

From: [REDACTED]
To: [Heritage1](#)
Subject: Conservation Area
Date: 18 July 2019 14:24:02

Dear Bryony

I am advised that there is to be a planning meeting on 25th July, regretfully I will not be able to attend but would like to make some comments

We have lived in Malvern for only 25 years, and we understand the need for new homes, but the infra structure can not cope now and would need radical changes to accommodate more homes.

I had to change doctors and go further out, as when I needed a rare appointment, I had to wait 10 days, I was unfortunate to need physio this month and for that there was a 14 week !!! wait, I decided I could not wait that long with my painful knee.

Schools places for my grand children are at a premium, my dentist seems fine.

Hopefully the changes when they come to dual to the M5 will help, but getting to work and getting home to Upper Welland it is quicker going via the M50 and has been for many years, not helping the environment.

Thank you for taking time to read this

--

Best regards,
Anne Wilson,
[REDACTED]
25 Howley Grange Road,
Halesowen
B62 0HW
[REDACTED]

[REDACTED]

[REDACTED]

Please be aware all calls to and from our offices are recorded, and may be monitored, to ensure quality standards are being met

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: ConservationArea Character Appraisal and Management Strategy
Date: 24 July 2019 09:35:26

Hi Bryony

With regard to the above. Unfortunately I will be unable to attend the public meeting on Thursday 25th July and therefore would appreciate it if you were able to respond to the query below. I assume that the meeting is purely a question and answer session and not for consultation.

I live at Holywell Park and it would appear that there will be some change as a result of the above strategy. I must admit that I thought the whole of HP was within the conservation area but clearly there is a small section that is not. It is an odd exclusion and would appear to be what would have been the old gymnasium to the school before it was converted into the 4 houses that currently reside there. If I am correct then you are intending to change the boundary so that this exclusion will be included within the conservation area. This makes perfect sense to me and I have no objection to it at all being a strong believer in conservation.

Are you aware of the reason for the original exclusion?

Is this the only impact on Holywell Park or is there something that I have missed.

Kind regards

Michael Vernon

From: [REDACTED]
To: [Bryony Taylor](mailto:Bryony.Taylor@malvern.gov.uk)
Subject: Upper Welland Action Group - Change to conservation area enquiry.
Date: 25 July 2019 16:42:18

Bryony.Taylor@malvern.gov.uk

Dear Bryony,

I am the Secretary of the Upper Welland Action Group which represents over 100 households in and around Upper Welland village. The group was formed in 2014 and took legal advice to help prevent 96 houses being built by KLER Developments on the southern boundary of Upper Welland Road and, more recently, 35 houses being built by Trine Developments on the northern boundary of Upper Welland Road.

I now note that you have recommended the removal of the Conservation Area Designation on this land which 'effectively' helped stop the construction of said proposed identikit lego housing estates which would have destroyed the character of this area. FYI, the green fields and paddocks along the Upper Welland Road are known as the 'strategic gap' because they prevent development spreading along Upper Welland which left unchecked would cause the village of Upper Welland to be linked by a ribbon of individual houses and housing estates to the urban development up on the A449 thus forming one large single conurbation.

Whilst I fully appreciate that a Conservation Area designation is not a means for preventing development per se, UWAG is concerned that your proposal will inevitably make *any* development along Upper Welland Road easier. Please would you register UWAG's objection and explain what is the penalty to MHDC for not leaving the Conservation Area boundary lines as determined in 1995. Also, please state:

- why the change in decision
- the arguments for keeping the boundaries in the 1995 location (especially given your Appraisal Report acknowledges that new development has already intruded on the area and is eroding the area's distinctive qualities)

Visitors and locals walk the Malvern Hills to admire the beauty, tranquillity and wildlife of this area, it is everybody's backyard and as such we have a moral obligation to preserve this area for all including future generations. It is hard to envisage the removal of a Conservation Area status in any other AONB without some form of national public outcry.

Many thanks in anticipation of a speedy response,

Robert Berry
Sec.UWAG

179 Upper Welland

Malvern

Worcestershire

WR14 4JX

4th August 2019

Re; Status of land and conservation boundary Upper Welland Malvern

Dear Bryony Taylor

I am horrified that you wish to allow planning on this land when we are in an area of outstanding natural beauty.

I have looked on the web site for Malvern where you promote tourism and notice the beautiful views of the Worcestershire and Herefordshire beacons *but you don't show all the housing estates on this side of the Hills. I would be very disappointed if I had booked a holiday only to discover I was coming to a huge housing estate all along the hills.*

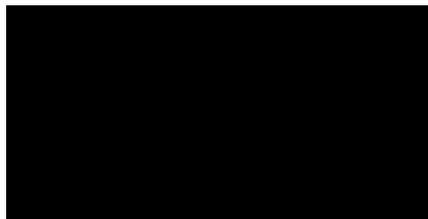
What about our wild life ? we regularly have the deer passing through our garden also hedgehogs, which are now becoming an endangered species !

What about the junction at the top of the road, it has an extremely dangerous crossing to get onto the Malvern Wells road.

I also wonder about the infrastructure e.g. sewers, doctors , dentists schools the extra traffic to all of these things will increase dramatically. It would have to because there is no bus service and to hire a taxi every time will be very expensive.

Pauleen Cale

David Cale



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03
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01
05
07
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19 Watery Lane
Upper Welland
Malvern
Worcestershire
WR14 4JX

4th August 2019

Re; Status of land and conservation boundary Upper Welland Malvern

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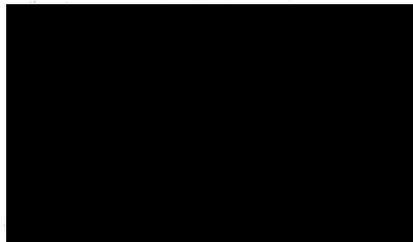
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Virginia Barnett

Nigel Barnett



From: [REDACTED]
To: [Heritage1](#)
Subject: Removal of conservation area .
Date: 18 August 2019 12:25:45

The removal of conservation area status from the land along the northern boundary of upper Welland road should Not be taken off, five members of the House of Lords visited the Malvern hills and decided further protection needed to stop encroachment implementing the 1995 act. All households in the conservation area pay a levy on there council tax which goes to the Malvern hills trust. On there web site it clearly states to conserve and appreciation of wildlife and cultural heritage of the hills and commons keeping them open and accessible to the public for peaceful recreation relaxation and enjoyment. Removing the conservation status on that land would conflict with everything that I have stated .

This field has a very prominent importance to view not only up but down the hill .

This is no more than a profit money making venture for a developer who has no interest in maintaining the beauty of the Malvern Hills .

Please do not destroy our beautiful hills .

Mr Mrs M J Brooks .

Sent from my iPad

From: [REDACTED]
To: [Heritage1](#)
Subject: Comments on proposed changes to Malvern Wells Conservation Area
Date: 18 August 2019 21:56:31
Attachments: [REDACTED]

Please see the attached letter.

Jeremy Ward

[REDACTED]
[REDACTED]

11 Chase Road
Upper Welland
MALVERN
Worcs WR14 4JY

18 August 19

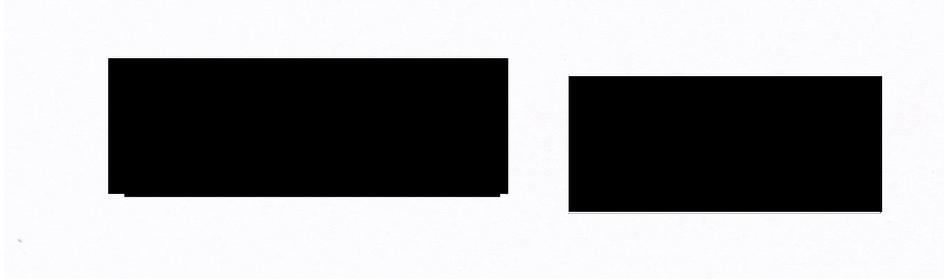
Bryony Taylor
Planning Services (Heritage)
Malvern Hills District Council
The Council House
Avenue Road
MALVERN
Worcs, WR14 3AF

Dear Ms Taylor

COMMENTS ON CHANGES TO MALVERN WELLS CONSERVATION AREA

1. We are writing to comment on the proposed changes to the Malvern Wells conservation Area which have the effect of splitting the area and creating a separate Little Malvern Conservation area. In our view the proposed removal of the area alongside Upper Welland road from the Conservation Area creates an corridor of land up which will be exploited for development to the detriment of the Conservation Areas and the AONB.
2. The notes of the report to the Executive Committee on 26 March 19 note that at the previous Conservation review in June 1995 the boundary was extended to include the land immediately to the North of Upper Welland Road. Why was that decision made and why is it being reversed now? What has changed in the landscape and area since 1995?
3. Throughout the "Conservation Area Appraisal" documents for both the Malvern Wells and Little Malvern areas, much is made of the views into and out of the areas. The land along Upper Welland road, particularly in Winter, has views into both of the areas (e.g. as residents of Chace Road in Upper Welland we can see Little Malvern Priory in Winter). Therefore, it forms part of the landscape and should be included in either or both conservation areas.
4. There have recently been several planning applications for housing development along Upper Welland road, for example 14/01333/OUT and 15/01727/FUL. The later of these applications was for 23 houses north of Upper Welland Road in an area that is proposed to be taken out of The Conservation Area. Your documents give no mention or consideration to the impact of denser development along this road which would impact on both Conservation areas. The proposal to split the two areas has opened up a corridor for development parallel to Upper Welland Road up to the Wells Road.
4. What does "HE" stand for in the Executive Committee minutes of 26 Mar 19, para 4.7 (a)? Is this guidance published? Why was it not included in the consultation documents?
5. What value or weight will be given to the statements in para 4.7 (b) in any planning determination or appeal?

Yours sincerely



Professor Jeremy Ward

Mrs Jennifer Ward

From: [REDACTED]
To: [Bryony Taylor: Heritage1](#)
Subject: MHDC Review of the Malvern Wells Conservation Area 2019
Date: 25 August 2019 14:10:03

Dear Ms Taylor,

I have read and completely agree with the findings and opinion of the UWAG group, namely:

Re: MHDC Review of the Malvern Wells Conservation Area 2019

I would like to object to the MHDC proposal to split the Malvern Wells Conservation Area (CA) between the Malvern Wells and Little Malvern&Welland Parish Councils because it risks:

- Losing the historical relationship (or an appreciation of the interconnecting views) between two buildings of special architectural interest, or common function, if one building appears in say the MWells CA and the other in the LM&W CA. This is important because buildings or fields considered in isolation (out of context) from the community they serve are more likely to be undervalued by planners etc.
- Underestimating the impact of any future development, eg, a new development off Upper Welland Rd in the MWells CA, may result in say the Kings Rd in the LM&W CA being upgraded to handle the increased volume of traffic. Individually it could be argued that the impact on their respective CAs is acceptable but the *aggregated* impact would significantly harm the landscape when considered as a 'single' development in a single CA.

I also object to the proposal to remove the land along the northern edge of Upper Welland Rd (between Chase Rd and Kings Rd) from the Conservation Area because:

- The proposed removal completely *reverses* the excellent decisions taken at the last review in 1995 when the CA was specifically extended to: (i) include the land along the northern edge of UWRd as part of several green corridors along roads linking the MHills to the surrounding countryside (ii) maintain a break in the existing developments (iii) preserve the rural character of said land to prevent it becoming sub-urbanised (close mown grass, introduction of non-native trees etc).
- Said land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any 'special features' per se, it contributes to the local historic small-holding scene of grazing horses, sheep, geese etc and the distinctive character of the area, thus it can legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to *interpret* for any given site.
- The inclusion of this green swathe of land in the CA has never been challenged by a developer, Government Inspector, or indeed any consultee including Historic England despite recent multiple planning applications
- Said land, in particular the section above Assarts Lane, is located on the foothills of the MHills and as such dominates the distinctive views to and from the MHills, being conspicuous from both near and far.
- The proposed withdrawal of the CA designation from this land will inevitably reduce the Council's ability to protect (preserve and enhance) this sensitive area from inappropriate development such as the 'identikit legobrick' style housing being universally adopted in South Worcestershire and elsewhere.
- In the forthcoming MWells Neighbourhood Plan said land is highly valued by local residents for its visual amenity and the 'open space views' it provides up to the green foothills and the MHills landscape beyond.
- The Landscape Strategic Capacity Assessment states that said land, in particular along the northern edge of Upper Welland Rd above Assarts Lane (known locally as the Paddock Field), has Very High Landscape Sensitivity, High Visual Sensitivity and that the views of Hills are exceptional and of high quality.
- In 2016 MHDC Conservation Dept stated that said land "makes an important contribution to the green and open character of the CA" with, in places, views from the Paddock Field across to St.Wulstan's Church.
- The inclusion of said land in the CA creates a natural boundary along Upper Welland Rd which coincides with the MWells parish boundary. It also affords 'proximity' protection to the adjacent open countryside which has suffered from ribbon development and to Kinley

Cottage, the old Roman Catholic school.

Additional points:

The MWells CA Appraisal has failed to document or acknowledge:

- the significance of the old Malvern stone Roman Catholic school, now known as Kinley Cottage, on Upper Welland Rd which was built as the feeder school to St Wulstan's RC Church (an imposing Grade II building located across the adjacent field). Together these assets act as a reminder of the times when Catholicism was prevalent in this particular area.
- the significance of Watery Lane. By virtue of its original designation as a Private Carriage and Occupation Road, this lane has remained as an unadopted and unimproved dirt track creating an anachronism complete with private enclosures, ie small holdings still used for vegetables and livestock, plus Victorian cottages built in close proximity with shared, hand-operated, water pumps (disused but intact), gas street lighting and Upper Welland's blacksmith's forge (disused but intact). With the demise of Weavers Lane, Watery Lane became the thoroughfare for the village, providing access to and from the adjacent farms and common land (sources of food and employment), pubs (now demolished Black Horse cider house off Watery Lane and Hawthorn Inn on UWRd) and places of worship including St Giles Priory and St.Wulstan's Church. Watery Lane provides an insight into the past and as such consideration should be given to extending the Conservation Area to cover the Lane and its associated Heritage Assets.

Finally I would also like to object to the proposal to remove the small ribbon of land below the Kings Rd from the CA. Again this land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any special features, it contributes to the distinctive character of the area and so can still legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to *interpret* for any given site. Furthermore, the land forms a significant part of the prominent open green space on the conspicuous midslopes of the MHills and is therefore important in both the views towards and away from the MHills out across the Severn basin to the Cotswolds. It also forms a green corridor at the southern gateway into Malvern Wells.

Zara Ashton

59 Assarts Road Malvern Wells WR14 4HW

From: [REDACTED]
To: [Bryony Taylor: Heritage1](#)
Subject: MHDC Review of the Malvern Wells Conservation Area 2019
Date: 25 August 2019 19:08:24

Dear Bryony,

I am writing to object to the MHDC proposal to split the Malvern Wells Conservation Area (CA) between the Malvern Wells and Little Malvern&Welland Parish Councils. My reasons for this are:

- **Losing the historical relationship (or an appreciation of the interconnecting views) between two buildings of special architectural interest, or common function, if one building appears in say the MWells CA and the other in the LM&W CA. This is important because buildings or fields considered in isolation (out of context) from the community they serve are more likely to be undervalued by planners etc.**
- **Underestimating the impact of any future development, eg, a new development off Upper Welland Rd in the MWells CA, may result in say the Kings Rd in the LM&W CA being upgraded to handle the increased volume of traffic. Individually it could be argued that the impact on their respective CAs is acceptable but the aggregated impact would significantly harm the landscape when considered as a 'single' development in a single CA.**

I also object to the proposal to remove the land along the northern edge of Upper Welland Rd (between Chase Rd and Kings Rd) from the Conservation Area because:

- **The proposed removal completely *reverses* the excellent decisions taken at the last review in 1995 when the CA was specifically extended to: (i) include the land along the northern edge of UWRd as part of several green corridors along roads linking the MHills to the surrounding countryside (ii) maintain a break in the existing developments (iii) preserve the rural character of said land to prevent it becoming sub-urbanised (close mown grass, introduction of non-native trees etc).**
- **Said land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any 'special features' per se, it contributes to the local historic small-holding scene of grazing horses, sheep, geese etc and the distinctive character of the area, thus it can legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to *interpret* for any given site.**
- **The inclusion of this green swathe of land in the CA has never been challenged by a developer, Government Inspector, or indeed any consultee including Historic England despite recent multiple planning applications**
- **Said land, in particular the section above Assarts Lane, is located on the foothills of the MHills and as such dominates the distinctive views to and from the MHills, being conspicuous from both near and far.**
- **The proposed withdrawal of the CA designation from this land will inevitably reduce the Council's ability to protect (preserve and enhance) this sensitive area from inappropriate development such as the 'identikit legobrick' style housing being universally adopted in South Worcestershire and elsewhere.**
- **In the forthcoming MWells Neighbourhood Plan said land is highly valued by local residents for its visual amenity and the 'open space views' it provides up to the green foothills and the MHills**

landscape beyond.

- The Landscape Strategic Capacity Assessment states that said land, in particular along the northern edge of Upper Welland Rd above Assarts Lane (known locally as the Paddock Field), has Very High Landscape Sensitivity, High Visual Sensitivity and that the views of Hills are exceptional and of high quality.
- In 2016 MHDC Conservation Dept stated that said land "makes an important contribution to the green and open character of the CA" with, in places, views from the Paddock Field across to St.Wulstan's Church.
- The inclusion of said land in the CA creates a natural boundary along Upper Welland Rd which coincides with the MWells parish boundary. It also affords 'proximity' protection to the adjacent open countryside which has suffered from ribbon development and to Kinley Cottage, the old Roman Catholic school.

I would like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of the old Malvern stone Roman Catholic school, now known as Kinley Cottage, on Upper Welland Rd which was built as the feeder school to St Wulstan's RC Church (an imposing Grade II building located across the adjacent field). Together these assets act as a reminder of the times when Catholicism was prevalent in this particular area.

I would also like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of Watery Lane. By virtue of its original designation as a Private Carriage and Occupation Road, this lane has remained as an unadopted and unimproved dirt track creating an anachronism complete with private enclosures, ie small holdings still used for vegetables and livestock, plus Victorian cottages built in close proximity with shared, hand-operated, water pumps (disused but intact), gas street lighting and Upper Welland's blacksmith's forge (disused but intact). With the demise of Weavers Lane, Watery Lane became the thoroughfare for the village, providing access to and from the adjacent farms and common land (sources of food and employment), pubs (now demolished Black Horse cider house off Watery Lane and Hawthorn Inn on UWRd) and places of worship including St Giles Priory and St.Wulstan's Church. Watery Lane provides an insight into the past and as such consideration should be given to *extending* the Conservation Area to cover the Lane and its associated Heritage Assets.

Finally I would also like to object to the proposal to remove the small ribbon of land below the Kings Rd from the CA. Again this land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any special features, it contributes to the distinctive character of the area and so can still legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to *interpret* for any given site. Furthermore, the land forms a significant part of the prominent open green space on the conspicuous midslopes of the MHills and is therefore important in both the views towards and away from the MHills out across the Severn basin to the Cotswolds. It also forms a green corridor at the southern gateway into Malvern Wells.

Regards,
Theresa Ollis
Baker's Cottage, 2 Chase Rd., Upper Welland. WR144JY

Sent from my iPhone

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: MHDC Review of the Malvern Wells Conservation Area 2019
Date: 25 August 2019 20:44:20

Dear Ms Taylor,

I have read and completely agree with the findings and opinion of the UWAG group, namely:

Re: MHDC Review of the Malvern Wells Conservation Area 2019

I would like to object to the MHDC proposal to split the Malvern Wells Conservation Area (CA) between the Malvern Wells and Little Malvern&Welland Parish Councils because it risks:

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across to St.Wulstan's Church.

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Additional points:

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Zara Ashton

59 Assarts Road Malvern Wells WR14 4HW

From: [REDACTED]
To: [Bryony Taylor: Heritage1](#)
Subject: Objection to MHDC Review of the Malvern Wells Conservation Area 2019
Date: 25 August 2019 21:59:43

Dear Bryony,

MHDC Review of the Malvern Wells Conservation Area 2019

As a long term resident of Upper Welland I suggest that the area covered by the Conservation should not be reduced, in any way but rather increased beyond MHDC's current proposals. The new proposals aim to remove several green field sites from the Malvern Wells Conservation Area and to split the remaining conservation land between Little Malvern&Welland Parish Council and Malvern Wells Parish Council. My objections are set out below.

1. I would like to object to the MHDC proposal to split the Malvern Wells Conservation Area (CA) between the Malvern Wells and Little Malvern&Welland Parish Councils because such separation means a single area will be considered as 2 separate (contiguous) areas, with separate bodies taking decisions without any obligation to consider the implications for the contiguous area.. The risk includes:

1. Losing the historical relationship (or an appreciation of the interconnecting views) between two buildings of special architectural interest, or common function, if one building appears in say the MWells Conservation Area and the other in the Little Malvern&Welland CA. This is important because buildings or fields considered in isolation (out of context) from the community they serve are more likely to be undervalued by planners etc.
2. Underestimating the impact of any future development, eg, a new development off Upper Welland Rd in the MWells CA, may result in, say, that part of the Kings Rd in the Little Malvern&Welland Conservation Area being upgraded to handle the increased volume of traffic. Individually it could be argued that the impact on their respective CAs is acceptable but the **aggregated** impact would significantly harm the landscape when considered as a 'single' development in a single CA.

2. the proposal to remove the land along the northern edge of Upper Welland Rd (between Chase Rd and Kings Rd) from the Conservation Area is unacceptable because:

1. The proposed removal completely **reverses** the excellent decisions taken at the last review in 1995 when the Conservation Area was specifically extended to: (i) include the land along the northern edge of Upper Welland Rd as part of several green corridors along roads linking the MHills to the surrounding countryside (ii) maintain a break in the existing developments (iii) preserve the rural character of said land to prevent it becoming sub-urbanised (close mown grass, introduction of non-native trees etc). Both sides of Upper Welland Road should be regarded as part of the same area when considering developments.
2. This land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any 'special features' per se, it contributes to the local historic small-holding scene of grazing horses, sheep, geese etc and the distinctive character of the area, thus it can legitimately be included in the Conservation Area in accordance with Historic England guidelines which are provided for LPAs to **interpret** for any given site.
3. The inclusion of this green swathe of land in the Conservation Area has never been challenged by a developer, Government Inspector, or indeed any consultee including Historic England despite recent multiple planning applications
4. Said land, in particular the section above Assarts Lane, is located on the foothills of the MHills and as such dominates the distinctive views to and from the MHills, being conspicuous from both near and far.

5. The proposed withdrawal of the Conservation Area designation from this land will inevitably reduce the Council's ability to protect (preserve and enhance) this sensitive area from inappropriate development such as the 'identikit legobrick' style housing being universally adopted in South Worcestershire and elsewhere.
6. In the forthcoming MWells Neighbourhood Plan said land is highly valued by local residents for its visual amenity and the 'open space views' it provides up to the green foothills and the MHills landscape beyond.
7. The Landscape Strategic Capacity Assessment states that said land, in particular along the northern edge of Upper Welland Rd above Assarts Lane (known locally as the Paddock Field), has Very High Landscape Sensitivity, High Visual Sensitivity and that the views of Hills are exceptional and of high quality.
8. In 2016 MHDC Conservation Dept stated that said land "makes an important contribution to the green and open character of the CA" with, in places, views from the Paddock Field across to St.Wulstan's Church.
9. The inclusion of said land in the Conservation Area creates a natural boundary along Upper Welland Rd which coincides with the MWells parish boundary. It also affords 'proximity' protection to the adjacent open countryside which has suffered from ribbon development and to Kinley Cottage, the old Roman Catholic school.

3. I would also like to object to the proposal to remove the small ribbon of land below the Kings Rd from the CA.

0. This land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any special features, it contributes to the distinctive character of the area and so can still legitimately be included in the Conservation Area in accordance with Historic England guidelines which are provided for LPAs to **interpret** for any given site.
1. Furthermore, the land forms a significant part of the prominent open green space on the conspicuous midslopes of the MHills and is therefore important in both the views towards and away from the MHills out across the Severn basin to the Cotswolds. It also forms a green corridor at the southern gateway into Malvern Wells.

4. I point out that the MWells Conservation Area Appraisal has failed to document or acknowledge 2 significant items:

1. the significance of the old Malvern stone Roman Catholic school, now known as Kinley Cottage, on Upper Welland Rd which was built as the feeder school to St Wulstan's RC Church (an imposing Grade II building located across the adjacent field). Together these assets act as a reminder of the times when Catholicism was prevalent in this particular area.
2. the significance of Watery Lane. By virtue of its original designation as a Private Carriage and Occupation Road, this lane has remained as an unadopted and unimproved dirt track creating an anachronism complete with private enclosures, ie small holdings still used for vegetables and livestock, plus Victorian cottages built in close proximity with shared, hand-operated, water pumps (disused but intact), gas street lighting and Upper Welland's blacksmith's forge (disused but intact). With the demise of Weavers Lane, Watery Lane became the thoroughfare for the village, providing access to and from the adjacent farms and common land (sources of food and employment), pubs (now demolished Black Horse cider house off Watery Lane and Hawthorn Inn on UWRd) and places of worship including St Giles Priory and St.Wulstan's Church. Watery Lane provides an insight into the past and as such consideration should be given to **extending** the Conservation Area to cover the Lane and its associated Heritage Assets.

Regards,

Margaret Stanley

2 Cambridge Close

Malvern

WR14 4JZ

From: [REDACTED]
To: [Bryony Taylor: Heritage1](#)
Subject: Comments on MHDC Review of the Malvern Wells Conservation Area 2019
Date: 25 August 2019 22:03:57

Dear Bryony,

MHDC Review of the Malvern Wells Conservation Area 2019

As a long term resident of Upper Welland I suggest that the area covered by the Conservation should not be reduced, in any way but rather increased beyond MHDC's current proposals. The new proposals aim to remove several green field sites from the Malvern Wells Conservation Area and to split the remaining conservation land between Little Malvern&Welland Parish Council and Malvern Wells Parish Council. My objections are set out below.

1. I would like to object to the MHDC proposal to split the Malvern Wells Conservation Area (CA) between the Malvern Wells and Little Malvern&Welland Parish Councils because such separation means a single area will be considered as 2 separate (contiguous) areas, with separate bodies taking decisions without any obligation to consider the implications for the contiguous area.. The risk includes:

1. Losing the historical relationship (or an appreciation of the interconnecting views) between two buildings of special architectural interest, or common function, if one building appears in say the MWells Conservation Area and the other in the Little Malvern&Welland CA. This is important because buildings or fields considered in isolation (out of context) from the community they serve are more likely to be undervalued by planners etc.
2. Underestimating the impact of any future development, eg, a new development off Upper Welland Rd in the MWells CA, may result in, say, that part of the Kings Rd in the Little Malvern&Welland Conservation Area being upgraded to handle the increased volume of traffic. Individually it could be argued that the impact on their respective CAs is acceptable but the **aggregated** impact would significantly harm the landscape when considered as a 'single' development in a single CA.

