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# MALVERN NEIGHBOURHOOD PLAN **EVIDENCE BASE REPORT**

on behalf of



MALVERN  
TOWN  
COUNCIL

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## Document Control

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# 1 Employment and Business Land

1.1 This note has been written to provide the planning policy context for land in employment and business use and provides a summary of each of the existing employment designated sites in the SWDP.

## PLANNING POLICY CONTEXT

1.2 At present, outside of London, there are three tiers of planning policy:

- National - encapsulated within the National Planning Policy Framework (NPPF) and supported by Planning Practice Guidance (PPG).
- Local - encapsulated within Local Development Plans, Mineral Local Plans and Waste Local Plans.
- Neighbourhood - encapsulated within Neighbourhood Plans.

1.3 The NPPF and PPG provides policy and guidance for neighbourhood planning. Paragraph 184 of the NPPF states that neighbourhood plans must be in general conformity with the strategic policies of the Local Plan; they should reflect these policies and plan positively to promote them and should not promote less development than set out in the Local Plan or undermine its strategic policies.

1.4 Paragraph 185 goes on to state that outside these strategic elements neighbourhood plans will be able to shape and direct sustainable development in their area.

1.5 The Strategic policies for Malvern are set out within the SWDP. The SWDP provides strategic policies for business and employment development for the whole of the South Worcestershire area which is disaggregated for the individual districts.

1.6 Malvern is identified, within Policy SWDP 2 'Development Strategy and Settlement Hierarchy' as a Main Town (second in the hierarchy of settlements). These towns (which also include Droitwich Spa and Eversham) will have a significant focus upon supporting employment.

1.7 Policy SWDP 3 'Employment, Housing and Retail Provision Requirement and Delivery' identifies a requirement for 40ha of employment land provision within Malvern Hills District up to 2030. This requirement is to be met from the following supply of land:

Completions (2006 – 2011)	10.84ha
Commitments as at 2011 (ie. land with planning permission for employment development)	10.76ha
Urban capacity allocations (ie. land allocated for employment within existing settlement boundaries)	9.00ha
Urban extensions (ie. North East Malvern)	10.00ha
<b>Total</b>	<b>40.60ha</b>

1.8 Evidence was provided at the Examination to the SWDP to support the basis of the economic development strategy. An Employment Land Review (2011) was carried out which promotes the protection of the existing supply of readily available sites and encouraging the early provision of the employment land elements of the urban extensions.

1.9 Policy SWDP 8 'Providing the Right Land and Buildings for Jobs' seeks to ensure that sites allocated for B1 (Business, Light Industrial and R&D uses), B2 (General Industrial Uses) and B8 (Storage and Distribution uses) are protected for those uses. However, it also allows proposals for other uses providing that they clearly

demonstrate the potential for job creation and don't undermine or constrain the main purpose of the employment allocation. The policy also highlights the importance of the employment land at QinetiQ to supporting the aims of the Worcestershire Economic Strategy. This is to ensure the provision of additional incubator and research facilities in the town and to maintain capacity within South Worcestershire for future research-based employment. Malvern is also considered an acceptable location for major (exceeding 1,000 sq m (net) floorspace) office development. The policy also supports additional employment land provision (beyond the sites allocated in the SWDP) throughout South Worcestershire providing it is of a scale appropriate to its location.

- 1.10 Policy SWDP 12 'Employment in Rural Areas' seeks to protect existing employment sites within the open countryside, allow the expansion of existing employment sites and allow farm diversification to provide employment and other job creation uses.
- 1.11 Policies SWDP 52 – 58 deals with allocations within Malvern Hills District. Policy SWDP 53 'Malvern Hills Technology Centre (QinetiQ) allocates at least 4.5ha of land for B1(b) 'light industrial uses' particularly for high technology industries. This is not new land but the reconfiguration of under-utilised land that could yield greater job densities. Policy SWDP 56 'Development at North East Malvern' incorporates 10ha of land for employment-generating uses.

## **MALVERN BUSINESS STAKEHOLDERS**

- 1.12 A number of stakeholders have been approached in relation to business and employment issues

### **Local Commercial Estate Agents**

- 1.13 **Adam Goodwin (John Goodwin Estate Agents)** thought that the current balance was about right. They have a small waiting list for properties between 500 and 10,000 sq. ft. He thought that the mix of larger units at Spring Lane and smaller units at Link Trading Estate works quite well, although all the small units are currently full. There is still a use for the larger units. He thought that "tidying up" Spring Lane would have only a marginal impact on the demand for these units. Costs are important to most traders and he warned against imposing planning constraints that may have significant cost implications. The cost of obtaining planning permission is already a significant factor. He welcomed the additional employment land as set out in the SWDP.
- 1.14 **Gaby Kent (Andrew Grant Estate Agents)** thinks that there is a bit of a shortage of industrial land in Malvern, particularly for sole traders. They have a significant client list for sole traders wanting units between 1,000 and 3,000 sq ft. The office and retail sectors are better provided for, although food retail and fast food operators are apparently looking for new sites in the Malvern area. She does not have forward projections but would generally welcome the additional employment land as set out in the SWDP.
- 1.15 Two slightly different views here but they support the allowances already made in the SWDP and also the view that we should favour the provision of smaller start up units, but not at the expense of losing the existing larger units.
- 1.16 Properties currently being advertised on line via agents websites, Rightmove, Zoopla, etc. were researched which showed there isn't very much available. Only one industrial unit (let agreed) on Spring Lane (10,400 sq. ft.), the ex Millers Tyres site on Edith Walk (565 sq.ft.) and the ex Browse Engineering site (6,970 sq.ft.) on Cowleigh Rd. (recently sold). It is difficult to draw any definite conclusions from this except that we can't say

we have too much employment land at the moment. There is a little more office space available or recently let - one 1,164 sq. ft. unit on the Enigma Business Park and various small offices and studios around the town.

### Local Business Stakeholders

#### **Peter MacKenzie-Shaw MBA, Worcestershire Business Central, Manufacturing Lead (Herefordshire & Worcestershire Chamber of Commerce)**

- 1.17 Peter thinks that the business sector in Malvern is generally in good shape. He does not feel that we need to change much at present, although the provision of additional employment land to match planned increases in housing would be welcomed. There are currently more employers wanting to relocate to Malvern than wanting to leave.
- 1.18 Employers in Malvern are generally happy with the quality of local staff, although they do face difficulties recruiting, particularly higher skilled people. Linked to this, there is issue around retaining (and attracting) skilled young persons. Recruitment and retention of graduates has been particularly difficult and some Malvern businesses are turning to apprenticeships as an alternative. There are currently some gaps in training provision for some sectors (particularly agri-tech and engineering).
- 1.19 Larger industrial employers may prefer north Worcestershire, and logistics companies prefer sites closer to the M5/M42. However, Malvern has strengths in its traditional agricultural and defence / cyber technology sectors. The agri-tech sector is one of four key areas supported by government funding and would be very suited for development in Malvern. Units of 15 to 20,000 sq. ft. would attract this type of business.
- 1.20 Malvern would also benefit from the provision of further incubator cells of around 2,000 sq. ft. for growing new businesses following the success of the Science Park model. The provision of an additional 4.5 ha on the Qinetiq site as outlined in the SWDP should be encouraged.
- 1.21 Finally, Peter thinks that the Spring Lane Industrial Estate and Enigma Business Park satisfy the current needs of successful local employers and he does not see a particular need for making cosmetic improvements. Improved signage would be beneficial to the public and access needs to be improved to maximise the prosperity of the economy, particularly access to the motorway via improvements to the Southern Link Road.

#### **Dr. Adrian Burden (MD of "Innovate Malvern", Director of Key IQ Ltd who run the "Wyche Innovation Centre", Host for "Malvern Jelly")**

- 1.22 "Malvern Jelly" provides a meeting place for freelancers, home workers and small/micro business owners to provide support and opportunities for co-working. As such, members do not generally have issues with employment land and property as they generally work from home. Issues that affect home working are the availability of reliable super-fast broadband and the bureaucracy surrounding business rates, etc. Adrian would welcome any assistance the Town and District Councils could provide in simplifying the relevant processes and paperwork. This would encourage more businesses to start up and grow.
- 1.23 Many micro business owners in Malvern use the hot-desk facilities at the Wyche Innovation Centre, which is just outside the Malvern Town boundary. The facilities are currently fully booked with a waiting list for desks and offices. Adrian sees a need for similar centres to open in Malvern; there are facilities at Bank Street

Business Centre and at Open Space Rooms on the Leigh Sinton Road but the demand for space is likely to keep growing.

- 1.24 The Innovation Centre and similar premises can provide for businesses with between one and five employees. As businesses grow, or where equipment storage or laboratory space is needed, larger premises are needed and Adrian thinks that there is a serious shortage of units between 500 and 1,000 sq. ft. in Malvern. The facilities provided at the Science Park tend to be a little larger.
- 1.25 Adrian believes that the Cyber Security Industry could be a major growth area for Malvern. The physical security of premises would be a major factor in attracting these businesses and, when planning new facilities, the security of the site infrastructure, cable ducts, etc. needs to be considered at an early stage. Super-fast broadband is an essential for any new business premises.
- 1.26 Agri-Tech could be a growth area in the future but there was not a great deal of interest shown at last year's Festival of Innovation. Any employment sites wanting to attract this kind of business would need to have some adjacent fields as well as space for offices, laboratories and equipment storage.
- 1.27 Lastly, advanced manufacturing / light engineering is a potential growth area for Malvern for the development of innovative and green technologies.
- 1.28 Adrian welcomes the provisions made for new employment land within the SWDP to ensure that businesses and employment can grow in line with the planned growth in housing. He would like to see these provisions protected within the Neighbourhood Plan.

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#### **Guy Unwin at "Malvern Inventors Club"**

- 1.29 Gary Unwin provided the following key specifications for new employment developments to meet the needs of small businesses:
- Min size 500 sq feet
  - Good broadband
  - Shared reception facilities
  - Properties that are flexible to accommodate growing businesses
  - Low risk leases without onerous commitments or liabilities
  - Low operational costs (Cleaning, rubbish, heating)
  - Independent legal support to review leases
  - Rent and rate free period for start-ups
  - Pleasant outdoor surroundings to view and use
  - Good security
  - Adequate width doors for loading bays ( one member occupies an industrial unit in Malvern that has narrow loading doors. The Council insisted when the units were built that they should not be wide)
  - Balance of type of units High tech, Low tech, with and without warehouse
  - Floors carpeted and hard concrete
  - Plenty of windows and lighting were necessary
  - Adequate parking and offloading space
  - Snack procurement facilities
  - CCTV and security lighting, Alarms and swipe system

## Jan Oliff at "Malvern Women in Business"

1.30 Jan Oliff consulted with members of the group which made the following comments.

*1. The adequacy or otherwise of the current provision of employment land in Spring Lane, Enigma Business Park, Link / Howsell Road, the Science Park, etc. in terms of unit sizes and services, and whether improvements to the publically owned land or design enhancements on future developments would make these areas more attractive for employers to develop new businesses.*

- The lack of small meeting rooms at the Science Park is a current concern. In addition a conference facility with theatre style seating is desirable in order to allow for interactive conferences.
- As employment opportunities grow, the evidence from other successful business hubs is that, a shortage of women returners becomes an issue. The shortage of affordable local child care impacts on business growth as business expands and available skilled workers are constrained by child care cost. The provision of suitable, family friendly buildings and outside space should be part of the planning process.
- The access and parking constraints need addressing urgently and a preference for Park and Ride was voiced by all of us. Park and Ride frees up space for visitors whilst reducing the traffic congestion.

*2. The allowances for new employment land included in the SWDP are 4.5ha. (485,000 sq.ft.) within a mixed development on the current QinetiQ site and 10ha. (1 million sq.ft.) within a new mixed development planned for NE Malvern / Newland). We need to consider whether this is adequate or whether additional sites should be proposed. We could also influence the design elements of these new sites to ensure that the needs of local residents and businesses are met.*

- There is generally a shortage of small work spaces, in particular space for Arts and Creative businesses. One of Malvern's strengths is its creative talent, which does not get recognised in any planning documents. For example the skills developed in Worcester, over decades, and the strength of the Arts Department in the College. Many of our members are in the creative sector and would benefit from interaction with others to nurture and share ideas. There was general agreement that Malvern needs to attract younger more creative thinkers.
- Malvern needs to attract younger people and a lack of activities, restaurants, bars and entertainment serves to drive the local talent away and is a disincentive to newcomers. We need to attract them as they are the spenders and tax payers we need.
- A dedicated Creative space please.

*3. Finally, we are aware that many sole traders and business start-ups operate from home, garages, etc. We want to know whether any current planning restraints hinder such operations and whether any planning measures could encourage more business development in Malvern.*

- Our view is that many of those start-ups are women, mixing child care with work. The challenge is both empowering and restricting growth. We can work from home but there are times when having a professional environment are a requirement. This could again be addressed by the imaginative use of

small work spaces, with or without onsite child care. Open Space at Leigh Sinton is an excellent example of how to provide flexible and professional accommodation.

## **MALVERN NPA EMPLOYMENT SITES**

1.31 There are a number of employment sites within the NPA. The paragraphs below provide a summary of these various sites. The location of the various employment sites is shown on Figure 1.1.

### **Spring Lane Industrial Estate (Site ref E04)**

1.32 This is the second largest employment site by area within the NPA measuring some 18ha. It is centred along Spring Lane which runs along a north-south axis to the east of the built up area of Malvern. It is home to traditional engineering and manufacturing premises as well as blue-chip multi-national companies and local enterprises. However, over recent years non-industrial and commercial uses such as nursing and residential care homes, commercial leisure (fitness and gymnastics) and retail warehousing have been introduced within the industrial estate.

1.33 It is understood that commercial and industrial space in the area is at a premium and there is a waiting list for premises. Issues of vacancy is not considered to be a problem. There are considered to be a few issues relating to the industrial estate:

- There is no bus route through the estate and therefore employees are reliant on the car for travel to work. In some cases there is insufficient off-street parking leading to on-street parking and associated problems with blocked roads and congestion. This is particularly the case for HGV movements.
- The pedestrian and cycle environment is in places not conducive to safe walking and cycling. This therefore increases reliance on the use of motor vehicles for employees travelling to the area.
- Individual sites in some cases are considered too large particularly those with buildings over 10,000 sq. m. It is believed that existing demand within the area is generally for smaller units of up to 2,000 sq. m.
- Broadband on the site is patchy with parts of the estate without high speed fibre availability.
- In some parts of the site power stations are at capacity which it is understood has limited the growth of the businesses on the estate and caused some to relocate.

1.34 The types of uses within the estate has been changing over time with leisure and retail developments taking place. This will change both the character of the estate and also the type of user/visitor to it. This may lead through market forces to changes in the quality of the public realm. However, the planning system can also assist in this process in two ways:

1. Future planning applications for new development and change of use can contribute to improvements to the public realm.
2. Developing a strategy for public realm improvements that development and funding streams could contribute towards.

### **Enigma Business Park (Site ref E06)**

1.35 This is the largest employment site within the NPA measuring some 23ha. It is located to the East of Spring Lane Industrial Estate and is connected to it via Sandy's Road. The Business Park was originally set up

through a partnership arrangement between the council and business occupiers. It includes a number of offices, light industrial and research and development uses. It also includes non-employment uses such as Malvern Premier Inn, Malvern Spa, Whiteacres Medical Centre and Little Oaks Day Nursery. The quality of the public realm is generally better than Spring Lane Industrial Estate with sufficient off-street parking, footpaths, verges and landscaping. However, there are certain areas where improvements could be made.

- 1.36 The Business Park is effectively full with little, if any, space available for new development. Some businesses, such as Malvern Instruments have land available that they are retaining for expansion if required. It is understood that there is low levels of vacancy within the Business Park.

#### **Link and Hoswell Industrial Estates (Site ref E03)**

- 1.37 These two small industrial estates measuring some 2.5ha are located to the west of the rail line close to Malvern Link Rail Station. Part of it is known and marketed as Link Business Centre. It has been operating since 1980 within a secure environment and active management.
- 1.38 There are around 34 units on the site with high levels of occupancy from a variety of industrial and commercial operators. Travis Perkins is also located adjacent to the Link Business Centre and Hoswell Road Industrial Estate, which includes 8 no. units located between the railway line and Link Business Centre.

#### **Sixways Industrial Estate (Site ref E07)**

- 1.39 This is a small backland industrial estate measuring 0.5ha located to the rear of the retail units at Barnard's Green local centre. Access to the estate is gained from a number of narrow lanes off Barnard's Green Road in between retail units. It includes a number of small light industrial and commercial units with car parking.
- 1.40 The units are randomly laid out with no coherent pattern and this leads to an inefficient use of land. This most likely results from multiple landownership and the historical pattern of development. However, the estate appears to be trading well with little in the way of long term vacancy. Appropriate directional signage to the Estate is considered to be an issue.

#### **Malvern Hills Science Park (Site ref E08)**

- 1.41 This is a 4ha site located close to The Chase School and the QinetiQ Site in the Poolbrook area of Malvern. It is a joint venture between Malvern Hills District Council, Worcestershire County Council and Herefordshire and Worcestershire Chamber of Commerce. It opened in October 1999 and is currently home to over 300 employees.
- 1.42 To date four phases of development have been completed providing a range of offices, laboratories and conference facilities:
- Innovation Centre – 23 units ranging from 355 – 2,000 square feet.
  - Regional Technology Centre – 20,000 sq. ft. building.
  - Phase 3 building – 35,000 sq. ft.
  - Phase 4 building – 30,000 sq. ft. (occupied by UTC Aerospace Systems).

- 1.43 Phase 5 of the MHSP for a 16,000 sq. ft. building was granted planning permission in March 2016. The last phase is yet to be announced.
- 1.44 There is some anecdotal information to suggest that rents at the MHSP are too high for a number of businesses in the area forcing them to locate outside of the NPA.

#### **QinetiQ (Site ref E09)**

- 1.45 The former Defence Evaluation and Research Agency south site measures approximately 26ha in area. It was established in the 1940s and in its heyday employed around 2,750 people. In 2001 QinetiQ was formed out of the split of DERA by the MOD.
- 1.46 In 2009 the business announced that around 15.4 ha of the site is surplus to operational requirements. A 10.6 ha site remains as part of the operational requirements with about 750 staff on site. It is a secure site with restricted access.
- 1.47 The SWDP allocates at least 4.5 ha of the 15.4 ha site for B1(b) employment land. This represents 50% of the urban capacity allocations for Malvern Hills District within the SWDP.

#### **Frobisher Business Park (Site ref E01)**

- 1.48 Frobisher Business Park is what remains of the DERA north site. The majority of this site, Malvern Vale, has been developed for housing with ancillary retail, community and recreational uses. It consists of one building occupied by Element, a defence testing centre, with offices, laboratories and other specialist accommodation. The site measures approximately 1.1ha.

#### **Morgan Motor Company Ltd. (Site ref E05)**

- 1.49 The Morgan Motor Company (MMC) Ltd is located on Pickersleigh Avenue to the West of Spring Lane Industrial Estate. It was established in 1909 and is the last remaining family owned independent British Motor Manufacturers.
- 1.50 The site is 4.1ha in area and includes a number of buildings including the factory assembly line, offices, research and development and visitor centre. There is also an artificial surface pitch area and a playing field area within the site.
- 1.51 In December 2016 it was announced that a joint venture between MHDC and Malvern Rugby Club, who are located adjacent to MMC, would seek to relocate the Club to an alternate site within the District close to Malvern. The existing club site, which is located in between MMC and Spring Lane Industrial Estate, would provide additional land for employment uses.

#### **Newland Depot and Recycling Centre (Site ref E02)**

- 1.52 This Worcestershire County Council site measures 1.8ha and includes and is located on the Worcester Road close to the roundabout with Townsend Way. The site also includes Ringway Infrastructure Services which provides highway services to Worcestershire County Council.

## Next Steps for the Neighbourhood Plan

1.53 The above provides the strategic elements for Malvern within the SWDP. As stated in the NPPF a neighbourhood plan can shape employment land use and development outside of the above. Based on the above, in my view, the opportunities for the Malvern Neighbourhood Plan are as follows (not exhaustive):

- Seek the allocation of additional employment land within the existing town boundaries should there be an identified/expressed need.
- Seek to make improvements to the quality of the existing employment land stock in order to create investment opportunities, create additional development opportunities and generally improve the environment within the town.
- Establish some development and design parameters/principles for new employment development.
- Identify additional areas for designation as 'neighbourhood employment areas' for protection, intensification and enhancement (particularly those businesses outside of the town boundary).
- Seek to ensure the protection of the land allocated for employment use at QinetiQ and NE Malvern within the SWDP.

## 2 Retail

### PLANNING POLICY CONTEXT

- 2.1 In terms of retail hierarchy, the NPA includes the town centre of Great Malvern (Site Ref. R01) along with the two district centres at Malvern Link (Site Ref. R02) and Barnard's Green (Site Ref. R03). There is also the out-of-town Malvern Shopping Park and Morrison's located off Townsend Way (Site Ref. R04). There are also a number of smaller retail parades within the NPA including:
- Malvern Link Top, Worcester Road (Site Ref. R05)
  - Newtown Road (Site Ref. R06)
  - Yates Hay Road (Site Ref. R07)
  - Pickersleigh Road (Site Ref. R08)
  - Moatway (Site Ref. R09)
  - Poolbrook Road (Site Ref. R10)
- 2.2 The location of the various retail centres within the NPA are shown on Figure 2.1. Appendix 2.1 provides a list of current occupiers in the various units within the smaller retail parades identified above (site ref. R05-R10).
- 2.3 In addition to the above there are a number of locations within Malvern where there are individual convenience stores such as:
- Premier Elgar Superstore, Elgar Avenue
  - Co-op store and Post Office, Upper Howsell Road/Tanhouse Lane
  - Sainsbury's Local, Buttercup Walk, Malvern Vale
  - Tesco Express, Pickersleigh Road
- 2.4 According to the SWDP (Table 4c) there is a requirement for 669 sq. m. (net) of convenience floor space and 6,786 sq. m. (net) comparison floor space in Malvern Hills. This was assessed in the DPDS Retail Study Updates (December 2010 and September 2013). The requirement in Malvern according to the September 2013 update appendices is 664 sq. m. (net) of convenience floor space and 5,952 sq. m. (net) of comparison floor space.
- 2.5 There are two policies within the SWDP that specifically relate to town and other retail centres:
1. Policy SWDP9: Creating and Sustaining Vibrant Centres
  2. Policy SWDP10: Protection and Provision of Centres and Local Shops
- 2.6 Policy SWDP9 supports development that contributes to achieving a high quality network of urban and rural settlements adding that retail and other town centre development should be of a scale appropriate to its location. Measures to secure the vitality and viability of town centres such as Great Malvern will be set out in SPDs, Neighbourhood Plans and Local Development Orders as appropriate.
- 2.7 Policy SWDP10 sets out the hierarchy of centres within the combined area. In relation to Malvern NPA this includes:

Town Centre	District Centre	Local Centre	Neighbourhood Centre
Great Malvern	Barnard's Green Malvern Link	None	Malvern North East Urban Extension

- 2.8 The policy includes a number of important criteria that proposed developments should meet:
- A. If should be of an appropriate scale in regard to the hierarchy
  - B. Any retail/ leisure development over 1,000 sqm not located outside of the centre must be accompanied by a Retail Impact Assessment
  - C. Proposals for retail/ leisure development outside of a centre will need to demonstrate they have undertaken a sequential first
  - D. Changes to use from retail within Primary Shopping Frontages (PSF) will not be permitted.
  - E. Within the Secondary Shopping Frontages (SSF) change of use from retail to uses with classes A2, A3, A4, A5, D1 and D2 will be permitted subject to a number of criteria including:
    - i. will not result in a continuous frontage of two or more non-A1 retail units
    - ii. a minimum of 50% of units are retained in A1 retail use
    - iii. the proportion of units in the street in A3, A4 and A5 use should not exceed 30%
    - iv. a shop window should be retained at all times
    - v. the proposal would not prejudice the use of vacant upper floors for appropriate uses
    - vi. no ground floor residential use will be allowed
  - F. Relates to the hierarchy of centres as referenced in paragraph 2.4
  - G. The conversion of retail floor space to non-retail floor space within a centre outside of PSF and SSF will only be permitted if equivalent replacement floorspace is provided as part of the development
  - H. Within district and local centres changes of use of premises outside of PSF and SSF from A1 to A2, A3, A5, D1 and D2 will not be permitted:
    - i. Where it would result in two or more non A1 units in a row
    - ii. Where it would result in less than 50% of all units within the centre being in A1 use
  - I. Change of use of village, neighbourhood and corner shops to non-retail use will only be permitted if there is an alternative equivalent facility within walking distance or evidence is provided that demonstrates that retail or community use is no longer viable
  - J. Planning permission for new village and neighbourhood shops will be granted provided they are of an appropriate scale and they don't have significant adverse impact on the vitality and viability of any local centre
  - K. New or expanded farm shops, garden centres or petrol filling stations will be permitted provided they meet certain criteria
  - L. The creation of new or extensions to existing garden centres or farm shops in the open countryside and unrelated to a settlement will only be permitted if it is ancillary to and on the site of an existing horticultural business or existing farming operation.

## PUBLIC REALM FRAMEWORK FOR GREAT MALVERN

2.9 In 2015 Malvern Hills District Council commissioned a study to develop a Public Realm Framework for Great Malvern Town Centre. The outcome of this study and the priority proposals will be used to form the basis for funding applications including the Worcestershire County Council Local Transport Plan 3 Package. It is anticipated that the projects will include:

- Wayfinding strategy to improve access to/from key destinations and linked to the 'Route to the Hills' strategy.
- Events space strategy – creation of a new events space within the Malvern Priory grounds.
- Improvements to Church Street.
- Improvements to Edith Walk.
- Provision of a piazza space at Wells Road/Abbey Road.

2.10 A similar exercise would assist both Malvern Link and Barnard's Green that also suffer from problems of traffic, parking and a challenging pedestrian environment.

## RETAILERS QUESTIONNAIRE

2.11 A short questionnaire see Appendix 2.2 was issued to retailers in all three of the centres seeking their views on the physical environment with the following numbers of responses:

- 17 responses from retailers in Great Malvern
- 18 responses from retailers in Barnard's Green
- 4 responses for retailers in Malvern Link

2.12 Full details of the responses is included at Appendix 2.3

### The main issues raised by respondents for Great Malvern are:

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#### Positive Features

1. The range of shops including independent outlets.
2. The provision of other amenities such as the theatres, cafes and restaurants.
3. A clean and attractive environment.
4. The proximity of the Hills and the views from the town centre.
5. The greenery and open space within the town centre.

#### Negative Features

1. Lack of parking particularly at the top end of the town centre.
2. Too many national chains and not enough specialist shops.
3. Too many charity shops.
4. Too many coffee shops.
5. Traffic congestion in Church Street.

#### Suggested Improvements

1. Pedestrianise Belle Vue Terrace and Church Street.
2. More car parks close to the top of the hill.
3. More events and activities and better publicity.
4. Create a better environment and improved accessibility along Church Street and Edith Walk.
5. Better signage and interpretation.

### The main issues raised by respondents for Barnard's Green are:

#### Positive Features

1. Range of shops including independent and specialist shops.
2. Street parking nearby and free for one hour.
3. Well maintained environment including street and traffic island.
4. Low long term vacancy and units taken up quite quickly.
5. The centre has a traditional village high street layout.

#### Negative Features

1. Lack of parking and the duration of free parking too short.
2. Too many charity shops.
3. Too many hot food take-aways.
4. Shop units left empty for a long time.
5. Anti-social behavior and no CCTV.

#### Suggested Improvements

1. Organise Community events to bring people to the centre.
2. Use of green area (Conservators land) for events and seating.
3. Additional parking provision and remove parking restrictions.
4. Hold a regular market day.
5. Improve the lighting and decorations at Christmas.

#### **The main issues raised by respondents for Malvern Link are:**

##### Positive Features

1. Good range of businesses and retailers.
2. Short term parking available on road.
3. Some good shopfronts.

##### Negative Features

1. Lack of parking.
2. Poor investment and maintenance makes the centre look tired and outdated.
3. Too many take-aways, hairdressers and charity shops.

##### Suggested Improvements

1. Encourage shop owners to smarten up shopfronts.
2. More regular street cleansing and maintenance.
3. Create one-way road systems along Victoria Park Road and Richmond Road to create additional on-street parking.

## 3 Green Infrastructure and Green Space

3.1 There are a number of relevant documents that provide the evidence base for the provision of green space within the Malvern NPA:

- Worcestershire Green Infrastructure Strategy 2013 – 2018 (Worcestershire County Council)
- Playing Pitch Strategy Assessment Report July 2015 (MHDC)
- Open Space, Sport and Recreation Study August 2007 (MHDC)

### GREEN INFRASTRUCTURE

3.2 One of the SWDP core policies relates to Green Infrastructure (SWDP 5). This policy seeks to ensure that housing developments contribute towards the provision, maintenance, improvement and connectivity of GI (subject to financial viability) as follows;

- 40% for GI for greenfield sites exceeding 1ha gross
- 20% GI for greenfield sites of less than 1 ha but greater than 0.2 ha
- No specific GI figure for brownfield sites

3.3 The precise form and function of GI will depend on local circumstances and the priorities as set out in the Worcester GI Strategy. Effective management arrangements should also be clearly set out and secured. Once the planning permission has been implemented the associated GI will be protected as Green Space.

3.4 Development proposals that would have a detrimental impact on important GI attributes within areas identified as 'protect and enhance' or 'protect and restore' as identified in the Environmental Character Areas Map will not be permitted unless a robust assessment shows the specific GI typology to be surplus to requirement and replacement of, or investment in, GI of at least equal community and technical benefit is secured. According to the Environmental Character Area Map the areas around the built up area within the Malvern NPA are identified as 'protect and enhance'. This means that the GI has the greatest value in terms of its contribution to landscape character, biodiversity and historic environment.

3.5 The Worcestershire GI Strategy identifies a number of strategic green infrastructure assets within the County. Malvern Hills including Malvern Common is identified as a strategic GI asset.

3.6 There will be a number of more local GI assets within the Malvern NPA including Link Common and other Conservators land within the urban area, parks, playing fields and other green spaces as identified in the green space audit.

- 3.7 The Worcestershire GI strategy provides a summary of the GI profile within 'Malvern Chase and Commons' which includes Malvern NPA.

Strategic GI Approach: Protect and enhance environmental quality/ support socio-economic enhancement

Overarching Principles - Environment: Protect and enhance acid and neutral grassland habitats and wooded landscape of orchards, woodlands and shrub.

Overarching principles - Socio-Economic: Support the tackling of and prevention of obesity, respiratory and heart disease beyond the area between the A44 and A4103. Support improvements to household income.

- 3.8 The Worcestershire GI Strategy focuses predominantly on the rural area of the County. It is recognised that further work on the urban area within Worcestershire is required. The strategy recommends that further work is carried out at District levels in terms of informing local plans and other planning guidance.

### **PLAYING PITCH STRATEGY ASSESSMENT**

- 3.9 This Study assesses the provision and need for playing pitches for the sports of football, cricket, rugby and hockey within the District. The District was split into 4 no. sub areas; one of which is Malvern Town (Area 1).

#### *Football*

- 3.10 The assessment identifies the following football pitches available for community use in Malvern:

- Dukes Meadow – 1 no. senior football pitch
- Dyson Perrins School – 1 no. senior football pitch and 1 no. artificial turf pitch (only available to the community outside of school use)
- Malvern Town FC, Langedland Stadium – 1 no. senior football pitch
- Lower Howsell Road Playing Field – 2 no. senior football and 1 no. 5 v 5 pitch
- Malvern Vale Community Centre – 1 no. senior football pitch and 1 no. youth football pitch
- Victoria Park – 2 no. senior football pitches.

- 3.11 The analysis of use of these pitches showed that there was little spare capacity in Malvern, issues of low quality and poor levels of maintenance and relatively limited capacity for growth. See Appendix 3.1 for summary table from Report.

- 3.12 The assessment also looks at the impact of future demand from population growth, latent demand and club development. This identifies a significant shortage of youth and the short sided game (9 a-side and 5 a-side) and limited capacity on adult pitches with no room for growth without additional provision.

### *Cricket*

3.13 The assessment identifies the following cricket pitches available for community use in Malvern:

- 2 no. pitches at Barnards Green Cricket Club, North End Lane
- 1 no. pitch at Malvern Cricket Club, Regency Road.

3.14 There are also 6 no. pitches at school sites that have no community use. Following an analysis of the existing use and potential future use through population projections and latent demand it is likely that this will generate 1 additional adult team and 1 additional junior team. There is no capacity at the existing clubs and therefore additional provision will be needed or links with other clubs out of the area that do have the capacity.

### *Rugby*

3.15 The assessment identifies the following rugby pitches are available for community use in Malvern:

- Malvern RFC, Spring Lane – 2 no. senior and 2 no. midi pitches (In December 2016 it was announced that Malvern RFC may relocate out of the NPA)
- Morgans Sports Field – 2 no. midi pitches (unsecured)
- Dyson Perrins School – 1 no. artificial turf pitch (only available to the community outside of school use)

3.16 There are also 3 no. pitches at Malvern College and The Chase School but these are not available for community use.

3.17 Following an analysis of the impact of population growth, latent demand and club development plans additional capacity is required within Malvern for Malvern RFC. This is equivalent to a total of 4 no. senior pitches and 4 no. midi pitches.

### *Hockey*

3.18 Hockey is almost exclusively played on artificial turf pitches (ATPs). There are 5 no. ATPs located within Malvern 4 of which have community use:

- Malvern College Sports Complex
- Malvern St James Sports Complex
- Dyson Perrins School
- The Chase School (2 no. of which only 1 is available)

- 3.19 Colwell and Malvern Hockey Club have two adult women's teams and one U13 mixed junior team that train at Malvern College and play matches at Malvern St James. The existing provision appears to be accommodating existing and forecast demand within Malvern. However, there is an issue over the quality of the surfaces of the ATP and the lack of changing facilities that would impact on the hockey club being able to play at these venues in the league.
- 3.20 ATPs are also used by football teams and rugby teams for both training and matches. With the shortage of grass pitch provision for football and rugby there is an argument to provide a 3G ATP within Malvern through new provision or refurbishment of an existing sand-based ATP and the provision of ancillary facilities at an existing ground.

### Summary of Issues for Malvern Town

Area	Sport	Key Issues
Malvern Town	Football	<p>Spare capacity is very limited (1 match equivalent and 2 youth at peak time) and further evidenced by significant overmarking of senior pitches with smaller sided facilities. Limited dedicated provision of smaller pitches and no spare capacity. All responding teams in local area highlight a lack of pitches as being a key challenge.</p> <p>3G AGP provides further capacity, but is currently used by Welland JFC at peak time. Able to accommodate additional full sized matches.</p> <p>Quality issues at most sites, primarily compaction and poor surface caused by overplay.</p> <p>Key sites overplayed and poor quality - Malvern Vale Community Centre (also requires decompaction and remedial works), Lower Howsell Road (surface and drainage), Langland Stadium (overplayed and requires decompaction). Langland Stadium also does not meet needs of pyramid club due to capacity, as well as requirement for medical facilities and fencing to meet ground grading standards.</p> <p>The only spare capacity exists at Victoria Park (which also requires decompaction and drainage improvements) and Dukes Meadow.</p> <p>Pressures will reduce slightly with opening of Sling Lane.</p> <p>Including population growth and projected participation increases, spare capacity by 2030 will equate to;</p> <ul style="list-style-type: none"> <li>• Adult pitches - 1 across the week and 1.5 at peak time</li> <li>• Youth pitches - 1.8 across the week and -1 at peak time (at least 2 -3 additional pitches required)</li> <li>• 9v9 pitches - -1. across the week and -1 at peak time (at least 1 additional pitch required)</li> <li>• 7v7 - -1 pitch at peak time</li> <li>• 5v5 - -1 pitches at peak time.</li> </ul>

Area	Sport	Key Issues
		<p>The above does not take into account the need for rest and recovery, or club development aspirations which will add further pressure to pitches.</p> <p><b>Football AGP</b></p> <p>Existing AGP at capacity. Dissatisfaction evident within existing clubs regarding access to appropriate slots. Malvern Town seeking AGP at Langland Stadium to address overplay concerns.</p>
	Cricket	<p>There is no spare capacity at peak time and Malvern CC are displaced. The club are seeking a new facility, having previously used a cricket pitch that was lost at Dyson Perrins. They have a small amount of spare capacity to accommodate additional play over the course of the season. The club are further limited by the poor condition of and limited functionality of their training nets, as well as a lack of non-turf wicket. Furthermore, the club highlight concerns with maintenance.</p> <p>Barnards Green CC are at capacity and have insufficient space in their pavilion to accommodate growing numbers.</p> <p>Future population growth is likely to generate an additional adult and junior team. Neither club have capacity to accommodate additional play.</p>
	Rugby	<p>Malvern RFC - No remaining spare capacity and insufficient pitches to meet peak time demand. Reliance on unsecured site for additional capacity (Morgans Field).</p> <p>Future population growth likely to generate 0.5 match equivalents senior and 0.5 match equivalents youth, as well as additional 1.5 additional mini matches per week. Added to this, the club are looking to increase by one team. This cannot be accommodated within existing structures.</p> <p>To support this growth, the club are seeking relocation to larger site - requirement for at least 4 senior pitches and 4 midi pitches to meet club aspirations and existing use. At least two sets of floodlights also needed and site would also require functional changing and clubhouse. Pitch maintenance programme would also need to be tailored to new site.</p> <p>In December 2016 it was announced that the Club was looking to relocate to a site outside of the NPA and was being supported by MHDC who currently own the site.</p>
	Hockey	3 sand based AGPs with spare capacity at each site.

Area	Sport	Key Issues
		<p>Requirement for up to 3 hours competitive use and 2 hours training per week – 1 site.</p> <p>Existing sites insufficient to meet current demand – poor pitch surface at The Chase School and Malvern St. James (require replacement) and limited ancillary and spectator facilities at Malvern College (prohibiting match play). One pitch required to meet demand for hockey in Malvern but without action, there will be no remaining pitches suitable for use by the club.</p> <p>Taking into account future population growth and club development, demand will remain equivalent to 1 pitch.</p>

## OPEN SPACE, SPORT AND RECREATION STUDY

3.21 The playing pitch elements of this Study have been superseded by the Playing Pitch Strategy Assessment 2015. The Study also looked at the following open space typologies:

- Parks and Gardens
- Natural and Semi-Natural Greenspace
- Amenity Greenspace
- Provision for Children and Young People
- Allotments, Community Gardens and City Farms
- Cemetery, Church Yard, Burial Ground

3.22 In terms of spatial area the Study assessed provision within four areas which included Malvern Town Area. This included the Electoral Wards of the Town Council area plus Wells. It is therefore a slightly larger area than the NPA.

### Parks and Gardens

3.23 The Study identifies the following sites as parks and gardens within the NPA:

- Priory Park
- Victoria Park

- Rose Bank Gardens
- Library Memorial Gardens
- Station Road Gardens
- Belle Vue Island

3.24 The Study recognises that Priory Park is the only site that could be considered a traditional park with the other sites being more formal gardens in nature<sup>1</sup>. In terms of provision of Parks and Gardens the Study identifies the following:

- Most residents within the Dyson Perrins and West Wards are not within 1,200m of a Park and Gardens (ie. within 1,200m of a District Park).
- A large proportion of sites are assessed as low quality as assessed against the requirements for toilet provision, car parking and lighting.
- Priory Park is the only site identified as high quality and high value.

### **Natural and Semi-Natural Greenspaces**

3.25 This typology includes woodland and scrub, grassland, heath or moor, wetlands, open running water, wastelands and bare rock habitats. As such there is potentially some overlap of this typology with nature conservation sites such as Local Wildlife Sites.

3.26 According to the Study there are 11 no. natural and semi-natural greenspace sites within the Malvern Town area. These sites are just under 110ha in area. The Study does not list the 11 no. sites. However, it is assumed that it includes the Malvern Hills and Commons Land within the NPA.

### **Green Corridors**

3.27 This typology includes river and canal banks, road and rail corridors, cycling routes and pedestrian paths within towns and cities, rights of way and permissive paths. These offer opportunities for walking, cycling or horse riding whether for leisure or travel and opportunities for wildlife migration.

3.28 According to the Study there is some 55ha of Green Corridors and Public Rights of Way in the Malvern Town Area. Malvern Common is included as a Green Corridor within the Study along with PRow/bridleways.

3.29 The Study identified issues around conflict between different users of PRow particularly between cyclists and other users on the Malvern Hills. Users also identified that the biggest deterrent to the use of PRow in the District is the overgrowth of crops and vegetation followed by an absence of signage and way-marking.

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<sup>1</sup> The Town Council would contest this statement and consider that Victoria Park has the characteristics of a traditional park and is also of high quality.

