unit on the above document.

The town of Malvern lies largely outwith the Malvern Hills AONB. However, the Unit wishes to record its support for policies within the Neighbourhood Plan which help to conserve and enhance the natural beauty of the AONB and the key features and qualities of the area which people value and enjoy so much. Perhaps foremost amongst these is Policy MV1 which seeks to retain and where possible enhance the quality of exceptional views and to encourage other views to be considered in regard to future development proposals. In a recent visitor survey on the Malvern Hills and Commons 48% of all respondents cited the great/beautiful views when asked what they particularly liked about the area, making it the most popular response. The next most popular response was mentioned by just 24% of respondents. Policy MV1 should help to safeguard such valued views for the future.

Paul Esrich CMLI
Manager, Malvern Hills AONB Unit

Malvern Hills Area of Outstanding Natural Beauty Partnership

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The Malvern Hills AONB Partnership exists to support the conservation and enhancement of this nationally protected area.

The Malvern Hills AONB is one of a family of 46 Areas of Outstanding Natural Beauty in England, Wales and Northern Ireland.