2. the proposal to remove the land along the northern edge of Upper Welland Rd (between Chase Rd and Kings Rd) from the Conservation Area is unacceptable because:

1. The proposed removal completely **reverses** the excellent decisions taken at the last review in 1995 when the Conservation Area was specifically extended to: (i) include the land along the northern edge of Upper Welland Rd as part of several green corridors along roads linking the MHills to the surrounding countryside (ii) maintain a break in the existing developments (iii) preserve the rural character of said land to prevent it becoming sub-urbanised (close mown grass, introduction of non-native trees etc). Both sides of Upper Welland Road should be regarded as part of the same area when considering developments.
2. This land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any 'special features' per se, it contributes to the local historic small-holding scene of grazing horses, sheep, geese etc and the distinctive character of the area, thus it can legitimately be included in the Conservation Area in accordance with Historic England guidelines which are provided for LPAs to **interpret** for any given site.
3. The inclusion of this green swathe of land in the Conservation Area has never been challenged by a developer, Government Inspector, or indeed any consultee including Historic England despite recent multiple planning applications

4. Said land, in particular the section above Assarts Lane, is located on the foothills of the MHills and as such dominates the distinctive views to and from the MHills, being conspicuous from both near and far.
5. The proposed withdrawal of the Conservation Area designation from this land will inevitably reduce the Council's ability to protect (preserve and enhance) this sensitive area from inappropriate development such as the 'identikit legobrick' style housing being universally adopted in South Worcestershire and elsewhere.
6. In the forthcoming MWells Neighbourhood Plan said land is highly valued by local residents for its visual amenity and the 'open space views' it provides up to the green foothills and the MHills landscape beyond.
7. The Landscape Strategic Capacity Assessment states that said land, in particular along the northern edge of Upper Welland Rd above Assarts Lane (known locally as the Paddock Field), has Very High Landscape Sensitivity, High Visual Sensitivity and that the views of Hills are exceptional and of high quality.
8. In 2016 MHDC Conservation Dept stated that said land "makes an important contribution to the green and open character of the CA" with, in places, views from the Paddock Field across to St.Wulstan's Church.
9. The inclusion of said land in the Conservation Area creates a natural boundary along Upper Welland Rd which coincides with the MWells parish boundary. It also affords 'proximity' protection to the adjacent open countryside which has suffered from ribbon development and to Kinley Cottage, the old Roman Catholic school.

3. I would also like to object to the proposal to remove the small ribbon of land below the Kings Rd from the CA.

0. This land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any special features, it contributes to the distinctive character of the area and so can still legitimately be included in the Conservation Area in accordance with Historic England guidelines which are provided for LPAs to **interpret** for any given site.
1. Furthermore, the land forms a significant part of the prominent open green space on the conspicuous midslopes of the MHills and is therefore important in both the views towards and away from the MHills out across the Severn basin to the Cotswolds. It also forms a green corridor at the southern gateway into Malvern Wells.

4. I point out that the MWells Conservation Area Appraisal has failed to document or acknowledge 2 significant items:

1. the significance of the old Malvern stone Roman Catholic school, now known as Kinley Cottage, on Upper Welland Rd which was built as the feeder school to St Wulstan's RC Church (an imposing Grade II building located across the adjacent field). Together these assets act as a reminder of the times when Catholicism was prevalent in this particular area.
2. the significance of Watery Lane. By virtue of its original designation as a Private Carriage and Occupation Road, this lane has remained as an unadopted and unimproved dirt track creating an anachronism complete with private enclosures, ie small holdings still used for vegetables and livestock, plus Victorian cottages built in close proximity with shared, hand-operated, water pumps (disused but intact), gas street lighting and Upper Welland's blacksmith's forge (disused but intact). With the demise of Weavers Lane, Watery Lane became the thoroughfare for the village, providing access to and from the adjacent farms and common land (sources of food and employment), pubs (now demolished Black Horse cider house off Watery Lane and Hawthorn Inn on UWRd) and places of worship including St

Giles Priory and St.Wulstan's Church. Watery Lane provides an insight into the past and as such consideration should be given to **extending** the Conservation Area to cover the Lane and its associated Heritage Assets.

Regards,

Keith E Stanley

2 Cambridge Close

Upper Welland

WR14 4JZ

From: [REDACTED]
To: [Byron Laube](#)
Subject: Review of the Malvern Wells conservation area 2019
Date: 26 August 2019 09:44:48

Dear sirs

I object to the proposal removal several green Field sites from the Malvern Wells conservation area and to the split of the remaining conservation land between little Malvern and Welland parish council.

we came to upper Welland 4years ago because of its surroundings.

I could copy and paste all the objections from UWAG which I absolutely agree with so to repeat I'm sure you would find very tiring!!!!

every day I wake up and feel how lucky I am . It makes me feel good. I breath in the fresh air and is important to my well being.

So please consider all the objections that have already been raised.

thank you Mrs. m. Panton of upper Welland.

From: [REDACTED]
To: [Heritage1](#)
Subject: MHDC REVIEW OF MALVERN WELLS CONSERVATION AREA 2019
Date: 26 August 2019 17:13:50

Dear Sirs,

Re: MHDC Review of the Malvern Wells Conservation Area 2019

I would like to object to the MHDC proposal to split the Malvern Wells Conservation Area (CA) between the Malvern Wells and Little Malvern&Welland Parish Councils because it risks:

- Losing the historical relationship (or an appreciation of the interconnecting views) between two buildings of special architectural interest, or common function, if one building appears in say the MWells CA and the other in the LM&W CA. This is important because buildings or fields considered in isolation (out of context) from the community they serve are more likely to be undervalued by planners etc.
- Underestimating the impact of any future development, eg, a new development off Upper Welland Rd in the MWells CA, may result in say the Kings Rd in the LM&W CA being upgraded to handle the increased volume of traffic. Individually it could be argued that the impact on their respective CAs is acceptable but the aggregated impact would significantly harm the landscape when considered as a 'single' development in a single CA.

I also object to the proposal to remove the land along the northern edge of Upper Welland Rd (between Chase Rd and Kings Rd) from the Conservation Area because:

- The proposed removal completely reverses the excellent decisions taken at the last review in 1995 when the CA was specifically extended to: (i) include the land along the northern edge of UWRd as part of several green corridors along roads linking the MHills to the surrounding countryside (ii) maintain a break in the existing developments (iii) preserve the rural character of said land to prevent it becoming sub-urbanised (close mown grass, introduction of non-native trees etc).
- Said land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any 'special features' per se, it contributes to the local historic small-holding scene of grazing horses, sheep, geese etc and the distinctive character of the area, thus it can legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to interpret for any given site.
- The inclusion of this green swathe of land in the CA has never been challenged by a developer, Government Inspector, or indeed any consultee including Historic England despite recent multiple planning applications
- Said land, in particular the section above Assarts Lane, is located on the foothills of the MHills and as such dominates the distinctive views to and from the MHills, being conspicuous from both near and far.
- The proposed withdrawal of the CA designation from this land will inevitably reduce the Council's ability to protect (preserve and enhance) this sensitive area from inappropriate development such as the 'identikit legobrick' style housing being universally adopted in South Worcestershire and elsewhere.
- In the forthcoming MWells Neighbourhood Plan said land is highly valued by local residents for its visual amenity and the 'open space views' it provides up to the green foothills and the MHills landscape beyond.
- The Landscape Strategic Capacity Assessment states that said land, in particular along the northern edge of Upper Welland Rd above Assarts Lane (known locally as the Paddock Field), has Very High Landscape Sensitivity, High Visual Sensitivity and that the

views of Hills are exceptional and of high quality.

· In 2016 MHDC Conservation Dept stated that said land "makes an important contribution to the green and open character of the CA" with, in places, views from the Paddock Field across to St.Wulstan's Church.

· The inclusion of said land in the CA creates a natural boundary along Upper Welland Rd which coincides with the MWells parish boundary. It also affords 'proximity' protection to the adjacent open countryside which has suffered from ribbon development and to Kinley Cottage, the old Roman Catholic school.

I would like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of the old Malvern stone Roman Catholic school, now known as Kinley Cottage, on Upper Welland Rd which was built as the feeder school to St Wulstan's RC Church (an imposing Grade II building located across the adjacent field). Together these assets act as a reminder of the times when Catholicism was prevalent in this particular area.

I would also like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of Watery Lane. By virtue of its original designation as a Private Carriage and Occupation Road, this lane has remained as an unadopted and unimproved dirt track creating an anachronism complete with private enclosures, ie small holdings still used for vegetables and livestock, plus Victorian cottages built in close proximity with shared, hand-operated, water pumps (disused but intact), gas street lighting and Upper Welland's blacksmith's forge (disused but intact). With the demise of Weavers Lane, Watery Lane became the thoroughfare for the village, providing access to and from the adjacent farms and common land (sources of food and employment), pubs (now demolished Black Horse cider house off Watery Lane and Hawthorn Inn on UWRd) and places of worship including St Giles Priory and St.Wulstan's Church. Watery Lane provides an insight into the past and as such consideration should be given to extending the Conservation Area to cover the Lane and its associated Heritage Assets.

Finally I would also like to object to the proposal to remove the small ribbon of land below the Kings Rd from the CA. Again this land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any special features, it contributes to the distinctive character of the area and so can still legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to interpret for any given site. Furthermore, the land forms a significant part of the prominent open green space on the conspicuous midslopes of the MHills and is therefore important in both the views towards and away from the MHills out across the Severn basin to the Cotswolds. It also forms a green corridor at the southern gateway into Malvern Wells.

Thank you

Yours Faithfully

Phil Campion , 12 Homestead Close, Malvern Wells, WR14 4HG

From: [REDACTED]
To: [Bryony Taylor; Heritage1](#)
Subject: Emailing: UWAG Mailing - Conservation Area 25Aug19
Date: 27 August 2019 07:00:33
Attachments: [UWAG Mailing - Conservation Area 25Aug19.docx](#)

Your message is ready to be sent with the following file or link attachments:

UWAG Mailing - Conservation Area 25Aug19

Note: To protect against computer viruses, e-mail programs may prevent sending or receiving certain types of file attachments. Check your e-mail security settings to determine how attachments are handled.

MHDC Review of the Malvern Wells Conservation Area 2019

Whilst having land designated as a Conservation Area does not stop the land being built-on, it does mean the materials, scale and size etc of any development can be more closely controlled to help preserve the surrounding environment. It is therefore a matter of great concern that MHDC are now proposing **to remove several green field sites from the Malvern Wells Conservation Area and also to split the remaining conservation land** between Little Malvern&Welland Parish Council and Malvern Wells Parish Council.

UWAG strongly objects to these proposals for the reasons listed below and is urging **ALL residents to express their objections by 6th September 2019 deadline**. In addition to your own words you might wish to include some or all of UWAG's objections listed below in your correspondence. If you have already written to MHDC but did not include the following objections, then please do write in again as every little counts!!

We are advocating that the area the Conservation area covers is not reduced, in any way but rather increased beyond MHDC's current proposals.

Please email your objections to Bryony.Taylor@malvern hills.gov.uk and heritage1@malvern hills.gov.uk OR write to Bryony Taylor, Heritage Team, Planning and Infrastructure, The Council House, Avenue Road, Malvern WR14 3AF.

Dear Bryony,

Re: MHDC Review of the Malvern Wells Conservation Area 2019

I would like to object to the MHDC proposal to split the Malvern Wells Conservation Area (CA) between the Malvern Wells and Little Malvern&Welland Parish Councils because it risks:

- Losing the historical relationship (or an appreciation of the interconnecting views) between two buildings of special architectural interest, or common function, if one building appears in say the MWells CA and the other in the LM&W CA. This is important because buildings or fields considered in isolation (out of context) from the community they serve are more likely to be undervalued by planners etc.
- Underestimating the impact of any future development, eg, a new development off Upper Welland Rd in the MWells CA, may result in say the Kings Rd in the LM&W CA being upgraded to handle the increased volume of traffic. Individually it could be argued that the impact on their respective CAs is acceptable but the *aggregated* impact would significantly harm the landscape when considered as a 'single' development in a single CA.

I also object to the proposal to remove the land along the northern edge of Upper Welland Rd (between Chase Rd and Kings Rd) from the Conservation Area because:

- The proposed removal completely *reverses* the excellent decisions taken at the last review in 1995 when the CA was specifically extended to: (i) include the land along the northern edge of UWRd as part of several green corridors along roads linking the MHills to the surrounding countryside (ii) maintain a break in the existing developments (iii) preserve the rural character of said land to prevent it becoming sub-urbanised (close mown grass, introduction of non-native trees etc).
- Said land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any 'special features' per se, it contributes to the local historic small-holding scene of grazing horses, sheep, geese etc and the distinctive character of the area, thus it can legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to *interpret* for any given site.
- The inclusion of this green swathe of land in the CA has never been challenged by a developer, Government Inspector, or indeed any consultee including Historic England despite recent multiple planning applications
- Said land, in particular the section above Assarts Lane, is located on the foothills of the MHills and as such dominates the distinctive views to and from the MHills, being conspicuous from both near and far.
- The proposed withdrawal of the CA designation from this land will inevitably reduce the Council's ability to protect (preserve and enhance) this sensitive area from inappropriate development such as the 'identikit legobrick' style housing being universally adopted in South Worcestershire and elsewhere.

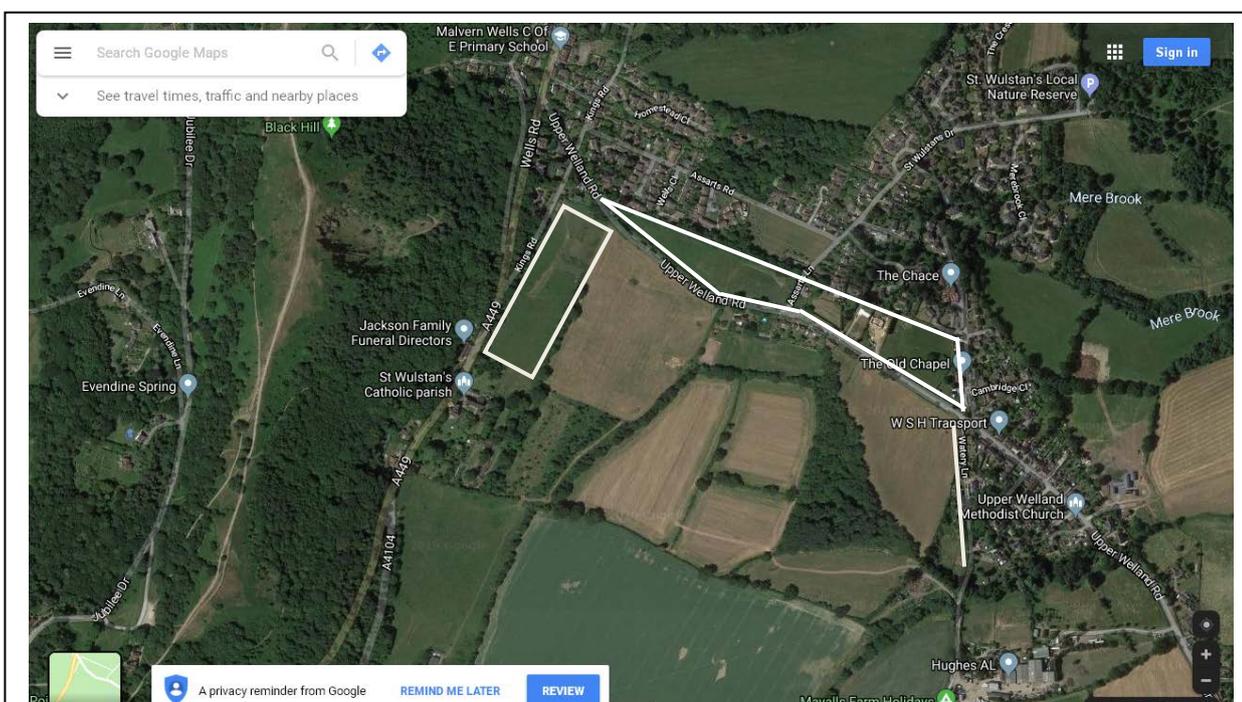
- In the forthcoming MWells Neighbourhood Plan said land is highly valued by local residents for its visual amenity and the 'open space views' it provides up to the green foothills and the MHills landscape beyond.
- The Landscape Strategic Capacity Assessment states that said land, in particular along the northern edge of Upper Welland Rd above Assarts Lane (known locally as the Paddock Field), has Very High Landscape Sensitivity, High Visual Sensitivity and that the views of Hills are exceptional and of high quality.
- In 2016 MHDC Conservation Dept stated that said land "makes an important contribution to the green and open character of the CA" with, in places, views from the Paddock Field across to St.Wulstan's Church.
- The inclusion of said land in the CA creates a natural boundary along Upper Welland Rd which coincides with the MWells parish boundary. It also affords 'proximity' protection to the adjacent open countryside which has suffered from ribbon development and to Kinley Cottage, the old Roman Catholic school.

I would like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of the old Malvern stone Roman Catholic school, now known as Kinley Cottage, on Upper Welland Rd which was built as the feeder school to St Wulstan's RC Church (an imposing Grade II building located across the adjacent field). Together these assets act as a reminder of the times when Catholicism was prevalent in this particular area.

I would also like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of Watery Lane. By virtue of its original designation as a Private Carriage and Occupation Road, this lane has remained as an unadopted and unimproved dirt track creating an anachronism complete with private enclosures, ie small holdings still used for vegetables and livestock, plus Victorian cottages built in close proximity with shared, hand-operated, water pumps (disused but intact), gas street lighting and Upper Welland's blacksmith's forge (disused but intact). With the demise of Weavers Lane, Watery Lane became the thoroughfare for the village, providing access to and from the adjacent farms and common land (sources of food and employment), pubs (now demolished Black Horse cider house off Watery Lane and Hawthorn Inn on UWRd) and places of worship including St Giles Priory and St.Wulstan's Church. Watery Lane provides an insight into the past and as such consideration should be given to extending the Conservation Area to cover the Lane and its associated Heritage Assets.

Finally I would also like to object to the proposal to remove the small ribbon of land below the Kings Rd from the CA. Again this land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any special features, it contributes to the distinctive character of the area and so can still legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to *interpret* for any given site. Furthermore, the land forms a significant part of the prominent open green space on the conspicuous midslopes of the MHills and is therefore important in both the views towards and away from the MHills out across the Severn basin to the Cotswolds. It also forms a green corridor at the southern gateway into Malvern Wells.

Professor Roger Ebbatson
 157 Upper Welland Rd
 Malvern WR14 4LB



From: [REDACTED]
To: [Bryony Taylor](#)
Cc: [Heritage1](#)
Subject: MHDC Review of the Malvern Wells Conservation Area 2019 - objection letter
Date: 27 August 2019 10:17:16

Dear Bryony,

Re: MHDC Review of the Malvern Wells Conservation Area 2019

I would like to object to the MHDC proposal to split the Malvern Wells Conservation Area (CA) between the Malvern Wells and Little Malvern&Welland Parish Councils because it risks:

- Losing the historical relationship (or an appreciation of the interconnecting views) between two buildings of special architectural interest, or common function, if one building appears in say the MWells CA and the other in the LM&W CA. This is important because buildings or fields considered in isolation (out of context) from the community they serve are more likely to be undervalued by planners etc.
- Underestimating the impact of any future development, eg, a new development off Upper Welland Rd in the MWells CA, may result in say the Kings Rd in the LM&W CA being upgraded to handle the increased volume of traffic. Individually it could be argued that the impact on their respective CAs is acceptable but the *aggregated* impact would significantly harm the landscape when considered as a 'single' development in a single CA.

I also object to the proposal to remove the land along the northern edge of Upper Welland Rd (between Chase Rd and Kings Rd) from the Conservation Area because:

- The proposed removal completely *reverses* the excellent decisions taken at the last review in 1995 when the CA was specifically extended to: (i) include the land along the northern edge of UWRd as part of several green corridors along roads linking the MHills to the surrounding countryside (ii) maintain a break in the existing developments (iii) preserve the rural character of said land to prevent it becoming sub-urbanised (close mown grass, introduction of non-native trees etc). Said land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any 'special features' per se, it contributes to the local historic small-holding scene of grazing horses, sheep, geese etc and the distinctive character of the area, thus it can legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to *interpret* for any given site.
- The inclusion of this green swathe of land in the CA has never been challenged by a developer, Government Inspector, or indeed any consultee including Historic England despite recent multiple planning applications
- Said land, in particular the section above Assarts Lane, is located on the foothills of the MHills and as such dominates the distinctive views to and from the MHills, being conspicuous from both near and far.
- The proposed withdrawal of the CA designation from this land will inevitably reduce the Council's ability to protect (preserve and enhance) this sensitive area from inappropriate development such as the 'identikit legobrick' style housing being universally adopted in South Worcestershire and elsewhere.
- In the forthcoming MWells Neighbourhood Plan said land is highly valued by local residents for its visual amenity and the 'open space views' it provides up to the green foothills and the MHills

landscape beyond.

- The Landscape Strategic Capacity Assessment states that said land, in particular along the northern edge of Upper Welland Rd above Assarts Lane (known locally as the Paddock Field), has Very High Landscape Sensitivity, High Visual Sensitivity and that the views of Hills are exceptional and of high quality.
- In 2016 MHDC Conservation Dept stated that said land “makes an important contribution to the green and open character of the CA” with, in places, views from the Paddock Field across to St.Wulstan’s Church.
- The inclusion of said land in the CA creates a natural boundary along Upper Welland Rd which coincides with the MWells parish boundary. It also affords ‘proximity’ protection to the adjacent open countryside which has suffered from ribbon development and to Kinley Cottage, the old Roman Catholic school.

I would like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of the old Malvern stone Roman Catholic school, now known as Kinley Cottage, on Upper Welland Rd which was built as the feeder school to St Wulstan’s RC Church (an imposing Grade II building located across the adjacent field). Together these assets act as a reminder of the times when Catholicism was prevalent in this particular area.

I would also like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of Watery Lane. By virtue of its original designation as a Private Carriage and Occupation Road, this lane has remained as an unadopted and unimproved dirt track creating an anachronism complete with private enclosures, ie small holdings still used for vegetables and livestock, plus Victorian cottages built in close proximity with shared, hand-operated, water pumps (disused but intact), gas street lighting and Upper Welland’s blacksmith’s forge (disused but intact). With the demise of Weavers Lane, Watery Lane became the thoroughfare for the village, providing access to and from the adjacent farms and common land (sources of food and employment), pubs (now demolished Black Horse cider house off Watery Lane and Hawthorn Inn on UWRd) and places of worship including St Giles Priory and St.Wulstan’s Church. Watery Lane provides an insight into the past and as such consideration should be given to extending the Conservation Area to cover the Lane and its associated Heritage Assets.

Finally I would also like to object to the proposal to remove the small ribbon of land below the Kings Rd from the CA Again this land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any special features, it contributes to the distinctive character of the area and so can still legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to *interpret* for any given site. Furthermore, the land forms a significant part of the prominent open green space on the conspicuous midslopes of the MHills and is therefore important in both the views towards and away from the MHills out across the Severn basin to the Cotswolds. It also forms a green corridor at the southern gateway into Malvern Wells.

In my mind, ‘Conservation Area’ should be exactly what it says on the tin.

Rather than look at it from a short term gain, the developers should consider the importance of this land. Think of future generations visiting this area and give them an opportunity to enjoy it as we do now.

Yours sincerely

Stephen Ollis

**2, Chase Road
Upper Welland
Worcestershire
WR14 4JY**

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: MHDC Review of Malvern Hills Conservation Area 2019
Date: 28 August 2019 15:02:01

Dear Bryony,

Re: MHDC Review of the Malvern Wells Conservation Area 2019

I would like to object to the MHDC proposal to split the Malvern Wells Conservation Area (CA) between the Malvern Wells and Little Malvern&Welland Parish Councils because it risks:

- Losing the historical relationship (or an appreciation of the interconnecting views) between two buildings of special architectural interest, or common function, if one building appears in say the MWells CA and the other in the LM&W CA. This is important because buildings or fields considered in isolation (out of context) from the community they serve are more likely to be undervalued by planners etc.
- Underestimating the impact of any future development, eg, a new development off Upper Welland Rd in the MWells CA, may result in say the Kings Rd in the LM&W CA being upgraded to handle the increased volume of traffic. Individually it could be argued that the impact on their respective CAs is acceptable but the **aggregated** impact would significantly harm the landscape when considered as a 'single' development in a single CA.

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- The proposed removal completely **reverses** the excellent decisions taken at the last review in 1995 when the CA was specifically extended to: (i) include the land along the northern edge of UWRd as part of several green corridors along roads linking the MHills to the surrounding countryside (ii) maintain a break in the existing developments (iii) preserve the rural character of said land to prevent it becoming sub-urbanised (close mown grass, introduction of non-native trees etc).
- Said land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any 'special features' per se, it contributes to the local historic small-holding scene of grazing horses, sheep, geese etc and the distinctive character of the area, thus it can legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs **to interpret** for any given site.
- The inclusion of this green swathe of land in the CA has never been challenged by a developer, Government Inspector, or indeed any consultee including Historic England despite recent multiple planning applications
- Said land, in particular the section above Assarts Lane, is located on the foothills of the MHills and as such dominates the distinctive views to and from the MHills, being conspicuous from both near and far.
- The proposed withdrawal of the CA designation from this land will inevitably reduce the Council's ability to protect (preserve and enhance) this sensitive area from inappropriate development such as the 'identikit legobrick' style housing being universally adopted in South Worcestershire and elsewhere.
- In the forthcoming MWells Neighbourhood Plan said land is highly valued by local residents for its visual amenity and the 'open space views' it provides up to the green foothills and the MHills landscape beyond.
- The Landscape Strategic Capacity Assessment states that said land, in particular along the northern edge of Upper Welland Rd above Assarts Lane (known locally as the Paddock Field), has Very High Landscape Sensitivity, High Visual Sensitivity and that the views of Hills are exceptional and of high quality.
- In 2016 MHDC Conservation Dept stated that said land "makes an important contribution to the green and open character of the CA" with, in places, views from the Paddock Field across to St.Wulstan's Church.
- The inclusion of said land in the CA creates a natural boundary along Upper Welland Rd which coincides with the MWells parish boundary. It also affords 'proximity' protection to the adjacent open countryside which has suffered from ribbon development and to Kinley Cottage, the old Roman Catholic school.

•
I would like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of the old Malvern stone Roman Catholic school, now known as Kinley Cottage, on Upper Welland Rd which was built as the feeder school to St Wulstan's RC Church (an imposing Grade II building located across the adjacent field). Together these assets act as a reminder of the times when Catholicism was prevalent in this particular area.

I would also like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of Watery Lane. By virtue of its original designation as a Private Carriage and Occupation Road, this lane has remained as an unadopted and unimproved dirt track creating an anachronism complete with private enclosures, ie small holdings still used for vegetables and livestock, plus Victorian cottages built in close proximity with shared, hand-operated, water pumps (disused but intact), gas street lighting and Upper Welland's blacksmith's forge (disused but intact). With the demise of Weavers Lane, Watery Lane became the thoroughfare for the village, providing access to and from the adjacent farms and common land (sources of food and employment), pubs (now demolished Black Horse cider house off Watery Lane and Hawthorn Inn on UWRd) and places of worship including St Giles Priory and St. Wulstan's Church. Watery Lane provides an insight into the past and as such consideration should be given to extending the Conservation Area to cover the Lane and its associated Heritage Assets.