- 3.30 All of the green corridors score high in terms of value. This is due to the ecological/biological value associated with green corridors as wildlife corridors and also the amenity and health benefits offered by these open spaces.
- 3.31 The Study identified the potential for a new green corridor route including the disused railway line linking Great Malvern and Upton upon Severn. Although this is located outwith the NPA, the start of this route could potentially be off Peachfield Road which forms the southern boundary of the NPA. This route would also link the NPA with the Three Counties Showground which could potentially assist Malvern's visitor economy.

### **Amenity Greenspace**

- 3.32 This typology includes informal recreation spaces, housing green spaces, village greens and other incidental space that offer opportunities for informal activities close to home or work and the enhancement of the appearance of residential or other areas.
- 3.33 According to the Study there are 50 no. amenity greenspace sites totalling around 78ha within the Malvern Town area. In terms of the analysis of accessibility of communities to amenity greenspace the Study found that North Malvern (Dyson Perrins and Link wards) had areas that were not within the catchment of existing amenity greenspace.
- 3.34 96% of amenity green space in the Malvern Town area was assessed as poor quality. The assessment was based on the provision of seating, litterbins and paths. These elements are not always appropriate on all amenity greenspaces as around a third of the sites are highway verges and roundabouts.
- 3.35 54% of amenity green spaces in the Malvern Town area was assessed as high value. This is primarily due to their visual, landscape and ecological/biodiversity value that they offer to the Town.

### **Provision for Children and Young People**

- 3.36 This typology includes areas designated primarily for play and social interaction involving children and young people such as equipped play areas, ball courts, skateboard areas and teenage shelters.
- 3.37 According to the Study there are 21 no. sites for children and young people's play which includes:
- 4 no. Local Area for Play
  - 5 no. Locally Equipped Areas for Play
  - 4 no. Neighbourhood Equipped Area for Play
  - 1 no. Settlement Equipped Area for Play (SEAP)
  - 2 no. Youth Provision (Skateboard Park or teenage shelter)<sup>2</sup>
  - 3 no. Sites with no equipment
  - 2 no. Unclassified sites (i.e. less than 0.01ha of play area).
- 3.38 In terms of accessibility the Study identifies that the minimum level of provision within Malvern Town should be all residents should have access to LEAP which has a catchment of 5 minutes' walk time and it should have at

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<sup>2</sup> The Town Council believes there is only one location for youth provision which is at Victoria Park  
1289/EVIDENCE BASE REPORT  
MALVERN NEIGHBOURHOOD PLAN

least one SEAP. The Study identified that all of the Wards within the Town have gaps in provision. The installation of new equipped play areas in these areas will reduce these gaps.

- 3.39 The Study identified a lack of toddler play provision at play areas in the District such as Priory Park play area, Victoria Park play area and Michael Crescent play area.
- 3.40 According to the analysis within the Study 86% of the play area sites are considered to be high value. However, vandalism as identified as a common issue particularly highlighted at Dukes Meadow.
- 3.41 All play areas within the Malvern Town area have been assessed as being of high value. This in recognition of the importance of play opportunities is highlighted in the consultation responses.

### **GREENSPACE SITES IN MALVERN NPA**

- 3.42 Appendix 3.2 provides a list of greenspace sites within the Malvern NPA and Figure 3.1 provides a map showing the location of various sites

### **LOCAL GREEN SPACE**

- 3.43 NPPF places an importance on the availability of high quality open spaces and access to opportunities for sport and recreation and their contribution to health and well-being of communities. Local communities through neighbourhood plans should be able to identify for special protection green areas of particular importance to them. By designating land as Local Green Space local communities will be able to rule out new development other than in very special circumstances. The Local Green Space designation will not be appropriate for most green areas or open space. The designation should only be used:

- Where the green space is in reasonably close proximity to the community it serves;
- Where the green area is demonstrably special to a local community and holds a particular local significance, for example because of its beauty, historic significance, recreational value (including as a playing field), tranquillity or richness of wildlife, and
- Where the green area concerned is local in character and is not an extensive tract of land

- 3.44 The Green Space Working Group have examined the Local Green Space draft guidance issued by MHDC and propose to nominate the following sites for LGS designation:

- Priory Park (Priory Ward) owned by MHDC
- Victoria Park (Link Ward) owned by MTC
- Dukes Meadow (Pickerleigh Ward) owned by MTC
- Lower Howsell Road (Link Ward) owned by MTC
- Malvern Vale Community Centre Playing Field (Dyson Perrins) owned by Persimmon Homes
- Hayslan Fields (Pickersleigh Ward) owned by Malvern St. James

- 3.45 Chase Ward currently doesn't have a site that meets the requirements for designation as an LGS. The proposed redevelopment of the QinetiQ site could provide an opportunity to provide greenspace that would fulfil this role for the local community.

3.46 West Ward also currently does not have a site that meets the LGS designation requirements. The District Council's West Ward incorporates West Ward within the NPA and also West Ward with West Malvern Parish. West Malvern includes a number of greenspaces that may be nominated by West Malvern Parish Council should it wish to produce a Neighbourhood Plan.

3.47 The Greenspace Working Group will collect the necessary evidence to assist in supporting the proposed designation of the above sites as LGS.

### Priority Park

3.48 Visitors in Priory Park were asked to complete a questionnaire on a number of factors relating to the park to bands in the Park (which run every Sunday afternoon between May and September)

- Beauty
- Traditional significance
- Recreational value
- Tranquillity and peacefulness
- Variety and richness of wildlife
- Local character
- Ease of access
- Closeness of residence

3.49 17 responses were provided. The majority of responses to each of these matters were that the park had all of these factors. Some of the other comments made include:

- A comfortable quiet space in a busy town
- Priory Park is of huge significance to the whole wider garden complex, it is the crown to Malvern. We walk in the garden throughout the year.
- It is the park, plus Hills, that make Malvern great. I visit the park at least once a week and appreciate the well-kept gardens.
- The park is able to hold many events, what a wonderful selling point for Malvern.
- It is central for everyone, also visitors
- We have lived in Malvern for nearly 30 years and have always valued Priory Park which is a valuable local asset.
- I have spent many wonderful hours in the park, thanks to all that look after it
- It is permanent oasis in the town for the enjoyment of residents both young and old
- Having lived in Malvern all my life (75 years) Priory Park has special memories for me
- I have lived in Malvern all my life and I will be 83 in six weeks' time, I have wonderful memories being in Priory Park. As a child my parents, brother and sister walked regularly in the park at the weekend and on a Sunday were treated to rides in the park in a paddle boat.
- This space is very important to the people of Malvern, young and old, they all enjoy the park.
- We are lucky to have a beautiful park.

3.50 MTC also contacted football clubs using playing fields within the NPA. Newton Sports Junior Football Club responded, The Club uses Victoria Park, Lower Howsell and Dukes Meadow. The Club felt that Victoria Park and Lower Howsell have historic/traditional significance, recreational value, local character, easy access and are close to where people live. The Club did not consider these two sites were particularly beautiful, peaceful or had a variety and richness of wildlife.

3.51 In terms of Dukes Meadow the Club considered it has recreational value, easy access and is close to where people live. The main comment from the Club is that “without these areas 200 plus members of our young footballers within Malvern would not be able to play the sport.”

## 4 Heritage Assets

4.1 There are no registered parks and gardens, designated battlefields or World Heritage Sites within the Malvern NPA. There are however Scheduled Ancient Monuments, Listed Buildings and Conservation Areas. There are summarised below.

### SCHEDULED ANCIENT MONUMENTS

4.2 There are three SAMs within the Malvern NPA:

1. Churchyard cross in Great Malvern Priory churchyard.
2. Priory Gateway.
3. Moat at Sherrard's Green

4.3 The entry details for each of these sites is provided at Appendix 4.1

### LISTED BUILDINGS

#### Grade I

4.4 There is one Grade I listed building within the Malvern NPA.

1. Priory Church of St. Mary and St. Michael (Malvern Priory).

4.5 The entry details for each of this site is provided at Appendix 4.1

#### Grade II\*

4.6 There are three Grade II\* listed buildings within the Malvern NPA.

1. Priory Gateway, Abbey Road.
2. Main Building of Malvern College, College Road.
3. Chapel and Cloister of the Convent of The Holy Name, Ranelagh Road.

#### Grade II

4.7 There are 200 Grade II listed buildings/structures within the Malvern NPA.

1. Boundary Post at SO 7827 4693, Malvern
2. Boundary Post at SO 7828 4677, Malvern
3. Boundary Post at SO 7781 4673, St James Road, Malvern
4. 4 and 6, West Malvern Road, Malvern
5. 2, 6 and 8, Worcester Road, Malvern
6. The Foley Arms Hotel, Worcester Road, Malvern
7. Foley House, 28 Worcester Road, Malvern
8. Amida Mandala Buddhist Temple, 34 Worcester Road, Malvern
9. 44 Worcester Road, Malvern
10. 46 Worcester Road, Malvern
11. Abberley House, 56 Worcester Road, Malvern
12. 62 Worcester Road, Malvern
13. 64 Worcester Road, Malvern
14. Beauchamp Arms Public House, 142 Worcester Road, Malvern
15. Premises formerly occupied by Malvern Tile Company (formerly a range of farm buildings to Townsends House), Worcester Road, Malvern (currently occupied by AJ Taylor Electrical Contractor)
16. Sunny Lodge, 285 Worcester Road, Malvern
17. Eckington Cottage, 307 Worcester Road, Malvern
18. Bath Villa, 345 Worcester Road, Malvern
19. Laburnum Cottage, 5 Zetland Road, Malvern

20. K6 Telephone Kiosk, Wells Road, Great Malvern, Malvern
21. Pillar Box at Junction of Orchard Road and Priory Road, Malvern
22. The Cedars, 62 Pickersleigh Road, Malvern
23. The Hermitage, Pickersleigh Road, Malvern
24. Link Lodge, 3 Pickersleigh Road, Malvern
25. Lydes House, 392 Pickersleigh Road, Malvern
26. Peachfield Cottage, Poolbrook Road, Malvern
27. 37 Priory Road, Malvern
28. Gate Piers to Number 37, Priory Road, Malvern
29. Oakdale, 16 Priory Road, Malvern
30. The Convent of The Holy Name, Ranelagh Road, Malvern
31. Pillar Box at Junction of St. Andrew's Road and Peachfield Road, Malvern
32. 26 St. Ann's Road, Malvern
33. Kensington Cottage, 19 St Ann's Road, Malvern
34. St Ann's Well, St Ann's Road, Malvern
35. Townsend House, Spring Lane, Malvern
36. Gates and 8 Gate Piers to Number 3 House and Number 4 House at Malvern College, Thirlstane Road, Malvern
37. Southlands (Elerslie School), 43 Well's Road, Malvern
38. Clanmere Nursing and Rest Home, 33 & 35 Graham Road, Malvern
39. 68 Graham Road, Malvern
40. 86 Graham Road, Malvern
41. Gates, Gate Piers and railing to Number 148 (Davenham), Graham Road, Malvern
42. The Grange, Grange Road, Malvern
43. The Blue Bell Public House, Guarlford Road, Malvern
44. Mill Farmhouse, Guarlford Road, Malvern
45. 84 Guarlford Road, Malvern
46. 112 Guarlford Road, Malvern
47. 99 Guarlford Road, Malvern
48. Barn Cottage, Leigh Sinton Road, Malvern
49. 136 Lower Howsell Road, Malvern
50. The Cottage, 150 Lower Howsell Road, Malvern
51. 91 Lower Howsell Road, Malvern
52. Great Buckman's Farmhouse and attached cottage to rear, Lower Howsell Road, Malvern
53. Little Buckman's Farmhouse, Lower Hoswell Road, Malvern
54. Moat Cottage, Madresfield Road, Malvern
55. Stocks, Whipping Post and Animal Pound opposite Holy Trinity Church, North Malvern Road, Malvern
56. The Morris School, 70 North Malvern Road, Malvern
57. 1 Bank Street, Malvern
58. 3 Bank Street, Malvern
59. 17 Bank Street, Malvern
60. 2 Bank Street, Malvern
61. 18 Bank Street, Malvern
62. Ronkswood, 20 Bank Street, Malvern
63. Brompton Cottage, 34 Bank Street, Malvern
64. 12-18 Belle Vue Terrace, Malvern
65. Lloyds Bank, 48 Belle Vue Terrace, Malvern
66. Wayside Cross on Belle Vue Island, Belle Vue Terrace, Malvern
67. Church of St. Matthias, Church Road, Malvern
68. Holland House, 125 Church Street, Malvern
69. Gates and Gate Posts to Council House (Malvern Hills District Council Offices), Church Street, Malvern

70. The School House at Malvern College, College Road, Malvern
71. The War Memorial Library at Malvern College, College Road, Malvern
72. Priors Cottage, 60 Court Road, Malvern
73. Lapwood Cottage, 125 Court Road, Malvern
74. Netheravon Cottage, 98 Cowleigh Road, Malvern
75. Cowleigh Park Farmhouse, Cowleigh Road, Malvern
76. Bella Seguardo, Foley Terrace, Malvern
77. Montrose Hotel, Graham Road, Malvern
78. 3-7 Abbey Road, Malvern
79. 23 and 25 Abbey Road, Malvern
80. The Abbey Hotel with adjoining wing to North West, Abbey Road, Malvern
81. Parkview (Ministry of Defence Hostel), Abbey Road, Malvern
82. The Gate House, 2 and 4 Abbey Road, Malvern
83. Great Malvern Station, Avenue Road, Malvern
84. Forecourt Walls and Piers to Great Malvern Station, Avenue Road, Malvern
85. Railway Bridge to Great Malvern Station, Avenue Road, Malvern
86. Malvern Girl's College, Avenue Road, Malvern
87. Wall and Gate Piers to Malvern Girls' College, Avenue Road, Malvern
88. The Unicorn Inn, 2 Belle Vue Terrace, Malvern
89. Summer House to Mount Pleasant Hotel, Belle Vue Terrace, Malvern
90. North Malvern House Flats, 1-7 Blevoir Bank and 12 Belvoir Bank, Malvern
91. The Council House (Malvern Hills District Council Offices), Avenue Road, Malvern
92. War Memorial Statue at Malvern College, College Road, Malvern
93. Clumber Cottage, 50 Court Road, Malvern
94. Church of St. Peter, Cowleigh Bank, Malvern
95. 19 Graham Road, Malvern
96. 110 Guarlford Road, Malvern
97. 17 Guarlford Road, Malvern
98. Lower House Farmhouse, Leigh Sinton Road, Malvern
99. Grit Farmhouse, Leigh Sinton Road, Malvern
100. Pale Manor, Leigh Sinton Road, Malvern
101. Elms Farmhouse, Lower Howsell Road, Malvern
102. Barn to Great Buckman's Farm, Lower Howsell Road, Malvern
103. 1 and 3 North Malvern Road, Malvern
104. The Water Tower, North Malvern Road, Malvern
105. St. Saviour's Guest House at the Convent of The Holy Name, Ranelagh Road, Malvern
106. Upper Hill House, 28 St. Ann's Road, Malvern
107. Moat Court, Sherrard's Green, Malvern
108. Adelaide House, 21 Wells Road, Malvern
109. Sidney House Hotel, 40 Worcester Road, Malvern
110. The former Bank Vaults Public House, 102 Worcester Road, Malvern
111. St. Hilda's 178 Worcester Road and 178A Worcester Road, Malvern
112. 273 Worcester Road, Malvern
113. Rose Garth, 303 Worcester Road, Malvern
114. The former Royal Oak Public House, Worcester Road, Malvern
115. The former Emmanuel Evangelical Church, 41 Wells Road, Malvern
116. Boundary Post at SO 7829 4627, Malvern
117. Boundary Post at SO 7841 4683, Malvern
118. Boundary Post at SO 7805 4699, Moorlands Road, Malvern
119. 60 Worcester Road, Malvern
120. Gate and Gate Piers to St. Ann's Orchard, Worcester Road, Malvern

121. Burford House, 32 Worcester Road, Malvern
122. Worfield House, Worcester Road, Malvern
123. Aucott House, 54 Worcester Road, Malvern
124. Number 6 House at Malvern College, 6 Thrilstone Road, Malvern
125. Central Hotel, 2 St. Ann's Road, Malvern
126. Aldwyn Tower Hotel, St. Ann's Road, Malvern
127. Bandstand in Priory Park, Grange Road, Malvern
128. Uplands and Uplands Cottage including Railings and adjoining North East, 25 Graham Road, Great Malvern, Malvern
129. 132 Lower Howsell Road, Malvern
130. 79 Lower Howsell Road, Malvern
131. 64 Guarlford Road, Malvern
132. Gate Piers and Gates at main entrance to Malvern College, College Road, Malvern
133. Clare Cottage, 110 Cowleigh Road, Malvern
134. Gate Piers with overthrow and Gate to Priory Church of St. Mary and St. Michael, Church Street, Malvern
135. Midland Bank, 1 Church Street, Malvern
136. 18-22 Church Street, Malvern
137. 20-44 Belle Vue Terrace, Malvern
138. Summerhouse about 25 metres west of number 23, Queen's Drive, Malvern
139. Lyttelton House, 9 and 11 Abbey Road, Malvern
140. Lodge to Number 148 (Davenham), Graham Road, Malvern
141. Cottage at the Blue Bell Public House, Guarlford Road, Malvern
142. 52 Guarlford Road, Malvern
143. 170 Gualrford Road, Malvern
144. Outbuildings at Grit Farmhouse, Leigh Sinton Road, Malvern
145. Main block to Summerfield House School, Lower Howsell Road, Malvern
146. 7 Bank Street, Malvern
147. The Nags Head Inn, Bank Street, Malvern
148. 12 Bank Street, Malvern
149. 24 and 26 Bank Street, Malvern
150. Barnard's Green House, 10 Barnard's Green, Malvern
151. Mount Pleasant Hotel, 50 Belle Vue Terrace, Malvern
152. 9 Belvoir Bank, Malvern
153. 119 and 121 Church Street, Malvern
154. Cecilia Hall, Church Street, Malvern
155. Church Yard Cross to Priory Church of St. Mary and St. Michael, Church Street, Malvern
156. Chapel at Malvern College, College Road, Malvern
157. 10, 10A and 12 Worcester Road, Malvern
158. The former Town Club, 30 Worcester Road, Malvern
159. Branksome and Ivy Crest, Ivy Crest, 38 Worcester Road, and, Brankstone, 36 Worcester Road, Malvern
160. 52 Worcester Road, Malvern
161. Sidmouth House, 58 Worcester Road, Malvern
162. St. Ann's Orchard, Worcester Road, Malvern
163. Beauchamp Cottage, 148 Worcester Road, Malvern
164. Pillar Box in front of the former Seaford Court Preparatory School, Worcester Road, Malvern
165. Pickersleigh Court, Pickersleigh Road, Malvern
166. Peachfield House, Poolbrook Road, Malvern
167. Littlewood House, Poolbrook Road, Malvern
168. Spa Cottage, 14 Priory Road, Malvern

169. 52 Priory Road, Malvern
170. Red Lion Inn, 4 and 6 St. Ann's Road, Malvern
171. 3 St. Ann's Road, Malvern
172. Dovecote at Moat Court, Sherrard's Green, Malvern
173. Number 3 House and Number 4 House at Malvern College, 3 and 4 Thirlstane Road, Malvern
174. The Tudor Hotel, Wells Road, Malvern
175. 70 Graham Road, Malvern
176. 98 Graham Road, Malvern
177. Boundary Post at SO 7837 4693, Malvern
178. Church of the Ascension including Church Hall to East, Somers Park Avenue
179. Redwood House (formerly Malvern Rural Hospital), Hospital Bank, Malvern
180. Five gas street lamps, Malvern
181. Two gas street lamps, Malvern
182. Eight gas street lamps in the Churchyard of the Priory Church of St. Mary and St. Michael, Malvern
183. Two gas street lamps, Malvern
184. One gas street lamp, Malvern
185. Two gas street lamps, in the Churchyard of the Church of St. Matthias, Malvern
186. Three gas street lamps, Malvern
187. Milestone, A 449 Wells Road, Malvern
188. Christ Church, Avenue Road, Barnard's Green, Malvern
189. Holy Trinity Church, Worcester Road, Link Top, Malvern
190. Boundary Marker at SO 78004 46737, Cockshot Road, Malvern
191. Boundary Marker at SO 78004 46737 in kitchen garden of Davenham House, Malvern
192. Boundary Marker at SO 78295 46672, Malvern
193. Edinburgh Sports Dome, Imperial Road, Malvern
194. War Memorial Bus Shelter, Court Road, Barnard's Green, Malvern
195. Malvern War Memorial, Malvern Library, Graham Road, Malvern
196. Malvern Library, Graham Road, Malvern
197. Elmslie House, 8 Avenue Road, Malvern
198. Great Malvern Station covered pedestrian walkway and goods entrance tunnel, Avenue Road, Malvern
199. North Malvern War Memorial, Holy Trinity Church, North Malvern, Malvern
200. Melton Lodge, 29 Wells Road, Malvern

## CONSERVATION AREAS

- 4.8 There are three Conservation Areas within the Malvern NPA.
1. Great Malvern Conservation Area – Designated in 1969. Appraisal and Management Strategy produced by MHDC in April 2008.
  2. Trinity Conservation Area – Designated in 1978 and extended in 1999. Appraisal and Management Strategy produced by MHDC in January 2009.
  3. Malvern Link Conservation Area – Designated in 2000. Appraisal and Management Strategy produced by MHDC in January 2009.

## LOCALLY LISTED BUILDINGS (NON-DESIGNATED HERITAGE ASSETS)

- 4.9 There are currently no locally listed buildings designated within the Malvern NPA and the District as a whole. MHDC has produced Local List SPD (May 2015). Malvern Town Council in collaboration with the local community intend to nominate buildings and structures for local listing to MHDC as part of its work on the Neighbourhood Plan.

4.10 The heritage working group has undertaken work to identify an initial list of buildings and structures that could be nominated for local listing. The group has used the advice within MHDC's 'Local List' SPD and has completed the 'nomination forms' in draft. The sites that are proposed for local listing include:

- 1) 6 St. Peter's Road
- 2) Forli, 35 Alexandra Road
- 3) The Chase School (Original 1950's buildings)
- 4) 50-58 Moorlands Road
- 5) Mural on gable end of 146 Worcester Road, Malvern Link
- 6) Barnard's Green Trough, Guarlford Road
- 7) Rockcliffe House, 40 Church Street, Great Malvern
- 8) The Wilson Memorial, Abbey Road/ Priory Road
- 9) 32 Church Street, Great Malvern
- 10) Tree sculpture, Priory Park
- 11) Former Malvern Hospital, Landsdowne Crescent
- 12) CS Lewis plaque, Rosebank Gardens, Belle Vue Terrace
- 13) Buzzard sculpture, Rosebank Gardens, Belle Vue Terrace
- 14) Theatre of Small Convenience, Edith Walk
- 15) Malvern Theatres (Assembly Room), Grange Road
- 16) Warwick House, 1 Wells Road

## 5 Nature Conservation Assets

5.1 There are a number of nationally and locally designated nature conservation sites within the Malvern NPA:

- Site of Special Scientific Interest Malvern Hills (part within Malvern NPA)
- Site of Special Scientific Interest Aileshurst Coppice (part within Malvern NPA)
- Area of Outstanding Natural Beauty Malvern Hills (part within Malvern NPA)
- Sites of Regional or Local Wildlife Importance Link Common
  - Malvern and Lower Wyche Common
  - Land off Guarlford Road
  - Pool Brook
  - Whippets Brook
  - Mill Coppice
  - High Wood
  - Birchwood Drive (Lower Howsell Sidings)
  - Madresfield Brook
  - Carey's Brook

5.2 There are also a number of local geological sites located within the Malvern NPA including:

- North Malvern Quarries and Tank Quarry, North Malvern Road,
- Ivyscar Rock, North Walk
- Rushy Valley, Foley Terrace

5.3 The SWDP includes policy SWDP22: Biodiversity and Geodiversity which is relevant to nature conservation assets. This is a criteria based policy seeking in essence to protect and enhance, where possible, nature conservation interests within the combined area.

- A. This criteria relates to harm caused to sites designated as Special Area for Conservation (there are none within Malvern NPA) or other International, European or nationally protected species
- B. Development likely to have an adverse affect on a SSSI (Malvern Hills and Aileshurst Coppice with the Malvern NPA) will not be permitted unless the benefits of development clearly outweigh the impact.
- C. Development which results in loss or deterioration of ancient woodland, a veteran tree or a nationally protected species will not be permitted unless the need for and benefits of development clearly outweigh loss or deterioration
- D. Development which would compromise the favourable condition or conservation status of a Local Wildlife Site (LWS), a Local Geological Site (LGS), an important individual tree or woodland and species or habitat of principle importance recognised in the BAP will not be permitted unless the need for benefits of the development outweigh the loss.
- E. Where policy requirements of B, C and D have been fully met, full compensatory provision commensurate with the ecological/ geological value of the site will be required.
- F. Development, wherever practicable, should be designed to enhance. Biodiversity and geodiversity conservation interests as well as conserve on-site biodiversity corridors/ networks.

5.4 A Key document used in relation to Local Nature Conservation Assets (LCNA) is the Defra publication 'Local Sites: Guidance on their Identification, Selection and Management' (2006). In terms of the selection of local

sites the guidance states that this should be founded on the national, regional and local biodiversity priorities. Other habitats and special features should also be considered if they contribute substantially to local natural character, even if they are not selected as priorities within the Local Biodiversity Action Plan (BAP).

- 5.5 The effective selection of sites depends on good knowledge of the natural character of an area and the broad extent and quality of the nature conservation resources from which sites will be selected.

### **Nature Conservation Resource**

- 5.6 Worcestershire (BAP) County Council have produced Local Biodiversity Action Plans for the County. These will be reviewed and summarised in relation to Malvern NPA.

### **Criteria for Site Selection**

- Size or extent
- Diversity
- Naturalness
- Rare or exceptional feature
- Fragility
- Typicalness
- Recorded history and cultural associations
- Connectivity with the landscape
- Value for appreciation of nature
- Value for learning

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- 5.7 An explanation of these criteria is included within Annex C of the guidance which is repeated in Appendix 5.1 of this Report.

- 5.8 The sections below provide a summary of the proposed sites for designation as Local Nature Conservation Assets by the NP Local Nature Conservation Group. The location of sites with a reference number below are shown on the map at Figure 5.1.

#### **1 The Firs (Site ref N10)**

Ownership – Malvern College and another?

Area – 8ha.

Adjacent Land Use – commons to the east, south and west. Malvern College Tennis courts to the north.

Land Habitat – grassland and deciduous woodland/waterbody?

Access – rights of way through the site.

Buildings – a number of buildings are located adjacent the site. Mostly residential and educational use.

Part of a network of habitat formed by the commons.

Limited human activity – walking and residents.

Bats, birds, mammals, invertebrates – any evidence?

Any BAP (Biodiversity Action Plan) species?

#### **2 Aileshurst Coppice SSSI (outside the NPA)**

Buffer includes Leigh Sinton Fisheries and Leigh Sinton Christmas Tree Farm – not ecologically valuable.  
NE have buffer zones around SSSI for planning applications.  
Not appropriate

### 3 Hall Green

Land which includes the ditches, verges and Jacks Pitts Lane is land under the jurisdiction of the Conservators and is commons land.  
Not appropriate – already has protection.

### 4 Earl Beauchamp's Fountain, Cowleigh Road (Site ref N07)

Ownership – Worcester County Council?  
Area – 0.3ha.  
Adjacent land use – agricultural and Worcestershire Way long distance recreational route and Cowleigh Road.  
Habitat – car park, ditch and verge, trees.  
Buildings – none.  
Access – car park and right of way.  
What distinguishes this from other roadside verges and car parks? Is it unique in any way?  
What evidence of unique flora and fauna?  
Earl Beauchamp's fountain could be added to local list nominations as a non-designated heritage asset.

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### 5 Broadlands Drive (Site ref N05)

Ownership – farmer?  
Area – 0.6ha.  
Adjacent land – agricultural, residential.  
Habitat verge, shrub, ditch, trees – edge to agricultural fields.  
Buildings – none.  
Access – highways alongside – no access on land.  
What distinguishes this land from other road side verges or agricultural field edges?  
Not convinced of the merit of this area as a local nature conservation site – not appropriate.

### 6A Whippets Brook/Carey's Brook (Site refs N02 & N04)

Ownership – multiple.  
Area – 5.6ha.  
Adjacent land use – agricultural, residential at Upper Howsell.  
Habitat – watercourse, woodland, scrub.  
Access – rights of way along parts of the Brooks.  
Buildings – limited to those adjacent to the Brooks in Upper Howsell and the former Gas Works off Lower Howsell Road.  
Part of wildlife corridor with links to the countryside.  
Any BAP Species?

**6B Brook Wood (Site ref N01)**

Ownership – ?

Area – 2.3ha.

Adjacent land use – agricultural.

Land habitat –deciduous woodland.

Access – no formal access.

Buildings – none.

Bats, birds, mammals, invertebrates – any evidence?

Any BAP Species?

**7 Jenny Lind Grove (Site ref N08)**

Ownership – ?

Area – 0.8ha.

Adjacent land uses – residential, institutional.

Land habitat – deciduous woodland.

Access – none.

Buildings – none.

Limited human activity.

Bats, birds, mammals, invertebrates – any evidence?

Any BAP Species?

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**8 Bronsil Drive (Site ref N03)**

0.6ha site. Include as part of Whippets Brook.

**9 Hawthorn Lane**

Looks like a paddock or agricultural land – not appropriate.

**10 Woodland at North Leigh CE Primary School playing fields (Site ref N06)**

Ownership – WCC.

Area – 1.2ha.

Adjacent land uses – residential and playing field.

Land habitat – deciduous woodland.

Access – informal.

Buildings – none.

Birds, bats, mammals, invertebrates – any evidence?

Any BAP Species?

**11 Black Poplars, Hall Green**

Although, this species of tree is the most endangered native tree in Britain I am not convinced that 3 no. trees isolated in an agricultural field merits designation as a local nature conservation asset – not appropriate.

**12 Worcester Road Woodland (Site ref N09)**

Ownership – WCC?

Area – 3.7ha.

Adjacent land uses – retail, commercial and industrial.

Land habitat – deciduous woodland/watercourse.

Buildings – none.

Access – paths through the site.

Limited human activity.

Bats, birds, mammals, invertebrates – any evidence?

Acts as a buffer between different development and uses.

Any BAP species?

**13 Rectory Lane/Hawthorn Lane Wildlife Corridor (Site ref N11)**

Ownership – multiple.

Area – 4ha.

Adjacent land uses – agricultural.

Land habitat – deciduous woodland, waterbody and watercourse, hedgerows.

Buildings – none.

Access – footpaths.

Limited human activity.

Birds, bats, mammals, invertebrates, amphibians, fish – any evidence?

Any BAP Species?

## 6 Travel and Transport

### ROADS

- 6.1 The A449 is a key road corridor running from Stafford to Wolverhampton continuing south to Worcester, Ross-in-Wye and ending in Newport. The majority of the route within England is non-trunked and is therefore controlled by the local authority.
- 6.2 Locally, the A449 route runs from Worcester in the north-east to Ledbury in the south-west. To the south of Worcester the A449 links with the A4440 near to Powick which provides access to junction 7 of the M5 via the A44. There have been recent improvements to the A4440 including dualing of sections and junction upgrades. A key issue is the capacity of Carrington Bridge which crosses the River Seven close to the junction of the A4440 and the A38. The single carriageway bridge and its proximity to the junction cause significant congestion at peak periods and is a major bottleneck in the strategic highway network locally. It has a major impact on commuter traffic heading into and out of Malvern.
- 6.3 As the A449 moves towards the Malvern NPA it is a single carriageway. There are localised capacity problems particularly in Powick at the junction of B4424 (Upton Road) outside of the Malvern NPA.
- 6.4 The A449 enters the Malvern NPA south of Newland and flows in a south-west/ north-east direction within the Malvern NPA until it reaches Link Top. From this point it flows in a north-south direction until it leaves the Malvern NPA close to its junction with Abbey Road. From here the A449 routes through Malvern Wells and Little Malvern after which it runs in an east-west direction routing through the Malvern Hills and linking to Ledbury.
- 6.5 Within the Malvern NPA the A449, which carries significant local and regional traffic, encounters a number of capacity issues along its route including:
- Newlands roundabout (A449 Worcester Road/Townsend Way)
  - Pelican crossing adjacent Clarence Park
  - Traffic light controlled junction A449 Worcester Road/Spring Lane
  - Traffic light controlled junction A449 Worcester Road/Lower Howsell Road
  - Traffic light controlled junction A449 Worcester Road/Richmond Road/Pickersleigh Avenue
  - Through Malvern Link District Centre with on-street parking/deliveries
  - Junction of A449 Worcester Road/Pickersleigh Road/Howsell Road
  - At Link Top junction of A449 Worcester Road/Newtown Road
  - Through Great Malvern Town Centre, particularly at Belle Vue Terrace, with on-street parking/deliveries and at the junction with Church Street
- 6.6 There are significant concerns regarding the capacity of the A449, particularly at Newland roundabout, in relation to the allocation at North East Malvern. It is proposed that the sole vehicular access to this site will be off a redesigned roundabout. Many local people feel that a secondary vehicular access should be provided onto the A449 from the development site.
- 6.7 There are a number of other key road corridors within the Malvern NPA that provide for local and wider traffic movements:

- B4211- This runs from Great Malvern Town Centre at its junction with the A449 on an east-west axis through Barnard's Green District Centre and leaves the Malvern NPA close to New House Farm on the Guarford Road. The B4211 continues east linking with the B4424 at Rhydd and runs south to Upton-upon-Seven and north to Callow End and Powick.
- B4208- this acts as an outer ring road from the Newland roundabout around Malvern Shopping Park and Enigma Business Park connecting to Pickersleigh Road. From this point it runs south to Barnard's Green District Centre and then Malvern Common where it leaves the Malvern NPA at its junction with Peachfield Road. Beyond the Malvern NPA the B4208 routes to Welland and on to the A417 Ledbury Road close to junction 2 of the M50.

6.8 Appendix 6.1 provides further information on the Travel and Transport Working Group's assessment of key roads within the NPA.

## RAIL

6.9 A rail line between Hereford and Worcester runs on a north-south axis through the majority of the Malvern NPA before turning on a north-east/south-west axis at Lower Howsell.

6.10 There are two rail stations within the Malvern NPA; Great Malvern and Malvern Link Station.

### Great Malvern Station

6.11 A Grade II listed building located to the north-east of Great Malvern Town Centre. It is served by two train operating companies:

- London Midland which operate services to Birmingham New Street and Birmingham Snow Hill and to Hereford.
- Great Western Railway which operate services to London Paddington, Oxford and Bristol Temple Meads.

6.12 The station has major constraints regarding a lack of sufficient car parking with many users having to park on nearby residential streets. According to the National Rail Enquiries website the station has 122 car parking spaces and 4 accessible spaces. Avenue Road to the north of the rail station is a key bus route for a number of local services (42, 44b, 44c, 44d and S42). According to the Office of Rail and Road statistics 0.543 million passengers used this station for the start of their journey in 2014/15, an increase of 3% on the previous year.

### Malvern Link Station

6.13 This station is located to the north of Great Malvern Station and is located off Worcester Road close to the Malvern Link District Centre and Malvern Community Hospital. It is located on the same line as Great Malvern Station and the same services operate from this station.

6.14 In 2014 the station underwent a refurbishment and redevelopment programme to upgrade its facilities. This was awarded the 2015 Malvern Civic Society's Civic Award.

- 6.15 According to the National Rail Enquiries website the station has 96 car parking spaces with 6 accessible spaces. There are also 32 cycle storage spaces. There are bus shelters on Howsell Road adjacent to the station entrance and on Worcester Road.
- 6.16 According to the Office of Rail and Road Statistics 0.297 million passengers used this station for the start of their journey in 2013/14 (latest available figures), an increase of 6.5% on the previous year.

### **Newland Halt**

- 6.17 In 1929 Newland Halt was opened on either side of the level crossing to the west of Stocks Lane. Later it opened sidings and a permanent way depot. The halt closed in 1965, however the signal box (Newland East) remains and serves the Stocks Lane level crossing. The signal box is located outside of the Malvern NPA. The remains of the depot and sidings are located off Birchwood Drive and Lower Hoswell Road with the latter owned by the National Grid. Some local residents consider that a rail halt should be re-established in this vicinity to serve the new development at NE Malvern.

### **BUS SERVICES**

- 6.18 There are a number of bus providers operating within Malvern including, First Group, LMS Travel, Worcestershire County Council, Astons Coaches and Community Action Malvern.

#### **First Group**

- 42 - Malvern Link – Fruitlands via Sherrard's Green, Great Malvern, Barnard's Green and Brook Farm
- 44 - Worcester – The Malverns - Belmont via Malvern Link and Round Bank
- 44A - Worcester - Great Malvern via Malvern Link and Belmont
- 44C - Worcester - Great Malvern via Malvern Link, Pound Bank and Belmont
- 44D - Worcester- The Malverns - Belmont via Malvern Link, Pound Bank and Great Malvern Station
- 44B - Worcester- The Malverns - Ledbury (Saturday in the summer only)
- 362/364 - Worcester-Upton- Great Malvern via St Peters Kempsey, Kennersley, Ryall and Hanley Swan
- 365 - Worcester- Upton- Great Malvern via St Peters, Kempsey and Little Malvern

#### **Astons Coaches**

- 675 - Great Malvern- Ledbury via West Malvern and Colwall

#### **Community Bus Routes (operated by Community Action Malvern)**

- CB1 – Malvern - Tewkesbury (Wednesday only)
- CB2 - Malvern – Cheltenham/Gloucester (Thursday only)

- 6.18 Appendix 6.2 provides an analysis of some of the issues relating to bus service provision by the Traffic and Transport Working Group.

## **CYCLING AND WALKING**

- 6.19 Appendix 6.3 provides a copy of Worcestershire County Council's 'Malvern Walking and Cycling Map'. In terms of cycling there are a number of on road and traffic free routes:

- National Cycle Network Route 46 (proposed to connect Bromsgrove with Neath when complete). The route within Malvern runs from the junction of Thirlstane Road and St. Andrew's Road along Geraldine Road, Poundbank Road, Oak Crescent, Acorn Drive, Sherrard's Green Road, Langland Avenue, Orford Way through to Townsend Way predominantly on road with some traffic free sections
- Local cycle routes 9 and 10. The No.9 route runs from Malvern link rail stations to the parade of shops at the southern end of Pickersleigh Road.
- There are a number of recommended routes by local cyclists through the Malvern NPA. All are on road routes.
- There are a number of traffic free cycle routes particularly on the Malvern Hills, Malvern and Wyche Common and Link Common. This land is owned and managed by the Malvern Conservators and they have provided guidance and advice for cyclists due to conflict between walkers and cyclists on the Hills.

- 6.20 There are many recreational walking routes within the Malvern Hills which can be relatively easily accessed from the town. The typography of Great Malvern Town Centre is a challenge for some particularly the elderly and mobility impaired. This is an issue that has been raised by many respondents to different consultation events for the town. There are potentially opportunities to provide additional off-road cycleways and pathways particularly utilising, if possible, land along Poolbrook Road, Bernard's Green Road and Guarlford Road. This land is in the ownership of the Conservators and there are statutory limits on development on this land. Appendix 6.4 provides a summary of the Travel and Transport Working Groups assessment of walking and cycling opportunities in the urban area.

## **PARKING**

- 6.21 Appendix 6.5 provides an assessment of car parking provision within the Malvern NPA by the Travel and Transport Working Group. The main conclusion identifies that there is probably sufficient car parking within Great Malvern Town Centre. However there are issues regarding the management and charging of some car parks that if rectified could enable the car parks to operate more efficiently.

## **NATIONAL AND LOCAL POLICY CONTEXT**

- 6.22 The National Planning Policy Framework (NPPF) sets out the Government's planning policy. This is supported by the National Planning Practice Guidance which is an online resource providing further detail to the policies. Chapter 4 of the NPPF entitled 'Promoting Sustainable Transport' seeks to shift the balance within the transport system in favour of sustainable transport modes giving people a real choice about how they travel.

6.23 In terms of developments that generate significant amounts of movement decisions should take account of whether (Para. 32):

- Opportunities for sustainable modes have been taken up depending on the nature and location of the Site (this should be demonstrated through a Travel Plan);
- Safe and suitable access can be achieved for all; and
- Improvements can be undertaken within the transport network that limit the significant impacts of the development.

6.24 Development should only be refused on transport grounds where the residual impacts of the development are severe.

6.25 For large scale residential development (Para. 38) planning policies should look to promote a mix of uses including employment, primary schools and local shops so that day-to-day activities can be accessed within walking distance.

6.26 In terms of parking, Para. 39 allows local planning authorities to set local parking standards for development. These standards should take account of the following factors:

- The accessibility of the development;
- The type, mix and use of development;
- The availability of and opportunities for public transport;
- Local car ownership; and
- The overall need to reduce the use of high-emission vehicles

6.27 Paragraph 40 states that local authorities should seek to improve the quality of parking so that it is convenient, safe and secure.

