

I have only recently become aware of the consultation period for the Neighbourhood Plan. After a brief reading of the parts of Malvern well known to me I would make the following comments:-

Under 'Cultural Associations' (Page 12) the recently introduced Great Malvern Food Festival is referred to as an important event whilst this section makes no mention of the excellent Malvern Theatres which attract many visitors to the town nor is there any acknowledgement of RHS Malvern Spring Festival which is televised nationally every year. Similarly, there is no mention of the Three Counties Showground which hosts not only the Three Counties Show but a range of shows with wide appeal, both locally and nationally, again attracting many visitors throughout the year!!

I do not recognise the road where I live, Guarlford Road, and it is very apparent that the Heritage Character Assessment document has been carried out as a desktop study by someone with no knowledge of the area.

It appears for the purposes of this assessment document that Guarlford Road, the 'iconic' approach to Malvern with 11 listed properties, has been carved up into several different areas! Our cottage has been allocated on the map to Pickersleigh and Clerkenwell but interestingly, our Grade II listed 17th century property, and the only surviving thatched cottage in Guarlford Road, has been airbrushed out of the text.

Our next door neighbour, however, has been placed in Poolbrook, Barnards Green and QinetiQ according to the text with a very nice photo and caption, 'Restored farmhouse, Guarlford Road'. This large attractive house has never been a farmhouse, restored or otherwise! Guarlford Grange, was newly built in the 1990's in what had been the orchard garden of our cottage and is shown on the map in Pickersleigh and Clerkenwell!

Other neighbours have also been inaccurately featured. A photograph under Poolbrook, Barnards Green and QinetiQ of 'large detached houses in Guarlford Road' in fact shows two adjoining cottages, one of which is Grade II listed. When referring to the map these properties are in 'no man's land' outside Poolbrook, Barnards Green and QinetiQ. Apparently, the majority of houses in the road have stone walls. Actually there are only 6 stone walls whilst 25 properties have hedges and 7 have five bar gates which create the semi rural character of Guarlford Road.

The outstanding feature of every property in Guarlford Road, omitted from the assessment, is their access over common land (referred to as 'green verge') only by easements granted from Malvern Hills Conservators. (This also applies to Hall Green, Chance Lane and many properties overlooking Poolbrook Common). Surely the shared feature of fronting common land would make it more logical for the whole of Guarlford Road, Hall Green, Chance Lane and Poolbrook to come within the same area for Heritage Character assessment, especially as this document will be used for planning purposes.

The paragraph in the bottom left hand corner of page 43 suggests that 'enhancements could include verge side allotments' etc! The writer clearly doesn't know that these grass verges are common land under the protection and maintenance of Malvern Hills Trust and doesn't understand the management of the commons at all.