Finally I would also like to object to the proposal to remove the small ribbon of land below the Kings Rd from the CA. Again this land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any special features, it contributes to the distinctive character of the area and so can still legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to *interpret* for any given site. Furthermore, the land forms a significant part of the prominent open green space on the conspicuous midslopes of the MHills and is therefore important in both the views towards and away from the MHills out across the Severn basin to the Cotswolds. It also forms a green corridor at the southern gateway into Malvern Wells.

Regards
Kelvin V Kellaway
17 The Crescent
WR14 4JG

From: [REDACTED]
To: [Heritage1: Bryony Taylor](#)
Subject: Re: MHDC Review of the Malvern Wells Conservation Area 2019
Date: 30 August 2019 09:21:23

Dear Bryony,

I would like to object to the MHDC proposal to split the Malvern Wells Conservation Area (CA) between the Malvern Wells and Little Malvern&Welland Parish Councils because it risks: Losing the historical relationship (or an appreciation of the interconnecting views) between two buildings of special architectural interest, or common function, if one building appears in say the MWells CA and the other in the LM&W CA. This is important because buildings or fields considered in isolation (out of context) from the community they serve are more likely to be undervalued by planners etc.

Underestimating the impact of any future development, eg, a new development off Upper Welland Rd in the MWells CA, may result in say the Kings Rd in the LM&W CA being upgraded to handle the increased volume of traffic. Individually it could be argued that the impact on their respective CAs is acceptable but the aggregated impact would significantly harm the landscape when considered as a 'single' development in a single CA.

I also object to the proposal to remove the land along the northern edge of Upper Welland Rd (between Chase Rd and Kings Rd) from the Conservation Area because:

The proposed removal completely reverses the excellent decisions taken at the last review in 1995 when the CA was specifically extended to: (i) include the land along the northern edge of UWRd as part of several green corridors along roads linking the MHills to the surrounding countryside (ii) maintain a break in the existing developments (iii) preserve the rural character of said land to prevent it becoming sub-urbanised (close mown grass, introduction of non-native trees etc).

Said land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any 'special features' per se, it contributes to the local historic small-holding scene of grazing horses, sheep, geese etc and the distinctive character of the area, thus it can legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to interpret for any given site.

The inclusion of this green swathe of land in the CA has never been challenged by a developer, Government Inspector, or indeed any consultee including Historic England despite recent multiple planning applications

Said land, in particular the section above Assarts Lane, is located on the foothills of the MHills and as such dominates the distinctive views to and from the MHills, being conspicuous from both near and far.

The proposed withdrawal of the CA designation from this land will inevitably reduce the Council's ability to protect (preserve and enhance) this sensitive area from inappropriate development such as the 'identikit legobrick' style housing being universally adopted in South Worcestershire and elsewhere.

In the forthcoming MWells Neighbourhood Plan said land is highly valued by local residents for its visual amenity and the 'open space views' it provides up to the green foothills and the MHills landscape beyond.

The Landscape Strategic Capacity Assessment states that said land, in particular along the northern edge of Upper Welland Rd above Assarts Lane (known locally as the Paddock Field), has Very High Landscape Sensitivity, High Visual Sensitivity and that the views of Hills are exceptional and of high quality.

In 2016 MHDC Conservation Dept stated that said land "makes an important contribution to the green and open character of the CA" with, in places, views from the Paddock Field across to St.Wulstan's Church.

The inclusion of said land in the CA creates a natural boundary along Upper Welland Rd which coincides with the MWells parish boundary. It also affords 'proximity' protection to the adjacent open countryside which has suffered from ribbon development and to Kinley Cottage, the old Roman Catholic school.

I would like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of the old Malvern stone Roman Catholic school, now known as Kinley Cottage, on Upper Welland Rd which was built as the feeder school to St Wulstan's RC Church (an imposing Grade II building located across the adjacent field). Together these assets act as a reminder of the times when Catholicism was prevalent in this particular area.

I would also like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of Watery Lane. By virtue of its original designation as a Private Carriage and Occupation Road, this lane has remained as an unadopted and unimproved dirt track creating an anachronism complete with private enclosures, ie small holdings still used for vegetables and livestock, plus Victorian cottages built in close proximity with shared, hand-operated, water pumps (disused but intact), gas street lighting and Upper Welland's blacksmith's forge (disused but intact). With the demise of Weavers Lane, Watery Lane became the thoroughfare for the village, providing access to and from the adjacent farms and common land (sources of food and employment), pubs (now demolished Black Horse cider house off Watery Lane and Hawthorn Inn on UWRd) and places of worship including St Giles Priory and St.Wulstan's Church. Watery Lane provides an insight into the past and as such consideration should be given to extending the Conservation Area to cover the Lane and its associated Heritage Assets.

Finally I would also like to object to the proposal to remove the small ribbon of land below the Kings Rd from the CA. Again this land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any special features, it contributes to the distinctive character of the area and so can still legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to interpret for any given site. Furthermore, the land forms a significant part of the prominent open green space on the conspicuous midslopes of the MHills and is therefore important in both the views towards and away from the MHills out across the Severn basin to the Cotswolds. It also forms a green corridor at the southern gateway into Malvern Wells.

Regards,
Alexandra Milliken
Oak House, Upper Welland, Malvern,
WR14 4JU

Sent from my iPhone

From: [REDACTED]
To: [Heritage1](#)
Subject: MHDC Review of the Malvern Wells Conservation Area 2019
Date: 30 August 2019 14:55:48

Dear Sir/Madam

I would like to object to the MHDC proposal to split the Malvern Wells Conservation Area (CA) between the Malvern Wells and Little Malvern & Welland Parish Councils because it risks:

- Losing the historical relationship (or an appreciation of the interconnecting views) between two buildings of special architectural interest, or common function, if one building appears in say the MWells CA and the other in the LM&W CA. This is important because buildings or fields considered in isolation (out of context) from the community they serve are more likely to be undervalued by planners etc.
- Underestimating the impact of any future development, eg, a new development off Upper Welland Rd in the MWells CA, may result in say the Kings Rd in the LM&W CA being upgraded to handle the increased volume of traffic. Individually it could be argued that the impact on their respective CAs is acceptable but the aggregated impact would significantly harm the landscape when considered as a 'single' development in a single CA.

I also object to the proposal to remove the land along the northern edge of Upper Welland Rd (between Chase Rd and Kings Rd) from the Conservation Area because:

- The proposed removal completely reverses the excellent decisions taken at the last review in 1995 when the CA was specifically extended to: (i) include the land along the northern edge of UWRd as part of several green corridors along roads linking the MHills to the surrounding countryside (ii) maintain a break in the existing developments (iii) preserve the rural character of said land to prevent it becoming sub-urbanised (close mown grass, introduction of non-native trees etc).
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- The inclusion of this green swathe of land in the CA has never been challenged by a developer, Government Inspector, or indeed any consultee including Historic England despite recent multiple planning applications
- Said land, in particular the section above Assarts Lane, is located on the foothills of the MHills and as such dominates the distinctive views to and from the MHills, being conspicuous from both near and far.
- The proposed withdrawal of the CA designation from this land will inevitably reduce the Council's ability to protect (preserve and enhance) this sensitive area from inappropriate development such as the 'identikit legobrick' style housing being universally adopted in South Worcestershire and elsewhere.
- In the forthcoming MWells Neighbourhood Plan said land is highly valued by local residents for its visual amenity and the 'open space views' it provides up to the green foothills and the MHills landscape beyond.
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Paddock Field across to St.Wulstan's Church.

· The inclusion of said land in the CA creates a natural boundary along Upper Welland Rd which coincides with the MWells parish boundary. It also affords 'proximity' protection to the adjacent open countryside which has suffered from ribbon development and to Kinley Cottage, the old Roman Catholic school.

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Yours faithfully

Margaret McNeil
3 Cambridge Close
Upper Welland

From: [REDACTED]
To: [Bryony Taylor; "heritage1@malvern hills.gov.uk"@](mailto:Bryony.Taylor@malvern hills.gov.uk)
Cc: [REDACTED]
Subject: MHDC Review of the Malvern Wells Conservation Area 2019
Date: 31 August 2019 10:15:44

Dear Bryony

Re: MHDC Review of the Conservation Area of Malvern Wells and Little Malvern 2019

Having attended both the meeting on July 25th and the Parish Council meeting on August 1st, and having read all the documentation provided relating to these meetings, I feel the proposal to split the two areas, Malvern Wells and Little Malvern into separate appraisal areas is most regrettable and undesirable and one I object to.

The original meeting on July 25th largely considered just the historical and architectural interest of the area. However, whilst those are important, conservation is far more than just those two elements.

- Malvern Wells and Little Malvern are joined, to a significant degree, by green spaces, the importance of which is not to be underestimated. These, we all know are beneficial to people and their surroundings, and how they perceive the area.
- To isolate any building or field and not see it/them in the context of the whole area, is not one that is ever recommended or supported.
- Significantly, it also means that any planner has less of a need to value green spaces when looking at development sites.
- In Upper Welland where concern regarding preserving its Conservation Area, concern re potential traffic increase and the importance of views both from and to the village and the hills have been expressed in previous planning applications and are still very relevant and important in this context.
- Previous documents from 1995 when the Conservation Area was extended, refer to the 'strategic green gap' along Upper Welland Road, and therefore, rather than reduce the Conservation Area, for which there is no logical argument, there are good reasons for enlarging it.
- Upper Welland has a strong relationship with the landscape and the rural character below the hills, which includes wooded areas, hedges, individual trees plus several fields, some used for the grazing of animals. In addition, Elgar, Little Malvern Priory and St Wulstan's RC Church are all current and historical religious elements in Malvern Wells and Little Malvern and all are enhanced by the surrounding land. We should strive to preserve or preferably increase these settings, not isolate them.
- The Paddock Field and the Old Roman Catholic School that was based at Kinley Cottage are important reminders of the past in Upper Welland, as is the role of Watery Lane and its adjoining fields.
- The last review in 1995 resulted in the extension of the Conservation Area – which includes the areas the proposals are seeking to remove. There is no good reason to reverse that.

- The Neighbourhood Plan identifies the importance of the green spaces in Upper Welland to its residents and for its visual impact both from and to the village and the Malvern Hills beyond.

It is the setting of any conservation area, not just its boundaries that are important. To change and reduce them as proposed completely undervalues that. There is nothing to suggest any benefit to the rural landscape or to the heritage or architectural interest in the proposals by either splitting the area into two sections, Malvern Wells and Little Malvern or changing the boundaries by reducing them.

The plans are totally inappropriate for the village and should be dismissed.

Yours sincerely

Margaret Vernon

1 Cambridge Close, Upper Welland, WR14 4JZ

[REDACTED]

Tel: [REDACTED]

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: MHDC Review of the Malvern Wells Conservation Area 2019
Date: 31 August 2019 16:55:05

Dear Ms. Taylor,

Re: MHDC Review of the Malvern Wells Conservation Area 2019

I would like to object to the MHDC proposal to split the Malvern Wells Conservation Area (CA) between the Malvern Wells and Little Malvern&Welland Parish Councils because it risks:

- Losing the historical relationship (or an appreciation of the interconnecting views) between two buildings of special architectural interest, or common function, if one building appears in say the MWells CA and the other in the LM&W CA. This is important because buildings or fields considered in isolation (out of context) from the community they serve are more likely to be undervalued by planners etc.
- Underestimating the impact of any future development, eg, a new development off Upper Welland Rd in the MWells CA, may result in say the Kings Rd in the LM&W CA being upgraded to handle the increased volume of traffic. Individually it could be argued that the impact on their respective CAs is acceptable but the *aggregated* impact would significantly harm the landscape when considered as a 'single' development in a single CA.

I also object to the proposal to remove the land along the northern edge of Upper Welland Rd (between Chase Rd and Kings Rd) from the Conservation Area because:

- The proposed removal completely *reverses* the excellent decisions taken at the last review in 1995 when the CA was specifically extended to: (i) include the land along the northern edge of UWRd as part of several green corridors along roads linking the MHills to the surrounding countryside (ii) maintain a break in the existing developments (iii) preserve the rural character of said land to prevent it becoming sub-urbanised (close mown grass, introduction of non-native trees etc).
- Said land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any 'special features' per se, it contributes to the local historic small-holding scene of grazing horses, sheep, geese etc and the distinctive character of the area, thus it can legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to *interpret* for any given site.
- The inclusion of this green swathe of land in the CA has never been challenged by a developer, Government Inspector, or indeed any consultee including Historic England despite recent multiple planning applications
- Said land, in particular the section above Assarts Lane, is located on the foothills of the MHills and as such dominates the distinctive views to and from the MHills, being conspicuous from both near and far.
- The proposed withdrawal of the CA designation from this land will inevitably reduce the Council's ability to protect (preserve and enhance) this sensitive area from inappropriate development such as the 'identikit legobrick' style housing being universally adopted in South Worcestershire and elsewhere.
- In the forthcoming MWells Neighbourhood Plan said land is highly valued by local residents for its visual amenity and the 'open space views' it provides up to the green foothills and the MHills landscape beyond.
- The Landscape Strategic Capacity Assessment states that said land, in particular along the northern edge of Upper Welland Rd above Assarts Lane (known locally as the Paddock Field), has Very High Landscape Sensitivity, High Visual Sensitivity and that the views of Hills are exceptional and of high quality.
- In 2016 MHDC Conservation Dept stated that said land "makes an important contribution to the green and open character of the CA" with, in places, views from the Paddock Field across to St.Wulstan's Church.
- The inclusion of said land in the CA creates a natural boundary along Upper Welland Rd which coincides with the MWells parish boundary. It also affords 'proximity' protection to the adjacent open countryside which has suffered from ribbon development and to Kinley Cottage, the old Roman Catholic school.

I would like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of the old Malvern stone Roman Catholic school, now known as Kinley Cottage, on Upper Welland Rd which was built as the feeder school to St Wulstan's RC Church (an imposing Grade II building located across the

adjacent field). Together these assets act as a reminder of the times when Catholicism was prevalent in this particular area.

Furthermore as I'm sure you are aware the grave of Edward Elgar is located at St Walstans RC Church therefore an very important historic site attracting many visitors from Uk and worldwide surely the view from this site is worthy of classifying as a conservation area as a green and pleasant land .

I would also like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of Watery Lane. By virtue of its original designation as a Private Carriage and Occupation Road, this lane has remained as an unadopted and unimproved dirt track creating an anachronism complete with private enclosures, ie small holdings still used for vegetables and livestock, plus Victorian cottages built in close proximity with shared, hand-operated, water pumps (disused but intact), gas street lighting and Upper Welland's blacksmith's forge (disused but intact). With the demise of Weavers Lane, Watery Lane became the thoroughfare for the village, providing access to and from the adjacent farms and common land (sources of food and employment), pubs (now demolished Black Horse cider house off Watery Lane and Hawthorn Inn on UWRd) and places of worship including St Giles Priory and St.Wulstan's Church. Watery Lane provides an insight into the past and as such consideration should be given to extending the Conservation Area to cover the Lane and its associated Heritage Assets.

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You explained at a recent meeting the purpose of your role , to protect historic and architectural sites , surly as the definition of conservation is to preserve, the countryside as we understand meaning fields, trees and general green areas must be taken into consideration together with historic and architectural as a whole and not in isolation . Even if not in your job brief .

Regards

Roy & Barbara McAdam
Kinley Cottage
Upper Welland Rd
WR14 4JU

From: [REDACTED]
To: [Heritage1](#)
Subject: MHDC Review of the Malvern Wells Conservation Area 2019
Date: 31 August 2019 17:17:02

Dear Sir or Madam

Further to my recent correspondence please see the attached photograph you will then appreciate what I'm trying to protect.

Yours faithfully

Roy McAdam
Kinley Cottage
Upper Welland Rd
Wr14 4JU



From: [Heritage1](#)
To: [Heritage1](#)
Subject: FW: Little Malvern Conservation Document
Date: 14 October 2019 11:34:18

-----Original Message-----

From: Gwyneth Gill [REDACTED]
Sent: 01 September 2019 21:35
To: developmentcontrol@malvern hills.gov.uk
Subject: Little Malvern Conservation Document

Hi

I do not have a complaint and enjoy reading your conservation documents always.

However I do not know who to contact because I felt I should point out an omission in the Conservation Document in Little Malvern.

In it you mention on page 8 about new buildings and also say that the Toll House was dismantled and is in Avoncroft Museum - which is all true BUT no where have you mentioned the SECOND Toll House in Little Malvern at 12 Milegate Cottage.

There were indeed two Toll Houses in Little Malvern. The Upton Turnpike Trust house being that typical toll house building now at Avoncroft. The other was owned by the Worcester Turnpike Trust and was mentioned as being a poor quality property built for just £30. This was on the top road by the junction down from the British Camp where it joins the Little Malvern Road, just before Poplar Cottage. This property was demolished in the 1960s and now vegetation has filled the space it was built in.

I am sure you wish to look at this again and rectify this to make your document an accurate record.

Many thanks

Gwyneth Gill.

Sent from my iPhone

From: [REDACTED]
To: [Bryony Taylor](#)
Cc: [Heritage1](#)
Subject: MHDC Review of the Malvern Wells Conservation Area 2019
Date: 02 September 2019 08:52:09
Attachments: [image002.png](#)
[image001.wmz](#)

Dear Bryony,

Re: MHDC Review of the Malvern Wells Conservation Area 2019

Firstly, with regards to the review of the Malvern Wells Conservation Area 2019, I implore that you rigorously investigate the ownership of any land that is currently under review [or existing associations/agreements with developers].....I am sure that MHDC would not want to later find out that there was a conflict of interest making any future development easier?

This said, I would like to object to the MHDC proposal to split the Malvern Wells Conservation Area (CA) between the Malvern Wells and Little Malvern & Wells Parish Councils because it risks:

- Losing the historical relationship (or an appreciation of the interconnecting views) between two buildings of special architectural interest, or common function, if one building appears in say the MWells CA and the other in the LM&W CA. This is important because buildings or fields considered in isolation (out of context) from the community they serve are more likely to be undervalued by planners etc.
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- Said land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any 'special features' per se, it contributes to the local historic small-holding scene of grazing horses, sheep, geese etc and the distinctive character of the area, thus it can legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to *interpret* for any given site.
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- The proposed withdrawal of the CA designation from this land will inevitably reduce the Council's ability to protect (preserve and enhance) this sensitive area from inappropriate development such as the 'identikit legobrick' style housing being universally adopted in South Worcestershire and elsewhere.
- In the forthcoming MWells Neighbourhood Plan said land is highly valued by local residents for its visual amenity and the 'open space views' it provides up to the green foothills and the MHills landscape beyond.
- The Landscape Strategic Capacity Assessment states that said land, in particular along the northern edge of Upper Welland Rd above Assarts Lane (known locally as the Paddock Field), has Very High Landscape Sensitivity, High Visual Sensitivity and that the views of Hills are exceptional and of high quality.
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I would like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of the old Malvern stone Roman Catholic school, now known as Kinley Cottage, on Upper Welland Rd which

was built as the feeder school to St.Wulstan's RC Church (an imposing Grade II building located across the adjacent field). Together these assets act as a reminder of the times when Catholicism was prevalent in this particular area.

I would also like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of Watery Lane. By virtue of its original designation as a Private Carriage and Occupation Road, this lane has remained as an unadopted and unimproved dirt track creating an anachronism complete with private enclosures, i.e. small holdings still used for vegetables and livestock, plus Victorian cottages built in close proximity with shared, hand-operated, water pumps (disused but intact), gas street lighting and Upper Welland's blacksmith's forge (disused but intact). With the demise of Weavers Lane, Watery Lane became the thoroughfare for the village, providing access to and from the adjacent farms and common land (sources of food and employment), pubs (now demolished Black Horse cider house off Watery Lane and Hawthorn Inn on UWRd) and places of worship including St Giles Priory and St.Wulstan's Church. Watery Lane provides an insight into the past and as such consideration should be given to extending the Conservation Area to cover the Lane and its associated Heritage Assets.

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Regards,

Peter Merrifield, 65 Assarts Rd. Malvern, Worcs. WR14 4HW

From: [REDACTED]
To: [Bryony Taylor: Heritage1](#)
Subject: MHDC Review of the Malvern Wells Conservation Area 2019
Date: 03 September 2019 16:07:50

Dear Bryony,

We should like to object to the proposed changes to the above area on the following grounds:-

1. These changes could open the door to inappropriate development on the steeper slopes of the Malvern Hills. In recent times the view seems to have been that each area should carry part of the burden of providing new houses. This seems to me to be considering housing needs in isolation, without regard to the environmental impact of some developments. This area lacks consistent public transport, thus the new residents would rely solely on cars for access to jobs and necessary facilities; if the developments provided mixed housing, some of these cars might be of the "Chelsea Tractor" variety.
 2. This proposal appears to reverse the last decision made in 1995. This previous assessment does not appear to have been challenged successfully since that time, despite numerous applications having been made.
 3. Allowing new developments on these steeply-sloped areas would inevitably create visual intrusion into an A.N.O.B. Also, such developments might be unsuitable on the grounds of the unsympathetic materials used in their construction.
 4. Removal of the strip of land below King's Road from the C.A. is subject to the same objections as above.
- Rod and Janet Simmonds. Residents of Watery Lane, with direct views up to the hills.

From: [REDACTED]
To: [Bryony Taylor: Heritage1](#)
Subject: MHDC Review of the Malvern Wells Conservation Area 2019
Date: 03 September 2019 21:25:47

Dear Ms Taylor,

I attended the public presentation held at the Wyche Institute on 25th July when you laid out the plans for changes to the Malvern Wells Conservation Area. It seemed to me that decisions have already been made regarding the reduction of the conservation area, and that all of our quests for explanations were falling on deaf ears. The fact that the land had been included in 1995 seemed to be of no importance to you. The areas of land would have been included for very good reasons at the time. We have not been told how those reasons have changed, and as such there seems to be little cause to take them out of the conservation area now.

Having searched through the relevant legislation and guidance, the only reference I have found which deals with the removal of areas previously designated is Paragraph 106 of Conservation Area Appraisal, Designation and Management, Historic England Advice Note 1 (Second Edition) which states:-

"The special interest of areas designated many years ago may now be so eroded by piecemeal change or by single examples of poorly designed development that parts of the area may no longer have special interest. In such cases, boundary revisions will be needed to exclude them or, in exceptional circumstances, reconsideration of the overall conservation area designation"

This is not the case with the land in question. Nothing has changed, and therefore the reasons for designating it as part of the conservation area in 1995 still hold true today. The fact that any record of the reasons appears to have been lost does not remove or dilute their validity.

Although being part of a conservation area does not prevent development, it gives a measure of protection from developments that are inappropriate in design and size, either of which would be detrimental to the views to and from the Malvern Hills AONB.

I urge you to reconsider and to retain all of the areas that you are intending to remove from the Malvern Wells Conservation Area.

Regards

Valerie Allen

1 St Wulstans Drive

Malvern WR14 4JA

From: [REDACTED]
To: [Bryony Taylor: Heritage1](#)
Subject: Malvern Wells Conservation Area.
Date: 03 September 2019 22:04:02

Dear Ms Taylor,

I should like to register my objection to MHDC's proposal to alter the Malvern Wells Conservation Area and split it between the Malvern Wells and the Little Malvern & Welland Parish Councils .

The Conservation Area has been in existence since 1995 and has never been challenged by a developer, Government Inspector, Historic England or any consultee since.

According to Paragraph 106 of Conservation Area Appraisal, Designation and Management, Historic England Advice Note 1 (Second Edition) Special Interest of Areas designated many years ago may now be so eroded by piecemeal change or by single examples of poorly designed development that parts of the area may no longer have special interest. In such cases boundary divisions will be needed to exclude them or in exceptional circumstances reconsideration of the overall Conservation Area Designation.

As far as I am concerned there have been no such fundamental changes to the area to warrant reducing the Conservation Area, in fact to the contrary, should MHDC acknowledge the significance of Watery Lane with its designation of a Private Carriage and Occupation Road, with its Victorian cottages, hand operated water pumps and gas street lighting, together with Kinley Cottage, there would be particularly good reasons to extend the Conservation Area not reduce it.

I therefore urge you to reconsider your proposal to reduce the Conservation Area.

H

Howard Allen F.R.I.C.S.
1 St. Wulstans Drive, Malvern Worcestershire WR144JA.
Sent from my iPad

From: [REDACTED]
To: [Bryony Taylor; Heritage1](#)
Subject: MHDC CA Review 2019 - Upper Welland Road and surrounding areas
Date: 04 September 2019 10:38:25
Attachments: [REDACTED]

Please find attached an objection letter relating to the subject above.

Regards

GG

Mr G George
5 Watery Lane
Malvern
WR14 4JX

[REDACTED]
[REDACTED]
4nd Sept 2019

To

Bryony.Taylor@malvernhills.gov.uk

heritage1@malvernhills.gov.uk

Malvern Wells Conservation Area: MHDC 2019 Review

As a long term Upper Welland resident, whose property is very close to the present Conservation Area (CA) boundary I feel that I must write to object to the proposed reduction of the CA. In fact I believe that there is a cogent argument that contrary to such a proposal the CA should actually be extended to include Watery Lane.

Having researched the development of Upper Welland village it is apparent that Watery Lane is unique in the local area. Prior to the construction of Upper Welland Road the village was serviced by a number of tracks and lanes. This included Weavers Lane, which has now completely disappeared, Chase Road, which has been urbanised and modernised, as well as Watery Lane. By virtue of Watery Lane remaining un-adopted and unimproved it provides a historical insight into what the locality would have looked like in bygone days. Watery Lane is therefore a modern day anachronism complete with small holdings, gas street lamp stands (already listed), the disused Upper Welland blacksmith's forge, and a number of Victorian cottages and artefacts. Watery Lane was obviously a significant thoroughfare from and to the village, providing access to adjacent farms, Welland Common, Public Houses such as the demolished Black Horse cider house, as well as places of worship including Little Malvern Priory and St.Wulstan's. Watery Lane therefore provides a useful, and perhaps unique, insight into the past and, as such, serious consideration should be given to extending the CA to cover Watery Lane and its associated Heritage Assets.

The history and location of Upper Welland village is, in itself, interesting. Whilst it is physically close to the hamlet of Little Malvern it is nonetheless quite distinct. Once formally part of Welland, that parish decided that Upper Welland village was actually more associated with the Malvern Wells community though over many years this has not always proven to be the case. The physically widespread nature of the Malvern Wells parish means that at its most extreme the village of Upper Welland is very much of peripheral concern. It is not, therefore, surprising that the interests of Upper Welland residents are not always well represented and I would point out that the Malvern Wells CA Appraisal has failed to consider the unique nature of Watery Lane.