6.28 The SWDP was adopted on 25 February 2016 and is the statutory development plan for the area. Policy SWDP4: 'Moving Around South Worcestershire' has a number of policy objectives:

- Managing travel demand
- Providing alternative modes of travel
- Delivering transport infrastructure to support economic prosperity – this includes urban transport packages for Malvern, the dualing of the A4440 Southern Link Road between Powick Hams and Whittington, including the Carrington Bridge and additional walk and cycle route enhancements.
- Transport assessment strategy.

6.29 New development should have regard to the design criteria and principles set out in Manual for Streets, Worcestershire County Council's (WCC) Local Transport Plan and WCC's Highway Design Guide. Appendix A to this latter document provides maximum parking standards for the County. For residential development they are:

- 1 – 2 bed dwellings – 1 space per unit
- 3 – 4 bed dwellings – 2 spaces per unit

- 5+ bed dwellings – 3 spaces per unit plus 1 space per bedroom in properties in excess of 5 bedrooms.

6.30 In addition there is a requirement for non-allocated visitor parking at a rate of 20% of overall site parking provision which is either to be located within the limits of the highway or within shared courtyard parking areas. Garage capacity is discounted and WCC seek to have parking provision off-street.

#### **NEIGHBOURHOOD PLAN POLICY OBJECTIVES:**

6.31 From the notes provided by the Group the points below should be considered within the NP:

- Promote a significant shift from road vehicle use through providing appropriate rail, bus and cycle infrastructure.
- Adoption of roads and associated infrastructure within new developments associated with phasing of the development and prior to occupation of properties.
- New roads designed so they are capable of having on-street parking without causing a highway safety issue for other road users (eg. buses, refuge vehicles, emergency vehicles) and pedestrians and cyclists.
- New roads designed with appropriate infrastructure for bus services including location and size of laybys, bus shelters and real time information within walking distance of the majority of houses.
- New large scale developments should provide safe and efficient off-street cycle/walking routes, connections to existing cycle/walking routes and secure cycle parking.
- New large scale developments should provide vehicle charging points within houses and other uses.
- Retain existing off-street car parks within the three centres and support proposals for increasing provision in appropriate locations subject to satisfying certain criteria.
- Seek higher levels of car parking than WCC standards in specific locations where on-street parking is causing highway safety and/or residential amenity problems. These areas/streets will need to be identified.
- Non-large scale<sup>3</sup> developments to make contributions towards sustainable transport improvements identified within list of projects and policy note (see below) by Town Council providing it is reasonably related to and proportionate to the scale of the development and its potential impact.

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#### **NEIGHBOURHOOD PLAN SITE-SPECIFIC OPPORTUNITIES:**

6.32 The following are potential site-specific opportunities that could assist in promoting sustainable transport travel:

- Land to the north of Malvern link station – potential for bus-rail interchange with park and ride (and potentially some small scale employment development).
- Land between Great Malvern station and Clarence Road – potential for off-street parking on this land between rail line and rear of properties on Imperial Road.
- Feasibility of providing a rail halt at NE Malvern as part of this major urban extension.

<sup>3</sup> Non large scale development is residential development under 9 units and for non-residential development under 1,000sqm of floor space.

- Identify corridors for the provision of off-road and on-road cycle routes connecting key nodes of activity including local centres, employment areas, rail stations and secondary schools.

## NON-NP ISSUES

6.33 There are a number of issues that have been raised which are outside of the remit of the NP but still need to be addressed. In my view the Town Council, utilising the information and the membership of this Group, should produce a number of policy notes or policy statements outlining its views and aspirations on a number of topic areas. These can then be used to lobby the relevant organisations for change; as a means to support its own projects and as a way of applying for relevant grant funding. The policy note/statements from this Group would include:

- **Bus services** – used to lobby the bus service providers and WCC for improvements to the service and existing infrastructure.
- **Cycle strategy** – develop a strategy around the ‘Malvern Wheel’ that seeks to create a series of safe cycle routes to key destinations with Great Malvern at the centre and provide appropriate cycle parking at these destinations.
- **Car parking strategy** – a statement relating to the provision and management (including pricing) of on- and off-street parking particularly within the three local centres and elsewhere such as major routes into the town. This could feed into MHDC’s review of its ‘On and Off-Street Car Parking Strategy 2012 – 2017’ when it consults with key stakeholders.

## NON-TRAVEL AND TRANSPORT USE

6.34 An additional issue raised is in relation to management and maintenance of key facilities within new developments. Although not a specific transport and travel issue the neighbourhood plan could seek the establishment of local community user and management groups with the remit of inputting into the management of public open space and other public assets within the new developments.

# 7 Design

- 7.1 Malvern Town Council set up a Working Group to investigate design issues within the NPA. At the same time Malvern Civic Society embarked on undertaking a related process known as BIMBY (Beautiful In My Back Yard) initiated by the Princes Foundation. It was agreed that MTC and MCS should work together initially on BIMBY to explore its relevance to the neighbourhood plan. Initial work on BIMBY provided important contextual and baseline information. However, following a number of meetings it was agreed by the group to use the Planning Aid England resource 'How to prepare a character assessment to support design policy within a neighbourhood plan'.
- 7.2 The conclusions from the group in relation to the BIMBY guidelines are:

## ESSENTIAL QUALITIES

- 7.3 Five Qualities which make Malvern unique:

1. The Malvern Hills, springs, spouts and other water features
2. Malvern Stone;
3. Approaches to the town, views/ aspects, common (Inc. Conservators') land, open spaces;
4. Varied architecture, including Victorian mansions;
5. Heritage and cultural centre, focused on the area around the Priory, including the Priory Gateway, Priory Park, the theatre complex and Belle Vue.

## REPRESENTATIVE BUILDING TYPES

- 7.4 The town centre is dominated by 18<sup>th</sup> Century, Regency and Victorian houses and former hotels; later building periods feature as one moves out of the centre, through Edwardian, Arts and Crafts, mid-wars housing, post war and 21<sup>st</sup> Century.
- 7.5 The diversity of localities and the preponderance of flats/apartments (many in 18<sup>th</sup>/19<sup>th</sup> century buildings).

## BUILDING MATERIALS

- Adaptability - Victorian mansion houses and school building converted to local apartments
- Local Materials - need to respect existing stone, etc. and use similar materials
- Local vernacular - varies across localities- in town centre, deep roof pitches, timber facings.
- Walls- boundary walls
- Roofs and eaves - steep pitches, over hanging gables, slate, small tiles
- Rainwater goods - Victorian ornate led, gargoyles.
- Chimneys - ornate Victorian buildings (Council Houses, houses on Abby Road).
- Windows - Sash (large) narrow glazing bars, metal casements.
- Shutters - mostly internal
- Dormer windows - good pitches on older houses (Avenue Road); poor modern version
- Exterior doors and door surrounds- great diversity, some Gothic revival
- Conservatories - Victorian (Council House, Mt. Pleasant Orangery)
- Hardwood signage - gatepost signage (stone incised), blue plaques, finger posts, lack of homogeneity

- Railings, balconies - Large number of railings, Victorian and renovation; balconies on individual houses (18<sup>th</sup> century and new housing)
- Verandas, porches - mainly on Victorian, Edwardian and 1960s housing
- Vegetated roofs - MSJ sports centre
- Enclosure - predominantly Victorian (Davenham).
- Decoration and craftsmanship - Intricate bargeboard work, pergetting, terracotta features, stonework, domestic sculptures, quoins, stained glass, metalwork (capitals at Great Malvern Station)
- Community - library, church halls, adult education college, railway stations

7.5 In terms of the Planning Aid guidance the Group have undertaken significant work in relation to Steps 1 and 2. A map showing the board character areas is attached at Figure 7.1. The broad character areas are known as:

1. Leigh Sinton and Newland Gap
2. Cowleigh Road
3. Upper and Lower Hoswell
4. Belmont
5. Malvern Link
6. Trinity Conservation Area
7. North Malvern
8. Malvern Hills
9. Bank Street
10. Clerkenwell
11. Spring Lane/ Enigma
12. Sherrard's Green
13. Pickersleigh
14. Great Malvern Conservation Area
15. Barnard's Green
16. Poolbook
17. QinetiQ
18. Mill Lane

7.6 A desk based exercise was carried out to identify the key characteristics of each of these areas under the following headings:

1. Layout
2. Topography
3. Spaces
4. Road, street, routes
5. Green and natural features
6. Landmarks
7. Buildings and details
8. Streetscape
9. Land use
10. Views

7.7 The table at Appendix 7.1 provides a summary of the key characteristics identified under each of the criteria.

7.8 The working group agreed on the following 'design' objectives for the neighbourhood plan:

1. The need to conserve and enhance local character, respecting the diversity of neighbourhoods and retaining the distinct character of each;
2. The importance of preserving local views to and from the hills;
3. The active reinforcement of existing land use (residential, retail, industrial, etc.), particularly preserving and enhancing the town centre focus, linking retail and cultural areas (Belle Vue, Church Street, Graham Road, the Priory and grounds, theatres and Priory Park);
4. The need for new developments to include footpaths and cycle ways;
5. The desirability of encouraging on brownfield sites (Orford Way, parts of Pickersleigh, land at both railway stations).

## LOCAL PLANNING POLICY

7.9 The SWDP contains a policy for Design (SWP21) which seeks high quality design in all development. It will need to integrate effectively with its surroundings; reinforce local distinctiveness and conserve, and where possible, enhance cultural and heritage assets and their settings.

7.10 The policy includes a series of themes that applications should demonstrate they have addressed and this should be articulated through a Design and Access Statement.

1. Siting and Layout
2. Relationship to surroundings and to other Development
3. The Settings of the City and Towns
4. Neighbourhood Amenity
5. Settlement Character
6. Mix of uses
7. Flexible Design
8. Scale, Height and Massing
9. Links, Connectivity and Access
10. Detailed Design and Materials
11. Appropriate Facilities
12. Landscaping
13. Public Realm
14. Creating a Safe and Secure Environment
15. Advertisements

7.11 Appendix 7.2 provides an extract of the policy working from SWDP Policy 21: Design.

## 8 Community Facilities

- 8.1 The National Planning Policy Framework recognises the important role the planning system can have in facilitating social interaction and creating healthy, inclusive communities. To help deliver the social, recreational and cultural facilities and services the community need, planning policies should plan positively for the provision and use of shared space, community facilities such as local shops, meeting places, cultural buildings, public houses and places of worship and other services to enhance the sustainability of communities and residential environment.
- 8.2 SWDP Policy 37: Built Community Facilities encapsulates the above within the context of the south Worcestershire area and seeks to both protect existing and provide new community facilities. In terms of the latter the policy supports this particularly where proposals have resulted from neighbourhood planning. Applications will need to consider whether revitalising existing facilities would be more appropriate than the provision of a new facility.
- 8.3 In relation to proposals that result in the loss of a site or building currently or last used as community facility will only be permitted if the following criteria are met:
- i. An alternative community facility which meets local needs is provided; or
  - ii. It has been demonstrated there is an excess of similar provision in the appropriate catchment area; or
  - iii. In the case of commercial community facilities, it has been demonstrated that it would not be economically or operationally viable; or
  - iv. In the case of non-commercial facilities the use is no longer operationally viable; or
  - v. The community facility could not be provided or operated by either the current occupier or by an alternative occupier and it has been marketed in accordance with the marketing requirements as set out in Annex F of the SWDP.
  - vi. Applicants are required to scope existing facilities in the area and consider whether it would be more appropriate to combine or rationalise existing facilities in the first instance
  - vii. Applicants proposing to redevelop or convert a community facility should consult the appropriate community prior to submission of application.
- 8.4 In terms of community facilities the SWDP defines these as:
- Health facilities
  - Emergency services
  - Educational establishments
  - Community centres, village halls
  - Leisure and cultural facilities
  - Public houses
  - Places of worship
  - Libraries
  - Built sports facilities
  - Cinemas/ Theatres
  - Formal sports pitches/ courts

8.5 The following provides an assessment of the various community facilities available in the Malvern NPA under these headings:

**A. Health Facilities**

- A1. Malvern Community Hospital, 185 Worcester Road
- A2. Malvern Health Centre, Prospect View, 300 Pickersleigh Road
- A3. Link End Surgery, 39 Pickersleigh Road
- A4. St Saviours Surgery, Merick Road
- A5. Whitacres Medical Centre, Sandy's Road
- A6. New Court Surgery (based at Malvern Health Centre)
- A7. Malvern Natural Health Centre, 7 Abbey Road.
- A8. Richmond Dental Practice, 12 Richmond Road.
- A9. Malvern Hills Dental Care, 172 Worcester Road.
- A10. Malvern Spring Dental Practice, 58 Spring Lane.
- A11. Worcester Dental Access Centre, Osborne Road.
- A12. Malvern Orthodontic Centre, Imperial Road.
- A13. Regenix skin care clinic, 73 Church Road, Malvern Link
- A14. Buckingham House, 35 Graham Road.
- A15. Beacon Dental Care, 5 Pickersleigh Road.
- A16. 202 Dental, 202 Pickersleigh Road.
- A17. Barnards Green Dental Practice, 143 Barnard's Green Road.
- A18. Shrawley House Dental, 367 Worcester Road.
- A19. Kevin Cave, 209 Worcester Road.
- A20. Beacon Clinic, Portland Road.
- A21. Centre for Well Being, 52 St Andrew's Road.
- A22. The Wheel of life Centre, 6 North Malvern Road.
- A23. Krysalis Well Being, 48 Bronsil Drive.
- A24. Davis learning foundation, 47-49 Church Street.
- A25. The Bowen Man, 24 Worcester Road.
- A26. Malvern Natural Health Centre, 7 Abbey Road.
- A27. Malvern Hills Physiotherapy Clinic, 127 Church Street.
- A28. Mary Barnes, Malvern College Sports Complex, Woodshears Road.
- A29. Select Physio, 178 Worcester Road.
- A30. Holland Optician Ltd, 16 Graham Road.
- A31. Miller J S & D, 38 Church Street.
- A32. Barnards Green Opticians, 113 Barnard's Green Road.

- A33. Value Vision, 7 Church Street.
- A34. Waller & Waller, 7 Edith Walk.
- A35. Murrays Healthcare, 146 Worcester Road.
- A36. Murrays Healthcare, Prospect View, 300 Pickersleigh Road.
- A37. Murrays Healthcare, Church Street.
- A38. Lygon Pharmacy, 84 Worcester Road.
- A39. Evans Pharmacy, 231 Worcester Road.
- A40. Malvern Pharmacy Group, Maple Road.
- A41. Lloyds Pharmacy, 93-95 Barnard's Green Road.
- A42. Boots, 33-35 Church Street.
- A43. Boots, Malvern Retail Park, Roman Way.
- A44. Victoria Pharmacy, 146 Worcester Road.
- A45. Morrison's Pharmacy, Roman Way.
- A46. Claremont House Pharmacy, Claremont House, 119 Church Street.

## **B. Emergency Services**

- B1. West Mercia Police, Malvern Police Station, Albert Road North.
- B2. West Midlands Ambulance Service, Ambulance Station, Victoria Road.
- B3. Hereford and Worcester Fire and Rescue Service, Malvern Station, Worcester Road.
- B4. Red Cross Malvern, 51 Howsell Road.
- B5. St. John's Ambulance, Portland Road.
- B6. St John's Ambulance, Malvern Library, Graham Road.

## **C. Education Establishments**

- C1. South Worcestershire College (Malvern Campus), Albert Road North.
- C2. The Chase School, Geraldine Road.
- C3. Dyson Perrins CE Academy, Yates Hey Road.
- C4. Northleigh CE Primary School, St.Peter's Road.
- C5. St.Matthias CE Primary School, Cromwell Road.
- C6. Grove Primary School, Pickersleigh Grove.
- C7. Great Malvern Primary School, Lydes Road.
- C8. Malvern Parish CE Primary School, Mansy Road.

- C9. Malvern College, College Road.
- C10. Malvern St. James, 15 Avenue Road.
- C11. Little Oaks Day Care Centre, Maple Road.
- C12. Malvern Kindergarden Ltd, 10 Pound Bank Road.
- C13. Brighter Futures, Poolbrook Centre.
- C14. Playhouse Nursery, 24 Abbey Road.
- C16. St Joseph's Catholic Primary School, Newtown Road.
- C17. Somers Park Primary School, Somers Park Avenue.
- C18. Malvern Vale Primary School, Swinyard Road.
- C19. Montessori, 23 St Andrew's Road.

**D. Community Centres/ Village Halls**

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

**E. Leisure and Built Sports Facilities**

- E1. Malvern Splash Leisure Complex, Priory Road.
- E2. Sport Dyson Perrins Leisure Centre, Yates Hay Road.
- E3. Malvern Vale Community Centre, Swinyard Road.
- E4. The Chase Technology Centre, Geraldine Road,
- E5. Malvern St.James Sports and Fitness Centre, Barnard's Green Close.
- E6. Malvern College Sport Complex, Thirstane Road.
- E7: City of Worcester Gymnastics Club (Malvern), Unit 3, Spring Lane South.
- E8. Malvern Cricket Club, Regency Road.
- E9. Bowls Club Albert Road North.
- E10. Rugby Club the Clubhouse, Spring Lane.
- E11. Malvern Spa, Grove Wood Road.
- E12. PF2 Malvern Shopping Park, Townsend Way.
- E13. Edith Walk One Space Fitness, 7 Edith Walk.
- E14. Revolution Gym, Spring Lane.
- E15. Dance in Motion Byre Court, Sandys Road.

- E16. Ice Rink, Spring Lane North.
- E17. Laser Quest, Spring Lane North.
- E18. Dance at 8 at the Grove Primary School, Pickersleigh Grove.

**F. Public Houses**

- F1. The Unicorn Inn, 2 Bellevue Terrace.
- F2. The Red Lion, 4 St. Ann's Road.
- F3. The Foley Arms Hotel, 14 Worcester Road.
- F4. The Morgan Public House, 52 Clarence Road.
- F5. Foresters Arms, Wilton Road.
- F6. Bluebell Inn, 4 Guarlford Road.
- F7. The Three Horseshoes, 105 Poolbrook Road.
- F8. The Green Dragon, 126 Guarlford Road.
- F9. The Nags Head, 19-21 Bank Street.
- F10. The Cross Keys, 79 Belmont Road.
- F11. Express Inn, 91 Quest Hills Road.
- F12. The New Inn, Lower Howsell Road.
- F13. The Unicorn, Great Malvern, 6 Thorngrove Road.
- F14. Malvern Lounge, 23A Abbey Road.
- F15. Mount Pleasant, 50 Bellevue Terrace.
- F16. Priors Croft Grange Road.
- F17. Great Malvern Hotel, Graham Road.
- F18. The Abbey, Abbey Road.
- F19. The Bakery Inn, 126 Worcester Road.
- F20. Beauchamp Arms, 142 Worcester Road.
- F21. The Retired Soldier, 83 Newtown Road.
- F22. The Star Inn, 59 Cowleigh Road.
- F23. The Gloster Arms, Merton Road.
- F24. Prince of Wales, 104 Newtown Road.
- F25. The Anchor, 6 Yates Hay Road.

## **G. Libraries**

G1. Malvern Library, Graham Road.

## **H. Cinemas/ Theatres**

H1. Malvern Theatres, Grange Road.

H2. The Theatres of Small Convenience, Edith Walk.

H3. Coach House Theatre, Graham Road.

## **I. Places of Worship**

I1. Great Malvern Priory, Church Street.

I2. Malvern Baptist Church, Abbey Road.

I3. Quaker Meeting House, 1 Orchard Road.

I4. Holly Mount United Reformed Church, Queen's Drive.

I5. St. Andrews Church, Churchdown Road.

I7. St. Giles CE Church, Wykewane.

I8. St. Mary the Virgin Church, Sherrards Green Road.

I9. Amida Mandala Buddhist Temple, Worcester Road.

I11. Malvern Evangelical Church, Pickersleigh Road.

I12. Kingdom Hall of Jehovah's Witnesses, 1 Orford Way.

I13. Holy Trinity Church, North Malvern Road.

I14. St. James Church, 2 North Malvern Road.

I15. Malvern Gospel Hall, 6 Cowleigh Road.

I16. The Salvation Army, 62 Newton Road.

I17. St. Joseph's RC Church, 125 Newtown Road.

I18. St. Peter's CE Church, Cowleigh Bank Road.

I19. The Source Church, (Dyson Perrins School), Yates Hay Road.

I20. Ascension Park Methodist Church, Somers Park Avenue.

I21. Somers Park Methodist Church, Somers Park Avenue.

I22. Malvern Pentecostal Church, Somers Road.

I23. Eden Church, Somers Road.

I24. Malvern Link URC Church, Worcester Road.

I25. St. Matthias CE Church, Church Road.

## **J. Post Offices**

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

**K. Formal Sports Pitches/ Courts**

Information on these facilities included within the Green Space section.

## 9 Youth

9.1 MTC produced a questionnaire (see Appendix 9.1) regarding young people's views on the provision of facilities that they use, would use or feel is missing within the NPA. The forms were distributed to

- Pupils at The Chase and Dyson Perrins Schools
- Students at South Worcestershire College
- Users at The Cube

9.2 127 questionnaires were returned from pupils at The Chase and Dyson Perrins Schools and a summary of the responses is provided at Appendix 9.2. In terms of the various questions the main responses are summarised below:

- ***Are there any particular reasons that restrict you from using the facilities?***  
The responses mainly related to issues of time, distance, effort and cost.
- ***Are there any facilities that Malvern does not have, that you would like to see provided?***  
A wide variety of answers were provided with the most popular being; cinema, trampolining, go-karting, bowling and shopping
- ***What existing facilities would you use but don't?***  
Again a wide variety of answers were provided with the most popular being; gym, swimming pool (splash world) and youth club (The Cube).

# 10 Flood Risk

10.1 A Strategic Flood Risk Assessment (Level 2 Update) for South Worcestershire was carried out by JBA Consulting in December 2012. Information specific to Malvern Town is shown on the mapping for all sources of flood risk.

10.2 The main cause of flooding within the District and Malvern Town is local watercourses and surface water sewers. The SFRA has identified the following sources of flood risk in Malvern Town:

- Fluvial**
  - Three, unnamed drains flowing through Poolbrook
  - Unnamed drain flowing through Great Malvern
  - Madresfield Brook at Great Malvern
- Surface Water**
  - The SFRA modelled surface water flooding based on two rainfall events; one with a 1 in 30 and the other with a 1 in 200 chance of occurring in any year. There are a number of areas within Malvern Town that are at risk of surface water flooding which includes:
    - Poolbrook – housing, The Chase School and south of the QuinetiQ site
    - Sherrard’s Green – housing
    - Queen Elizabeth Road/Spring Gardens - housing

These are related to local watercourses such as Poolbrook, Whiteacres Brook and Madresfield Brook and smaller watercourses that flow into them.

10.3 The SFRA includes a series of maps showing flood risk zones. These are shown in Appendix 10.1.

10.4 The majority of the town is within Flood Risk 1 and therefore has a less than 1 in 1,000 annual probability of flooding in any year.

10.5 Policy SWDP 28: Management of Flood Risk seeks to ensure that development proposals do not create or increase the risk of flooding to the development itself or the wider area.

# 11 Air Quality

- 11.1 The most recent Air Quality Progress Report for Malvern Hills District was produced in December 2014 by Worcestershire Regulatory Services. This report presents and evaluates the results of the 2013 monitoring of air quality in the District.
- 11.2 In 2013, there were 4 no. non-automatic monitoring sites within Malvern Town. These monitored annual mean nitrogen dioxide concentrations using passive diffusion tubes. The four locations shown at Appendix 11.1 are:
- 1 Teme Avenue, Pound Bank (Site ref: M3N) – urban background
  - 2 Richmond Road, Malvern Link (Site ref: M5N) – roadside (junction)
  - 3 188 Worcester Road, Malvern Link (Site ref: M9N) – roadside
  - 4 Church Street, Great Malvern (Site ref: M10N) – roadside
- 11.3 The 2013 results show that none of these four locations exceeded the national annual mean objective for nitrogen dioxide. Therefore, it is not considered necessary to undertake detailed assessments or designate Air Quality Management Areas within the town.
- 11.4 Although long term trend data for the five year period 2009 – 2013 is limited there has been a general increase in concentrations between 2012 and 2013. MHDC will continue to monitor air quality in these locations and report on the results of these on an annual basis.
- 11.5 Policy SWDP 31: Pollution and Land Instability seeks to ensure that development proposals avoid any significant adverse impacts from pollution.

## 13 Key Statistics Tables

Age	2001		2011		Gain/Loss	
	No	%	No	%	No	%
0 – 4	1,468	5.1	1,565	5.3	+97	+6.6
5 – 15	4,193	14.6	3,749	12.7	-44.4	-10.6
16 – 19	1,709	5.9	1,803	6.1	+94	+5.5
<b>Children and teenagers</b>	<b>7,370</b>	<b>25.6</b>	<b>7,117</b>	<b>24.0</b>	<b>-253</b>	<b>-3.4</b>
20 – 24	1,253	4.4	1,432	4.8	+179	+14.3
25 – 29	1,449	5.0	1,461	4.9	+12	+0.8
30 – 44	5,601	19.5	5,108	17.2	-493	-8.8
45 – 59	5,400	18.8	5,797	19.6	+397	+7.4
60 – 64	1,501	5.2	2,034	6.9	+533	+35.5
<b>Working age adults</b>	<b>15,204</b>	<b>52.9</b>	<b>15,832</b>	<b>53.4</b>	<b>+628</b>	<b>+4.1</b>
65 – 74	2,856	9.9	3,130	10.6	+274	+9.6
75 – 84	2,400	8.3	2,332	7.9	-68	-2.8
85 and older	919	3.2	1,215	4.1	+296	+32.2
<b>Pensionable adults</b>	<b>6,175</b>	<b>21.5</b>	<b>6,677</b>	<b>22.5</b>	<b>+502</b>	<b>+8.1</b>
<b>Malvern Total</b>	<b>28,749</b>		<b>29,626</b>		<b>+877</b>	<b>+3.1</b>
<b>Malvern Hills District Total</b>	<b>72,172</b>		<b>74,631</b>		<b>+2,459</b>	<b>+3.4</b>
<b>West Midlands Total</b>	<b>5,267,308</b>		<b>5,601,847</b>		<b>+334,539</b>	<b>+6.4</b>

Table C1: Malvern Population Profile 2001 and 2011

Census Table Ref. KS102EW

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Ethnic Group	Number	Malvern %	Malvern Hills District %	West Midlands %
White; English, Welsh, Scottish, Northern Irish, British	27,613	93.2	95.2	79.2
White; Irish	167	0.6	0.5	1.0
White; Gypsy or Irish Traveller	69	0.2	0.2	0.1
White; Other	716	2.4	1.8	2.5
Mixed Race	348	1.2	0.9	2.0
Asian/Asian British	581	2.0	1.3	10.8
Black/African/Caribbean/Black British	78	0.3	0.2	3.2
Other Ethnic Group	54	0.2	0.1	0.9
Total Residents	29,626			

Table C2: Ethnic Group – Malvern, Malvern Hills District and West Midlands Region

ONS Ref: Ethnic Group, 2011 KS201EW

Household Type	No	Malvern %	Malvern Hills District %	West Midlands %
<b>Family Households</b>				
Married Couple (with our without children)	3,918	30.0	35.9	33.6
Same sex civil partnership (with our without children)	3.0	0.0	0.1	0.09
Co-habiting (with or without children)	1,244	9.5	8.7	9.6
Lone parent	1,253	9.6	7.9	11.3
All Pensioner (ie. aged 65 and over)	1,474	11.3	12.9	8.6
<b>One Person Households</b>				
Lone Pensioner	2,210	16.9	15.5	12.6
One person other	2,310	17.7	14.1	16.9
<b>Other Households</b>				
Student	0.0	0.0	0.0	0.5
Other	652	5.0	4.9	6.8
Total	13,064		32,212	2,294,909

Table C3: 2011 Household Composition – Malvern, Malvern Hills District and West Midlands Region

ONS Ref: Household Composition – Households, 2011 QS113EW

Category	Malvern	Malvern %	Malvern Hills District %	West Midlands %
All household spaces	13,678	100	-	-
At least 1 resident	13,064	95.5	95.5	96.4
Vacant spaces	614	4.5	4.5	3.6
Detached	4,077	29.8	43.8	23.7
Semi-detached	4,547	33.2	30.6	36.8
Terraced	1,912	14.0	11.0	22.9
Flats – purpose built	2,173	15.9	8.6	13.3
Flats – conversions	759	5.6	3.5	1.9
Flats in commercial building	192	1.4	1.2	1.0
Caravans, etc.	18	0.1	1.3	0.4

Table C4: 2011 Household Spaces and Accommodation Type – Malvern, Malvern Hills District and West Midlands Region

ONS Ref: Dwellings, Household Spaces and Accommodation Type, 2011 KS401EW

Occupancy Rating	Malvern	Malvern %	Malvern Hills District %	West Midlands %
Households with 2 or more spare bedrooms	4,824	40.0	46.0	36.0
Households with 1 spare bedroom	4,620	35.4	33.2	34.5
Households with no spare bedrooms	3,313	25.4	19.1	25.1
Households in need of 1 bedroom	286	2.2	1.6	3.8
Households in need of 2 or more bedrooms	21	0.2	0.2	0.7

Table C5: Occupancy Rating (Bedrooms) – Malvern, Malvern Hills District and West Midlands Region

ONS Ref: Occupancy Rating QS412EW

Category	Malvern	Malvern %	Malvern Hills District %	West Midlands %
All households	13,064	-	-	-
Owned outright	4,912	37.6	42.5	32.3
Owned mortgage or loan	3,524	27.0	29.4	32.6
Part loan/part rent	157	1.2	0.8	0.7
Social rented Council	355	2.7	1.7	10.9
Social rented other	2,360	18.1	12.4	8.1
Private rented from landlord/agency	1,453	11.1	10.4	12.8
Private rented other	139	1.1	1.2	1.2
Living rent-free	164	1.3	1.7	1.5

**Table C6: 2011 Housing Tenure – Malvern, Malvern Hills District and West Midlands Region**

ONS Ref: Tenure, 2011 KS402EW

Employment Type	Malvern	Malvern %	Malvern Hills District %	West Midlands %
<b>Economically active <sup>1</sup></b>	<b>13,847</b>	<b>66.7</b>	<b>67.8</b>	<b>68.3</b>
Full time	7,301	35.2	33.7	37.4
Part time	3,067	14.8	14.4	14.0
Self employed	2,082	10.0	14.2	8.5
Full time student <sup>2</sup>	531	2.6	2.3	3.3
Unemployed	866	4.2	3.2	5.1
<b>Economically inactive</b>	<b>6,918</b>	<b>33.3</b>	<b>32.2</b>	<b>25.7</b>
Retired	3,590	17.2	19.2	14.4
Student <sup>3</sup>	1,226	5.9	4.8	5.9
Carer	821	4.0	3.5	4.6
Long term sick/other	1,281	6.2	4.7	6.8

**Table C7: 2011 Economically Active and Inactive – Malvern, Malvern Hills District and West Midlands Region**

ONS Ref: Economic Activity, 2011 KS601EW

1 Census data collects information on Economic Activity for all people usually resident in the area aged 16 – 74

2 Full time students who are either in employment or unemployed

3 Students, including full time students, who were not in employment and did not meet the criteria to be classified as unemployed.

Occupation	Malvern	Malvern %	Malvern Hills District %	West Midlands %
Mangers, Directors and Senior Officials	1,357	10.5	13.8	10.1
Professionals	2,566	19.9	20.4	15.8
Associate professionals	1,470	11.4	11.7	11.1
Administrative and Secretarial	1,208	9.4	10.0	11.4
Skilled trades	1,643	12.8	14.0	12.2
Caring, Leisure and other service	1,442	11.2	9.2	9.5
Sales and Customer Service	1,051	8.2	6.7	8.6
Process, plant and machine operatives	770	6.0	5.5	8.8
Elementary	1,367	10.6	8.8	12.5

**Table C8: 2011 Occupation Type – Malvern, Malvern Hills District and West Midlands Region**

ONS Ref: Occupation, 2011 KS608EW

Sector	Malvern	Malvern %	Malvern Hills District %	West Midlands %
Retail	1,949	15.1	14.9	17.1
Health and Social Work	1,798	14.0	12.6	12.9
Education	1,564	12.2	11.6	10.2
Manufacturing	1,436	11.2	10.8	12.3
Construction and Real Estate	1,161	9.0	9.7	8.9
Professional, Scientific and Technical	1,053	8.2	8.2	5.1
Public Administration and Defence	738	5.7	5.5	5.3
Accommodation and Food	724	5.6	4.9	5.2
Administrative and Support Services	596	4.6	4.3	4.7
Information and Communications	430	3.3	3.6	2.9
Transport and Storage	352	2.7	2.8	5.2
Finance and Insurance	231	1.8	2.2	3.1
Agriculture	70	0.5	2.8	0.9
Others	772	6.0	6.3	6.1

**Table C9: 2011 Employment Sector – Malvern, Malvern Hills District and West Midlands Region**

ONS Ref: Industry, 2011 KS605EW

Distance	Malvern	Malvern %	Malvern Hills District %	West Midlands %
Work from home or mainly from home	1,586	12.2	18.6	9.8
Less than 10km	6,420	49.5	38.7	55.1
10km to <30km	2,743	21.1	23.3	20.4
30km and over	1,167	9.0	10.8	7.1
Other	1,062	8.2	8.6	7.5

**Table C10: 2011 Travel Distance to Work – Malvern, Malvern Hills District and West Midlands Region**

ONS Ref: Distance Travelled to Work by Sex, LC7104EW

Method of Travel	Malvern %	Malvern Hills District %	West Midlands %
Work mainly from home	7.0	10.9	4.8
Car/van (driver and passenger)	70.7	73.1	71.1
Motorcycle, scooter or moped	0.8	0.8	0.7
Bus	2.1	1.4	7.8
Train	2.8	2.1	2.6
Bicycle	2.6	1.9	1.9
On foot	13.1	8.9	9.9
Underground, Metro, Light Rail, Tram	0.1	0.1	0.3
Taxi	0.3	0.2	0.5
Other	0.6	0.7	0.5

**Table C11: 2011 Method of Travel to Work – Malvern, Malvern Hills District and West Midlands Region**

ONS Ref: Method of Travel to Work, 2011 QS701EW

Car or Van Availability	Malvern %	Malvern Hills District %	West Midlands %
None in household	20.7	13.5	24.7
One in household	45.6	39.1	41.5
Two in household	26.0	33.8	25.8
Three in household	5.7	9.5	5.9
Four or more in household	11.5	4.2	2.1
Average car/van per household	1.24	1.54	1.20

**Table C12: 2011 Car or Van Availability – Malvern, Malvern Hills District and West Midlands Region**

ONS Ref: Car or Van Availability, 2011 QS416EW

Household Deprivation Dimensions	Malvern %	Malvern Hills District %	West Midlands %
Not deprived in any dimension	44.0	47.5	42.5
Deprived in 1 dimension	33.6	32.9	32.7
Deprived in 2 dimensions	17.9	16.2	19.1
Deprived in 3 dimensions	4.2	3.2	5.2
Deprived in 4 dimensions	0.4	0.2	0.5

**Table C13: 2011 Household Deprivation Dimensions – Malvern, Malvern Hills District and West Midlands Region**

ONS Ref: Households by Deprivation Dimensions, 2011 QS119EW

# Figures

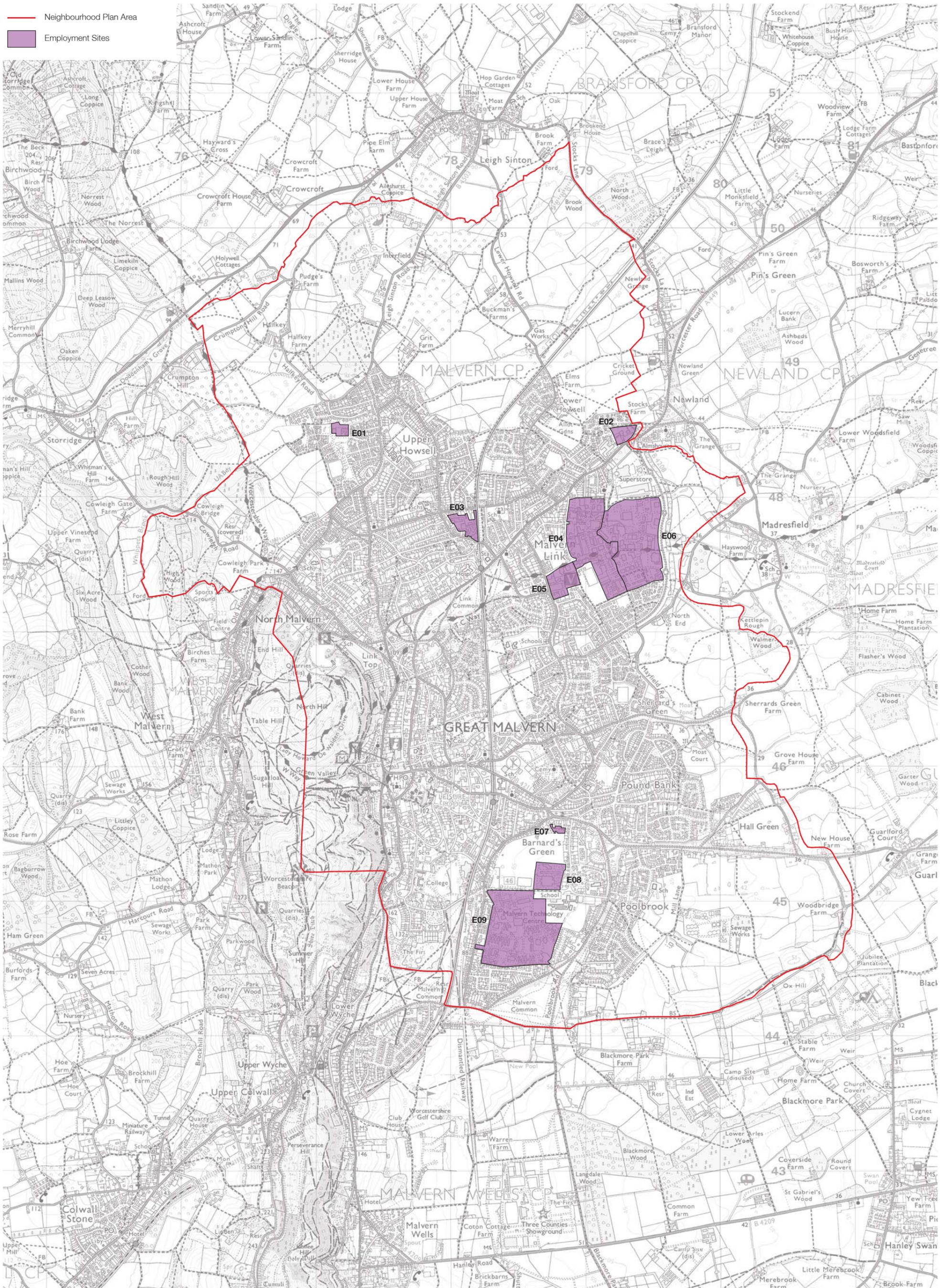
- 1.1 Location of employment sites
- 2.1 Location of retail centres
- 3.1 Location of greenspaces
- 5.1 Location of potential local nature conservation sites
- 7.1 Malvern NPA Character Areas