I am sure that many other individuals will have eloquently related that a proposal to reduce the CA directly conflicts to the decisions taken at the last MHDC CA review in 1995 when the CA was

extended to include the lands adjacent to Upper Welland Road and above Assarts Lane; such contrary decision making could have far reaching and unplanned consequences. I am also sure that others have related that the present CA helps to protect a swathe of land that is highly visible from the Malvern Hills. But I would remind you that virtually the entire westward vista from the Malvern Hills includes extensive urban development and it is at Upper Welland Road that this vista changes to become a rural setting. You should note the popularity of this area of the hills with its easy accessibility to the ridge at this section of the Hills with it being serviced by, not just one but, two sizable high altitude carparks at the British Camp and at Black Hill. Loss of greenscape in the Upper Welland area would have an inordinate impact on tourists' enjoyment of, and from, this section of the hills. Without doubt the area on either side of Upper Welland Road, including the village itself has Very High Landscape Sensitivity and should be protected.

As discussed above, the reduction or loss of CA status, in the Upper Welland area could be perceived as tacit approval for would-be DIY and professional developers alike. This could easily result in a spate of off-the-shelf unsympathetic and over-bearing housing proposals. The inclusion of this green swathe of land, adjacent to Upper Welland Road, in the CA has never been challenged by a developer, a Government Inspector, or indeed any consultee including Historic England despite recent multiple planning applications. It would, therefore, seem evident that the case for its inclusion in the CA is both logical and robust – so its removal now would highlight a capricious decision making approach within MHDC. This would be disastrous as it could call into question the overall robustness of many the decisions regarding the CA and therefore the validity of many other parts of the CA.

In closing, I urge you to

- 1) Retain the lands adjacent to Upper Welland Road, Assarts Road and Kings Road within the Conservation Area.
- 2) Extend the Conservation Area to include the unique un-adopted roadway of Watery Lane.

Regards

Graham George

From: [planning](#)
To: [Bryony Taylor](#)
Subject: FW: Malvern Wells / Little Malvern Conservation Areas - consultation - comments
Date: 05 September 2019 09:22:15
Attachments: [Letter to MHDC heritage team 4th sept 2019.pdf](#)
[MHDC from DLC response 04 september 2019.odt](#)

From: Dennis Carver [REDACTED]
Sent: 04 September 2019 16:51
To: developmentcontrol@malvernhills.gov.uk
Subject: Malvern Wells / Little Malvern Conservation Areas - consultation - comments

The Garden Flat, Stuart Lodge,
273 Wells Road, Malvern Wells,
Worcestershire, WR14 4HH

4th September 2019

The Heritage Team, MHDC

**Malvern Wells / Little Malvern Conservation Area Appraisal
– response to consultation**

We appreciate the need for regular review of the status of the conservation area(s) covering the areas above. However, we do not understand the reasoning behind the splitting of the old Malvern Wells Conservation Area (MWCA) into two new Conservation Areas, i.e. a new MWCA and a separate Little Malvern Conservation Area (LMCA).

Whilst we are happy with the bulk of the proposed changes, we do not agree with the removal of the parcels of land alongside Kings Road, Wells Road and Upper Welland Road from the new Conservation Areas.

LMCA is primarily rural in area and the removal of the land between Seatstone Lodge and St Wulstans RC Church is not justified, especially as the field between Kirklands/the Priests House and North Farm/Little Malvern Priory is to remain. The reasons for retaining the latter piece of land apply just as much to the former parcel of land. The views to, from and around and the setting of these fields are equally as important as those pointed out in the review documents.

Similarly, the removal of the fields along Upper Welland Road from the new MWCA is equally unjustified.

We are aware of and concur with the arguments put forward by Mr Colin Williams regarding the guidance from Historic England put forward as supporting evidence by the Conservation Officer. We feel that her opinions and interpretation (which differ markedly from those of her predecessors) are not consistently applied over the areas under review. We would request that the Conservation Officer explain her decision to remove these green spaces from the Conservation Area in much more detail.

We feel that separating the existing CA into two with a gap between them causes a concern that unwarranted development may take place along Upper Welland Road, Kings Road and Wells Road. While these areas may still be covered by the AONB, there have already been housing developments on the green space between Assarts Lane and Chase Road. We would be reluctant to see any further development along Upper Welland Road, Kings Road and Wells Road. We strongly suggest that the Executive Committee send these documents back to the Conservation Officer for review, reconsideration and reworking.

Yours faithfully,

Dennis Carver

Helen Grahamslaw

From: [REDACTED]
To: [Bryony Taylor: Heritage1](#)
Subject: MHDC Review of the Malvern Wells Conservation Area 2019
Date: 05 September 2019 14:10:16

Re: MHDC Review of the Malvern Wells Conservation Area 2019

Dear Bryony,

I would like to object to the MHDC proposal to split the Malvern Wells Conservation Area (CA) between the Malvern Wells and Little Malvern&Welland Parish Councils because it risks:

Losing the historical relationship (or an appreciation of the interconnecting views) between two buildings of special architectural interest, or common function, if one building appears in say the MWells CA and the other in the LM&W CA. This is important because buildings or fields considered in isolation (out of context) from the community they serve are more likely to be undervalued by planners etc.

Underestimating the impact of any future development, eg, a new development off Upper Welland Rd in the MWells CA, may result in say the Kings Rd in the LM&W CA being upgraded to handle the increased volume of traffic.

Individually it could be argued that the impact on their respective CAs is acceptable but the aggregated impact would significantly harm the landscape when considered as a 'single' development in a single CA.

I also object to the proposal to remove the land along the northern edge of Upper Welland Rd (between Chase Rd and Kings Rd) from the Conservation Area because:

The proposed removal completely reverses the excellent decisions taken at the last review in 1995 when the CA was specifically extended to: (i) include the land along the northern edge of UWRd as part of several green corridors along roads linking the MHills to the surrounding countryside (ii) maintain a break in the existing developments (iii) preserve the rural character of said land to prevent it becoming sub-urbanised (close mown grass, introduction of non-native trees etc).

Said land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any 'special features' per se, it contributes to the local historic small-holding scene of grazing horses, sheep, geese etc and the distinctive character of the area, thus it can legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to interpret for any given site.

The inclusion of this green swathe of land in the CA has never been challenged by a developer, Government Inspector, or indeed any consultee including Historic England despite recent multiple planning applications. Said land, in particular the section above Assarts Lane, is

located on the foothills of the MHills and as such dominates the distinctive views to and from the MHills, being conspicuous from both near and far.

The proposed withdrawal of the CA designation from this land will inevitably reduce the Council's ability to protect (preserve and enhance) this sensitive area from inappropriate development such as the 'identikit legobrick' style housing being universally adopted in South Worcestershire and elsewhere.

In the forthcoming MWells Neighbourhood Plan said land is highly valued by local residents for its visual amenity and the 'open space views' it provides up to the green foothills and the MHills landscape beyond.

The Landscape Strategic Capacity Assessment states that said land, in particular along the northern edge of Upper Welland Rd above Assarts Lane (known locally as the Paddock Field), has Very High Landscape Sensitivity, High Visual Sensitivity and that the views of Hills are exceptional and of high quality.

In 2016 MHDC Conservation Dept stated that said land "makes an important contribution to the green and open character of the CA" with, in places, views from the Paddock Field across to St.Wulstan's Church.

The inclusion of said land in the CA creates a natural boundary along Upper Welland Rd which coincides with the MWells parish boundary. It also affords 'proximity' protection to the adjacent open countryside which has suffered from ribbon development and to Kinley Cottage, the old Roman Catholic school.

I would like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of the old Malvern stone Roman Catholic school, now known as Kinley Cottage, on Upper Welland Rd which was built as the feeder school to St Wulstan's RC Church (an imposing Grade II building located across the adjacent field). Together these assets act as a reminder of the times when Catholicism was prevalent in this particular area.

I would also like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of Watery Lane. By virtue of its original designation as a Private Carriage and Occupation Road, this lane has remained as an unadopted and unimproved dirt track creating an anachronism complete with private enclosures, ie small holdings still used for vegetables and livestock, plus Victorian cottages built in close proximity with shared, hand-operated, water pumps (disused but intact), gas street lighting and Upper Welland's blacksmith's forge (disused but intact). With the demise of Weavers Lane, Watery Lane became the thoroughfare for the village, providing access to and from the adjacent farms and common land (sources of food and employment), pubs (now demolished Black Horse cider house off Watery Lane and Hawthorn Inn on UWRd) and places of worship including St Giles Priory and St.Wulstan's Church. Watery Lane provides an insight into the past and as such

consideration should be given to extending the Conservation Area to cover the Lane and its associated Heritage Assets.

Finally I would also like to object to the proposal to remove the small ribbon of land below the Kings Rd from the CA. Again this land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any special features, it contributes to the distinctive character of the area and so can still legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to interpret for any given site. Furthermore, the land forms a significant part of the prominent open green space on the conspicuous midslopes of the MHills and is therefore important in both the views towards and away from the MHills out across the Severn basin to the Cotswolds. It also forms a green corridor at the southern gateway into Malvern Wells.

Regards,
Anne & Pat Hooley
Oak House, Upper Welland, Malvern,
WR14 4JU

Sent from my iPhone

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Malvern Wells and Little Malvern Conservation Area Appraisal
Date: 05 September 2019 20:33:40

Hi Bryony,

I would just like to register my objection to removing the fields along the northern edge of Upper Welland and adjacent to Kings Road from the Conservation Area.

We should be preserving our countryside.

Kind regards,

Polly Powell

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Malvern Wells and Little Malvern Conservation Area Appeal
Date: 05 September 2019 20:41:57

Dear Bryony,

Reference: Malvern Wells and Little Malvern Conservation Area Appraisal

The above appraisal proposes to REMOVE the fields along the northern edge of Upper Welland Road and adjacent to Kings Road from our conservation Area. I strongly OBJECT to this proposal as those fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area. They are the foothills and mid slopes of the Malvern Hills and so these prominent, open spaces form green gateways to the Malvern Wells, they link the Malvern Hills to their surroundings and set the scene for the numerous Heritage Assets within the vicinity. Removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special area.

I have been fighting too many similar cases to this recently and being an immediate neighbour I am horrified to have not been formally notified to such an important review.

Yours Sincerely,

Lucy Stokes

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Conservation area appraisal
Date: 05 September 2019 20:42:56

I object to this proposal because those fields together with their trees hedges boundaries and street greenery are a fundamental part of the context and setting of the conservation area. They are the foothills and mid slopes of the Malvern hills and so these prominent open spaces form green gateways to the Malvern wells ...

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Objection to remove fields above Upper Welland from Conservation Area
Date: 05 September 2019 21:09:20

We totally object to this

Mark Watling
Marina Watling
Jamie Watling
William Watling

5 Benton Close
Upper Welland
Malvern
WR14 4LL

Sent from my iPhone

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Malvern Wells & Little Malvern Conservation Area Appraisal
Date: 05 September 2019 21:15:48

5 September 2019

Dear Ms Taylor,

The above appraisal proposes to remove the fields along the northern edge of Upper Welland Road and adjacent to Kings Road from our conservation area. I object to this proposal as those fields, along with the trees, hedges, boundaries and street greenery are a fundamental part and setting of what constitutes the conservation area.

They are the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways to the Malvern Wells and link the Malvern Hills to their surroundings and environment. There is no need to encroach on this land which links with the Malvern Hills and is the back drop to them. Removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special Area.

Regards
Karen Butterfield
165 Upper Welland Road
Malvern Wells
Worcs, WR14 4LB

Sent from my iPad

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Malvern Wells and Little Malvern Conservation Area Appraisal
Date: 05 September 2019 21:21:30

I wish to object to the plan to remove the fields along the northern edge of Upper Welland Road and adjacent to Kings Road from our Conservation Area.

Algy Anderson
170 Upper Welland Road
Malvern
WR14 4LA.
Sent from my iPad

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Upper Welland Conservation Area
Date: 05 September 2019 21:37:44

I am very disappointed at the persistent attempts to remove the Conservation Area protection from parts of the fields between Upper Welland and the Malvern Hills. The Malvern Hills are probably the most valuable asset of Malvern and attract many visitors to the area. Much of the foothills to the North of this site are already degraded by buildings which mar the view. The views of the hills, both towards the hills and from the hill tops are what attract people here. This area should remain protected, particularly this central area around British Camp. There are many areas to the East of Malvern and Welland which could be used for housing development etc. without spoiling Malvern's most famous asset.

Please do whatever you can to protect the existing Conservation Area around the Malvern Hills.

Bob Steel
Vinetree Cottage WR14 4LD

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Conservation Area, Malvern Wells
Date: 05 September 2019 23:19:08

Dear Bryony

Please oppose the attempt to degrade the Conservation Protection around the west end of Upper Welland Road. The green field views both up to and down from the hills are very important to both local residents and visitors to the area. If development is necessary, there are many areas which would have much less impact on the beauty of the hills which attract so many visitors.

Tricia Steel

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Conservation area appraisal
Date: 06 September 2019 00:19:04

Malvern Wells and Little Malvern Conservation Area Appraisal

The above Appraisal proposes to REMOVE the fields along the northern edge of Upper Welland Road and adjacent to Kings Road from our Conservation Area.

I object to this proposal because those fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area. They are the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways into Malvern Wells, they link the Malvern Hills to their surroundings and they set the visual scene for the numerous Heritage Assets within the vicinity. Furthermore, removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special Area.

Emma Sneed
No 8 Kings Road
WR144HL

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From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Objection : Malvern Wells and Little Malvern Conservation Area Appraisal
Date: 06 September 2019 00:47:20

Dear Bryony

May I start by saying how disappointed I am that you have failed to respond to my queries posted when you commenced this consultation process.

Your appraisal proposes to both split as well as **REMOVE** certain areas **from the Conservation Area, in what appears to be a somewhat random and unnecessary way**. For example, the fields along the northern edge of Upper Welland Road and adjacent to Kings Road from our Conservation Area.

I find it astonishing that your department, are considering removing considerations afforded to such areas, given the reference you (your department) have made to such areas in recent years - and by that I mean since the change in guidance which, I am told prompted your initial considerations.

I object to this proposal because those fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area.

Further, I suggest you and your department have failed to consider the heritage of the area in its entirety, and therefore have failed to satisfactorily carry out your fiduciary duties. I cite the 'listed building', as identified by the MHDC planning department, which is within 20m of my property (WR144JX) when representatives visited the property in 2014 in respect of a planning application.

Areas affording the protection of the CA include the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways into Malvern Wells, they link the Malvern Hills to their surroundings and they set the visual scene for the numerous Heritage Assets within the vicinity.

Furthermore, removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special area.

Finally, I write to seek an assurance that you/your representatives have fully and correctly and simultaneously consulted BOTH effected Parish Councils in a timely manner?

Kind Regards

Robert Berry

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Malvern Wells Conservation Area
Date: 06 September 2019 06:06:41

Dear Sirs

I object to this proposal because those fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area.

They are the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways into Malvern Wells, they link the Malvern Hills to their surroundings and they set the visual scene for the numerous Heritage Assets within the vicinity.

Furthermore, removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special area.

Regards
Mark Wright
Framley House
3 Blackhill
Malvern
WR14 4JT

Sent from my iPad

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Objection
Date: 06 September 2019 08:05:14

I object to this proposal because those fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area.

They are the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways into Malvern Wells, they link the Malvern Hills to their surroundings and they set the visual scene for the numerous Heritage Assets within the vicinity.

Furthermore, removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special area.



Zoe Starkey



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From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Objection
Date: 06 September 2019 08:06:22

I object to this proposal because those fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area.

They are the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways into Malvern Wells, they link the Malvern Hills to their surroundings and they set the visual scene for the numerous Heritage Assets within the vicinity.

Furthermore, removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special area.

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Malvern Wells and Little Malvern Conservation Area Appraisal
Date: 06 September 2019 09:08:03

Dear Bryony ,

I strongly object to the above appraisal which would remove the fields along the northern edge of Upper Welland Road and adjacent to Kings Road from our Conservation area .This is because I believe the fields ,together with their trees ,hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation area.

They are the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways into Malvern Wells .They link the Malvern Hills to their surroundings and they set the visual scene for the various heritage assets within the vicinity.

Furthermore ,removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special area.

To this end ,I believe the land south of Upper Welland Road and bordering Watery lane should also be included within the AONB boundary .We should be endeavouring to increase the area of the AONB to preserve this magnificent area ,not diminish it .

Kind Regards
Eric Bromage
4 Assarts Road
WR14 4HW

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Little Malvern Conservation Area
Date: 06 September 2019 09:16:21

8 Chase Road
Upper Welland
Malvern
Worcestershire
WR14 4JY

Dear Ms Taylor,

I writing to raise my concerns in relation to the above. There have been several attempts over the last few years to build new housing on our AONB. By decreasing the area included in the AONB you will encourage increased urbanisation of our precious countryside.

I specifically moved to my current address 32 years ago because it was within the AONB and I really do object to the attempt to change the balance of countryside versus urbanisation. There is currently precious little protected countryside and I am aware that there is undeveloped brownfield and other sites available.

I can only view this suggestion as once again reducing the natural countryside of our surroundings. Surely, you should you should be preserving and protecting it, not destroying it?

Yours sincerely

Mr Mrs Martin Hookins

Sent from my iPad

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Malvern Wells and Little Malvern Conservation Area Appraisal
Date: 06 September 2019 09:40:49

The above Appraisal proposes to REMOVE the fields along the northern edge of Upper Welland Road and adjacent to Kings Road from our Conservation Area.

I object to this proposal because those fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area.

They are the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways into Malvern Wells, they link the Malvern Hills to their surroundings and they set the visual scene for the numerous Heritage Assets within the vicinity.

Furthermore, removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special Area.

Regards
Elizabeth Merrifield
Malvern Wells Resident

Sent from my iPhone

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: MHDC Review of the Malvern Wells Conservation Area 2019
Date: 06 September 2019 09:56:58

Hi,

With regards to the removal of conservation area between Little Malvern & Welland Parish Council and Malvern Wells Parish Council, I would like to object to this proposal because these fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area.

They are the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways into Malvern Wells, they link the Malvern Hills to their surroundings and they set the visual scene for the numerous Heritage Assets within the vicinity.

Furthermore, removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special area.

The risk of course is that if this area loses its conservation status that this opens up the possibility of further planning applications for what is an already deprived area for such things as public transport, not to mention the overcrowded schools and surgeries.

The constant nibbling away at conservation areas like this is a deliberate erosion of our beautiful countryside.

Regards,

Phil Ottaway
14 Merebrook Close
Malvern
WR14 4JW

From: [REDACTED]
To: [Bryony Taylor: Heritage1](#)
Subject: Review of Malvern Wells/Little Malvern Conservation Area
Date: 06 September 2019 11:14:30

I am the owner of 6 Watery Lane, Upper Welland and I am writing regarding the Conservation Areas review for Malvern Wells (including Little Malvern).

Whilst I have a number of concerns / objections to the proposed changes to the existing conservation areas, there are 2 in particular:

Firstly the removal from the conservation area the fields, adjacent to Kings Road, which run along the north of Upper Welland Road. Together with their hedges, trees etc they act as a introductory visual setting for the hills and therefore the conversation area generally. I can see no proper reason for their removal

Secondly I am surprised that it appears that no consideration has been given to the inclusion of Watery Lane with the conservation area. The lane is an unadopted private 'dirt' road that has been in existence at the very least from 1838, when it was described as a private road for the use of Thomas Charles Hornyold . There are various features along and around the lane that are of a type/nature highlighted in the assessment of other parts of the conservation area. On my property alone there is an original water pump (though not in use) together with the associated well – my understanding the pump and the well were for the supply of water to the two houses – since demolished (I don't know when) on either side of the well. There is also on my property an original gas lamp. I understand from my deeds that the structure of my house dates back to at least 1854. Opposite my property there is the original blacksmith's forge, though no longer in use. There are other similar features along the rest of the lane. I would strongly urge that proper due consideration is given to including Watery Lane within the conservation area

John Seeley

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Malvern Wells and Little Malvern Conservation Area Appraisal
Date: 06 September 2019 11:25:48

To whom it may concern

I object to this proposal because those fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area.

They are the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways into Malvern Wells, they link the Malvern Hills to their surroundings and they set the visual scene for the numerous Heritage Assets within the vicinity.

Furthermore, removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special area. The road system in Upper Welland is not good and this will also potentially increase traffic going through the village.

Regards

Louise Rushby-Jones

Upper Welland Action Group

[Sent from Yahoo Mail on Android](#)

From: clerk@malvernwells-pc.gov.uk
To: [Bryony Taylor](#)
Cc: [REDACTED] bknibb@malvernwells-pc.gov.uk; co'donnell@malvernwells-pc.gov.uk; hburrage@malvernwells-pc.gov.uk; [Jackie Smethurst](#); jblack@malvernwells-pc.gov.uk; julielbaker@malvernwells-pc.gov.uk; jwagstaff@malvernwells-pc.gov.uk; kwagstaff@malvernwells-pc.gov.uk; mdyde@malvernwells-pc.gov.uk; [Neil Chatten](#)
Subject: Response to Consultation on the proposed changes to the Malvern Wells Conservation Area Boundaries
Date: 06 September 2019 11:31:47
Attachments: [Conservation Area Boundary changes.pdf](#)

Good morning Bryony,

Please find attached Malvern Wells Parish Council's response on the proposed changes to the Malvern Wells Conservation Area Boundary.

Kind regards,

David Taverner MAAT Dip BA CiLCA
Clerk and Responsible Finance Officer
Malvern Wells Parish Council
Parish Office
1 Dockeray Avenue
Worcester
WR4 0RX
Telephone 01905 724486
<mailto:clerk@malvernwells-pc.gov.uk>
website www.malvernwells-pc.gov.uk

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Malvern Wells Parish Council

www.malvernwells-pc.gov.uk

Clerk: **David Taverner** MAAT Dip BA CiLCA
Parish Office
1 Dockeray Avenue
Worcester WR4 0RX
Telephone: 01905 724486
<mailto:clerk@malvernwells-pc.gov.uk>

5th September, 2019

Dear Bryony,

Consultation response on the proposed changes to the Malvern Wells Conservation Area Boundaries:

1. Malvern Wells Parish Council (MWPC) comments on the proposed conservation area boundary:

MWPC welcomes and raises no objection to all the proposed boundary changes and new inclusions, with the exception of the specific boundary changes affecting the Upper Welland Road between Kings Road and Chase Road areas, (namely the grazing land, houses, and fields bordering Upper Welland Road between Kings Road and Chase Road, and also the strip of land below Kings Road).

The Council feels that the Conservation Area appraisal has failed to prove the case for removal of this specific boundary from the Conservation Area, with regard to it being contrary to Historic England advice and guidance. MWPC believes that the current boundary has a strong case for retained inclusion, if a slightly wider interpretation were made of the guidance available especially that with regards to setting. Further, members agree with the reasons already articulated in the consultation response by parishioners of Upper Welland, but in particular: -

1. Identification of some under-appreciated special architectural and historic interest in the area (Kinley Cottage, Watery Lane, etc)
2. The contribution of the area to the street scene per the same reasons given in the CAA for including The Homestead on Assarts Road
3. The historic setting and value of the area as one of the southern gateways to Malvern Wells and the Hills, set narrowly as it is in context between Little Malvern CA and Malvern Wells CA, and allowing an important space between buildings and other heritage assets that contributes to the character and landscape of the area.
4. The area's contribution of historic views to, through and from the hills and other very close local heritage assets
5. The removal of extra protections afforded by CA status against threats of change, both unique and cumulative, which might erode the historic character and nature of the green corridor and open green spaces typical of this area and its' overall value to the cherished historic landscape, residents, and the many visitors to the area.

2. Comments on the draft character appraisal and management plan:

Part 1 CAA - thorough attention to detail apart from the noticeable absence of coverage for the area along (and either side of) Upper Welland Road from Kings Road down to Chase Road (and down Watery Lane), inclusion of which analysis and detail might have helped underscore the reviews conclusion to recommend removing it from Conservation Area status as one of the proposed boundary changes – or not.

Part 2 Management proposals - MWPC would like to see current AONB documents considered especially the Building Design Guide in the criteria against which new proposals are assessed (section 2.3).

Yours sincerely,

David Taverner

Clerk and Responsible Finance Officer

Bryony Taylor

Heritage Team, Planning & Infrastructure

Malvern Hills District Council by <mailto:bryony.taylor@malvern hills.gov.uk>

From: [REDACTED]
To: [Bryony Taylor](#); [Jim Burgin](#)
Subject: Conservation Area Appraisal and Review - Consultation Response
Date: 06 September 2019 11:34:29

Dear Bryony,

Please find attached our detailed response to the consultation in respect of the above. As invited at the formal consultation meeting, we have sought to respond directly to the rationale for the proposed removal of the two parcels of land referred to within the supporting reports to the Executive. We would be grateful of an acknowledgment of receipt and if you require any further information please do not hesitate to contact us.

We welcome of course, your statement at Para 4.11 of the June report to the Executive and more specifically, your statement at the public consultation meeting that if designation were confirmed to be removed, your professional assessment and response as the Council's Conservation Officer to any future development proposals would be exactly the same. However, unfortunately, we can't rely upon you being with the District Council throughout the whole of your career and your successor(s) may not apply the same approach. It is for that reason that we wish to protect and secure the 'layer' of statutory protection that designation provides in respect of such.

We very much appreciate that the application of the guidance available from Heritage England is a matter of interpretation and judgment and that our response is designed to further support and enable elected members to exercise their own assessment as the decision makers. We hope that Councillors will do what is reasonable within their powers, having both considered and taken into account each and everyone of the consultation responses and the professional advice of their officers. Despite the current national context where respect for democracy is a topic of much debate, we will respect that outcome!

Finally, due to the length and format of our response, we have chosen to send this response by e-mail rather than submit through the online 'smart survey' form. If this is not acceptable, please let us know and we will respond accordingly.

Colin and Tina Williams

Colin and Tina Williams
Five Oaks, Kings Road
Little Malvern
WR14 4HL

5th September 2019

Ms Bryony Taylor, Conservation Officer
Malvern Hills District Council

By e-mail to bryony.taylor@malvernhills.gov.uk
cc to david.harrison@malvernhillsdc.net; jim.burgin@malvernhills.gov.uk

Dear Bryony,

Malvern Wells Conservation Area Appraisal and Proposals – Consultation Response

Thank you for the presentation held on 25th July regarding the above and your time during our subsequent telephone conversation, both of which were helpful in formulating our response.

In our response, which is set out in detail below, we would **respectfully request that both officers and, as the decision makers, the Members of the Executive, reconsider the proposed removal of designated Conservation Area status in respect of the small ribbon of land east of Kings Road, which runs north from St Wulstans to Seatstone Lodge** (marked in blue on map at Appendix 1). **In responding to the consultation, we would ask the below submission is considered in full and the Executive reviews the above mentioned aspect of the proposals, applying what can be considered a reasonable interpretation of the available guidance and which provides maximum protection to the enjoyment of the heritage assets for both communities and visitors to the District.**

As stated, this land was designated by the Council in 1995 as part of the extension of the Malvern Wells Conservation Area (CA) to include Little Malvern, reaching out to cover the Priory. At the July consultation meeting, when asked what had changed since the 1995 designation, attendees were informed that the current guidance from *English Heritage* was not in place at that time and that retention of designation may be “contrary” to such and that the Council needed to be able to defend itself against any challenge against continued designation. Consultees were invited to submit responses which responded to both points. A number of the submissions set out below also apply to the second parcel of land proposed to be removed i.e. between Assarts Road and Upper Welland Road, which we also do not support.

1. Proposed Separation of Conservation Area

We have no objection in principle to the division of the existing CA to form two new CA's; however, as presently proposed, the separation appears facilitated by the removal of designation of the small ribbon of land east of Kings Road. **We see no reason why the proposed division of the existing CA could/should not be abutting and based upon the existing Parish Boundaries.** We also note that based on current proposals, our property remains within the Malvern Wells CA despite being located in the Parish of Little Malvern.

2. Conservation Area ‘Setting’

Paragraph 4.10 of the June 2019 report to the Executive Committee states that retaining designation of the land east of Kings Road would be “*contrary to Historic England guidance*”. However, paragraph 4.11 acknowledges it would remain “*a significant consideration within local and national planning policy as part of the setting of the Conservation Area*”.

Whilst it is acknowledged that there are no heritage assets of fabric presently identified within the parcel of land, it is clear within the 2019 Historic England guidance (HEAG 268) (Ref. 1) that land which does not contain a discrete heritage asset can be within a Conservation Area. Extracts which I would suggest are relevant to the appraisal and its outcomes are as follows;

Paragraph 53 *“This part of the appraisal describes open spaces **within** or immediately outside the conservation area, their enclosure, and their visual, and/or other sensory contribution to the character of the place”.*

Paragraph 56 *“**Trees, hedges, boundaries and street greenery are important elements** of many conservation areas, not only in public places but on private land as well”*

Paragraph 58 – ‘Setting and Views’ *“Heritage Assets can gain significance from their relationship with their setting whilst views from **within or outside an area** form an important way in which its significance is experienced and appreciated. This part of the appraisal should identify how the landscape or townscape that the area is located within contributes to its special interest, perhaps by providing approaches along historic routes or **visual connections between different areas that illustrate an important historic relationship, such as between a village and its surrounding agricultural landscape**”*

Paragraph 59 expands, further identifying a list of “significant contributors to character” including *“**distant views of the settlement and those in the approach to it**” and “**adjacent or nearby heritage assets that gain or contribute significance through views to or from the area**”.*

Within the additional guidance ‘Setting of Heritage Assets’ (Ref. 2), it is stated that

*“Setting is the surrounding in which an asset is experienced and **may therefore be more extensive than its curtilage**” and “A **conservation area** is likely to include the settings of listed buildings **and have its own setting, as will the hamlet, village or urban area in which it is situated**”*

*“**The contribution of setting to the significance of a heritage asset is often expressed by reference to views, a purely visual impression of a place which can be static or dynamic, long, short or of lateral spread and include a variety of views of, from, across, or including that asset**” and;
“Views which contribute more to understanding the significance of a heritage asset include.... **...those where town or village scape reveals views with planned or unplanned beauty**”*

We recognise that the question of ‘significance’ is a key consideration;

*“Setting itself is not a heritage asset, nor a heritage designation, **although land comprising a setting may itself be designated. Its importance lies in what it contributes to the significance of the heritage asset or to the ability to appreciate that significance**”*

We acknowledge and appreciate that the application of the guidance is a matter of judgement in respect of all the above extracts. However, should elected members consider it reasonable to interpret the guidance as such, we see no reason why the retention of this small ribbon of land as a ‘setting’ cannot be retained as an integral part of and spanning across the character and appearance of both proposed Conservation Areas.

3. Comparison with land between St Wulstans and North Farm

During our telephone discussion we discussed the continued (retained) designation of the larger and comparable plot of land which runs south of St Wulstans (beyond the Priests House) down to North Farm. In the ‘feature map’ for the proposed Little Malvern CA, this is labelled as *“prominent green space”*. There are no identified heritage assets within this land, which is used for grazing and contains a highly visible electrical pylon at the A449/A4104 Junction. You advised that the retention of designation of this land was due to its ‘relationship’ (positioning) between the religious institutions of the Priory and St Wulstans.

It could be argued that the existing proposals fail to recognise a 'relationship' between St Wulstans and its parishioner communities (which it continues to serve), which would include those living around Upper Welland and across the southern end of Malvern Wells. St Wulstans was built in 1862 and the listed building at 271 Wells Rd predates this, with the neighbouring building at 273 having a Malvern Stone wall (parish boundary) dated 1858.

It could be reasonably considered that this 'relationship' is at least comparable with any drawn between St Wulstans and the Priory (and their respective religious heritage). We therefore, ask members of the Executive Committee to consider whether the plot of land being retained and that proposed for removal, provide an equally comparable 'setting'. Furthermore, together they form a single 'green corridor' with views to and from the CA(s) which represent a valuable and integral part of the character and appearance of the areas in which numerous important Heritage Assets are identified and recognised in the Appraisal.

4. Landscape, Views and Topography

The Little Malvern Appraisal document provided as the basis for consultation opens with the following statement;

*"The **setting** of Little Malvern below the hills, defined by open fields, woodland, churchyards and gardens, **makes an important contribution to the gentle, rural character of the conservation area**" also referencing the "evidence of the former Malvern stone quarrying industry in both buildings and landscape". and "**the significant contribution made by the natural environment including trees, woodland, hedges and gardens**"*

Expanding further, it also refers;

*"The elevated and exposed position of Little Malvern within the landscape means **that views are ubiquitous and highly significant to the character and significance of the conservation area**". Due to the nature of the landscape and topography, and the pattern of roads and development views are experienced in a number of different ways:*

*Into the conservation area – **including from long distances, from the hills above and valley below.***

*Out of the conservation area – **including up to the hills and far reaching views across open countryside.***

*Within the conservation area – **Including oblique views across the hills; framed views along roads, lanes and pathways; between trees and buildings; over rooftops and woodland.***

*Dynamically – **views are not just experienced from specific static vantage points but take in the changing character of streets and the landscape when travelling along roads, footpaths and public rights of way.**"*

*"Trees and **hedgerows form an important part of the experience of the conservation area, giving roads and footpaths a leafy, shaded character and providing glimpses of views of features of the landscape.**"*

Both parcels of land (as identified in 3 above) are visible (looking up to and across both proposed CA's) from Welland village, along both Upper Welland Road and the A4104 and from as far as Castlemorton Common, with St Wulstans and the assets at 271/273 Wells Road, identifiable amidst the substantial green space and beyond to the hills. Furthermore, the uninterrupted views "out of the conservation area" which run along the full boundary of this parcel of land including from across the hedgerow in Kings Road (for which designation is proposed to be removed) are enjoyed by residents and many of the community and visitors from near and afar on a daily basis.

In the context of the overall assessment of setting, our opinion is that the proposal to remove the ribbon of land East of Kings Road does not fully recognise its significance as a setting (as per 'guidance' above) and would be to the detriment of views to and from the Conservation Area(s) (see Photos 1 to 4) and therefore, it could also reasonably be considered as 'prominent green space', retaining designation as is the case with the comparator land identified.

5. Historical References and Topography

We cannot profess to have undertaken anywhere near the (your) level of research during the last 12 months as part of the appraisal. We note the importance attached to historical religious heritage and have located a reference to footpaths / bridle paths which suggest an 'Ancient Monk's Path', adjacent to or crossing this land, running from Great Malvern to Little Malvern Priory (see <http://www.littlemalvernpriory.co.uk/history.htm>.) This refers as follows

"You can follow this path southwards to join another path that comes out in Assarts Lane and with not too much imagination it would continue along the field boundary hedges on 19th Century Maps straight towards Little Malvern Priory. Was this the route of an ancient Monk's Path? There are parallel paths above and below this one along which travellers could vary the route according to season"

We note that the topography of the ribbon of land East of Kings Road appears to have been subject to some man made levelling at a previous time (see Photo 5) appearing contrary to the natural and surrounding slope. The 1886 OS map (See Appendix 2 - 'Herefordshire XXXVI.SE') shows a footpath running along the Eastern boundary of the land proposed to be removed which runs from the Priory beyond the eastern St Wulstans Boundary, past a natural spring and along the aged and established tree line (also shown on Photo 5), terminating at the position of levelled land. The footpath remains visible from the rear of St Wulstans. There is no documentary evidence of buildings on this land (other than a retained and more modern small agricultural 'shed' ahead of the levelled land). The 1899 Abstract of Mortgages of the Little Malvern Court Estate (cross referenced to the 1886 OS map) does not show any building along the line of or at the end of this footpath, which can only suggest that any structure must have predated such and may be of potential archaeological interest.

In addition to the points made above regarding 'setting' (and the parallels to the retained land south of St Wulstans), we would ask whether this evidence could be further examined and/or considered as being of "sufficient special historic interest" to warrant its retention as part of the conservation area.

6. Defending against / Risk of Legal Challenge

At the public consultation meeting, it was stated that the proposed removal of both the Kings Road and Upper Welland Road 'green corridors' was a decision for the Council, adding that the Council would need to 'defend' retention of designated status against any future legal challenge. There is no evidence of any previous challenge at any time within Malvern Hills DC and during our telephone conversation you referred to a successful challenge within Worcester City. We would accept that the case of *Arndale Properties v Worcester City Council* (Ref 3) represents a principle of a successful challenge by a developer, however, having considered the High Court judgement in detail, struggle to draw any meaningful comparison with the current proposals. It is clear that in the City Council case, the judge found that the Council had reacted to specific development proposals using its powers under Section 69 unreasonably to thwart such, by defining a new CA without following any due process. That is an entirely different circumstances to a decision to sustain an existing CA boundary, which has been unchallenged for over 24 years.

Furthermore, on the question of principle and returning to the *English Heritage* guidance, this includes a reference (Para 8) *"The Courts have held that it is legitimate in appropriate circumstances to include within a conservation area the setting of buildings that form the heart of that area"*

I would fully accept that both the assessment of risk of successful legal challenge and the context for such as set out above, will need to be a consideration of the Executive Committee, alongside their view of what represents a reasonable and proper exercise of interpretation of the available guidance. In our view that risk, when balanced as part of overall considerations, including the duty to consider consultation responses, does not itself justify the current proposal.

7. Land between Assarts Road and Upper Welland Road

In respect of this parcel of land, now proposed to be removed from the 'new' Malvern Wells CA, the proposed change in boundary would also remove any CA protection from the line of trees which run down the south of Upper Welland Road (see Photo 4). Furthermore, in response to a 2015 planning application for 23 houses (15/01727/FUL), the Council's Conservation Officer identified a number of (Listed) Heritage Assets spanning geographically from St Wulstans across to Wells Road and up to the gas lamps in Holywell Road. In his summary he acknowledged that none of the listed buildings were "directly adjacent to the site" and "the immediate settings of the buildings will be unaltered". However, he concluded that "This undulating site sits between the Upper Welland Road and the modern housing off Assarts Road and makes an important contribution to the green and open character of this part of the Conservation Area. Good views across the site towards the wider Conservation Area and Malvern Hills are possible". In submitting an "in principle objection", he concluded "The works proposed would harm the significance of a designated heritage asset" (i.e. Malvern Wells CA).

Furthermore, in dismissing the appeal in respect of a Planning Application 16/00056/FUL, (dated August 2016) the Planning Inspector stated; "I note the MWCA was extended in 1995 to include an area of undeveloped land to the north of Upper Welland Road. This land provides a visual link and green corridor to the adjacent Malvern Hills. The appeal site forms part of this undeveloped area within the MWCA" and "Therefore, the significance of this part of the MWCA is derived from the open countryside providing a green corridor alongside Upper Welland Road"

We would accept that in respect of both of the above, the professional assessments being made were set in the context of existing designation. However, not only did both officers neither question nor comment on that designation, they expressly identified the importance of this land as a 'setting' for the (existing) CA and recognised its 'significance' as a "green corridor" and an "undeveloped area within the Conservation Area". This, of course would apply equally to the land east of Kings Road

In conclusion, during the public consultation meeting, the Council Officers invited consultees to submit material evidence to support any concerns regarding the proposed changes to boundaries and also stated that in making their recommendations, they needed to take account of the Council's ability, in future, to 'defend' the retention of these two segments of land. In response to that invitation, we would be most grateful if both officers and the Members of the Executive Committee give full consideration to the contents of this submission and retain the designation of both areas.

Kind regards

Colin and Tina Williams.

Appendix 1 – Map (colour coded) showing areas proposed to be removed

Appendix 2 – Extract from 1886 OS Map

Appendix 3 – Photographs regarding 'setting', views and topography

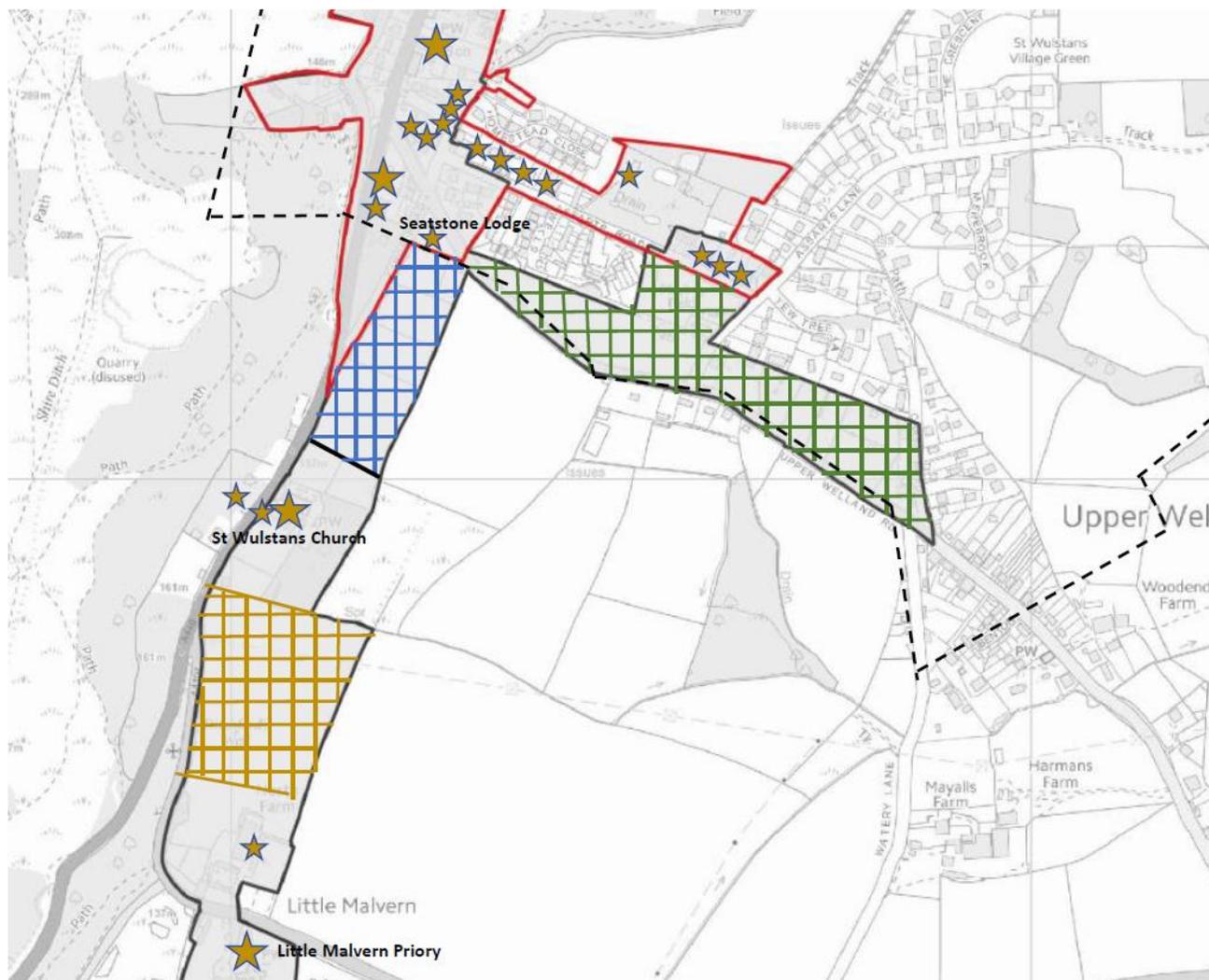
References;

1. Conservation Area Appraisal, Designation and Management – Historic England Advice Note 1 – 2nd Edition - 2019 <https://historicengland.org.uk/images-books/publications/conservation-area-appraisal-designation-management-advice-note-1/heaq-268-conservation-area-appraisal-designation-management/>

2. The Setting of Heritage Assets – Historic England Good Practice Advice in Planning Note 3 – 2nd Edition <https://historicengland.org.uk/images-books/publications/gpa3-setting-of-heritage-assets/heaq180-gpa3-setting-heritage-assets/>

3. Arndale Properties v Worcester City Council - [2008] EWHC 678 (Admin) (full transcript available on request)

Appendix 1



Key

- Parish boundaries

- Land proposed to be **removed** from existing Conservation Area (within Little Malvern Appraisal)

- Land proposed to be **removed** from existing Conservation Area (within Malvern Wells Appraisal)

- Land identified as “prominent green space” **within proposed Little Malvern Conservation Area**

- Proposed Boundary for Malvern Wells Conservation Area

- Proposed Boundary for Little Malvern Conservation Area

- Heritage Assets Listed identified in appraisal as being; (locally important buildings and ‘significant contributors’)

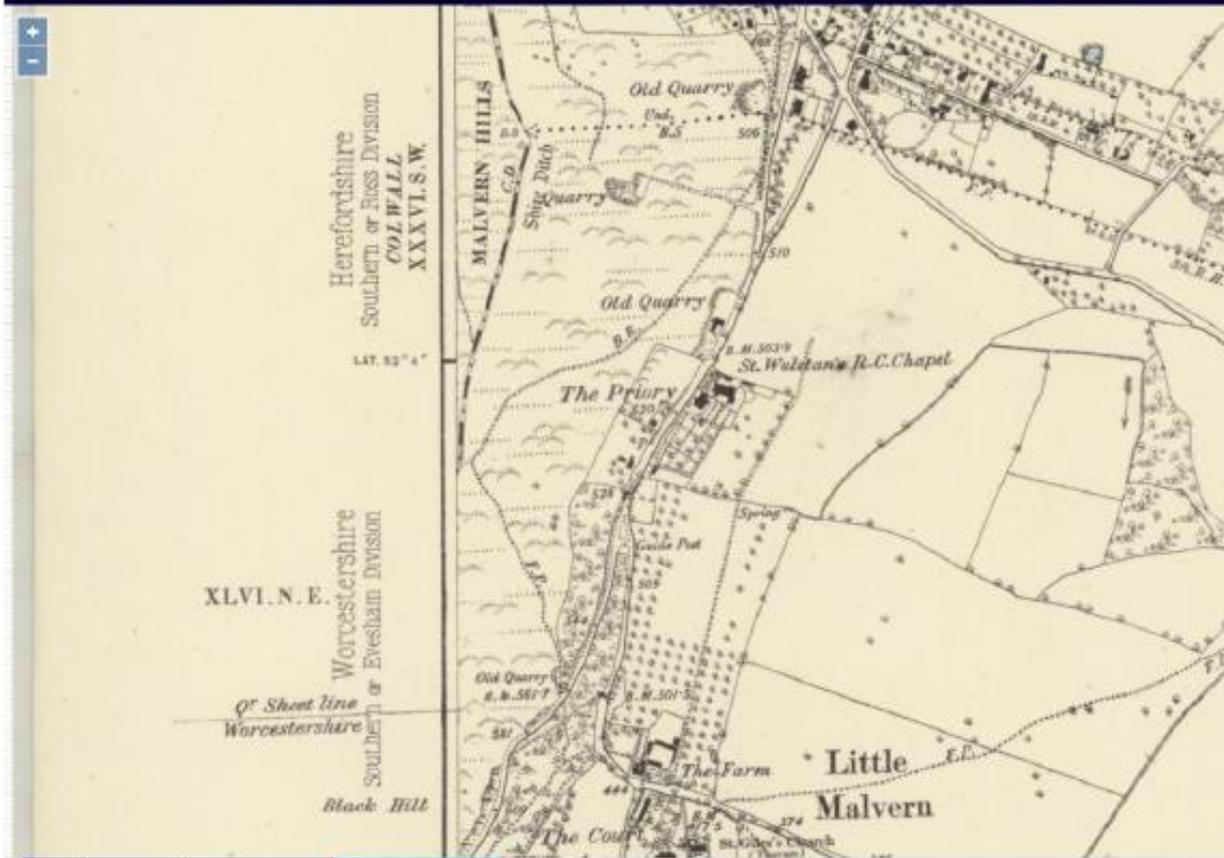
Appendix 2

Extract from 1886 OS Map showing footpath running from Priory along and beyond the eastern boundary of St Wulstans (see Point 5 in main response)



Herefordshire XXXVI. SE (includes: Castlemorton; Little Malvern; Malvern Wells; Welland.)
Surveyed: 1886
Published: 1886

Maps home > OS Six-inch England and Wales, 1847-1952



Appendix 3

Photo 1 - View across farmland up towards post and rail fence at Eastern boundary of land proposed to be removed (hatched blue on Appendix 1 map), with 'locally important building' at 273 Wells Road prominent at Centre and surrounding trees and greenspace (see HE Guidance at Point 2) ;



Photo 2 – View of same above from Marlbank Road (showing listed building at 271 Wells Road);



Photo 3 – (Long Distance) View from Castlemorton Common spanning from Little Malvern Priory (far left of picture) across to junction of Wells Road / Upper Welland Road (far right);



Photo 4 - View from Kings Road (proposed new eastern boundary for MWCA) looking across hedgerow and ribbon of land proposed to be removed and showing line of trees on southern side of Upper Welland Road (which would also lose protection due to proposed boundary changes);



Photo 5 – View from Kings Road showing (at centre) parcel of land which appears to have been subject to 'levelling' at the end of tree lined (now inaccessible) footpath (as identified in 1886 OS Map) – (See Point 5 in main response)



From: [REDACTED]
To: [Byrony Taylor](#)
Subject: Malvern Wells and Little Malvern Conservation Area Appraisal - to retain their current status
Date: 06 September 2019 11:39:38

Good morning Byrony,

In relation to the current appraisal of the status of the Malvern Wells and Little Malvern Conservation Area, I object to the proposal to change their status because those fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area.

They are the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways into Malvern Wells, they link the Malvern Hills to their surroundings and they set the visual scene for the numerous Heritage Assets within the vicinity.

Furthermore, removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special area.

I therefore, request that their status remains without change.

Kind regards,

RS Taylor

Robert S Taylor
13 Homestead Close,
Malvern Wells
WR144HG

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Malvern Wells & Little Malvern Conservation area Appraisal
Date: 06 September 2019 12:28:55

Proposed removal of fields along northern edge of Upper Welland Road & adjacent to Kings Road in conservation area.

We object to this proposal because those fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area.

They are the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways into Malvern Wells, they link the Malvern Hills to their surroundings and they set the visual scene for the numerous Heritage Assets within the vicinity.

Furthermore, removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special area.

June and Edward Hodgson, 2 St Wulstans Drive.

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Malvern Wells and Little Malvern Conservation Area Appraisal
Date: 06 September 2019 12:32:40

The above appraisal proposes to remove the fields along the northern edge of Upper Welland Road and adjacent to Kings Road from our Conservation Area. We object to this proposal as these fields, with their natural greenery, form a gateway to the Malvern Wells and link the Malvern Hills to their surroundings.

Removing them from the Conservation Area will reduce the amount of control planners will have over any future new development thereby risking losing or spoiling this special area.

Mark & Julia Bonomini
Brook House
Upper Welland Road
Malvern
WR14 4LD

Sent from [Mail](#) for Windows 10

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Removal from Conservation Area
Date: 06 September 2019 12:33:57

Dear Ms Taylor,

As a resident of Kings Road, Malvern Wells for the past 40 years I object in the strongest terms to the proposed removal from the Conservation Area of the fields along the northern edge of Upper Welland Road and Kings Road.

These open spaces are fundamental to the preservation of this area of outstanding natural beauty. Their removal from the Conservation Area will reduce the control planners have over any future development.

Your sincerely,
Peter Bradford
27 Kings Road
WR14 4HL

For business emails:

This email may contain information which is private and confidential.

If you have received this communication in error please advise me before deleting it from your system.

Thank you.

Peter Bradford

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Malvern Wells and Little Malvern Conservation Area Appraisal
Date: 06 September 2019 12:37:32

I object to this proposal because those fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area.

They are the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways into Malvern Wells, they link the Malvern Hills to their surroundings and they set the visual scene for the numerous Heritage Assets within the vicinity.

Furthermore, removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special area.

Roger Smith

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: MHDC Conservation area projected changes
Date: 06 September 2019 12:40:01

Malvern Wells and Little Malvern Conservation Area Appraisal

The above Appraisal proposes to REMOVE the fields along the northern edge of Upper Welland Road and adjacent to Kings Road from our Conservation Area.

I object to this proposal because those fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area. They are the foothills and mid slopes of the Malvern Hills and so these prominent, open spaces form green gateways to the Malvern Wells, they link the Malvern Hills to their surroundings and set the scene for the numerous Heritage Assets within the vicinity.

Removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special Area.

Peter Walter
3 Rothwell Road
Malvern Wells
WR14 4HX

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Objection
Date: 06 September 2019 12:54:52

Att: Bryony Taylor

I object to this proposal because those fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area.

They are the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways into Malvern Wells, they link the Malvern Hills to their surroundings and they set the visual scene for the numerous Heritage Assets within the vicinity.

Furthermore, removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special area.

Sincerely
Phillipa Hallett

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Land grab!
Date: 06 September 2019 13:20:01

I object to this proposal because those fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area.

They are the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways into Malvern Wells, they link the Malvern Hills to their surroundings and they set the visual scene for the numerous Heritage Assets within the vicinity.

Furthermore, removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special area.

Who are we to throw away land, open space and views that have been in place for years.

This is surely just another money making racket, lining the pockets of the few wealthy home builders or companies looking to take more and more from us. They don't want to build on used land, only on land that has high value return for little outlay.

It's a total disgrace that land should continue to be lost for the benefit of a few, against the value it has for so many who visit our wonderful hills. The people who come from the midlands, where green fields are already lost will lose the views, the feeling of space and fresh air.

We have a duty to protect certain areas for the future good. To resist the short term gain for a few and really think hard about the disaster that will continue to spread if we allow it.

Listen to the people, for once! Listen to our future children voices and do not allow this underhanded land grab continue.

Rachel Pryce-Jones.

The Old Hall
31 Assarts Road
Malvern Wells
Wr14 4HW

Upper Welland Action Group

From: [REDACTED]
To: [Heritage1; Bryony Taylor](#)
Subject: Malvern Wells and Little Malvern Conservation Area Appraisal
Date: 06 September 2019 14:09:26

We write with concern that MHDC is proposing to reduce the size of the Conservation Area adjacent to Upper Welland Road. In my opinion the strategic green gap afforded through the fields, trees and hedges that form the area along the North edge of Upper Welland Road and the Kings Road are vital to preserving the significance and beauty of both the Malvern Hills and significant Heritage Assets such as Little Malvern Court and St. Wulstans Catholic Church which holds Edward Elgar's burial site. These prominent and open green spaces are a beautiful approach to the Hills.