# MALVERN NEIGHBOURHOOD PLAN

## 1.1 Employment Sites



- Neighbourhood Plan Area
- Employment Sites

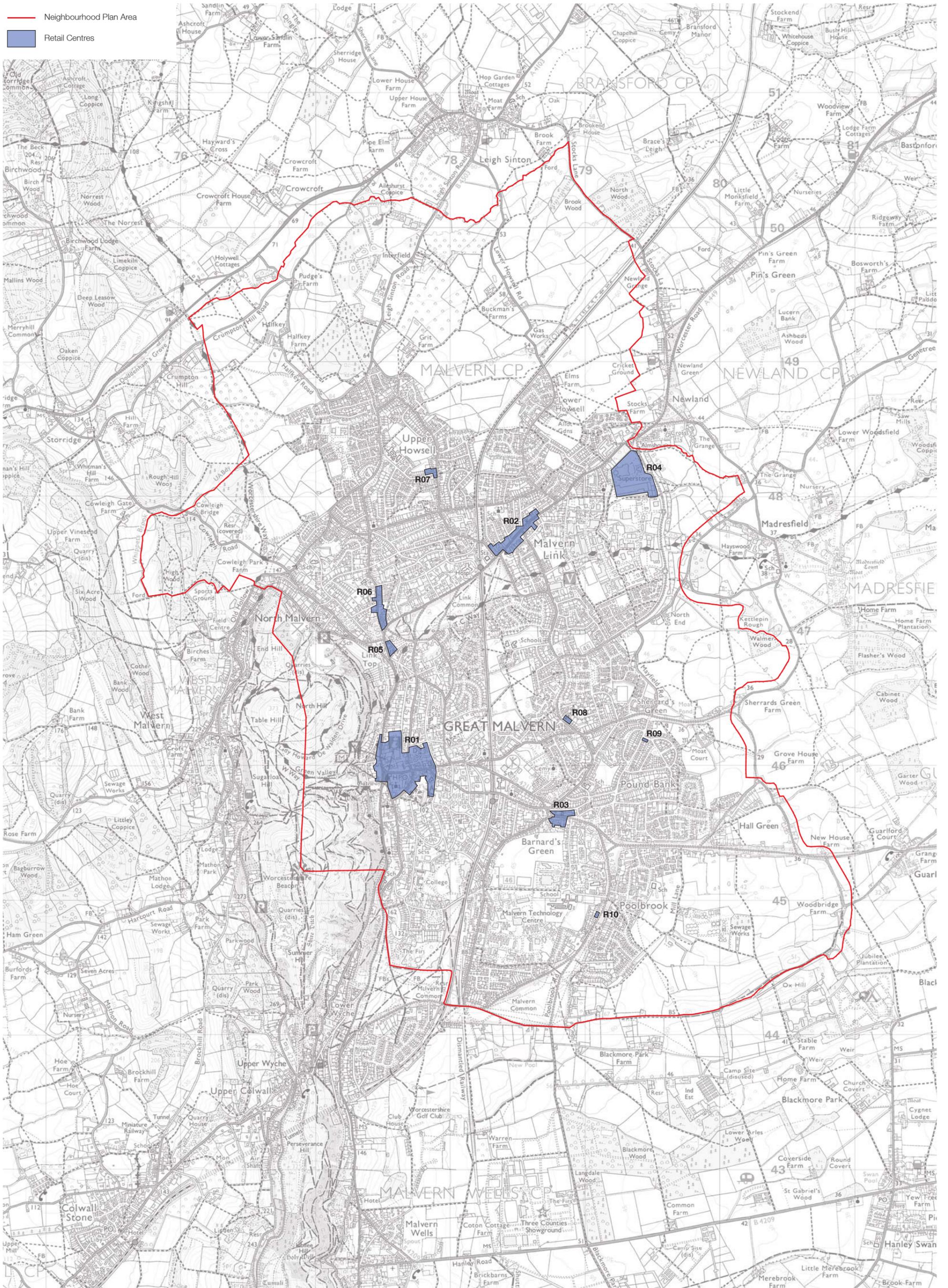


# MALVERN NEIGHBOURHOOD PLAN

## 2.1 Retail Centres



- Neighbourhood Plan Area
- Retail Centres

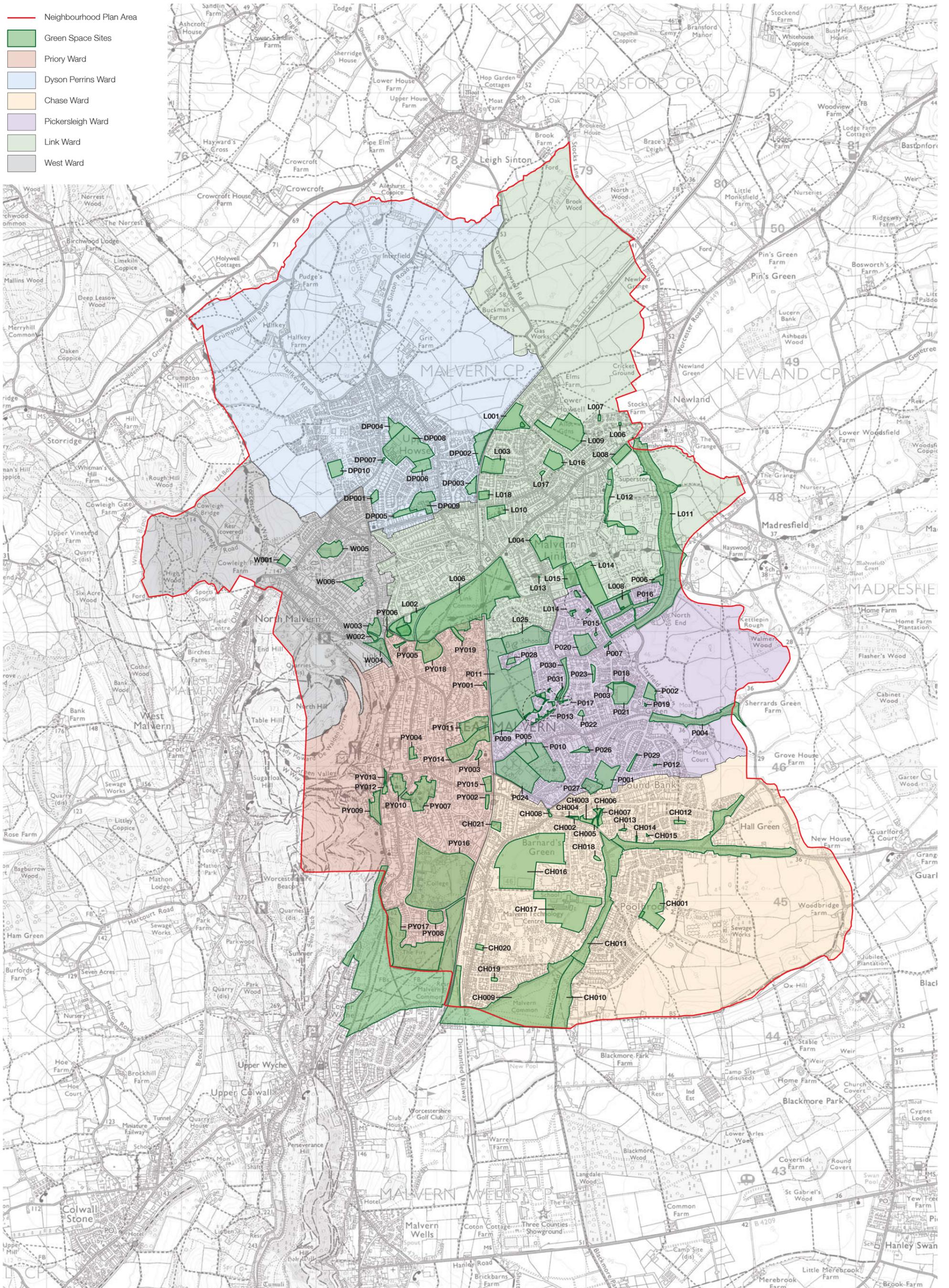


# MALVERN NEIGHBOURHOOD PLAN

## 3.1 Green Space



- Neighbourhood Plan Area
- Green Space Sites
- Priory Ward
- Dyson Perrins Ward
- Chase Ward
- Pickersleigh Ward
- Link Ward
- West Ward

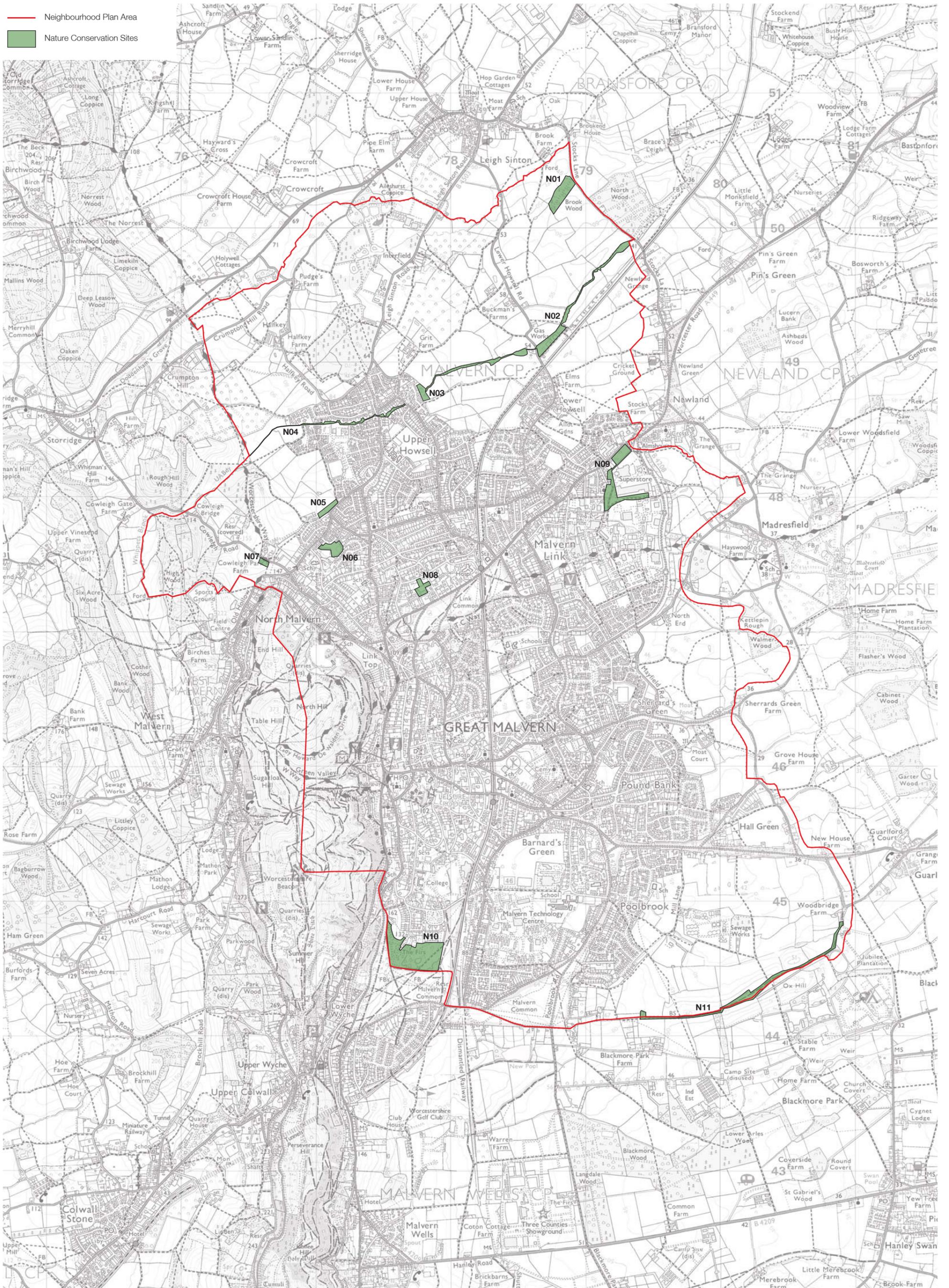


# MALVERN NEIGHBOURHOOD PLAN

## 5.1 Nature Conservation Sites



- Neighbourhood Plan Area
- Nature Conservation Sites

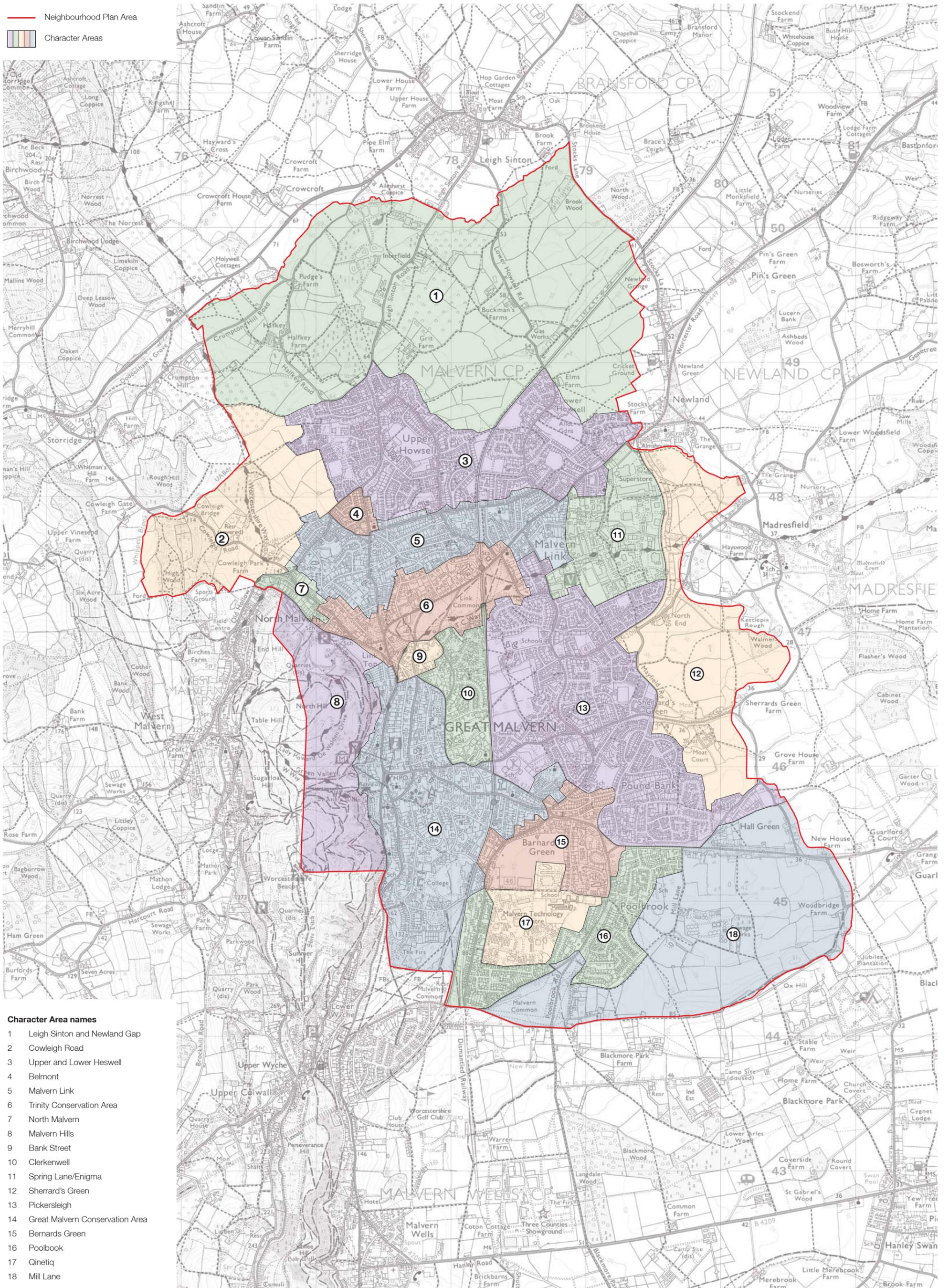


# MALVERN NEIGHBOURHOOD PLAN

## 7.1 Character Areas



- Neighbourhood Plan Area
- Character Areas



- Character Area names**
- 1 Leigh Sinton and Newland Gap
  - 2 Cowleigh Road
  - 3 Upper and Lower Heswell
  - 4 Belmont
  - 5 Malvern Link
  - 6 Trinity Conservation Area
  - 7 North Malvern
  - 8 Malvern Hills
  - 9 Bank Street
  - 10 Clerkenwell
  - 11 Spring Lane/Enigma
  - 12 Sherrard's Green
  - 13 Pickersleigh
  - 14 Great Malvern Conservation Area
  - 15 Bernards Green
  - 16 Poolbrook
  - 17 Qinetiq
  - 18 Mill Lane

# Appendices

- 2.1 Occupiers in the smaller retail parades
- 2.2 Retail Questionnaire
- 2.3 Schedule of Responses
- 3.1 MHDC: Playing Pitch Strategy Assessment Report (Extract)
- 3.2 Greenspace Sites
- 4.1 Schedule of Ancient Monuments entry details
- 5.1 Annex C 'Local Sites: Guidance on their Identification, Selection and Management'
- 6.1 Assessment of key roads
- 6.2 Malvern's Bus Service – Summary Report
- 6.3 Malvern Walking and Cycling Map
- 6.4 Cycling and Walking Opportunities
- 6.5 Car Parking
- 7.1 Character Assessment Summary
- 7.2 SWDP Policy 21: Design
- 9.1 Youth Questionnaire
- 9.2 Youth summary responses
- 10.1 SFRA maps
- 11.1 Air Quality Monitoring stations locations

## 2.1 Occupiers in the smaller retail parades

## Appendix 2.1

### **Malvern (Site Ref: R05)**

Floral Events (florist)  
M Leach Jewellers  
The Cut Hair & Beauty Clinic  
Cave Indian & Bangladeshi Cuisine  
Liak Top News  
Lygm Pharmacy

### **Newton Road (Site Ref: R06)**

Dar (Malvern) Domestic Appliance Sales and Repairs  
Kwai Cantonese Takeaway  
Kwai's Launderette  
Tureshers  
Kings Kitchen  
Cox of Malvern  
Malvern Pet Supplies  
Hair Beauty & Health  
The Hunger Hatch  
Vision Hair & Beauty  
David G Fish (flooring contractor)  
Colstin Bakeries  
The Retired Soldier PH  
Lyttetton Framing Gallery  
Aspect Jesyh

### **Yates Hay Road (Site Ref: R07)**

Loudis  
The Anchor PH  
Yates Hay Fish Bar  
Gingers Hair Salon  
Picherslough Road

### **One Stop Convenience Store (Site Ref: R08)**

The Golden Pizza Restaurant  
The Golden Fry Hot Food Takeaway

### **Moatway (Site Ref: R09)**

Costcutter Convenience Store  
Golden House Hot Food Takeaway  
China Dragon Hot Food Takeaway  
Malvern Kebab & Pizza House  
Simply Local Convenience Store

### **Poolbrook Road (Site Ref: R10)**

One Stop Convenience Store  
S J Goodwin Butchers  
Poolbrook Pet Supplies  
Brooklyn Coiffeurs

## 2.2 Retail Questionnaire

## MALVERN NEIGHBOURHOOD PLAN – LOCAL RETAIL CENTRES

The Town Council is preparing a neighbourhood plan for Malvern to help influence future development in the town. As part of the evidence gathering exercise to support the policies and proposals in the plan we are engaging with a variety of stakeholders.

Our retail centres are an important component of the town and provide important services for our community. We need to understand how the plan can assist retailers and retail provision within the town. As such we are asking traders to complete the questionnaire below which is seeking to understand your views on the **physical environment** of your local centre.

- A. Thinking of your local centre please identify five **positive** features below such as good range of shops, lack of vacancies, signage, street furniture, shop front design, parking, etc:

1	
2	
3	
4	
5	

- B. Thinking of your local centre please identify five **negative** features below such as vacancies, non-retail uses, poor street design, poor shop front design, lack of parking, etc:

1	
2	

3	
4	
5	

C. Thinking of your local centre please identify the **type of physical improvements** you would like to see below:

1	
2	
3	
4	
5	

**If you have any further comments to make please append them to this sheet**

**Thank you for completing the survey.**

Please would you provide your details below:

**Name:** .....

**Business name and address:** .....

.....

**Contact e-mail address:** .....

**Local Centre** (please circle): Barnard's Green / Great Malvern / Malvern Link /

Other (Location) .....

## 2.3 Schedule of Responses

NO.	NAME	BUSINESS NAME AND ADDRESS	EMAIL	LOCAL CENTRE	OTHER LOCATION	A	COMMENTS	B	COMMENTS	C	COMMENTS	FURTHER COMMENTS
1	Jackie Sadler	The Knitting Parlour, 12 Graham Road	[REDACTED]	Great Malvern	-	1	Town Centre kept very clean	1	Too many coffee shops and charity shops	1	Signs/maps from 3 counties show grounds to the Town Centre	
						2	-	2	Free Waitrose parking means a lot of people park there and don't come into town - Church St/Belleview Terrace/Graham Road	2	Shuttle bus up Church St - along Belleview Terrace, down Eden Walk, along Graham Road	
						3	-	3	-	3	-	
						4	-	4	-	4	-	
						5	-	5	-	5	-	
2	-	Malvern Book Co-operative, 2 St Ann's Road	[REDACTED]	Great Malvern	-	1	Compact Town Centre	1	No greengrocer	1	Sort out potential in Edith Walk	Theatre complex good
						2	Fairly easy parking	2	No butcher	2	? Church Street?	
						3	Attractive to come to - hills in background and Priory Park Green Space	3	No really good restaurant	3	-	
						4	Portico Scheme	4	Church Walk not really in step with local ethos	4	-	
						5	Plenty of cafes (too many?)	5	Traffic on Church Street	5	-	
3	Liz Huyzpest	Malvern Hills Gallery, 1 Worcester Road	-	Great Malvern	-	1	Fantastic individual shops	1	Lack of parking close to centre behind Unicorn Pub quite small	1	More outdoor seating areas e.g., outside Brays wide bit pavement just before shop	
						2	Theatre and cinema is great and theatre of convenience excellent	2	The gradient of Church Street a bit much	2	More car parks close to top of a hill e.g., Blackhill car park - access for elderly and disabled	
						3	Malvina Spring area/island really good - free spring water is brilliant!	3	A bit dead on a Sunday, no central public area for community street events	3	Cable car as a feature - affordable fayre or funicular railway. See Bridgenorth Funicular	
						4	View from Waitrose car park and steps up from there is breathtaking	4	Not enough arts activities - e.g., festivals, outdoor performances, etc - see Pershore Plumfest	4	Toilet and access to hills signs for visitors	
						5	Lots of places to eat	5	Please extend roadside parking from 2 hours - 3 hours. Tourists can walk round and also dine within that time	5	Malvern Fringe etc. - more, May Fayre activities to do with arts in park, etc.	
4	-	Josephine's Little Tart Shop	-	Great Malvern	-	1	Well-kept floral displays, etc. Great Malvern always looks attractive	1	Too many national/chains - more independent shops would be great - how to encourage them?	1	Slowing of traffic between Brays and Mount Pleasant Hotel along the A449 15/20mph limit? It is a Town Centre area	Why, when the work was carried out to enhance Rosebank Gardens were the last 5 of the 99 Steps not reinstated??
						2	Reasonable range of shops	2	Parking is always an issue in Great Malvern	2	Interpretation re the history of the town e.g., sign boards, before/after photos etc. there are some wonderful images on the Malvern History Facebook page that could be used. References to Water Care, Elgar, etc	
						3	The area near the Abbey Gateway is lovely - no through traffic, places to sit and relax, the lovely museum, etc	3	Speed of traffic on A449 is <u>frightening</u> through Great Malvern. This is town centre	3	Please could there be more thoughtfulness when planning to carry out disruptive works, e.g., <u>not</u> during the lead up to Xmas!	
						4	Malvern Theatre and the Winter Gardens - lovely	4	The number of big trucks unloading outside large premises on Belle Vue Terrace e.g., ASK/Prezzo - <u>very disruptive</u> - could you survive this?	4	Are the spaces for taxis <u>really</u> necessary opposite the PO (in the age of the mobile phone). This could provide more spaces for public parking	
						5	-	5	-	5	Tourist signage, e.g., pointing to theatre/Priory/St Ann's Well/99 Steps/Winter Gardens, etc. Route to the Hills	
5	Jenny Luke	Déjà vu (St Richards Hospice), 8 Bellevue Terrace, Malvern, WR14 4PZ	[REDACTED]	Great Malvern	-	1	Excellent shops, different and unique	1	Lack of parking	1	Pedestrianise Belle Vue Terrace	
						2	Lots of greenery in street	2	Busy road on Belle Vue Terrace - would suit being pedestrianised	2	Make parking easier	
						3	Tourist area	3	More signage for tourists	3	More lighting in winter	
						4	-	4	-	4	More local events that include all shops, e.g., window comp	
						5	-	5	-	5	-	
6	Kirsty Henderson	Beauty at the Courtyard, 12 Belle Vue Terrace, Great Malvern, Worcestershire	[REDACTED]	Malvern	-	1	Good range of shops - although too many of the same types of restaurants	1	Lack of parking - only a 2 hour stay as well. Customers complain regularly that this is a huge difficulty	1	Railings on Belle Vue Terrace are looking shabby	
						2	-	2	Rent and business rates are too high!	2	Bus stop on Belle Vue needs repainting	
						3	-	3	Poor street design along Church Street where cars are parked - should be pedestrianised	3	More decorations for shops (outside shops) would make town more attractive to local people and tourists	

7	Pat Keeling	Kalliste, 28/30 Belle Vue Terrace, WR14 4PZ		Great Malvern	-	<p>4 -</p> <p>5 -</p>	<p>4 -</p> <p>5 -</p>	<p>4 -</p> <p>5 -</p>	<p>1 There are plenty of food/eating establishments</p> <p>2 Some good INDEPENDENT shops</p> <p>3 Some lovely HISTORICAL buildings - (under utilised though)</p> <p>4 Nice character - in parts</p> <p>5 Nice floral displays and parks</p>	<p>1 Lack of affordable/convenient parking</p> <p>2 Lack of amenity for elderly and young families - uneven pavements/steep gradients</p> <p>3 Not enough food shops (specialist), shops for children</p> <p>4 Too many charity shops in prime positions. Malvern rents to high for small retailers</p> <p>5 Lack of street cleaning</p>	<p>1 A focal point for the town e.g.. Convert PO into indoor market/craft centre/gathering place</p> <p>2 Enable better access on Church Street e.g.. pedestrian conveyor</p> <p>3 Or pedestrianise Church Street - use for market stalls or street café or just seating areas</p> <p>4 Sort out the messy land/buildings on Edith Walk (car park? Stalls? Garden?)</p> <p>5 Provide free car park e.g.. Rose Bank Gardens (rear of) and wheelchair/pushchair access to town</p>	<p>It always amazes me, that although Great Malvern has proven so attractive to elderly residents, there is so little provision for their needs - in terms of mobility. Better car parks accessing the town centre with well thought out pedestrian links to the shops and cultural centres are needed. These facilities could also assist young families with children who avoid the town centre at present, because of poor parking, pushchair unfriendly pavements - routes and inhospitable shop access.</p> <p>What would these people come to Malvern for?</p> <p>There is no central focal point, meeting place - everything is hotchpotch.</p> <p>Provide a place to gather, converse, relax, be entertained in the town centre and the whole town would benefit. This could be achieved by converting the post office and Church Street into a pedestrianised zone (with easy access from a new car park). Combine the Tourist Information office, shops, cafes, historical and cultural centre in this area - to provide a 'landing point' for the town - instead of Waitrose being the raison d'être for visiting (and then, rapidly leaving). If this could be linked visually and topographically to the theatre, leisure centre - and the lovely Independent Shopping Experience on Belle Vue Terrace all to the well-and-good</p> <p>It may be a mad idea but would it be possible to provide some sort of 'conveyor/tram' type of transport between the top and bottom of Church Street? (There is definitely a split in the town - sort of top-dwellers and bottom-dwellers)</p> <p>How about covered walkways between different parts of town? Nobody shops in Malvern when the weather is bad!</p>
8	Robin Miller	Belle Vue Delicatessen, 32 Belle Vue Terrace, WR14 4PZ		Great Malvern	-	<p>1 Good supermarket (Waitrose) and general store (Wilkos)</p> <p>2 Good open space (Belle Vue Island)</p> <p>3 Signage - generally ok</p> <p>4 Attractive buildings (Abbey Arch, Natwest, Foley, etc)</p> <p>5 -</p>	<p>1 Too many units of same use - estate agents, hairdressers, cafes - not enough diversity</p> <p>2 Poor parking facilities</p> <p>3 Unambitious street design - traffic everywhere, no pedestrian-only spaces</p> <p>4 -</p> <p>5 -</p>	<p>1 A pedestrian drag to allow for outside tables, entertainment, etc. - either Belle Vue Terrace or Church Street</p> <p>2 Re-direction of traffic to allow for above</p> <p>3 -</p> <p>4 -</p> <p>5 -</p>	<p>1 Number of independent retailers stocking original items or bespoke services</p> <p>2 Varied architecture of the buildings</p>	<p>1 Oversized A boards and potted plants taking up half of the narrow pavement along Belle Vue Terrace - fording people to step into the road</p> <p>2 Uneven pavement, paving stones sticking up, etc. along Belle Vue - possibly due to increase in large delivery lorries parking up (and obstructing traffic)</p>	<p>1 Some sort of signage on the wall of Belle Vue Island denoting shops of Belle Vue/Maritime Terrace to visitors and tourists. Overheard <i>'Looks like there's nothing up there, let's go back'</i></p> <p>2 Reinstatement of market day, possibly using unused portion of Waitrose car park</p>	
9	Steve & Helen Moon	Malvern Picture Framing, 32A Belle Vue Terrace, Great Malvern		Great Malvern	-	<p>1 Number of independent retailers stocking original items or bespoke services</p> <p>2 Varied architecture of the buildings</p>	<p>1 Oversized A boards and potted plants taking up half of the narrow pavement along Belle Vue Terrace - fording people to step into the road</p> <p>2 Uneven pavement, paving stones sticking up, etc. along Belle Vue - possibly due to increase in large delivery lorries parking up (and obstructing traffic)</p>	<p>1 Some sort of signage on the wall of Belle Vue Island denoting shops of Belle Vue/Maritime Terrace to visitors and tourists. Overheard <i>'Looks like there's nothing up there, let's go back'</i></p> <p>2 Reinstatement of market day, possibly using unused portion of Waitrose car park</p>				

					3	-		3	WAY, WAY, WAY too many restaurant/coffee shops being given permission. Especially 'chain store' type franchises	3	(Perhaps some kind of organised/co-ordinated 'Malvern Festival' incorporating the food festival/music festival and some kind of literary festival celebrating CS Lewis/Tolkien, etc. connections with the town - perhaps over a month with a different theme each week?)		
					4	-		4	Random crochet 'installations' making the place look draped in litter	4	Street parking limited to disabled and pickup only		
					5	-		5	-	5	-		
10	Sean Austin	Austin & Co, 18 Belle Vue Terrace, Malvern, WR14 4PZ	[REDACTED] k. Great Malvern	-	1			1	A strong core of independent shops and cafes supported by a mix of nationally recognised chains	1	Lack of free parking over an hour period	1	I started to complete this survey and I know you are looking at 'physical improvements' but I don't believe that should be the primary concern. There are too many tiers of Local Government in the area trying to do what they think is best and the result is the left hand not knowing what the right hand is doing. There are far bigger concerns rather than shop front design such as business rates, no free parking, marketing the town as a shopping destination, encouraging local people to 'shop local'. Tourists help but they are not the bread and butter. Limiting this survey to 'physical improvements' means I can't mention why Christmas lights aren't turned on until the end of November, why they are so poor, and then why they're not working after Christmas day? Yet to see also any calendar of events for Malvern. If you want retail to flourish in Malvern, then you need to engage with retailers
					2			2	On-street parking with enforcement officers that result in a steady turnover of spaces	2	Poor street lighting - in the winter, rare for it to come on satisfactorily before 5pm	2	Private landlords such as Courtyard and Church Walk not pushing for vets and leading to areas of high vacancies
					3			3	Green Spaces such as Priory Park, Priory Grounds and Rosebank Gardens	3	No signage generally. Even the 'Route to the Hills' bypasses the retail area	3	
					4			4	Gateway to the Hills	4	Outdated street maps on display outside Waitrose and post office	4	
					5			5	-	5	Lack of planning when it comes to street works e.g., Belle Vue was a building site for most of 2015 due to no co-ordination of utility companies	5	
11	Lin Tombs	Forget Me Not, 44 Belle Vue Terrace, WR14 4PZ	[REDACTED] Great Malvern	-	1			1	Good range of independent shops	1	Lack of parking is a problem	1	More parking is needed
					2			2	No tacky signage	2	Too many charity shops selling <u>new</u> products	2	Definitely <u>do not</u> need the closing of the main A449 through Malvern
					3			3	Parking improved since arrival of traffic warden	3	Too many coffee shops - Costa should never have been allowed in	3	Gritting down Edith Walk when it's icy or snowing
					4			4	Shops fill up quickly	4	Post office vans causing congestion and taking up parking spaces early morning	4	A hand rail would be useful for people slipping and sliding down Edith Walk and on the corner of Church Street by the Tourist Information Centre
					5			5	Shop designs in keeping with the town (except Iceland)	5	Lorries and buses causing traffic to slow down on Church Street	5	-
12	Emily Watts	Fat Face, 89 - 91 Church Street, Malvern, WR14 2AE	[REDACTED] Great Malvern	-	1			1	Good range of cafes	1	Parking	1	Waitrose needs free parking for all Make questionnaire multiple choice
					2			2	Close to bus stops and train station	2	Too many charity shops	2	HSBC should be open on Saturdays
					3			3	Nice views	3	A lot of banks and estate agents	3	Worcester BID have an employee card for retail workers to get discount at other shops?
					4			4	It doesn't smell very often	4	Parking on double yellows on Belle Vale?	4	Parking should be cheaper generally and it wouldn't hurt traffic wardens to smile every now and then
					5			5	Lots of nice independent shops	5	Not enough cute boys	5	Why does St Michael's never open?

13	-	Clarks Shoe Shop, Unit 8, 3 - 14 Church Street, WR14 2AY	-	Great Malvern	-	1 Good atmosphere 2 Lots of areas for coffee break 3 - 4 - 5 -	1 Lack of customer parking 2 Busy high street (cars) 3 Lack of variety of shops (bigger shops to supply more) 4 - 5 -	1 Reduced traffic on the main high street 2 Variety/bigger stores to bring more browsers/shoppers 3 Customer car parks (a little away from the centre) 4 - 5 -
14	Symon Hambrey	The Works, 8 - 14 Church Street	██████████	Great Malvern	-	1 Parking (not Waitrose) is good value 2 Plenty of places to get coffee 3 Kept clean 4 Good bus service 5 -	1 Not enough events - if there are, they are not well advertised 2 Lack of variety of shops - no kids' clothes/men's clothes, toys and games, sports, convenience eating 3 - 4 - 5 -	1 Social media presence 2 Church Street made one way downhill 3 A better kids' playground 4 Tram system - to get people up the street easily and quickly 5 -
15	Ian Harding	Relic, 99 Church Street	-	Great Malvern	-	1 Good selection of individual shops 2 - 3 - 4 - 5 -	1 - 2 - 3 - 4 - 5 -	1 Pedestrianise Church Street 2 - 3 - 4 - 5 -
16	Mr A Wrighting	A2 Hairdressing, 7 Graham Road, Malvern, WR14 2HR	-	Great Malvern	-	1 Lots of cafes/restaurants 2 Having a Waitrose 3 Malvern theatre 4 Plenty of leisure centres around 5 Good range of hotels	1 Lack of parking (for free) 2 Poor range of shops 3 Lack of bins 4 Not enough for young people to do 5 Potholes in the roads	1 More flowers 2 3 4 5
17	Alan Brown	The Original Artwork Store, 4A Graham Road	██████████ ██████	Great Malvern	-	1 Decent range of shops 2 Feels independent 3 Old fashioned shopping experience 4 Plenty of benches 5 Good WC	1 Too many charity shops 2 Too many large coffee shops 3 Not enough Victorian success info boards 4 Parking too far out 5 No real identity	1 Park and Ride 2 More identify i.e., know for the 'Arts' 3 More Victorian signs 4 Stop traffic coming into centre 5 Free hop on/off buses
18	-	-	-	-	-	1 Location good at top of Church Street 2 People are nice 3 - 4 - 5 -	1 Lack of parking 2 Too many charity shops, estate agents 3 Need more individual shops 4 - 5 -	1 Pedestrianise Church Street 2 Free coffee in Waitrose not good 3 - 4 - 5 -
19	Stephen Knowles	Cold Chef Catering, 1A Court Road, Barnard's Green, Malvern	██████████	Barnard's Green	-	1 Ease of walking around - flat 2 Village-style atmosphere/pleasant environment 3 Good range of shops - many independent 4 Good street parking - car park nearby 5 Within easy walking distance for local factories/businesses, e.g., Science Park/QinetiQ	1 Decrease in public transport 2 Empty shops for long periods 3 Evening/night time - security issues - no CCTV 4 Close proximity of Retail Park - growing fast 5 -	1 Better signage to the Green (around Malvern) 2 Improve transport facilities 3 Use of 'Green Area' for markets and other community functions/uses 4 Look for extra car parking facilities 5 -
20	Gemma/Steve	Furniture Importers, 110 - 112 Barnard's Green, Malvern	██████████ ██	Barnard's Green	-	1 New shops opening 2 Compact shopping area on flat ground 3 Good range of traditional independent shops	1 Empty shops - Loco in particular looks terrible 2 No more charity shops! 3 -	1 Increased footfall - community events, markets (weekly/monthly) 2 Free parking/longer parking times 3 -

						4	The roundabout island is always well maintained. The flower displays are very good	4	-	4	-	
						5	The hanging baskets are excellent	5	-	5	-	
21	Jane Williams	The Malvern Kitchen Studio Ltd	██████████	Barnard's Green	-	1	Variety of local stores - a traditional high street 'feel'	1	Too many 'poor quality' stores	1	Any empty shop windows used to advertise other businesses with their stock or advertising	
						2	Unique ranges offering a reason to visit	2	Lack of parking/duration of parking too short	2	A Barnard's Green map of stores, resources, facilities like the one in Great Malvern	
						3	Pleasant environment: flowers, greenery	3	Not enough types of premises to keep people in the Green for longer - e.g., a bigger coffee shop/e.g.. a Neros/Costa? Or, even better a bigger independent to retain the theme	3	More use of 'Green Areas' - seating, map, local events board	
						4	Busy thoroughfare for passing trade	4	Another Bank!!!	4	Hanging baskets?	
						5	Within a pleasant residential area offering ease of access to goods and resources	5	Fewer charity shops	5	Permission for market stalls - temporary road closure	
22	Scott Wroe	Scott Wroe Hearing, 74 Barnard's Green Road, Malvern, WR14 3LY	-	Barnard's Green	-	1	Parking ok - 1 hour is good	1	No more charity shops needed	1	Few more different shops other than charity ones	
						2	Good collection of waste bins	2	No more food outlets needed	2	More funding for raising money for Barnard's Green	
						3	Shops being taken up within a good time after being empty	3	Bench put back onto Green (roundabout) was used a lot when it was there	3	-	
						4	Clean streets	4	-	4	-	
						5	Nice displays of plants, flowers, etc. on roundabout	5	-	5	-	
23	Russell Petty	Elite Service Centre, 99 Barnard's Green Road	██████████	Barnard's Green	██████████	1	Great versatile range of high street shops	1	Delivery drivers parking inconsiderably	1	More litter/dog mess checks	
						2	-	2	Fat bloke on scooter verbally abusing customers and me	2	Better parking checks/more frequent	
						3	-	3	Too many hairdressers and charity shops	3	Delivery drivers parking sensibly	
						4	-	4	Idiot school kids crossing in front of cars	4	Drinkers being moved on (evenings)	
						5	-	5	-	5	-	
24	Jo Pritchard and Audra Allard	The Avenue Hair Salon, 141 Barnard's Green Road, Malvern	██████████	Barnard's Green	-	1	A variety of small independent shops and community feel	1	Charity shops (too many)	1	Better lighting at Christmas	A frames cluttering pathway - obstructions
						2	Bank	2	Limited parking time	2	Christmas event, i.e.. carols	
						3	Supermarket	3	No sit-in restaurants	3	Summer fair?	
						4	Post office	4	Lack of outside traders/farmers market events	4	Market once a week	
						5	Food outlets	5	Lack of festivals	5	-	
25	-	Bargain Booze	██████████	Barnard's Green	-	1	Parking	1	Not responsible parking	1	Something to draw crowds	
						2	Range of shops	2	Missing variety of trade	2	-	
						3	Signage	3	-	3	-	
						4	-	4	-	4	-	
						5	-	5	-	5	-	
26	Deborah Loader	Malvern Beauty Clinic, 107 - 113 Barnard's Green Road, Malvern	██████████	Barnard's Green	-	1	Good range of independent shops	1	Lack of parking around school end is worse as parents park in car park waiting for their kids	1	Arrange something for last Saturday of the month to draw people into the Green	
						2	Paths are always clean	2	Road side parking being taken up by delivery lorries. Why can't they park in middle of road?	2	Bays painted in parking bays for road side parking as some people don't park properly	
						3	Buildings are kept in a good state of repair	3	Better Christmas decorations. Was better when we had Christmas tree instead of the stars	3	No more charity shops	
						4	-	4	-	4	-	
						5	-	5	-	5	-	