If you would kindly register our concern to the Appraisal to reducing the Conservation Area I would be grateful.

Kind regards
David & Simone Horn

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Conservation Area Appraisal
Date: 06 September 2019 14:13:16

I would like to express my objection to the proposal to remove the fields along the northern edge of Upper Welland road and adjacent to Kings road from our conservation area. Those fields together with the trees, hedges, boundaries and street greenery are a fundamental part of the context and setting of the conservation area. These form green gateways to the Malvern wells linking the Malvern Hills and the numerous heritage assets within the vicinity.

Removing the Conservation area designation will affect the planning of new developments.

Please don't change the boundaries.

Your Sincerely,

Nancy Piercy

8 Benton Close

Upper Welland

WR14 4LL

Sent from [Mail](#) for Windows 10



Virus-free. www.avg.com

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Changes to conservation area
Date: 06 September 2019 14:54:09
Attachments: [I would like to express my objection to the proposal to remove the fields along the northern edge of Upper Welland road and adjacent to Kings road from our conservation area.docx](#)

I would like to express my objection to the proposal to remove the fields along the northern edge of Upper Welland road and adjacent to Kings road from our conservation area. Those fields together with the trees, hedges, boundaries and street greenery are a fundamental part of the context and setting of the conservation area. These form green gateways to the Malvern wells linking the Malvern Hills and the numerous heritage assets within the vicinity.

Removing the Conservation area designation will affect the planning of new developments.

Please don't change the boundaries.

Your Sincerely,

Stephen Piercy

8 Benton Close

Upper Welland

WR14 4LL

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Appraisal of Malvern Wells & Little Malvern Conservation Area
Date: 06 September 2019 15:13:06

Dear Bryony,

I wish to object to this proposal to remove the "green boundary" of the parish along the northern edge of the Upper Welland Rd., from the Malvern Wells C. Area, because those fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area.

They are the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways into Malvern Wells, they link the Malvern Hills to their surroundings and they set the visual scene for the numerous Heritage Assets within the vicinity.

Furthermore, removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special area.

Yours sincerely
Mrs Jan Bowden

24 Assarts Lane

Upper Welland Action Group

From: [REDACTED]
To: [Bryony Taylor: Heritage1](#)
Subject: Re: MHDC Review of the Malvern Wells Conservation Area 2019
Date: 06 September 2019 15:35:54

Dear Bryony,

Re: MHDC Review of the Malvern Wells Conservation Area 2019

I would like to object to the MHDC proposal to split the Malvern Wells Conservation Area (CA) between the Malvern Wells and Little Malvern & Welland Parish Councils because it risks:

- Losing the historical relationship (or an appreciation of the interconnecting views) between two buildings of special architectural interest, or common function, if one building appears in say the Malvern Wells CA and the other in the LM&W CA. This is important because buildings or fields considered in isolation (out of context) from the community they serve are more likely to be undervalued by planners etc.
- Underestimating the impact of any future development, eg, a new development off Upper Welland Rd in the Malvern Wells CA, may result in say the Kings Rd in the LM&W CA being upgraded to handle the increased volume of traffic. Individually it could be argued that the impact on their respective CAs is acceptable but the *aggregated* impact would significantly harm the landscape when considered as a 'single' development in a single CA.

I also object to the proposal to remove the land along the northern edge of Upper Welland Rd (between Chase Rd and Kings Rd) from the Conservation Area because:

- The proposed removal completely *reverses* the excellent decisions taken at the last review in 1995 when the CA was specifically extended to: (i) include the land along the northern edge of UWRd as part of several green corridors along roads linking the Malvern Hills to the surrounding countryside (ii) maintain a break in the existing developments (iii) preserve the rural character of said land to prevent it becoming sub-urbanised (close mown grass, introduction of non-native trees etc).
- The land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any 'special features' per se, it contributes to the local historic small-holding scene of grazing horses, sheep, geese etc and the distinctive character of the area, thus it can legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to *interpret* for any given site.
- The inclusion of this green swathe of land in the CA has never been challenged by a developer, Government Inspector, or indeed any consultee including Historic England despite recent multiple planning applications
- The land, in particular the section above Assarts Lane, is located on the foothills of the Malvern Hills and as such dominates the distinctive views to and from the Malvern Hills, being conspicuous from both near and far.
- The proposed withdrawal of the CA designation from this land will inevitably reduce the Council's ability to protect (preserve and enhance) this sensitive area from inappropriate development such as the 'identikit legobrick' style housing being universally adopted in South Worcestershire and elsewhere.
- In the forthcoming Malvern Wells Neighbourhood Plan said land is highly valued by local residents for its visual amenity and the 'open space views' it provides up to the green foothills and the Malvern Hills landscape beyond.
- The Landscape Strategic Capacity Assessment states that said land, in particular along the northern edge of Upper Welland Rd above Assarts Lane (known locally as the Paddock Field), has Very High Landscape Sensitivity, High Visual Sensitivity and that the views of Hills are exceptional and of high quality.
- In 2016 MHDC Conservation Dept stated that said land "makes an important contribution to the green and open character of the CA" with, in places, views from the Paddock Field across to St. Wulstan's Church.

- The inclusion of the land in the CA creates a natural boundary along Upper Welland Rd which coincides with the Malvern Wells parish boundary. It also affords 'proximity' protection to the adjacent open countryside which has suffered from ribbon development and to Kinley Cottage, the old Roman Catholic school.

I would like to point out that the Malvern Wells CA Appraisal has failed to document or acknowledge the significance of the old Malvern stone Roman Catholic school, now known as Kinley Cottage, on Upper Welland Rd which was built as the feeder school to St Wulstan's RC Church (an imposing Grade II building located across the adjacent field). Together these assets act as a reminder of the times when Catholicism was prevalent in this particular area.

I would also like to point out that the Malvern Wells CA Appraisal has failed to document or acknowledge the significance of Watery Lane. By virtue of its original designation as a Private Carriage and Occupation Road, this lane has remained as an unadopted and unimproved dirt track creating an anachronism complete with private enclosures, ie small holdings still used for vegetables and livestock, plus Victorian cottages built in close proximity with shared, hand-operated, water pumps (disused but intact), gas street lighting and Upper Welland's blacksmith's forge (disused but intact). With the demise of Weavers Lane, Watery Lane became the thoroughfare for the village, providing access to and from the adjacent farms and common land (sources of food and employment), pubs (now demolished Black Horse cider house off Watery Lane and Hawthorn Inn on UWRd) and places of worship including St Giles Priory and St. Wulstan's Church. Watery Lane provides an insight into the past and as such consideration should be given to extending the Conservation Area to cover the Lane and its associated Heritage Assets.

Finally I would also like to object to the proposal to remove the small ribbon of land below the Kings Rd from the CA. Again this land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any special features, it contributes to the distinctive character of the area and so can still legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to *interpret* for any given site. Furthermore, the land forms a significant part of the prominent open green space on the conspicuous midslopes of the Malvern Hills and is therefore important in both the views towards and away from the Malvern Hills out across the Severn basin to the Cotswolds. It also forms a green corridor at the southern gateway into Malvern Wells.

With regards,

Mal Westfield
Beech House
4 Chase Road
Upper Welland
Worcs
WR14 4JY



This email has been checked for viruses by AVG antivirus software.

www.avg.com

From: [REDACTED]
To: [Bryony Taylor](#)
Cc: [REDACTED]
Subject: UC Re: MHDC Review of the Malvern Wells Conservation Area 2019
Date: 06 September 2019 16:09:11

Dear Bryony

I would like to object to the MHDC proposal to split the Malvern Wells Conservation Area (CA) between the Malvern Wells and Little Malvern&Welland Parish Councils because it risks:

- Losing the historical relationship (or an appreciation of the interconnecting views) between two buildings of special architectural interest, or common function, if one building appears in say the MWells CA and the other in the LM&W CA. This is important because buildings or fields considered in isolation (out of context) from the community they serve are more likely to be undervalued by planners etc.
- Underestimating the impact of any future development, eg, a new development off Upper Welland Rd in the MWells CA, may result in say the Kings Rd in the LM&W CA being upgraded to handle the increased volume of traffic. Individually it could be argued that the impact on their respective CAs is acceptable but the *aggregated* impact would significantly harm the landscape when considered as a 'single' development in a single CA.

I also object to the proposal to remove the land along the northern edge of Upper Welland Rd (between Chase Rd and Kings Rd) from the Conservation Area because:

- The proposed removal completely *reverses* the excellent decisions taken at the last review in 1995 when the CA was specifically extended to: (i) include the land along the northern edge of UWRd as part of several green corridors along roads linking the MHills to the surrounding countryside (ii) maintain a break in the existing developments (iii) preserve the rural character of said land to prevent it becoming sub-urbanised (close mown grass, introduction of non-native trees etc).
- Said land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any 'special features' per se, it contributes to the local historic small-holding scene of grazing horses, sheep, geese etc and the distinctive character of the area, thus it can legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to *interpret* for any given site.
- The inclusion of this green swathe of land in the CA has never been challenged by a developer, Government Inspector, or indeed any consultee including Historic England despite recent multiple planning applications
- Said land, in particular the section above Assarts Lane, is located on the foothills of the MHills and as such dominates the distinctive views to and from the MHills, being conspicuous from both near and far.
- The proposed withdrawal of the CA designation from this land will inevitably reduce the Council's ability to protect (preserve and enhance) this sensitive area from inappropriate development such as the 'identikit legobrick' style housing being universally adopted in South Worcestershire and elsewhere.
- In the forthcoming MWells Neighbourhood Plan said land is highly valued by local residents for its visual amenity and the 'open space views' it provides up to the green foothills and the MHills landscape beyond.
- The Landscape Strategic Capacity Assessment states that said land, in particular along the northern edge of Upper Welland Rd above Assarts Lane (known locally as the Paddock Field), has Very High Landscape Sensitivity, High Visual Sensitivity and that the views of Hills are exceptional and of high quality.
- In 2016 MHDC Conservation Dept stated that said land "makes an important contribution to the green and open character of the CA" with, in places, views from the Paddock Field across to St.Wulstan's Church.
- The inclusion of said land in the CA creates a natural boundary along Upper Welland Rd which coincides with the MWells parish boundary. It also affords 'proximity' protection to the adjacent open countryside which has suffered from ribbon development and to Kinley Cottage, the old Roman Catholic school.

I would like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of the old Malvern stone Roman Catholic school, now known as Kinley Cottage, on Upper Welland Rd which was built as the feeder school to St Wulstan's RC Church (an imposing Grade II building located across the adjacent field). Together these assets act as a reminder of the times when Catholicism was prevalent in this particular area.

I would also like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of Watery Lane. By virtue of its original designation as a Private Carriage and Occupation Road, this lane has remained as an unadopted and unimproved dirt track creating an anachronism complete with private enclosures, ie small holdings still used for vegetables and livestock, plus Victorian cottages built in close proximity with shared, hand-operated, water pumps (disused but intact), gas street lighting and Upper Welland's blacksmith's forge (disused but intact). With the demise of Weavers Lane, Watery Lane became the thoroughfare for the village, providing access to and from the adjacent farms and common land (sources of food and employment), pubs (now demolished Black Horse cider house off Watery Lane and Hawthorn Inn on UWRd) and places of worship including St Giles Priory and St. Wulstan's Church. Watery Lane provides an insight into the past and as such consideration should be given to extending the Conservation Area to cover the Lane and its associated Heritage Assets.

Finally I would also like to object to the proposal to remove the small ribbon of land below the Kings Rd from the CA. Again this land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any special features, it contributes to the distinctive character of the area and so can still legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to *interpret* for any given site. Furthermore, the land forms a significant part of the prominent open green space on the conspicuous midslopes of the MHills and is therefore important in both the views towards and away from the MHills out across the Severn basin to the Cotswolds. It also forms a green corridor at the southern gateway into Malvern Wells.

Regards,

Keith Mallon
156 Upper Welland Road
Malvern
Worcestershire
WR14 3PS

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<https://www.qinetiq.com>

From: [REDACTED]
To: [Heritage1; Bryony Taylor](#)
Subject: Malvern Wells Conservation Area Appraisal
Date: 06 September 2019 16:13:33

Dear Bryony

I attended the public consultation regarding the Malvern Wells Conservation Area Appraisal Review and spoke to Jim Burgin and yourself after the meeting.

Several people asked why remove land from the Conservation Area especially as there have been no complaints and it has done its job very well for the past ~25 years. Jim's reply seemed to be that you are obliged to carry out a review and that you must be able to defend yourselves in a Planning Inquiry against the latest Historic England Guidelines. Yet it appears that the changes are being made in an attempt to look as though something constructive is being carried out for the review. Deleting the land from along Upper Welland Road and Kings Road from the CA will inevitably make it easier for developers to gain permission for building on the fields to a design and layout with less onus on 'preserving and enhancing' the local area which will spoil the environment for visitors, residents and everyone in the future.

As the pressure on land increases due to the numbers of people looking for housing, CAs *and their settings* should be given *more not less protection*. You seem intent on doing the opposite without any tangible legal justification. The Historic England Guidelines appear open to interpretation and consequently you could justify maintaining the fields within the CA. Houses in the Paddock Field and alongside Kings Road would be seen from anyone approaching the Hills, from the Hills themselves, and from nearby Heritage Assets and so would be an unacceptable eyesore and spoil the unique distinctive character of the landscape. Surely we have a moral obligation to treat beautiful parts of the country as sacrosanct for future generations?

I therefore beg you to re-examine your reasons for altering the CA boundaries and leave the Upper Welland Road and Kings Road fields within the CA.

Yours sincerely

Pat Pitt (Mrs)



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From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Malvern Wells and Little Malvern Conservation Area Appraisal.
Date: 06 September 2019 16:20:17

We object to this proposal because the fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area.

They are the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways into Malvern Wells, they link the Malvern Hills to their surroundings and they set the visual scene for numerous Heritage Assets within the vicinity.

Furthermore, removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special area.

We sincerely hope that this irrecoverable step is not taken as it would only add to the two mistakes that have already been made.

C.L. and T.H.Newey.

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Conservation Area.
Date: 06 September 2019 18:08:15

I wish to object to the redrawing of the Malvern Wells and Little Malvern Conservation Area, especially as it affects the fields along the northern edge of Upper Welland Road and adjacent to Kings Road. The possible consequences of the removal of any protection considerably outweigh any benefits to the community and to the beauty of the area, so attractive to visitors and residents alike.

Regards,

David Owen
3 Merebrook Close
Malvern
WR14 4JW

From: [REDACTED]
To: [Bryony Taylor](#); [Heritage1](#)
Cc: [Barbara Williams](#); [Tony Penn](#); [REDACTED]
Subject: UWAG Rebuttal of Malvern Wells Conservation Area Review 2019
Date: 06 September 2019 18:52:09
Attachments: [UWAG CAA.docx](#)

Dear Bryony,

Whilst there is much to admire in the Draft Malvern Wells Conservation Area Review 2019 there are some contentious proposals such as reversing the forward looking decision outcomes of the Malvern Wells Conservation Area Review 1995. There are also some surprising omissions in terms of 'streetscapes' and Heritage Assets such as those found in the vicinity of Upper Welland village, more specifically, in and around the anachronism that is Watery Lane. As part of your consultation process please find attached my response (UWAG CAA.docx) which, in order to expedite matters, has been deliberately kept short, but obviously I am happy to add further information and references if required; please do not hesitate to contact me.

Many thanks again for your industry and patience in response to my emails, and your offer to feed the agreed detailed points raised within those emails directly into the report to the Executive Committee.

Kind regards,
Andy

Andy Pitt
Ch. Upper Welland Action Group (UWAG)



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Andy Pitt
Hayslan House
Upper Welland Rd
Malvern WR14 4LA
6th September 2019

Dear Bryony,

Re: MHDC Review of the Malvern Wells Conservation Area 2019

1)I would like to object to the MHDC proposal to split the Malvern Wells Conservation Area (CA) between the Malvern Wells and Little Malvern&Welland Parish Councils because it risks:

- Losing the historical relationship (or an appreciation of the interconnecting views) between two buildings of special architectural interest, or common function, if one building appears in say the MWells CA and the other in the LM&W CA. This is important because buildings or fields considered in isolation (out of context) from the community they serve are more likely to be undervalued by planners etc.
- Underestimating the impact of any future development, eg, a new development off Upper Welland Rd in the MWells CA, may result in say the Kings Rd in the LM&W CA being upgraded to handle the increased volume of traffic. Individually it could be argued that the impact on their respective CAs is acceptable but the *cumulative* impact would significantly harm the landscape when considered as a 'single' development in a single CA.

2)I also object to the proposal to remove the land along the northern edge of Upper Welland Rd (between Chase Rd and Kings Rd) from the Conservation Area because:

- The proposed removal completely *reverses* the excellent decisions taken at the last review in 1995 when the CA was specifically extended to: (i) include the land along the northern edge of UWRd as part of several green corridors along roads linking the MHills to the surrounding countryside (ii) maintain a break in the existing developments (iii) preserve the rural character of said land to prevent it becoming sub-urbanised (close mown grass, introduction of non-native trees etc).
- Said land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any 'special features' per se, it contributes to the local historic small-holding scene of grazing horses, sheep, geese etc and the distinctive character and of the area, thus it can legitimately be included in the CA as per Historic England Guidelines which are provided for LPAs to *interpret* for any given site.[1,2]
- The inclusion of this green swathe of land in the CA has never been challenged by a developer, Government Inspector, or indeed any Consultee including Historic England despite recent multiple planning applications.[3]
- Said land, in particular the section above Assarts Lane, is located on the foothills of the MHills and as such dominates the distinctive views to and from the MHills, being conspicuous from both near and far (see photo).
- The proposed withdrawal of the CA designation from this land will inevitably reduce the Council's ability to protect (preserve and enhance) this sensitive area from inappropriate development such as the 'identikit legobrick' style housing being ubiquitously adopted in South Worcestershire and elsewhere.
- In the forthcoming MWells Neighbourhood Plan said land is highly valued by local residents for its visual amenity and the 'open space views' it provides up to the green foothills and the MHills landscape beyond.
- The Landscape Strategic Capacity Assessment 2019 states that said land, in particular along the northern edge of Upper Welland Rd above Assarts Lane (known locally as the Paddock Field), has Very High Landscape Sensitivity, High Visual Sensitivity and that the views of Hills are exceptional and of high quality from this point.
- In 2016 MHDC Conservation Dept stated that said land "makes an important contribution to the green and open character of the CA" with (in places) views from the Paddock Field across to St.Wulstan's Church. [15/01727/FUL]
- The inclusion of said land in the CA creates a natural boundary along Upper Welland Rd which coincides with the MWells Parish Boundary. It also affords 'proximity' protection to the adjacent open countryside which has suffered from ribbon development and to Kinley Cottage, the old Roman Catholic school.

3)I would like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of the old Malvern stone Roman Catholic school, now known as Kinley Cottage, on Upper Welland Rd which was built as the feeder school to St Wulstan's RC Church (an imposing Grade II building located across the adjacent field). Such Heritage Assets act as a reminder of the times when Catholicism was prevalent in this particular area. The building sits against the kerb on the apex of a bend and as such is a prominent local feature.

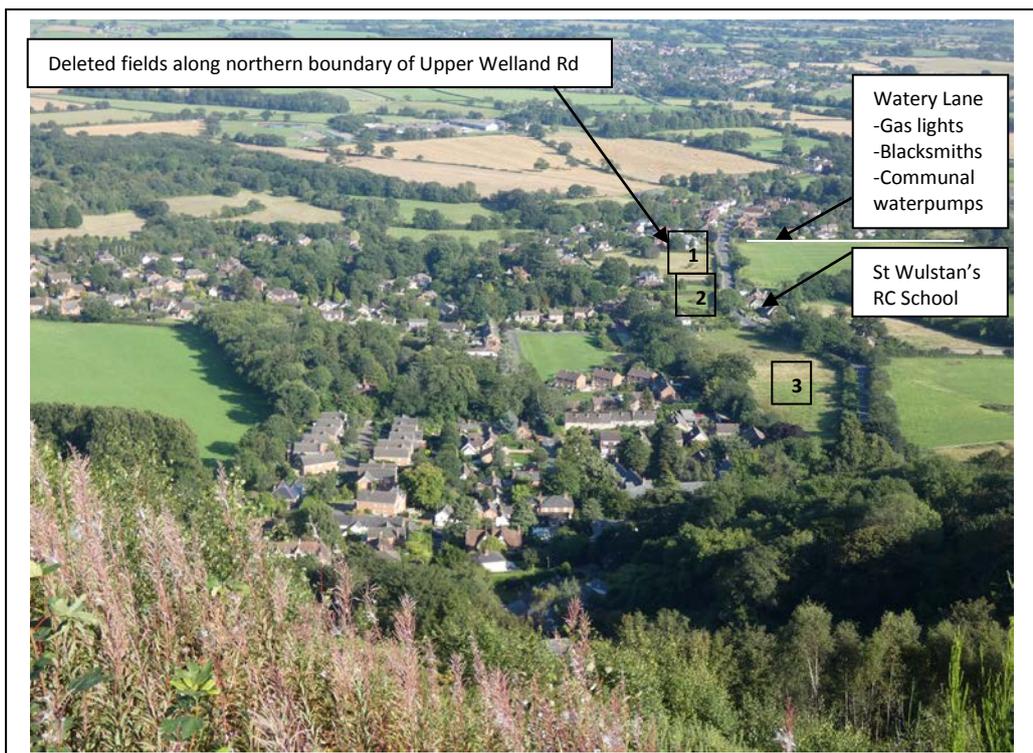
4)I would also like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of Watery Lane. By virtue of its original designation as a Private Carriage and Occupation Road, this lane has remained as an unadopted and unimproved dirt track creating an anachronism complete with private enclosures, ie small holdings still used for vegetables and livestock, plus Victorian cottages built in close proximity with shared, hand-operated, water pumps (disused but intact), gas street lighting and Upper Welland's blacksmith's forge (disused but intact). With the demise of Weavers Lane, Watery Lane became the thoroughfare for the village, providing access to and from the adjacent farms and common land (sources of food and employment), pubs (now demolished Black Horse cider house off Watery Lane and Hawthorn Inn on UWRd) and places of worship including St Giles Priory and St. Wulstan's Church. Watery Lane provides an insight into the past and as such consideration should be given to extending the Conservation Area to cover the Lane and its associated Heritage Assets.

5)Finally I would also like to object to the proposal to remove the small ribbon of land below the Kings Rd from the CA. Again this land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any special features, it contributes to the distinctive character of the area and so can still legitimately be included in the CA in accordance with Historic England Guidelines which are provided for LPAs to *interpret* for any given site. Furthermore, the land forms a significant part of the prominent open green space on the conspicuous midslopes of the MHills and is therefore important in both the views towards and away from the MHills across the Severn basin to the Cotswolds. It also forms a green corridor at the southern gateway into Malvern Wells.

Regards,

Andy Pitt Ch. Upper Welland Action Group

[1] HEAG 268 CA Appraisal, Designation & Mgt (2nd Ed) Para 53,56,58,59 [2] HE GPA3 The Setting of Heritage Assets (2nd Ed)
[3] 14/00890 Remarks made by English Heritage & the Government Inspector on importance of the land (eg field No2) in the CA. As agreed, pls also consider the 'valid points' raised in our email exchanges (BryonyT) dated 19th Aug19 (13:38) and 22nd Aug19 (12:26) as part of the formal conservation area review process for inclusion in the final report to the Executive Committee.



From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Malvern Wells and Little Malvern Conservation Area Appraisal
Date: 06 September 2019 19:11:04

I wish to register my strong objection to removing the fields along the northern edge of Upper Welland Road from the Conservation Area.

I see no valid reason for reducing the protection for the lower slopes of the Malvern Hills and opening it up to developers to build houses for which the infrastructure is woefully inadequate.

I think a minimum requirement, prior to any change, would be to hold a well publicised meeting to evaluate the benefit of this proposed actions to local people.

From: [REDACTED]
To: [Bryony Taylor](#)
Cc: [REDACTED]
Subject: Plans to remove fields along Upper Welland Road from Conservation Area
Date: 06 September 2019 19:46:17

We object to this proposal because those fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area.

They are the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways into Malvern Wells, they link the Malvern Hills to their surroundings and they set the visual scene for the numerous Heritage Assets within the vicinity.

Furthermore, removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special area.

Morag Ballance
Michael Harris
Jane Harris
Dan Harris

Of The Old Chapel, WR14 4JY

Sent from my iPhone

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Upper Welland Road Conservation area
Date: 06 September 2019 20:00:24
Attachments: [Gwyneth Gill.docx](#)

Good afternoon,

Please find attached a letter for the consultation regarding the conservation area in Upper Welland.

I was born and lived in the area all my childhood and whilst I now reside in Ross on Wye I am in Upper Welland at least twice every week.

Many thanks

Gwyneth Gill

Gwyneth Gill

64 Roman Way

Ross on Wye

Friday 6th September 2019

MHDC

Dear Sir/Madam

Proposed changes to Conservation area – Upper Welland Road

I write regarding the proposed changes to the Conservation area and the dramatic change that could result from such changes. As a girl born and brought up in Upper Welland in 1952, and still having my mother living in the village I have considerable knowledge and experience of the village.

As a child Watery Lane was a well-used thorough fare with numerous tracks crossing and joining with it, all converging on a property known as Little Orchard which was indeed the original public house of the village. In that lane there were two gas lamps and these are still there. The forge building is still there and from my research that had been a well-used forge for blacksmithing, horses were brought there for Mr Dalley to shoe them. At least one manhole cover with the name of the builder has been found, Mr Hickey owning the forge at one time and renting it out, being a builder, building at least four of the properties in the lane. These are Heritage Assets that should be included in the Conservation Area

It should also be noted that there is property referred to as Kinley Cottage in this area. I have been investigating the history of Kinley Cottage which was built to replace an earlier school room at St Wulstans Catholic Church. This new school opened at Kinley Cottage in 1895, with accommodation for 50 pupils but with an average attendance of 21. Miss D Cullen was the mistress, by 1905 Miss Barlow was mistress and in 1908 Miss Floreen Pugh had an average of 28 pupils and by 1928 Miss Ryan was mistress. By 1927 there were only 15 on role and with only five under school age children in the village the situation didn't look likely to improve and thus in 1934 the school closed and remaining pupils went to St Josephs in Malvern. This is a Heritage Asset that should be included in the Conservation area

Also in Upper Welland there was the German Prisoner of War camp immediately behind the council houses accessed via Woodend Farm consisting of fifteen huts and until very recently one of the Nissan huts was still standing in the field immediately behind my mother's house. The base of one of the units and the large sewage system can still be seen from Pitfield Cottages garden.

The area hosted American troops in the War as Brickbarns is simply down Chace Lane and in those days it was a very well used and much larger track than the sad little lane that is there these days.

When the Americans left it was the TB hospital but I have many memories of it as St Wulstans Psychiatric hospital and using the facilities there.