27	Andrew Brooks	Cheeseboard, Malvern	██████████	Barnard's Green	-	<ol style="list-style-type: none"> <li>1 Outside shop parking</li> <li>2 Good shops</li> <li>3 No empty shops</li> <li>4 Well-maintained areas</li> <li>5 Safe area shopping</li> </ol>	<ol style="list-style-type: none"> <li>1 Not enough free parking</li> <li>2 Poor footfall</li> <li>3 More visible signage for the car park. Visitors constantly comment on not realising where the car park is</li> <li>4</li> <li>5</li> </ol>	<ol style="list-style-type: none"> <li>1 Unused land to be developed into parking and market</li> <li>2 More monthly activities</li> <li>3 Child friendly activities</li> <li>4 Improved Christmas lighting</li> <li>5 Seating on roundabout</li> </ol>
28	Carrie Wright	Green Frog Pottery, 107 Barnard's Green Road, Malvern, WR14 3LT	██████████	Barnard's Green	-	<ol style="list-style-type: none"> <li>1 -</li> <li>2 -</li> <li>3 -</li> <li>4 -</li> <li>5 -</li> </ol>	<ol style="list-style-type: none"> <li>1 -</li> <li>2 -</li> <li>3 -</li> <li>4 -</li> <li>5 -</li> </ol>	<ol style="list-style-type: none"> <li>1 CCTV</li> <li>2 Flower Towers/troughs</li> <li>3 Fix uneven pavements</li> <li>4 Welcome to Barnard's Green' signage on the roundabout</li> <li>5 -</li> </ol>
29	C Avery	Barnard's Green Hardware, Unit B Sixways Training Estate, Barnard's Green, Malvern, WR14 3LT	-	Barnard's Green	-	<ol style="list-style-type: none"> <li>1 Good range of shops (not too many charity shops or food takeaways)</li> <li>2 Clean and tidy main area</li> <li>3 Good local parking with a reasonable time limit</li> <li>4 Clean and tidy benches. Limited floral displays due to upkeep</li> <li>5 Help from Council to promote area i.e.. tourism not to keep highlighting Retail Park</li> </ol>	<ol style="list-style-type: none"> <li>1 Too many takeaways (closed during day)</li> <li>2 Too many charity shops (shoppers getting fed up with it)</li> <li>3 More parking</li> <li>4 Landlords or owners of empty shops to be made to keep fronts tidy</li> <li>5 Litter patrol</li> </ol>	<ol style="list-style-type: none"> <li>1 Tidy seating</li> <li>2 Large grass area opposite car park made use of stalls on Saturday entertainment</li> <li>3 Local Councils promoting local shops instead of Retail Park</li> <li>4 Lifting parking restrictions on Avenue Road</li> <li>5 Local Council actually talking to local shopkeepers to see what can be done to improve area</li> </ol>
30	Mrs JS Royds	Barnard's Green Opticians, 113 Barnard's Green Road, Malvern, WR14 3LT	██████████	Barnard's Green	-	<ol style="list-style-type: none"> <li>1 Fair range of shops</li> <li>2 Lack of vacancies (but see No.1 below)</li> <li>3 Many traders have spent a considerable sum improving their frontages</li> <li>4 -</li> <li>5 -</li> </ol>	<ol style="list-style-type: none"> <li>1 Too many charity shops</li> <li>2 Too many food takeaway outlets</li> <li>3 Increased restrictions on parking - detrimental to trade</li> <li>4 In my case (optometrist) appointment time is 40 mins, plus any time required for spectacle adjustments or dispensing means that 1 hour of parking is insufficient</li> <li>5 Many of my patients are elderly with poor mobility and cannot walk from the car park</li> </ol>	<ol style="list-style-type: none"> <li>1 Vastly improved parking</li> <li>2 -</li> <li>3 -</li> <li>4 -</li> <li>5 -</li> </ol>
31	Patrick McGarvey	Café in the Green, 121 Barnard's Green Road, WR14 3LT	██████████	Barnard's Green	-	<ol style="list-style-type: none"> <li>1 High occupancy</li> <li>2 Wide pavements</li> <li>3 Flat high street</li> <li>4 Strong and committed independent business owners</li> <li>5 Good parking options - 1 hour bay plus pay and display</li> </ol>	<ol style="list-style-type: none"> <li>1 Local authority focus is on Great Malvern</li> <li>2 Evening trade dominated by takeaways</li> <li>3 Itinerants loitering at bus stops/in bus shelter</li> <li>4 -</li> <li>5 -</li> </ol>	<ol style="list-style-type: none"> <li>1 Weekend markets</li> <li>2 Promotion of Malvern as a multi-centred town</li> <li>3 Sign posts in Great Malvern and Malvern link pointing to Barnard's Green</li> <li>4 Equal distribution of funding for flowers, lights, Xmas between GM, Barnard's, Link</li> <li>5 -</li> </ol>

32	Jenny Cain	Barnard's Green Post Office, 1 Court Road, Malvern, WR14 3DZ		Barnard's Green	-	<p>1 A high number of quality independent traders</p> <p>2 Addition of flowers at the bus stop is a welcome sight</p> <p>3 Flatter area of Malvern, making it more appealing to older people</p> <p>4 -</p> <p>5 -</p>	<p>1 More free parking for those visiting the Green and for the free parking their time limits to be increased</p> <p>2 Please no more charity shops!! Whilst it is appreciated that the buildings are better occupied than empty, there is not a need for any more</p> <p>3 Re-design of parking area in front of the post office to allow for 'nose in' parking. Narrowing the kerb by a little would allow for safe access to cars and allow the buses to pass by more safely</p> <p>4 Bus routes - the abolition of three bus routes along Court Road has been catastrophic for the post office</p> <p>5 -</p>	<p>1 Monthly range of activities on the common ground for children and Barnard's Green residents in order to increase footfall</p> <p>2 Additions/new set of Christmas lights - we very much look like poor relations to G Malvern</p> <p>3 Inclusion in Malvern's activities. All activity/funding, etc. is targeted at G Malvern very much leaving the surrounding are fighting for every single bit of footfall we can get</p> <p>4 -</p> <p>5 -</p>
33	Jane Knowles	Just So, 92 Barnard's Green Road, Malvern, WR14 3LY		Barnard's Green	-	<p>1 Traditional high street. Good range of independent shops</p> <p>2 Flat area with on-street parking and car park</p> <p>3 Traditional shop fronts giving period feel</p> <p>4 Planting good on roundabout and fixed planters. Litter emptying good</p> <p>5 Community feel because of high number of independents employing local staff</p>	<p>1 No right to use of conservators common land on a regular basis</p> <p>2 Additional parking (on-street) on lead up roads</p> <p>3 Too many charity shops - need to maintain a balance, at tipping point!</p> <p>4 Need another café/coffee shop for daytime sit down meals</p> <p>5 No more takeaways. No loss of bank or post office</p>	<p>1 Need regular access to piece of conservator land to create community focal point</p> <p>2 Need to maintain bus route</p> <p>3 Improved Christmas lighting and signage directing to Barnard's Green</p> <p>4 Monthly event to improve footfall - hence require physical space</p> <p>5 Improved maintenance of street furniture</p>
34	Sue Clark	Acorns Charity Shop		Barnard's Green	-	<p>1 Good sense of shops</p> <p>2 Restricted parking brings more people to the Green as people who work in the Green park further away</p> <p>3 -</p> <p>4 -</p> <p>5 -</p>	<p>1 Empty big shop (Lo-Cost) maybe get another shop to display their stock in the window?</p> <p>2 -</p> <p>3 -</p> <p>4 -</p> <p>5 -</p>	<p>1 Barnard's Green Fete</p> <p>2 Do some sort of event once a month (e.g., face painting)</p> <p>3 -</p> <p>4 -</p> <p>5 -</p>
35	-	Fusion Windows Ltd, 110B Barnard's Green Road, Barnard's Green, Malvern, WR14 3NP		Barnard's Green	-	<p>1 Good quality barbers has opened</p> <p>2 New carpet shop looks good</p> <p>3 New hairdressers looks good</p> <p>4 Good range of shops but need to offer more</p> <p>5 We need to encourage shoppers to come here rather than to Retail Park</p>	<p>1 Loco looks terrible</p> <p>2 Pavements in poor repair</p> <p>3 Not enough free parking</p> <p>4 Stop drink and drugs in bus stop</p> <p>5 Better flower borders</p>	<p>1 Free parking</p> <p>2 Boarding up empty shops with pop up pictures</p> <p>3 Quality ladies' fashion shop</p> <p>4 Quality gentlemen's outfitter</p> <p>5 Stop beggars</p>
36	Lesley Youngjohns	Mercian Carpets and Flooring, Unit 3, Barnard's Green Road		Barnard's Green	-	<p>1 A good range of shops for a small area</p> <p>2 Free hours parking</p> <p>3 Empty units now mostly filled</p> <p>4 A friendly community feeling</p> <p>5 Busy</p>	<p>1 Think there should be a free car park</p> <p>2 Empty units</p> <p>3 -</p> <p>4 -</p> <p>5 -</p>	<p>1 An outside market to bring more people into the area</p> <p>2 -</p> <p>3 -</p> <p>4 -</p> <p>5 -</p>
37	Karen Matthews	The Wool Shack, 120 Worcester Road, Malvern Link, WR14 1SS		Malvern Link	-	<p>1 A good range of local friendly businesses</p> <p>2 Some businesses have made a real effort with shopfronts</p>	<p>1 Generally the link can appear down-at-heel</p> <p>2 Busy thoroughfare, but customers report they cannot park (many of my customers are elderly with mobility problems)</p>	<p>1 Encouragement for shop owners to smarten up shopfronts</p> <p>2 Encouragement for bank to remain (loss of 2 banks has an enormous impact on footfall)</p>

					3	The short term parking on the road allows customers to pop in. Traffic wardens are now apparent	3	The privately owned land directly behind my shop is a wasteland and attracts drug users/dealers	3	Removal of rubbish and upkeep of private land behind my shop (potential car park use)	
					4	There is street furniture but it is rather tired	4	-	4	-	
					5	-	5	-	5	-	
38	Jon Quality Hair	Jon Quality Hair, 19 Victoria Park Road, Malvern Link, WR14 2JU		Malvern Link	-	1	Great furniture/bedding supplies which attracts people from outside area	1	Bottom of Link as you enter Malvern and junk shops with fronting on the pavement	1	One way system introduced around Victoria Park Road (freeing parking)
					2	Friendly, helpful, local shop owners who value their customers, area kept clean and tidy, no litter, etc	2	It is vital we have the most convenient parking and ease of getting to the Link as such a lot of trade has been lost to the Trading Estate which has <b>free</b> parking and access	2	Richmond Road to be one way so that cars don't meet each other as parking on one side	
					3	Andrews Hair, Opticians, Glow, Platinum, Francis all look great, what we need to keep modern look of the area	3	-	3	-	
					4	-	4	-	4	-	
					5	-	5	-	5	-	
39	Heath Evans	Express TV, 245 Worcester Road, Malvern Link		Malvern Link	-	1	Relatively few vacancies	1	Scruffy storefronts	1	Regular street cleaning
					2	Some good long-term retailers	2	Low Council intervention re. building quality, maintenance (dangerous walls, etc.) and litter collection	2	Some shopkeepers should be more 'encouraged' to maintain their shopfronts	
					3	A community spirit which has survived years of sub-standard support relative to Great Malvern	3	Poor investment in the shopping area, e.g., Christmas lights	3	Long term litter like abandoned building materials should be removed	
					4	Some free parking	4	Recent building works are often of very low quality	4	Dangerous structures should be condemned immediately	
					5	The shopping areas are relatively flat and therefore easy to access for pedestrians	5	Recent influx of low cost, low quality accommodation	5	Parking on Worcester Road needs to be managed	
40	Amanda Smith	Tiger Lou's Nail Bar, Worcester Road, Malvern		Malvern Link	-	1	Plenty of parking, however times are not long enough so people use double yellows	1	Poor parking times outside Fir Tree Walk	1	Needs more flowers to colour the street
					2	No real positives about the Link, full of takeaways, hairdressers or charity shops which doesn't bring in trade, hence all the sudden shut down of the shops	2	Empty shops	2	Better pavements	
					3	Streets signage and shopfronts are tired and outdated	3	People parking on double yellows is very irritating, especially outside shops - use car parks!	3	Shop fronts/pubs need decorating - looks untidy and worn out	
					4	Link needs a revamp and more variety to bring in the tourists and bring money to the town	4	Uninviting décor, street looks drab	4	Empty shops need filling	
					5	-	5	Full of takeaways and hairdressers - doesn't bring in passing tourists	5	Road markings need redoing	
										Poor pavements - uneven and dangerous	

# **3.1 MHDC: Playing Pitch Strategy Assessment Report (Extract)**

Sub Area	Overall Adequacy of Provision	Spare Capacity Location	Specific Issues Identified
		Powick FC) – (1 match equivalent). Pitch of limited quality and requires improved drainage	<ul style="list-style-type: none"> <li>Lack of toilet facilities at Ralfs Field (accommodating mini teams) as well as at Broadwas Playing Fields, Hospital Lane and Rushwick Playscape – reduce desirability of pitches. Powick Playing Fields also lacks facilities but funding has been secured</li> <li>Powick Rangers FC (Pyramid Club) currently travelling to Malvern due to lack of appropriate facilities more local</li> </ul>
Malvern	<p><b>Senior and Youth Pitches</b></p> <p>Spare capacity is very limited. Looking just at senior pitches, and taking into account overplay, there is just 0.5 spare capacity on adult pitches across the week and just 1.5 match equivalents available at peak time for senior play. Senior pitches are also heavily used by 9v9 and 7v7 teams, with Dukes Meadow and Malvern Vale Community Centre both overmarked.</p> <p>The only youth pitch, which is also overmarked with 7v7 pitches has just 0.25 capacity across the week and no availability at peak time.</p> <p>Combining the two types, there is capacity for 1 additional adult match equivalent and 2 youth matches at Victoria Park at peak time, and either an additional adult or youth match at Dukes Meadow (both cannot be sustained). Spare capacity also at Dyson Perrins 3g AGP would create capacity for further 1 adult and 1</p>	<p><b>Spare Capacity located at</b></p> <p>Victoria Park – 3 match equivalents per week (1 senior peak time, 2 youth peak time) – drainage and compaction issues</p> <p>Dukes Meadow (0.5 match equivalents per week (0.5 senior peak time) – pitch quality adequate</p> <p><b>Overplayed</b></p> <p>Langland Community Stadium (-0.5) – suffers from compaction and overplay)</p> <p>Lower Howsell Road (-1.5) – pitch surface and drainage poor</p> <p>Malvern Vale Community Centre (-1 and 0.25) – requires decompaction and remedial works</p>	<ul style="list-style-type: none"> <li>Spare capacity very limited and further evidenced by significant overmarking of senior pitches with smaller sided facilities. Limited dedicated provision of smaller pitches</li> <li>All responding teams in local area highlight a lack of pitches as being a key challenge</li> <li>3g AGP provides further capacity, but currently used by Welland JFC at peak time. Able to accommodate additional full sized matches</li> <li>Quality issues at most sites, primarily compaction and poor surface caused by overplay</li> <li>Facility at Langland Stadium does not meet needs of Malvern Town FC (pyramid club) in terms of both capacity and quality (compacting due to overuse, medical facilities, fencing)</li> <li>Spare capacity at Dukes Meadow and reduction of overplay at Lower Howsell Road likely to reduce once new site at Sling Lane is opened (currently used by Newtown Sports)</li> </ul>

Sub Area	Overall Adequacy of Provision	Spare Capacity Location	Specific Issues Identified
	<p>youth match at peak time.</p> <p><b>9v9 and 7v7</b> -No dedicated pitches – matches played on overmarked senior pitches or Dyson Perrins 3g (which currently accommodates Welland, travelling from Upton) for both 9v9 and 7v7.</p> <p><b>5v5</b> – only site is Lower Howsell Road. No spare capacity at peak time</p>		
Tenbury and North	<p><b>Senior and Youth Pitches</b></p> <p>Limited provision means that spare capacity is minimal, with only 0.5 spare capacity across the week taking into account overplay and 1.5 match equivalents at peak time. There is a further pitch at Palmers Meadow shared with rugby which offers ad hoc use. There is no spare capacity on youth pitches.</p> <p>Just one site (Top Barn) can however accommodate an increase in both adult and youth teams at peak time due to the level of use across the week. Growth in adult football would therefore impact availability of youth pitches and vice versa.</p> <p><b>9v9 Pitches</b> Penlu (outside Malvern Hills boundaries) is the only site with a 9v9 pitch – the site has a small amount of spare capacity at both peak time (1) and across the week (1)</p> <p><b>7v7</b> -As with 9v9, Penlu (outside</p>	<p><b>Spare Capacity</b></p> <p>Chantry School – Martley (senior and youth pitch, 1.5 total and available at peak time). Pitch quality limited and often unusable for weeks</p> <p>Pound Walk – Clifton on Teme – capacity for 1 additional senior or youth match (pitch quality poor – weeds and goalmouths)</p> <p>Top Barn – Holt Heath – Capacity for additional adult and youth match</p> <p><b>Overplayed</b></p> <p>Palmers Meadow – Tenbury (pitch compacted and floods)</p> <p><b>At capacity</b></p> <p>The Jewry Field - Martley</p> <p>Penlu Sports Ground is located just outside the Malvern Hills boundaries but serves Tenbury Clubs. It provides 7v7 and 9v9</p>	<ul style="list-style-type: none"> <li>Limited spare capacity across Tenbury and North</li> <li>Provision focused in larger settlements – Tenbury and Martley. Outside of this, Clifton on Teme and Holt Heath are the only settlements to have a pitch. There is no clear evidence of requirements for further provision in smaller settlements to meet current demand</li> <li>Pressures on pitch provision focused in Tenbury – Palmers Meadow overplayed although there is a small amount of spare capacity on smaller pitches at Penlu. Clubs in the area highlight issues with poor quality provision and drainage issues, and believe that compaction and identified pitch quality issues are caused by overuse (which occurs due to a lack of pitches). Investment secured for changing accommodation to be improved</li> <li>Chantry School offers only spare capacity in Martley – equivalent to 1.5 matches in total. Club has declined in size this season but spare capacity remains limited. Area believed to contain poor quality pitches and the school indicate that the pitch with spare capacity is</li> </ul>

## 3.2 Greenspace Sites

openspace

Cass Ref	Map Ref	ID	KKP ref	Name of site	Polygon ref	Purpose_PPG17 Typology	Size (ha)	QUALITY score %	VALUE score %	Ward
CH001	01	1		1 Adam Lee Play Area	1	Amenity greenspace	3.45	28%	16.00%	Chase
CH002	10	2	1.1	Adam Lee Play Area, CPA & Youth Shelter	137	Childrens play areas	0.11	63%	40.00%	Chase
CH003	14	7		5 Barnards Green Road	5	Amenity greenspace	0.09	51%	22.00%	Chase
CH004	10	8		6 Barnards Green Road	6	Amenity greenspace	0.30	41%	23.00%	Chase
CH005	11	9		7 Barnards Green Road	7	Amenity greenspace	0.04	51%	22.00%	Chase
CH006	12	11		9 Borrowdale Road - Barnard's Green Road (corner)	9	Amenity greenspace	0.21	34%	23.00%	Chase
CH007	13	12		10 Borrowdale Road - Pound Bank Lane	10	Amenity greenspace	0.17	31%	23.00%	Chase
CH008	09	13		11 Borrowdale Road	11	Amenity greenspace	0.27	27%	23.00%	Chase
CH009	02	94		93 Barnards Green roundabout	93	Amenity greenspace	0.08	73%	22.00%	Chase
CH010	03	142		148 Malvern Common - east of railway	173	Amenity greenspace	27.76	34%	51.00%	Chase
CH011	04	143		149 Malvern Common - Poolbrook Road	174	Amenity greenspace	6.91	41%	21.00%	Chase
CH012	05	144		150 Malvern Common - Guatford Road	175	Green corridors	10.63	38%	41.00%	Chase
CH013	08	174		233 Avon Close Play Area	233	Childrens play areas	0.19	64%	34.55%	Chase
CH014	07	175		234 Whitborn End	234	Amenity greenspace	0.27	33%	1.00%	Chase
CH015	06	177		236 Whitborn Close	236	Amenity greenspace	0.04	35%	1.00%	Chase
CH016	82	181		240 Whitborn Close / Eston Avenue around electricity sub-stn.	240	Amenity greenspace	0.02	28%	1.00%	Chase
CH017	84			Malvern College playing fields		Playing fields				Chase
CH018	94			The Chase School playing fields		Playing fields				Chase
CH019	100			Werstan Close		Amenity greenspace				Chase
CH020	101			Lucerne Avenue		Amenity greenspace				Chase
	101			St Andrew's Road		Amenity greenspace				Chase
	95			Malvern Parish School playing fields		Playing fields				Chase
<b>TOTAL</b>							<b>50.54</b>			



Cass Ref	Map Ref	ID	KKP ref	Name of site	Polygon ref	Purpose	PPG17 Typology	Size (ha)	QUALITY VALUE		Ward	
									score %	score %		
P001	35	22	23	Dukes Meadow - Pound Bank	23	Amenity greenspace		2.19	50%	27.00%	Pickersleigh	
		23	23.1	Dukes Meadow Play Area	143	Childrens play areas		0.14	61%	40.00%	Pickersleigh	
P002	36	30	29	Elgar Avenue	29	Amenity greenspace		0.77	31%	8.00%	Pickersleigh	
		31	29.1	Elgar Avenue, Youth Shelter	144	Childrens play areas		0.00	28%	21.82%	Pickersleigh	
P003	37	45	42	Langland Avenue	146	Amenity greenspace		0.17	37%	14.00%	Pickersleigh	
		46	42.1	Langland Avenue, Play Area	146	Childrens play areas		0.00	80%	40.00%	Pickersleigh	
P004	38	54	49	Madresfield Road	49	Amenity greenspace		3.81	26%	28.00%	Pickersleigh	
P005	39	55	50	Madresfield Road	50	Allotments		1.62	35%	35.24%	Pickersleigh	
P006	40	60	61	Mansfield Road	61	Amenity greenspace		0.08	37%	23.00%	Pickersleigh	
P007	41	71	69	North End Lane Play Area	69	Amenity greenspace		0.38	32%	9.00%	Pickersleigh	
		71	89	Ransoms Close / Ash Close	89	Amenity greenspace		1.27	57%	18.00%	Pickersleigh	
P008	42	89	89.1	Ransoms Close / Ash Close	89	Childrens play areas		0.03	65%	32.73%	Pickersleigh	
P009	43	90	99	Sling Lane	99	Amenity greenspace		2.86	34%	17.00%	Pickersleigh	
P010	44	163	224	Malvern Cemetery	224	Cemeteries		4.16	63%	12.00%	Pickersleigh	
P011	45	166	227	Hayslan Fields	227	Semi / Natural greenspaces		13.35	36%	39.09%	Pickersleigh	
P012	46	169	231	Dyson Close Amenity greenspace	231	Amenity greenspace		0.02	37%	10.00%	Pickersleigh	
		171	232.1	Craig Lea Estate A	232	Semi / Natural greenspaces		0.26	25%	8.18%	Pickersleigh	
P013	47	172	232.2	Craig Lea Estate B	232	Semi / Natural greenspaces		0.30	44%	29.00%	Pickersleigh	
		173	232.3	Craig Lea Estate C	232	Amenity greenspace		0.24	78%	49.09%	Pickersleigh	
P014	48	176	235	Charles Way / Mason Close multiple	235	Amenity greenspace		0.33	35%	28.00%	Pickersleigh	
P015	49	178	237	Charles Way	237	Amenity greenspace		0.04	32%	8.00%	Pickersleigh	
P016	50	179	238	Townsend Way / Maybank etc.	238	Amenity greenspace		2.13	52%	48.00%	Pickersleigh	
P017	51	180	239	Edith Berry Court	239	Amenity greenspace		0.05	49%	12.00%	Pickersleigh	
P018	52	185	252	Elgar Avenue Amenity Greenspace	252	Amenity greenspace		0.03	28%	9.00%	Pickersleigh	
P019	53	210	276	Martin Close Play Area	276	Childrens play areas		0.02	79%	38.18%	Pickersleigh	
P020	73			Barnard's Green Cricket Club		Playing fields					Pickersleigh	
P021	74			Malvern Town FC		Playing fields					Pickersleigh	
P022	75			Clare Road		Amenity greenspace					Pickersleigh	
P023	76			Orford Way		Amenity greenspace					Pickersleigh	
P024	80			Malvern St James playing fields		Amenity greenspace					Pickersleigh	
P025	87			Grove Primary School playing fields		Playing fields					Pickersleigh	
P026	98			Prospect Community Woodland		Playing fields					Pickersleigh	
P027	96			Great Malvern Primary School playing fields		Semi / Natural greenspaces					Pickersleigh	
P028	99			Pickersleigh Grove		Playing fields					Pickersleigh	
P029	102			Pound Bank Road		Amenity greenspace					Pickersleigh	
P030	103			Pound Bank Road		Amenity greenspace					Pickersleigh	
P031	104			Pickersleigh Road		Amenity greenspace					Pickersleigh	
P032	105			Whiteacres Brook		Amenity greenspace					Pickersleigh	
TOTAL						Green corridor						34.24

openspace

Cass Ref	Map Ref	ID	KKP ref	Name of site	Polygon ref	Purpose_PPG17 Typology	Size (ha)	QUALITY score %	VALUE score %	Ward
PY001	54	19	21	Clerkenwell Crescent	21	Amenity greenspace	0.08	55%	27.00%	Priony
PY002	55	20	21.1	Clerkenwell Crescent Play Area		Childrens play areas	0.08	69%	27.27%	Priony
PY003	56	47	38	Imperial Rd - Avenue Rd	38	Parks and Gardens	0.25	40%	10.91%	Priony
PY004	57	48	43	Lansdowne Crescent	43	Amenity greenspace	0.16	39%	17.00%	Priony
PY005	58	49	45	Library, Graham Road, war memorial	45	Parks and Gardens	0.34	56%	10.91%	Priony
PY006	59	82	46	Link Terrace	46	Amenity greenspace	0.15	35%	17.00%	Priony
PY007	60	87	82	Oxford Road	82	Amenity greenspace	0.14	43%	42.00%	Priony
			88	Priony Park	88	Parks and Gardens	3.20	62%	42.73%	Priony
			88.1	Priony Park		Childrens play areas	0.04	60%	54.55%	Priony
PY008	61	109	112	The Lees/Thiristane Road	112	Amenity greenspace	1.00	40%	12.00%	Priony
PY009	62	124	124	Rosebank Gardens Wells Road (near ninety nine steps)	124	Parks and Gardens	1.29	29%	10.91%	Priony
PY010	63	159	218	Priony Churchyard	218	Cemeteries	1.27	64%	12.00%	Priony
PY011	64	162	223	Rear of Youth Club	223	Amenity greenspace	2.20	48%	27.00%	Priony
PY012	65	189	256	Promenade gardens	256	Parks and Gardens	0.21	38%	10.91%	Priony
PY013	66	192	259	Belle Vue Terrace	259	Civic spaces	0.11	64%	17.00%	Priony
PY014	79			Manor Park Malvern Sports Ground		Playing fields				Priony
PY015	81			The Dome		Amenity greenspace				Priony
PY016	83			Malvern College		Playing fields				Priony
PY017	88			Malvern College		Semi / Natural greenspaces				Priony
PY018	91			Davenham Care Home		Amenity greenspace				Priony
PY019	97			Little Davenham woodland		Semi / Natural greenspaces				Priony
<b>TOTAL</b>							<b>10.52</b>			

Cass Ref	Map Ref	ID	KKP ref	Name of site	Polygon ref	Purpose_PPG17 Typology	Size (ha)	QUALITY score %	VALUE score %	Ward
W001	67	21	22	Cowleigh Road	22	Allotments	0.44	32%	20.95%	West
W002	68	39	37	Hornvold Road	37	Amenity greenspace	0.22	38%	37.00%	West
W003	69	70	68	Newtown Road	68	Amenity greenspace	0.82	39%	37.00%	West
W004	70	194	261	Trinity Road Churchyard	261	Cemeteries	0.97	46%	7.00%	West
W005	89			Northleigh Primary School playing field		Playing fields				West
W006	90			Saint Joseph's Primary School playing fields		Playing fields				West
<b>TOTAL</b>							<b>2.46</b>			

## 4.1 Schedule of Ancient Monuments entry details



# Churchyard cross in Great Malvern Priory churchyard

## List Entry Summary

This monument is scheduled under the Ancient Monuments and Archaeological Areas Act 1979 as amended as it appears to the Secretary of State to be of national importance. This entry is a copy, the original is held by the Department for Culture, Media and Sport.

**Name:** Churchyard cross in Great Malvern Priory churchyard

**List entry Number:** 1018346

## Location

The monument may lie within the boundary of more than one authority.

**County:** Worcestershire

**District:** Malvern Hills

**District Type:** District Authority

**Parish:** Malvern

**National Park:** Not applicable to this List entry.

**Grade:** Not applicable to this List entry.

**Date first scheduled:** 23-Dec-1996

Date of most recent amendment: 24-Mar-1998

## Legacy System Information

The contents of this record have been generated from a legacy data system.

Legacy System: RSM

UID: 29367

## Asset Groupings

This list entry does not comprise part of an Asset Grouping. Asset Groupings are not part of the official record but are added later for information.

## List entry Description

### Summary of Monument

Legacy Record - This information may be included in the List Entry Details.

### Reasons for Designation

A standing cross is a free standing upright structure, usually of stone, mostly erected during the medieval period (mid 10th to mid 16th centuries AD). Standing crosses served a variety of functions. In churchyards they served as stations for outdoor processions, particularly in the observance of Palm Sunday. Elsewhere, standing crosses were used within settlements as places for preaching, public proclamation and penance, as well as defining rights of sanctuary. Standing crosses were also employed to mark boundaries between parishes, property, or settlements. A few crosses were erected to commemorate battles. Some crosses were linked to particular saints, whose support and protection their presence would have helped to invoke. Crosses in market places may have helped to validate transactions. After the Reformation, some crosses continued in use as foci for municipal or borough ceremonies, for example as places for official proclamations

and announcements; some were the scenes of games or recreational activity. Standing crosses were distributed throughout England and are thought to have numbered in excess of 12,000. However, their survival since the Reformation has been variable, being much affected by local conditions, attitudes and religious sentiment. In particular, many cross-heads were destroyed by iconoclasts during the 16th and 17th centuries. Less than 2,000 medieval standing crosses, with or without cross-heads, are now thought to exist. The oldest and most basic form of standing cross is the monolith, a stone shaft often set directly in the ground without a base. The most common form is the stepped cross, in which the shaft is set in a socket stone and raised upon a flight of steps; this type of cross remained current from the 11th to 12th centuries until after the Reformation. Where the cross-head survives it may take a variety of forms, from a lantern-like structure to a crucifix; the more elaborate examples date from the 15th century. Much less common than stepped crosses are spire-shaped crosses, often composed of three or four receding stages with elaborate architectural decoration and/or sculptured figures; the most famous of these include the Eleanor crosses, erected by Edward I at the stopping places of the funeral cortege of his wife, who died in 1290. Also uncommon are the preaching crosses which were built in public places from the 13th century, typically in the cemeteries of religious communities and cathedrals, market places and wide thoroughfares; they include a stepped base, buttresses supporting a vaulted canopy, in turn carrying either a shaft and head or a pinnacled spire. Standing crosses contribute significantly to our understanding of medieval customs, both secular and religious, and to our knowledge of medieval parishes and settlement patterns. All crosses which survive as standing monuments, especially those which stand in or near their original location, are considered worthy of protection.

The cross in Great Malvern Priory churchyard is a good example of a medieval standing cross with an octagonal stepped base. Limited development in the area immediately surrounding the cross suggests that archaeological deposits relating to the monument's construction and use in this location are likely to survive intact. While much of the cross has survived from medieval times, its subsequent restoration illustrates its continued function as a public monument and amenity.

## History

## Details

The monument includes a standing stone cross, situated in the churchyard of Great Malvern Priory, 37m north of the north door of the priory. The cross, which is Listed Grade II, takes the form of a stepped base which is medieval and modern in date, a medieval socket stone and shaft, and a 19th century cross head. The base is of four steps, and is octagonal in plan with a diameter of 3m. The cross is located on a gentle north westerly slope and the bottom step, which has been replaced in concrete, is flush with ground level on the east side, giving the base a maximum height of 0.4m. The socket stone is square in plan at the base, with broached stops at the angles giving an octagonal top which has chamfered edges. The socket stone measures 0.84m in width and is 0.36m high. The slightly tapering shaft is made of very shelly limestone, and is also square at the base, with a width of 0.4m. It rises about 2.5m and has chamfered angles over broached stops. On its west face is an ogee-headed niche, 0.65m high, with the remains of a limestone plaque at the bottom. The shaft was restored in 1896 and now has a moulded neck and a simple cross head under a gabled canopy. The grave marker to the north east of the cross is excluded from the scheduling, although the ground beneath it is included.

MAP EXTRACT The site of the monument is shown on the attached map extract. It includes a 1 metre boundary around the archaeological features, considered to be essential for the monument's support and preservation.

## Selected Sources

### Books and journals

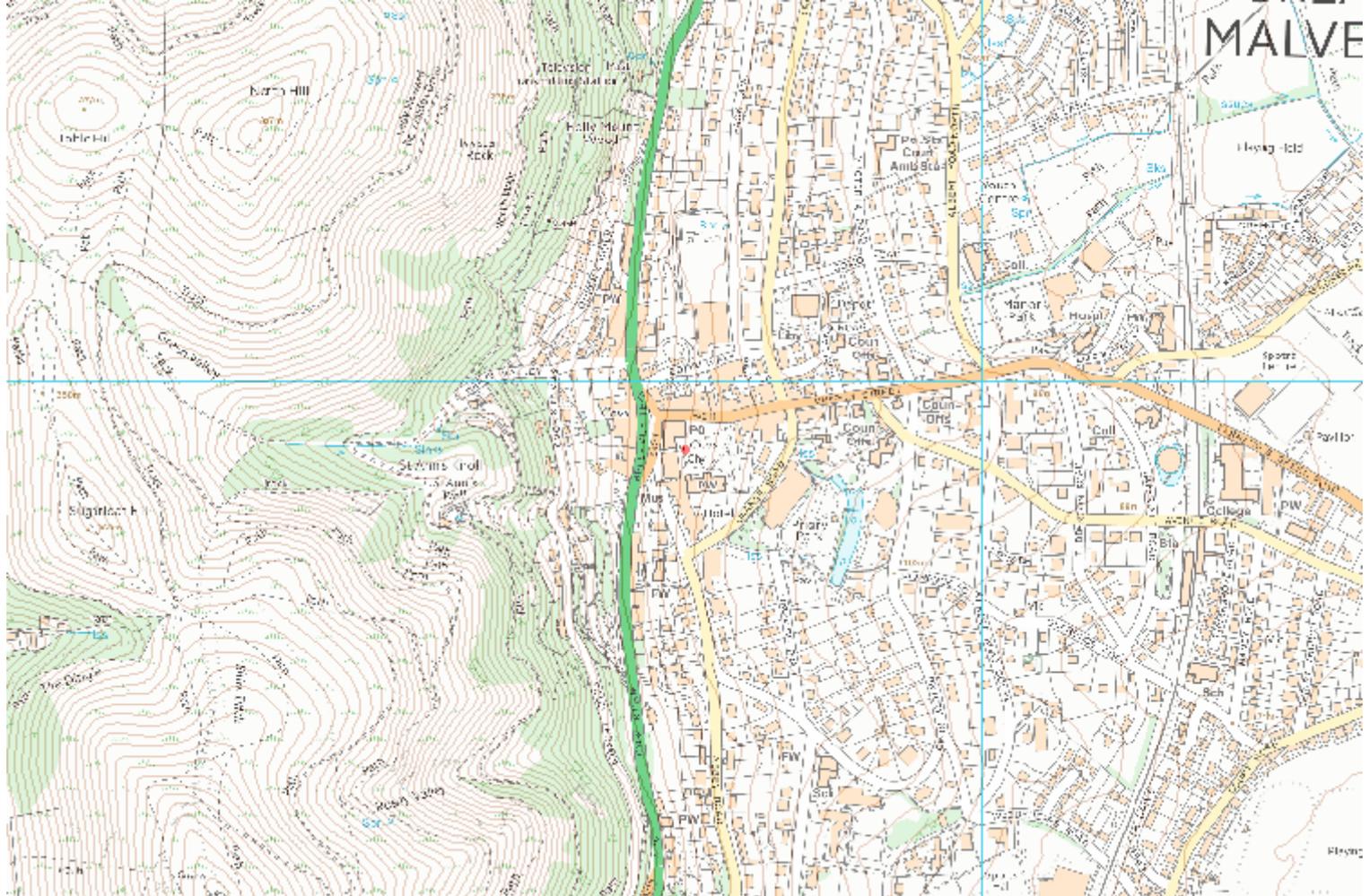
Deane, A, Great Malvern Priory Church, (1914)

### Other

held on SMR, HWCM 12117,  
HWCM 12117,

National Grid Reference: SO 77563 45900

## Map



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([http://mapservices.HistoricEngland.org.uk/printwebservicehle/StatutoryPrint.svc/22536/HLE\\_A4L\\_NoGrade|HLE\\_A3L\\_NoGrade.pdf](http://mapservices.HistoricEngland.org.uk/printwebservicehle/StatutoryPrint.svc/22536/HLE_A4L_NoGrade|HLE_A3L_NoGrade.pdf))

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End of official listing



# Priory gateway

## List Entry Summary

This monument is scheduled under the Ancient Monuments and Archaeological Areas Act 1979 as amended as it appears to the Secretary of State to be of national importance. This entry is a copy, the original is held by the Department for Culture, Media and Sport.

Name: Priory gateway

List entry Number: 1005301

## Location

The monument may lie within the boundary of more than one authority.

County: Worcestershire

District: Malvern Hills

District Type: District Authority

Parish: Malvern

National Park: Not applicable to this List entry.

Grade: Not applicable to this List entry.

Date first scheduled: N/A

Date of most recent amendment: N/A

# Legacy System Information

The contents of this record have been generated from a legacy data system.

Legacy System: RSM - OCN

UID: WT 258

## Asset Groupings

This list entry does not comprise part of an Asset Grouping. Asset Groupings are not part of the official record but are added later for information.

## List entry Description

### Summary of Monument

The Priory Gateway 75m west of The Priory Church of St. Mary & St. Michael, Malvern.

### Reasons for Designation

Early monasteries were built to house communities of monks or nuns; sometimes houses were 'mixed' and included both sexes. The main buildings provided facilities for worship, accommodation and subsistence. They included a series of timber halls and perhaps a stone church, all located within some form of enclosure. The Benedictine monks, who wore dark robes, came to be known as 'black monks'. These dark robes distinguished them from Cistercian monks who became known as 'white monks' on account of their light coloured robes. Over 150 Benedictine monasteries were founded in England. As members of a highly successful order many Benedictine houses became extremely wealthy and influential. Their wealth can frequently be seen in the scale and flamboyance of their buildings. Benedictine monasteries made a major contribution to many facets of medieval life and all examples exhibiting significant surviving archaeological remains are worthy of protection. Despite rebuilding, remodelling and the insertion of a road surface with access bollards, the

gatehouse known as The Priory Gateway survives comparatively well and contains a number of architectural features of considerable interest. Elements of earlier structures will remain concealed behind later stone and brickwork and will provide important information on its construction and rebuilding.

## History

See Details.

## Details

This record was the subject of a minor enhancement on 20 May 2015. This record has been generated from an "old county number" (OCN) scheduling record. These are monuments that were not reviewed under the Monuments Protection Programme and are some of our oldest designation records. As such they do not yet have the full descriptions of their modernised counterparts available. Please contact us if you would like further information.

This monument includes a gatehouse situated on the western side of the precincts of Great Malvern Priory that was constructed to provide the entrance to the precincts from Abbey Road. The monument survives as a priory gatehouse that was constructed in the 15th century and rebuilt and remodelled during the 18th and 19th centuries. The gatehouse is rectangular in plan and is constructed from Malvern and Tisbury Stone with brick and a tile roof. The northern façade opens out on to Abbey Road and has a large central four centred arch supported by three orders of slim columns. The gateway is recessed into a larger square hoodmould with a quatrefoil in each spandrel. The elevation is divided into two tiers of traceried panels each with a cinquefoil head with an embattled parapet that has traceried cinquefoiled panels beneath stone coping. Each side of the entrance arch is a single light window with stone mullions and stepped angle buttresses are situated at each corner. Above the gateway arch is a three-light oriel window that is flanked by stone mullioned two-light windows. The south facing elevation has three gables with decorated bargeboards above three two-light stone mullioned windows. The entrance to the thoroughfare has a central four centred arch with a stone

hoodmould supported by a chamfered column. Each side of the arch is a three-light stone mullioned window with a flat stone hoodmould. The thoroughfare has a flat ceiling and has large buttresses on the eastern and western sides. A doorway is situated at the south western corner. A 19th century coursed ashlar addition has been constructed on the western side with stone mullion windows with cinquefoiled heads.

The Benedictine priory of Great Malvern was founded during the late 11th century and was dissolved in 1540. The Gateway and the Church of St. Mary & St. Michael are the only standing remains of the Benedictine priory.

The Priory Gateway is listed at Grade II\* and is also known as the Abbey Gateway.