This is a very historic area and a beautiful area and based on the Heritage Assets in the area I believe the field along the northern edge of Upper Welland Road and adjacent to Kings Road should stay in the Conservation area, and that Watery Lane should be included in the Conservation area.

Yours Gwyneth Gill

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Objection to the proposed changes in the conservation area - reply requested
Date: 06 September 2019 20:15:47

Dear Ms Taylor,

As a resident of Upper Welland, I am writing to object to the removal of several fields from our community's Conservation Area.

The Malvern Hills are an AONB (Area of Outstanding Natural Beauty), placed under special protection due to its greenness, uniqueness and beauty. Tourists come from miles around to enjoy the walking trails, views and greenery, and many of us have chosen to make our lives here because of it, or grew up enjoying the proximity of nature. The beauty of the area is our privilege and our heritage; it is our responsibility to preserve it for the enjoyment of future generations - not casually chuck it away so that the Council can get through some red tape or rub shoulders with developers who do not care for local people but only about making profits from our green spaces. If you allow buildings to be built willy-nilly all over the slopes, the area loses its greenness, part of its history and overall appeal.

I urge you to consider the long term consequences of what you are doing. As the Council, it is your job to represent local people and regulate this kind of profit-driven, short-sighted nonsense - surely you can see that the conservation area exists for a reason. If you shift conservation areas without, it certainly appears, much consideration at all, it ceases to be a conservation area - I'm sorry but you have fundamentally misunderstood what a conservation is and aims to achieve. Do you really want to be labelled as the people who just gave it all away? It is not yours to give away - it is ours collectively, the place we live in and grew up in, not to be handed out cheaply to any developer who wants to offer money.

I look forward to hearing your justification for your actions. I expect a reply by email within 5 working days. After that I will be following up by telephone.

Yours sincerely,

Madelaine Pitt

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Little Malvern conservation appraisal
Date: 06 September 2019 20:22:28

I've completed the online survey but also wanted to email you my comments directly.

I'm a resident of Woodlands Close and I object to the removal of the fields along upper Welland road and alongside king's road from the conservation. These areas are vital to preserving the character of the area and removing them leaves the area open to development and the natural area being damaged. The remaining conservation area is nothing more than a thin sliver of land in some places and it's quite clearly aimed at allowing development in areas that were previously designated as conservation area.

I hope that this plan can be revised in order to preserve the beauty and character of this area.

Kind Regards

Gareth Wynn
14 Woodlands Close, Malvern

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Malvern Wells and Little Malvern Conservation Area Appraisal
Date: 06 September 2019 20:41:13

Dear whom it may concern,

I'm writing to firmly object to the above appraisal which proposes to remove the fields along the northern edge of Upper Welland Road from our Conservation Area.

I object because the removal of the fields along with their trees, hedges and street greenery would be removing a fundamental part of the context and setting of the Conservation Area. These spaces form green gateways to the Malvern Wells and link the hills to the beautiful surroundings in which we live. They also provide the beautiful scenery within which many of our heritage sites lie which are a huge asset to the community.

Please do not allow this to happen.

Kind regards

Emma Downes

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Objection to the Malvern Wells and Little Malvern Conservation Area Appraisal
Date: 06 September 2019 20:30:54

Dear Ms Taylor,

I'm writing to object to the proposal as the area is a fundamental part of the rural landscape and provides an important green space between our villages. These mid slopes of the malvern hills are of significant visual importance to the conservation area as a whole and chipping away of these green species would have serious detrimental impact to the area. The area is of significant historical importance and therefore it's character should be protected and retained. Being part of the conservation area gives some protection from further inappropriate residential development that would be wholly inappropriate and of negative impact to the local community.

Yours sincerely,
Kirsty Dunstall

Resident of Upper Welland village
Sent from my iPad

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Malvern Wells and Little Malvern Conservation Area Appraisal
Date: 06 September 2019 21:27:01

Dear Bryony

We both object strongly to the proposal to REMOVE the fields along the northern edge of Upper Welland Road and adjacent to Kings Road from our Conservation Area. Those fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area.

They are the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways into Malvern Wells, they link the Malvern Hills to their surroundings and they set the visual scene for the numerous Heritage Assets within the vicinity.

Furthermore, removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special area.

M Stanley

**2 Cambridge Close
Upper Welland
WR14 4JZ**

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Malvern Wells and Little Malvern Conservation Area
Date: 06 September 2019 21:48:56
Attachments: [image001.png](#)
[image002.png](#)

Dear Ms Taylor

I wish register my objection to the proposed changes to the Conservation Area. I am a resident of Upper Welland Road feel that the fields in question, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the existing Conservation Area. The set and setting of the immediate surrounding environment is paramount to preserving the aspects of the area that are subject to the existing conservation order. When viewed from above and below the foothills and mid slopes of the Malvern Hills that form green gateways into Malvern Wells, they link the Malvern Hills to their surroundings and they set the visual scene for the numerous Heritage Assets within the vicinity.

In addition, removing the protective legal layer that the Conservation Area designation provides will reduce the degree of control to which planners have over any new development to preserve and enhance this special area.

Andrew Cooper

2 Upper Welland Road

WR14 4HJ

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Malvern Wells conservation area proposals
Date: 06 September 2019 22:07:40

Dear Mrs Taylor

Please accept this email as my formal objection to the proposed changes to the conservation areas of Malvern Wells and Little Malvern. I am resident in Upper Welland Road and the fields in question, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the existing conservation area. I was at the various consultation and Parish Council meetings I appreciate that you explained that the conservation area primarily protected buildings however, I cannot accept that it is appropriate to segregate buildings from the surrounding area. Surely in order to conserve a building it's necessary to preserve its immediate surrounding location? The context of the building should be preserved and I believe that the foothills and mid slopes of the Malvern Hills that form green gateways into Malvern Wells and link the Malvern Hills to their surroundings set the visual – and historical – scene for the numerous Heritage Assets within the vicinity.

I also believe that removing the protective legal layer that the Conservation Area designation provides will reduce the degree of control to which planners have over any new development to preserve and enhance this special area. I have no objection to the proposed split between Malvern Wells and Little Malvern but the loss of the adjoining land between the two areas along Kings Road and Wells Road is of great concern. I note that there are sections of the Wells Road that are proposed to be kept within the conservation area that provide a function to those that you propose to remove.

Many thanks
Mrs Jenny Bailey

Tel: [REDACTED]
2 Upper Welland Road
WR14 4HJ

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Malvern Wells & Little Malvern conservation area amends
Date: 06 September 2019 22:15:47

Dear Bryony

We wish to register our objection to this proposal. Those fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area.

They are the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways into Malvern Wells, they link the Malvern Hills to their surroundings and they set the visual scene for the numerous Heritage Assets within the vicinity which is vital to supporting those assets in an appropriate manner.

Furthermore, I firmly believe that removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special area.

Robin Hill, Upper Welland Road
Malvern, WR14 4HJ

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Malvern Wells and Little Malvern Conservation Area Appraisal
Date: 06 September 2019 22:24:14

The above Appraisal proposes to remove the fields along the northern edge of Upper Welland rd and adjacent to Kings rd from our Conservation Area. I object to this proposal because those fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area. They are the foothills and mid slopes of the Malvern Hills and so these prominent, open spaces form green gateways to the Malverns. They link the Malvern Hills to their surroundings and set the scene for the numerous heritage assets within the vicinity. Removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special area.

Sue Kirby

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: ***Malvern Wells and Little Malvern Conservation Area Appraisal***
Date: 06 September 2019 22:42:04

Dear Bryony,

Re: MHDC Review of the Malvern Wells Conservation Area 2019

I would like to object to the MHDC proposal to split the Malvern Wells Conservation Area (CA) between the Malvern Wells and Little Malvern & Welland Parish Councils because it risks: Losing the historical relationship (or an appreciation of the interconnecting views) between two buildings of special architectural interest, or common function, if one building appears in say the Malvern Wells CA and the other in the LM&W CA. This is important because buildings or fields considered in isolation (out of context) from the community they serve are more likely to be undervalued by planners etc.

Underestimating the impact of any future development, e.g. a new development off Upper Welland Rd in the Malvern Wells CA, may result in say the Kings Rd in the LM&W CA being upgraded to handle the increased volume of traffic. Individually it could be argued that the impact on their respective CAs is acceptable but the aggregated impact would significantly harm the landscape when considered as a 'single' development in a single CA.

I also object to the proposal to remove the land along the northern edge of Upper Welland Rd (between Chase Rd and Kings Rd) from the Conservation Area because:

The proposed removal completely reverses the excellent decisions taken at the last review in 1995 when the CA was specifically extended to: (i) include the land along the northern edge of UWRd as part of several green corridors along roads linking the Malvern Hills to the surrounding countryside (ii) maintain a break in the existing developments (iii) preserve the rural character of said land to prevent it becoming sub-urbanised (close mown grass, introduction of non-native trees etc).

Said land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any 'special features' per se, it contributes to the local historic small-holding scene of grazing horses, sheep, geese etc and the distinctive character of the area, thus it can legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to interpret for any given site.

The inclusion of this green swathe of land in the CA has never been challenged by a developer, Government Inspector, or indeed any consultee including Historic England despite recent multiple planning applications

Said land, in particular the section above Assarts Lane, is located on the foothills of the Malvern Hills and as such dominates the distinctive views to and from the Malvern Hills, being conspicuous from both near and far.

The proposed withdrawal of the CA designation from this land will inevitably reduce the Council's ability to protect (preserve and enhance) this sensitive area from inappropriate development such as the 'identikit Lego brick' style housing being universally adopted in South Worcestershire and elsewhere.

In the forthcoming Malvern Wells Neighbourhood Plan said land is highly valued by local residents for its visual amenity and the 'open space views' it provides up to the green foothills and the Malvern Hills landscape beyond.

The Landscape Strategic Capacity Assessment states that said land, in particular along the northern edge of Upper Welland Rd above Assarts Lane (known locally as the Paddock Field), has Very High Landscape Sensitivity, High Visual Sensitivity and that the views of Hills are exceptional and of high quality.

In 2016 MHDC Conservation Dept stated that said land "makes an important contribution to the green and open character of the CA" with, in places, views from the Paddock Field across to St.Wulstan's Church.

The inclusion of said land in the CA creates a natural boundary along Upper Welland Rd which coincides with the Malvern Wells parish boundary. It also affords 'proximity' protection to the adjacent open countryside which has suffered from ribbon development and to Kinley Cottage, the old Roman Catholic school.

I would also like to point out that the Malvern Wells CA Appraisal has failed to document or acknowledge the significance of Watery Lane. By virtue of its original designation as a Private Carriage and Occupation Road, this lane has remained as an unadopted and unimproved dirt track creating an anachronism complete with private enclosures, i.e. small holdings still used for vegetables and livestock, plus Victorian cottages built in close proximity with shared, hand-operated, water pumps (disused but intact), gas street lighting and Upper Welland's blacksmith's forge (disused but intact). With the demise of Weavers Lane, Watery Lane became the thoroughfare for the village, providing access to and from the adjacent farms and common land (sources of food and employment), pubs (now demolished Black Horse cider house off Watery Lane and Hawthorn Inn on UWRd) and places of worship including St Giles Priory and St. Wulstan's Church. Watery Lane provides an insight into the past and as such consideration should be given to extending the Conservation Area to cover the Lane and its associated Heritage Assets.

Finally I would also like to object to the proposal to remove the small ribbon of land below the Kings Rd from the CA. Again this land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any special features, it contributes to the distinctive character of the area and so can still legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to interpret for any given site. Furthermore, the land forms a significant part of the prominent open green space on the conspicuous midslopes of the Malvern Hills and is therefore important in both the views towards and away from the Malvern Hills out across the Severn basin to the Cotswolds. It also forms a green corridor at the southern gateway into Malvern Wells.

Regards,

Natasha Underhill-Day

6 Woodlands Close

Malvern Wells

WR14 4JD

From: [REDACTED]
To: [Bryony Taylor](#)
Subject: Upper Welland conservation appraisal
Date: 07 September 2019 10:07:31

I am a resident of Upper Welland and am very much against the removal of conservation status of the fields as they are intrinsically part of the foothills of the Malvern Hills and as such should enjoy the same protected status.

They are an important habitat for wildlife in an increasingly urbanised environment and would allow the council more control over development in this sensitive area.

So I would ask the council to reject the proposal.

Yours sincerely
Anna Paisley

Sent from my iPhone

From: [Heritage1](#)
To: [Heritage1](#)
Subject: FW: Little Malvern conservation boundry lines
Date: 14 October 2019 11:59:37

From: Rob Morrison [REDACTED]
Sent: 07 September 2019 19:22
To: developmentcontrol@malvern hills.gov.uk
Subject: Little Malvern conservation boundry lines

Dear Sir

I noted on the proposed boundary lines for Little Malvern that the fields below Kings Road are not included. Under the existing boundary lines these ensure a continuous link between Malvern Wells and Little Malvern, yet in the proposal the link is broken.

Is there a rationale for there exclusion?

many regards
Rob Morrison
Kirklands, Wells Road, Malvern. WR14 4JL

many regards
Rob

From: [REDACTED]
To: [Bryony Taylor](#); [Heritage1](#)
Cc: [Barbara Williams](#); [Tony Penn](#); [David Harrison](#)
Subject: MWells CA Review
Date: 09 September 2019 16:55:35
Attachments: [UWAG CAA \(photo\).docx](#)

Dear Bryony,

Please find enclosed an amended version of the letter I sent you last Friday. I have taken the liberty of a minor amendment, ie adding a few labelled photos, to make the document easier to read for anybody not familiar with the area.

Pls would you confirm the document will be considered in the CAA Review process as:

- the original version was submitted inside the MWells deadline
- the document includes text on land in the LM&W Parish whose deadline is end of September 2019

Many thanks in anticipation,
Andy

Andy Pitt
Ch.Upper Welland Action Group



Virus-free. www.avast.com

Andy Pitt
Hayslan House
Upper Welland Rd
Malvern WR14 4LA
6th September 2019

Dear Bryony,

Re: MHDC Review of the Malvern Wells Conservation Area 2019

1) I would like to object to the MHDC proposal to split the Malvern Wells Conservation Area (CA) between the Malvern Wells and Little Malvern&Welland Parish Councils because it risks:

- Losing the historical relationship (or an appreciation of the interconnecting views) between two buildings of special architectural interest, or common function, if one building appears in say the MWells CA and the other in the LM&W CA. This is important because buildings or fields considered in isolation (out of context) from the community they serve are more likely to be undervalued by planners etc.
- Underestimating the impact of any future development, eg, a new development off Upper Welland Rd in the MWells CA, may result in say the Kings Rd in the LM&W CA being upgraded to handle the increased volume of traffic. Individually it could be argued that the impact on their respective CAs is acceptable but the *cumulative* impact would significantly harm the landscape when considered as a 'single' development in a single CA.

2) I also object to the proposal to remove the land along the northern edge of Upper Welland Rd (between Chase Rd and Kings Rd, pls see Photo 1) from the Conservation Area because:

- The proposed removal completely *reverses* the excellent decisions taken at the last review in 1995 when the CA was specifically extended to: (i) include the land along the northern edge of UWRd as part of several green corridors along roads linking the MHills to the surrounding countryside (ii) maintain a break in the existing developments (iii) preserve the rural character of said land to prevent it becoming sub-urbanised (close mown grass, introduction of non-native trees etc).
- Said land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any 'special features' per se, it contributes to the local historic small-holding scene of grazing horses, sheep, geese etc and the distinctive character and of the area, thus it can legitimately be included in the CA as per Historic England Guidelines which are provided for LPAs to *interpret* for any given site.[1,2]
- The inclusion of this green swathe of land in the CA has never been challenged by a developer, Government Inspector, or indeed any Consultee including Historic England despite recent multiple planning applications.[3]
- Said land, in particular the section above Assarts Lane, is located on the foothills of the MHills and as such dominates the distinctive views to and from the MHills, being conspicuous from both near and far (Photo1).
- The proposed withdrawal of the CA designation from this land will inevitably reduce the Council's ability to protect (preserve and enhance) this sensitive area from inappropriate development such as the 'identikit legobrick' style housing being ubiquitously adopted in South Worcestershire and elsewhere.
- In the forthcoming MWells Neighbourhood Plan said land is highly valued by local residents for its visual amenity and the 'open space views' it provides up to the green foothills and the MHills landscape beyond.
- The Landscape Strategic Capacity Assessment 2019 states that said land, in particular along the northern edge of Upper Welland Rd above Assarts Lane (known locally as the Paddock Field), has Very High Landscape Sensitivity, High Visual Sensitivity and that the views of Hills are exceptional and of high quality from this point.
- In 2016 MHDC Conservation Dept stated that said land "makes an important contribution to the green and open character of the CA" with (in places) views from the Paddock Field across to St.Wulstan's Church. [15/01727/FUL]
- The inclusion of said land in the CA creates a natural boundary along Upper Welland Rd which coincides with the MWells Parish Boundary. It also affords 'proximity' protection to the adjacent open countryside which has suffered from ribbon development and to Kinley Cottage, the old Roman Catholic school.

3) I would like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of the old Malvern stone Roman Catholic school, now known as Kinley Cottage, on Upper Welland Rd which was built as the feeder school to St Wulstan's RC Church (an imposing Grade II building located across the adjacent field). Such Heritage Assets act as a reminder of the times when Catholicism was prevalent in this particular area. The building sits against the kerb on the apex of a bend and as such is a prominent local feature.

4) I would also like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of Watery Lane. By virtue of its original designation as a Private Carriage and Occupation Road, this lane has remained as an unadopted and unimproved dirt track creating an anachronism complete with private enclosures, ie small holdings still used for vegetables and livestock, plus Victorian cottages built in close proximity with shared, hand-operated, water pumps (disused but intact), gas street lighting and Upper Welland's blacksmith's forge (disused but intact). With the demise of Weavers Lane, Watery Lane became the thoroughfare for the village, providing access to and from the adjacent farms and common land (sources of food and employment), pubs (now demolished Black Horse cider house off Watery Lane and Hawthorn Inn on UWRd) and places of worship including St Giles Priory and St. Wulstan's Church. Watery Lane provides an insight into the past and as such consideration should be given to extending the Conservation Area to cover the Lane and its associated Heritage Assets (Photo2).

5) Finally I would also like to object to the proposal to remove the small ribbon of land below the Kings Rd from the CA. Again this land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any special features per se, it contributes to the distinctive character of the area and so can still legitimately be included in the CA in accordance with Historic England Guidelines which are provided for LPAs to *interpret* for any given site. Furthermore, the land forms a significant part of the prominent open green space on the conspicuous midslopes of the MHills and is therefore important in both the views towards and away from the MHills across Severn basin & Cotswolds. It also forms a green corridor at the southern gateway into Malvern Wells (Photo3).

Regards,

Andy Pitt Ch. Upper Welland Action Group

[1] HEAG 268 CA Appraisal, Designation & Mgt (2nd Ed) Para 53,56,58,59 [2] HE GPA3 The Setting of Heritage Assets (2nd Ed)
[3] 14/00890 Remarks made by English Heritage & the Government Inspector on importance of the land (ie field No2) in the CA.
As agreed, pls also consider the 'valid points' raised in our email exchanges (BryonyT) dated 19th Aug19 (13:38) and 22nd Aug2019 (12:26) as part of the formal Conservation Area Review process for inclusion in the final report to the Executive Committee.

Photo 1

Fields along the northern boundary of Upper Welland Road proposed for *removal* from the Conservation Area by MHDC

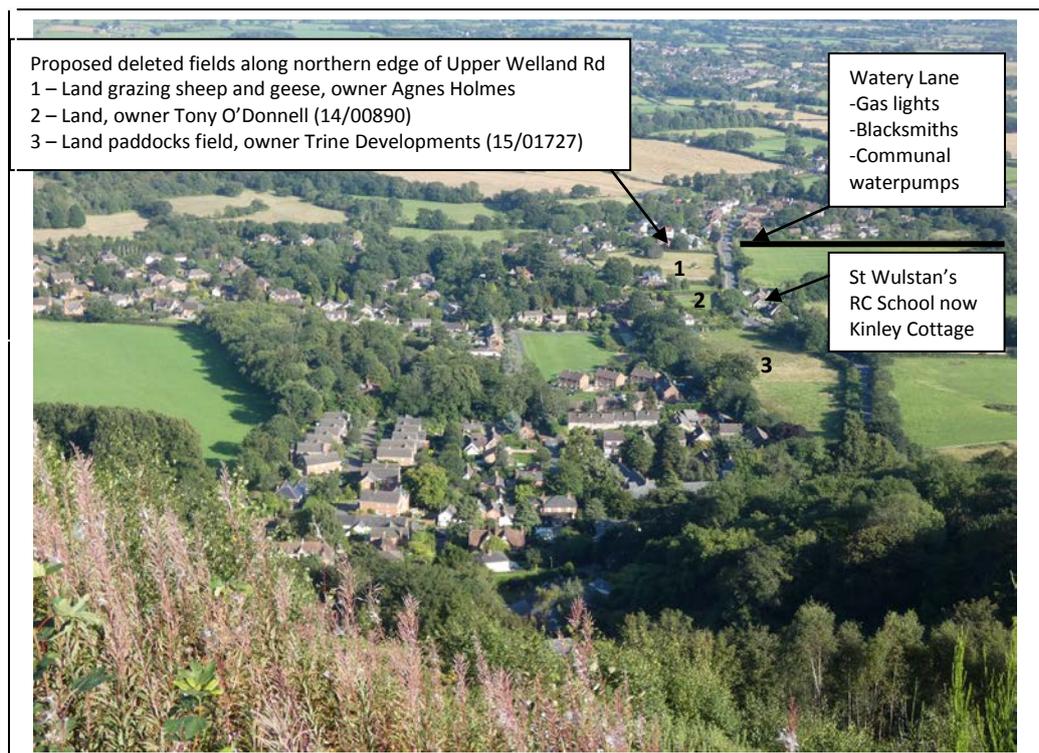


Photo 2

Extension of the Conservation Area proposed by UWAG to include Watery Lane and associated Assets e.g. Blacksmith's Forge, Gas Lamps and communal water hand pumps



Photo 3

Fields along southern edge of the Kings Road proposed for *removal* from the Conservation Area by MHDC



From: [REDACTED]
To: [Bryony Taylor](#)
Subject: We OBJECT to the build
Date: 10 September 2019 13:49:26

Dear Bryony,

I am responding to the very late note put through my door only on the 8th of September.

I am very upset with this new proposal of houses going up upon the Kings road. I have lived in Malvern since 2011 and over the years Malvern is expanding very quickly.

I feel very upset our beautiful countryside is all going because of housing.

I object to the new build off the Kings road.

If the houses are built there will be even more traffic in Malvern and the great loss of our Malvern countryside.

Please do inform me of any updates

Kindest regards

David



From: [REDACTED]
To: [Bryony Taylor: Heritage1](#)
Subject: MHDC Review of the Malvern Wells Conservation Area 2019.
Date: 10 September 2019 17:04:18

Dear Bryony,

Re: MHDC Review of the Malvern Wells Conservation Area 2019

I would like to object to the MHDC proposal to split the Malvern Wells Conservation Area (CA) between the Malvern Wells and Little Malvern&Welland Parish Councils because it risks:

- Losing the historical relationship (or an appreciation of the interconnecting views) between two buildings of special architectural interest, or common function, if one building appears in say the MWells CA and the other in the LM&W CA. This is important because buildings or fields considered in isolation (out of context) from the community they serve are more likely to be undervalued by planners etc.
- Underestimating the impact of any future development, eg, a new development off Upper Welland Rd in the MWells CA, may result in say the Kings Rd in the LM&W CA being upgraded to handle the increased volume of traffic. Individually it could be argued that the impact on their respective CAs is acceptable but the *aggregated* impact would significantly harm the landscape when considered as a 'single' development in a single CA.

I also object to the proposal to remove the land along the northern edge of Upper Welland Rd (between Chase Rd and Kings Rd) from the Conservation Area because:

- The proposed removal completely *reverses* the excellent decisions taken at the last review in 1995 when the CA was specifically extended to: (i) include the land along the northern edge of UWRd as part of several green corridors along roads linking the MHills to the surrounding countryside (ii) maintain a break in the existing developments (iii) preserve the rural character of said land to prevent it becoming sub-urbanised (close mown grass, introduction of non-native trees etc).
- Said land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any 'special features' per se, it contributes to the local historic small-holding scene of grazing horses, sheep, geese etc and the distinctive character of the area, thus it can legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to *interpret* for any given site.
- The inclusion of this green swathe of land in the CA has never been challenged by a developer, Government Inspector, or indeed any consultee including Historic England despite recent multiple planning applications
- Said land, in particular the section above Assarts Lane, is located on the foothills of the MHills and as such dominates the distinctive views to and from the MHills, being conspicuous from both near and far.
- The proposed withdrawal of the CA designation from this land will inevitably reduce the Council's ability to protect (preserve and enhance) this sensitive area from inappropriate development such as the 'identikit legobrick' style housing being universally adopted in South Worcestershire and elsewhere.
- In the forthcoming MWells Neighbourhood Plan said land is highly valued by local residents for its visual amenity and the 'open space views' it provides up to the green foothills and the MHills landscape beyond.
- The Landscape Strategic Capacity Assessment states that said land, in particular along the northern edge of Upper Welland Rd above Assarts Lane (known locally as the Paddock Field), has Very High Landscape Sensitivity, High Visual Sensitivity and that the views of Hills are exceptional and of high quality.

In 2016 MHDC Conservation Dept stated that said land "makes an important contribution to the green and open character of the CA" with, in places, views from the Paddock Field across to St.Wulstan's Church.

- The inclusion of said land in the CA creates a natural boundary along Upper Welland Rd which coincides with the MWells parish boundary. It also affords 'proximity' protection to the adjacent open countryside which has suffered from ribbon development and to Kinley Cottage, the old Roman Catholic school.

I would like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of the old Malvern stone Roman Catholic school, now known as Kinley Cottage, on Upper Welland Rd which was built as the feeder school to St Wulstan's RC Church (an imposing Grade II building located across the adjacent field). Together these assets act as a reminder of the times when Catholicism was prevalent in this particular area.

I would also like to point out that the MWells CA Appraisal has failed to document or acknowledge the significance of Watery Lane. By virtue of its original designation as a Private Carriage and Occupation Road, this lane has remained as an unadopted and unimproved dirt track creating an anachronism complete with private enclosures, ie small holdings still used for vegetables and livestock, plus Victorian cottages built in close proximity with shared, hand-operated, water pumps (disused but intact), gas street lighting and Upper Welland's blacksmith's forge (disused but intact). With the demise of Weavers Lane, Watery Lane became the thoroughfare for the village, providing access to and from the adjacent farms and common land (sources of food and employment), pubs (now demolished Black Horse cider house off Watery Lane and Hawthorn Inn on UWRd) and places of worship including St Giles Priory and St.Wulstan's Church. Watery Lane provides an insight into the past and as such consideration should be given to extending the Conservation Area to cover the Lane and its associated Heritage Assets.