## Selected Sources

### **Books and journals**

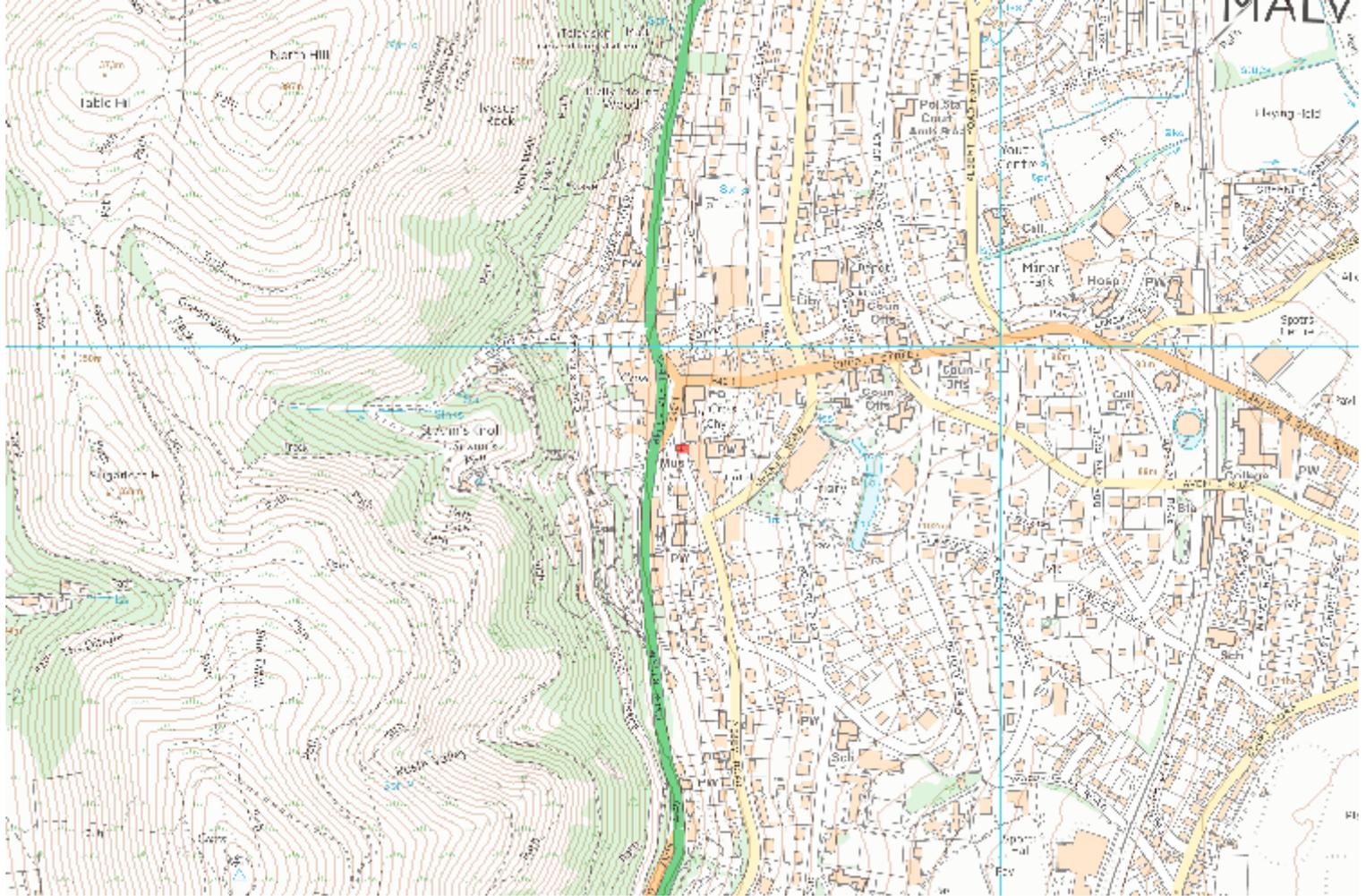
Pevsner, N, Brooks, A, The Buildings of England: Worcestershire, (2007)

### **Other**

PastScape Monument No:- 868508 & 113644

National Grid Reference: SO 77531 45849

## Map



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End of official listing



# Moated site at Sherrard's Green

## List Entry Summary

This monument is scheduled under the Ancient Monuments and Archaeological Areas Act 1979 as amended as it appears to the Secretary of State to be of national importance. This entry is a copy, the original is held by the Department for Culture, Media and Sport.

Name: Moated site at Sherrard's Green

List entry Number: 1016441

## Location

The monument may lie within the boundary of more than one authority.

County: Worcestershire

District: Malvern Hills

District Type: District Authority

Parish: Malvern

National Park: Not applicable to this List entry.

Grade: Not applicable to this List entry.

Date first scheduled: 02-Jul-1999

Date of most recent amendment: Not applicable to this List entry.

# Legacy System Information

The contents of this record have been generated from a legacy data system.

Legacy System: RSM

UID: 31949

## Asset Groupings

This list entry does not comprise part of an Asset Grouping. Asset Groupings are not part of the official record but are added later for information.

## List entry Description

### Summary of Monument

Legacy Record - This information may be included in the List Entry Details.

### Reasons for Designation

Around 6,000 moated sites are known in England. They consist of wide ditches, often or seasonally water-filled, partly or completely enclosing one or more islands of dry ground on which stood domestic or religious buildings. In some cases the islands were used for horticulture. The majority of moated sites served as prestigious aristocratic and seigneurial residences with the provision of a moat intended as a status symbol rather than a practical military defence. The peak period during which moated sites were built was between about 1250 and 1350 and by far the greatest concentration lies in central and eastern parts of England. However, moated sites were built throughout the medieval period, are widely scattered throughout England and exhibit a high level of diversity in their forms and sizes. They form a significant class of medieval monument and are important for the understanding of the distribution of wealth and status in the countryside. Many examples provide conditions favourable to the survival of organic remains.

The moated site at Sherrard's Green survives as a well-preserved monastic moat with associated later domestic and agricultural development. The island is expected to preserve evidence of former structures, including both domestic and ancillary buildings and their associated occupation levels. These remains will illustrate the nature of use of the moated site as a possession of the Priory of Great Malvern, and the lifestyle of its inhabitants. In addition, it will preserve evidence which will facilitate the dating of the construction and subsequent periods of use of the moat. The moat ditch can be expected to preserve earlier deposits including evidence of its construction and any alterations during its active history. The waterlogged condition of the moat will also preserve artefactual and environmental information about the ecosystem and landscape in which it was set.

## History

Legacy Record - This information may be included in the List Entry Details.

## Details

The monument includes the buried and earthwork remains of a medieval monastic moat at Sherrard's Green. The monument is located on level ground to the east of Great Malvern and was a holding of the Priory of Great Malvern. Following the Dissolution of the Monasteries the site, known as Moat Court, was leased to Richard Berde in 1541, passing through two other families before settling in the possession of the Moores in 1565. The moat, which measures approximately 6m to 10m wide by 1m to 2m deep, is water-filled. It was enlarged at some point, and the earthwork remains of the infilled, original south arm are visible as a depression approximately 6m wide by 0.1m to 0.5m deep, situated centrally along the north-south axis of the island. The original island would thus have measured approximately 50m by 45m. The enlarged island is rectangular and measures approximately 90m by 45m. Access is gained via a modern bridge just north of the centre of the eastern arm of the ditch. This bridge is excluded from the scheduling, although the ground beneath it is included. Moat Court, a Grade II Listed Building, is located on the island and excluded from the scheduling, although the ground beneath it is included. An eastern extension of 10m to the southern arm is believed to represent a cart wash

or sheep dip. The moat is fed in the north west corner from a large pond 100m to the north, on the opposite side of the main road. This pond is believed to have been one of a number of ponds which both fed the moat and powered a mill, the location of which is uncertain. The ponds are believed to have been modified and are therefore not included in the scheduling. A leat leaves the moat to the west from the junction with the original southern arm and represents the original overflow/outlet leat for the moat. This leat runs to the south, adjacent to the extended western arm of the moat for its full length. The moat now drains via its south western corner. Abutting the moat to the east is a model farmyard dating to 1772 which retains many of its original features, including a Grade II Listed dovecote which is located in the north western range of buildings. The dovecote and farm buildings are not included in the scheduling. All modern fencing and surfaces, Moat Court and the modern bridge are excluded from the scheduling, although the ground beneath these features is included.

MAP EXTRACT The site of the monument is shown on the attached map extract. It includes a 2 metre boundary around the archaeological features, considered to be essential for the monument's support and preservation.

## Selected Sources

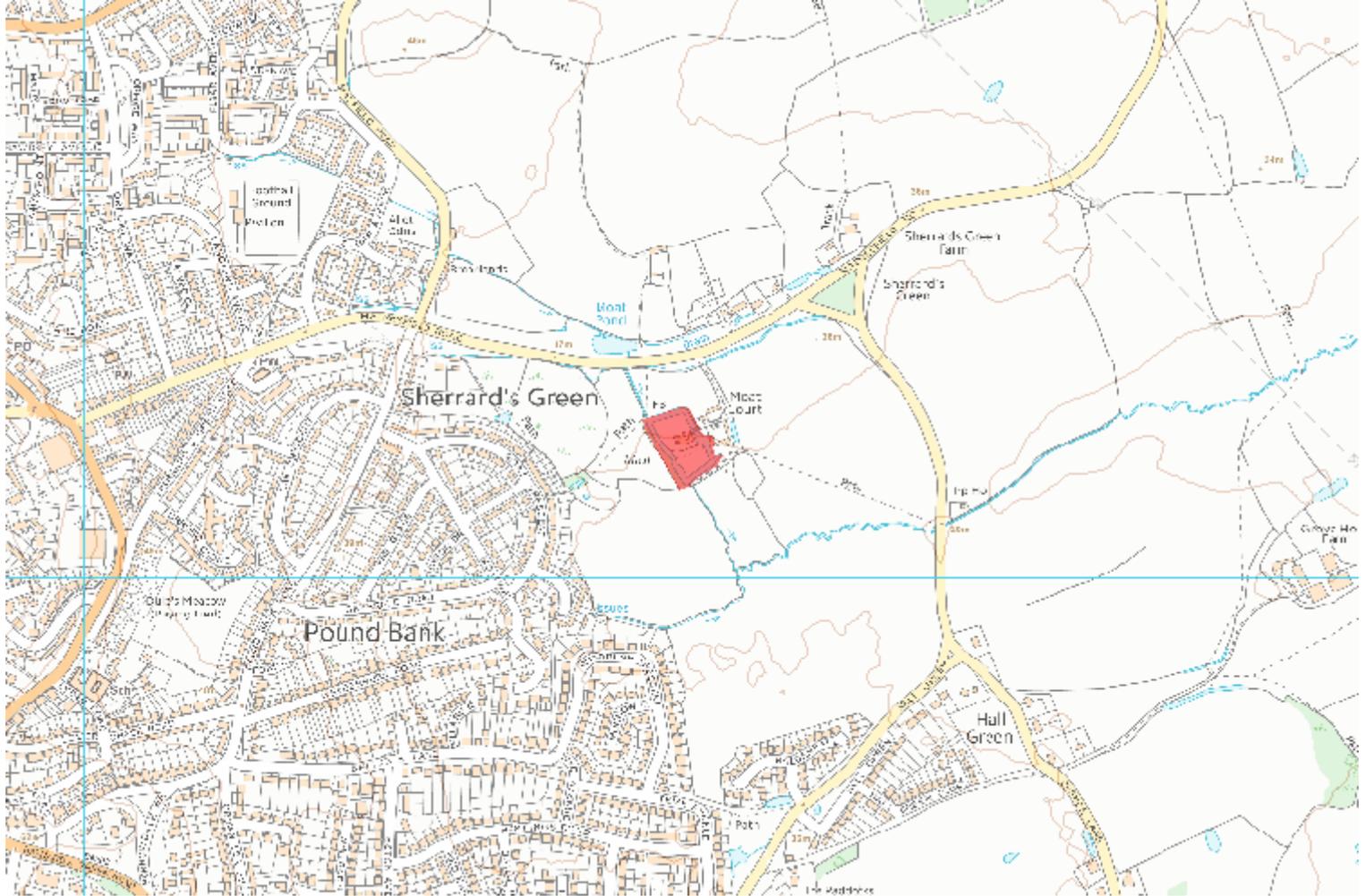
### **Other**

Dissolution records, (1530)

various, Record Cards, (1960)

National Grid Reference: SO 79875 46193

## Map



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End of official listing



# PRIORY CHURCH OF ST MARY AND ST MICHAEL

## List Entry Summary

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

**Name:** PRIORY CHURCH OF ST MARY AND ST MICHAEL

**List entry Number:** 1082794

## Location

PRIORY CHURCH OF ST MARY AND ST MICHAEL, CHURCH STREET

The building may lie within the boundary of more than one authority.

**County:** Worcestershire

**District:** Malvern Hills

**District Type:** District Authority

**Parish:** Malvern

**National Park:** Not applicable to this List entry.

**Grade:** I

**Date first listed:** 30-Nov-1949

Date of most recent amendment: 30-Nov-1979

## Legacy System Information

The contents of this record have been generated from a legacy data system.

Legacy System: LBS

UID: 152053

## Asset Groupings

This list entry does not comprise part of an Asset Grouping. Asset Groupings are not part of the official record but are added later for information.

## List entry Description

### Summary of Building

Legacy Record - This information may be included in the List Entry Details.

### Reasons for Designation

Legacy Record - This information may be included in the List Entry Details.

### History

Legacy Record - This information may be included in the List Entry Details.

## Details

CHURCH STREET 1. 5245 (South Side) Priory Church of St Mary and St Michael SO 7745 NE 5/1 30.11.49 I GV 2. Norman and Perpendicular. The monastic church of the Benedictine Priory founded circa 1085. One of the more important greater parish churches, rich in mediaeval glass, tiles,

monuments, etc, restored by Sir G G Scott in 1860-1.

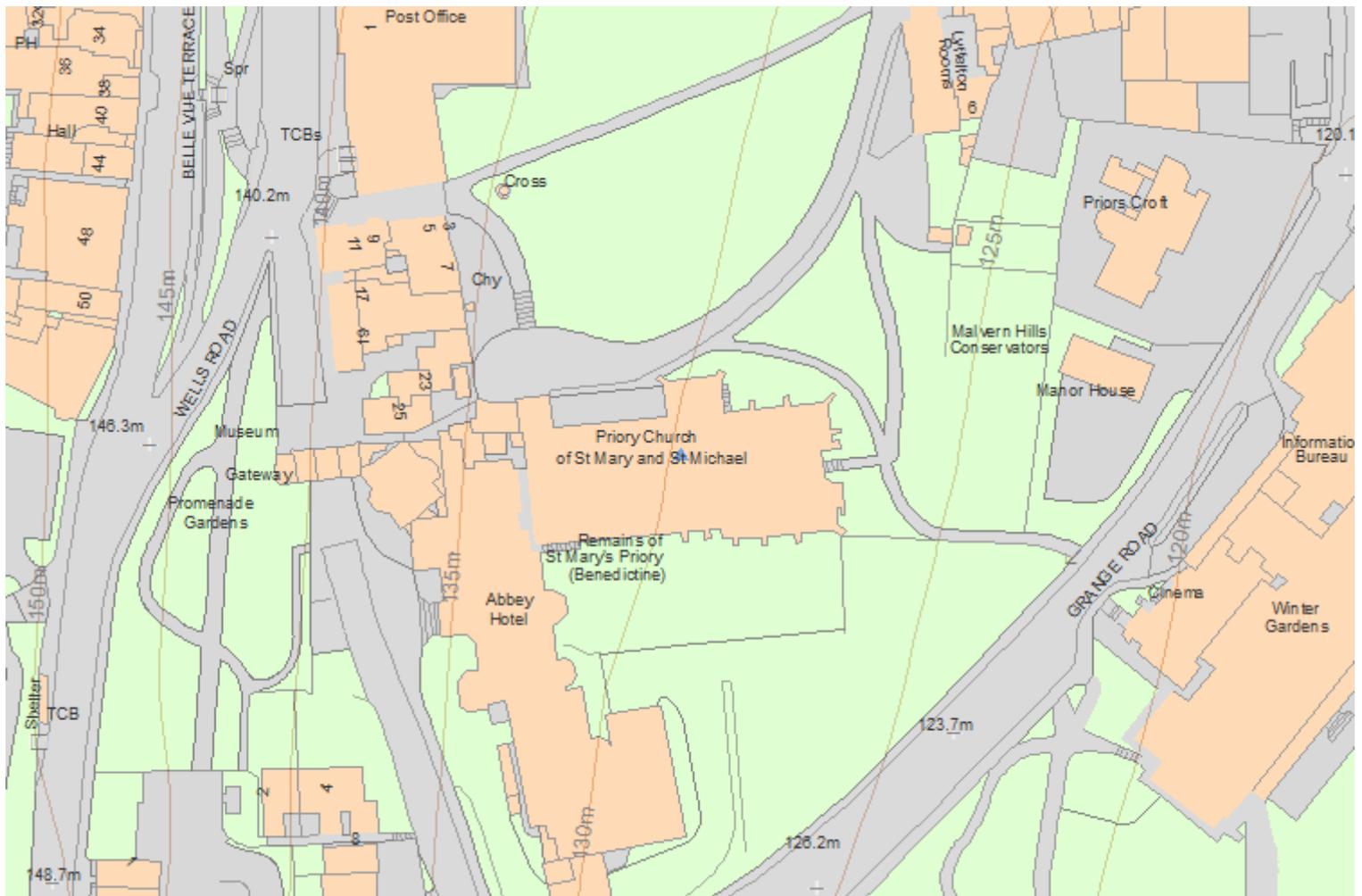
Listing NGR: SO7759545852

## Selected Sources

Legacy Record - This information may be included in the List Entry Details

National Grid Reference: SO 77595 45851

## Map



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[1082794 .pdf](#)

[http://mapservices.HistoricEngland.org.uk/printwebservicehle/StatutoryPri nt.svc/405585/HLE\\_A4L\\_Grade|HLE\\_A3L\\_Grade.pdf](http://mapservices.HistoricEngland.org.uk/printwebservicehle/StatutoryPri nt.svc/405585/HLE_A4L_Grade|HLE_A3L_Grade.pdf)

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## **5.1 Annex C ‘Local Sites: Guidance on their Identification, Selection and Management’**

# Annex C: Reference Criteria for the Selection of Local Sites

## Size or Extent

The ability of a site to support a species depends, in part, upon its extent. The requirements of many species of animal for minimal areas for foraging and territories for breeding may preclude their survival within smaller areas of otherwise suitable habitat. The same may also be true of certain plant species where the long-term viability of populations may require a minimal extent of habitat free from adverse environmental influence, allowing for turnover within local populations

Although, for mobile species, including many birds, mosaics of different habitat features or elements at the wider landscape scale are essential, the presence of individual blocks of a particular habitat type of a minimal size can nevertheless be critical.

Where the interest of a site is an active natural process, such as shifting tidal flats, the site boundary should encompass the area of active process as well as any adjacent area to which the process will imminently spread.

Although larger sites can be critically important for supporting viable populations of certain species, smaller sites can also be important where species are able to use them as 'patches' of a larger habitat resource dispersed across the landscape. Small sites may also be the only locally available patches of accessible natural greenspace offering opportunities for the appreciation of nature.

## Diversity

A key principle of nature conservation is to sustain the diversity of wildlife, habitats, geological and geomorphological features. The former includes maintaining genetic diversity within populations of animals and plants as well as the diversity of species and habitats. Some habitats are characteristically more species-rich than others. For example, unimproved calcareous grassland is considerably richer in plant species than heathland. However, each habitat type is characterised by its own range of species. Conserving the diversity that these different habitats represent, and the diversity of their respective floras and faunas, means effectively conserving the integrity of these contrasting environments, one richer in plant species, and the other poorer.

Conserving diversity at a landscape scale can involve maintaining habitats at different stages of ecological succession. This may mean arresting succession of a particular patch of habitat at an intermediate stage or allowing sufficient patches of habitat to proceed through succession at staggered intervals such that at any one time different patches are at different stages of succession.

England contains a wide diversity of geological features and landforms from a range of eras within a relatively small area. Individual sites and features together contribute to this diversity. The sites in a Local Sites system should seek to reflect the diversity of features that characterise the geology of the area in question as together they provide the basis for understanding the processes that have built and shaped the resource over time.

## Naturalness

Human activities past and present have had such an impact that even those parts of the landscape that seem least modified are now more usually described as 'semi-natural'. In this context, the concept of 'naturalness' is probably better considered not as the absence of human intervention or legacy within a site but the degree to which a site supports natural features or demonstrates active or past natural processes. Eroding coasts are dynamic features dominated by natural processes. In contrast, quarry exposures revealing rock strata betray past natural processes within what is a landscape feature clearly of human, industrial origin. Both significantly demonstrate 'naturalness' by revealing past or present natural process.

Within urban areas, natural processes of colonisation and succession can transform previously developed land into seemingly natural vegetation. But it is often the early stages of such natural recolonisation that, though less apparent, are more significant for the presence of rare or scarce species of conservation importance.

Therefore, naturalness should be considered as much in terms of process as the presence of 'natural' features.

## Rare or Exceptional feature

This is perhaps the most self evident of the criteria. The local loss of a rare species or habitat may result directly in the reduction in its wider geographical range. For species that are rare, local populations may represent an important part of the total species gene pool. The loss of a local population may result in the irreversible loss of genetic diversity, local races or subspecies and ultimately of species themselves.

Exceptional geological features if lost are equally irreplaceable; the environments and processes that created them may no longer exist.

## Fragility

Although some habitats and geological features are stable over long periods, others are more prone to change and so are at greater risk of being lost. Such change might be the successional change that occurs naturally or may be due to the direct or indirect impact of other influences or human activities. This may extend to include the influence of climate change. For example, some invertebrates require grasslands with short open turf with a good proportion of exposed soil. The cessation, or even the reduction in the intensity of grazing, could lead to the loss of species in relatively short periods of time. Similarly many sites such as peatlands are susceptible to erosion and damage from trampling and unmanaged access. Active conservation management is important in maintaining the condition of sites, countering adverse impacts and preventing the loss of ephemeral populations and habitats through successional change.

Fragility should not be construed as susceptibility to development. It is the intrinsic sensitivity of habitats or features that should be considered rather than the site's likelihood to face development. Different types of habitat and geological feature have different sensitivities to change and damage. In contrast, many woodlands are comparatively robust and may require little management to conserve their nature conservation interest over long periods.

Fragility is relevant to evaluation of sites because Local Site designation could aid the conservation of fragile habitats and features through prioritisation of land management resources.

## Typicalness

Generally, Local Sites will not be typical of the landscapes in which they are found; their designation is likely to reflect the fact that they are special in some way. Rather, their value lies in them exemplifying a type of habitat, geological feature, or a population of a species, that is characteristic of the natural components of the landscape in which they are found.

Wildlife habitats and geological features play an important role in helping define a 'sense of place' or local distinctiveness. They represent the 'natural character' of an area, especially where this has been lost or eroded from the wider landscape. Similarly, sites may exemplify natural processes past or present whether geological or biological. In this way, Local Sites are likely to typify the best of the natural environment of an area.

## Recorded history and cultural associations

Past investigation or recording of a site can add greatly to its value for understanding processes and change in the natural environment. Many sites also have links to historic events or have literary or other associations in art. Besides revealing environmental change (or stasis) over time such recording or portrayal can also reveal changes in perception of the natural environment and the economic value that it has been ascribed at different times.

Because the natural environment has been extensively shaped and influenced by human activity, the natural features that we have inherited and which provide important components of regional and local distinctiveness also represent important parts of our cultural heritage. A good example of this is the relationship between local geology and building stone. Not only are many towns and cities dominated by buildings made of locally quarried stone, but the former quarries from which such stone came are commonly sites of local value for their geological or ecological interest.

Because Britain has played an important role in the history of Earth Science, many sites are of significance as the places where scientific concepts were first demonstrated.

## Connectivity within the landscape

Besides being of intrinsic interest themselves and directly supporting wildlife within their boundaries, Local Sites also have an important role in supporting populations of species within the wider landscape. Such species may not depend on any single site or piece of habitat but rather require a habitat resource which is comprised of numerous patches which though dispersed, are accessible and are potentially parts of a functional network. Individual sites need to be considered in terms of the contribution they make to such networks; not simply the quantity of habitat they provide, but its geographical position. The quality of habitat and the nature of the surrounding matrix are also extremely pertinent considerations.

In considering the geological interests of potential sites, a relevant factor would be the degree to which their interest features contribute to understanding landscape-scale geological or geomorphological processes, past and present.

### Value for Appreciation of Nature

The scale and cumulative impact of human intervention in the landscape, plus social changes, such as the decline in land based employment, have had a combined effect in reducing people's contact with nature and a high quality natural environment. There is growing evidence that the positive associations that people have with the concept of nature is reflected in benefits to people's well being. Whilst there is an established history of recognising the intrinsic appeal or aesthetic value of nature manifest in particular places, the amenity and spiritual benefits provided by contact with nature has often been considered a subordinate concern. Sites which are important for the conservation of rare species or exceptional geological features, are rich in biodiversity or typify the natural character of an area will often be additionally important for providing people with the chance to experience and enjoy local wildlife and geology. In populous areas that are poorer in high quality natural environment, sites of lesser intrinsic ecological or geological interest may still be of substantive nature conservation value for the opportunities they provide for the appreciation of nature.

Although the absence of rights of access to sites can clearly affect the opportunities for experiencing, and close enjoyment of, the interest features within them; their protection and enhancement within the landscape can offer significant visual appreciation from neighbouring or more distant locations.

### Value for learning

The value of statutory designated sites such as nature reserves, in providing opportunities for research and investigation into ecology and geology has been a long established and accepted principle in nature conservation in Britain. Today, there is an equal need to provide sites for local educational use to enable people of all ages to learn about and better understand the natural world around them.

Some sites may offer particular local opportunities for controlled research, investigation or experimental work. The ease with which people can reach a site, the safety of access and for use of the site, and the rights or permission for using the site will all be relevant considerations.

## 6.1 Assessment of key roads

### **Particular Roads in Malvern with problems.**

The B4503 between Malvern and Leigh Sinton. This road has seen a steady growth of traffic coming to and from Malvern and with the recent development of some 590 houses built at Malvern Vale.

During the past 18 months there has been a number of vehicle road accidents between Lower Interfield and the corner of Sayers Ave off the Leigh Sinton road. All of these accidents have been a result of speed. The speed restrictions signs and traffic calming signs are "**poor**" and need improving to make motorists aware that they are in a speed restricted area leaving or coming into Malvern.

### **TO IMPROVE.**

There is a 30 and 40 mph speed limit along this stretch but is poorly displayed.

Traffic coming into Malvern from Leigh Sinton pass through Upper Interfield. At this point the present speed limit should be reduced from 40mph to 30mph they are coming into a built up area and with a single track to the left ( Grit Lane) which is used by motorists taking a short cut from Tanhouse Lane to Leigh Sinton Road. At upper Interfield there should be a **prominent** traffic calming display with large 30mph signs to make it very clear to motorists . Regular repeater speed signs need to be placed at prominent positions along this road up to Malvern Vale. At Lower Interfield on the B4503 coming into Malvern there is a 40mph speed sign. This is poor , it needs highlighting more prominently and again repeater signs need installing in prominent positions along this stretch till it reaches the proposed 30mph signs at Upper Interfield.

Many motorists are now using this route into Malvern as an alternative to the A449 from Worcester to Malvern thus avoiding Malvern Link and the traffic lights.

### **Upper Howsell Road, Malvern Link.**

Upper Howsell road from the junction of Somers Park Ave to Tanhouse Lane is seriously congested with parked traffic particularly between the premises of Spilsbury the undertakers to the Cooperative Store at the far end of Upper Howsell road. The narrowest part of this road is between Spilsbury's and Wilmot road and is constantly restricted to a single lane due to parked vehicles on one side of the road. This courses constant congestion to travelling traffic along both ways of this road. This is also a bus route which courses difficulty for these vehicles as well.

Also the stretch of Upper Howsell road between Bosbury road and Greenfield road is also seriously congested with traffic parked on both sides of the road. This is coursed by motorists shopping at the Cooperative store situated on Upper Howsell road between Bosbury road and Greenfield road.

The Cooperative store has inadequate customer vehicle car park ( 4 spaces) and difficult to park and rejoin the road. This is further congested by delivery vehicles having to block the road

while shunting their vehicle to gain access to the store receiving department. This is a dangerous manoeuvre to the blind bend into and from Tanhouse lane. Again this is a bus route

and the bus stop outside the Cooperative store is congested with parked vehicles. The bus cannot pickup or discharge passengers at the bus stop.

### **TO IMPROVE**

Double yellow line the road on both sides between Spilsbury's premises in Upper Howsell road to the junction of Yates Hay road.

Double yellow line the road opposite the Cooperative Store and between Bosbury road and Green field road leaving one side of the road outside the Cooperative store clear for parking. Move the bus stop some 60 metres and cut a bus bay stop in the waste ground situated in front of the houses in Upper Howsell road some 60 metres from the present stop.

### **Parking vehicles in Malvern Link.**

There are 2 vehicle parking problem hot spots in Malvern Link. This I believe is mainly due to people catching trains from Malvern Link railway station. The present railway station car park charges to park there and is not large enough. Some motorists will not pay these parking fees and park on the side of the road around the railway station, Worcester road, Upper Howsell road, Somers Road, Osbourne road and Pickersleigh road. Cars that are parked in Upper Howsell road and opposite the entrance to Malvern Link Railway Station do so down to the junction of Worcester road but stop short of the pedestrian ballards thus making it difficult for vehicles passing by especially large vehicles.

The second spot with parking problems are in Pickersleigh road opposite Malvern Link Common. This at times becomes a single road and passing traffic along Pickersleigh road have to wait at each end of this road for traffic coming in the opposite direction to pass. Traffic at times backs up and into the main Worcester road.

### **TO IMPROVE**

To improve both instances a piece of common land adjacent to and along Pickersleigh road could be made into a car parking area to run at least half the length of Pickersleigh road. then

marking Pickersleigh road, Upper Howsell road, Somers road with double yellow lines thus making these roads clearways. Upper Howsell road is a bus route and this would improve the traffic flow through this area. The making of a car park on Pickersleigh road from the common land managed by the Hills Conservators makes little difference to the amount of common land available for this to the amount of common land that exists from Pickersleigh road to Graham road.

## NEIGHBOURHOOD PLAN Traffic and Transport

TRUNK ROADS : A449 North and South need improvement. There appear to be no plans to improve the only A road link into Malvern from Carrington Bridge to the Herefordshire boundary.

North: dualling from Malvern to Worcester is a priority, No major developments in Malvern will be successful without major road investment. Whilst we welcome improvements to the A4440, those already under construction and in use have yielded little benefit to Malvern and will not do so until the Carrington bridge is at least doubled in size. Access to the M5 at Junction 7 is essential. However, this is unlikely within the next decade.

South: A449 through Malvern south is barely adequate and unsuitable for Heavy Vehicles. Inward investment and job growth is already hindered by poor transport links, which will only worsen. The need to keep traffic flowing through the town must be a priority and considered when any development is considered.

RAILWAYS : The improvements to the Cotswold Line will offer a better service to London with additional capacity and is to be encouraged.

Trains to Birmingham are already congested at peak times and extra capacity must be sought. Whilst we do not wish to become a dormitory town, we must recognise that any extra capacity on the railways should reduce commuter traffic. The possibility of a parcels/freight operation should be investigated, to further relieve lorry pressure on the roads.

The development of Malvern Link station area as an integrated traffic hub, together with possible reinstatement of a station at Newlands must be explored.

BUSES. The 44 provides an excellent service from those parts of Malvern it covers and the increase in capacity is welcomed. The attempts to add extra bits to the service has resulted in changed routing and a more fragmented service. There is an urgent need for a full and thorough study. There appears to be no effort to coordinate or publicize other services. A town centre/hoppa service could be developed, with other services feeding into the main commercial centres and the hub, or becoming part of it, thus encouraging the use of buses.

TRAFFIC MANAGEMENT. The Plan should have as one of its objectives, the need for future development, whether residential or non-residential to consider traffic flow within both the development and the wider area and local authority spending should be prioritised to increase traffic flow by removing obstacles/bottlenecks.

New development should only be granted when all aspects of traffic management are considered.

1) In addition to sufficient parking for residents, weight must be given to extra space for deliveries, casual visitors and the fact that many residents no longer see a garage as the place for a car.

2) If public transport is to be encouraged, then the roads on the development must be kept free of impediments and of sufficient width to accommodate modern buses.

3) All parts of the greater Malvern area should be accessible from major developments by reliable and frequent public transport.

**TRAFFIC MOVEMENT.** Flow along the A449 is hindered by a combination of factors. Whilst these are outside of the neighbourhood plan remit, they are however important if development in Malvern is to be sustainable and the uniqueness of the area is to be enhanced.

Bus Stops and Lay-bys are badly sited, often opposite each other, and the lay-bys are inadequate in many areas to allow the buses to draw in fully off the road. They were designed for smaller buses and instead of increasing traffic flow, the modern type stop the traffic. E.g. The stops at Prospect View.

Parking is allowed on some of the narrower parts of the road, including the A449. This may help a few traders but have a detrimental on traffic speed and movement. E.g. Link Top, Barnards Green and the Victoria Park area. Some joined-up alterations could achieve fewer hold-ups.

Parking should be restricted on roads which are bus routes, but only on those parts of the day when there are services. Bus Stops should be clearly marked on roads and on those roads which are narrow, parking restricted to one side. E.g. the length of Graham Road, which has to cope with both buses and deliveries to Waitrose.

Deliveries to retail and Hospitality area, particularly in the Worcester Road/Belle Vue area, Church Street and Barnards Green both delay and stop traffic. However there are no dedicated unloading areas for trucks and they compete with public transport, normal traffic and pedestrians. Either dedicated delivery areas and /or restricted delivery hours might be considered.

Parking, both off street and on-street appear to be adequate in all areas. Since the introduction of monitored off-street parking, spaces are no longer 'hogged' and appear to meet need at most times. Long Term parks are rarely full. Poor and inconsiderate parking is however evident, often on bus routes and around the stations at Great Malvern and Malvern Link. This causes problems.

In conclusion, there are no simple waves of a wand to meet the criticisms- often anecdotal- of traffic and parking in Malvern. The neighbourhood plan should lay down priorities where possible but should act as a catalyst to spur all concerned into producing and implementing a workable traffic plan.

## 6.2 Malvern's Bus Service – Summary Report

## **Malvern's Bus Service - Summary Report**

In order to be better able to write this report I felt I had to get to know and understand the bus service in the Malvern area, therefore I decided to start by travelling on some of the bus routes.

To be able to do this I needed a time table. I phoned the First bus company offices in Worcester and was told to contact the local hub centre in Malvern, where I would be able to obtain one. The receptionist in the hub centre said they did not stock time tables but would print me one off the internet. During the printing the receptionist realised that there were 14 sheets to the bus time table. Anyway I got a time table.

Being a pensioner and armed with my bus pass I used Roman Way Retail Park bus stop as my main point of getting on and off the buses. I began with the No. 44, progressed, to the No. 42 and then investigated the No. 44A and 44D. Followed by the 362/364/365 from Link Top.

I noted the routes (surprising in places) and also 'pinch points' where the bus was held up by parked cars, bus stops which were difficult for drivers to access properly, i.e. unable to park parallel to kerb for ease of access, especially important for mums with buggies and the disabled. There were a number of places where the bus was unable to stop at the kerb because of parked cars, this must have been frustrating for the drivers of other vehicles. One of the buses I travelled on was a double decker, and there were a number of points where it was hitting the branches of trees – startling as I was in the front seat of the upper deck. On the route I noted the location of the bus stops and any problems associated with each one. I also noted stops where a bus shelter is needed.

Before I go any further, I must say that most of the drivers who operate the buses around Malvern do an excellent job. Their patience is endless, parked vehicles in bus stops, negotiating between other vehicles, helping passengers with directions and the correct bus to catch. Being moaned at when late. The list goes on. After travelling on each route, I compiled a list of stops on the route together with a map and timetable.

In my reports for each route I have highlighted bus stops that are problems for drivers to access properly. Stops where passengers have problems getting on and off buses. Double Decker buses hitting trees on routes around Malvern. The present routing system for buses around Malvern and the totally inadequate bus stop at Roman Way Retail Park. I have also highlighted Areas of Malvern that have no bus service.

I have included suggestions for improving a number of issues that I came across. I'm particularly concerned about the Roman Way bus stop, there are a number of problems here and I feel an accident waiting to happen.

Having travelled these bus routes has given me a better view as to how they operate around Malvern; but of course most of them start and finish in Worcester and I think this is one of the main problems. I cannot help but conclude that the bus management team see the No 44 as a Worcester bus service, and view Malvern as a suburb of Worcester, whereby they arrive into Malvern take a route and go back to Worcester.

There are too many buses running backwards and forwards to Worcester (every 10 minutes !) at times with very few people on them and in some cases two or three buses running back due to "bunching up".

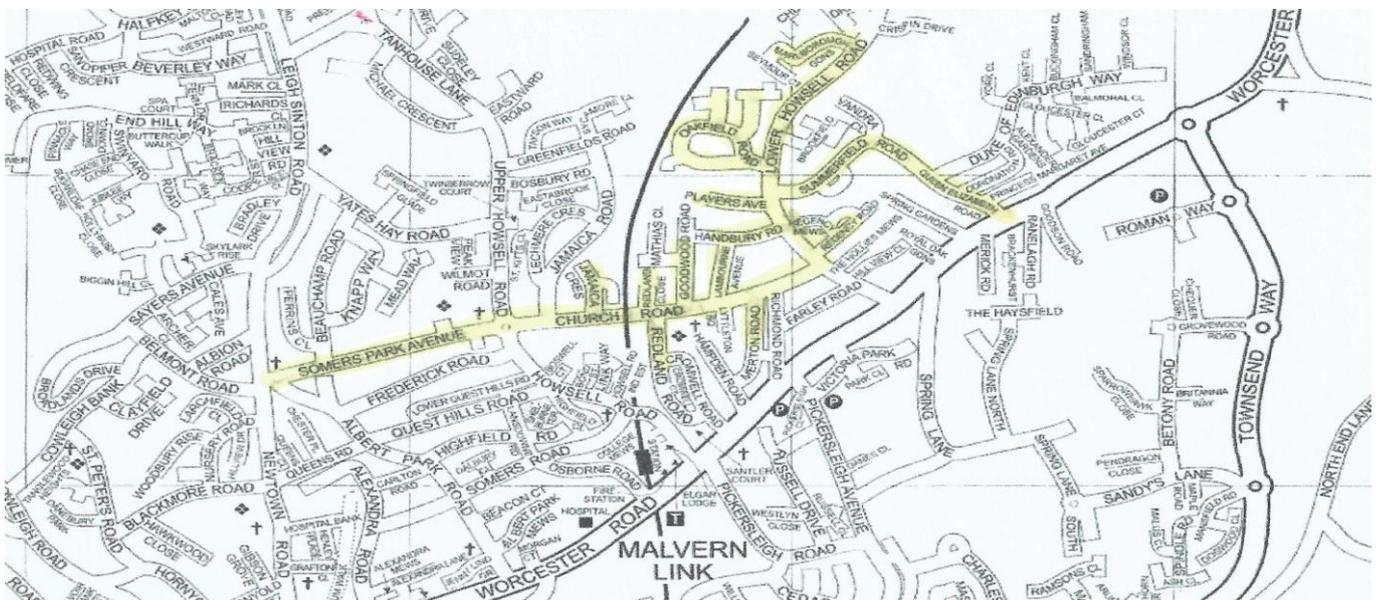
A further review needs to be undertaken, of individual bus routes, in partnership with the bus operators. This also needs to look at reducing the number of buses running to and from Malvern to Worcester, perhaps a 20 minute service and retaining some buses in and around Malvern during the day to improve the service in some areas and provide a service in areas that presently have none, with the Roman Way Retail Park acting as an interchange station.

There desperately needs to be more and better publicity of changes to the bus service and timetable.

### **New Bus Routes in Malvern**

Residents who live in the area of Church Rd, Malvern Link including Jamaica Cres, Redland Road, Goodwood Road, Lambourne Road, Richmond Road, Merton Road, Lower Howsell Road, Hanbury Road, Regency Road, Oakfield Road, Players Ave, Summerfield Road have no bus service that passes through this area.

One of the No. 44 bus services could be re-routed from the Retail Park to take in Queen Elizabeth Rd. Summerfield Rd. Lower Howsell Rd. Church Rd. Somers Park Ave. Albert Park Rd. Worcester Rd. Link Top, Church St. Graham Road, Albert Park Rd. Somers Park Ave. Church Road, Lower Howsell, Summerfield Rd. Queen Elizabeth Road, Worcester Rd. Townsend Way, Roman Rd. Malvern Retail Park. This would have to be serviced by Single Decker buses because of the railway bridge on Church Road. The height of the single Decker buses are between 10' 4" and 10' 6". The clearway under the railway bridge in Church road is 12' 6". This would not impinge single Decker buses using this route but would encompass passengers living in the roads listed above to catch a bus nearer to their locations.