Finally I would also like to object to the proposal to remove the small ribbon of land below the Kings Rd from the CA. Again this land is an integral part of the context and setting of the wider landscape and as such, even though it does not contain any special features, it contributes to the distinctive character of the area and so can still legitimately be included in the CA in accordance with Historic England guidelines which are provided for LPAs to *interpret* for any given site. Furthermore, the land forms a significant part of the prominent open green space on the conspicuous midslopes of the MHills and is therefore important in both the views towards and away from the MHills out across the Severn basin to the Cotswolds. It also forms a green corridor at the southern gateway into Malvern Wells.

Regards,

Emma Berry.

From: [REDACTED]
To: [Bryony Taylor](#)
Cc: [Jim Burgin](#)
Subject: Little Malvern Conservation Area
Date: 01 October 2019 13:19:32

LITTLE MALVERN & WELLAND PARISH COUNCIL

Clerk: David Sharp, 20 Farley Road, Malvern WR14 1NF

Tel : 01684 573213

The Parish Council has no objection to the division of the Malvern Wells conservation area and approves the inclusion of Poplar Cottage and the walled garden at Little Malvern Court into the newly formed Little Malvern conservation area. However there are concerns over the removal of fields between St Wulstan's and Upper Welland Road which contribute to the characteristics of the area. Similarly there are areas of open space on Upper Welland Road that are proposed to be removed from the Malvern Wells conservation area. The Parish Council urges MHDC to carefully consider these exclusions and to ensure that they do not adversely affect the continued protection that these areas have benefited from in the past.

David Sharp
Clerk



Virus-free. www.avg.com

I am concerned that by including Upper Welland in this proposal that it could leave open the floodgates for houses to be built in the future along Upper Welland Road thereby forming an urban conurbation and destroying the village definition.

Upper Welland Village has already been deprived of its individuality by the moving of the Malvern Wells boundary some years ago.

Although it is commendable to take action to preserve the natural beauty of this area, there has already been development on the fringe of the village, producing a property which would look more suitable in the Alps than in a quiet English countryside setting.

We have a collective responsibility to preserve the 'natural' surroundings in which we are privileged to live. Therefore we need to ensure that any changes such as these proposed honour that principle.

Jan Large

160 Upper Welland Road

The current Conservation Area allows for a strategic gap where Malvern ends and the village of Upper Welland begins. Viewed from the Hills, Malvern Wells area of relatively dense housing gives way to small villages with large areas of green space in between which is pleasing to the eyes of both locals and visitors.

Reducing the Conservation Area may result in increased building at the edges of Malvern Wells and the tendency for Malvern Wells to merge seamlessly with Upper Welland in a continuous urban sprawl which would look unsightly when viewed from the Hills and contribute to increased traffic congestion on the Wells road and Upper Welland road. No one wants to view a traffic jam from the beauty and tranquility of the Malvern Hills!

J Melanie Nash

The clovers, Upper Welland road

If there is a 'significant view' from the end of Assarts Lane, across the playing field towards Assarts Road, then taking the playing fields out of the conservation area as the new boundary does, puts this view at risk, as there won't be such strict development rules. I agree with moving the character houses at the lower end of Assarts Road and 'Homesteads' into the conservation area, but don't agree with taking the playing field out of the area.

I also don't agree with taking the area to the north of Upper Welland Road and West of Chase Road being taken out of the area. It seems to me that this has been done after planning permission was granted to build two enormous houses in this area, which in my opinion shouldn't have been granted as they are out of character with the local area and hugely visible from the hills. Moving the boundary from this area will then, I am absolutely convinced, only result in more houses of this nature being built on this section of ground. I think the ownership of this land should be disclosed before the boundary is moved to ensure that council members aren't benefiting from such a proposal.

-

Sarah Shaw

45 Assarts Road

I feel very strongly that the proposed reduction of the conservation area around Upper Welland Road is a retrograde step. I cannot see how the affected area could be judged less "special" in status now than it used to be and given the comments in council's own documents about a need to resist "development pressures and vulnerabilities" the exclusion of any area from existing protections can only be perceived negatively. The area concerned is highly visible from the hills and already suffers from poor public transport coverage as well as roads barely adequate for current vehicle volumes.

Whilst the draft refers to the need to "preserve and enhance" the current conservation area, nowhere does it explain or justify the intention to remove the Upper Welland Road and adjacent land area from the current status. One is left wondering what the agenda for the removal area might be?

Heath Evans

5 Cambridge Close

The current Conservation Area allows for a strategic gap between Malvern and the village of Upper Welland. Viewed from the Hills, Malvern Wells is an area of relatively dense housing which gives way to small villages with large areas of green space in between. This panorama is pleasing to both locals and visitors.

Reducing the Conservation Area may result in increased building at the edges of Malvern Wells and the tendency for Malvern Wells to merge with Upper Welland in a continuous urban sprawl which would look unsightly when viewed from the Hills and greatly increase traffic congestion on the Wells road and Upper Welland road. No one wants to view traffic jams and smell traffic fumes from the beauty and tranquility of the Malvern Hills.

Robert Ceen

The Clovers

I would like to see a few amendments to the proposed conservation boundary of Malvern Wells.

1 The boundary appears not to include all of the land within the boundary of the property known as the "Homestead " accessed off Assorts Rod and from Homestead Close (WR14 4HG). I propose that the new conservation boundary is extended to ALL the fence lines that form the boundary between 12 and 15 Homestead Close and the "Hammerhead" of the public highway of Homestead Close to avoid any small development in the future of the area between the actual "Homestead" dwelling and the properties in Homestead Close.

2 The playing field in Assorts Rd is in closed in the conservation.

3The field between Assarts Lane and Kings Rd adjacent to Upper Welland Rd should be included in the Conservation area. This has been flagged for development and would devastate the character and appearance to the approach of the Hills as one travelled up Upper Welland Rd. While there has been development in recent years in Assarts Rd, Homestead Close and Kings Rd all the houses are barely visible as you approach the Hills using Upper Welland Rd as they screened by mature trees and are built on low lying land within the side of the hill. Any new development built on the aforementioned field would have no screening and would present brick buildings on mass to the detriment of the AONB and the beauty of Malvern Wells. It would be a scar on the landscape.

See above comments

PHILIP CAMPION

12 HOMESTEAD CLOSE

The division of the existing Malvern Wells conservation area into two, creating a new area for Little Malvern and a much reduced area of Malvern Wells, would appear to offer minimal benefits and potentially open the way for increased development pressures that would naturally degrade the heritage, character and historic nature of the area. We believe that it is important to preserve the existing, unbroken flow across Malvern Wells to recognise the importance of the former school house, the historic Little Malvern Priory and the rural nature of the area unbroken for centuries.

Removing the ribbon of land east of the Kings Road potentially allows for development in this area, which would be detrimental to the views and general rural character. The views from the Kings Road towards the hills in the east are particularly important to the character of the area, as acknowledged in the June 2019 report.

There is an apparent contradiction between prominent green space in the proposed Little Malvern feature map and the removal of the similarly sized and currently contiguous green area in Malvern Wells to the East of the Kings Road. Those are both acknowledged in the Appraisal as integral to the character of the area and its 'setting' within the existing conservation area. The two areas 'flow' naturally from one end within the Malvern Hills through, uninterrupted, to the Little Malvern Priory and the agricultural lands beyond.

From my own reading of Historic England guidance it would appear entirely acceptable to include within a conservation area the settings and buildings that form the heart of an area.

In recent times the council's Conservation Officer has made objections to developments within the conservation area immediately North of Upper Welland Road acknowledging the land as important to the setting for historic assets across Malvern Wells and Little Malvern. The report of the Planning Inspector references the 1995 extension of "undeveloped land" and recognises this as integral to the existing Malvern Wells Conservation area.

In conclusion, we object to the proposed changes to the existing Malvern Wells conservation area, which has been in place and unchallenged by Historic England and the council Planning Inspector for the last 24 years. The proposal would devolve what can fairly be considered an important 'setting' for the broader, existing Malvern Wells conservation area. To provide the best possible protection for the community's and visitors's enjoyment of the Malverns would lead to the conclusion that maintaining the designation currently in place would be the best and most efficacious approach.

Since moving here we have noticed a number of large Edwardian and Victorian properties being converted into flats. While this makes sense with today's smaller families it does pose a risk to the nature of the area by dividing existing gardens into garden and parking areas.

So, while much of what the Management plan sets out is laudable to protecting the nature of the area, it remains aspirational and a concern would be how far 'influence' might extend in the face of determined builders.

The proposed boundary changes (see comments to question 1) would further undermine and devalue the aspirations of the management plan. It would remove key areas from the protection of the Conservation Area and simply increase development pressures while at the same time reducing the effectiveness of the management plan.

However, as a management plan separate to the conservation area boundary changes, we would be supportive.

Hugh MacDonald

Flat 3, Stuart Lodge; 273 Wells Road, Malvern Wells

The AONB Unit is supportive of the separation of the existing Conservation Area into two new Conservation Areas, for Malvern Wells and Little Malvern.

With regards the proposed boundary changes to the south of Malvern Wells the Unit understands that the process of review and assessment has not found this area to

possess sufficient special historic or architectural interest to warrant

its inclusion as part of the Conservation Area. The Unit is not in a position to disagree with this conclusion. Whilst the Unit recognises that this change can be seen as removing a layer of designated protection from this part of the AONB it believes that this is, on balance, acceptable for the following reasons.

1. The National Planning Policy Framework recognises that AONBs (and National Parks) have the highest status of protection in relation to conserving and enhancing landscape and scenic beauty, with great weight required to be given to these factors.
2. This level of national planning protection to AONBs is reflected in the South Worcestershire Development Plan and we expect this to be maintained in the current review of this plan. It is understood that no strategic sites will be allocated for development in the Malvern Hills AONB this time around. NB The parish of Malvern Wells was specifically excluded from the recent Malvern Hills AONB Environs study which sought to identify potential strategic development sites in and around the town.
3. Recent amendments to National Planning Practice Guidance for the Natural Environment add further detail to national policy, stating that it may not be possible to meet objectively assessed needs for development in full in AONBs through the plan-making process and that these are unlikely to be suitable areas for accommodating unmet needs from adjoining (non-designated) areas.
4. Malvern Wells Parish Council is currently working on its Neighbourhood Development Plan which will be underpinned by a Landscape Sensitivity and Capacity Assessment. This should help to ensure that future development in the area is guided to those sites which have the highest capacity to accommodate such change and which will cause least harm to the landscape. So there is reason to believe that future development of land in the parish will be more carefully considered and informed than it has been in the past.
5. The Malvern Wells Conservation Area Appraisal recognises that the character of the Conservation Area is vulnerable to encroachment and that new development in the rural setting of this area poses a particular risk. The AONB Unit believes that the rural setting should include some if not all of the area to the south of the settlement now proposed for de-designation. The AONB Unit believes that more steel needs to be added to the policy protection for this rural setting— see comments on para 2.2 below.

General comments

The document was easy to read and well laid out with good use of images to support the text.

Character analysis (section 4)

This is an interesting part of the document which adds detail and richness to our understanding of the distinctive character of the Malvern Wells area. The articulation of five different character areas within the Conservation Area and the analysis of what makes each of these areas unique is likely to be a great help when considering proposals for development and change within the area.

Materials and local detailing

Bricks (para 4.89) – it would be useful to add some detail to this section. For example, to refer to the character issues associated with modern bricks which may be too uniform (if machine finished and fired at an even temperature) and hard-wearing, thus resistant to variable weathering.

Hedges (para 4.107) – it would be useful to have some more detail here about the types of hedges that are characteristic and desirable, since all hedges are not alike. For example, the use of evergreen vs broadleaved hedges and the species composition of hedges. Are native boundary hedges more prevalent and desirable at the edges of the settlement where development has an interface with the wider countryside? Are laurel and privet hedges desirable? Single species or mixed hedges? Providing such information should be useful in steering future change.

Development pressures and vulnerabilities (section 5) – the AONB Unit supports this list. Would it be worth adding to the first bullet point to make it clear that this (also) refers to the issue of achieving a desirable balance between built form and undeveloped land in the Conservation Area?

Part 2 – Management Proposals

Para 2.2 – the recognition that new development is an issue within the setting of the Conservation Area (as well as in the CA itself) is welcome. However, the Unit requests that more is written on this subject, for example what might constitute harmful change/development in the setting of the Conservation Area and why? We also request that opportunities should be taken by the District Council to strengthen policy at the Local Plan level with regards to protecting the setting of the Conservation Area.

Para 2.3 – this section is headed design quality but in reality some high quality designs for new build can be wrong because they are unsympathetic to the established character. The question of unsympathetic design seems particularly acute in this area and it may be that a new sentence or two could be added, along the lines of contemporary design being welcome but only where strong design cues are taken from characteristic local development.

Bullet point 2 - please consider adding the AONB Management Plan and its associated suite of guidance documents (including Building Design Guide) to this list. Under the Countryside and Rights of Way Act the AONB Management Plan formulates local authority policy for the management of the AONB and for the carrying out of local authority functions in relation to that policy. The AONB Management Plan is a local authority document. Stating that you will consider it and associated guidance as part of a consideration of proposals will make it more likely that developers use it too.

Please consider adding a sentence to the end of this bullet point as follows: 'Development proposals which do not preserve or enhance the character and appearance of the Conservation Area will be refused.'

Many of your actions state that there will be a consideration of the need for Article 4(2) Directions. The Unit is keen to know what such consideration entails and how long it might take? There is evidence that damage has already been done to the Conservation Area in the past, for example in respect of introducing ubiquitous, close-board fencing as boundaries. The Unit would ask MHDC to consider whether there isn't already a case for considered use of Article 4(2) Directions to be consulted on in the very short term.

In recent years there have been a number of proposals for new development in the Conservation Area, for example, along the side of the Hills in The Wyche character area. The Unit believes that there may be a need for some work to be carried out in mapping/identifying the characteristic balance between built form and undeveloped land in such areas. This could be used to inform the assessment of future development proposals. The Unit asks that consideration be given to listing this work in the management proposal section of the appraisal.

Paul Esrich

Malvern Hills AONB Office, Manor House, Grange Road, Malvern, Worcs

Travelling through Worcestershire, I cannot fail to see the large areas of the country side, being developed for housing. For example Kempsey village has now become a large housing estate. Planning permission has been granted for 2.500 dwellings from the Ketch roundabout to Kempsey. Making Kempsey an urban area . Welland again has become over powered by housing development. Now MHDC are changing Conservation area in Upper Welland to allow even more housing. development. I see the plans for these new developments, but I do not see any plans for Schools or Doctor' surgeries. A number of planning developments in the Upper Welland area have been refused, because of the Conservation area. So what does MHDC do. Alter the boundaries of the Conservation Area, to help developers, get their plans accepted. I see that MHDC. Being negligent in their proposals as it seems that no area is safe for development. Are they working for what is best for Malvern, or what is best for the developers. Money, Money, Money, always money in the Developer's World. Elaine Bailey.

See above

ElaineBailey

68 Lower Wyche Road

Travelling through Worcestershire, I cannot fail to see the large areas of the country side, being developed for housing. For example Kempsey village has now become a large housing estate. Planning permission has been granted for 2.500 dwellings from the Ketch roundabout to Kempsey. Making Kempsey an urban area . Welland again has become over powered by housing development. Now MHDC are changing Conservation area in Upper Welland to allow even more housing. development. I see the plans for these new developments, but I do not see any plans for Schools or Doctor' surgeries. A number of planning developments in the Upper Welland area have been refused, because of the Conservation area. So what does MHDC do. Alter the boundaries of the Conservation Area, to help developers, get their plans accepted. I see that MHDC. Being negligent in their proposals as it seems that no area is safe for development. Are they working for what is best for Malvern, or what is best for the developers. Money, Money, Money, always money in the Developer's World. Elaine Bailey.

See above

ElaineBailey

68 Lower Wyche Road

The effect of the AONB boundary on the views from the hills is critical .To this effect do not agree that the area between Upper Welland Road and Chase Road should be excluded from the AONB .Further more the area between Upper Welland Road and Watery Lane should be included for the same reason .The beauty of the local area is not just the AONB boundary but the Malvern Hills in general and the views from the hills .We should not allow another intensive development like Fruitlands which would be extremely detrimental to the overall character of the Malvern Hills.

Very thorough appraisal but do not fully understand why the area had to be split into two .Also am suspicious of the real reason to reduce the boundary of the Malvern Wells Area !

Eric Bromage

4 Assarts Road

Dear Bryony

I would like to raise two points in response to the proposals for the changes to the Malvern Wells conservation area, the first with respect to proposed changes to my land off Assarts Road, The Homestead, the second with respect to the Playing Fields on Assarts Road.

1. In response to the conservation area review of the boundary changes in the Malvern Wells area, 4.5:

‘The extensive wooded grounds of the Homestead are considered to make a positive contribution to the character of the street scene along Assarts Road.’

Historically, as is shown in the 1885 Ordnance Survey map, copied below, the Homestead was in fact 2 properties: the Homestead house and garden and the land adjacent to Assarts road. I would like to propose that in the interest of heritage and to conserve the wooded character and tranquillity of the area, that the original Assarts Road site is included in the conservation area, while the Homestead is left out. In doing this, a straight line would be drawn down the proposed Assarts Road conservation area.

As this is private land and the majority of the Homestead is not visible from the road or the hills it would be possible to maintain ‘the character of the street scene along Assarts Road’, without including the entire garden. This would be like-for-like with the Malvern Hills Conservation Area’s proposal, which includes the Abbey International college buildings within the conservation area, while not including the colleges extensively wooded grounds.

The Homestead is a house with a Victorian planted garden with ‘established garden trees’ immediately surrounding it. Trees were allowed to grow up around the garden where there were fields (as can be seen in earlier maps) these areas were neither planted, or natural woodland. However, as the entire garden has a blanket TPO on it, it is protected. When work needs to be done, we consult with the tree preservation officer, and take action accordingly. There is therefore no reason for this hidden, private, wooded garden to be a part the conservation area and I can see no reason why further constrictions should be placed on this area.

There is historical precedent for considering the area along Assarts road separately. This was originally a Perry orchard (though none of the trees remain).

Fig 1. Ordnance Survey Map, 1885, showing the Homestead as 2 properties.

I would like to propose that the tree-lined area beside Assarts road is included in the conservation area, and the Homestead is left out, as drawn on the map below.

Fig 2. Malvern Wells Conservation Area Appraisal (Map3), with Black line to show the area along Assarts Road, which I propose could remain in the conservation area plan.

This would fulfil the objectives set out in the appraisal, conserving the heritage and character of the Assarts road area and propose a clear rationale for the delineation of the boundary.

2. The Assarts Road Playing Fields.

I am shocked and horrified to find that the Playing Fields on Assarts Road are considered as not having sufficient special historic interest. I am in my 60's, and the area has been enjoyed by my family for generations. The 'important contribution to the tranquil quality of this area' that the conservation proposal heralds, would not have the same effect without this open space (as can be seen in the picture below).

As is identified in the appraisal itself:

'The playing field to the south forms a focal space for the houses positioned to the north of Assarts Road and makes an important contribution to the setting of this street.' (From the Malvern Hills Conservation Area Appraisal. Malvern Wells.)

Fig 3. '19th century houses overlooking the playing field on Assarts Road.' From the Malvern Hills Conservation Area Appraisal. Malvern Wells. 4.78.

Thank you for your attention to these concerns, I look forward to your swift response.

Yours faithfully

Dr. Pippa Galpin

See Letter Attached above.

Dr Pippa Galpin

The Homestead, Assarts Road, Malvern Wells.

Terribly important park and play field for locals also visited by schools and tourists. The site of many competitions and parties. Very important for disabled and older members of community as it is only flat area for play and socialising with children and dogs and a chance to be in a green space without slopes. Quality childrens play equipment some of which is adored and valuable due to being antique...."the round a bout".

Vital for patents who do not drive but visited by many that do. Used everyday in all seasons and always full of kifs pre and after school. Surrounded by and well used by local community. Rare birds spotted. Scout hut benefits from resources here too. Next closest park with green playing field is too far and dangerous a journey for children alone or with parents on foot, due to lack of pavements and blind corners and defiantly distance. That would be the housing estate park in Malvern wells which is really lacking in a green playing area. Next closest park with fields is great Malvern or West Malvern. With a severely reduced bus service and lack of flat safe playing green spaces would it not be better for the council to campaign the fashion.of "Green Tme" to offset the lack of public services and decomisioned youth centres not to mention vanished community centers.

Surely the council has a duty to council tax payers in Malvern wells and beyond to provide this space.

Youth Worker

Site specific performance artist

Teacher

Local resident for years

Child carer

Elderly people carer

Single mum

Non driver

Lauren Bentley

Why fix what is not broken?

What else is there for people to do in the area?

Lauren Bentley

63 North Street

I object to the proposal to remove the playing field south of Assarts Road and grazing land and buildings to the north of Upper Welland Road and west of Chase Road from the Conservation Area. Those fields, together with their trees, hedges, boundaries and street greenery, are a fundamental part of the context and setting of the Conservation Area and make a significant positive contribution to the character of the local street scene.

There has been no objective detailed reasoning provided for the proposed change and is inconsistent when compared to the decision to retain extensive areas of open land proposed for the new Little Malvern boundary. The decision appears to be completely arbitrary in nature.

These areas are the foothills and mid slopes of the Malvern Hills and so these prominent open spaces form green gateways into Malvern Wells, they link the Malvern Hills to their surroundings and they set the visual scene for the numerous Heritage Assets within the vicinity.

Furthermore, removing the Conservation Area designation will reduce the degree of control planners will have over any new development to preserve and enhance this special area.

-

K Hurst

8 Merebrook Close

The above appraisal proposes to remove the fields along the northern edge of Upper Welland Road and adjacent to Kings road from our Conservation Area. I object to this proposal because those fields, together with those trees, hedges, boundaries and street greenery are a fundamental part of the context and setting of the conservation area. They are the foothills and mid slopes of the Malvern Hills and so these prominent, open spaces form green gateways to the Malvern Wells, they link the Malvern Hills to their surroundings and set the scene for the numerous Heritage Assets within the vicinity. Removing the Conservation area designation will reduce the degree of control planners will have over any new development when we need to preserve and enhance this special area.

As above

David and Lynda Slater

7 Woodlands Close

Currently looking out from the Malvern Hills over Little Malvern lies an unblemished view of beautiful green countryside with little Malvern priory and Little Malvern Court, two historic buildings, punctuating this greenery attractively.

Reducing the Conservation area around Little Malvern may lead to applications for house planning and estates completely out of character with the current historic buildings and leading to a view from the Hills of a swathe of houses rather than the current green tranquility.

J Melanie Nash

The clovers Upper Welland road,

Presently looking out from the Malvern Hills over Little Malvern an unblemished vista of beautiful green countryside lies before one, the only buildings being Little Malvern priory and Little Malvern Court, two historic buildings, blending seamlessly with this greenery.

Reducing the Conservation area around Little Malvern will inevitably lead to applications to build houses and estates completely out of character with the current historic buildings. A view from the Hills of modern housing estates rather than open fields would be unsightly to visitors and locals alike.

Robert Ceen

The Clovers

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-

-

-

The Assarts Road Playing Fields.

I am shocked and horrified to find that the Playing Fields on Assarts Road are considered as not having sufficient special historic interest. I am in my 60's, and the area has been enjoyed by my family for generations. The 'important contribution to the tranquil quality of this area' that the conservation proposal heralds, would not have the same effect without this open space (as can be seen in the picture below).

As is identified in the appraisal itself:

'The playing field to the south forms a focal space for the houses positioned to the north of Assarts Road and makes an important contribution to the setting of this street.' (From the Malvern Hills Conservation Area Appraisal. Malvern Wells.)

Fig 3. '19th century houses overlooking the playing field on Assarts Road.' From the Malvern Hills Conservation Area Appraisal. Malvern Wells. 4.78.

(Not sure if this should be in the MALvetn Wells or the Little Malvern feedback form)

Please see above

Dr and Mr Nick Blood/Galpin

The Homestead Assarts Rd, Malvern Wells Worcestershire

The AONB Unit is supportive of the separation of the existing Conservation Area into two new Conservation Areas, for Malvern Wells and Little Malvern. It also supports the proposed changes to be made to the (new) Conservation Area for Little Malvern including the inclusion of Poplar Cottage and the walled garden to the west of Pipes Lane.

General comments

The document was easy to read and well laid out with good use of images to support the text.

Section 4 - Character analysis

Key views and vistas

The AONB Unit agrees that views are highly significant to the character and significance of the Conservation Area. These include longer range views from and towards the hills which encompass land well beyond the purview of the Conservation Area.

Section 5 - Development pressures and vulnerabilities – the AONB Unit agrees with this list including the impacts of intrusive modern infrastructure but would add to it the potential replacement of characteristic boundary features with those which are ubiquitous, under permitted development rights.

Part 2 – Management Proposals

Para 2.2 – the Unit welcomes that development within the rural setting of the Conservation Area is identified as a particular issue. For understandable reasons the CAA does not attempt to define the extent of this setting but it may be useful to acknowledge here that, due to the elevated position of the Conservation Area, this could be considerable. A large new development at some distance could still impact on the CA because of its scale and nature. The Unit requests that more is written on this subject, for example what might constitute harmful change/development in the setting of the Conservation Area and why? We also request that opportunities should be taken by the District Council to strengthen policy at the Local Plan level with regards to protecting the setting of the Conservation Area.

Action identified in relation to the setting refers to the NPPF and Local Plan policy but does not specifically mention the AONB Management Plan and its associated suite of guidance documents. The latter includes guidance on how to identify and grade views and viewpoints as well as new guidance on how development can respect landscape in views. Under the Countryside and Rights of Way Act the AONB Management Plan formulates local authority policy for the management of the AONB and for the carrying out of local authority functions in relation to that policy. The AONB Management Plan is a local authority document. Stating that Malvern Hills District Council will use it and related guidance as part of a consideration of proposals will make it more likely that developers will use it too.

Colour could be added to the list of attributes in bullet point 2.

Para 2.3 Loss of important trees and woodland

Loss of important trees and woodland is identified as a pressure/vulnerability in the CAA. However, the actions listed in this section appear to major on potential loss from development or unlawful management and the mechanisms by which this could be avoided. The Unit considers that potential loss of important trees to disease is now a significant cause of concern within the CAA (as well as outside it). Consideration should be given to whether to include an action both to monitor tree condition – especially of mature and veteran trees which are critical to the CA - and/or to consider proactive work such as the identification of suitable replacement species and early replacement/succession planting where required.

Many of your actions state that there will be a consideration of the need for Article 4(2) Directions. The Unit is keen to know what such consideration entails and how long it might take? If there is already evidence that damage has been done to the Conservation Area in the past the Unit would ask MHDC to consider whether there isn't already a case for considered use of Article 4(2) Directions to be consulted on in the very short term.

Malvern Hills AONB Unit

Manor House, Grange Road, Malvern, Worcs

I object to the removal of the fields along upper Welland road and alongside king's road from the conservation. These areas are vital to preserving the character of the area and removing them leaves the area open to development and the natural area being damaged.

-

Gareth Wynn

14 woodlands close

Why have the fields below Kings Road, that linked Malvern Wells to Little Malvern under the current boundry lines, been excluded for the conservation area.

Under the proposed boundries there is a gap between Malvern Wells Map 3 and Little Malvern.

-

Rob Morrison

Kirklands