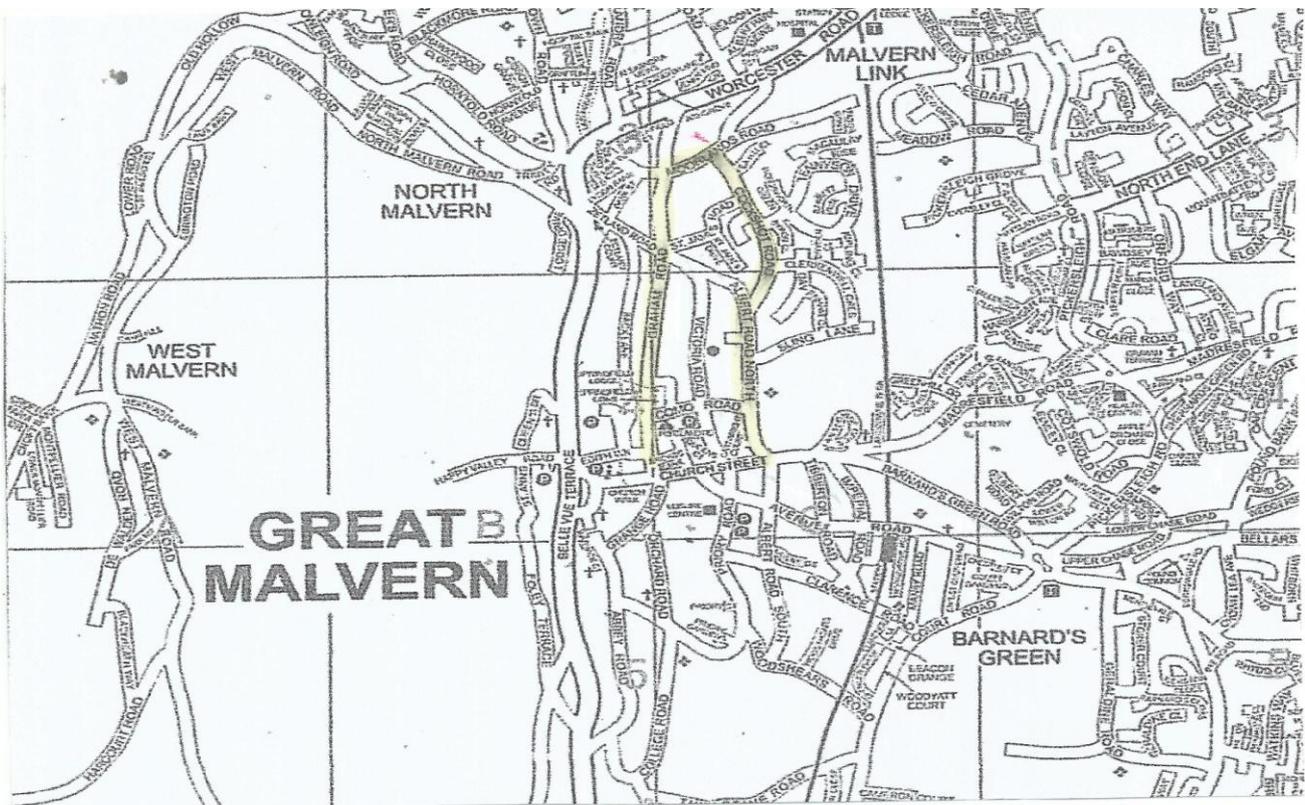


## Service No. 44C

Residents who live on Cockshot Road, Tennyson Drive, Clerkenwell Cres, Sling Lane, Albert Road North, do not have a bus service through this area. In Albert Road North there is The Cube and also the South Worcestershire College.

Currently residents living in this area have to walk to Victoria Rd. or Graham Rd. to catch a bus.

The 44C bus service that runs along Graham Road then turns down and back along Victoria Road picks up very few passengers in Victoria Road. However if this bus service would continue on along Graham Road and turn right into Moorlands Road and right again into Cockshot Road then joining Albert Road North it would pick up more passengers along this route to include passengers to and from the college and those living in the areas listed above. This would be only a very slight alteration to this service, but I believe would be of great benefit to South Worcestershire College, The Cube and residents in this area.



## **GOING FORWARD**

Further to my report on the Bus Service in Malvern I feel that Malvern Town Council could instigate / encourage some action to be taken to improve the service for existing users and also to encourage more of Malvern's residents to use the Bus service. This could be divided up into Short Term and Long Term aims. It would need to be actioned with: **The Bus Companies**, **The Highways Authority**, and **The Retail Park Owners**.

### **The Bus Companies:**

Bus routes are serviced by First, LMS & Astons and action would need to be pursued with all three.

### URGENT ACTION:

- 1 To ensure that every live bus stop has a flag fitted, showing which services stop there and that these bus stops display a current timetable for that service.
- 2 Remove flags from currently unused bus stops.
- 3 Ensure current Timetables are available and that ANY ALTERATIONS to bus routes or times are WELL PUBLICISED, (local newspapers, internet sites, printed timetables available in Tourist Information & local libraries).
- 4 Route 42, LMS encourage them to review their bus times and publish & publicise these.

### LONG TERM:

- 5 All Bus Shelters are cleaned.
- 6 More Bus Shelters are installed, particularly at popular stops.
- 7 Review new routes and install Bus Stops &/or Shelters where appropriate
- 8 Provide new routes to areas of Malvern that currently have no service.

A quick additional survey indicates that there is:

**No flag on bus stops:** West Malvern Road / Cowleigh Road junction (outside cycle shop)

West Malvern Road/Croft Bank/ Westminster Road junction.  
(There could be more or they could be discontinued stops.)

**No time table on bus stops:**

Top and bottom of Bredon Grove; Longridge Road; Arosa Drive; Geneva Ave; King Edwards Road; Fruitland; Poolbrook Road, near the '3 Horse Shoes'; Poolbrook Road, opposite Poolbrook Road shops; Madresfield Road, opposite Gt. Malvern Cemetery; Victoria Road; Graham Road, junction of Moorlands Road.

**Cleaning:**

The bus shelter in Graham Road urgently needs cleaning. The roof guttering is full of weeds and the rain runs over onto the floor.

**Install more bus shelters at:** Pound Bank Road opposite Oak Crescent.  
Pound Bank Road next to Upper Chase Road.  
Leigh Sinton Road/ Sayers Ave junction.

**New stops:** Bottom of Somers Park Ave.

I am sure that there are more Bus Stops that require some sort of action, a FULL survey would need to be carried out.

### [The Highways Authority:](#)

Worcestershire County Council is the appropriate authority for roads in Malvern.

### URGENT ACTION:

- 1 Trees on the routes taken by Double decker buses need cutting back to allow for free movement.

A quick additional survey indicates that trees need cutting back at: (there are undoubtedly others)

Link Top bus stop  
Leigh Sinton Road, opposite Bradley Drive.

### **There are also some trees on private property that need cutting back:**

Russell's Solicitors (Holland House) Church Street.

### LONG TERM:

- 2 Review placement of bus stops
- 3 Install more Bus Stop road markings
- 4 Review parking spaces by bus stops
- 5 Review the use of Double Yellow Lines to stop parking adjacent to bus stops
- 6 Review the length of bus bays & kerb alignments

A quick survey indicates that the Bus Stop in Pound Bank Road/ Borrowdale Road is constantly blocked off by parked vehicles, this is a cause of major delays on this busy bus route. Is this stop still in service? if not the flag needs removing. If it is still in use the road needs marking as a bus stop to allow passengers to step on/off the bus safely.

The Bus stop opposite the disused church in Wells Rd, Gt Malvern. Is this stop still live? If so a 'Risk Assessment' needs to be carried out for the safety of passengers standing at this stop.  
(see photograph)



### **The Retail Park Owners:**

### URGENT ACTION:

- 1 Lengthen the bus bay so that buses can pull in parallel
- 2 Subsequently to the above action move and provide a bigger the Bus Shelter
- 3 Provide a marked pedestrian crossing between Morrisons and the Retail Park

## **Malvern's Bus Service - Conclusions**

Having travelled most of the bus routes around Malvern has given me a better view as to how they operate. I have also spoken to many people, the elderly waiting in the cold at stops with no shelter, regular bus users, drivers and a newly appointed (by First) Inspector, who is also investigating the routes and problems. I have his name and number.

I cannot help but conclude that the bus management team see the No 44 as a Worcester Bus Service, and view Malvern as a suburb of Worcester. This severely restricts the provision of a MALVERN BUS SERVICE. as all services start and conclude in Worcester.

With every service being timed to provide a service to Worcester (every 10 minutes !) at times with very few people on them and in some cases two or three buses running back to back due to "bunching up".

A further review needs to be undertaken, of individual bus routes, in partnership with the bus operators. This also needs to look at reducing the number of buses running to and from Malvern to Worcester, perhaps a 20 minute service and retaining some buses in and around Malvern during the day to improve the service within the area and provide a service in areas that presently have none, with the Roman Way Retail Park acting as an interchange station.

There needs to be more Bus Shelters provided, especially at popular stops and EVERY bus stop needs to have a timetable attached showing which buses stop there and at what time.

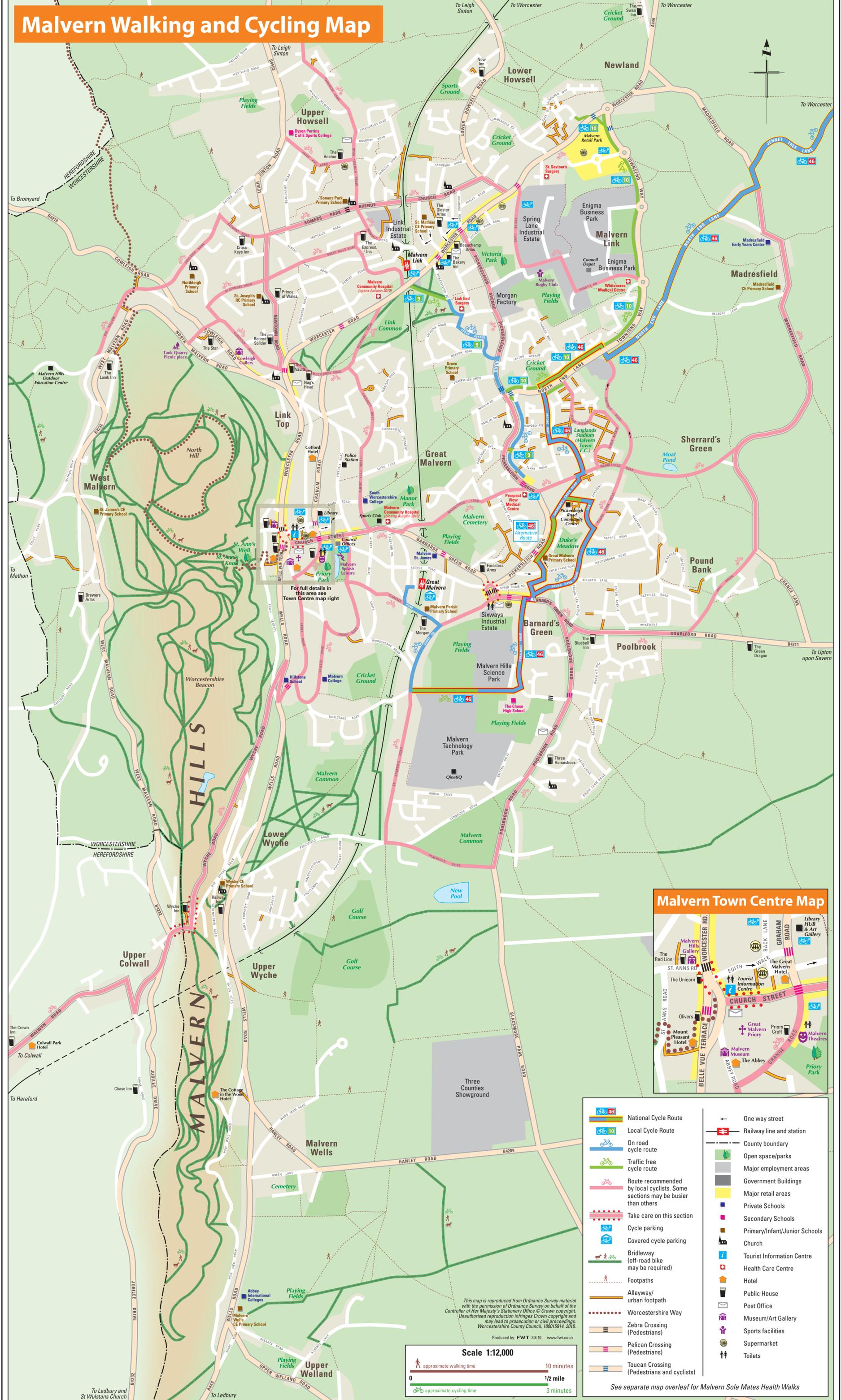
Bus Stops which are no longer in use need to have their 'flags' removed.

**There desperately needs to be more and better publicity of changes to the bus service and timetable and timetables on the internet need to be accurate.**

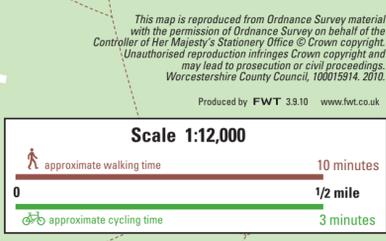
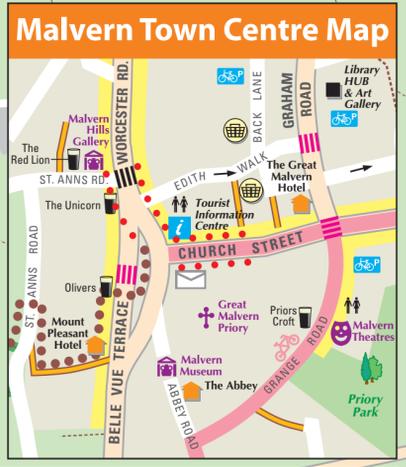
Serious consideration needs to be given to "real time" notices at bus stops and the buses need to be fitted with GPS systems. This in itself would vastly improve the times of buses arriving at points for passengers to know when the bus will arrive or not.

## 6.3 Malvern Walking and Cycling Map

# Malvern Walking and Cycling Map



For full details in this area see Town Centre map right



- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li> National Cycle Route</li> <li> Local Cycle Route</li> <li> On road cycle route</li> <li> Traffic free cycle route</li> <li> Route recommended by local cyclists. Some sections may be busier than others</li> <li> Take care on this section</li> <li> Cycle parking</li> <li> Covered cycle parking</li> <li> Bridleway (off-road bike may be required)</li> <li> Footpaths</li> <li> Alleyway/urban footpath</li> <li> Worcestershire Way</li> <li> Zebra Crossing (Pedestrians)</li> <li> Pelican Crossing (Pedestrians)</li> <li> Toucan Crossing (Pedestrians and cyclists)</li> </ul> | <ul style="list-style-type: none"> <li> One way street</li> <li> Railway line and station</li> <li> County boundary</li> <li> Open space/parks</li> <li> Major employment areas</li> <li> Government Buildings</li> <li> Major retail areas</li> <li> Private Schools</li> <li> Secondary Schools</li> <li> Primary/Infant/Junior Schools</li> <li> Church</li> <li> Tourist Information Centre</li> <li> Health Care Centre</li> <li> Hotel</li> <li> Public House</li> <li> Post Office</li> <li> Museum/Art Gallery</li> <li> Sports facilities</li> <li> Supermarket</li> <li> Toilets</li> </ul> |
|---|---|

See separate map overleaf for Malvern Sole Mates Health Walks

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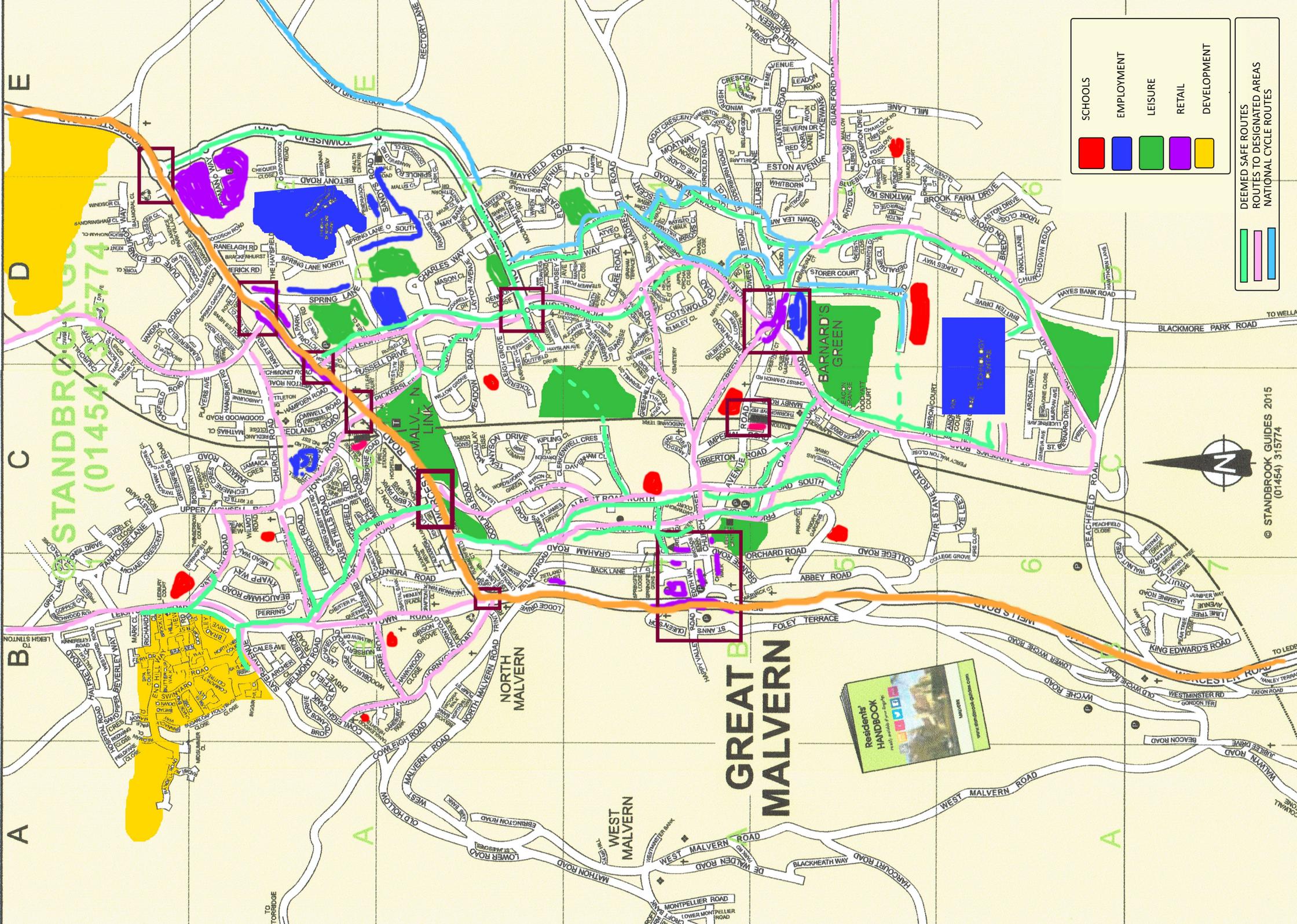
## 6.4 Cycling and Walking Opportunities

## **Walking and Cycling Opportunities**

Having undertaken some follow up work from our last meeting it would appear that there are limited opportunities for creating a coherent plan for cycle and footpaths to be included in the neighbourhood plan; the existing "Malvern Walking and Cycling Guide" shows national cycle routes and other routes "locally recommended".

I have driven over all these routes to assess their adaptability to include either on road or protected paths and found very few of the routes that connect likely destinations to be realistic candidates for safer cycling.

The attached plan shows those few routes that might be deemed safe for cyclists, but it should be noted that these are subjective assessments and not backed by any strict parameters - just driving the route and watching for safety/danger aspects.



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SCHOOLS  
 EMPLOYMENT  
 LEISURE  
 RETAIL  
 DEVELOPMENT

DEEMED SAFE ROUTES  
 ROUTES TO DESIGNATED AREAS  
 NATIONAL CYCLE ROUTES

# GREAT MALVERN



A B C D E

A

B

E

A

6

7

8

9

10

11

12

## 6.5 Car Parking

## **MALVERN NEIGHBOURHOOD PLAN**

### Travel and Transport Working Party

#### **CAR PARKING**

1. My understanding of parking in Malvern, problems and possible solutions, is as follows. Other Working Party members with a greater knowledge of Malvern will no doubt spot errors and omissions.
  
2. An overall objective of the Neighbourhood Plan is likely to be to encourage the development and use of public transport and cycling in order to ease congestion and help the environment. A comprehensive and efficient public transport system within the plan area is essential to meet the needs of those without cars and to discourage the use of cars for local journeys. But any switch from cars to public transport is likely to be relatively small.
  
3. Statistics indicate that car usage in Malvern is more or less in line with other areas. In 2011, some 70.7% travelled to work by car or van in Malvern, compared to 71.1% in the West Midlands as a whole. The figure was slightly higher at 73.1% for Malvern Hills District, no doubt reflecting the reduced availability of public transport and the longer travel to work journeys in the wider, more rural area. About 80% of households in Malvern had access to one or more cars or vans (average 1.24 per household), compared to about 75% in the West Midlands (1.20 per household) and 87% in Malvern Hills District (1.54).\*
  
4. Non-travel to work journeys include business, shopping, and visitors and tourism. Under other policies in the plan, each of these categories is likely to grow, as will Malvern's population. While some traffic will be diverted onto public transport, pressure will increase for both on-street and off-street parking. If Malvern's population continues to age as in the past, there will be special pressure for retail and leisure parking to meet the needs of those for whom public transport is not a practical alternative, as well as an appropriate number of disabled bays and provision for mobility scooters. It should be noted that while Malvern's overall population rose by 877 or 3.1% between 2001 and 2011, 502 of these were 65 years of age or older, representing an increase of 8.1% in this age group.

---

\* For Malvern the tables circulated show 11.5% of households having access to 4 or more vehicles. This seems to be an error. The figure of 80% quoted above is based on the statement that 20.7% of households have no access to a car or van at all.

## OFF-STREET PARKING

5. I attach a note listing the main public car parks in Malvern. This shows that there is maximum capacity for 427 cars in MHDC car parks (according to the MHDC website) plus about 210 in the Waitrose car park which is open to both Waitrose customers and the general public, making a total of about 637 spaces. All the car parks have spaces set aside for disabled badge holders and all the MHDC car parks except the Council House and Brunel House have provision for motorcycles. Coach facilities are available at Priory Road (South) as are 6 charging bays for electric cars.

6. Two other major car parks serving Malvern are the retail park with 592 spaces (plus recent extras) and Victoria Park, Malvern Link, with about 100 spaces.

7. It is obviously not possible to reach an objective conclusion on whether this provision is adequate without detailed information about usage, car park by car park, derived from costs and income received. This information is no doubt held by MHDC but does not seem to be available via the Council's website. Casual observation indicates, however, that with one major exception dealt with below, shortage of off-street spaces in Malvern is not itself a problem, though improved management could achieve better utilization. During normal trading hours, for example, while the Waitrose car park is generally very busy, as is the MHDC short stay car park at Edith Walk, the nearby Victoria Road long stay car park is much less heavily used. Similarly, both Priory Road car parks are often close to empty during the day, off-season. It may be that part of the problem here is the existing differential pricing structure between MHDC short stay (maximum 2 hours), medium stay (up to 4 hours) and long stay car parks. As the attached note shows, it costs the same to park in any car park for up to an hour (50p), while the cost of parking for two hours in the short stay car parks (£1.40) is only 40p more than in medium and long stay car parks. (The only MHDC medium stay car park is Geraldine Road, for reasons which are unclear: this too appears generally under-used, except at peak times.) On a slightly different but important point, the provision of free parking by MHDC for eight days on the Fridays and Saturdays before Christmas, though a nice and perhaps traditional gesture, seems an oddity. If the purpose of parking charges is to ration space, these are the very days when they are most needed.

8. The major exception referred to above is Belle Vue Terrace, where shops and other businesses seem to suffer from the fact that only 31 off-street spaces are provided. If it were

possible to make substantially better off-street provision for Belle Vue Terrace, residents, businesses and tourists would all benefit. Such provision could also take pressure off some of the lower car parks by encouraging freer pedestrian movement between the two areas.

9. The provision and management of MHDC car parks is governed by their, "On and Off Street Car Parking Strategy 2012 to 2017", adopted after an extensive consultation in summer 2011. The strategy is due to be reviewed in 2016/17. I would be happy to forward a copy to Working Party members on request.

## **ON-STREET PARKING**

10. The 2011 MHDC consultation showed that 50% of drivers who wished to park for one hour or less preferred on-street parking. These were predominantly local residents. The majority of drivers were also able to park first time in their desired locations. The top two key objectives identified in the MHDC strategy were 1) to improve traffic flow and reduce congestion and 2) to increase availability of on- and off-street parking in the areas of highest demand.

11. From casual observation there does not seem to be a general congestion problem in Malvern caused by on-street parking, Church Road and Graham Road being two major exceptions. The parking spaces in Church Road between Belle Vue Terrace and Graham Road invariably cause congestion by reducing the road to single lane working, a situation made even worse when loading/unloading is also taking place. Congestion would be considerably eased by removing these spaces, especially if accompanied by improved phasing of the traffic lights at the Graham Road/Grange Road/Church Street junction, and increasing the depth of the layby for buses at the Church Street stop outside the pharmacy, which at present causes its own congestion. Parking along Graham Road causes problems because the carriageway is not wide enough for buses and cars to pass in opposite directions. Although the carriageway is wide enough for two cars to pass, many drivers are cautious and wait for oncoming traffic. There is an obvious case in congestion terms for prohibiting on-street parking along Graham Road, but it is not clear where the substantial number of displaced vehicles would go, or how residents and businesses along the road would be affected. Also, removal of parking on a long straight road could result in increased traffic speeds and reduced safety. The cure could be worse than the disease.

12. Elsewhere, some congestion is caused by parking on the Wells Road along from Belle Vue Terrace but this does not appear to be the cause of major problems. There is congestion also caused by on-street parking manoeuvres in Worcester Road, Malvern Link, and in Barnards Green. If this continues to grow and causes major problems, a possible solution might be to utilize under-used land behind the shops and businesses in both locations to create new off-street parking.

13. The introduction of civil enforcement (and of car parking charges at Malvern Link station) has resulted in parking encroachment on otherwise unrestricted roads. Avenue Road, Imperial Road and Tibberton Road are particular examples. These roads, and others, are wide enough and have the general capacity to accommodate parking, but congestion has been caused (particularly for buses) by the increasing practice of parking on both sides. In circumstances where this occurs, the solution would seem to be to restrict parking to one side of the road only by the use of single or double yellow lines.

14. In their strategy, MHDC envisaged reviewing the appropriateness of on-street permitted parking periods during 2015, with changes to restrictions being implemented towards the end of that year. MHDC have told me that the review actually took place ahead of schedule with changes being brought into force on 3 April 2014. The review harmonised the wide variety of waiting restrictions to one hour in areas of highest demand and two hours elsewhere. There seems scope for looking at this again, principally along Belle Vue Terrace, where the one hour restriction hardly gives time for visitors to take in all that is on offer along the terrace and also, perhaps, to visit Waitrose and the Church Street shops and restaurants on foot. Two hours would seem more appropriate.

## **NEW DEVELOPMENTS**

15. In January 2011, central government removed the requirement for local authorities to set "maximum" parking standards. Responsibility for setting parking standards (and parking charges) now rests with local authorities. I have not been able to find out from its website what MHDC's policies are. Inadequate parking provision in the case of new developments obviously puts pressure on surrounding roads. At Clarence Park Village, for example, some 60 spaces are provided (in two car parks) to service 101 one and two bedroom apartments, plus visitors, plus restaurant open to the public. This seems less than sufficient. Cartwright Court comprises 54 one and two bedroom apartments for the over 70s. The only reference to parking in the McCarthy & Stone brochure is, "Car parking available on-site to permit

holders (please ask a sales consultant for more details)". A current planning application for the demolition of Northcot and the erection of 7 new residential apartments at Como Road, proposes only one parking space for each apartment, which is clearly inadequate and would add to parking pressures in the surrounding area.

## **POSSIBLE OBJECTIVES**

16. Any objectives in the plan for parking will need to fit in with other policies and objectives for traffic management, roads, public transport, business and tourism. Some possible objectives based on the above might, however, be as follows –

### Car Parking –

1. The overall objective will be to ensure sufficient parking provision to meet the needs of residents, businesses and visitors to the town.

2. So far as possible, these needs will be met through economical and conveniently located off-street car parks. In this respect, priority will be given to exploring the feasibility of expanding substantially the off-street parking provision serving Belle Vue Terrace.

3. On-street parking will continue to form a major part of the provision for the town, where this does not adversely affect traffic flow and increase congestion. Where necessary, some on-street parking will continue to be subject to appropriate time restrictions if required by the particular locality.

4. While new residential or other developments are to be welcomed, such developments will be required to meet their own parking needs on site and not to add to parking pressures in their area. Development proposals which endanger existing off-street provision will be resisted unless satisfactory alternative like for like provision is made.

17. There is a final point directly related to the development of Malvern as a tourist centre. That is whether charging for parking in MHDC car parks after 6.00pm is something that ought to be done at all. It is true that the standard charge of £1.50 from 6.00pm to midnight is not great and at the same time it is not known how much MHDC would lose if the charge were abandoned. It is fairly usual elsewhere for charges to be waived in the evenings until the following morning, no doubt with off-setting savings in enforcement. Such a move might add to the use of the leisure facilities of the town outside normal business hours.

## ANNEX

### MALVERN CAR PARKS

#### A. MHDC CAR PARKS (MHDC WEBSITE)

##### Short Stay (2 hours)

1. **Belle Vue Terrace**

Spaces: Cars 31, Disabled 1, Motorcycles

2. **Edith Walk**

Spaces: Cars 26, Disabled 5, Motorcycles

3. **Grange Road (North)**

Spaces: Cars 18, Disabled 2, Motorcycles

4. **Grange Road (South)**

Spaces: Cars 14, Disabled 2, Motorcycles

Total Spaces – 89 Cars, 10 Disabled

##### Medium Stay (4 hours)

5. **Geraldine Road**

Spaces: Cars 19, Disabled 2, Motorcycles

##### Long Stay (over 4 hours)

6. **Brunel House**

No parking between 8am and 7.30pm, except Saturdays, Sundays and Bank Holidays

Spaces: Cars 24, Disabled 1, No Motorcycles

7. **Council House**

No parking between 8am and 7.30pm, except Saturday, Sundays and Bank Holidays

Spaces: Cars 31, Disabled 2, No Motorcycles

8. **Priory Road (North)**

Spaces: Cars 49, Disabled 2, Motorcycles

9. **Priory Road (South)**

Spaces: Cars 115, Disabled 3, Electric charging bays 6, Motorcycles, Coach facilities

10. **Victoria Road**

Spaces: Cars 69, Disabled 3, Motorcycles

Total Spaces – 288 Cars, 11 Disabled

Free Car Parks

11. **Link Top**

Long Stay

Spaces: Cars 21, Disabled 2, Motorcycles

12. **Newtown Road**

Long Stay

Spaces: Cars 10, Disabled 2, Motorcycles

Total Spaces: 31 Cars, 4 Disabled

**Grand Total (MHDC) – 427 Cars, 27 Disabled**

B. MHDC Charges

	<u>Short Stay</u>	<u>Medium Stay</u>	<u>Long Stay</u>
Up to 1 hour	50p	50p	50p
Up to 2 hours	£1.40	£1.00	£1.00
Up to 4 hours	N/A	£2.00	£2.00
Over 4 hours	N/A	N/A	£3.00
7 day ticket	N/A	N/A	£9.00
6pm to midnight	£1.50	£1.50	£1.50

Note: (i) After midnight, hourly restrictions apply in each category.

(ii) In Short and Medium Stay Car Parks, the 2 hour residents parking permit allows 2 hours maximum parking at any time. In Long Stay Car Parks, the residents car parking permit may be used to cover parking between 6pm and midnight, as well as allowing 2 hours maximum parking at any other time.

(iii) In line with previous practice, free Christmas parking was allowed in 2015 on the following Fridays and Saturdays - 27, 28 November, 4,5,11,12, 18 and 19 December, subject to a 2 hour maximum stay in Short Stay Car Parks.

### C. MAJOR NON-MHDC CAR PARKS

#### 1. **Waitrose Car Park**

Spaces: According to the internet, there are 210 spaces at the Waitrose Car Park.

Road traffic signs classify the car park as “Short Stay”, though this is not consistent with MHDC’s standard definition, as the parking rules displayed on site demonstrate.

The car park is – obviously - primarily for Waitrose customers, but it is also available for general public use. Charges are –

A. Waitrose Customers – 2 hours free, 60p up to 3 hours, £5 up to 4 hours, £10 over 4 hours.

B. General Public – holders of residents’ permits, up to 2 hours free; others, 50p up to 1 hour, £1 up to 2 hours, £1.50 up to 3 hours, £5 up to 4 hours, £10 over 4 hours.

#### 2. **Victoria Park, Malvern Link**

Free car park with about 100 spaces.

#### 3. **Malvern Retail Park**

According to the internet there are 592 customer spaces, to which extra spaces have recently been added.

## 7.1 Character Assessment Summary

CHARACTER AREA SUMMARY

	Area Name	Topography	Land Use	Layout	Roads, Street, Routes	Spaces	Buildings	Landmarks	Green / Natural features	Streetscape	Views
1	Leigh Sinton and Newland gap	Sloping	Predominantly Agriculture	Winding and Irregular	Narrow country lanes / footpaths	Farmland	scattered farmsteads / rural properties. Predominantly 19th Century and earlier	none	Trees, woods, hedgerows, farmland, orchards, lakes and ponds	not relevant	Views to and from the hills
2	Cowleigh Road / AONB	Sloping on the western side and then undulating	Predominantly Agriculture	Winding and Irregular	Narrow country lanes, footpaths (N B. Worcestershire Way runs through)	Farmland	converted farm buildings / several new detached houses. Mostly Victorian and earlier	Lord Beauchamp Spout	Trees, woodland, orchards, hedgerows, brook,	not relevant	Views from the west to the east.
3	Upper and Lower Howsell	gentle sloping down south-eastwards	predominantly residential / schools / limited employment areas (Frobisher park and shops by new land roundabout) / convenience shops / community centres / churches	Irregular	Traditional two way streets, footpaths, raised railway,	allotments, play areas, green open spaces, graveyard	8, 9, 10,11,12a, 12b, 13,14, 15, 16, (NB Planned residential development at Eastward Road area)	Alms houses, Isobel Harrison Gardens, railway embankment cutting through area	small amount of trees, private planting, railway embankment	surfacing black top tarmacing, mixed boundary	Views towards the hills
4	Belmont	Flat	Predominantly residential / public house	linear / regular	Traditional two way streets	none	8, 9, 13	Victorian Public House	none	surfacing black top tarmacing, mixed boundary	Views up towards the hills and views out to the east
5	Malvern Link	Predominantly Sloping	Residential / Offices and Commercial / Shops, cafes, restaurants / Churches / Schools / Community Centres / Sports facilities / Industrial / Railway Station	regular	Traditional two way streets, Redland Road one way, railway line, walking trail on Malvern Link Common, footpaths, cycle route, pedestrian underpass	Car parks, Link Common, Victoria Park, Children's Play areas, Car Parks, Cemetery, graveyard, bowling green.	2,3,4,5,6?,7,8,9,10,11, 13, 15, 16,	St Mathias Church plus two other Churches, Temperance fountain, murals, sculpture by Pickersleigh Road / Worcester Road traffic lights, Malvern Link Station, Fire Station, Link Common, Main road is tree lined	Link Common, Victoria Park	Public seating, black top tarmacing, bollards, public art	Views to the hills, views across the common. Malvern Link opens up views of North Hill
6	Trinity Conservation Area	Sloping towards the east	Residential / Community Hospital / Link Top neighbourhood centre shops / church	linear / regular	two way streets, footpaths	car park at link top	Nags Head (timber framed?) 8a, 8b, 9a, 9b, 15, 16,	Community Hospital, Malvern granite walls, Victorian Post box, Retired Solder old public house	open space at Hornyold Road	lots of Malvern stone walls, tree lined streets (NB - TPO's)	Views towards the hills and across the common. Views in all four directions

note : includes conservation area and retail centre



CHARACTER AREA SUMMARY

14	Great Malvern	Sloping / steeply sloping	Residential / Offices and commercial / shops, cafes, restaurants / churches / schools, community centres, sports facilities	regular and irregular	two way street, one way street, narrow lane, pedestrianised areas, railway lines as eastward boundary, bridges, footpaths, underpasses	playing fields and recreation, Priory Park, Rose Bank Gardens, Malvern College Grounds, children's play areas, The Lees green area, Priory graveyard, car parks, Belle Vue Island, Forecourt at Library, gaps between buildings allowing views of the hills	all categories (but no 6, 8a, no 10, no 11, no 14)	Priory Church, Holly Mount Church, The Foley Arms, The Unicorn, The War memorial at Library, Elgar Statue, Barclays Bank Building, Bluebird Tearooms, Theatre of Small Convenience, Malvern Theatre, Malvinha Spout, Wilson Memorial, Abbey Gateway, Malvern College, Edinburgh Dome, Great Malvern Station, The Buzzards, Belle Vue Terrace buildings, Malvern Baptist Church, Pillar Box on Orchard Road, Abbey Gardens, Quakers meeting house, Priory Park bandstand, tree statue in Priory Park, The Elgar Paintings in bus stop by Rose Bank Gardens.	Priory Park, Rose Bank Gardens,	Pillar Box, Gas Lamps, public seating, Malvern stone walls, springs and spouts, cobbles, priory steps, display on church walk by Waitrose, tiles by theatre of small convenience, Elgar paintings, iron railings,	Views in all directions, up to hills, over the Severn Plain
15	Barnards Green	sloping	Residential / Offices and commercial / shops, cafes, restaurants / churches / schools, community centres, sports facilities / industrial.	irregular	mainly two way streets, one way system, one way road, bridges, cycle lanes, footpaths,	playing fields (college and MSJ) cemetery, car parks at Barnards Green,	2,3,4,8a, 9a? 9b? 10, 12a, 15, 16, 17,18	Bus shelter, War memorial, Hastings House, Christchurch, St James School, Hastings pond, Fountain spout, thatched cottages on Court Road, The Morgan Pub, ex lodging houses for Imperial hotel in Manby Road	trees and woodland, avenue road trees,	Stone walls in Avenue Road, boundary treatments in walls, public seating in Barnards Green,	Views up to the hills, some views north-eastwards towards Worcester
16	Poolbrook	Predominantly flat	Predominantly residential, school, offices, some shops	regular and irregular	two way streets, one way street, country lanes, railway, footpaths, some cycle lanes	children's play area,	8a, 9a, 12a, 12b, 13a, 14, 17,18	St Andrews Church, old cottages along the Guarlford road, Pool brook village hall (Foley institute)	green strip running along Poolbrook (common conservators land)	black top tarmacing	Views up the hills
17	QinetiQ	This area will be covered by the Business and Employment Group									
18	Mill Lane	Predominantly flat	Mainly agricultural with sewage works within the area	the area is predominantly open, but where development is established it is linear	two way streets, narrow country lanes, rural walking trails, footpaths	malvern common and a children's play area in the north	2, 4, 17, 18,19	Guarlford Road farmsteads, The salt route	Guarlford Road is tree lined, streams, trees and woodland, hedgerows	not relevant	views up the hills, views along Guarlford Road

conservation area

## 7.2 SWDP Policy 21: Design

## ENVIRONMENTAL ENHANCEMENT AND PROTECTION

### SWDP 21: Design



- A. All development will be expected to be of a high design quality. It will need to integrate effectively with its surroundings, in terms of form and function, reinforce local distinctiveness and conserve, and where appropriate, enhance cultural and heritage assets and their settings. New and innovative designs will be encouraged and supported where they enhance the overall quality of the built environment.**
- B. Applications should demonstrate, through a Design and Access Statement or other supporting evidence, how the objectives outlined in criterion A have been addressed. They will also need to address the following matters:**
  - i. Siting and Layout**

**The siting and layout of a development should reflect the given characteristics of the site in terms of its appearance and function. Orientation should take advantage of passive heating and cooling**

systems, offer shade as appropriate and provide for the use of renewable energy.

## ii. Relationship to Surroundings and to Other Development

Development proposals must complement the character of the area. In particular, development should respond to surrounding buildings and the distinctive features or qualities that contribute to the visual and heritage interest of the townscape, frontages, streets and landscape quality of the local area.

## iii. The Settings of the City and Towns

Design proposals should ensure that the prominent views, vistas and skylines of Worcester city and the towns are maintained and safeguarded, particularly where they relate to heritage assets, existing landmark buildings, and 'gateway' sites. Development at the urban edges should respect the rural setting.

## iv. Neighbouring Amenity

Development should provide an adequate level of privacy, outlook, sunlight and daylight, and should not be unduly overbearing.

## v. Settlement Character

The distinct identity and character of settlements should be safeguarded.

## vi. Mix of Uses

To create vitality and interest, proposals should incorporate a mix of uses where appropriate to the location.

## vii. Flexible Design

Buildings should incorporate flexible designs, addressing access to public open spaces and enabling adaption for future needs and uses in terms of internal spaces and extensions.

## viii. Scale, Height and Massing

The scale, height and massing of development must be appropriate to the setting of the site and the surrounding landscape character and townscape, including existing urban grain and density.

## **ix. Links, Connectivity and Access**

**Design and layouts should maximise opportunities for pedestrian and cycle linkages to the surrounding area and local services and should be generally accessible for all users, including those with disabilities. Vehicular traffic from the development should be able to access the highway safely and the road network should have the capacity to accommodate the type and volume of traffic from the development.**

## **x. Detailed Design and Materials**

**The detailing and materials of development should be of high quality and appropriate to its context. Design should have regard to sustainable construction approaches and ensure adaptability to changes in the climate.**

## **xi. Appropriate Facilities**

**Development should incorporate the required parking facilities and provision for the storage of bicycles. Satisfactory access and provision for the parking, servicing and manoeuvring of vehicles should be provided in accordance with the recognised standards.**

## **xii. Landscaping**

**Development should provide high quality hard and soft landscaping. The importance of soft landscaping, using appropriate species and incorporating arrangements for long-term management is emphasised.**

## **xiii. Public Realm**

**Public realm and open spaces should be well-designed, appropriately detailed and maintained via management agreements. They should also incorporate active frontages where appropriate. Proposals should include hard and soft surfaces, public art, street furniture, shade, lighting and signage as appropriate to the development.**

## **xiv. Creating a Safe and Secure Environment**

**Opportunities for creating a safe and secure environment and providing surveillance should be included, principally through the layout and positioning of buildings, spaces and uses. Where appropriate, development should incorporate measures for crime reduction that are consistent with those recommended by the Secured by Design guides. Buildings and their surrounding spaces should incorporate fire safety**

**measures and be designed to allow rapid access by the emergency services.**

## **xv. Advertisements**

**Illuminated signage will only be permitted where lighting is unobtrusive or not considered to be harmful to the character and appearance of the site or surroundings. Consent will be granted for outdoor advertisements (including poster hoardings) provided the display will not adversely affect the amenities of the area or impact on public safety.**

## **Reasoned Justification**

1. Design quality is critical to good planning as excellence in design can enhance the quality of people's lives, create a sense of place, improve the attractiveness of a location and create safer places to live and work. Streets, pathways and public open spaces are the 'glue' that binds a place together, making it accessible, attractive and safe and an easy place to move around. Poor design, on the other hand, has the potential to detract from people's day-to-day lives through poor building relationships, car-dominated layouts and a sub-standard public realm, all of which add little to a sense of place and have a negative impact on land values, property prices and the environment in general.
2. Consequently, the policy criteria are applicable to all aspects of design, including those associated with residential and employment development, public buildings and the public realm.
3. Good design is also a crucial element in supporting economic prosperity. Ensuring the highest quality of design in employment and retail locations, along with enhancement through quality design of Worcester and south Worcestershire's market towns and villages, is an important factor in attracting inward investment and promoting a vibrant tourist economy. However, for some employment development proposals, notwithstanding the need for energy efficient designs, it is recognised that the aesthetics may be less important with respect to established industrial estates.
4. It is essential that full consideration is given to achieving sustainable development and counteracting climatic variations over the lifetime of a new building or development through the choice of location, design and materials and through addressing ecological integrity. Reducing the demand for energy and improving energy efficiency is also an important starting point for achieving sustainable design. Designs should include energy-efficient methods of heating, lighting and ventilation and, where viable, incorporate the generation of energy from renewable or low carbon sources in accordance with SWDP 27. Support will be given for new residential development that seeks to achieve the New Home Quality Mark.
5. Good design is also vital in protecting and enhancing the special character of south Worcestershire. The design principles set out in this policy provide a high-level design framework for new development that supports the diverse nature of good design. These will be explained further in a Design Guide Supplementary Planning Document. They

## 9.1 Youth Questionnaire



# Malvern's FUTURE



7th Malvern Company  
The Girls' Brigade

**Your Chance to have  
Your Say.....**

# QUESTIONNAIRE FOR YOUTH PROVISION IN MALVERN

We are preparing a plan for the future of Malvern. A Neighbourhood Plan gives local communities the opportunity to have a greater influence over development in their area.

Neighbourhood Plans can:

- suggest ways to improve existing facilities
- identify new facilities or amenities from which we can all benefit
- identify local issues and opportunities, and suggest solutions

Facilities for young people are important for the future of the town. We are interested in your views and would like your help to identify the various clubs and facilities in the town, what facilities are missing and which facilities you think could be improved.

## 1a) What Clubs/Societies do you belong to in School? Please List

.....  
.....  
.....  
.....

## 1b) What Clubs/Societies do you belong to outside of school hrs? Please List

.....  
.....  
.....  
.....

**2a) What Facilities/Resources do you currently use in Malvern?  
Please List**

**1. Leisure Facilities e.g. Leisure Centre/Swimming Pools**

.....  
.....  
.....

**2. Entertainment e.g. Cinema**

.....  
.....  
.....

**3. Youth Clubs**

.....  
.....  
.....

**4. Resource Centres e.g. Library /Career Services**

.....  
.....  
.....

**5. Other**

.....  
.....  
.....

**2b) How do you normally travel to these facilities? Please Circle**

**Walk**

**Bus**

**Car**

**Cycle**

**Train**

**2c) What Facilities/Resources do you currently use out of Malvern?  
Please List**

**1. Leisure Facilities e.g. Leisure Centre/Swimming Pools**

.....  
.....  
.....

**2. Entertainment e.g. Cinema**

.....  
.....  
.....

**3. Youth Clubs**

.....  
.....  
.....

**4. Resource Centres e.g. Library /Career Services**

.....  
.....  
.....

**5. Other**

.....  
.....  
.....

**2d) How do you normally travel to these facilities? Please Circle**

**Walk**

**Bus**

**Car**

**Cycle**

**Train**

**3a) What existing facilities would you like to use, but don't? Please List**

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.....

**3b) Are there any particular reasons that restrict you from using these facilities? Please State**

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.....

**4) Are there any facilities that Malvern does not have, that you would like to see provided? Please State**

.....  
.....  
.....  
.....  
.....  
.....

**Thank you for taking the time to fill out this questionnaire, it is entirely anonymous, so no need to provide your details, however we would appreciate if you would state your Year Group and your Postcode.**

**Year Group:.....**

**Postcode:.....**



## 9.2 Youth summary responses

## Malverns Future Youth Survey

What existing facilities would you use, but don't	
Response Count	
127	
	127
	6

Response Text	Categories
Gym, Swimming and Gymnastics	Gym,Swimming,Gymnastics
4g Astro	Astro Pitch
Gym, Youth Club, Tennis, Hockey Club	Youth Club,Other
Gym and Gymanistics	Gym,Gymnastics
Swimming	Swimming
Non	
Theatre/Swimming	Theatre/cinema
Swimming Pool/Gym	Gym,Swimming
N/A	
Gym	Gym
Gym	Gym
Gym	Gym
The Cube, Paintballing, Gymns, Library, Laser Quest	Gym,Youth Club,Other,Library
Paintballing, drone racing & Surfing	Other
Splash & Library	Swimming,Library
Splash, Malvern Hills Walking	Gym,Swimming,Outside Activities
N/A	
Welland Football Club & School Team	Other,Outside Activities
Ski Dome & Bull Ring	Other,Shopping
N/A	
Worcester Library, Restaurants in Malvern, Cinema, Splash Gym, Tennis Club at School, Gym at Retail P	Gym,Swimming,Other,Theatre/cinema,Shopping
N/A	
N/A	
Going with places with my younger Brother	Other
Malvern Cube	Youth Club
Visit Places independently	Other
Football, Netball, Cooking Club in School	Other,Outside Activities
Netball & Tennis	Outside Activities
Athletics Club	Outside Activities
N/A	
Ice Skating, Ice Quest, Malvern Archery, Worcester Athletics Club	Other
Swimming Pools & Climbing Centres	Swimming,Other
Football Club	Outside Activities
Another Rugby Club	Outside Activities
Vertical Limit - Climbing, Skate Park - My dad said it's dangerous	Other
MSJ for Long Jump/Rugby Club	Other,Outside Activities
Gym, Paragliding	Gym,Other
Walking on the hills & Paragliding	Other
Badminton Clubs & Army Cadets	Other
would like to eat at Restaurants that have more interesting food and more accessible	Other
Ice Skating & Swimming	Other
Skydiving/Paragliding	Other,Outside Activities
Water Sports	Other
Splash/Gym	Gym,Swimming
Splash/Gym	Gym,Swimming
Paragliding /Skydiving	Other,Outside Activities
Swimming Pool & Gym	Gym,Swimming
Lido in Droitcich, but too far away	
Cheaper indoor/free cricket Facility	Other
N/A	
Splash	Gym,Swimming
Swimming Pool & Gym	Gym,Swimming
N/A	
Gym at Splash	Gym
Priory Park	
N/A	
Splash, Gym, The Cube, Parks	Gym,Swimming,Youth Club,Other
N/A	
Gym	Gym
N/A	
N/A	
Dyson Perrins Gym, Astrotrurf	Gym,Astro Pitch
N/A	
N/A	
Rock Climbing Wall in Worcester	Other
Gym, Shops	Gym,Shopping
N/A	
N/A	
Malvern Youth Clubs	Youth Club
Gym	Gym
The Gym	Gym
N/A	
Yes	
N/A	
Yes	
N/A	
N/A	
N/A	
N/A	
Gym	Gym

N/A	
N/A	
Gym	Gym
Cinema, Swimming & Gym	Gym,Swimming,Theatre/cinema
N/A	
Swimming Pool	Swimming
N/A	
Bowling	Other
Trampoline Park & Water Park	Other
Skate Park	Other
N/A	
N/A	
Better Skate Parks & Dirt Tracks for Bikes	Other
N/A	
Swimming Pool	Swimming
Cinema & Gym	Gym,Theatre/cinema
Splash	Gym,Swimming
N/A	
N/A	
N/A	
N/A	
Gym, Cheerleading, Dance Clubs	Gym,Other
Gymnastics, Horseriding & Girls Brigade	Gymnastics,Other
Splash	Gym,Swimming
N/A	
N/A	
Gym	Gym
Gym at School	Gym
Hive Library	Library
Swimming Pool, Cinema	Swimming,Theatre/cinema
N/A	
Swimming Pool	Swimming
Youth Club & Dance Club	Youth Club,Other
Library, Youth Clubs	Youth Club,Library
Water Park	Other
Gym	Gym
Swimming Pool & Youth Club	Swimming,Youth Club
N/A	
Basketball Club, Golf Course	Other
N/A	
N/A	

## Malverns Future Youth Survey

Are there any particular reasons that restrict you from using the facilities

Response Count

127

127

6

Response Text	Categories
Dont have time and people will judge	Time,Peers
Too far	Distance
Cost	Cost
Cost	Cost
Cant be bothered	Effort
Too far to walk so inconvenient	Distance
N/A	
Cost	Cost
Inconvenient times after school and having to walk home late	Time,Distance
N/A	
Time Limitations and Cost	Time,Cost
Too Expensive	Cost
Too Expensive	Cost
Effort	Effort
Lack of local facilities & local organisations	Other
no time and no money	Time,Cost
Cost, Time limitations and getting there	Time,Distance,Cost
N/A	
Have to get the bus home	Distance
Too Expensive	Cost
N/A	
Transport, Time, Expensive, Restaurants are not great	Distance,Cost
N/A	
N/A	
Too many people drinking	Other
Not much for youngsters	Other
Poor Bus Service from Leigh Sinton, more buses and more bus services	Distance,Other
No one wants to do them with me, too expensive	Cost,Other
Lack of time, need to look after my horse	Time
Dance Clubs	Other
N/A	
Injured and no time	Time,Other
Time limitations	Time
Not enough time	Time
Too Little Time	Time
N/A	
Not sure how to jin the clubs	Other
Transport	Distance
Can't get there because live in Countryside & Not old enough	Distance,Other
Money	Cost
The variety of Restaurants are mainly in Cities like Worcester & Birmingham	Other
Part time job	Time
Cost & Transport	Distance,Cost
Price & Time	Time,Cost
Exam pressure	Other
Not Enough Time	Time
Time	Time
Both Expensive	Cost
Cost of Travel & Cost of Facilities	Cost
Malvern College Charge too much	Cost
N/A	
Changing facilities are not good	Other
Too expensive	Cost
Doesn't live in Malvern	Distance
N/A	
N/A	
They are boring, bot exciting & too expensive	Cost,Other
N/A	
Money, time and effort	Time,Cost,Effort
N/A	
N/A	
Money, time and effort	Time,Cost,Effort
N/A	
N/A	

Too expensive and too far away	Distance, Cost
Too expensive and no variety	Cost, Other
N/A	
N/A	
Scared to go alone	Safety
Too expensive and too far away	Distance, Cost
Too expensive	Cost
N/A	
Yes	
N/A	
Yes	
N/A	
Too lazy	Effort
N/A	
Don't have anyone to go with	Other
N/A	
N/A	
Too busy with Homework & housework	Time
Too Expensive	Cost
N/A	
Lack of time	Time
N/A	
Parents not allowing them	Other
Too far away & often expensive	Distance, Cost
Too Far to Walk	Distance
N/A	
N/A	
Don't have them	
N/A	
Too expensive and not open late enough	Time, Cost
Too Expensive	Cost
Lack of time	Time
N/A	
Broken Wrist	Other
N/A	
N/A	
N/A	
Have a torn cartilage	Other
Not been in England Long	Other
Time limitations	Time
N/A	
N/A	
Not old enough	Other
Mum letting me go	Other
N/A	
Too lazy	Effort
N/A	
N/A	
Do not have time	Time
N/A	
Getting There	Distance
Difficulty in getting there	Distance
N/A	
N/A	
Lack of time & would need to be closer	Time, Distance
Unable to get there too far away	Distance
N/A	

## Malverns Future Youth Survey

Are there any facilities that Malvern does not have, that you would like to see provided

132  
*answered question* 132  
*skipped question* 1

### Number

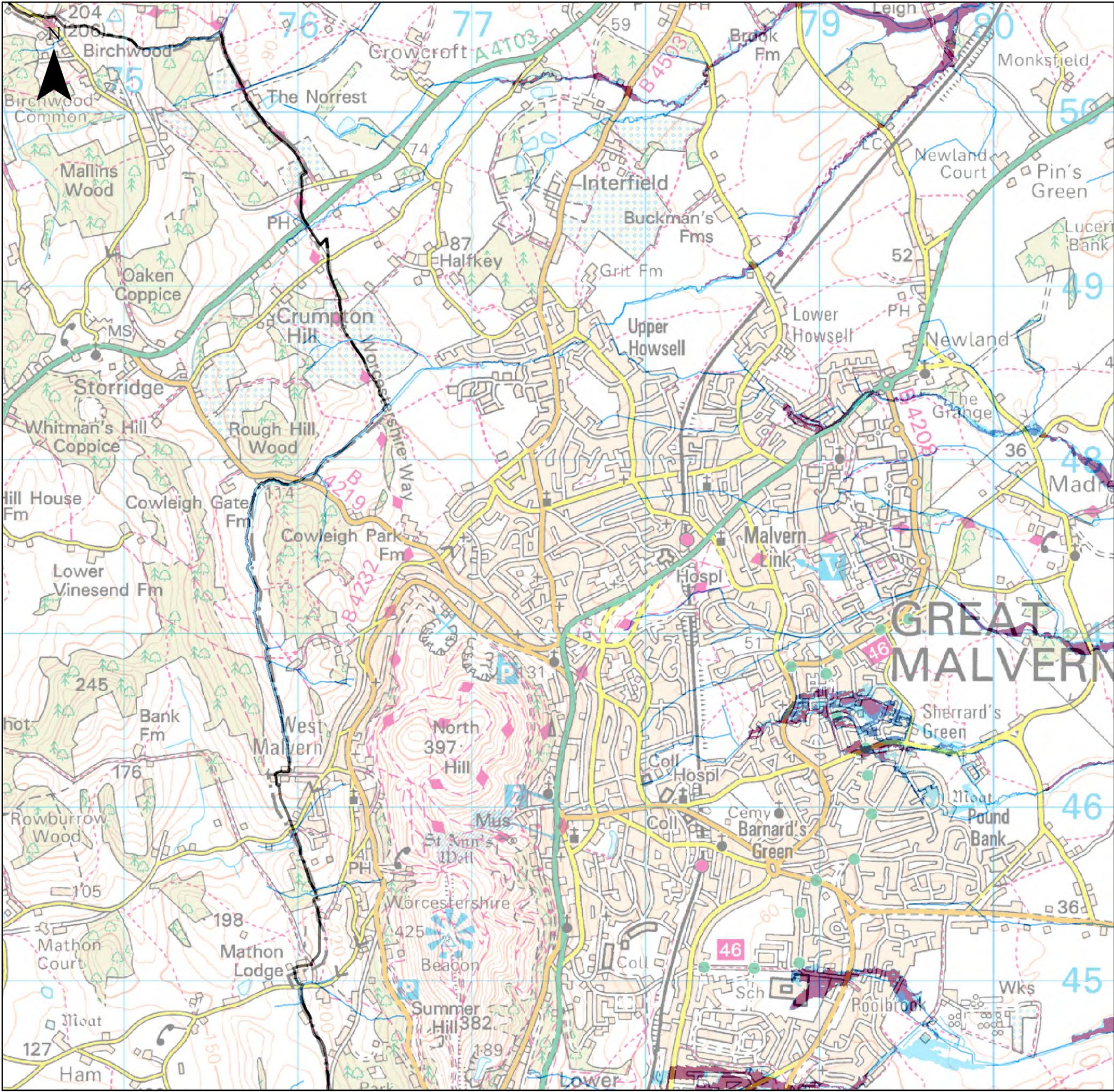
Trampolining, Water Park, Open tumbling track, Better Cinema  
 Go-Karting, Paint balling, Water Park  
 Bird Centre, Bigger shopping Centre, Camping Site, Paint balling  
 Go-Karting, Paint balling, Cinema, Water Park, Aquarium  
 zoo, Aquarium, Outdoor tracks  
 A free 4g Astro, A Water Park, Theme park, Go-Karting, Paint balling, Trampoline park  
 Better Cinema, Outdoor Centre, Better Swimming Pool, More access to astro turf, camping sites, Festivals, Go Ape, Organised  
 days out with clubs, Waterpark, Swimming lakes/slides  
 Cinema, Sky diving, slide down the malvern hills, a fun fare 24/7, Camping Site, Free Youth Clubs  
 A Free 4g Astro, Water Park, Go-Kart, Trampoline park  
 Better cinema, Better shop choices  
 Bigger Ice Rink, Better Cinema, Outdoor water park,, Bigger swimming pool, Trampoline Park But making sure we keep  
 commons and green areas and less new houses on green areas too.  
 Music Centres, Closer local lessons, Better Cinema  
 Bowling, More shops, Bigger Retail Park, Mountain Biking Trails, Outdoor Water Park  
 More variety of films in the cinema  
 Velodrome, Grit Race Circuit, Water Park, Paintballing, Less old peoples homes  
 Camping Sites, Go Ape, Water Theme Park, Better Cinema  
 Camping Sites, Better Cinema  
 Paintballing, Cable Car up to the hills, Aquarium, Bungee & Trampolining  
 Paintballing area, bungee jumping, wall of death  
 Ice skating rink/rollerskating rink, less old peoples homes  
 N/A  
 Ski-Dome  
 Bowling alley and more variety of shops  
 Go Karting & More variety of shops  
 Go-Karting Track  
 Research Centre, Go-Karting, Bowling Alley & More Gyms  
 Go Karting Track in Malvern, Indoor Skydiving & Bowling Alley  
 KFC  
 Safer places for older & younger children, bowling alley and more variety of shops  
 More variety of shops in the retail Park  
 Bowling Centre, Go Karting, KFC larger retail park  
 Jack Wills, Primark & Super drug  
 More variety of shops in Malvern  
 Bigger Shopping Centre  
 More Variety of Restaurants  
 Trampoline Park  
 Bowling Alley  
 Bowling Club/Go-Karting/KFC  
 Go Karting & KFC  
 Skate Park, Climbing Area, Bowling Alley & Skydiving  
 Trampoline Park, Go Karting and KFC  
 Aviation Related Activities  
 More Cafes/Coffee Shops  
 Free Gyms and larger skate park  
 More accessible chain restaurants and shops  
 Karting Centre & Bowling Centre  
 Malvern Shops not great, A cinema with better films, cheaper train fares  
 Cinema, Bowling, better shops, better bus service from West Malvern, Cheaper Trains  
 Gadget Shop, Game Shop & Paintballing  
 Safe places to socialize with friends  
 Cable Car to the Hills, better shops and cheaper trains  
 Bigger range of films in Malvern Theatres, Bowling Alley  
 Lido, Basketball courts, Football Pitches, Bowling Alley  
 Better Malvern Town Stadium  
 N/A  
 Bowling Alley  
 A cinema with up to date films  
 N/A  
 Trampoline Park and Bowling Alley  
 Free Outdoor Gym  
 Places to go and relax with friends, free outdoor gym  
 Places to go and relax with friends, Bowling Alley  
 Bowling Alley  
 Malvern Offers a lot  
 Bowling Alley  
 Outdoor Gym, Bowling Alley, more variety of shops  
 Motocross Track  
 N/A  
 Rocking Climbing Wall & Outdoor Lake  
 Rock Climbing Wall  
 N/A  
 N/A

### Categories

Trampolining,Water Park,Cinema  
 Water Park,Go-Karting,Paint Balling  
 Paint Balling,Animal Centre,Shopping,Camping  
 Water Park,Cinema,Go-Karting,Paint Balling,Animal Centre  
 Animal Centre  
 Water Park,Go-Karting,Paint Balling,Free Astro Pitch,Theme Park  
 Water Park,Cinema,Camping,Free Astro Pitch,Outdoor Activities  
 Cinema,Camping,Theme Park,Outdoor Activities,Free youth clubs  
 Trampolining,Water Park,Go-Karting,Free Astro Pitch  
 Cinema,Shopping  
 Trampolining,Water Park,Cinema  
 Cinema,Music  
 Shopping,Outdoor Activities,Bowling  
 Cinema  
 Water Park,Paint Balling  
 Water Park,Cinema,Camping,Outdoor Activities  
 Cinema,Camping  
 Trampolining,Paint Balling,Animal Centre,Outdoor Activities  
 Paint Balling,Outdoor Activities  
 Other  
 Other  
 Shopping,Bowling  
 Go-Karting,Shopping  
 Go-Karting  
 Go-Karting,Bowling,Other  
 Go-Karting,Bowling,Other  
 Shopping,Other  
 Shopping  
 Go-Karting,Shopping,Bowling  
 Shopping  
 Shopping  
 Shopping  
 Other  
 Trampolining  
 Bowling  
 Go-Karting,Bowling  
 Go-Karting  
 Outdoor Activities,Bowling  
 Trampolining,Go-Karting  
 Outdoor Activities  
 Other  
 Other  
 Shopping,Other  
 Go-Karting,Bowling  
 Cinema,Shopping  
 Cinema,Shopping  
 Paint Balling,Shopping  
 Other  
 Shopping,Other  
 Cinema,Bowling  
 Water Park,Outdoor Activities,Bowling  
 Other  
 Bowling  
 Cinema  
 Trampolining,Bowling  
 Outdoor Activities  
 Outdoor Activities,Other  
 Bowling,Other  
 Bowling  
 Bowling  
 Shopping,Outdoor Activities,Bowling  
 Outdoor Activities  
 Outdoor Activities  
 Outdoor Activities

A larger Cinema than the one at Malvern Theatres	Cinema
N/A	
Bowling Alley & Arcade	Bowling
Bowling Alley, Theme Park & more eateries	Theme Park,Bowling,Other
N/A	
Cinema which shows new films	Cinema
Cinema which shows new films	Cinema
N/A	
N/A	
N/A	
N/A	
Yes	
Ice Hockey Club	Other
Yes	
N/A	
Starbucks, Topshop & Victoria's Secret	Shopping,Other
N/A	
Girls Basketball Club	Outdoor Activities
N/A	
Bowling Alley	Bowling
N/A	
N/A	
Bike Veleldrome & Archery	Outdoor Activities,Other
Cross Country Rising Course, Showjumping Arena	Outdoor Activities
N/A	
Bowling Alley	Bowling
Water Parks, Trampoline Park & Lazer Quest	Trampoline,Water Park,Other
Bowling Alley	Bowling
Shopping Mall	Shopping
N/A	
Dirt Bike Track	Outdoor Activities
Bowling, Theme Park & Water Park	Water Park,Theme Park,Bowling
Bowling	Bowling
Go Karting Track	Go-Karting
Show Jumping/Cross Country Course	Outdoor Activities,Other
N/A	
N/A	
Malvern is not that interesting	
N/A	
Ski Dome/Indoor Area	Other
Ball pool, Trampoline, Zoo, Young Farming, Primark	Trampoline,Animal Centre,Shopping,Other
N/A	
N/A	
N/A	
Waterstones	Shopping
Trampoline World	Trampoline
N/A	
N/A	
N/A	
N/A	
Football Stadium	Other
Malvern has everything I need	
Shopping Centre, Museum, Tree Climbing Park, Zoo Bike Ride Park	Animal Centre,Shopping,Outdoor Activities,Other
Water Park	Water Park
Shopping Centre	Shopping
Shopping Centre	Shopping
Fencing Club	Other
Basketball Club	Other
Girls Basketball Team	Other

## 10.1 SFRA maps



**NOTES**

The Flood Zone maps show zones described as the land that would flood if there were no defences present. NPPF Guidance identifies the following Flood Zones:

Zone 1: Comprised of land having a less than 1 in 1000 annual probability of river or sea flooding in any year.

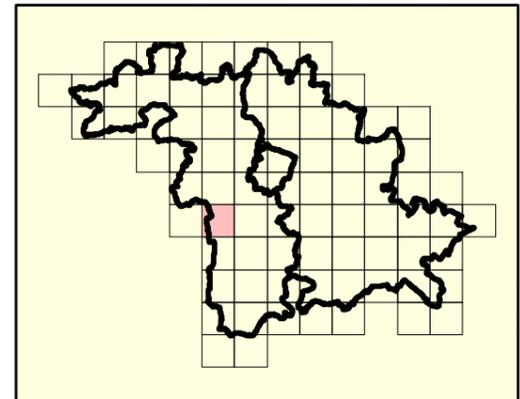
Zone 2: Comprised of land having between a 1 in 100 and 1 in 1000 annual probability of river flooding or 1 in 200 and 1 in 1000 annual probability of sea flooding in any year. The Historic Flood Map will be incorporated into the EA's November Flood Map update. For consistency with the EA's maps which ever extent is greater out of the historic flood map and Flood Zone 2 should be used as Flood Zone 2 for Sequential Test purposes and to inform allocations, master planning and design.

Zone 3a: This zone comprises land assessed as having a greater than 1 in 100 annual probability of river flooding or a greater than 1 in 200 annual probability of flooding from the sea in any year.

Zone 3b: This zone comprises land where water has to flow or be stored in times of flood. The SFRA identified Flood Zone 3b as land which would flood with an annual probability of 1 in 20 or greater in any year or is designed to flood in an extreme flood. These maps are indicative of FZ3b and further investigation is required through detailed site specific flood risk assessment.

Suitable developments in each zone are defined in Table 4-1 in the main SFRA report.

**Key Plan**



**Legend**

- Flood Zone 3b
- Flood Zone 3a
- Flood Zone 2
- Historic Flood Map
- River Centre Lines
- SFRA Study Area



REF	DATE	COMMENTS
A	Sept 2012	Draft
B	Nov 2012	Final
C		

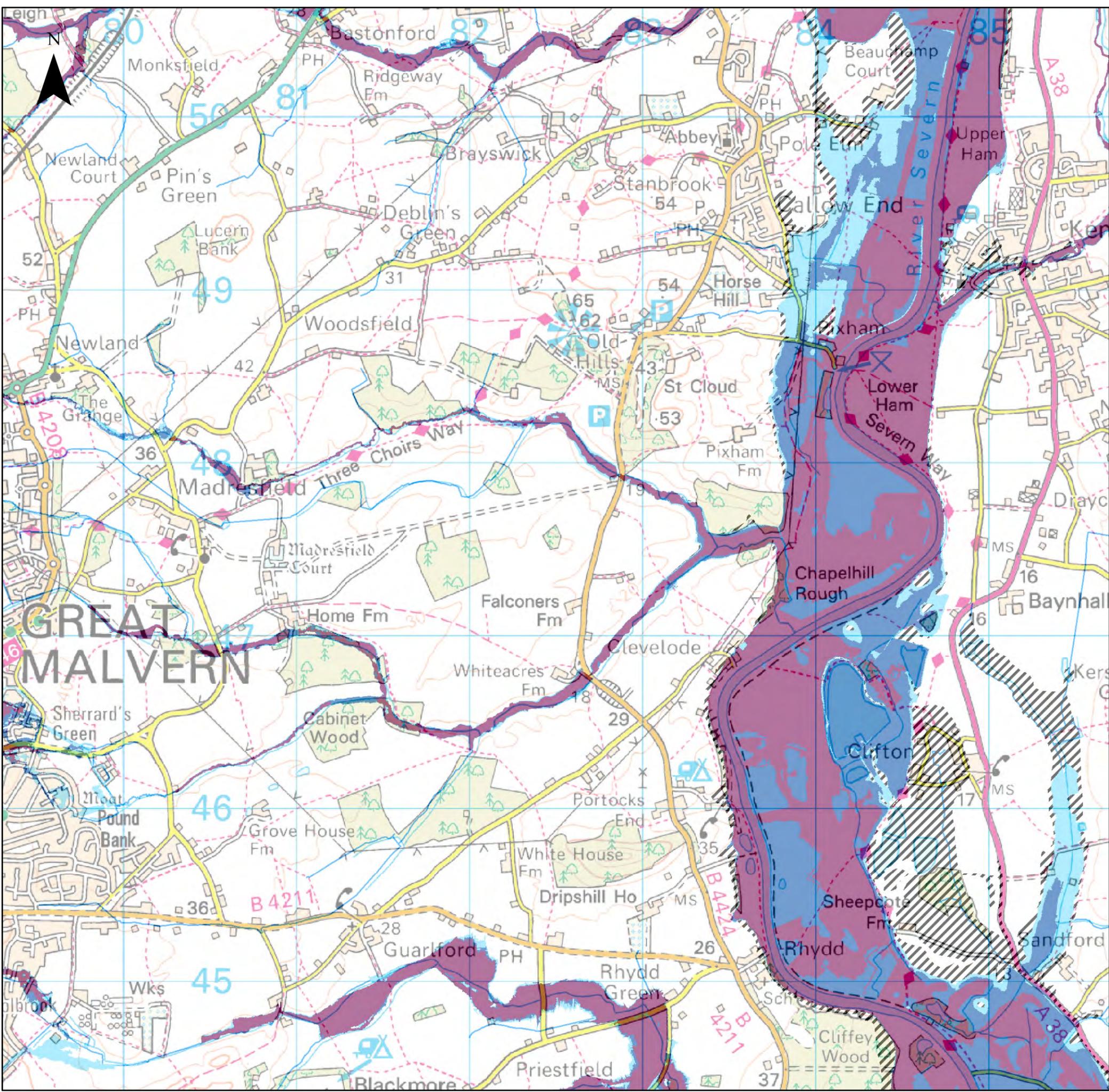
**APPENDIX A  
FLOOD ZONE MAPS**

Sheet No: 48 of 81 Index Number: SW\_IN 48

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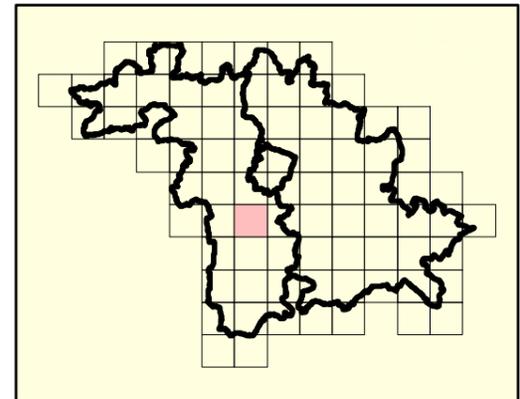
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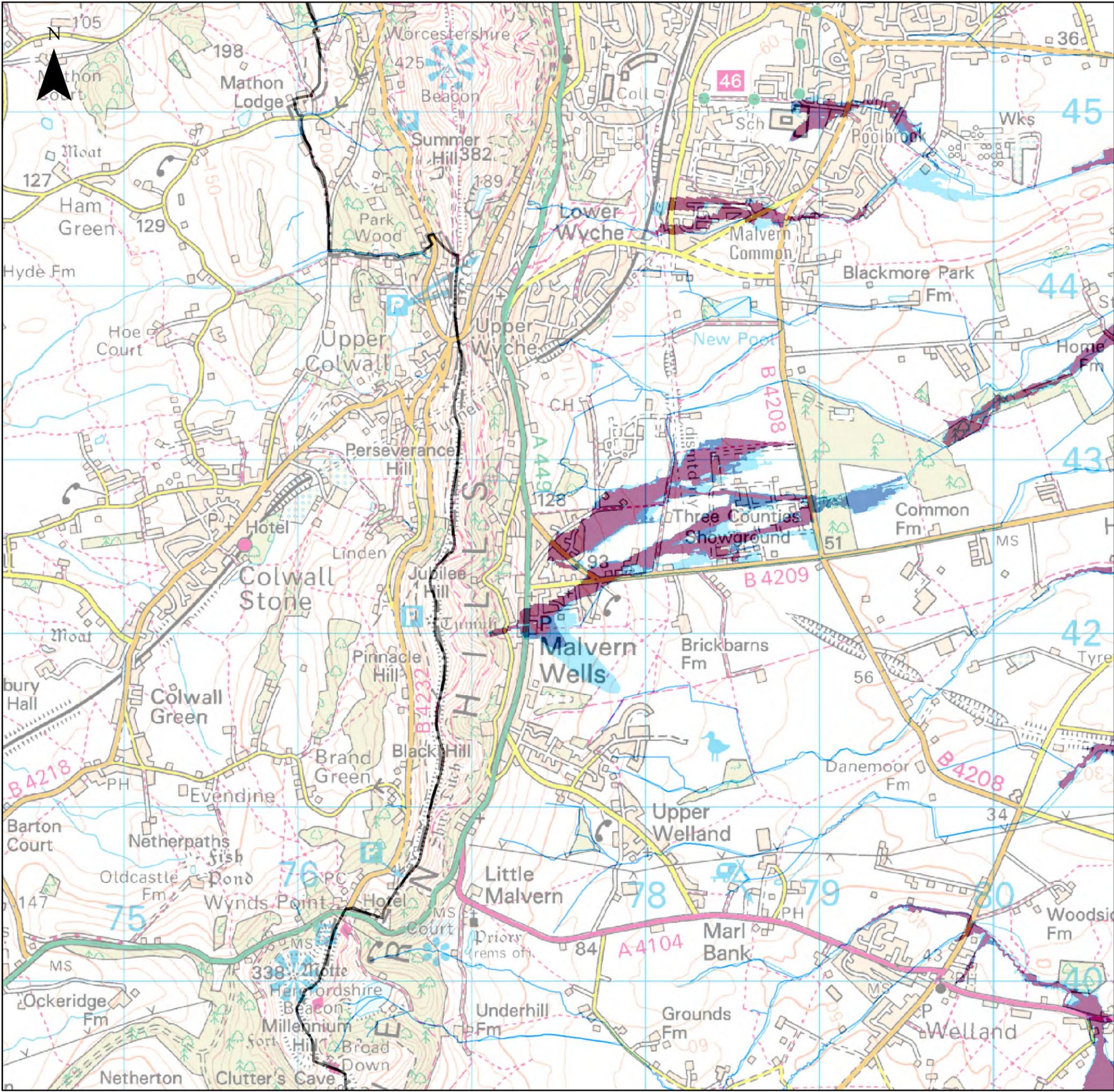
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FLOOD ZONE MAPS**

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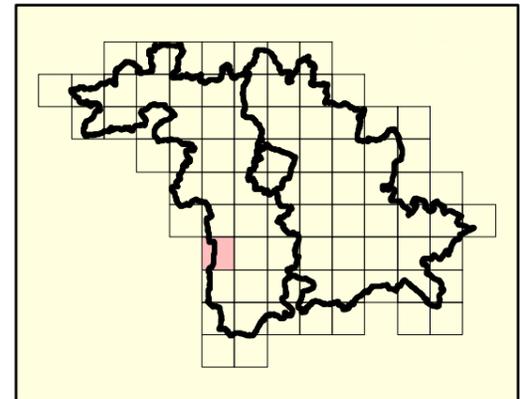
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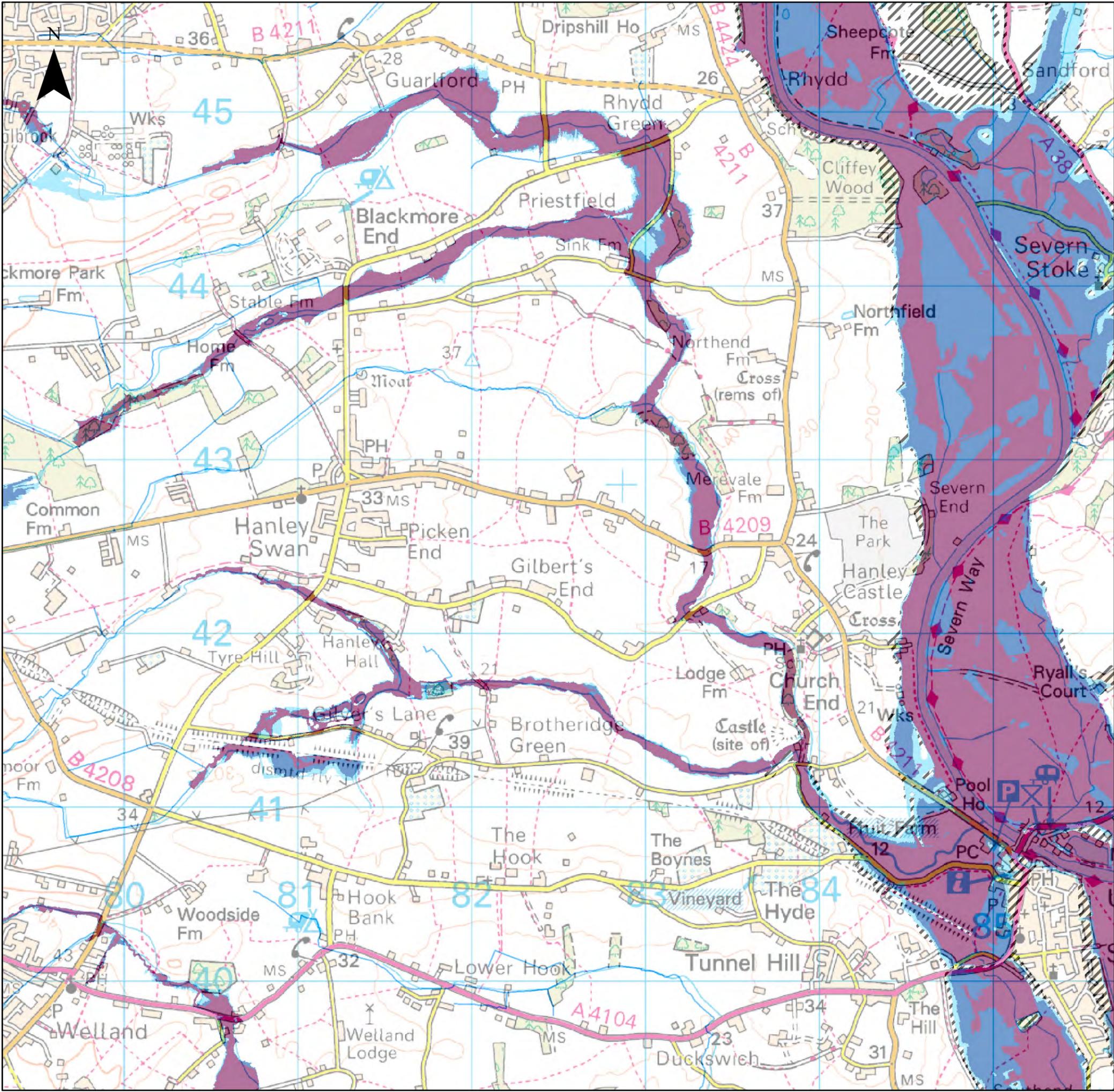
**APPENDIX A  
FLOOD ZONE MAPS**

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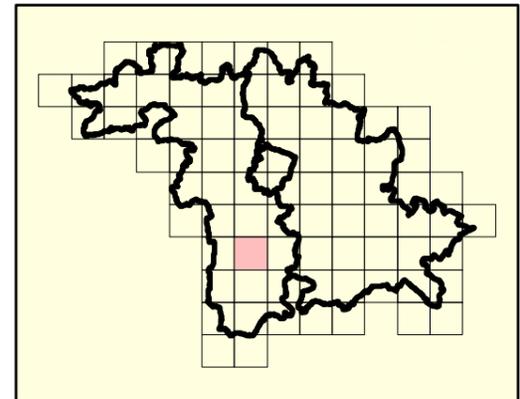
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**APPENDIX A  
FLOOD ZONE MAPS**

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## 11.1 Air Quality Monitoring stations locations

# Location of Air Quality Monitoring Sites

